



# Movin' Forward

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

## The important things

*Renew your focus as the calendar year closes.*

### Taking care of business

It's easy to get drawn into the busy tasks of day-to-day management. Before you know it, the day is done. Days soon become weeks, and weeks turn to months. I'll wager you know the story all too well.

Whether operating a ranch or a brick-and-mortar business, it's easy to get caught in the ever-present requirements and stressors of turning a profit, and meeting the needs of those who depend on you at home.

That's something each of us have in common, from rancher to consumer. Most Americans spend the vast majority of their waking hours working to keep lights on and bellies full. If you have a family, you're also responsible for teaching your kids or grandkids along the way to become model citizens — hard-working, independent, intelligent. The demands on today's families are real and endless.

Thankfully, so are opportunities.

I'm a big believer in our nation's capitalist system. If you work hard enough, if you give your best, day in and day out, there's success

to be had. This is particularly true in rural America, where the independent spirit still thrives.

### Reflecting on success

About this time each year, I spend a moment reflecting on the past 12 months. The New Year is nearly in sight, and all financial and business metrics have been tallied for the American Angus Association's fiscal year (FY). The report cards are in.

The FY 2015 records reflect a strong and healthy American Angus Association. Business is good, and that means business is good for our members.

You've likely seen the results: Sales averages for registered-Angus bulls were up 35%; female averages were up 49%; and figures reported to the Association show Angus breeders grossed more than \$436 million, a 34% increase from FY 2014.

As I shared last month, there are many other reasons to be happy to be in the Angus business today. Our national cattle herd is expanding, along with our numbers for

registrations, *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand acceptance rates, genomic tests and nearly all other metrics that point to growing profitability for Angus breeders and their commercial customers. All indications suggest our continued dominance in the genetic makeup of the nation's beef cattle herds.

### Our responsibility

It's said time and time again, but it's important that we build upon this success. We all know that, like the stock market, cattle markets are anything but static. During good financial times, we must invest in creating a suitable foundation for the next generation — those for whom we work so hard.

We have to remember what's at the heart and soul of our business — why we do what we do, as ranchers, as business people, as families.

For this reason, I encourage you to consider contributing to the Angus Foundation, the nonprofit organization that invests in youth, education and research efforts to advance the Angus breed and cattle industry. More information is available at [www.angusfoundation.org](http://www.angusfoundation.org), where you can see the type of inroads we're making in these areas.

Together, we can use our successes to create lasting opportunities for our families. That's ultimately what we're all working toward.

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