



# Movin' Forward

► by **Bryce Schumann**, American Angus Association CEO

## An Angus Homecoming

*Don Laughlin has been with the Association for the better part of three decades. He joined us first as a regional manager and then, about five years ago, accepted the position of director of member services. Don is representative of our entire team. He's committed to the Angus breed and to our members, and every year he spends countless hours visiting with breeders, assisting them with registering and transferring cattle and working through any problems or opportunities they may have.*

### A chance to meet

The vast majority of our members — most of whom have spoken or emailed with Don from time to time — have probably never had the chance to meet him in person, or any of the other people who work in our office. That's one of the main reasons I'm so excited about the 2014 National Angus Convention, which was announced in this column in last month's *Angus Journal*.

The event, which is slated to take place in Kansas City, Mo., the first week of November 2014, not only will include our usual Association business meetings and election of new board members, but will also host an Angus University, a trade show and lots of entertainment events for you and your family.

The day prior to the convention, however,

we'll be inviting all attendees to Saint Joseph, Mo., to Association headquarters to tour the building, learn more about our departments and services and — most importantly — meet and visit with our team.

We've named the day "An Angus Homecoming," and I think visitors will be surprised by several things.

First, I think our members will be surprised by the scope of this organization — and how it touches all corners of the cattle business. They'll get to see firsthand the team of creative editors, graphic designers and web developers at the *Angus Journal* and all the services they provide the industry. They'll get to tour the data-entry floor, and see firsthand how our team processes their records. They'll get to learn more about DNA technology and to visit with our people at the Angus

Foundation. They'll also get to tour our new TV production studio, where each week we put together *The Angus Report* and produce *I Am Angus*.

Second, I think our members will get a fuller appreciation for the depth and reach of the Angus story — and how our collective traditions and history are protected and shared in this grand old building. For instance, they'll see firsthand the extensive collection of original Frank Champion Murphy paintings and drawings, the largest cattle-specific art collection of its kind. As you know, Frank's artwork defined the Angus breed for generations and continues to be the basis for all that's celebrated in the breed. We also have the Angus museum, which shows the growth and development of the breed from its humble beginnings in Kansas in 1873.

Most of all, I think our members will walk away proud of the team we have in place. There's not a day that passes that I'm not astounded by the volume and the quality of the work they get done each day; I'm also proud of the commitment they have for our members and their success — and to the advancement to the industry.

I'll be writing more about the 2014 National Angus Convention in future issues of the *Angus Journal*. While it's still a year and a half away, I hope you and your family are making plans to join us. It's really going to be a remarkable event.

  
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## AMERICAN ANGUS ASSOCIATION

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### ADMINISTRATIVE STAFF

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