



Movin' Forward

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

Angus: There's an app for that

Angus breeders have a long and storied tradition of being aggressive and early adopters of new technologies. Today, nowhere is that more evident than in the increasingly widespread use of mobile devices such as smartphones and tablets — and the American Angus Association recently became one of the first ag organizations to develop a mobile “app” for use by cattle producers.

A digital age

If you haven't done so already, I'd encourage you to download the app by visiting the iTunes or the App Store for your iPhone, iPod or iPad; or by visiting Google Play or the Amazon App Store for your Android device.

As of this writing, more than 3,200 people are already using it in their day-to-day cattle management practices. We are already seeing signs

of just how far-reaching the impacts of this emerging technology will be.

From their fields or pastures, Angus

breeders can manage remotely their herd inventories or access information about individual cattle. If you have a customer with specific questions about a bull they want to buy, the information you need is in the palm of your hand. If you're at a show or a sale, and you want to learn more about the offering, it's right there with you.

In addition, the MyHerd function allows access to AAA Login, where users can search their herd inventory, view performance records

of their cattle and enter calving book records.

The Angus Mobile app also has a gestation calculator and table and weekly National

We are already seeing signs of just how far-reaching the impacts of this emerging technology will be.

Cattle Evaluation (NCE) reports, as well as Beef Improvement Records (BIR) data like Angus Herd Improvement Records (AHIR®).

Stay informed

You can also read the latest Angus headlines, watch videos and learn about upcoming events. Plus, in the latest update, available now on both Apple and Android devices, users can check out of their AAA Login cart through a smartphone.

More updates are on the way — so stay tuned this fall and winter as these new and powerful functions become available.

Perhaps Hayes Marten, an Angus breeder from Chillicothe, Mo., put it best: “Living in the country, you've got to find ways to adapt. This is one tool for Angus breeders to use technology through a user-friendly app, and it's much better than a piece of paper in the truck cab. You're always going to have the smartphone with you.”

Bryce F. Schumann
E-MAIL: bschumann@angus.org

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 • home page: www.angus.org • [facebook.com/americanangusassociation](https://www.facebook.com/americanangusassociation) • [twitter: @AngusAssoc](https://twitter.com/AngusAssoc)

2012 OFFICERS

Jarold Callahan, president and chairman of the Board, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com • **Phil Trowbridge**, vice president and vice chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com • **Gordon Stucky**, treasurer, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

2012 BOARD OF DIRECTORS

Terms expiring in 2012—Charlie Boyd II, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; sdangus@sdplains.com • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com • **Cathy Watkins**, 4577 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

Terms expiring in 2013—Leo McDonnell Jr., 1640 Hwy. 10, Columbus, MT 59019; cell: 406-780-0176; bulltest@wtp.net • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; kyon@pbtcomm.net

Terms expiring in 2014—Chris Sankey, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@huntel.net • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622;

cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; JimSitz1@gmail.com

Industry appointments—CAB Board, Robert Norton Jr., BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com • **AGI Board, Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@illinois.edu • **Foundation Board, Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; 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; **Brian Brigham**, director of genetic systems; **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 junior activities; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Jena Thompson**, assistant director of public relations