



# Movin' Forward

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

## A simple act of gratitude

*Matthew Marrs is a brown-eyed youngster with a crop of thick, black hair and round, six-and-a-half-year-old cheeks. His life is rooted on the quiet, faraway prairie of South Dakota, near the town of Whitewood, where his parents, Dan and Anna, raise 600 commercial Angus cows. So when Matthew traveled with his parents to Scottsdale, Ariz., to attend the Certified Angus Beef LLC (CAB) Annual Conference in September (his family received the 2009 Commercial Commitment to Excellence Award), one might have expected him to withdraw in the face of all the influential people in attendance.*

### Angus spokesman

Yet, Matthew donned a suit and tie, some shiny black shoes, and did exactly the opposite.

He worked the banquet room like a seasoned public relations veteran, shaking the hand of everyone he met and telling them this: "Thank you for buying our beef."

Think about that for a minute — and the effect it must have had on the people who

were touched by this boy's simple act of gratitude.

I would guess that, despite all the information and social interaction, meetings and presentations, many who returned home to places like New York City; Philadelphia, Pa.; and Los Angeles, Calif., will remember more than anything else the kind words of a 6-year-old who showed those of us who should be much older and

wiser what we really ought to be doing every day.

We often forget that the basis of our livelihood flows from consumers who choose to buy our product. It's an option in the meatcase, an item on a menu. In a single, fleeting second — millions of times a day — we can either win or lose that chance to capture opportunity for our business.

I think each of us could learn a great deal from Matthew. Why not show gratitude and shake a few hands?

How far would that take us? How much would we defend against the negativity being spread about agriculture in the media and by activist groups these days?

I suspect it would do a great deal of good.

We talk a lot about how modern Americans no longer have a direct link to agriculture, as if we're expecting them to build a bridge to us.

That's not going to happen.

## AMERICAN ANGUS ASSOCIATION

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**ANGUS**  
THE BUSINESS BREED

# Angus Web Site Offers Valuable Resources

Visit [www.angus.org](http://www.angus.org) to view updates, sale information.

by **Crystal Albers**, assistant director of communications/web editor,  
American Angus Association



PHOTO COURTESY AMERICAN ANGUS ASSOCIATION

►Matthew Marris (left) sets a high standard for showing customer appreciation. He's pictured here with American Angus Association CEO Bryce Schumann at the CAB Annual Conference in Scottsdale, Ariz.

We have to build the bridge to them, and ironically, that effort began in Scottsdale with a person from whom we'd expect it the least: a 6-year-old boy who's already figured out what most of us have forgotten.

Matthew, if you're reading my column this month, I want to publicly tell you thanks — thanks for being the Angus breed's best spokesperson. Thanks for your kindness and gratitude. Thanks for showing us the path to the future.

You're a good kid with a bright future, and the example you set has already left a lasting impression on many hundreds of people across the country and around the world.

The lessons of your actions are simple: What we as grownups do each day is ultimately about your future, not ours.

*Bryce F. Schumann*

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We've made some changes to [www.angus.org](http://www.angus.org), and we'd like you to take a look. The American Angus Association® web site now features several convenient search fields directly on the home page, allowing you to search for animals by entering a name or registration number, or to search for members by state. You can also more easily conduct a general search of the entire site, which now displays improved search results.

Angus sale reports, a list of upcoming Angus sales and events, and online breeder sale books have also been posted directly on the home page. Featured prominently at [www.angus.org](http://www.angus.org), the tabbed information offers easy access to information necessary to find and purchase Angus cattle.

This feature puts valuable sale information right in front of cattlemen. We've simply put the resources we've provided for years in a user-friendly, easily accessible format to assist both members and nonmembers.

Now, you can view sale reports from sales attended by Association representatives, including prices paid for individual lots, gross numbers and average prices for sale offerings. The sale book option features Angus Production Inc.'s (API's) flip-through sale book feature for upcoming Angus sales, and the upcoming sales and events listing posts Angus sales and events by date. This calendar feature has also been added to the left-hand navigation bar. With one click, you can access a streamlined listing of searchable Angus sales and events from nearly anywhere on the site.

In addition, as part of the *I Am Angus* series, cattle producers, industry representatives and staff members of the Association and its entities will be featured on the site, offering insight into the people who contribute to the breed.

These changes, along with many more to come, are designed to improve your ability to find the information you need more quickly and efficiently. If you have suggestions on what you'd like to see on the site, we're all ears. Drop us a note at [calbers@angus.org](mailto:calbers@angus.org), and let's work together to make this site the best there is to offer in the worldwide cattle business.

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The screenshot shows the homepage of the American Angus Association website. At the top, there's a navigation bar with links for 'Special Features', 'General Info', 'Rules and Forms', 'Mission Statement', 'Contact Us', and 'Data Access and Use'. Below this is a section for 'Upcoming Registered Angus Sales' with a table listing sales dates, names, and locations. A 'More Angus Headlines' section features a 'REMINDER' about the 2010 National Cattle Evaluation and an article titled 'Educating the Next Generation'. A sidebar on the right displays a profile for Miltord H. Jenkins under the 'I Am Angus' series, along with links for 'Data Searches and Tools', '2009 Voting Delegate List', and 'September 2009 Board of Directors Meeting Highlights'.