



Movin' Forward

► by **Bryce Schumann**, chief executive officer

Keep moving forward

As I begin my first column, several thoughts run through my head as we look at the road ahead: the challenging times we face, the technologies we have available to us to master those challenges, the legacy great minds have built, and the responsibility we have to keep moving this breed forward.

The business at hand

The Angus business and the beef cattle industry are entering uncharted waters as to the costs of raising beef cattle. Corn prices at \$7 per bushel and crude oil at \$140-plus per barrel are creating a new paradigm for our business, which already carries its very own set of unique risks.

Change in any business or industry is constant, and today it occurs at a faster pace than at any time in the history of the Angus business. As individuals managing our own operations and as an Association, we must plan for the things that we can affect, but not become consumed with things that we cannot control.

These times require us to focus on and evaluate our individual business plans as well as the plan for our organization. After evaluating, we must then focus our efforts in areas that provide us the greatest opportunity.

Looking down the path ahead for our organization, the keys to success will be a mix of the proficiencies we have developed in the past and our ability to address the needs of our members, commercial customers and consumers in the future. In an ever-changing beef industry, as an Association we need to focus on how to *keep moving forward*.

Change historically provides opportunity for those who are willing to embrace it.

Opportunities available

At the most recent Beef Improvement Federation (BIF) meeting, these thoughts were reinforced as I listened to presentations on emerging DNA technologies that allow for the testing of 50,000 DNA markers on a single chip and how to measure and evaluate feed efficiency for genetic selection. These tools promise future opportunities to our members, our breed and the commercial users of Angus genetics.

These technologies, or technologies yet to be identified, may prove to be catalysts for change in our industry. Embracing beneficial change and overcoming obstacles in times of uncertainty are marks of a successful organization.

Recently, I sat down with my family and watched a movie titled "Meet the Robinsons." Among the credits at the end of the movie was a quote from Walt Disney:

"Around here, however, we don't look

CONTINUED ON PAGE 34

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 ■ home page: www.angus.org

OFFICERS

Paul Hill, president & chairman of the board, 11503 SR 554, Bidwell, OH 45614; champion@jbnets.net ■ **Bryce Schumann**, chief executive officer, 3201 Frederick Ave., Saint Joseph, MO 64506; bschumann@angus.org ■ **Jay King**, vice president & vice chairman of the board, 28287 Woodside Dr., Rock Falls, IL 61071; svrealty@cin.net ■ **Bill Davis**, treasurer, 34840 CR 106, Sidney, MT 59270, rolnrok@hughes.net

BOARD OF DIRECTORS

Terms expiring in 2008—**Gregg Blythe**, 3207 Old River Rd., Decatur, AL 35603; clydec7@aol.com ■ **Bill Davis**, 34840 CR 106, Sidney, MT 59270; rolnrok@hughes.net ■ **Robert (Bob) Schlutz**, 260 Colonel's Dr., Box 66, Columbus Junction, IA 52738; schlutz89@msn.com ■ **John Schurr**, 40842 Farnam Rd., Farnam, NE 69029; john@schurrtop.com ■ **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; gordon@stuckyranch.com

Terms expiring in 2009—**Al DeClerk**, 3914 Engelberg Rd., Pocahontas, AR 72455; eafherd@centurytel.net ■ **Joe Hampton**, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; joe.hampton@ncmail.net ■ **Steve Olson**, PO Box 590, Hereford, TX 79045; sg_olson@live.com ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; rob.thomas@thomasangusranch.com ■ **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; beaver-ridge@att.net

Terms expiring in 2010—**Jarold Callahan**, 7450 N.W. 192nd St., Edmond, OK 73003; callahan@expressranches.com ■ **Norman Garton**, RR 4, Box 153, Nevada, MO 64772; ngar2@yahoo.com ■ **Chad Hoffman**, 33995 E. 1900 N Road, Colfax, IL 61728; angus21@mchsi.com ■ **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; james.rentz@yahoo.com ■ **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; phil@trowbridgefarms.com

ADMINISTRATIVE STAFF

Chief executive officer: Bryce Schumann
Executive administrative assistant: Diane Strahm
Chief operating officer & Angus Genetics Inc. president: Bill Bowman
Angus Foundation president: Milford Jenkins
Angus Productions Inc. president: Terry Cotton (For an API staff listing, refer to page 12.)
Certified Angus Beef LLC president: John Stika (For a CAB staff listing, refer to page 213.)

DEPARTMENTAL STAFF BY DIVISION

Finance—Richard Wilson, vice president & director of finance; Kenny Miller, assistant director of finance
Industry Relations—Jim Shirley, vice president & director of activities; James Fisher, director of junior activities; Sara Moyer-Snyder, director of AngusSource®; Shelia Stannard, director of communications & events
Information & Data Programs—Bill Bowman, vice president & director of performance programs; Lou Ann Adams, director of information systems; Ty Groshans, director of commercial programs and assistant director of performance programs; Scott Johnson, director of Angus Information Management Software; Sally Northcutt, director of genetic research; Carol Waller, assistant director of member services & office management

AMERICAN ANGUS AUXILIARY

Nancy Thelen, Saline, Mich. For a complete list of officers, visit www.angusauxiliary.com.

NATIONAL JUNIOR ANGUS ASSOCIATION

President—Justin Brosey, Hamilton, Ohio; justinbroz@aol.com. For a complete listing of NJAA Board Members, refer to page 46 or visit www.njaa.info.

backwards for very long. We Keep Moving Forward, opening up new doors and doing new things, because we're curious . . . and curiosity keeps leading us down new paths."

I believe that our future success depends on our ability to be curious, so we can find the paths that provide the greatest opportunities for our breed and membership on our road to the future.

Thank you

I would like to say a brief thank you to

the Board of Directors for the opportunity I have been provided in the process of being selected as chief executive officer (CEO) of the American Angus Association. It is a challenge of enormous opportunity.

In the process of embarking on this new challenge, I would also like to thank and honor the late Dick Spader, who originally hired me as director of activities and provided me the opportunity to become director of member services.

I also want to thank John Crouch for

challenging me and mentoring me during his service as CEO. It is men such as these who helped establish and build the success the Angus Association has achieved, and it is a true honor and a humbling task to follow the lasting legacy they have created.



E-MAIL: bschumann@angus.org

Bowman Named COO

Bill Bowman promoted to American Angus Association chief operating officer within new organizational structure.

by *Shelia Stannard*

Bill Bowman has been named the American Angus Association chief operating officer (COO), effective in June. Bowman has been with the Association for 16 years and also serves in other leadership roles such as vice president of information and data programs, director of performance programs and president of Angus Genetics Inc. (AGI), a subsidiary of the Association.

He began his tenure at the Association as a regional manager, traveling Colorado, Kansas and Oklahoma, and later became the first director of commercial programs.

As COO, Bowman will oversee the daily operations of the Association. He will work closely with Chief Executive Officer (CEO) Bryce Schumann and all departments.

"Bill understands the needs of the membership and the importance of customer service, as well as all departments within



the Association," Schumann says. "He'll be instrumental in ensuring that the Association continues to provide programs and services to our membership and the commercial cattle producer now and in the future."

Bowman is a Stet, Mo., native and a graduate of the University of Missouri-Columbia. He is active in industry organizations, serving on the Beef Improvement Federation (BIF) board of directors and as chairman of the Ultrasound Guidelines Council (UGC). He has previous experience in the Angus seedstock business and in sale management.

The COO position is an integral part of the executive management team that Schumann established shortly after taking on the role of CEO (see Fig. 1). The executive management team is


designed to more efficiently manage the Association and ensure that all of its entities work more closely together. 

Fig. 1: Executive management team for the American Angus Association and its subsidiaries

