

Association Announces Credit Card Partnership

New Association credit card provider,

Intrust Bank, offers members more value without compromising their values.



by *Crystal Albers*

Since 1996, the Association has offered a credit card to its members, affiliates and others, with a percentage of purchases benefiting the Association's not-for-profit

entity the Angus Foundation at no cost to the cardholder.

Now the Association proudly partners with a new card provider, Intrust Bank, a Wichita,

Kan.-based institution that more closely aligns with American Angus Association ideals while providing competitive rates.

"This is an important change that benefits the future of the Angus breed while embodying many of our collective values," says Bryce Schumann, Association CEO. "When we realized our former provider aligned with anti-agriculture messages, we began the search for a new bank that more closely reflected our goals. We found that partner in Intrust."

Intrust was established by a cattleman 134 years ago and has since grown into the 35th-largest agribusiness lender. Linda Cullinan, vice president, says the company has maintained a rich history of lending to cattle and agriculture interests.

"We're pleased to partner with the American Angus Association to offer the new Angus Platinum Visa," Cullinan says. "With our shared values and commitment to customer service, we look forward to a very successful partnership."

Intrust strengthened that partnership in June with a \$25,000 gift to the Angus Foundation's Vision of Value: Campaign for Angus. Angus Foundation President Milford Jenkins says switching to the Angus Platinum Visa offers others similar opportunities to make contributions to education, youth and research focused on the Angus breed and agriculture industry.

"This is the only card that benefits the Angus Foundation, and it's one of the most convenient ways to support our efforts," Jenkins says. "You can benefit the future of the breed simply by completing the application and switching to the new credit card offered through a financial institution committed to agriculture. You'll help make important advancements for the cattle industry every time you use it."

Association members received a mailing earlier this summer with more information and an application. To access more information and an application online, visit www.angusfoundation.org/foundation/General/FdnCreditCardApp.aspx.



Editor's Note: *Crystal Albers is assistant director of communications and web editor for the American Angus Association.*