



# Movin' Forward

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

## Get the word out

*During the last two months, we've worked hard at developing new marketing and communications opportunities for the American Angus Association.*

### Multimedia approach

The first took place in August when we launched a series of television segments on *AgDay TV* and *U.S. Farm Report*. These programs, which reach an audience of 250,000 and 500,000 households, respectively, have aired at least one and sometimes two *I Am Angus* segments each week during the last two months.

For those of you who don't know, *I Am Angus* is a documentary series that tells the stories of people whose lives are shaped by Angus cattle or Angus beef. We began showing this documentary at our Annual Meeting in Louisville, Ky., last fall.

The segments have enabled us to reach a wide cross section of viewers across

the country, including ag producers and consumers alike, and have allowed us to spread the good word about our breed and the community we represent.

Second, many of these *I Am Angus* segments are also available on YouTube, a social networking site that attracts millions of viewers from around the world to watch online videos.

Having positive messages about the Angus business and the cattle industry on YouTube has allowed us to communicate directly with online users who are interested in the cattle business and allows us to counter many of the negative messages being advanced by animal-rights activists.

To date, the YouTube channel has



enjoyed more than 75,000 video views. While it's still in its infancy, it's currently averaging about 500 views per day, and viewership of our videos is accelerating.

Our goal is to have a total of 100,000 views by year's end, and we will continue to periodically update the site with new videos so that viewers can come back to learn more.

Third, for more than a month now, we've been airing a series of 30-second commercials during RFD-TV's evening cattle-oriented broadcasts. These

## AMERICAN ANGUS ASSOCIATION

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

### 2009 OFFICERS

**Jay King**, president and chairman of the Board, 28287 Woodside Dr., Rock Falls, IL 61071; cell: 815-535-1990; [jpkingsva@yahoo.com](mailto:jpkingsva@yahoo.com) • **Bill Davis**, vice president and vice chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; [rolnrok@hughes.net](mailto:rolnrok@hughes.net) • **Joe Hampton**, treasurer, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; [joe.hampton@ncagr.gov](mailto:joe.hampton@ncagr.gov)

### 2009 BOARD OF DIRECTORS

**Terms expiring in 2009—Al DeClerk**, 3914 Engelberg Rd., Pocahontas, AR 72455; cell: 870-926-7334; [eafherd@centurytel.net](mailto:eafherd@centurytel.net) • **Joe Hampton** • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; [sg\\_olson@live.com](mailto:sg_olson@live.com) • **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; cell: 541-403-0562; [rob.thomas@thomasangusranch.com](mailto:rob.thomas@thomasangusranch.com) • **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; [beaver-ridge@att.net](mailto:beaver-ridge@att.net)

**Terms expiring in 2010—Jarold Callahan**, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; [callahan@expressranches.com](mailto:callahan@expressranches.com) • **Norman Garton**, 15660 E. Pawhuska Rd., Nevada, MO 64772; cell: 417-684-5477; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) • **Chad Hoffman**, 33995 E. 1900 N Rd., Colfax, IL 61728; cell: 309-838-4929; [angus21@mchsi.com](mailto:angus21@mchsi.com) • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; [james.rentz@yahoo.com](mailto:james.rentz@yahoo.com) • **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

**Terms expiring in 2011—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; [sitzangus@gmail.com](mailto:sitzangus@gmail.com)

**Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; [gordon@stuckyranch.com](mailto:gordon@stuckyranch.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](mailto: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@uiuc.edu](mailto:dparrett@uiuc.edu)

### 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; **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**, assistant director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Sara Snider**, director of AngusSource®; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Richard Wilson**, director of finance; **Crystal Young**, assistant director of public relations

**ANGUS**  
THE BUSINESS BREED



advertisements underscore three things — the profitability of commercial feeder calves, the services of the Association, and the economic benefits of participating in AngusSource® — and allow us to reach a wider audience than we ever did before. The ads also support the message we've developed in our print-advertising campaign.

Fourth, we've been working hard to update [www.angus.org](http://www.angus.org). If you haven't visited our web site lately, we encourage you to take a look. We've added several new features — including a sale calendar, sale reports and online sale books, and we'll be building several new features this fall and winter.

During the coming year, we will be rebuilding the web site, giving it a facelift and improving the overall experience of those who use it.

Interestingly, [www.angus.org](http://www.angus.org) is among the highest-traffic sites in the cattle business today, and we've seen some fairly dramatic increases in usage patterns during the last couple of months as we've made some of these improvements.

In the end, our ultimate goal is to position ourselves so we can advance a stronger message about Angus in a less-expensive but more-efficient way.

We believe the work we're doing — and the commitment we've made to developing television and online opportunities — will play a more critical role in the coming years to protecting and enhancing the position of Angus, especially as consumer and producer preferences shift from traditional media to the web.

*Bryce F. Schumann*

E-MAIL: [bschumann@angus.org](mailto:bschumann@angus.org)  
[www.angus.org](http://www.angus.org)