



# Movin' Forward

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

## Tune in to expanded Angus TV presence

Nearly two years ago, the American Angus Association moved into television for the first time in its history with the launching of *I Am Angus* — a documentary series featuring those who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers. Since that time, more than 700,000 people have watched Angus TV programming.

### Increasing presence, service

Coming this fall, the Association will substantially increase its television presence with six all-new episodes of *I Am Angus*, and expand its news and information capabilities with the nationwide launch of *The Angus Report*.

Each episode of *The Angus Report* is geared specifically toward cattlemen and will include a wide array of content that will not only keep you informed about the top news stories each week, but also provide you with management and marketing tips to keep your business on the competitive edge.

You'll be able to watch *The Angus Report* every Monday morning at 8:30 a.m.

Eastern. If you missed the Monday morning broadcast, you can catch it again on Saturday afternoons at 2:30 p.m.

**Angus TV Airls  
on RFD-TV  
this fall.**

*I Am Angus* is set to air at 8 p.m. Eastern Oct. 31, Nov. 21, Dec. 19, Jan. 2, Feb. 13 and March 5.

Both programs will air on RFD-TV, which is distributed by more than 625 cable

operators, and can be found on DirecTV channel 345 and Dish Network channel 231. Check your local listings for more information.

If you don't receive RFD-TV, you'll be able to view all of the segments online on [www.angus.org](http://www.angus.org) as soon as they air.

We're excited about what these programs

### Broadcast schedule

#### *I Am Angus*

Oct. 31, 8 p.m. EST  
Nov. 21, 8 p.m. EST  
Dec. 19, 8 p.m. EST  
Jan. 2, 8 p.m. EST  
Feb. 13, 8 p.m. EST  
March 5, 8 p.m. EST

#### *The Angus Report*

Mondays, 8:30 a.m. EST

will represent for the Angus breed and the industry as a whole.

And there's no doubt that television gives the Angus breed a critical strategic advantage, because it enables our breed to expand our communications, advertising and public relations presence while reaching out to our members on an ongoing basis.

The other side of our television programming is that it gives our organization another opportunity to interact with the people involved in the Angus business while informing and educating prospective Angus breeders and consumers, as well. If you've got news tips or stories about people who deserve coverage, please give our public relations department a call or drop them an email.

*Bryce F. Schumann*  
E-MAIL: [bschumann@angus.org](mailto:bschumann@angus.org)

## AMERICAN ANGUS ASSOCIATION

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

### 2011 OFFICERS

**Joe Hampton**, president and chairman of the Board, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; [joe.hampton@ncagr.gov](mailto:joe.hampton@ncagr.gov) • **Jarold Callahan**, vice president and vice chairman of the Board, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; [callahan@expressranches.com](mailto:callahan@expressranches.com) • **Phil Trowbridge**, treasurer, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

### 2011 BOARD OF DIRECTORS

**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)

**Terms expiring in 2012**—**Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; [cboyd2@maysvilleky.net](mailto:cboyd2@maysvilleky.net) • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; [sfostersrf@gmail.com](mailto:sfostersrf@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)

**Terms expiring in 2013**—**Leo McDonnell Jr.**, 1640 Hwy. 10, Columbus, MT 59019; cell: 406-780-0176; [bulltest@wtp.net](mailto:bulltest@wtp.net) • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; [jhnharrell@gmail.com](mailto:jhnharrell@gmail.com) • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell:

405-880-0862; [pfeiffer@agristar.net](mailto:pfeiffer@agristar.net) • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; [james.rentz@yahoo.com](mailto:james.rentz@yahoo.com) • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; [kyon@pbtcomm.net](mailto:kyon@pbtcomm.net)

**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@illinois.edu](mailto:dparrett@illinois.edu) • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; [laurie@sandpointcattle.com](mailto: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

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