



**MOVING  
FORWARD**

## More than a plan

by Bryce Schumann  
Chief Executive Officer, American Angus Association

*Without goals, and plans to reach them, you're like a ship that has set sail with no destination. — Fitzhugh Dodson*

In any business it's important to have a clear picture of success — to define it and how to achieve it. Naturally, we develop long-term goals and strategies for how to achieve them. While most businesses, including the American Angus Association, undergo periodic self-evaluations to set such plans, our most recent long-range planning efforts differ from anything we've ever done before.

Last fall, the American Angus Association and its Board of Directors announced a long-range planning initiative to identify and assess the needs of our members, their customers and others with a stake in the U.S. Angus business.

While it's not the first time we've undergone such an endeavor, it is the first initiative in recent memory in which a breed association has put such effort into first gathering input from those who have the biggest stake in its success — our members and their customers.

The Association set to work on the preliminary process beginning in January 2011, when staff members and Board directors began conducting a series of long-range planning sessions, or listening sessions. Panelists of Angus breeder members, commercial cattlemen and feeders each weighed in on how our breed can remain relevant into the future.

This valuable information was compiled in congruence with the more than 800 surveys submitted via mail and our website at [www.angus.org](http://www.angus.org), as well as individual input received by Board members.

Your input was as interesting and insightful as it was valuable to the process.

Staff and the Board of Directors spent the last several months conducting long-range sessions with representatives of all industry sectors — and prioritizing the areas that will protect, and expand, the leadership position that we've worked so hard to secure.

During our Board of Directors meeting earlier this summer, considerable discussion took place over the final drafting and dissemination of the plan.

In the coming months, you'll be hearing more about the final Long Range Strategic Plan, which will be available this fall.

Above all else, this has been a process that has allowed us to renew connections with not only those across the industry who are impacted by our decisions — but also with our members.

It was good hearing from so many of you, and rewarding to see how many people care so deeply about where this organization is headed. With your continued help, this great breed of cattle will be successfully stewarded for the next generation.

Thanks to all who participated in the long range planning process. Your input played a critical role, and will continue to be the foundation of everything we do. 🐾



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### AUGUST 2011

- 14-Aug Minnesota/Iowa/Wisconsin Angus Field Day and Sale, Queen's Highland Farm, LaCrescent, MN
- 20-Aug Angus Hill Farm Inaugural Production Sale, Randolph, New York
- 25-Aug Griswold Cattle Co. Angus and Simm-Angus Production Sale, Stillwater, OK
- 27-Aug Pennsylvania Angus Dispersal, State College, PA

### SEPTEMBER 2011

- 3-Sep Patton & Friends Angus Sale, at Patton Farms, Crawfordsville, IN
- 5-Sep Cattle for Christ Moving 'Em Out for Missions, Enterprise, AL
- 10-Sep Day Cattle Company Angus Sale, Marshfield, MO
- 10-Sep Terry Little TL Ranch Angus Female Sale, Monticello, MO
- 11-Sep Byergo Angus Sale, Savannah, MO
- 11-Sep Green Oaks Angus Sale, West Liberty, KY
- 11-Sep Wilson Cattle Company Angus Sale, Cloverdale, IN
- 16-Sep Galaxy Beef/4M and Guests Angus Sale, Graham, MO
- 17-Sep Sinclair Cattle Company Angus Female Offering, Warfordsburg, PA
- 18-Sep Trowbridge Angus and Guests Angus Production Sale, Ghent, NY
- 23-Sep (W) Eby Ranch and Guests Angus Sale, Emporia, KS
- 24-Sep Boyd Beef Cattle and Guests Breeder's Cup Angus Sale, Mayslick, KY
- 25-Sep Dunford Royal Cattle Company 10th Annual Angus Production Sale, Woodstock, Ontario, CN
- 25-Sep Complete and Total Dispersal of the Sterling Hunter Farm and Livestock Equipment and Angus Herd, Bath, MI

## REWARD:

We are searching for these two catalogs for the American Angus Hall of Fame Archives: The Airyland Angus Dispersal catalog, held on March 17, 1947 at the Central Montana Stockyards in Lewistown, MT, and the Tarkio Angus Dispersal near Laramie, Wyoming. If you have either one of these catalogs, call 816-532-0811 and ask for Jeri.

*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 sale 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.*