



Movin' Forward

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

A historic move

The American Angus Association Board of Directors and management team announced a historic decision in February that will greatly benefit the future of Angus communications — and expand your ability to market your herd. It could also prove one of the most significant board decisions in recent years.

Living legacy

For many years, the Association and Angus Productions Inc. (API) have contemplated the formation of one, cohesive communications center — an organization that would unify the communications activities of the Association's Public Relations (PR) Department and API, separate since the Association purchased the *Angus Journal* in 1978. Today, that dream is a reality.

The board approved a plan that will bring all Angus media — everything from the *Angus Journal* to Angus TV, from print to social media — under one roof. Unifying the Association's PR department and API, their staff, programs and our breed's vast array of media platforms under API will allow our organization to speak with a unified, cohesive and consistent voice moving forward.

As part of this plan, API President and General Manager Terry Cotton, who has served at the helm of the company since

1986, will be named vice president of sales and will also serve breeders in Region 12 — California, Nevada, Arizona and Utah.

Eric Grant, Association director of public relations since 2009, will serve as API president and general manager, effective May 1, 2014.

Both the Association's PR department and API have proven track records in communications excellence. By unifying these teams, we strengthen the Angus brand and message, eliminate confusion, improve the effectiveness of existing programs and expand marketing platforms — all benefits to our Angus members and their customers.

In the short term, all parties will work to minimize disruptions to production systems and processes. In the long term, this offers an exciting opportunity to build upon a historical legacy, to open the next chapter in Angus communications and promotions.

The next chapter

In the coming months, you'll begin noticing more cohesive articles and stories, branding and other messages coming from the Angus breed's extensive array of media outlets. Beginning in May, all media will be housed under the API umbrella.

This unification, most importantly, opens up new ways for members to advertise and market their animals — providing a critical competitive advantage against other breeds, which have fewer promotional options. The new effort will focus on building the Angus story and delivering the Angus message, while taking a fresh look at current communications efforts.

All in all, this move is about making API and the Association an indispensable part of daily ranch business — and a significant advantage for members.

That further strengthens the Angus breed's position in the marketplace, and gives us something we can all be proud of.

I'd like to thank the board, the management team, Terry and Eric for their leadership and foresight in this process. I commend Terry for initiating this transition after more than 30 highly successful and productive years serving our members and growing API services. The unification of the Association's PR department and API — and the top-notch teams on board — will ensure many more prolific years ahead.


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AMERICAN ANGUS ASSOCIATION

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2014 OFFICERS

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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; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Carrie Horsley**, director of marketing and public relations for the Angus Foundation; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Jena McRell**, assistant director of public relations; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of activities, events and education; **Chris Stallo**, assistant director of information systems; **Jaclyn Upperman**, director of junior activities