



Movin' Forward

by **Richard E. Wilson**, Interim CEO, American Angus Association

Picture of success

If you've been in business long, you're familiar with both success and failure — and you've likely taken a few lessons from each. In both prosperous and difficult financial times, there's opportunity for growth.

Lessons learned

Case in point: The latest recipients of the American Angus Association's Century Award. This award recognizes members and their families who have been in continuous production of registered Angus cattle for at least 100 years — a century of challenges met.

These families and what they represent always impress me. This growing roster comprises multiple generations of hard-working Angus breeders who have successfully navigated cattle cycles, new technologies, weather and everything that comes with operating a family business. Most have built from the ground up. It's their life's work and heart's passion.

What shows in the faces of the people who accept this award each year is a wisdom, either passed down or realized firsthand, that the good times don't last forever. Neither do challenges. The key to weathering the storm is building a quality product that remains in demand in either circumstance.

That's the beauty of this black-hided breed. It offers people the chance to build something that will sustain them well past the record highs we're seeing today.

This month marks the end of fiscal year (FY) 2015, and the outlook for the Angus breed and its members is stronger than ever. The final tally for growth in registrations, sales of registered-Angus cattle, pounds of *Certified Angus Beef*[®] (CAB[®]) brand product sold through licensees, and other metrics used to measure our success will be calculated in the coming weeks. I believe it's safe to say members have collectively achieved one of the best years on record.

Even more encouraging, we have more tools than ever before for producers to build value in those herds for the longer-term markets ahead.

Continuous improvement

This summer Angus Genetics Inc., along with partnering labs Zoetis and GeneSeek,

announced an exciting development that could further open the channels for an increased number of cattlemen and women to more rapidly identify superior genetics. The lower-cost, low-density (LD) tests offered makes testing more animals feasible and, therefore, easier to improve accuracy for selection processes through genomic-enhanced expected progeny differences (GE-EPDs). More information is readily available in the pages of the July *Angus Journal's* "By the Numbers" column, but it merits additional mention here. I'm excited to see what this capability, and the continuous research efforts funded through the Angus Foundation hold for our future.

Tomorrow

By nearly all business and technological measures, Angus is poised for further success. Even more encouraging, though, are the many young people witnessed by the crowd at the National Junior Angus Show (NJAS) in Tulsa, Okla.

This energetic, youthful group shares a passion for the breed that inspires and renews our sense of why we do what we do. I commend the families that make this annual trek and invest their time and effort into teaching our youngest generation the value of hard work and the importance of dreaming bigger through thick and thin. It's my hope there are many future Century Award winners amongst them.

Richard E. Wilson

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