



AMERICAN ANGUS ASSOCIATION

Founded in 1883, the American Angus Association is owned and controlled by its members. Members elect delegates to represent their state at the Annual Meeting. The delegates in turn elect five representatives each year to the 15-member Board of Directors, as well as the Association president and vice president.

The primary job of the Association is to collect and to process performance and ancestral records on Angus cattle and to issue certificates of registration and transfer. The Association also performs a variety of other services for members, including public relations, support of shows and educational events, junior activities programs, commercial relations, and Certified Angus Beef (CAB) LLC. In addition, the Association publishes the Angus Journal and the Angus Beef Bulletin through its for-profit subsidiary, Angus Productions Inc. (API).

The offices of the American Angus Association are at 3201 Frederick Ave., Saint Joseph, MO 64506-2997; (816) 383-5100; fax: (816) 233-9703; angus@angus.org; www.angus.org.



Serving on the 2003-2004 American Angus Association Board of Directors are (seated, from left) Leo Baker, Saint Onge, S.D.; Gregg Blythe, Decatur, Ala.; Minnie Lou Bradley, Memphis, Texas, vice president; Joe Elliot, Adams, Tenn., president; Ben Eggers, Mexico, Mo., treasurer; Mark Gardiner, Ashland, Kan.; Paul Hill, Bidwell, Ohio; (standing, from left) John Crouch, Saint Joseph, Mo., executive vice president; Jay King, Rock Falls, Ill.; Joe Hampton, Mount Ulla, N.C.; Bill Davis, Sidney, Mont.; Richard (Dick) Tokach, Saint Anthony, N.D.; Al DeClerk, Pocahontas, Ark.; Dave Smith, Greensburg, Ind.; John Schurr, Farnam, Neb.; Jot Hartley, Vinita, Okla.; Rob Thomas, Baker City, Ore.; and Robert (Bob) Schlutz, Columbus Junction, Iowa.

OFFICERS

Joe Elliott, President, 1291 Stroudsville Rd., Adams, TN 37010; resjoe@bellsouth.net
John Crouch, Executive Vice President, 3201 Frederick Ave., Saint Joseph, MO 64506; jcrouch@angus.org
Minnie Lou Bradley, Vice President, 15591 CR K, Memphis, TX 79245; bradley3@srcaccess.net
Ben Eggers, Treasurer, 3939 S. Clark, Mexico, MO 65265; eggers@socket.net

BOARD OF DIRECTORS Terms Expiring in 2004

Ben Eggers, 3939 S. Clark, Mexico, MO 65265; eggers@socket.net
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Terms Expiring in 2005

Leo Baker, 11440 Angus Lane, Saint Onge, SD 57779; msbaker@mato.com
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ADMINISTRATIVE STAFF

John Crouch, *executive vice president*
Finance
 Richard Wilson, *vice president*
Information & Data Programs
 Bill Bowman, *vice president*
Industry Relations
 Jim Shirley, *vice president*

DEPARTMENTAL STAFF

Activities & Junior Activities
 James Fisher, *director*
 Shelia Stannard, *assistant director*
Administrative Secretary
 Diane Strahm
Angus Information Management Software
 Scott Johnson, *director*
Commercial Programs
 Jim Shirley, *director*
Finance & Accounting
 Richard Wilson, *director*
 Kenny Miller, *assistant director*
Foundation Development
 Milford Jenkins, *director*
Industry & Member Communications
 Sara Moyer, *director*
Information Systems
 Lou Ann Adams, *director*
Member Services & Office Management
 Bryce Schumann, *director*
 Carol Waller, *assistant director*
Performance Programs
 Bill Bowman, *director*
 Sally Northcutt, *genetic research director*



AMERICAN ANGUS ASSOCIATION MISSION STATEMENT

"To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, to broaden its influence within the beef industry, and to expand the market for superior-tasting, high-quality Angus beef worldwide."

LONG-RANGE GOALS

The American Angus Association's Board of Directors and staff met in March 2003 to discuss long-term goals, opportunities and issues that affect the Association and its entities, as well as its members. That planning session led to the establishment of five core strategies that were used to develop a strategic plan, which includes objectives and initiatives, for developing and implementing programs and services. These core strategies include:

- ▶ achieve Angus excellence through information;
- ▶ increase beef demand with Angus equity;
- ▶ identify and implement relevant technologies;
- ▶ optimize resources; and
- ▶ create opportunities.

NATIONAL JUNIOR ANGUS ASSOCIATION

TERMS UP IN 2004

JENNIFER BECK, North Carolina, chairman; e-mail: beckfmly@aol.com

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TERMS UP IN 2005

KYLE CONLEY, Missouri; e-mail: kyle_26caf@hotmail.com

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JENNIFER OURSO, Louisiana; e-mail: jourso5@lsu.edu

JEANA SANKEY, Kansas; e-mail: jsankey36@hotmail.com

Serving on the 2003-2004 National Junior Angus Association Board of Directors are (seated, from left) Jennifer Beck, Carrboro, N.C., chairman; Jamie King, Tiffin, Ohio, vice chairman; Jennifer Ourso, Donaldsonville, La.; Amy Wolfrey, Frederick, Md., leadership director; (standing, from left) Cortney Collins, Tanner, W.Va., communications director; Joanna Olson, Hereford, Texas; Kyle Conley, Clarksdale, Mo.; Trever Kuipers, Onarga, Ill., Foundation director; Jarrett Martin, Lavaca, Ark.; Tyler Grissom, Prague, Okla.; Jeana Sankey, Council Grove, Kan.; and Jamie Hower, Bethlehem, Pa., membership director.



THE ANGUS FOUNDATION

Twenty-five years ago, the Angus Foundation was just a speck in the eyes of Angus progressivism. But, today, it has become the American Angus Association's motivating force behind developments for youth, education and research, realizing almost \$2 million in total assets with the help of generous contributors.

Since its birth on June 10, 1980, the 501(c)(3), not-for-profit affiliate has provided members and other supporters a way to contribute to the breed they love — to build the groundwork for the future by funding scholarships, educational seminars and conferences, youth events, and more.

Foundation originators like J.E. Horton Jr. of Alabama believed the National Junior Angus Association (NJAA) held the key to the future success of the breed. It was this ideal that inspired the Association Board of Directors to establish the Foundation as a means to provide tax-deductible scholarship assistance to qualifying NJAA members. Since its founding, the organization

has delivered on that initial goal. With a director of development now at the helm, the Foundation seems poised for further expansion, continuing to focus on juniors but expanding the emphasis on education and research initiatives.

Milford Jenkins, the newly hired Angus Foundation director of development, says Association members have formed a mutually beneficial relationship with the Foundation. "The partnership between Association members and the Foundation is grounded in the sharing of dreams for the Foundation to continue to advance the Association and the breed," he says.

The Angus Foundation's Web site, www.angusfoundation.org, continues to provide an information vehicle for its news. The site features links that describe the benefits of the Angus Foundation, outline levels of giving and ways to donate to the Angus Foundation, and contain contact information and photographs of events.