



Movin' Forward

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

Promise of a new year

In just a few weeks, most of us will be gathering with our families to celebrate Christmas. While the holiday has become more commercialized than most of us care to admit, at its core is still a celebration of the values most of us share.

Charting the course

The holidays are a time of reflection, of rebuilding bonds between friends and family, of remembering why we work so hard the rest of the year.

In the coming months, the American Angus Association will recommit itself to its core principles as well.

The Board of Directors, working with staff and receiving input from our members, will begin drafting a long-range, strategic plan that will reinvigorate our connections — and strengthen the relevance of not only the Angus breed and its breeders, but also our organization.

The American Angus Association is now 128 years old. We are one of agriculture's oldest institutions. We've also built one of the industry's most relevant organizations. We are involved in every aspect of cattle

production and beef marketing — from the moment a DNA sample is taken on a ranch in Wyoming to the time a Prime steak is served to someone in New York City.

Yet, our experience tells us that none of us can take what we've done for granted. In essence, all of our success is in the past.

What lies ahead is up to us, and the decisions we make today.

I would encourage you to take a few minutes in the coming weeks to think about the American Angus Association. Write down some ideas on where you'd like to see us go. Share your ideas with other members, then let us know what they are.

Your input, as someone who generates a living from the Angus business, is critical to our ultimate success. Your input can redefine our path. Your input could open our eyes to new and unexpected opportunities.

ANGUS

THE BUSINESS BREED

All of us on the staff of the American Angus Association wish you a blessed and prosperous holiday season. We've been blessed with a good year.

We remain thoughtful of all the young men and women who are serving our country — and risking their lives for us — in places like Iraq and Afghanistan. We are hopeful that 2011 will bring peace and happiness to a world that badly needs it, and that all of you in the Angus world enjoy the most productive and prosperous year in history.

Bryce F. Schumann

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AMERICAN ANGUS ASSOCIATION

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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

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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

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