

The American Angus Association®

ANGUS
THE BUSINESS BREED

Serving The Beef Industry Since

1883

The prominence of Angus genetics in the United States and the reputation of the American Angus Association® have been closely linked since the breed's introduction to America in 1873. For more than a century many challenges, changes and opportunities serve as milestones in their shared histories, as both the breed and Association have developed an obvious presence in the beef industry.

Today, the American Angus Association is the world's largest single beef breed organization. It is a member-driven organization committed to the advancement of the Angus breed, the progress of the beef industry and the expansive network of individuals invested in the breed's success.

The following publication invites readers to learn more about the people and programs that work to uphold the reputation of this organization and the Angus breed.

Founded in 1883, the Association's original purpose was to serve as the breed registry for Angus cattle in the United States. Since its inception, the American Angus Association has evolved into an industry-leading beef organization that offers a variety of resources and services to thousands of members and producers interested in Angus genetics.

To achieve success in providing these services, the Association utilizes many moving parts. Headquartered in St. Joseph, Missouri, the Association is overseen by a member-elected board of directors; daily programs and events are performed by employees within

the Association's divisions and entities. The Association's divisions— Information and Data Programs, Industry Relations and Finance—are comprised of departments that carry out specific functions to fulfill the Association's mission. The Association's four entities—Angus Productions Inc., the Angus Foundation, Angus Genetics Inc., and Certified Angus Beef LLC—also help serve the Angus breed and the beef industry.

In the subsequent pages of this publication, more in-depth descriptions of the Association's divisions and entities are provided. Readers will have a chance to learn more about the specific purpose of the American Angus Association, but most importantly they will learn more about the programs, services and resources that help the Association embrace challenges, respond to changes, and seek and provide opportunities to better serve the Angus breed, members of Association and the beef industry.

"To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, broaden its influence within the beef industry, and expand the market for superior tasting, high-quality Angus beef worldwide."

—mission of the American Angus Association

Information & Data Programs

Member Services Department

The Member Services Department is responsible for collecting, verifying and publishing the pedigrees of Angus cattle. This department processes Association forms and responds to members' and affiliates' requests for service. Member services ensures information is processed and returned to members and affiliates in a timely manner, by striving to uphold the Association's goal of providing one-day turnaround on all work submitted accurately. In addition, this department oversees the maintenance of the Association's headquarters building.

Departmental functions are highlighted below:

- Process regular, junior, affiliate and non-resident applications for membership and issue certificates
- Assist members with completion of various Association forms
- Provide A.I. certificates to members
- Process animal registrations and transfers submitted by members
- Handle cases regarding DNA testing and genetic defects
- Administer Association rules

Performance Programs Department

The Performance Programs Department serves producers interested in the Association's herd performance programs and related services. Specifically, this department responds to inquiries about compiling and submitting herd performance data and utilizing genetic selection tools toward herd improvement. In addition, this department provides member outreach and partakes in genetic research and development.

Available services and resources of this department are described below:

- Beef Improvement Records—extensive database of individual beef cattle performance records. It is comprised of Angus Herd Improvement Records (AHIR[®]) and the Beef Record Service (BRS)

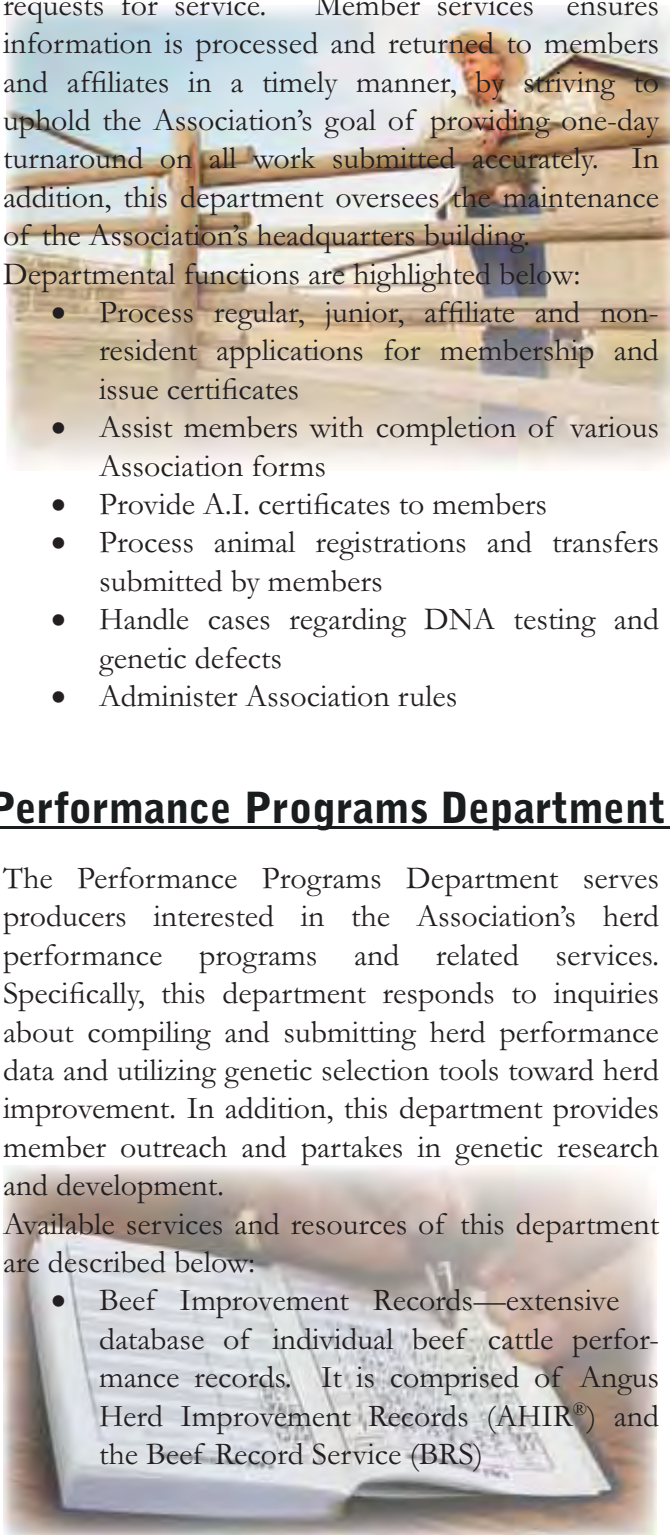
- Compile, evaluate and interpret herd data—including animal weights and measurements and reproductive information—submitted by those enrolled in AHIR, which serves registered Angus breeders and BRS, which serves commercial producers
- Collaborate with land grant universities, research centers and allied industry members to improve resources for producers, carry out genetic research and develop genetic selection tools
- Provide educational seminars for breeders
- Publish the Association's *Pathfinder*[®] and *Sire Evaluation Reports*

Commercial Programs Department

The Commercial Programs Department develops and promotes programs designed to create more value for producers using Angus genetics in their operations. These programs facilitate marketing, record keeping and genetic selection decisions. In addition, this department provides resources that help purebred Angus breeders and commercial producers better meet the needs of their customers. By offering such services, the Commercial Programs Department aims to strengthen connections between commercial producers and the Association.

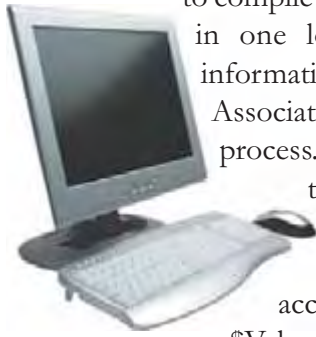
The following lists some of the services and resources the Association offers to commercial producers:

- Establish and promote Angus-based commercial feeder and replacement female cattle sales
- Beef Record Service (BRS)—updated EPDs and selection tools to commercial producers
- Promote AngusSource[®]



Angus Information Management Software

AIMS is a Windows-based application developed for managing a registered Angus herd. It allows producers to compile and store herd information in one location, simplifies AHIR information and facilitates the Association's animal registration process. The software offers many tools, including a simulated breeding feature to assist in sire selection and provides access to updated EPDs and \$Values for animals.



In addition to the tools previously mentioned, AIMS helps breeders conveniently accomplish the following:

- Enter and store performance and breeding data
- Develop and manage an easily accessible customer database
- Store and track health, income and expense records
- Create specialized herd reports and documents
- Electronically compile and transfer herd data to the Association

Information Systems Department

The Information Systems (IS) Department is responsible for maintaining the Association's computer network and developing technology that facilitates data collection and information storage. In addition, IS constructs and maintains many of the information-based resources and tools the Association uses to improve services for members.

Systems designed and maintained by the Association's IS department include:

- Programming for Association departments and entities
- Daily electronic processing of registrations, transfers, memberships and performance records
- Calculate EPDs and \$Values for National Cattle Evaluation
- Update and oversee Association Web sites
- AAA Login—the Association's online customer service tool

AAA Login: www.angusonline.org

AAA Login is a members-only Web site available to active regular, life and junior Association members. The following highlights some of the features of AAA Login:

- Free, online tool available 24 hours a day, 7 days a week
- Password-protected user profile
- Submit registrations, transfers and AHIR data to the Association
- View herd inventory
- View artificial insemination (AI) certificate inventory and AHIR data
- Provides up-to-date pedigrees, performance data and EPDs/\$Values
- Allows members to electronically pay dues and Association accounts, including Angus Productions Inc.

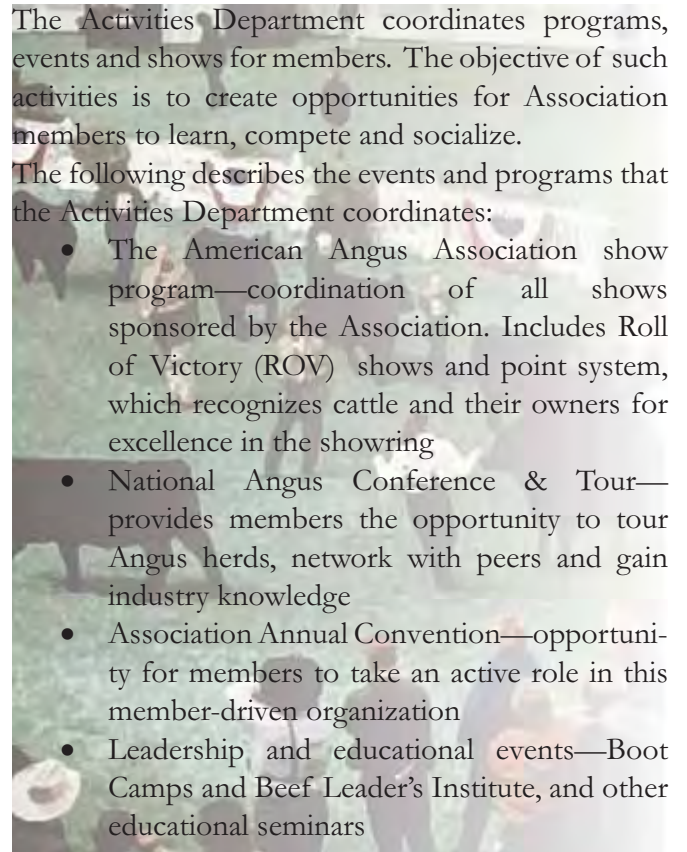
Industry Relations

Activities Department

The Activities Department coordinates programs, events and shows for members. The objective of such activities is to create opportunities for Association members to learn, compete and socialize.

The following describes the events and programs that the Activities Department coordinates:

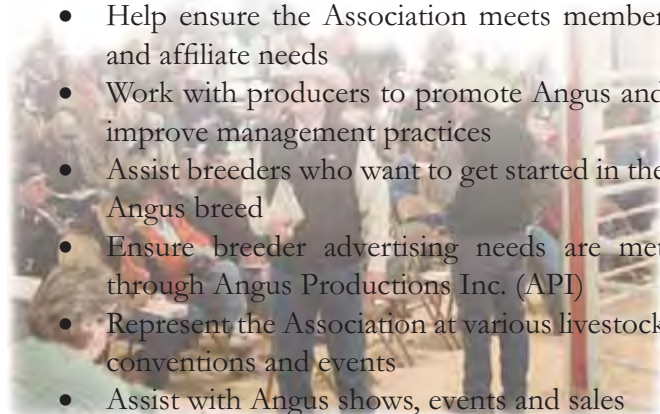
- The American Angus Association show program—coordination of all shows sponsored by the Association. Includes Roll of Victory (ROV) shows and point system, which recognizes cattle and their owners for excellence in the showing
- National Angus Conference & Tour—provides members the opportunity to tour Angus herds, network with peers and gain industry knowledge
- Association Annual Convention—opportunity for members to take an active role in this member-driven organization
- Leadership and educational events—Boot Camps and Beef Leader's Institute, and other educational seminars



Regional Managers

The Association employs regional managers who work on behalf of the Association, its members and affiliates. They facilitate communication between producers and the Association by serving in designated regions of the country. Regional managers assist the Association and breeders in the following ways:

- Help ensure the Association meets member and affiliate needs
- Work with producers to promote Angus and improve management practices
- Assist breeders who want to get started in the Angus breed
- Ensure breeder advertising needs are met through Angus Productions Inc. (API)
- Represent the Association at various livestock conventions and events
- Assist with Angus shows, events and sales



Junior Programs Department

The Junior Programs Department oversees the numerous programs and events administered via the National Junior Angus Association (NJAA). In addition, this department provides guidance to local and regional junior Angus associations.



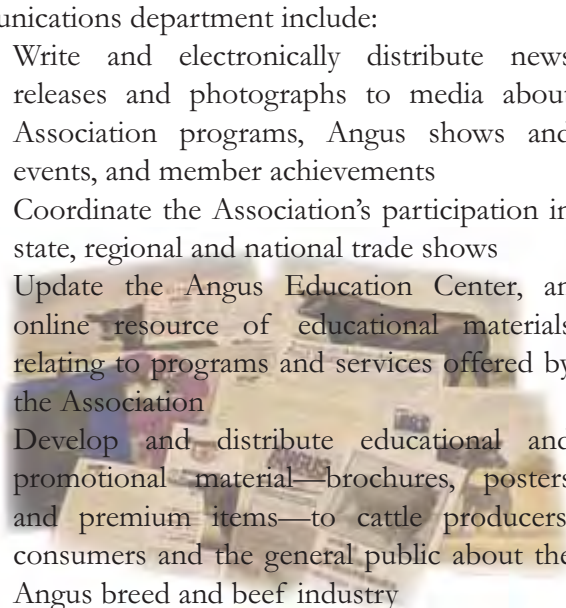
The NJAA focuses on programming and events that foster leadership and character development. It also provides competitive and social opportunities for its members. The NJAA is comprised of the Association's junior members—those younger than 21 years old who are members of the American Angus Association—and is governed by a board of 12 junior members. Below is a list of opportunities for NJAA members:

- Register cattle with the Association
- NJAA sponsored leadership conferences
- Officer and director leadership training—enhance state, local and regional junior associations
- Junior Recognition Awards programs
- Angus shows
- Showmanship competitions
- Individual and team contests
- Scholarships
- NJAA Board—NJAA members annually elect six peers to serve two-year terms as directors on the NJAA Board

Communications Department

The Communications Department creates awareness for the breed and for Association members through publicity on local, state and national levels. This department provides information about the Association and develops educational and promotional materials. Services provided by the communications department include:

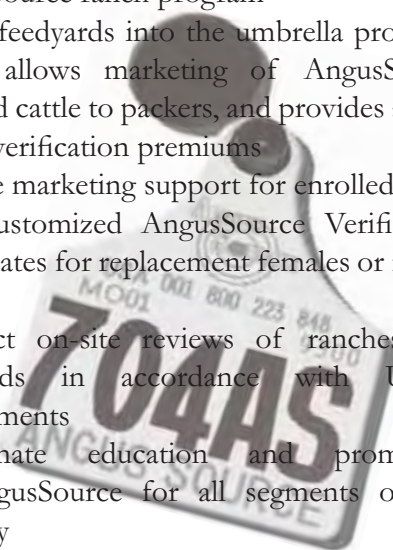
- Write and electronically distribute news releases and photographs to media about Association programs, Angus shows and events, and member achievements
- Coordinate the Association's participation in state, regional and national trade shows
- Update the Angus Education Center, an online resource of educational materials relating to programs and services offered by the Association
- Develop and distribute educational and promotional material—brochures, posters and premium items—to cattle producers, consumers and the general public about the Angus breed and beef industry



AngusSource

The Association's AngusSource Department oversees the USDA Process Verified Program, AngusSource. This program is available to those interested in increasing the marketability of their Angus-sired calves by verifying animals' source, age and genetics. The following highlights the methods this department uses to promote and implement AngusSource:

- Assist producers with enrollment in the AngusSource ranch program
- Enroll feedyards into the umbrella program, which allows marketing of AngusSource enrolled cattle to packers, and provides access to age verification premiums
- Provide marketing support for enrolled cattle with customized AngusSource Verification Certificates for replacement females or feeder calves
- Conduct on-site reviews of ranches and feedyards in accordance with USDA requirements
- Coordinate education and promotion of AngusSource for all segments of the industry



Finance

The Association's Finance Division oversees and coordinates a variety of functions related to the finances of the Association and three of its entities—Angus Productions Inc., the Angus Foundation and Angus Genetics Inc.

Responsibilities of this department also include management and oversight of the following:

- Association assets
- Departmental and entity budgets
- Employee benefit program and corporate insurance program
- Preparation of financial reports
- Financial guidance regarding Association investments



Association Entities

The American Angus Association has several entities that work alongside its divisions to help attain the goals and objectives of the Association. The following section of this booklet provides a brief description of each of these entities.

The Association's entities offer a variety of services and resources to producers and the industry as a whole. The entities are governed by their respective board of directors.

With the exception of Certified Angus Beef LLC, all the Association's entities are stationed at the Association headquarters in St. Joseph, Missouri. For more information about the entities of the American Angus Association, please contact the Association or visit their respective Web sites.

API is a wholly owned, for-profit subsidiary of the American Angus Association.

It coordinates several of the Association's publications and provides editorial, marketing and communication services for the Association and producers.



Angus Journal—designed primarily for registered seedstock producers, it is the official publication of the American Angus Association and the primary means of communication with the membership.

This publication features the following:

- Profiles on Angus breeders
- Stories on production and management techniques
- Updates on industry issues and events
- News and events from Association departments
- Twelve issues published per year

AJ Online —

- Online coverage of Angus and beef industry events
- Top Web sites providing a broad spectrum of information from a variety of sources on a particular subject pertinent to producers

Angus Beef Bulletin—targeted to commercial producers interested in Angus genetics. It serves as a link between Angus breeders, the Association and current and potential Angus buyers. Features of this publication include:

- Listing of Angus sales and events
- Five issues published per year

Web Services—this department serves Angus breeders interested in using the internet to promote their cattle.



Available services include:

- Web site design and hosting for producers and state and regional associations
- Angus e-Classifieds and Angus e-List advertising
- Online sale books
- Create and post banner ads on the *Angus Journal* and *Angus Beef Bulletin* home pages
- Online coverage of major Angus ROV shows
- Maintain archive of articles published in both publications

Special Services—this department provides a variety of marketing print pieces to assist members with



their promotional needs. Below are some of the promotional tools this department

develops for producers:

- Custom sale books
- Brochures
- Post cards
- Newsletters

Creative Media—a division of API that provides a variety of innovative marketing communications and promotion services to all sectors of the agricultural



industry. Creative Media's unique services include the following:

- Writing
- Photography
- Video
- Meeting or event coverage
- Custom publishing
- Historical documentation



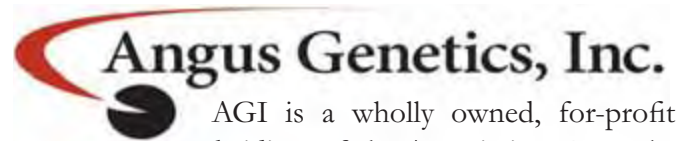
The Angus Foundation is a 501(c)(3) not-for-profit affiliate of the American Angus Association. The Foundation's role is to secure funding from Angus breeders, allied industry interests and friends to support various Association education, youth and research endeavors benefiting the Angus breed and beef industry.

The Foundation works to sustain activities and programs in these areas of emphasis by overseeing receipt and management of charitable gifts, contributions and conducting fundraising activities.

The following highlights some of the ways the Foundation supports education, youth and research:

- Establish, generate and distribute undergraduate and graduate student scholarship funds and awards
- Fulfill external requests to fund youth-, education- and research-based programs

- Fund outreach programs and leadership development conferences
- Breed promotion via Angus-themed items, including merchandise and Angus credit card



AGI is a wholly owned, for-profit subsidiary of the Association. It works to enhance available genetic tools and resources for the beef industry. Functions of AGI include:

- Provide services to the beef industry that assist in the genetic evaluation of cattle traits
- Develop and promote technology for use by the beef industry, including DNA technology
- Conduct research, develop and prove new science and technology to benefit all beef producers

Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association. This

entity oversees the world's leading brand of fresh beef, the *Certified Angus Beef*[®] brand. It collaborates with all members of the beef supply chain—including producers, packers, distributors, retailers and restaurants to provide consumers with great-

tasting beef. The close working relationships formed with these supply-chain stakeholders helps increase the value of the Angus breed.

Below is a list of available services and resources this entity focuses on:

- Licensee services— promotional, educational and sales tools for feedlots, retailers, foodservice distributors, restaurants and international distributors
- Producer education— independent and collaborative seminars, publications, and herd management tips most of which are at www.CABpartners.com
- Consumer education— cooking tips, nutritional information, beef recipes, and where to buy *Certified Angus Beef*[®] products at www.certifiedangusbeef.com



American Angus Association®

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Access additional Angus information and resources:

American Angus Association

- ❖ www.angus.org
- ❖ www.angusonline.org
- ❖ www.angussiresearch.com
- ❖ www.angusbls.com
- ❖ www.angussource.com
- ❖ www.angus.org/AngusEducation.html

Angus Productions Inc.

- ❖ www.angusproductions.com
- ❖ www.angusjournal.com
- ❖ www.angusbeefbulletin.com
- ❖ www.angusalmanac.com
- ❖ www.anguseclassifieds.com
- ❖ www.anguselist.com

Angus Foundation

- ❖ www.angusfoundation.org

National Junior Angus Association

- ❖ www.njaa.info

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