



Angus Almanac

► Listing dates of interest to Angus producers; compiled by **Linda Robbins**, assistant editor

This almanac is presented as a listing of Angus sales and events known to our staff. Sales are presented by sale date, herd/association name and herd location (also sale location, if different). If more than one herd is involved, the address listed is location of sale. To make this listing concise, we have used the following abbreviations: associates, assoc.; association, ass'n; beef cattle improvement association, BCIA; beef cattle improvement program, BCIP; brothers, bros.; company, co.; enterprises, ent.; international, int'l; junior, jr.; mountain, mtn.; national, nat'l; northeast, NE; northwest, NW; performance-tested, PT; Roll of Victory, ROV; senior, sr.; southeast, SE; southwest, SW; to be announced, TBA; and university, Un. (The most current Almanac listing is online, available at www.angusjournal.com/ajcalendar.html. This version is updated on a regular basis and is searchable by keyword, location and date.)

JANUARY

- Jan. 2—*I Am Angus*, RFD-TV
- Jan. 2-4—Missouri Cattlemen's Ass'n Convention, Lake of the Ozarks, MO
- Jan. 3—McCumber/Spickler Angus Partners Commercial Female Sale, at Kist Livestock, Mandan, ND
- Jan. 4—Bricton Farms Bull Sale, Social Circle, GA
- Jan. 4—Genetic Excellence Bull Sale, at TTU Hyder-Burks Agricultural Pavilion, Cookeville, TN
- Jan. 4—North Dakota Angus Ass'n Sale, at Kist Livestock Auction, Mandan, ND
- Jan. 4—Waynesville Bull Test Sale, Waynesville, NC
- Jan. 5—Nebraska Cornhusker Angus Sale, at the Auction Market, Fairbury, NE
- Jan. 11—Profitmaker Bull Sale, at Hutson Angus Farms, Elk City, OK
- Jan. 11—SE Angus Classic Bull Sale, Opelika, AL
- Jan. 11—Un. of California—Davis Beef Improvement & Low Stress Cattle Handling Seminar & Webinar, at Gladys Valley Hall, Davis, CA
- Jan. 14—Bases Loaded Sale, Denver, CO
- Jan. 15—Angus Night on the Mountain, at Spruce Mtn. Ranch, Larkspur, CO
- Jan. 15—Nat'l Western Angus Bull Show & Sale, Denver, CO
- Jan. 16—Denim & Diamonds Angus Sale, at the NWSS Beef Palace Auction Arena, Denver, CO

- Jan. 16—Nat'l Western Stock Show Jr. Show, Denver, CO
- Jan. 16—Trowbridge Family of Friends Angus Sale, Denver, CO [evening]
- Jan. 17—Nat'l Western Angus Foundation Female Sale, at the Nat'l Western Livestock Center Auction Arena, Denver, CO
- Jan. 17—Urlacher Angus Ranch, Regent, ND (at Bowman Livestock, Bowman, ND)
- Jan. 18—Blackbelt Bull Bonanza, Uniontown, AL
- Jan. 18—Florida Bull Test, Marianna, FL
- Jan. 18—Nat'l Western Angus Pen/Carload Show, Denver, CO
- Jan. 18—North Carolina Angus Ass'n Annual Meeting & Banquet, Winston-Salem, NC
- Jan. 18—Redland Angus Bull Sale, Manderson, WY (at Buffalo Livestock Auction, Buffalo, WY)
- Jan. 20—Miller Angus Ranch, Saint Anthony, ND (at Kist Livestock, Mandan, ND)
- Jan. 21—McPherson Angus, Sturgis, SD (at Philip Livestock, Philip, SD)
- Jan. 22—Sioux Empire Angus Show & Sale, Sioux Falls, SD
- Jan. 23—Driessen Angus, Canby, MN (at Glacial Lakes Livestock, Watertown, SD)
- Jan. 23—Marcy Cattle Co. Bull Sale, Hay Springs, NE (Gordon, NE)
- Jan. 23—Un. of Tennessee Sr. Bull Test Sale, at Middle Tennessee Experiment Station, Spring Hill, TN
- Jan. 24—Mill Bar Angus, Hayes Center, NE (McCook, NE)
- Jan. 24—Texas Angus Ass'n Bull Sale, Fort Worth, TX
- Jan. 24—Vandenberghe Flying V Angus, Cleveland, ND (at Kist Livestock, Mandan, ND)
- Jan. 25—21 Angus Ranch, New England, ND
- Jan. 25—Baldrige Bros. Angus Bull Sale, North Platte, NE
- Jan. 25—Central Kentucky Angus Ass'n Winter Sale, at CKA Sales Pavilion, Danville, KY
- Jan. 25—Georgia Angus Ass'n Annual Meeting & Banquet, Athens, GA
- Jan. 25—Gretsch Bros. Bull & Commercial Female Sale, Colbert, GA
- Jan. 25—Jauer Dependable Genetics, Hinton, IA
- Jan. 25-26—Kansas Angus Ass'n Annual Meeting & Banquet, Futurity & Jr. Show & Online Sale, Hutchinson, KS

- Jan. 25—Louisiana Angus Ass'n Bull Sale, Lecompte, LA
- Jan. 25—Nichols Superior Genetics, Bridgewater, IA
- Jan. 25—Sandage Angus Bull Sale, Gordon, NE (at Sheridan Livestock Auction, Rushville, NE)
- Jan. 25—Stars of Texas Female Sale, Fort Worth, TX
- Jan. 25—Texas Angus Ass'n Female Sale, Fort Worth, TX
- Jan. 25—Thompson Angus Ranch, Kintyre, ND
- Jan. 26—Southwestern Exposition Jr. Show, Fort Worth, TX
- Jan. 26—Triangle J Bull Sale, Miller, NE
- Jan. 27—Joseph Angus Ranch, Winner, SD (at Valentine Livestock, Valentine, NE)
- Jan. 27—Martin Angus Ranch Bull Sale, Keystone, NE (Ogallala, NE)
- Jan. 28—Ken Haas Angus Bull Sale, LaGrange, WY
- Jan. 28—Weigel Angus Ranch, Kintyre, ND
- Jan. 31—Severance Diamond Ranch Charolais & Angus Bull Sale, Ryder, ND (at Kist Livestock, Mandan, ND)

FEBRUARY

- Feb. 1—Bartos Ranch, Verdigré, NE
- Feb. 1—Clemson PT Bull Sale, Clemson, SC
- Feb. 1—Ellingson Angus, Saint Anthony, ND (at Martin Schaff Sale Facility, Saint Anthony, ND)
- Feb. 1—Fabius Creek Angus, Bloomfield, IA
- Feb. 1—Fort Worth Super-Point ROV Angus Show, at Watt Arena, Fort Worth, TX
- Feb. 1—Graff Cattle Co., Ogallala, NE
- Feb. 1—Messner Ranch, Laverne, OK
- Feb. 1—NE Alabama Performance Breeders' Bull Sale, Cullman, AL
- Feb. 1—Southwestern Exposition Super-Point ROV Angus Show, at Watt Arena, Fort Worth, TX
- Feb. 1—Turnpike Creek Farms, Milan, GA
- Feb. 2—Black Hills Angus Ass'n Annual Awards Banquet, Rapid City, SD
- Feb. 2—Black Hills Stock Show Commercial Heifer Sale, Rapid City, SD
- Feb. 2—Frey Angus Ranch, Granville, ND
- Feb. 3—Black Hills Stock Show Angus Show & Sale, Rapid City, SD
- Feb. 3—Mike Sitz Angus Ranch Bull Sale, Burwell, NE
- Feb. 3—Wendel Livestock Angus Genetics Commercial Female Sale, Edgeley, ND
- Feb. 3—Windmill Angus Ranch Bull Sale, Haigler, NE
- Feb. 4—Hoover Angus Farm, Creston, IA
- Feb. 5—Froeslee/Schmidgall, Vining, MN
- Feb. 5—Larsen Angus, Marne, IA (Dunlap, IA)
- Feb. 6—Common Sense Sale, Glendive, MT
- Feb. 6—Florida State Fair Open Angus Show, Tampa, FL
- Feb. 7—Florida State Fair Jr. Angus Show, Tampa, FL
- Feb. 7—Maher Angus Ranch, Morrystown, SD
- Feb. 7—McConnell Angus Ranch, Dix, NE
- Feb. 7—Spring Valley Ranch, Bassett, NE

ANGUS JOURNAL COPY DEADLINES

2014

January 20—Early copy deadline for March 2014 Angus Journal

January 25—Copy deadline for March 2014 Angus Journal

February 20—Early copy deadline for April 2014 Angus Journal

February 25—Copy deadline for April 2014 Angus Journal

March 20—Early copy deadline for May 2014 Angus Journal

March 25—Copy deadline for May 2014 Angus Journal

JANUARY 2014

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MARCH 2014

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Feb. 8—Black Crest Farms, Sumter, SC
 Feb. 8—Gem State Classic, Twin Falls, ID
 Feb. 8—Schaff Angus Valley, Saint Anthony, ND
 Feb. 8—Werner Angus, Cordova, IL
 Feb. 9—Prairie Creek Angus, Pleasant Plains, IL
 Feb. 9—Quail Valley Ranch Bull Sale, Prineville, OR
 Feb. 9—Sodak Angus Ranch Bull Sale, Reva, SD
 Feb. 10—Carter Family Angus Bull Sale, Julesburg, CO
 (Arthur, NE)
 Feb. 10—Sletten Angus Ranch, at Faith Livestock,
 Faith, SD
 Feb. 11—Carlson Angus Ranch, Regent, ND
 Feb. 11—FairView Ranch, Melville, MT
 Feb. 11—Iowa Angus Ass'n Annual Meeting, Des
 Moines, IA
 Feb. 11—Kuck Ranch, Bertrand, NE (Lexington, NE)
 Feb. 11—South Dakota Angus Ass'n State Show &
 Sale, at Watertown Winter Show, Watertown, SD
 Feb. 11—Spear U Angus Ranch, Wall, SD (at Philip
 Livestock, Philip, SD)
 Feb. 11—Werning Cattle Co., Emery, SD (at Mitchell
 Livestock, Mitchell, SD)
 Feb. 12—SandPoint Cattle Co. Bull Sale, Lodgepole,
 NE (Chappell, NE)
 Feb. 12—Spruce Hill Angus Ranch, Ludlow, SD (at
 Bowman Livestock, Bowman, ND)
 Feb. 13—Camas Prairie/Crouthamel Bull Sale,
 Grangeville, ID (at Lewiston Livestock, Lewiston, ID)
 Feb. 13—Foos Angus Ranch, Nisland, SD (at Belle
 Fourche Livestock, Belle Fourche, SD)
 Feb. 13—Iowa Beef Expo Angus Sale, Des Moines, IA
 Feb. 13—Un. of Georgia Bull Sale, Athens, GA
 Feb. 14—Mohnen Angus PT Bull Sale, White Lake, SD
 Feb. 14—Thomas Angus Ranch, at LGW, Hermiston, OR
 Feb. 15—Bradley 3 Ranch Bull Sale, Estelline, TX
 Feb. 15—Byergo Angus, Savannah, MO
 Feb. 15—KM Cattle Co. Online Bull Sale, Coon
 Rapids, IA
 Feb. 15—Leader Angus Farm Bull Sale, Crofton, NE
 Feb. 15—Minert-Simonson Angus Ranch Bull Sale,
 Dunning, NE
 Feb. 15—Nordlund Stock Farm, Clearbrook, MN
 Feb. 15—Reich Angus Ranch, Zap, ND
 Feb. 15—Schieffelbein Angus Farms, Kimball, MN
 Feb. 15—Southern Cattlemen's Sale, Hattiesburg, MS
 Feb. 15—Varilek Angus Ranch, Geddes, SD
 Feb. 15—Yon Family Farms Bull Sale, Ridge Spring,
 SC
 Feb. 16—Bruner Angus Ranch, Drake, ND
 Feb. 16—Nathan Palm Angus, Estelline, SD
 (Watertown, SD)
 Feb. 17—Albrecht/Penz Bull & Commercial Female
 Sale, at the Clay Freeny Ranch, Caddo, OK
 Feb. 17—Bulls of the Big Sky, Billings, MT
 Feb. 17—Koupal Angus, Dante, SD
 Feb. 17—President's Day Sale, at Clay Freeny Ranch,
 Caddo, OK
 Feb. 17—Teixeira Cattle Co. Bull Sale, Terrebonne, OR
 Feb. 17—Tokach Angus Ranch, Saint Anthony, ND (at
 Kist Livestock, Mandan, ND)
 Feb. 17—Weaver Angus Ranch Bull Sale, Fort Collins,
 CO
 Feb. 18—Cedar Top Ranch Bull Sale, Stapleton, NE
 (Burwell, NE)
 Feb. 18—Coleman Angus Ranch Bull Sale, Charlo, MT
 Feb. 18—Forgey Angus Ranch/Graesser Bros., Dallas,
 SD (at Winner Livestock, Winner, SD)
 Feb. 18—Reppe Ranch, Conde, SD (at South Dakota
 Livestock Sales, Watertown, SD)
 Feb. 19-22—Georgia Jr. Nat'l Livestock Show, Perry,
 GA
 Feb. 19—Hilltop Angus Farm, Bowdle, SD
 Feb. 19—OK&T Angus Ass'n Sale, Buffalo, OK
 Feb. 19—Ostrand Angus Bull Sale, Mason City, NE
 (Sargent, NE)
 Feb. 20—Krebs Ranch Bull Sale, Gordon, NE
 Feb. 20—Nebraska Cattlemen's Classic Angus Show
 & Sale, Kearney, NE
 Feb. 21—Blacktop Farms Angus & Herefords,
 Mitchell, SD
 Feb. 21—Dietz Family Angus, Sentinel Butte, ND (at
 Stockman's Livestock, Dickinson, ND)

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Feb. 21-22—Illinois Angus Breeders' Futurity, at Illinois State Fairgrounds, Springfield, IL
Feb. 21—Lundgren Angus Ranch, Gove, KS
Feb. 21—Riley Bros. Angus, Shullsburg, WI
Feb. 22—44 Farms Bull Sale, Cameron, TX
Feb. 22—Bush Angus, Britton, SD
Feb. 22—High Point Genetics, Osceola, IA
Feb. 22—Kreth Angus & Hereford, Mount Vernon, SD
Feb. 22—Missouri Angus Ass'n Annual Meeting, Columbia, MO
Feb. 22—Peterson Angus, Alcester, SD (at Sioux Falls Regional Livestock, Worthing, SD)
Feb. 22—Profit Maker Bull Sale, Paxton, NE
Feb. 22—Saluda County Commercial Replacement Heifer Sale, Saluda, SC
Feb. 22—Strommen Ranch Bull Sale, Huff, ND
Feb. 22—Van Nice Angus Ranch, Hanna, OK
Feb. 22—ZWT Ranch Bull & Commercial Female Sale, Crossville, TN
Feb. 23—Carlson's Angus, Thief River Falls, MN
Feb. 23—Missouri Angus Breeders' Futurity & Sale, Columbia, MO
Feb. 23—Raml Cattle, Goodwin, SD
Feb. 24—Arrow One Angus Bull Sale, North Platte, NE
Feb. 24—Circle L Ranch Bull Sale, Dillon, MT
Feb. 24—Foxhoven Angus Bull Sale, Crofton, NE
Feb. 24—Hart Farms, Frederick, SD
Feb. 24—Mertens Cattle Co., Milbank, SD (at Extension Headquarters, Watertown, SD)
Feb. 24—Oklahoma Panhandle State Un. PT Bull Sale, Goodwell, OK
Feb. 24—Robert Elliott & Sons Angus, Adams, TN
Feb. 25—Deep Creek Angus Ranch/Millar Angus Ranch, at Philip Livestock, Philip, SD
Feb. 25—Geppert's Rock Creek Livestock, at Mitchell Livestock, Mitchell, SD

Feb. 25—Haynes Cattle Co. Bull Sale, Holyoke, CO (Ogallala, NE)
Feb. 25—J.C. Heiken & Sons Bull Sale, Broadview, MT (at Miles City Livestock Commission, Miles City, MT)
Feb. 25—Mill Creek Ranch, Alma, KS
Feb. 25—Woodall Angus Farm, Quality, KY
Feb. 26—Cedarflo Angus Ranch, Hettinger, ND (at Lemmon Livestock, Lemmon, SD)
Feb. 26—Chestnut Angus Farm, Pipestone, MN
Feb. 26—TC Ranch Bull Sale, Franklin, NE
Feb. 27—Bear Mtn. Angus Ranch Bull Sale, Palisade, NE
Feb. 27—Brown's Angus Ranch, at Center Civic Center, Center, ND
Feb. 27—GG&T Cattle Co., Quinter, KS
Feb. 27—Raven Angus, Colome, SD
Feb. 27—Van Dyke Angus Bull Sale, Manhattan, MT
Feb. 28—Amdahl Angus, Fulton, SD (at Mitchell Livestock, Mitchell, SD)
Feb. 28—Beitelspacher Ranches, Bowdle, SD (at Mobridge Livestock, Mobridge, SD)
Feb. 28—Cow Camp Ranch, Lost Springs, KS
Feb. 28—Dale Sprunk/Jeremy Erdmann, Lisbon, ND
Feb. 28—Flying E Angus Ranch, White River, SD (at Winner Livestock, Winner, SD)
Feb. 28—Gant Hereford & Angus, Geddes, SD (at Platte Livestock, Platte, SD)
Feb. 28—March 1—Kentucky Angus Sweepstakes, at the Kentucky Exposition Center, Louisville, KY

MARCH

March 1—Bopat Farms, Bradford, TN
March 1—Crawford & Crawford, Adair, IA
March 1—DND Ent., Salem, IL
March 1—Double R Bar Ranch Bull Sale, Plymouth, IN
March 1—Foundation Angus Alliance Sale, Luling, TX
March 1—Green Valley Cattle Co. Bull Sale, Atkinson, NE
March 1—Held's Angus Carcass Influence Sale, Hinton, IA
March 1—Hobbs Angus, Fairview, IL

March 1—Keller Cattle Corp., Promontory, UT (Smithfield, UT)
March 1—Lafin Ranch, Olsburg, KS
March 1—Mead Angus Farms, Versailles, MO
March 1—New Mexico Angus Ass'n Sale, Roswell, NM
March 1—Pinehurst Farms, Earlham, IA
March 1—Production Angus Associates, New Providence, IA
March 1—QPB Bull Sale, Mount Hermon, LA
March 1—Thorstenson Gelbvieh & Angus, Selby, SD
March 1—Trinity Farms, Ellensburg, WA
March 1—Tuhy Angus Ranch, Manning, ND (at Stockman's Livestock, Dickinson, ND)
March 1—Wehrmann Genetics Bull Sale, New Market, VA
March 1—Wilde Angus Ranch, Shevlin, SD
March 1—Wood Angus, Willow Spring, NC
March 2—Carlson Cattle Co., Fullerton, NE
March 2—Lazy H Ranch, Hays, KS
March 2—Spring Valley Angus, LaMoure, ND
March 3—Clear Creek Angus, Chinook, MT
March 3—Edgar Bros., Rockham, SD (at Hub City Livestock, Aberdeen, SD)
March 3—Lyons Ranch, Manhattan, KS
March 3—Mytty Angus Ranch Bull Sale, Florence, MT
March 3—Vision Angus, Amherst, CO (North Platte, NE)
March 4—Apex Angus Bull Sale, Valier, MT
March 4—Hooscow Angus, Rushville, NE (Gordon, NE)
March 4—Houston Livestock Angus Show, Houston, TX
March 4—Jindra Angus, Clarkson, NE (Creighton, NE)
March 4—Ridl Farms, Dickinson, ND (at Stockman's Livestock, Dickinson, ND)
March 4—Rock'n R Ranch, Plainville, KS
March 4—Thomas Angus Ranch Bull Sale, Baker City, OR
March 4—Warner Beef Genetics, Arapahoe, NE

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March 5—Adams Connection, Firth, ID
March 5—Bruns Angus, Madison, SD
March 5—Hall Ranch Bull Sale, Bassett, NE
March 5—Lonesome River Ranch Bull Sale, Milburn, NE
March 5—Poland Angus Ranch, Isabel, KS
March 5—Priefert Angus, Hebron, NE
March 5—Spring Valley Farm, Agra, KS
March 5—Tifton PT Bull Sale, Tifton, GA
March 6—Fuoss Angus Ranch, Draper, SD
March 6—Generic Genetics Dispersion, Ida Grove, IA
March 6—Hinds Community College/Mississippi BCIA Bull Sale, Raymond, MS
March 6—JMB Angus, Sharon Springs, KS
March 6—Split Diamond Angus Bull Sale, Dillon, MT
March 6—Un. of Tennessee Jr. Bull Test Sale, at Middle Tennessee Experiment Station, Spring Hill, TN
March 7—Bullerman Angus/Metzger Angus/Moser Angus, at Sioux Falls Regional Livestock, Worthing, SD
March 7—Carl Dethlefs & Sons Bull Sale, Rockville, NE
March 7—Curtin Land & Cattle, Blue Mound, IL
March 7—Express Ranches Bull Sale, Yukon, OK
March 7—Flesch Angus Bull Sale, Shelby, MT
March 7—Grandview Angus/Jessie Lewis Angus, at Saint Onge Livestock, Saint Onge, SD
March 7—JK Angus/Eichacher Simmentals, Salem, SD
March 7—Reminisce Angus, Dillon, MT
March 8—Bar J Ranch Bull Sale, Brooten, MN
March 8—Big Rok Angus Ranch, Detroit Lakes, MN
March 8—Blue Q Ranch, Troy, NC
March 8—Brand Angus, Lake City, MN
March 8—Bulls of the Bitterroot, Stevensville, MT
March 8—Evans Farms Female Sale, Proctor, TX
March 8—Fast Angus Ranch/Dohrmann Cattle Co., at Kist Livestock, Mandan, ND
March 8—Galaxy Beef, Maryville, MO

March 8—Heart of the Ozarks Angus Ass'n Sale, West Plains, MO
March 8—JAC's Ranch, Bentonville, AR
March 8—Louisiana Angus Ass'n Female Sale, Lecompte, LA
March 8—Mill Brae Ranch, Maple Hill, KS
March 8—Nelson Angus, Egeland, ND
March 8—Pine View Angus, Colesburg, IA
March 8—Riverbend Ranch Bull Sale, Idaho Falls, ID
March 8—Sarratt Farms, Gaffney, SC
March 8—SF Farms PT Bull Sale, Princeton, KS (Garnett, KS)
March 8—Smith Farms Angus Bull Sale, Hay Springs, NE
March 8—Snyder Bros. Angus Bull Sale, Paxton, NE (Ogallala, NE)
March 8—Sunnyhill Angus, Fairview, IL
March 8—Tennessee Agribition Angus Sale, Lebanon, TN
March 8—Western Colorado Angus Ass'n Bull Sale, Delta, CO
March 8—Wiesler Angus, Orient, SD (at Hub City Livestock, Aberdeen, SD)
March 9—4M Angus Bull Sale, Blue Hill, NE
March 9—Lienetics Royale Bull Sale, Princeton, NE (Beatrice, NE)
March 9—RBM Livestock, Florence, SD
March 9—Rock River Ranch Bull Sale, Mount Morris, IL
March 9—Shepherd Hills Cattle Co., Lebanon, MO
March 10—Barstow Angus Ranch Bull Sale, Springview, NE
March 10—Brad Z Ranch, Guthrie Center, IA
March 10—Pine Coulee Bull Sale, at Wagon Box Ranch, Hardin, MT
March 10—Schauer Angus Ranch, at Faith Livestock, Faith, SD
March 11—Best Angus & Quarter Horses, Watford City, ND
March 11—Styles Angus Inc., Brentford, SD
March 12—Heart River Genetics/Open A Angus, Medora, ND

March 12—Sitz Angus, Dillon, MT
March 12—Vin-Mar Cattle Co. Bull Sale, Gordon, NE (Rushville, NE)
March 13—BJ Angus Genetics, Manhattan, KS
March 13—McCurry Angus Ranch Bull Sale, Burton, KS
March 13—Mogck Angus Farm, Tripp, SD (at Platte Livestock, Platte, SD)
March 13—Sunny Okanogan Angus Ranch, Okanogan, WA
March 14—74-51 Cattle Co., Marshall, OK
March 14—Bar S Ranch, Paradise, KS
March 14—Brookhouser T-Bone Angus Sale, Brunswick, NE (O'Neill, NE)
March 14—Jankord Angus Farm, Castlewood, SD (at Glacial Lakes Livestock, Watertown, SD)
March 14—Minnesota Angus Ass'n Annual Meeting & Banquet, Fergus Falls, MN
March 14—Rollin' Rock Genetic Partners, Hermiston, OR
March 14—South Carolina Angus Ass'n Annual Meeting & Banquet, Clemson, SC
March 14—Southwest Nebraska Angus Ass'n Bull Sale, McCook, NE
March 14—Wann Ranch, Poteau, OK
March 14—Weigand Grain & Livestock, Warrensburg, MO
March 14—Western Illinois Un. PT Bull Sale, Macomb, IL
March 15—Brinkley Angus Ranch, Milan, MO
March 15—Carolina Futurity, Clemson, SC
March 15—Circle A Ranch, Iberia, MO
March 15—Dalton's on the Sycamore, Gretna, VA
March 15—Gardel's Lazy Four Angus Bull Sale, Wilcox, NE (Kearney, NE)
March 15—Hales Angus Farm, Canyon, TX
March 15—JR Ranch/Sackmann Cattle Co. Bull Sale, at JR Ranch, Othello, WA
March 15—KiamichiLink Ranch Bull Sale, Finley, OK
March 15—MCA/MSU PT Bull Sale, Crystal, MI

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March 15—McCarthy Angus Bull Sale, Naper, NE

March 15—Minnesota Angus Ass'n Annual Sale, Fergus Falls, MN

March 15—Mississippi Valley Angus Ass'n Sale, Palmyra, MO

March 15—Molitor Angus Farm, Zenda, KS

March 15—Musgrave Angus, Griggsville, IL

March 15—NE Arkansas Angus Ass'n Sale, Charlotte, AR

March 15—Ohio Angus Super Star Sale, at Ohio Beef Expo, Columbus, OH

March 15—South Montana Angus Ass'n Bull Test Sale, at Montana Livestock Auction Yards, Ramsay, MT

March 15—Triple B Angus, Elizabeth, IL

March 15—Utah BIA Bull Test Sale, Salina, UT

March 15—Wabash Valley Angus Ass'n Sale, Harrisburg, IL

March 15—Ward Angus Ranch & Guests, Liberty, UT (at Anderson Livestock Auctions, Willard, UT)

March 15—White Angus Ranch/Raymond Lee Angus, at Bowman Livestock, Bowman, ND

March 16—April Valley Farm PT Bull & Female Sale, Leavenworth, KS (Saint Joseph, MO)

March 16—Breinig Ranch Bull Sale, Arapahoe, NE

March 16—Briarwood Farms, Butler, MO

March 16—Jallo Angus Ranch, Fordville, ND

March 16—Vision Quest Angus Ranch, Yates Center, KS

March 17—Becker Farms, Ballantine, MT

March 17—Beran Bros., Odin, KS

March 17—Hawks Angus, Galata, MT

March 17—Hinkle's Prime Cut Angus, Nevada, MO

March 17—Kasselder-Freoff, Ericson, NE

March 17—LBS Angus, Fortuna, ND (at Sitting Bull Livestock, Williston, ND)

March 17—Lindell Angus, Leonardville, KS

March 17—Malson Angus & Herefords Bull Sale, Parma, ID

March 17—TLC Vetsch Angus Ranch, Hazelton, ND [evening]

March 17—Van Beek Ranch, Pollock, SD (at Mobridge Livestock, Mobridge, SD)

March 18—Hinkson Angus Ranch Bull Sale, Cottonwood Falls, KS

March 18—Leachman Angus, Townsend, MT

March 18—Manzano Angus Bull Sale, Estancia, NM

March 18—Marshall Cattle Co., Burlington, CO

March 18—McKenzie Land & Livestock Bull Sale, Fort Stockton, TX

March 18—Moore Angus, Artesian, SD

March 18—Quirk Land & Cattle Co., Hastings, NE

March 18—Roberts Angus, Raub, ND (at Kist Livestock, Mandan, ND)

March 19—Eagle Pass Gelbvieh & Angus, Highmore, SD

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- March 19—Iowa Angus Ass'n Bull Test Sale, Lamoni, IA
- March 19—Mid-Kansas Angus Breeders' Sale, La Crosse, KS
- March 19—Minnesota Angus Breeders' State Sale, at Olmstead County Fairgrounds, Rochester, MN
- March 19—Stevenson Angus Ranch, Hobson, MT
- March 19—Sunvold's Shady Ash Angus, Sacred Heart, MN (Motley, MN)
- March 19—Wagonhammer Angus Ranches, Albion, NE (O'Neill, NE)
- March 19—Woodbury Farms/May-Way Farms, at Overbrook Livestock Commission Co., Overbrook, KS [evening]
- March 20—Benoit Angus Ranch, Esbon, KS
- March 20—Evenson Angus, Hettinger, ND (at Lemmon Livestock, Lemmon, SD)
- March 20—Jones-Stewart Angus Ranch, Benkelman, NE
- March 20—McKellar Angus, Mount Pleasant, TX
- March 21—Blake Angus, Egeland, ND (at Rugby Livestock, Rugby, ND)
- March 21—Chisholm Trail Angus Ass'n Sale, Winfield, KS
- March 21—Marshall & Fenner Angus & Friends, Marshall, MO
- March 21—Scherbenske Angus Ranch, Lehr, ND (at Wishek Livestock, Wishek, ND)
- March 21—Tucumcari Bull Test Sale, Tucumcari, NM
- March 21—Wildcat Creek Ranch, Peabody, KS
- March 22—Bunker Cattle Co., Arlington, SD (at Madison Livestock, Madison, SD)
- March 22—Connealy Angus Ranch Bull Sale, Whitman, NE
- March 22—East Tennessee Angus Ass'n Sale, at University of Tennessee, Knoxville, TN
- March 22—Gaffney Family Cattle, Barneveld, WI
- March 22—Haley Fairway/Rimrock Productions, Center, TX
- March 22—Herbster Angus Farms Bull Sale, Falls City, NE (Marysville, KS)
- March 22—Kenny/Morris/Weiderstein, Dunlap, IA
- March 22—Kramer Angus PT Bull & Female Sale, Farina, IL
- March 22—Kranjec Valley Angus Farm, Marquand, MO
- March 22—Littlerobe Angus, Higgins, TX
- March 22—Mount Rushmore Angus Ranch, Hermosa, SD
- March 22—Muldoon Angus, at Hub City Livestock, Aberdeen, SD
- March 22—New Haven Angus, Leavenworth, KS
- March 22—Pollard Farms Bull Sale, Waukomis, OK
- March 22—Sauk Valley Angus, Rock Falls, IL

March 22—Sinclair Cattle Co. Bull Sale, at Buffalo Livestock Auction, Buffalo, WY
 March 22—SW Virginia BCIA Jr. & Sr. PT Bull Sale, at Hillwinds Farm, Dublin, VA
 March 22—Whitestone Farm Pasture PT Bull Sale, Aldie, VA
 March 23—C/S Cattle Co., Pomona, MO
 March 23—E.D. Angus Private Treaty Bull Sale, Ashby, NE
 March 23—Hanneken Angus, Royalton, MN (Pierz, MN)
 March 23—Leary Angus, Caledonia, MN
 March 23—TK Angus, Valentine, NE
 March 23—York Farms, Palestine, IL
 March 24—Cole Creek Angus, Columbus, MT
 March 24—Iron Mtn. Cattle Co., at Belle Fourche Livestock, Belle Fourche, SD
 March 24—Leachman Cattle Co. of Colorado Bull Sale, Fort Collins, CO
 March 24—Luddington Total Package Bull Sale, Freedom, OK
 March 24—MM Cattle Co. Online Angus Heifer Sale, Bowdon, GA
 March 24—Oleen Bros., Dwight, KS
 March 24—Rishel Angus Bull Sale, North Platte, NE
 March 25—Black Velvet Cattle, Mankato, KS
 March 25—Chandler Cattle Co., Haskell, OK
 March 25—Connelly Angus Ranch, Valier, MT
 March 25—Frenzen Angus Bull Sale, Fullerton, NE
 March 25—Littau Angus Ranch, Carter, SD
 March 25—Wheeler Mtn. Angus Bull Sale, Whitehall, MT
 March 26—Larson Angus Ranch, Wallace, KS
 March 26—McCumber Angus Ranch, Rolette, ND
 March 26—Nebraska Bull Test Sale, Broken Bow, NE
 March 26—Rossow Angus Ranch, at Herreid Livestock, Herreid, SD
 March 26—Washington Cattlemen's Ass'n All-Breed Bull Test Sale, Eltopia, WA
 March 27—Gartner-Denowh Angus Bull Sale, Sidney, MT
 March 27—Glasoe Angus Ranch, Wildrose, ND (at Sitting Bull Livestock, Williston, ND)
 March 27—Hatlewick Cattle Co., Jamestown, ND (at Napoleon Livestock, Napoleon, ND)
 March 27—L Bar L Angus Bull Sale, Wallace, NE (Imperial, NE)
 March 27—Lau Angus, Armour, SD (Corsica, SD)
 March 27—McCabe Genetics, Elk City, KS
 March 27—Sweiger Bros., Weatherby, MO
 March 27—Wardensville Bull Evaluation Center PT Bull Sale, Wardensville, WV
 March 28—Lisco/M Diamond Angus Bull Sale, at the Central Wyoming Fairgrounds, Casper, WY
 March 28—Lost Lake Ranch, Great Falls, MT
 March 28—Pennsylvania PT Bull Sale, Pennsylvania Furnace, PA
 March 28—Pennsylvania's Finest Female Sale, at Livestock Evaluation Center, Pennsylvania Furnace, PA

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March 28—Poss Angus Bull Sale, Scotia, NE (Ericson, NE)
March 28—Roth Angus, Freeman, SD (at Mitchell Livestock, Mitchell, SD)
March 28—Schurrtop Angus & Charolais Bull Sale, Maywood, NE (McCook, NE)
March 28—Varilek CT Angus, at Platte Livestock Market, Platte, SD
March 28-29—Vermilion Angus Ranch, Billings, MT
March 28—Wulf Cattle, Morris, MN
March 29—44 Farms Bull Sale, Cameron, TX (Abilene, TX)
March 29—Belle Point Ranch, Lavaca, AR
March 29—Hardy Angus Ranch, Woodward, OK
March 29—Lund's B Bar Angus, Baker, MT
March 29—Maifeld Inc., Centerville, IA
March 29—Partners in Performance Bull Sale, at Muskingum Livestock, Zanesville, OH
March 29—RV Bar PT Bull & Female Sale, Jensen, UT
March 29—Smith Angus Farm, Wadley, GA
March 29—Southeast All Black Classic, Greenwood, FL
March 29—Southern West Virginia PT Bull & Heifer Sale, Point Pleasant, WV
March 30—Flying G Ranch, Rio Vista, TX
March 30—Harrison Land & Livestock Bull Sale, Belt, MT
March 31—Dikoff Ranch, Onaka, SD
March 31—J-Buckle Ranches, Willow, OK
March 31—KW Cattle Co. Bull Sale, Fort Scott, KS

APRIL

April 1—Daigger Angus Bull Sale, North Platte, NE [evening]
April 1—Freeburg Ridge Angus PT Bull Sale, Caledonia, MN

April 1—Hinman Angus, Malta, MT
April 1—PEDE Bull Sale, Sidney, MT
April 1—Slovek Angus Ranch, at Philip Livestock, Philip, SD
April 2-5—Georgia Cattlemen's Convention & Beef Expo, Perry, GA
April 2—Kansas PT Bull Sale, Beloit, KS
April 2—Nissen Angus Ranch, Chinook, MT
April 2—Schelske Angus, Virgil, SD (at Magness Livestock, Watertown, SD)
April 3—A&B Cattle Co. Bull Sale, Bassett, NE
April 3—Arntzen Angus, Hilger, MT
April 3—Fox Angus Farm, at Glacial Lakes Livestock, Watertown, SD
April 3—Kaiser Angus, Park, KS
April 4—Dethlefs/Treffer Bull Sale, Ravenna, NE (Loup City, NE)
April 4—Georgia Beef Expo Commercial Female Sale, Perry, GA
April 4-5—Michigan Futurity Show & Sale, East Lansing, MI
April 4—Midland Bull Test Angus Sale, Columbus, MT
April 4—Minnesota Bull Test Sale, Spring Grove, MN
April 4—Prairie View Farms, Gridley, IL [evening]
April 4—Southeastern Angus Showcase Sale, Perry, GA
April 5—Angus in the Green Hills, Milan, MO
April 5—Angus Opportunity Sale, at Buckner & Jeffries Angus Farm, Canmer, KY
April 5—Brooks' Chalky Butte Angus Ranch, at Bowman Livestock, Bowman, ND
April 5—Firm Foundations Female Sale, Cullman, AL
April 5—Four State Angus Ass'n Sale, Springfield, MO
April 5—Gardiner Angus Ranch, Ashland, KS
April 5—Grassy Valley PT Bull & Female Sale, Greeneville, TN
April 5—Kraye Angus Bull Sale, Mullen, NE
April 5—Lawson Family Farms, Ewing, VA
April 5—Montgomery Ranch, at Foster County Fairgrounds, Carrington, ND

April 5—Satterfield Farms Bull Sale, Evening Shade, AR
April 5—Southern Indiana Angus Ass'n Sale, Little York, IN
April 5—Springlake Angus & Guests, Lynch, NE (Creighton, NE)
April 6—J&J Sonstebo Angus, Wallace, SD (at South Dakota Livestock Sales, Watertown, SD)
April 7—Brockmere Farms, Brookfield, MO (New Cambria, MO) [evening]
April 7—Curt Miller Angus, Draper, SD (at Presho Livestock, Presho, SD)
April 7—Green Garden Angus, Ellsworth, KS (Lorraine, KS)
April 8—Hilltop Angus Farm, Denton, MT
April 8—Thomas Ranch, Harrold, SD
April 9—Cotton/Doyle/Hyland, Madison, SD
April 9—Pass Creek Angus Bull Sale, Wyola, MT
April 9—Trask Angus Ranch/Peterson Angus, at Philip Livestock, Philip, SD
April 10—Josephson Angus/Haugen Cattle Co., at Kist Livestock, Mandan, ND
April 10—Kel MCC Angus, Turner, MT
April 10-13—NJAA Raising the Bar, at Texas Tech Un., Lubbock, TX
April 11—Bar 69 Ranch, Belle Fourche, SD (at Saint Onge Livestock, Saint Onge, SD)
April 11—Hollman Angus Bull Sale, Hallam, NE
April 11—Mogck & Sons Angus, Olivet, SD
April 12—Bobo Angus Farm, Ardmore, AL
April 12—Branch View Angus, Hustonville, KY
April 12—Buford Ranches, Welch, OK
April 12—Eastern Ohio Angus Ass'n Sale, at Muskingum Livestock, Zanesville, OH
April 12—Jocko Valley Angus, Arlee, MT
April 12—Nelson Angus Ranch, Carpenter, SD
April 12—Shady Brook Angus Farm, Leoma, TN
April 12—TNT Angus, Rock Lake, ND (at Lake Region Livestock, Devils Lake, ND)
April 12—Un. of Nebraska Bull Sale, Lincoln, NE
April 12—Washburn Angus Ranch, Charlson, ND (at Sitting Bull Livestock Auction, Williston, ND)
April 12—Wisconsin Angus Breeders' Futurity Sale, at Jackson County Fairgrounds, Black River Falls, WI [evening]
April 12—Woodhill Farms Bull Sale, Viroqua, WI
April 13—Champion Hill, Bidwell, OH
April 13—Crazy K Ranch, Michie, TN
April 13—Markhardt Land & Cattle, Barneveld, WI
April 13—Northern Indiana Angus Breeders' Sale, Logansport, IN
April 13—Pearson Ranch, Park Rapids, MN (Fergus Falls, MN)
April 14—Baker's LeMar Angus Ranch, at Saint Onge Livestock, Saint Onge, SD
April 14—Treasure Bull Test Sale, Great Falls, MT
April 15—Diamond J Ranch, at Kist Livestock, Mandan, ND [evening]
April 15—Lazy W Angus, Cando, ND (at Lake Region Livestock, Devils Lake, ND)
April 15—Sydenstricker Genetic Influence Sale, New Cambria, MO
April 16—Ponca Creek Cattle Co., Bonesteel, SD
April 17—Big Dry Angus Bull Sale, Jordan, MT
April 17—DeVries Angus, Cavour, SD
April 17—IBEP PT Bull Sale, Springville, IN
April 17—Jared Benson/Justin Green, at Lake Region Livestock, Devils Lake, ND
April 18—Friendship Farms, Midville, GA
April 18—Pine Creek Angus Ranch, at Faith Livestock, Faith, SD
April 18—Royal Flush Event, Reno, NV
April 19—Alabama Angus Ass'n Sale, Cullman, AL
April 19—Blubaugh Angus Pride of the Pasture Sale, Tonkawa, OK
April 19—Bricton Farms Female Sale, Social Circle, GA
April 19—Central Kentucky Angus Ass'n Spring Sale, at CKAA Sales Pavilion, Danville, KY
April 19—Don Miller Angus, Estelline, SD (at Bales Livestock, Huron, SD)
April 19—Eagle Creek Angus Ranch Bull Sale, Atkinson, NE (O'Neill, NE)

ANGUS ALMANAC

April 19—East Central Missouri Angus Ass'n Sale, Cuba, MO
April 19—Feiring Angus Ranch/Ash Coulee Angus Ranch, at Feiring Ranch, Powers Lake, ND
April 19—Georgia Genetics, Social Circle, GA
April 19—Lindskov & Thiel Ranch, Isabel, SD
April 19—Lone Star Angus, Gainesville, TX
April 19—Woodruff Angus, Milton, IA (Bloomfield, IA)
April 21—Jorgensen Angus, Ideal, SD (at Winner Livestock, Winner, SD)
April 21—Medicine Rocks Ranch Bull Sale, Baker, MT
April 21—Ohlde Cattle Co., Marysville, KS
April 22—Rafters U Cross Ranch, Quinn, SD (at Philip Livestock, Philip, SD)
April 22—Silbernagel Angus, at Napoleon Livestock, Napoleon, ND
April 22—Tifton HERD Sale, Irwinville, GA
April 23—Black Ink Farms, Armour, SD (Corsica, SD)
April 23—Opp Bros. Angus, Hebron, ND (at Stockman's Livestock, Dickinson, ND)
April 24—Prairie Pride Angus, Nome, ND (at Jamestown Livestock, Jamestown, ND)
April 25—McKean Bros. PT Bull & Female Sale, Mercer, PA
April 25—Quaker Hill Bull Sale, Louisa, VA
April 26—Bridges Angus Farm, Rayle, GA
April 26—Great Meadows Angus Ass'n Spring Sale, at Heritage Farm, Shelbyville, KY
April 26—Lone Star Angus Alliance Female Sale, Hallettsville, TX
April 26—Tanner Farms, Shuqualak, MS
April 26—Upper Cumberland Angus Ass'n Sale, at Hyder-Burks Agricultural Pavilion, Tennessee Tech Un., Cookeville, TN
April 26—WR Bar Angus Ranch, Pequot Lakes, MN
April 27—Quintin Smith Family & Guests, Lebanon, TN
April 27—Rocking W Angus/Hillside Angus Farm, Commerce, GA
April 28—Johnson J Ranch, Trail City, SD (at Lemmon Livestock, Lemmon, SD)
April 28—Ma & Pa Angus, at Presho Livestock, Presho, SD
April 28—North Dakota Angus Ass'n Bull Test Sale, at Stockmen's Livestock, Dickinson, ND
April 28—Stomprud Angus Ranch, Mud Butte, SD (at Faith Livestock, Faith, SD)
April 30—McDonnell Angus, at Bowman Livestock, Bowman, ND

MAY

May 1—Vollmer Angus Ranch, Wing, ND
May 3—Flying W Ranch, Pequot Lakes, MN
May 3—Mississippi Angus Ass'n Sale, Raymond, MS
May 3—North Carolina Spring Fever Sale, Reidsville, NC
May 3—Ogeechee Farms/CAM Ranches, Wadley, GA
May 3—Tennessee River Music Angus & Hereford Sale, Fort Payne, AL
May 3—Timberland Cattle Female Sale, Vernon, AL
May 3—Wicks Angus, Carpenter, SD
May 4—Borns Angus, Hazel, SD (at South Dakota Livestock Sales, Watertown, SD)
May 4—Bridge View Angus, Frankfort, KY
May 4—Northwest Breeders' Female Sale, Madras, OR
May 4—Work Land & Cattle & Guests, Uniontown, PA
May 5—Spickler Ranch, Glenfield, ND
May 6—Idland Cattle Co., Miles City, MT
May 6—Philip Bull Days, at Philip Livestock, Philip, SD
May 7—Hoyt Angus Ranch, McHenry, ND
May 10—California Angus Breeders' Female Sale, Escalon, CA

May 10—Howard's Cattle Co., Mayslick, KY
May 10—New York Angus Ass'n Sale, at Angus Hill Farm, Randolph, NY
May 10—Nold Family Angus, Onaka, SD (at Hub City Livestock, Aberdeen, SD)
May 10—Springfield Angus, Louisburg, NC
May 11—Arkansas Angus Ass'n Sale, at Ozark Auction Market, Ozark, AR
May 12—Wendel Livestock, LaMoure, ND [evening]
May 15—Kopriva Angus, Raymond, SD
May 17—Cliffside Farms, Lancaster, KY
May 17—Country Lane Farms/S&R Angus, Schofield, WI
May 17—SE Angus Classic Female Sale, Opelika, AL
May 18—Heuchert Willow Creek Angus Ranch, Crystal, ND (at Region Livestock, Devils Lake, ND)
May 23—Duppong's Willow Creek Farms, Glen Ullin, ND
May 31—Harold McCool Dispersion, Cullman, AL

JUNE

June 2—Sunnyslope Farms, at Lanesboro Livestock, Lanesboro, MN
June 7—Pennsylvania's Finest Female Sale, at Livestock Evaluation Center, Pennsylvania Furnace, PA
June 14-15—The All-American Angus Breeders' Futurity, Louisville, KY

JULY

July 28—West Virginia State Angus Breeders' Show, at Jackson's Mill, Weston, WV

AUGUST

Aug. 2-3—South Carolina Jr. Beef Roundup, Clemson, SC

SEPTEMBER

Sept. 6—Wood Angus, Willow Spring, NC
Sept. 13—Maternal Matrons Female Sale, Rayle, GA
Sept. 15—SE Empire Angus Show, Lawrenceville, GA
Sept. 20—Buford Ranches, Welch, OK

OCTOBER

Oct. 4-2 Bar/Goode Angus Prime By Design Sale, Hereford, TX
Oct. 4—Georgia Nat'l Fair Jr. Heifer Show, Perry, GA
Oct. 5—Georgia Nat'l Fair Jr. Steer Show, Perry, GA
Oct. 8—R.A. Brown Ranch, Throckmorton, TX
Oct. 11—California Angus Breeders' Bull Sale, Turlock, CA
Oct. 11—Edisto Forage Bull Test Sale, Blackville, SC
Oct. 11—Gretsch Bros. Angus, Colbert, GA
Oct. 13-15—Sunbelt Ag Expo, Moultrie, GA
Oct. 16—Thomas Angus Ranch, Baker City, OR
Oct. 17—Lemmon Cattle Ent., Woodbury, GA
Oct. 17—South Carolina State Fair Open Angus Show, Columbia, SC
Oct. 18—North Carolina State Fair Jr. Angus Show, Raleigh, NC
Oct. 18—South Carolina State Fair Jr. Angus Show, Columbia, SC
Oct. 21—North Carolina State Fair Open Angus Show, Raleigh, NC
Oct. 24—Spur Ranch, Vinita, OK
Oct. 25-44 Farms, Cameron, TX
Oct. 27—Hill-Vue Farm, Blairsville, GA

NOVEMBER

Nov. 1—Yon Family Farms, Ridge Spring, SC

DECEMBER

Dec. 13—Spickler Ranch, Glenfield, ND



Keep Tabs On Customer Needs

by **Mark Thomas**, Michigan State University Extension

Marshall's leading business owner, Hans Schuler, presented his "Cardinal Rules of Business" at the recent 2013 Connecting Entrepreneurial Communities Conference in downtown Marshall, Mich., sponsored by Michigan State University Extension. The main thesis of his presentation was that the customer is what makes any business work. Although this may seem very self-evident, the method of building value for every customer during every interaction is what has helped his business achieve success. In other words, details count!

Understanding customer expectations is an important and continuous responsibility. Schuler's restaurant has been serving meals 364 days per year in the same location for 104 years.

Continuous improvement and continuity of quality and service are paramount every day. Just as the Japanese proverb says, "the reputation of a thousand years may be determined by the conduct of an hour," Schuler said he knows that the reputation of his operation is only as good as the last meal he served and the service that accompanied it.

Any business owner, Schuler emphasized, must know the pulse of the community in order to understand the macro environment of the community surrounding the business. As the owner, he said, he must be the top salesperson for his restaurant, have a plan for operations and a leadership team that can implement the plan. As for his professional managers, he expects them to "get the job done" by hiring smart and managing hard.

Managing risk, he said, can be accomplished by taking on only one new venture at a time. In regard to finances, he emphasized the importance of questioning certain and uncertain input costs with "what if" questions. In this way, he has been able to position himself to expect the unexpected and plan accordingly. Schuler remarked, "Creativity is important, but not in accounting." He further emphasized the paramount business financial management idiom, "Don't run out of cash."

In summary, knowing customer expectations, improving continually, hiring good managers and watching the cash flow are but a few of the skills needed for any successful business.



Editor's Note: Mark Thomas is innovation counselor for the Michigan State University Product Center for Agriculture and Natural Resources for Southwest Michigan.