

Give Your Input

American Angus Association® Long-Range Plan

The American Angus Association Board of Directors has established a long-range planning initiative to identify and assess the needs of members and their customers. The following questions are meant to accumulate input from members, those who use our genetics, and other industry stakeholders in an effort to develop long-range strategies and to continue the breed's relevance into the future.

The breed's performance in fiscal year 2010 continued to demonstrate strong demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry. This long-range planning initiative is meant to continue that position and to foster Angus demand well into our future.

I urge you to take a moment to answer the following questions as completely as possible — and to help establish the direction of our Association and your business, now and in the future.

Thank you,
Joe Hampton

1. What is important to you and what would you put as priorities for the American Angus Association (AAA)?

2. What is the most valuable role/service that the AAA provides today?

3. What is the most valuable thing AAA can provide to you for the next 5-10 years?

4. What trends in the cattle business and consumer marketplace do you expect to have an impact on your business in the coming years?

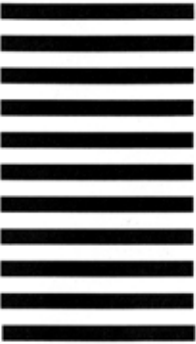
5. Where is the beef cattle industry going to get information, and how will this affect the Association in the next 5-10 years?



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6. Who should be the customer of the AAA, and where should our resources be focused in the future?

- A) Members
- B) Users of Angus genetics
- C) Consumers
- D) All of the above

7. Which of the following best describes the relevance of the registration paper for your operation?

- A) Increasing in relevance
- B) Decreasing in relevance
- C) Unchanging in relevance

8. How are you connected with AAA?

- A) Life member
- B) Regular member
- C) Junior member
- D) Affiliate member (commercial customer)
- E) Nonresident
- F) Allied industry
- G) Other (explain: _____)

9. Are the products and services provided by AAA still valuable to your business?

- A) Yes
- B) No
- C) Don't know

Describe why.

**Please submit your response as soon as possible to the
American Angus Association
3201 Frederick Ave.
Saint Joseph, MO 64506-2912**

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