

# Leader Training

Second Angus Leaders' Boot Camp is a success.

by American Angus Association staff

**R**epresentatives from 13 state and regional Angus associations attended the Angus Leaders' Boot Camp Sept. 25-26 hosted by the American Angus Association in Saint Joseph, Mo.

The Angus Leaders' Boot Camp, which occurs every four years, is a unique experience for Angus leaders. Typically representing the leadership of their local, state and regional Angus associations, these leaders are given the opportunity to visit the American Angus Association headquarters for a two-day, Angus-based educational event. In turn, these leaders are charged with the responsibility to share their experiences with their respective Angus organizations.

This year's event kicked off Tuesday with an open house and tour of the Association. Delegates enjoyed the opportunity to network with fellow Angus leaders and gain a behind-the-scenes glimpse of the American Angus Association and Angus Productions Inc. (API), as they visited with employees.

Wednesday's events featured a wealth of engaging presentations and discussions geared to motivate and educate attendees. John Crouch, Association executive vice president, set the tone for the day's events with an inspirational welcome and overview of the day's schedule. Attendees then heard from a guest speaker, partook in an



PHOTOS BY SHAUNA ROSE HERMEL

► Executive Vice President John Crouch welcomed state leaders to the second Angus Leaders' Boot Camp in Saint Joseph, Mo.



► Tom Field, Colorado State University professor of animal science, presented a motivational charge to leaders of state Angus associations to kick off the Wednesday activities.

► **Right:** Representatives from 13 state and regional Angus associations attended the Angus Leaders' Boot Camp.



► Boot Camp attendees also utilized the opportunity to seek and share each others' wisdom during a moderated discussion on the present and future roles of associations.



interactive question-and-answer session, received Association updates and were left with more encouraging words during concluding presentations.

Guest speaker Tom Field, Colorado State University animal science professor, Fort Collins, Colo., gave opening and concluding presentations, including “Building Leaders for the Beef Industry” and “Make Success Happen in Your Organization.” Field’s presentations applied insight on organizational dynamics to the leadership roles of Boot Camp attendees, as he discussed oftentimes overlooked leadership perspectives and approaches.

Specifically, Field’s talks highlighted combining leadership and followership within an organization (utilizing all members of an organization to accomplish tasks); developing and committing to accountability measures — including mission and vision statements, as well as goal-setting; encouraging out-of-the-box thinking and information seeking as a means toward sustaining success; and most importantly, embracing the fun in the work experience, and developing a passion for that work, as a method to performing ones’ best.



Boot Camp attendees also utilized the opportunity to seek and share each others’ wisdom during a moderated discussion on the present and future roles of associations. Serving as moderator for the interactive session, Bill Bowman, Association vice president of information and data programs, challenged leaders to consider the discussion as an information tool to be used for success at the state level.

Attendees obtained further information and learned of available Association resources during presentations by Association departments and its entities. Departmental updates by Association staff, as well as updates by the Angus Foundation, API and Certified Angus Beef LLC (CAB), provided attendees with a stronger understanding of the role the Association’s departments and entities play in their associations.

At the conclusion of the Boot Camp, an enthusiastic group of Angus leaders were left empowered by a wealth of information and insight provided by the day’s presentations and discussion.

A complete list of attendees is available at [www.angus.org](http://www.angus.org).



► Boot Camp members get an opportunity to tour and meet with both Association staff and Angus Productions Inc. (API) staff.



► Director of Commercial Programs Ty Grohshans speaks to the crowd about the upcoming AngusSource® sales for source- and age-verified calves.



PHOTOS BY MATTHEW ELLIOTT

► Cheryl Oxley (second from right), API production manager, shows campers the Web Services department.



► Left: Jim Shirley, director of activities, shows the crowd how easy the NAIS documentation is.

► Below: Director of Member Services Bryce Schumann informs the guests about some of the services that the Association offers.



► Left: Milford Jenkins, Angus Foundation president, shares the vision before showing the Foundation video.

► Right: Sara Moyer, director of AngusSource, explains the importance of good recordkeeping to be accepted into and receive benefits from the program.

