



# Movin' Forward

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

## Find value

*You can't buy much for \$25 these days. That barely covers the cost of treating the family to the nearest fast-food joint. Yet, this November, a minimal fee offers big-time perks.*

### What could be

Imagine an event that brings together all sectors of the beef business, from seedstock breeders to commercial customers, from feeders to packers — everyone who takes part in the incredibly expansive process of getting beef to America's dinner tables. It's a process that begins with you at the very top, feeding the system with the genetics responsible for producing the best-quality beef, *Certified Angus Beef*® (CAB®).

Imagine that this same meeting has

### Convention features:

- Tours of Association headquarters
- Angus educational sessions
- Angus University, "The Story of a Steak," sponsored by Merck Animal Health
- Nationally known speakers
- Association annual meeting and business
- Expansive trade show and prizes
- Meals featuring *Certified Angus Beef*®
- Evening entertainment
- Social events
- Giveaways featuring the all-new 2015 Yamaha Viking VI Side × Side and boots from Nigro's Western Store

educational sessions, top-flight keynote speakers, meals, entertainment, social events and an impressive trade show that gives you access to representatives of nearly 150 companies to answer questions, offer incentives and meet the needs of your operation.

Imagine opening your horizons, meeting new people, greeting old friends, conducting business and, best of all, having fun.

All the while, the meeting maintains the ability for Angus delegates to conduct the traditional business meetings and annual functions of the American Angus Association — at no fee to delegates or alternates.

### What will be

You'll find this and more during the "Angus Means Business" National Convention & Trade Show Nov. 4-6 in Kansas City, Mo.

There's been much discussion regarding this event and what it could mean for members as we depart from the format of previous years. Let me assure you, this is an event that deserves your attention.

This is "The Business Breed," and the

business of our members relies on our collective success. What better way to ensure we're taking a positive step toward that success and expanded leadership in the beef industry than with an annual event focused on the big picture?

Numerous industry surveys show the Angus breed comprises the vast majority of the nation's cattle herd. The advancements we make as a breed, therefore, have implications for every sector of the beef business. As an organization, we remain on the forefront of genetic technology, branded beef, marketing and communications.

This convention will allow us to collaborate with others in the industry to focus on how these advancements could shape our future. The Angus University, sponsored by Merck Animal Health, will give attendees a broader understanding of how the selection decisions at the ranch affect the long-term viability of our industry.

This convention will help us think bigger as an organization — and it will be the type of event our breed deserves.

I invite you to join me and thousands of other attendees at the KCI Expo Center in November as we explore the potential of Angus cattle. Complete program information, schedule, registration, hotel accommodations and directions are available at [www.angusconvention.com](http://www.angusconvention.com). Hurry to book your \$25 early registration before Oct. 1.

This will be an event to remember.

*Bryce F. Schumann*  
EMAIL: [bschumann@angus.org](mailto:bschumann@angus.org)

**Editor's Note:** A refund will be issued if an attendee was registered for the convention with the \$25 fee prior to being elected as a delegate.

## 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)  
email: [angus@angus.org](mailto:angus@angus.org) • home page: [www.angus.org](http://www.angus.org) • facebook.com/americanangusassociation • twitter: @AngusAssoc

### 2014 OFFICERS

**Gordon Stucky**, president & chairman of the Board, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; [gordon@stuckyranch.com](mailto:gordon@stuckyranch.com) • **Cathy Watkins**, vice president and vice chairman of the Board, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; [beaver-ridge@att.net](mailto:beaver-ridge@att.net) • **Jim Sitz**, treasurer, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; [jimsitz1@gmail.com](mailto:jimsitz1@gmail.com), [sitzangus@gmail.com](mailto:sitzangus@gmail.com)

### 2014 BOARD OF DIRECTORS

**Terms expiring in 2014** — **Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; [sankeys6nranch@yahoo.com](mailto:sankeys6nranch@yahoo.com) • **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)

**Terms expiring in 2015** — **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) • **Phil Howell**, 729 W. Washington St., PO Box 442, Winchester, IN 47394; cell: 765-546-0838; [dochowell765@aol.com](mailto:dochowell765@aol.com) • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; [sdangus@sdplains.com](mailto:sdangus@sdplains.com) • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; [dschiefel@meltel.net](mailto:dschiefel@meltel.net)

**Terms expiring in 2016** — **Tom Burke**, Box 660, Smithville, MO 64089; cell: 816-853-2697; [angushall@earthlink.net](mailto:angushall@earthlink.net) • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; [jhnharrell@gmail.com](mailto:jhnharrell@gmail.com) •

**Leo McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176; [leomcd@hotmail.com](mailto:leomcd@hotmail.com) • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; [pfeiffer@agristar.net](mailto:pfeiffer@agristar.net) • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; [pkevinyon@yahoo.com](mailto:pkevinyon@yahoo.com)

**Industry appointments** — **CAB Board**, **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; [kpalm@palmerfoods.com](mailto:kpalm@palmerfoods.com) • **AGI Board liaison**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; [larry.kuehn@ars.usda.gov](mailto:larry.kuehn@ars.usda.gov) • **Foundation Board**, **Curtis Long**, RR 4, Box 620, Butler, MO 64730; cell: 660-200-5945; [vepperson@butlerdoctor.com](mailto:vepperson@butlerdoctor.com)

### ADMINISTRATIVE STAFF

**Bryce Schumann**, CEO; **Diane Strahm**, executive administrative assistant; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Eric Grant**, API president; **Terry Cotton**, vice president of sales; **John Stika**, CAB LLC president; **Chris Stallo**, vice president of operations

### DEPARTMENTAL STAFF

**Crystal Albers**, assistant director of communications & web editor; **Tonya Amen**, director of genetic services; **Eric Grant**, director of public relations; **Carrie Horsley**, director of marketing and public relations for the Angus Foundation; **Jason Kenyon**, director of information systems; **Genette Kurtz**, director of commercial relations; **Jena McReil**, assistant director of public relations; **Kenny Miller**, director of finance; **Ashley Mitchell**, assistant director of events and education; **Jaclyn Upperman**, director of events and education