



# Movin' Forward

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

## How far we've come

*A couple of years ago, following nearly six months of meetings and input from our members, the American Angus Association Board of Directors approved the 2011 Long-Range Strategic Plan. This month I wanted to give you a progress report.*

### Member success

The strategic intent of the plan had the singular goal of increasing member success and profitability by:

- growing registered-Angus demand;
- increasing marketing and education efforts;
- fostering development and use of technology;
- leveraging entity resources and expertise; and
- growing industry leadership role of the Association and its entities.

I am happy to report that this intent led to the creation of four strategic initiatives now well-established within the Angus business — and they are playing a central role in expanding demand for Angus genetics.

### Reproductive trait data and inventory-based reporting.

A key area outlined in the Association's Long-Range Strategic Plan focused on advancements in reproductive trait data and an inventory-based reporting system. Since the plan was introduced in 2011, the Association has released the heifer pregnancy expected progeny difference (HP EPD). This selection tool helps Angus breeders and their customers measure the chance of a sire's daughters becoming pregnant during a normal breeding season. Selection tools like the HP EPD can better identify animals with desirable reproductive ability and, thus, improve profitability.

This EPD now appears weekly alongside other maternal-trait EPDs and is developed using breeding records, pregnancy-check and calving data, and other measures.

As part of the Association's push to advance the breeding database, the Association introduced the MaternalPlus™ program — a voluntary, inventory-based reporting system that allows breeders to track more reproductive trait data on their herd while boosting the Association's ability to create additional reproductive selection tools. Breeders submitting records through MaternalPlus also receive additional information at weaning time and can accurately record why a cow was culled, ensuring continued improvements within the cow herd.

Meanwhile, the Angus Foundation has continued its efforts to fund research that explores reproductive efficiency, as well as lifetime productivity. Ongoing efforts in this area will continue to foster the development of exciting and helpful new selection tools well into the future.

**Education & Culinary Center.** Certified Angus Beef LLC's (CAB's) Education & Culinary Center formally opened its doors in February 2012. Since that time, the 7,000-square-foot facility has played host to dozens of educational seminars

CONTINUED ON PAGE 95

## INNOVATIONS

### AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703; Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)  
email: [angus@angus.org](mailto:angus@angus.org) • home page: [www.angus.org](http://www.angus.org) • [facebook.com/americanangusassociation](https://www.facebook.com/americanangusassociation) • [twitter: @AngusAssoc](https://twitter.com/AngusAssoc)

#### 2013 OFFICERS

**Phil Trowbridge**, president & chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com) • **Gordon Stucky**, vice president and vice chairman of the Board, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; [gordon@stuckyranch.com](mailto:gordon@stuckyranch.com) • **Cathy Watkins**, treasurer, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; [beaver-ridge@att.net](mailto:beaver-ridge@att.net)

#### 2013 BOARD OF DIRECTORS

**Terms expiring in 2013**— **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; [jhnharrell@gmail.com](mailto:jhnharrell@gmail.com) • **Leo McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176; [leomcd@hotmail.com](mailto:leomcd@hotmail.com) • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; [pfeiffer@agristar.net](mailto:pfeiffer@agristar.net) • **Jim Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; [rentzjames@yahoo.com](mailto:rentzjames@yahoo.com) • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; [kyon@pbtcomm.net](mailto:kyon@pbtcomm.net)

**Terms expiring in 2014**— **Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; [sankeys6nranch@yahoo.com](mailto:sankeys6nranch@yahoo.com) • **Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; [abcattle@huntel.net](mailto:abcattle@huntel.net) • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; [schroederangus@msn.com](mailto:schroederangus@msn.com) • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; [silveirabros@msn.com](mailto:silveirabros@msn.com) • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; [jimsitz1@gmail.com](mailto:jimsitz1@gmail.com)

**Terms expiring in 2015**— **Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; [cboyd2@maysvilleky.net](mailto:cboyd2@maysvilleky.net) • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; [sfostersrf@gmail.com](mailto:sfostersrf@gmail.com) • **Phil Howell**,

729 W. Washington St., PO Box 442, Winchester, IN 47394; cell: 765-546-0838; [dochowell765@aol.com](mailto:dochowell765@aol.com) • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; [sdangus@sdplains.com](mailto:sdangus@sdplains.com) • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; [dschiefel@meltel.net](mailto:dschiefel@meltel.net)

**Industry appointments**— **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; [kpalmers@palmerfoods.com](mailto:kpalmers@palmerfoods.com) • **AGI Board**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; [larry.kuehn@ars.usda.gov](mailto:larry.kuehn@ars.usda.gov) • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; [laurie@sandpointcattle.com](mailto:laurie@sandpointcattle.com)

#### ADMINISTRATIVE STAFF

**Bryce Schumann**, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

#### DEPARTMENTAL STAFF

**Lou Ann Adams**, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Katie Allen**, director of marketing and public relations for the Angus Foundation; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of activities & events; **Chris Stallo**, assistant director of information systems; **Jena Thompson**, assistant director of public relations

and workshops for CAB licensees and industry organizations. The facility offers an economy-scale kitchen and meat-fabrication area, as well as classrooms and meeting space. It now plays a central role in bolstering our capabilities to promote our product and advance the interests of the brand.

**Angus TV.** Since the official launch of Angus Television in October 2011, Angus TV programming has reached more than 4 million viewers, enabling our organization unmatched capabilities in communicating with the industry and sharing the good news of Angus.

Our online viewership of Angus TV channels on YouTube and Vimeo will surpass 2 million lifetime views this year, ranking our content among the most-watched in the cattle business.

**Commercial DNA tools.** The newly developed GeneMax™ test, which was developed as a direct result of the Long-Range Strategic Plan, equips producers of commercial Angus cattle with the ability to make precise keep/cull decisions when it comes to managing and marketing their cattle.

The test, which evaluates marbling and postweaning performance in high-percentage Angus cattle, enables producers to identify the highest-value replacement females before they invest unnecessary time and money in the wrong heifers; make better breeding decisions; and leverage GeneMax results as a proven mark of quality when they're marketing their cattle.

In addition, the test helps feedyards manage risk by feeding cattle with more predictable gain and grade potential.

GeneMax also enables producers to assign specific sires to tested animals — at no additional cost. To enable sire match, potential sires must be tested using the Zoetis HD 50K genomic test and be registered with the American Angus Association.

We're proud of the progress we've made in the last two years but recognize that much more work remains to ensure the growth of demand for Angus cattle. Member input was central to all of these initiatives — and your guidance in the future will continue to guide this organization for years to come.

  
**EMAIL:** bschumann@angus.org