

## 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.