

A Quiet Leader

Through inclusion and transparency, Jay King has sought to move the Association toward the kinder, gentler organization his dad knew.

by *Shauna Rose Hermel*

When Jay P. King's father dropped him off in front of the Alpha Gamma Rho fraternity house at the University of Illinois in 1964, he told Jay he could be president of the American Angus Association someday if he did three things: get good grades, work hard and get his butt down to the barn to work for Dr. Waco Albert, who was then professor in animal science, coach of the livestock judging team and a family acquaintance.

Admittedly more interested in other pursuits common to college freshmen, Jay didn't think much about it at the time.

His father, Woodrow Wilson King, was big on setting goals

and working hard. And he was passionate about the Angus business and the people therein. A good friend of his father's from whom Jay gets his middle name, Lew Pierce of Woodlawn Farms, Creston, Ill., was president of the Association in 1959. So, it was a reasonable goal to set before his youngest son, just as he had set goals for Jay's brothers, David and Woody.

Rooted in Angus

It was Jay's grandfather David King who was first to fall in love with the breed and the lifestyle while homesteading in Colorado in

the early 1900s. In the wintertime, when things were slow, his grandfather worked at neighboring Lucore Angus Ranch of Arriba, Colo.

Upon completing the claim, David leased the land to the Lucores and returned to Rock Falls, Ill., taking a position at the International Harvester (IH) plant, to start a family. He worked his way up through the ranks at IH and bought an 80-acre parcel, which Jay's family still farms, just south of Rock Falls. Jay's father attended

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► In April 2006, Sauk Valley Angus was named Seedstock Producer of the Year by the Beef Improvement Federation. The *Angus Journal* documented the family's efforts in performance testing and breed improvement in the July 2006 issue.

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law school at Washington and Lee University in Washington, D.C. But when the Depression hit, he returned home to take over the farm.

“My grandfather had since passed away at a young age, and my grandmother said if Dad could make enough money to pay the taxes on the 80 acres he could have it,” Jay explains.

Recalling David’s fondness of the Lucores and the interesting stories of working on the ranch and showing Angus cattle in Denver, Jay’s dad returned to Lucore Angus Ranch in

1945 to purchase the family’s first registered Angus cattle — five cows and a bull.

Membership in the American Angus Association soon followed. The family’s first membership certificate, purchased for \$20 in November 1947, hangs in a place of prominence in Jay’s office.

“When I told my mother I was going to run for the Board of Directors, she went to the *Bible* and pulled out a check that my dad had given the Lucores for taking the cattle from Arriba, Colo., to Denver to put them on the train to send them to Illinois,” Jay

recalls. “The check was for \$5. . . . My mother always saved that crazy check.”

Jay keeps it now, filed away neatly among other memorabilia organized in drawers and decorating the walls of his farm office. Each has its own sentiment.

There’s a photo of former Illinois governor and presidential candidate Adlai Stevenson with his father, who Jay describes as a country politician. There’s a picture of Jay and his mother at their first production sale; a picture of a 1960s-model heifer shown at the Illinois Futurity and purchased by J.R. Meeker of Crestview Ranch in Texas; and a photo by Wally Mann of the Chicago Stockyards filled with Hereford cattle in the 1950s.

“I wanted to tell myself every day that at one time it was all Herefords. Now it is all Angus,” Jay says, explaining why he purchased the stockyards photo from a former member of his state FFA officer team.

A life’s pursuit

“The purebred Angus business has been my whole life,” Jay says. “I started showing calves when I was 6 or 7 years old. When I was 12 or 13 years old, I was going with a neighbor in a semi with a dozen head of cattle to 10 to a dozen county fairs in Illinois and Wisconsin. It taught me responsibility.

“I was at the state fair back when Dean Hurlbut was new with the Association,” he continues. “And I was there when we formed the Illinois Junior Angus Association, and so it has just been my whole life.”

It took only a couple years at the university for Jay to decide his goals were at home on the farm, which then included 640 acres and about 200 cows.

With his father semi-retired and traveling to Washington, D.C., to work on an ag beef committee for the Johnson and Kennedy administrations, Jay managed the farming operation and started his own family, raising his children, Kathy and Jay Jr., in the same 4-H, FFA and junior Angus community in which he was raised.

It was after his father died in 1974, Jay says, that he found out his mother, Loraine, was the real driver.

“When Dad passed away early in life for me, my mother was right there and never missed a beat,” he says, noting it was she who encouraged him to expand. “Whenever the neighboring farm would come for sale she would say, ‘Well, we just need to do that.’”

A seventh- and eighth-grade English teacher, Jay describes her as a kind and gentle person who taught Sunday school for 50 years and went out of her way to look for



► Growing the farm and cattle operation to allow future generations to join the business is important to this Illinois family. Now encompassing about 10,800 acres and 300 cows, the farm supports four families, including Jay (far right) and Chris; Jay’s daughter Kathy and her husband, Gary Sandrock (center), and their children, Faith (back row), Matt (kneeling), Ben (far left), Zach and Nathan. While Faith and Zach are still in school and Nathan is studying to be a guidance counselor, Ben and Matt have both joined the farm with their families. Jay’s son, Jay Jr., works for the City of Rock Falls.

ways to help people until her death at the age of 96 earlier this year.

At her encouragement, the operation has expanded to 10,800 acres and as many as 600 cows.

“I don’t subscribe to the theory that big is better,” Jay says. “But by the same token, when you have a large family and you employ numerous people, you have to farm quite a bit of ground and have quite a few cows to make it work.”

Jay currently serves as general manager for Sandrock Farms and Sauk Valley Angus, which are owned by his daughter, Kathy, and her husband, Gary Sandrock. Gary’s oldest sons, Ben and Matt, and their families have joined the farming operation. Ben manages the cow herd, and Matt manages the crop enterprise, which includes corn, soybeans, wheat, alfalfa, sweet corn, peas, lima beans and green beans.

Giving back

With the younger generations taking a more active role in the operation at home, it was Jay’s turn to reconsider the goal his father had placed in front of him 37 years before and to give something back to the breed and his fellow members. At the encouragement of fellow Angus breeder and former director of the American Angus Association John Curtin, Jay ran for the Board in 2001 and was elected that November.

“I was thrown into the Boardroom with people who were obviously smarter and offered more than I did,” Jay says, humbly, noting that each director had something to offer. Some were savvy cowmen, some deep thinkers, some very articulate. “It made me mature and grow up, because I was able to learn from them.”

Jay took his own role seriously and felt the weight of responsibility.

As a Board member you have to weigh and think about everything from a broader perspective, he notes. “At home with your own business, you don’t have to satisfy anybody else. If you make a mistake, you admit it and try to do better the next day, but when you make the rules for 22,000 people and there’s 15 of you doing it, you’ve got to learn to respect everybody’s wishes. It’s probably helped me to be more patient, more considerate.”

Joining the Board a month after former Executive Vice President Richard Spader died, Jay started his tenure with discussions to select a new staff leader for the American Angus Association. The decisions haven’t gotten much easier.

During his tenure, the Board has selected



► In early October, Sauk Valley Angus hosted a CAB event for chefs and meat purveyors from the Chicago area to give them an on-farm perspective of the Angus business. A staunch believer in the program, Jay has served on the CAB Board for five years and says the program jump-started the entire industry. “It has done a tremendous job with its pull-through effect. I don’t know if we’d be in business today like we are without the program. Sure, the Angus Association would be in business at some level, but I think it has been key to our success.”

two leaders for the Association itself, hiring John Crouch in 2001 and Bryce Schumann in 2008. The Board hired John Stika to head Certified Angus Beef LLC (CAB); hired Milford Jenkins to lead the Angus Foundation; and launched Angus Genetics Inc. (AGI), hiring Bill Bowman as its president.



► Jay notes that Chris, his wife of 12 years, has been very supportive of his commitment to the Angus Association, which has postponed a non-Angus vacation for eight years. Both are looking forward to that long-awaited vacation, but, evidence of the friendships they both have made during Jay’s term, most of their vacation plans still revolve around Angus events here and abroad.

The Board has modernized the Association’s Charter and Bylaws; changed the specifications required for the *Certified Angus Beef*[®] (CAB[®]) brand; dealt with three genetic defects; expanded CAB eligibility to AngusSource[®]-tagged cattle; and extended the Association’s outreach to members through Boot Camps, Outreach Seminars, the Beef Leaders Institute (BLI) and educational events at Angus functions.

Saved for his presidential year were none other than establishing policy for registering carriers of arthrogyrosis multiplex (AM) and neuropathic hydrocephalus (NH), overhauling the Association’s financial footing, recommitting to an in-house public relations effort, and launching the industry’s first genomic-enhanced expected progeny differences (EPDs).

But even with such heavy discussions, Jay says, and his peers affirm (see “Peer Review”), his goal was not to get his way on an issue so much as it was to create a kinder, gentler working relationship amongst the Board and membership so the Board could function together to make the best decision possible.

“It is pretty corny for me to sit here and say this, but I think the Angus business needs to be a kinder world,” Jay says. “But we have that culture out there, it seems, with certain bunches out there against each other. We’re all in this together.”

“Jay has helped in a lot of ways to bring us together,” says Association CEO Bryce

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Schumann. “Our Board is seeing progress in several areas, and that will build on itself. I feel a level of confidence about that.

“Jay has encouraged people to look forward instead of looking back. He’s kept us working together in the face of overwhelming circumstances,” Schumann continues. “His presidency will go down in history, and history will record it in a positive manner.”

His fellow Board members describe him as a good listener; a problem solver; a team player who voices his opinion; and a quiet, yet forceful and effective, leader.

His greatest asset in leading the American Angus Association, says Board member Cathy Watkins, is “his ability to not overshadow discussions with his own ideas on an issue. His ability to lead without saying a word speaks volumes.”

There were some strong differences of opinion among the industry on how the AM/NH policies should be implemented, notes Association Vice President Bill Davis. “Jay created an atmosphere that allowed strong debate with a tremendous amount of input not only from the Board members but the scientific community as well. He’s done a great job of delegating responsibility by creating committees and situations to make sure all sides of an issue get looked at, which was especially important because of the new technology available to us today.”

New to the Board this year, Doug Schroeder says he appreciated Jay’s welcoming him to the team and making him feel included from the get-go. He’s come to appreciate Jay’s strong loyalty to the breed.

“He’s a strong supporter of the CAB program. He’s a strong supporter of what

the Association stands for,” Schroeder explains. “There’s been times where he has had to make hard decisions, but I think he has always done so with the membership and breed in mind.”

“The whole eight years was a learning process,” Jay reminisces. “It was a little bit like farming, no season was the same. No year was ever the same. What seemed at the time like the simplest decisions, unless they were done right, could be the biggest decisions.”

“It’s been challenging, overwhelming at times, but it has been good,” he says.

His eight years of service have provided Jay a few of his own treasured moments to hang on the wall — a framed, autographed cover of the *Angus Journal* featuring Schumann as the Association’s new CEO; a photo of each Association Board on which

Peer Review

During their tenure on the Board, Directors of the American Angus Association interact closely with each other and staff as they discuss the issues and conduct the business of the world’s premier beef cattle breed registry. In doing so, they get to know each other on a unique level. We asked Jay King’s contemporaries to share their insights about him as a director and officer of the Association.

“In one of the roughest years in Angus history, Jay King kept his cool and stayed calm. His actions showed true leadership and professionalism.” — **Jim Rentz**

“There was never ever a time when all of the Board didn’t get to voice their opinion. Those were tough decisions and made not by one person, but by all the Board of Directors.” — **Doug Schroeder**

“Jay will definitely try to look at things from both sides as he makes a decision. He has tried to make it a joint effort, and wants to have the Board of Directors involved. I think he sincerely appreciates the thought process of each one of the Board members.” — **Bill Davis**

“Time will tell which challenges faced by the Angus breed this year will have the most effect on our future, but Jay’s leadership through this process will not be questioned. He has led us with a very open, friendly and inclusive style. His leadership provided a safe haven in a very turbulent period.” — **Joe Hampton**

“Jay allowed the Board to spend the amount of time needed to reach a consensus regarding the genetic defect policies of AM and NH. We never felt rushed to judgment. This time for thorough

discussion and decision-making resulted in the best possible decision by the Board.” — **Cathy Watkins**

“Jay is good at getting down to the real issue and not wasting a lot of words getting there. He helped get the Association headed in a more productive direction throughout his time, especially as president. Jay was good at moderating a discussion. When some board members — me, for example — would be opinionated, he would help resolve the issues. He’d sit and listen and then pretty soon he’d summarize everything that was going on and it seemed like people would vote and go on.” — **John Schurr**

“He’s a team player who voices his opinion.” — **Robert Schlutz**

“Always respecting other people’s opinions, Jay directed the meetings without imposing his personal opinion on everyone else. He was a gentleman, who showed a passion for the Association and its members.” — **Steve Olson**

“Jay’s biggest asset as president is his ability to remain calm and collected when facing very emotional issues. He gave each Board member a chance to express their thoughts and concerns on all important items. Then he had the natural ability to get all Board members to support the final policy decisions as a united group.” — **Norman Garton**

“While addressing genetic defects identified by DNA analysis, Jay directed the American Angus Association Board and staff in a calm and forceful manner, resulting in a balanced and reasoned approach, which prevented hysteria among the membership and averted a potential public relations disaster for the Angus breed. Jay was proactive in taking steps to keep the AAA fiscally sound despite reductions in our core business and revenues.” — **Jot Hartley**

he has served; and his favorite, a picture given to him by his family capturing his first minutes as president of the American Angus Association.

A place is already reserved for the plaque he'll get as he turns the gavel over. He's looking forward to getting back to business as usual and taking a long-awaited vacation with wife Chris. Before he settles back into focus on the farm, he has a few people to thank for being his friends.

"I'm pretty aware that I didn't get to anywhere in life by myself," Jay says. "The first time I went to school, I didn't get there by myself, and I certainly didn't get to be president of the American Angus Association by myself. I would never want any of those people to not know that I appreciate them."



► Jay admits he's jealous of his grandson Ben, who manages the cow herd at Sauk Valley. "He spends every day with the cattle. He gets to know those cows and visits with them on a daily basis," says Jay, looking forward to being able to turn more attention to the farm.

"I've always been humbled by his genuine care, compassion and interest in his fellow mankind's well-being first, their vocation and professional walks in life secondary. Never one to talk about himself or take credit on his own, Jay always puts others and their priorities and needs ahead of his own. Jay's faith and daily walk with our Lord is evident and shown through his being a servant to others in this manner at all times. The words "consummate gentleman" always come to my mind when thinking about Jay." — **Milford Jenkins**

"He has been a quiet leader. He's been very much an organizer. He's tried to respond to all the issues that have come up and hasn't tried to have a personal agenda at all. He tried very much to get the business at hand taken care of without injecting his own personal opinion very much. He was there to keep the discussions and the decisions that had to be made moving forward." — **Arlen Sawyer**

"Jay has the ability to communicate and a rapport with his fellow Board members. Jay was always a Board member I felt I could discuss issues with freely, even though there were issues we didn't see the same way." — **Paul Hill**

"Jay has a genuine passion for the Angus Association, its members and mission. He has a unique talent for finding and building a bridge between challenge and opportunity. He leads by serving, a true gift. Jay always has a smile that reflects his sincere joy in seeing you. He makes everyone he meets feel special. He is a gentleman in every respect." — **Robert Norton**

"My year as president was Jay's first year on the Board. Jay was willing to do his part to help out and always volunteered to do whatever was needed. He was an active Board member during that



► Appreciative of his family's support and effort to allow him the time necessary to devote to serving on the American Angus Association Board, Jay advises candidates seeking a directorship to be prepared to commit 30 days a year away from their families and businesses. While most expenses are covered, the travel time and the time studying the issues and representing the Association is not to be overlooked.

year. I enjoyed serving with him as well as the entire Board." — **Leroy Baldwin**

"As a Board member and an officer of our American Angus Association, Jay would seek input from fellow Board members, Association staff and regional managers on the various issues being discussed. His willingness to listen and assemble facts prior to making decisions has left a lasting impression on me." — **Jerry Cassidy**

"Jay leads by ensuring that others aren't merely following, but that everyone's leadership skills are valued and utilized." — **Cathy Watkins**

President's Perspective

Association President Jay King shares his view on serving the American Angus Association and its members.

by *Shauna Rose Hermel*

When you came on the Board, what did you hope to achieve during your term?

I remember talking to John Curtin (previous Board member from Illinois) about it. He said I would be better served if I didn't have any personal agenda. And I never did. I had some goals — I always wanted to be considered fair to my fellow Board members and the staff and the members I represented, but I didn't have any other personal agenda. When I had something on my mind I was never afraid to bring it up, but if I didn't have anything worth bringing up, I never said a word.

Did you have some goals for your presidency?

After I learned I was going to be president, one of the goals I set was to be more inclusive of the Board members. I wanted to minimize decisions made in small groups. I wanted the full Board to make the decisions, because I really believe we're all smarter than any one individual. The 17 of us in that room are a lot smarter than the president.

If you have a chance to analyze the subsidiaries this year, every director except one sits on a subsidiary board. My plan was to have the older directors sit on two subsidiary boards and each of the new directors sit on one. Before, the first-year directors never got to do that. In all fairness, it's the first time that we've had four subsidiaries, too. But with the number of subsidiaries we had, my thinking was we needed to divide the power up.

Do you learn a new perspective being on a subsidiary board vs. an Association committee?

They are both very much a learning experience, but you do have an opportunity when you sit on a subsidiary board to watch the nuts and the bolts of how the finances

work. You learn more on a subsidiary board, and you have more responsibility because you actually "run" that company, where on the committee you make decisions that are still approved by the full Board. Subsidiary boards, which are subsets of the full Board, can make decisions without full Board approval. They are both learning experiences, but the subsidiaries certainly have more responsibilities.



► Programs such as the Association's Beef Leaders Institute (BLI) and the National Cattlemen's Beef Association's Young Cattlemen's Conference (YCC) "are like the high water that raises all ships," Jay says. "They bring everybody along. The really good kids are going to get through the gate anyway and get to where they need to go, but these programs are very crucial for someone who may be hanging in the balance in confidence or ability."

You've had a chance to sit on every committee and Board with the exception of the Breed Improvement Committee. Which did you find the most satisfaction in serving on?

I enjoyed working on the Finance Committee. I suppose the most satisfaction was the nuts and bolts, the dollars and cents. The Finance Committee was the most challenging.

You've handled some major decisions, including developing policy for handling genetic defects and handling the financial challenges the Association has faced this year. How does the Board go through the process of making those decisions?

Well, there are layers. First, Bryce makes us aware of the situation, and we try to get our arms and our hands around how serious the situation is. We talk through it, and if we find there is somebody else we need to visit with, we do. In the case of genetic defects, it was the scientists, the two doctors (Dr. David Steffen from the University of Nebraska and Dr. Jon Beever from the University of Illinois). We listen to what they have to say and move forward. Everybody on that Board weighed in on it.

That is a pretty simple answer to a pretty complicated question. The case of the first genetic defect, curly calf, for example, required days and hours and hours — endless hours — of discussion where we walked

through every example and talked about every consequence — whether you had 8 to 10 cows, or 100 cows. We talked about the purebred breeder. We talked about the commercial man, the commercial buyer. We set up scenarios if we don't do this, if we do this, if we don't do that. It was a pretty detailed discussion.

By the luck of the draw or the Good Lord looking out after me, we've come to reach some pretty heavy decisions because of the way we went about running the whole year. They weren't as difficult, in my opinion, as they might have been because everything was open and transparent, and we talked about it. ... To me that's the key to how we worked as a Board. Bringing every Board member on board is important.

The Association Board is very diverse, with directors representing junior show programs to western ranching — and personalities to match. How important is it to have that variety?

To be fair with the Association and fair with everybody, it is a must. It is imperative that we do have that diversity. I sometimes wonder in my own mind if we don't have too strong of a base in the Midwest. You can't penalize states for running people, but the rest of the states need to step up and work at it.

You do make reference to a real challenge. Some people are quite comfortable speaking on any subject, and then you've got somebody over here who's waiting to talk that should talk and who probably has the answer if you could just prime the pump.

So how do you go about soliciting that person to talk, making them feel comfortable?

That's probably a little bit the art of the deal. That's the body language. That's the gut call. That's the instinct. You can see that he wants to talk, but maybe he just needs a little encouragement.

What do you see as being some of the biggest challenges facing the Association and the members right now?

To me the obvious challenge is the dwindling number of cattle. Cattle numbers are down. If you are in tough economic times and then your product, which is your cow numbers, are down, it's a double-whammy.

While I think we've made some real steps to offset the financial challenges, it's an endless job. We've got the 2010 budget somewhat under control, but we're not done in 2010. Nothing stays the same. It's either going to get better or worse. If it gets better, we still need to be watching our backside.

I think the programs that we have are good. I think the programs are needed. It would be great to think that someplace along the line, the Association would have another CAB. Now AngusSource® looks like it has some possibilities, but I don't see it generating the kind of dollars CAB has generated over the years. As much as I think the new DNA program is the future, I don't

see that as a large money generator in itself, unless it would increase business.

Do you think we're due for another long-range plan to begin to investigate what could be "the next CAB"?

No question. If our table wouldn't have already been full and finances wouldn't have been tight, if Jay King had a personal agenda, that would have been it. No question. I participated in one in 2003, and I thought it was a very good program. And I really think, if possible, they need to be often enough that the junior Board members (those just elected) get to participate when they are first on and when they're about ready to go off, so as many people can sit in on two of them if that's possible.

What are some of the things that we need to consider in a long-range plan?

We definitely need to set up some goals. I think out of the long-range planning session in 2003 we used some of those things and moved forward under those decisions. For specifics, I don't have anything specific in mind other than we need to maintain our place in the industry. We can't get complacent. I know that that's an old term, but it's an important term.

The important thing is we need to re-evaluate ourselves, and if we need to reinvent ourselves, we need to reinvent ourselves. Now that's a pretty big term, to reinvent the American Angus Association, but by the same token, we basically do it every day even as human beings. We all strive to eat less, work harder, make more money, go to church more often. So we are reinventing ourselves every day. The Association needs to do that.

With finances more limited, and programs available to serve a diverse membership, how do you decide whose programs to keep and whose to cut?

You'd have to liken it to the political system in our country today. Everybody wants cuts as long as it doesn't affect them. And everybody wants an increase as long as they get some. When you look at the big picture, it's no different than how we decided what to do with the defects. You have to sit down and talk through the different scenarios and look at the numbers.

When we went through the finances this year, everything was pretty much on the table (see "Tightening the Belt," p. 59, September 2009 *Angus Journal*). Any of the ones that survived are important.

If these numbers continue to come down, there are going to have to be some important and good programs that are going to be places where there might be cutbacks. You

are just going to have to approach it in an educated manner, and everybody's going to have to take a small hit in some area.

Do you think the Association is in a good financial position today?

Yes. Without the checks and balances, without doing the things that we have done, I probably would answer that question differently, but with the fact that we have made some pretty good cuts, shored up the foundation you might say, I think the Association is in an excellent financial position. We have excellent resources, and we are going to live within our means.

What advice would you give to the candidates who are running for the Board this fall to help them be the best Board members they can be?

They need to be true to themselves and their fellow Board members, and they just have to be themselves. They have to be upfront. I don't think they should hedge on any issues, but they probably need to convey their views in a politically correct manner. It is wonderful to be involved and be straight with your convictions, but you've got to be able to convey your ideas in a politically correct way. So, just be honest and move forward.

If you were going to challenge the Board for the coming year, what challenge would you offer them?

I guess if I were going to challenge them, I'd say be committed, be thorough, be involved. Keep everybody totally involved.

What does it take to be a Board member these days? What character attributes?

Thick skin. You have to have a person who is willing to give up some of their time away from their family or their business and dedicate it to the Angus Association. I always wanted to give back to the Angus Association or the breed what I've taken from it. I mean this really has been my whole life. The purebred Angus business has been my whole life.

What do you see as the biggest challenge facing commercial cattlemen?

I see the challenges to the commercial breeder as being able to keep a market share with dwindling cow numbers and the elements out there that are out of our control — energy costs, government intervention, animal rights organizations. All of those things are crawling up our backside.

Do you think the Association is in a position where it should get more involved

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in some of these legislative issues?

It is important that we make the membership aware of those issues, but I'm not sure that we should go on record supporting an issue unless we are on top of it and know exactly what it is all about. If we support one issue here, we may be damaging the rest of our membership somewhere else. So I think it is good to make everybody aware of a certain bill, make them aware of a certain issue, and then let them make their

own conclusions. Education, yes. Guiding them, no.

There was a time when we were asked as a Board to support one industry organization over another. I don't believe that is right. I live in an area where I have three congressional districts within 5 miles of where I live, and every time I visit with one of them they all tell me the same thing: If we're going to Washington to ask for something, we need to be united, not against each other.

How can we foster that — getting more united among all of agriculture?

Keep shaking hands and keep talking. Say,

“Thanks for being my friend.”

You were on the Foundation Board for four years. What kind of opportunities do you think the Foundation allows for the Association?

As far as what avenues are going to benefit from the Foundation, I think it is pretty obvious that the scholarships and the youth that they take care of are just tremendous. I mean when you have a chance to see these young Angus breeders involved in our business and their business and out in the public, you know what they can do is just super.

In September at the CAB Annual Conference in Scottsdale, Ariz., CAB sold the rights to be the sponsor for the golf outing next year, with funds benefiting the Mick Colvin Scholarship Fund through the Angus Foundation. It brought \$32,000 and was purchased by Sysco Corporation. Sysco's Andy Malcolm (vice president and chairman of Sysco Specialty Meat Cos.) took the mic to explain why he was willing to support the program. His motivation, he said, was that if he had a daughter who could get up before a crowd of nearly 500 and speak for her industry like Emily Tennant (2009 scholarship winner and former Miss

American Angus) had just done, he'd give his right arm. I think the opportunities are just endless.

With the current economic challenge that we have, do you think reaching the \$11 million goal by Dec. 2011 is feasible?

It may be a little optimistic, but we have to have those goals to reach them. If we start to give ground, we're already done. Once this economy rolls around, the Foundation will be in the right spot at the right time.

How would you like to be remembered as president?

I don't have to be remembered as a great president. I never set out to be the greatest president of the American Angus Association. It wasn't about Jay King's presidency; it was about the Board of Directors in 2009.

I'd like to be remembered as a compassionate and passionate person by my fellow Angus breeders. And I'd like my fellow Board members to remember that I respected their wishes and was polite and took everyone's thoughts into consideration.

