



Movin' Forward

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

One voice, one source

Several noteworthy dates appear on the American Angus Association's historical timeline. This month, we celebrate one of our organization's most important decisions — and look toward further advancements.

Early days

It was October 1978, and Association executive vice president C.K. Allen announced to the Board of Directors seated around the polished oak table at American Angus Association headquarters that *The Aberdeen-Angus Journal* was for sale.

Allen believed it was time the Angus breed spoke with “one voice and one source,” Keith Evans recalls in his book, *A Historic Angus Journey*.

The board agreed, approving a plan to either purchase the privately owned Webster City, Iowa, magazine or start a new publication. By the November meeting in Louisville, Ky., the board voted to purchase *The Aberdeen-Angus Journal* from president and publisher Murray Fretz and inked the deal just prior to the annual meeting.

The Association agreed to purchase the magazine, shorten the name to *Angus Journal* and form a for-profit corporation, Angus Productions Inc. (API). The first issue under Association ownership was published in July 1979.

Standard of excellence

Despite a rocky transition to Association ownership, API was a relatively quick financial success, recalls Evans. Income exceeded expenses in its third year of operation, and the newly assembled crew eventually overcame production inefficiencies. Today, 35 years later, API is the industry standard in breed communications and marketing.

Many individuals have contributed to that standard through the years, and I'm happy to say it continues to grow. The Association entity has published the award-winning, monthly *Angus Journal* since that first 1979 issue, and has expanded its reach through the years with the introduction of the *Angus Beef Bulletin*, the Special Services and Web Services departments and expanded photo services — to name a few advancements.

For years, API has provided both the message and the means of communication with members and others in the beef business. However, the advancements don't stop there.



API's success story took a new and exciting turn this year.

New horizons

In February 2014, the Association and API boards announced the development of an expansive communications venture, Angus Media Center.

The move unified the Association's communications and marketing efforts by bringing together API and the organization's PR department into one cohesive communications center housed under the API umbrella.

Now, the organization's communications, advertising and public relations assets — including magazines and sale books, websites, social media and breed advertising, as well as television and radio programs — is housed under one roof, along with a team of more than 30 talented professionals dedicated to advancing the Angus breed.

Most notably, it advances API's mission: “To increase demand for registered-Angus cattle by being an indispensable partner to the beef industry, providing leading-edge information and marketing strategies through a unique range of print and digital platforms.”

It builds upon the team and the vision to share the Angus message — our story — with one voice and one source.

Happy anniversary, API. We're looking forward to unprecedented success in the next 35 years.

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