



# Movin' Forward

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

## The best is yet to come

*This summer has been one for the record books. Scorching temperatures and little rain have made it a frustrating time for many in the cattle business. But we cannot lose hope that there are better (and cooler) days just around the corner.*

### Setting goals

At this time last year, we were involved in the development and approval of our Long-Range Strategic Planning sessions. That process was an extremely valuable experience for our organization and its members. Using feedback from breeders, commercial cattlemen and others with a stake in the Angus business, the Association Board of Directors set strategic goals for the breed and developed four key initiatives to further its success.

Less than a year later, the Association and its members are delivering on all four initiatives:

- development of reproductive trait data and inventory-based reporting;
- development of an education and culinary center;
- expansion of Angus TV; and

- the development of affordable DNA tools for the commercial Angus business.

### Long-range success

In June, the Angus Board of Directors met to conduct Association business and set the course for the upcoming fiscal year. Several important decisions were made that week:

**Advertising campaign.** The Board approved new advertising concepts based on findings from a recent white paper authored by Nevil Speer and titled *Crossbreeding: Considerations and Alternatives in an Evolving Market*. If you haven't had a chance to read the paper, it is available on our website.

**Our future advancements will continue to center on the Association's one fundamental purpose: to increase member success and profitability.**

Speer presents an interesting challenge for cattlemen, asking them to analyze crossbreeding as an overall management style. Is it really the most cost-effective and

efficient way to produce the high-quality beef consumers are demanding?

Our advertising campaign, to begin this fall, will touch on a few of the questions raised in Speer's paper. Look for them in your favorite cattle publication.

**MaternalPlus and GeneMax.** Earlier this year, the Association

launched two new tools for producers to use on their herds. The first, MaternalPlus, is an inventory-based reporting system focused on improving lifetime productivity measures in the breed, and has seen considerable growth since it was released.

The Board is optimistic that the number

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### 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

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of producers using the MaternalPlus program will continue to increase throughout the summer and fall. Learn more about how to participate on our website and through AAA Login.

The second tool, GeneMax, is targeted toward commercial cattlemen. A partnership between Angus Genetics Inc. (AGI), Certified Angus Beef LLC (CAB) and Pfizer Animal Genetics, GeneMax has received valuable support from academia. Several educational

events have helped to promote the test, which measures gain and grade potential of cattle.

**Angus Trading Post.** To align with our Long-Range Strategic Plan goals to offer increased marketing opportunities to breeders and their customers, Angus Productions Inc. (API) has developed a new effort called Angus Trading Post. It is an online marketplace, where producers can list their cattle or search for the next addition to their herd. You're sure to read more about this exciting opportunity in the coming months.

As you can see, the American Angus Association — driven by our Board of Angus cattle producers — has accomplished much in the past several months.

Our driving formula is input from our members and their customers.

Our future advancements will continue to center on the Association's one fundamental purpose: to increase member success and profitability.



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