



ASSOCIATION

# Movin' Forward

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

## Long-range initiative starts with you

*Beginning this month, the American Angus Association will begin gathering input from members, their customers and other industry stakeholders in an effort to develop long-range strategies.*

### Best get better

While Association statistics show a very positive fiscal year (FY) in 2010 — with \$2.5 million in the black and growth in several areas, including registrations, sale averages and AngusSource® enrollments — the purpose of this long-range strategy is to continue that success and our breed's relevance into the future.

Our first step is to gather member input. We're doing this beginning on page 112 of this issue. I urge you to spend the next 10 minutes of your time filling out this short, nine-question survey.

If you're headed to the National Western in Denver, fill out this same survey in the newsletter and bring it to the Listening Post, where you can also visit with Association staff and Board Directors. Or, if you prefer, go online at [www.angus.org](http://www.angus.org) and submit responses.

The important part of this process begins with you. We're using what we learn during the next several months to set the course of our organization and prioritizing the areas that will keep Angus genetics an integral component of the industry.

Our performance in FY 2010 continued to demonstrate strong demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry.

The next 10 minutes — and your willingness to contribute your input — will help us determine how to best continue that industry-leading position and Angus demand well into our future.

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## What's Your Opinion?

**The American Angus Association Board of Directors is seeking input from members, your customers and others in the industry. Submit your comments by filling out the short survey available at:**

- [www.angus.org](http://www.angus.org);
- on page 112 of this issue;
- and
- at the Listening Post in Denver, Colo., during the National Western Stock Show.

### AMERICAN ANGUS ASSOCIATION

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