



PHOTOS BY ERIC GRANT

API launches a communications and marketing service for Angus breeders.

by Eric Grant

On the morning of April 7, 1907, Norman Hill, after a long journey over the mountains to Denver, walked into the Colorado Secretary of State's office and signed his livestock brand — a “Backward N over a Lazy H” — into existence.

Little did Norman know that his brand would not only outlast his own life, but it would survive some of the most dramatic and sweeping changes in history — two world wars, the Cold War, and unprecedented technological and economic growth.

Dubbed the “never hurry” by those who trailed the slow-moving Hereford cattle into the mountains, the brand remains a mark of distinction, a testament to the perseverance of a ranching family and 100 years of commitment to producing quality cattle.



Nowadays, it's not enough to simply brand your calves and stand behind them. As information demands have increased in recent years, advertising — the modern-day “branding” of registered Angus seedstock — will need to be bolstered through effective communications and marketing efforts.

That's why Angus Productions Inc. (API) recently set in motion the formation of a new service. Called API Creative Media, it's the first of its kind in the history of the beef business.

Its primary purpose is to provide Angus producers a wide array of comprehensive, professional and customizable communications services. In effect, all Angus breeders — no matter your size, location or breeding philosophy — now have at your disposal your very own marketing and communications agency.

It's ready to help you communicate the value of your breeding program, differentiate your business in the marketplace, and ultimately improve your ability to more effectively retain your existing customers and develop new ones.

Grant joins API

New position provides communications assistance to producers.

Eric Grant has joined Angus Productions Inc. (API) as manager of API Creative Media. The newly launched service will provide



Angus breeders, agricultural companies and individuals a wide array of communications services, including writing, photography, video and marketing communications.

“Eric brings to API a wealth of experience, and we're really excited about having him on our team,” Terry Cotton, API general manager, says. “The creation of API's Creative Media service marks an important milestone for the cattle industry. It's the first time in history that a breed

association has provided such a comprehensive marketing and communications service to seedstock and commercial producers. “Now, cattle producers everywhere have their own marketing and communications agency at their fingertips.”

A fifth-generation Coloradan, Grant began his agricultural career working for Red Mountain Ranches, a cow-calf and purebred Hereford operation near Collbran, Colo. During and after college, he

wrote for *Simmental Shield* and *Kansas Horseman* magazines. He served as assistant editor for the National Cattlemen's Association and managing editor for the American Salers Association in the 1990s.

In 1994, he became a contributing editor for *Farm Journal Media*, where he reported widely on international trade, seedstock and natural resource issues. Each year, his articles, photos and columns appear in more than 100 publications annually, including *Angus Journal*, *Range* and *American Cowboy*.

Grant has also provided marketing, advertising, photographic and communications consultation for a wide range of clients, including Certified Angus Beef LLC (CAB), US West, Houghton Mifflin Publishing, The Nature Conservancy, Sotheby's International, Pfizer, Select Sires, ABS Global, World Dairy Expo, Monsanto and DuPont.

In addition, Grant has provided communications support for the National Association of Animal Breeders (NAAB) and National Beef Quality Assurance Task Force. He publishes *Vision*, the official publication of the Colorado Livestock Association. He is a 1987 graduate of Bethany College, Lindsborg, Kan., holding a degree in English.

Eric and Patti Grant have two sons, Ryan and John. They will be relocating to Saint Joseph, Mo.

For more information about API Creative Media, please visit www.api-creativemedia.com. Grant is available by phone at 816-383-5235 or e-mail at egrant@angusjournal.com.

Whatever your communication needs may be, we're here to help. Here's a rundown of some of the exciting services API Creative Media will provide.

Writing and marketing communications

We realize producing cows is a time-intensive enterprise, and the last thing most cattle producers have on their minds after a long day outdoors is sitting down at a desk to write a letter, an article or pull together a customer newsletter.

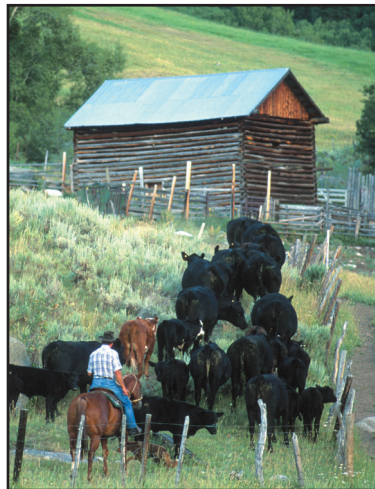
Our communications team is comprised of some of the best writers in agriculture, and we're ready to generate the words you need to stay top-of-mind in the marketplace and among your customers.

The writing we offer runs a full range. We can write informational articles about your business and breeding program and help you publish these pieces in local newspapers, trade magazines or news web sites. We can generate content for your web site or brochures. We can write, edit and design your newsletter. We can help you with your letters to buyers before and after your sale.

We can also assist your business more effectively in communicating with your neighboring towns, articulating the historical, environmental and cultural values of your cattle enterprise, and the important contributions your family makes to the well-being of the local economy.

Photography

The old saying that a picture is worth a thousand words is true. And, good photographs can go a long way in efficiently



communicating the value of your breeding program and the differentiating aspects of your business.

API Creative Media provides you with a full range of photographic services, and our professional photographers possess decades of experience in capturing the important aspects of farms and ranches, telling the important stories of America's Angus producers.

Whether you need professional images of important events or people,

or photos for your web site, brochure or newsletters, our creative team is at your disposal.

Plus, you'll have the backing of API's time-tested digital-imagery technology and expertise, so your photos can be stored securely and accessed efficiently for many years to come.

Video production

There's no doubt savvy marketers have embraced internet-based video technology as the newest and most dynamic way to market cattle to an international audience and to educate customers about your ranch, cow herd or feedlot.

API Creative Media can visit your farm or ranch, conduct on-camera interviews with you and other important people in your business, including your customers, and produce short, professionally produced documentaries that allow you to tell your story.

The documentaries can also include footage of your herd sires and foundation cows, as well as bulls and heifers that you have for sale.

All of this can be a click away for your customers and a very efficient way for you to show the world what your breeding program is all about.

Meeting, convention coverage

API in recent years has dispatched its editorial team to cover important meetings around the country and provide "real-time," web-based coverage of these events for producers around the world. For instance, API recently provided news coverage of the Beef Improvement Federation (BIF) annual conference, as well as the National Cattlemen's Beef Association (NCBA) convention.

Whether your organization is small or large, nationally based or regionally focused, its ultimate success depends on its ability to communicate with members and others in a timely and organized manner.

If you have an important meeting or event in the near future and you need expert coverage, please give us a call. We can provide you with a team of communication experts to ensure your organization gets the word out to the industry.

Custom publishing

Just about every organization or company produces a magazine or newsletter. But, publishing is often an enterprise that's fraught with challenges, headaches, and the need for expertise and technology that most organizations or individuals simply don't have at their disposal.

That's why API — one of the largest publishing entities in U.S. agriculture — now provides a custom publishing service for both Angus breeders and industry organizations.

Its team of writers, photographers, sales and marketing experts as well as graphic designers are ready to help you with your publishing

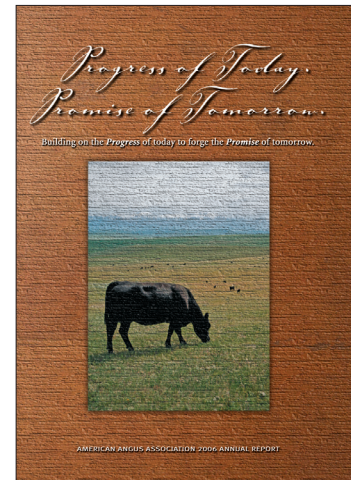


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needs, whether it's an annual report, a monthly magazine or a newsletter.

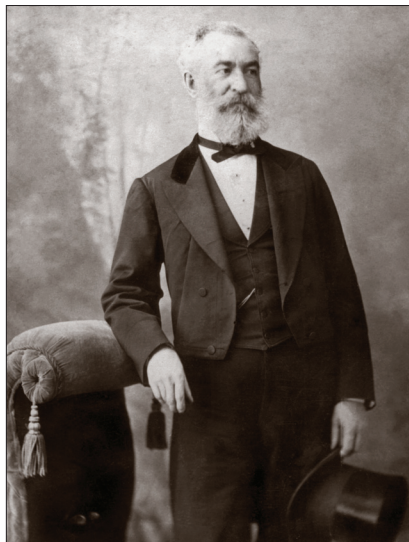
Historical documentation

Your farm or ranch has a story to tell. Your family has an important history that needs to be documented, protected and secured.

API Creative Media can help you record the history of your family, the stories of your parents or grandparents, and the history of your farm or ranch through photos, video interviews and words.

We'll visit your farm or ranch, conduct video interviews of your family, and photograph your loved ones at work and play.

We'll also focus on photographing and videotaping many of your farm's cultural, environmental and historical landmarks, so the



memory of these things is preserved for future generations of your family.

Where to start

Step 1 is to visit API Creative Media's web site, www.api-creativemedia.com. There you will find important, detailed information about the services we offer, plus an online worksheet that you can fill out and e-mail to us.

If you have a specific question about a project, you can e-mail us at egrant@angusjournal.com.

If you don't have access to the web, or if you simply want to talk about a project you have in mind, you can call us at 1-800-821-5478.

Step 2 involves our team working closely with you to determine the scope of the project you have in mind and to develop specific objectives and an estimate of cost to carry out your project.

Step 3 includes the development of a production and deadline schedule, so both you and API Creative Media ensure your objectives are met on time and on budget.

Keep in mind that one of the powerful aspects of this new program is its "creative flexibility." We're open to discussing with you any ideas you may have, and we're not limited to just the areas discussed above.

Our ultimate objective is to help you communicate more efficiently and cost-effectively through words, pictures and new technologies and to ensure your business remains competitive — and your cow herd is uniquely "branded" — for years to come.

