



**MOVING
FORWARD**

Our story, our breed

by Bryce Schumann

Chief Executive Officer, American Angus Association

Among the action points in the recently approved Long Range Strategic Plan is the expansion of Angus television.

The Angus Report

Beginning in early September, the Association began broadcasting *The Angus Report* on RFD-TV. The program, which provides the industry with the latest news and headlines as well as management tips, is broadcast every Monday morning at 8:30 a.m. Eastern. If you miss the Monday morning show, you can catch it again on Saturday afternoons at 2:30 p.m. Eastern.

To our knowledge, the program is the first time in history that a U.S. breed association has had an ongoing, regular television presence. We're excited about what this opportunity means for the Angus breed, because it represents not only another opportunity to promote the breed, but also a substantial increase in our ability to communicate with the industry on an ongoing basis.

We are also excited that industry organizations like CattleFax, which is the leading source for market and economic information, as well as the National Beef Quality Assurance (BQA) program, have agreed to provide the program with useful and informative segments that not only will benefit our members but also expand the scope and relevance of the content.

Each episode contains the following individual segments:

- 1) Industry News: Top news stories and issues for the week.
- 2) CattleFax Market Update: Latest market news and insight
- 3) Supplying the Brand: Steps producers and feeders can take to improve the quality of beef
- 4) Practical Applications: Helpful tips on how to use AAA genetic evaluation tools and other Association services and programs
- 5) Around the Angus World: Coverage of Angus events, shows and meetings
- 6) Horizons: A personal profile about someone involved in the Angus business

The Angus Report is the complementary morning news piece to *I Am Angus*, the popular television series that debuted on national television a couple of years ago. *I Am Angus* also has an expanded schedule this year, with six episodes slated to air once a month from October through March.

Along with a complementary print and web presence these television programs help to promote not only the Angus breed but American ranching and our most virtuous purpose — feeding a nation.

If you miss any of these programs, all of them can be viewed after they air on www.angus.org.

We hope you make them part of your regular schedule, and that you tune in each week at the same time and the same place — RFD-TV — to hear the latest news and information in the Angus business. 🐾



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THE AMERICAN ABERDEEN ANGUS NATIONAL SALE

The 2012 National Aberdeen Angus Sale will be held on April 29, 2012, in conjunction with the 60th annual celebration of the Western National Angus Futurity which will be held from April 28th through April 30th in Reno, Nevada. The National Aberdeen Angus Sale will be open to heifers, bred and open cows, cows and calves, bulls, pregnancies, and embryos. Everyone is invited to participate. For information, contact the American Angus Hall of Fame at 816-532-0811.

DECEMBER 2011

- 2-Dec Davis Farms Mature Cow Herd Dispersal and Performance-Tested Angus Bull Sale, Doe Run, GA
- 3-Dec Bramblett Angus Bull Sale and Commercial Female Sale, Elberton, GA
- 3-Dec Hoosier Beef Congress Angus Sale, Indianapolis, IN
- 3-Dec Ontario Angus Futurity, Orangeville, Ontario, CAN
- 9-Dec The 2011 National Angus Finals Sale Hosted by Lake View Cattle Co., Las Vegas, NV
- 15-Dec Beitelspacher Ranch Complete Angus Dispersal, Bowdle, SD, Sale at Aberdeen, SD
- 17-Dec Griswold Cattle Co. Classic, Stillwater, OK

JANUARY 2012

- 7-Jan Nebraska Cornhusker Angus Sale, at the Auction Market, Fairbury, NE
- 27-Jan Mill Bar Angus 13th Annual Production Sale, Hayes Center, sale at McCook, NE
- 29-Jan Jauer Dependable Genetics Angus Sale, Hinton, IA

We are looking for Breeder's Gazettes, all issues from 1881 through 1913, and all Angus Topics from 1958 through 1978, as well as various Angus Topics from 1979 to present. We are also searching for Eastern Breeder Magazines, or any old sale catalogs you'd like to have a safe and happy home for. Contact the American Angus Hall of Fame.

Wanted: Angus Journals, Angus Topics, and all Angus sale catalogs, and any other Angus memorabilia you may be wishing to share. We will buy or trade. Contact the American Angus Hall of Fame.

The American Angus Hall of Fame is the world's oldest and most established Angus Sale Management Firm.

Cattle for sale? If you have a herd of cattle for sale, whether it is a complete herd or a group of cattle, call us TODAY. We will be glad to come to your farm or ranch at NO OBLIGATION to advise you on the best way to merchandise them.

America's #1 Sale Management Firm as acclaimed by Angus Breeders from coast-to-coast and border-to-border.