



Movin' Forward

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

Tune in to Angus this fall

Quality Angus genetics are the cornerstone of our business, but the heart of our breed rests in our people. Nowhere is that more evident than at Angus events, where hundreds of ranchers and their families from all walks of life gather for one thing — Angus cattle. This one element binds us together regardless of herd size, location or background. The breed is a part of who we are, part of our story. It's a story that will continue this fall.

Angus on TV

Beginning in October, the American Angus Association will broadcast a series of four separate *I Am Angus* programs on RFD-TV. The public relations department has been busy this summer, traveling the country and capturing the stories of people whose lives are defined by Angus cattle and by the extensive Angus community.

Each of the hour-long programs will include at least a half-dozen segments about people in the Angus business. The segments aren't just limited to telling the stories of farmers and ranchers; in fact, we've worked hard to include restaurateurs, retailers and others who also depend on the production of quality beef.

The four-part series marks the first time in the Association's history that we will have

a sustained national television presence with such an opportunity to reach so many people with a positive message about Angus cattle.

RFD-TV has been aggressively adding new markets, and now more than 42 million households receive the network.

RFD-TV has developed an interesting mix of rural and urban viewers. In fact, viewership studies have shown that the majority of people who tune in to watch the network live in cities or towns.

For this reason, the series is a way for us to promote the breed and Association programs, and to show the world the commitment we've made to raising quality beef.

Consumer connection

Like never before, consumers today are

craving a connection with the people who raise their food, and *I Am Angus* is a critical way for us to facilitate that connection.

Once these segments air, you'll also be able to view them — and share them with others — on *YouTube.com*. Many breeders and state Angus associations are now including previously produced *I Am Angus* segments on their own websites. It's a simple process called "embedding" that allows visitors to your website to view these videos directly from your site.

Perhaps the powerful aspect of having these videos on YouTube is that any Angus breeder anywhere can use these online segments to tell the Angus story.

All you have to do is go to *YouTube.com*, search for "I Am Angus," and start e-mailing the links of the videos to other people. It's amazing how effective sharing these videos with others can be — and it doesn't cost a dime to do it.

Our heightened television and social media presence combined with our members' commitment to sharing these stories is a critical step in spreading the good word about the work we do each day to feed the world.

E-MAIL: bschumann@angus.org
www.angus.org

Editor's note: Four *I Am Angus* programs will air on RFD-TV this fall and winter. The dates of the programs include: Oct. 18, 2010; Nov. 22, 2010; Jan. 3, 2011; and Feb. 28, 2011. All of the shows will air at 8 p.m., Eastern.

AMERICAN ANGUS ASSOCIATION

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

2010 OFFICERS

Bill Davis, president and chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; rolnrok@hughes.net • **Joe Hampton**, vice president and vice chairman of the Board, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; joe.hampton@ncagr.gov • **Jarold Callahan**, treasurer, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com

2010 BOARD OF DIRECTORS

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

Terms expiring in 2011—**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; sitzangus@gmail.com • **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

Terms expiring in 2012—**Charlie Boyd II**, 6077 Helena Rd., Mays Lick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; [\[gmail.com\]\(mailto:gmail.com\) • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; cell: 605-430-4372; \[sdangus@sdplains.com\]\(mailto:sdangus@sdplains.com\) • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; \[sg_olson@live.com\]\(mailto:sg_olson@live.com\) • **Cathy Watkins**, 4577 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; \[beaver-ridge@att.net\]\(mailto:beaver-ridge@att.net\)](mailto:sfostersrf@</p></div>
<div data-bbox=)

Industry appointments—**CAB & Foundation 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

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