



# Up Front

► by **John Crouch**, executive vice president

## A bright future

*January is a time for renewal, a time for redirection and a time to anticipate new growth that always comes in the early spring. This month signals the end of a tired year and the birth of a bright, new year.*

### Make an impact

In consideration of this change of atmosphere, it behooves us all to meditate and reflect on our lot in life and attitude toward the future. It is a time to determine what's important and what's not important in the grand scheme of things. Or, in the words of a popular commercial advertisement, it's time to determine what spice we will finally contribute to the knockwurst of life. Believe me, as one approaches maturity, some of the things that seemed to be of utmost importance earlier in life now seem only to be fleeting, trivial thoughts.

Those who were fortunate enough to attend the 121st Annual Meeting of the American Angus Association in Louisville, Ky., in November were treated to one of the most dynamic and inspirational presentations in the storied history of the

Association as Rick Rigsby, special assistant to the Texas A&M University head football coach and faculty member in the department of speech communication, addressed the audience at the Annual Banquet. His message was simple and profound.

It professed extending help and kindness to those in need as a matter of habit.

It proclaimed that no matter how tough things get, just have faith and they will get better.

Self worth is measured by how one deals with adversity.

The worth of our lives is not determined by society, but rather by effort put forth and by pride taken in a job well done.

**“Good is not good enough if it can be better. Better is not good enough if it can be best.”**

**—Rick Rigsby**

Rigsby talked of values, of dedication, of work ethic, of honesty and of integrity. Many virtues that are disappearing from today's society are alive and well in agriculture. People of the land hold tightly

to the values and ideals on which America was founded, and for that we can be eternally thankful.

He went on to express that we should be more concerned with making an impact rather than with just making an impression. There is no substitute for the impact made by hard work and dedication. Rigsby said, “Good is not good enough if it can be

better. Better is not good enough if it can be best.” What a simple and profound statement!

So, as Judy and I journeyed through the beautiful hills and fertile valleys of Indiana, Illinois and our home state of Missouri, it was a wonderful time to reflect on our current position in the cattle industry.

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## AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997  
Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)  
phone: (816) 383-5100; fax: (816) 233-9703  
e-mail: [angus@angus.org](mailto:angus@angus.org) ■ home page: [www.angus.org](http://www.angus.org)

### OFFICERS

**Minnie Lou Bradley**, president, 15591 CR K, Memphis, TX 79245; [bradley3@srcaccess.net](mailto:bradley3@srcaccess.net) ■ **John Crouch**, executive vice president, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org) ■ **Ben Eggers**, vice president, 3939 S. Clark, Mexico, MO 65265; [eggers@socket.net](mailto:eggers@socket.net) ■ **Jot Hartley**, treasurer, PO Box 553, Vinita, OK 74301; [jot\\_hartley@hotmail.com](mailto:jot_hartley@hotmail.com)

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**Terms expiring in 2006—Al DeClerk**, 3914 Engelberg Rd., Pochahontas, AR 72455; [eafherd@cox-internet.com](mailto:eafherd@cox-internet.com) ■ **Joe Hampton**, 2600 Back Creek Rd., Mount Ulla, NC 28125; [rhampton@webkorner.com](mailto:rhampton@webkorner.com) ■ **Paul Hill**, 11503 SR 554, Bidwell, OH 45614; [champion@zoomnet.net](mailto:champion@zoomnet.net) ■ **Dave Smith**, 1601 N. CR 200 E., Greensburg, IN 47240; [dsmith@stewartseeds.com](mailto:dsmith@stewartseeds.com) ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; [thomasangus@direcway.com](mailto:thomasangus@direcway.com)

**Terms expiring in 2007—Jarold Callahan**, 2202 N. 11th, Yukon, OK 73099; [callahan@expressranches.com](mailto:callahan@expressranches.com) ■ **Norman Garton**, RR4, Box 153, Nevada, MO 64772; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) ■ **Jay King**, 28287 Woodside Dr., Rock

Falls, IL 61071; [saukvalleyangus@essex1.com](mailto:saukvalleyangus@essex1.com) ■ **Richard (Dick) Tokach**, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com) ■ **Phil Trowbridge**, 349 Leggett Rd., Ghent, NY 12075; [p.trow-gall@att.net](mailto:p.trow-gall@att.net)

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**REGIONAL MANAGERS—**Refer to page 211.

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**President—**Jim Riemann, Wooster, Ohio  
For a CAB staff listing, refer to page 74.

**Making the best better**

Angus sales are the best in recorded history. More Angus cattle have sold for more money in 2004 than ever before, reflecting unprecedented demand for Angus seedstock. Sales of *Certified Angus Beef*® (CAB®) have surpassed the half-billion pound mark for the fifth consecutive year. Your Association is in a sound financial position. Registrations, at 298,770, have reached the highest level in

almost 30 years. New programs adopted by your Association have provided a tremendous advantage for Angus in the marketplace.

So, instead of being concerned over minor differences that will seem relatively unimportant in due time, let us enjoy the peace that comes from the realization of just how fortunate we are to be where we are. Let us not be satisfied with the status quo of our position. Let us unite in a common cause,

express our gratitude for our good fortune, and pull together like a well-matched, six-horse team of Percherons in the pursuit of excellence. We *can* make the best better. We *can* make a difference.



**E-MAIL:** [jcrouch@angus.org](mailto:jcrouch@angus.org)