



Movin' Forward

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

More than a plan

In any business it's important to have a clear picture of success — to define it and how to achieve it. Naturally, we develop long-term goals and strategies for how to achieve them. While most businesses, including the American Angus Association, undergo periodic self-evaluations to set such plans, our most recent long-range planning efforts differ from anything we've ever done before.

Starting with members

Last fall, the American Angus Association and its Board of Directors announced a long-range planning initiative to identify and assess the needs of our members, their customers and others with a stake in the U.S. Angus business.

While it's not the first time we've undergone such an endeavor, it is the first initiative in recent memory in which a breed association has put such effort into first gathering input from those who have the biggest stake in its success — our members and their customers.

The Association set to work on the preliminary process beginning in January 2011, when staff members and Board directors began conducting a series of long-

range planning sessions, or listening sessions. Panelists of Angus breeder members, commercial cattlemen and feeders each weighed in on how our breed can remain relevant into the future.

This valuable information was compiled in congruence with the more than 800 surveys submitted via mail and our website at www.angus.org, as well as individual input received by Board members.

Your input was as interesting and insightful as it was valuable to the process.

Working through the details

Your staff and the Board spent the last several months conducting long-range

planning sessions with representatives of all industry sectors — and prioritizing the areas that will protect, and expand, the leadership position that we've worked so hard to secure.

During our recent Board of Directors meeting in Wooster, Ohio, considerable discussion took place over the final drafting and dissemination of the plan.

In the coming months, you'll be hearing a great deal about the final Long-Range Strategic Plan, which will be available for your review this fall.

Above all else, this has been a process that has allowed us to renew connections with not only those across the industry who are affected by our decisions — but also with our members.

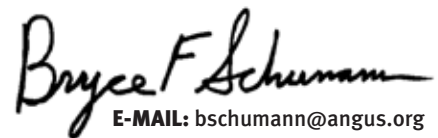
It was good hearing from so many of you — and rewarding to see how many people care so deeply about where this organization is headed. With your continued help,

this great breed of cattle will be successfully stewarded for the next generation.

Thanks to all who participated in the long range planning process. Your input played a critical role, and will continue to be the foundation of everything we do.

Without goals, and plans to reach them, you're like a ship that has set sail with no destination.

— **Fitzhugh Dodson**


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AMERICAN ANGUS ASSOCIATION

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2011 OFFICERS

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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

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