

# Looking to the Future

Delegates to Annual Convention elect directors, leadership for coming year.

by **Carrie Heitman**, American Angus Association, & **Shauna Rose Hermel**, editor

**W**e want our kids to have a chance to continue what we — and generations before us — have built,” American Angus Association CEO Bryce Schumann told delegates and others gathered for the 129th Annual Convention of Delegates after sharing his son Wyatt’s desire to be an auctioneer and his enthusiasm for the ranching life. “I think the future is what drives what we do at the American Angus

Association, but before we look forward, we have to look back at the year we just completed.”

Schumann presented the Association’s annual report during the meeting convened Monday, Nov. 12, at the Kentucky Fair and Exposition Center in Louisville, Ky., during Angus events at the North American International Livestock Exposition (NAILE).

“A couple of years ago, we developed a

long-range strategic plan,” Schumann said. “Its No. 1 goal was to grow demand for registered Angus cattle, and I believe during the last 12 months that we have laid the groundwork for meeting that goal.” Schumann shared a few of the year’s highlights (see Table 1).

“Taken alone, they represent a lot of good things,” Schumann said. “Put together, they represent a formidable force in agriculture today.”

Schumann explained efforts to further coordinate assets to continue to build the market share and the influence of Angus genetics by promoting the “Angus opportunity” and “Angus leadership” and what these things mean to commercial producers who may have been reluctant to use Angus genetics.

“Our message is simple,” he said. “What all of us have built is bigger than just a great breed of cattle. It’s a system for reducing risk through all the tools we have available for



PHOTOS BY SHAUNA ROSE HERMEL

► Newly elected officers to the American Angus Association include (from left) **Cathy Watkins**, Milledtown, Ind., treasurer; **Philip Trowbridge**, Ghent, N.Y., president and chairman of the Board; and **Gordon Stucky**, Kingman, Kan., vice president and vice chairman of the Board.



► Elected to serve a three-year term on the Association Board of Directors are (from left) **Scott Foster**, Niles, Mich.; **Don Schiefelbein**, Kimball, Minn.; **Vaughn Meyer**, Reva, S.D.; **Philip Howell**, Winchester, Ind.; and **Charles Boyd II**, Mayslick, Ky.



► **Scott Foster**, Niles, Mich., and nine other candidates introduced themselves and asked delegates to consider them for the Board of Directors during Sunday’s candidate forum.



► Chosen by their peers in an election process that began in March, 311 delegates hailing from 41 states, Canada and the District of Columbia, conducted the Association's official business Monday afternoon.

genetic selection and adding value through the exponential growth and consumer demand for *Certified Angus Beef*.”

In spite of the challenges faced by the industry today, the future is bright, Schumann said. “Kids and grandkids like yours and even my son, Wyatt, are the beneficiaries of the decisions we make in this room and the hard work we'll all do in the coming months.”

### New leadership

Among the decisions made during the Annual Convention, delegates elected new officers and five directors to the American Angus Association Board.

**Phil Trowbridge**, Ghent, N.Y., was elected president and chairman of the Board, succeeding Jarold Callahan of Edmond, Okla. Trowbridge most recently served as vice president and vice chairman of the Board. He received his animal science degree from Alfred State College prior to becoming herdsman at Gallagher's Angus Farm, owned by restaurateur Jerome “Jerry” Brody. Now, more than 30 years later, Trowbridge and his family own and operate their own family Angus operation, Trowbridge Angus Farms. Trowbridge has served on numerous boards on the local and state level and organized the Columbia County Feeders 4-H club.

**Gordon Stucky**, Kingman, Kan., was elected vice president and vice chairman of the Board. Formerly Board treasurer, Stucky and his family own Stucky Ranch, west of Wichita, Kan. He is past director and president of the Kansas Angus Association, and is chairman of its commercial female sale. He has also been active in the Beef Improvement Federation, his local extension

CONTINUED ON PAGE 70



► Gordon Stucky, Kingman, Kan., presented the treasurer's report to attendees of the Annual Convention.

### Table 1: Highlights of fiscal year 2012

- Members registered 315,000 head, up 7%, or about 20,000 head, over 2011.
- Angus bull prices were up by 20%.
- Members processed 64,000 DNA samples through Angus Genetics Inc. (AGI).
- The Association launched MaternalPlus® to help gain a better understanding of reproductive performance.
- AGI and Certified Angus Beef LLC (CAB) launched GeneMax™ to provide commercial customers a DNA-evaluation tool to measure gain and grade potential.
- The Association launched the Angus mobile app for use on smartphones.
- The Association launched Angus TV, which was watched by more than 3 million people in its first 12 months.
- AngusSource® reached 900,000 enrollments.
- Angus Productions Inc. (API) unveiled an online auction system called [www.AngusTradingPost.com](http://www.AngusTradingPost.com). The *Angus Journal* and *Angus Beef Bulletin* expanded their page counts and increased their ability to reach new audiences through new online technologies.
- The Angus Foundation awarded more than \$200,000 in scholarships, supported educational activities for members, and continued its investment in research into important economic traits.
- Regional managers visited hundreds of farms and ranches, and worked with countless people around the country to educate and advance the interests of the Angus breed.
- CAB sold 811 million pounds (lb.) of product, marking the sixth consecutive year of record sales and 49% growth since 2006.
- CAB opened the Education & Culinary Center in Wooster, Ohio, to educate customers about the use of *Certified Angus Beef*® (CAB®) brand product.

## Looking to the Future CONTINUED FROM PAGE 69

council, the Kansas Farm Bureau and the Kansas Livestock Association.

**Cathy Watkins**, Middletown, Ind., will serve as treasurer, a position filled by the Board of Directors. Watkins and her husband, Bob, raise Angus cattle at Beaver Ridge Farm in east central Indiana. She graduated with high honors from Michigan

State University with a degree in animal science. While there, she was a member of the meat judging and livestock judging teams. Off the farm, Watkins worked for the Internal Revenue Service (IRS) for 33 years, retiring in 2007. She served as secretary for the Indiana Angus Association for 10 years.

## Directors elected

From a field of 10 candidates in an election process that required six ballots, delegates elected incumbents Charlie Boyd II, Mays Lick, Ky.; Scott Foster, Niles, Mich.; and Vaughn Meyer, Reva, S.D., to their second three-year terms on the Board. Delegates elected Philip Howell, Winchester, Ind.; and Don Schiefelbein, Kimball, Minn., to serve their first three-year terms.

**Boyd** is a fourth-generation cattlemen from a family that began its involvement in the cattle industry in 1893. Today, Boyd Beef Cattle of Mayslick, Ky., encompasses both an Angus and a Hereford program, and is home to many national champions. Boyd earned his ag economics degree from the University of Kentucky, where he was a member of Alpha Gamma Rho fraternity, an agriculture senator, the agriculture student body president, and a member of the livestock judging team. He has been involved in many cattlemen's organizations, and he has served as president of the Kentucky Angus Association and a co-chair for the National Junior Angus Show (NJAS).

**Foster** grew up on a family farm near Niles, Mich., where he was active in FFA, serving as state president. He earned a bachelor's degree in animal husbandry from Michigan State University, where he participated in the Block & Bridle club and was the Ag Senate representative. He was also a member of the National Champion Livestock Judging team at the NAILE, where he was named high individual. Upon graduation, Foster worked for Premier Beef in Howell, Mich. Today, he farms with son Andrew, brother Bruce and his parents at Seldom Rest Farms in southwestern Michigan.

**Howell** attended Purdue University and graduated as a doctor of veterinary medicine in 1973. After graduation, he worked in mixed animal practices in Cedar Grove, Wis., and Silver Lake, Ind. He purchased a practice in Winchester, Ind., in June 1979. Howell and his son Andy and their wives currently manage 50 cows, the majority being registered Angus with a few

Maine-Anjou females. He has served as president of the Indiana Junior Angus Association, Indiana Angus Association, and



►2012 Association President Jarold Callahan, Edmond, Okla., introduced Esther McCabe and Brooke Harward, 2013 and 2012 Miss American Angus, respectively, to delegates and guests at the Annual Convention Monday.



►Tim Brittain, chairman of the organizing committee, invited Angus members to attend the PGG Wrightson World Angus Forum 2013 in New Zealand next October.



►Phil Trowbridge (right), newly elected president and chairman of the Board of Directors of the American Angus Association, recognized retiring president Jarold Callahan.

the Southeastern Indiana Angus Association.

**Meyer** and his family manage Sodak Angus Ranch in northwest South Dakota. In his youth Meyer participated in 4-H and FFA. He received a bachelor's degree in animal science from South Dakota State University, where he was active in Block & Bridle and Army ROTC. After serving in the Army, Meyer returned to Sodak. He has been active in the Black Hills Angus Association, the Perkins County Livestock Improvement Association, the Perkins County Farmers Union, the South Dakota Beef Industry Council and the South Dakota Stock Growers Association.

**Schiefelbein** has been involved in the cattle business in a number of ways throughout his career. He attended college at Texas A&M University in College Station, Texas, where he graduated with academic honors with a degree in animal science. In 1990, the North American Limousin Foundation (NALF) hired Schiefelbein to oversee its junior program. Later he would serve as executive director for the American Gelbvieh Association. Schiefelbein was able to fulfill his lifelong dream in 2002, returning to his family Angus farm in Kimball, Minn.

### Invitation to New Zealand

Tim Brittain, chairman of the organizing committee, invited Angus members to attend the PGG Wrightson World Angus Forum 2013 in New Zealand. Activities begin Oct. 6-12 with a tour of the South Island of New Zealand. The pre-tour will include visits to some of New Zealand's signature Angus stud properties and famous tourism locations, including Mount Cook and Queenstown.

The forum will be Oct. 13-17 at the Energy Events Centre in Rotorua. It will feature leaders sharing the latest innovations in Angus breeding and the future direction for the industry worldwide. Participants will help celebrate the 150th anniversary of the introduction of Angus cattle to New Zealand. A world youth program is planned, a field trip and a memorable social program.

The Forum organizing committee is putting youth at the forefront of this event via a youth team competition running alongside the Forum. The youth program competition will comprise five sections: general knowledge, parading, stock judging, animal preparation and agri-sports. Organizers invite countries to send one or more teams to compete for a major prize of NZ\$10,000.

Two post-conference tours of the North

► Steve Olson, Hereford, Texas, seconds a nomination during an election process that required six ballots to elect five directors from a field of 10 candidates.



Island are planned for Oct. 17-Oct. 21. One will be a tour of Gisborne and the Waikato. The second will be a "Youth Angus Adrenaline Tour."

For more information about the forum, visit the forum website at [www.worldangus.com](http://www.worldangus.com) and Facebook page at [www.facebook.com/worldangusforum](http://www.facebook.com/worldangusforum).

**Editor's Note:** Carrie Heitman is communications coordinator for the American Angus Association. Shauna Rose Hermel is editor of the Angus Journal.

► The Annual Convention included a financial report by 2012 treasurer Gordon Stucky and a year-end report by CEO Bryce Schumann. Many of their highlights are presented in the annual reports of the American Angus Association and the Angus Foundation. The *Angus Foundation Annual Report* was distributed with the December 2012 *Angus Journal*. The *American Angus Association Annual Report* was distributed to delegates at the Annual Convention and is available online at [www.angus.org](http://www.angus.org) or by request (call 816-383-5100).

