

RAAA National Office

4201 N. Interstate 35 • Denton, TX 76207
(940) 387-3502 • Fax (940) 383-4036
Email: info@redangus.org
www.redangus.org

RAAA National Staff

Executive Secretary

Dr. R.L. "Bob" Hough
bob@redangus.org

Association Administrative Director

Betty Grimshaw
betty@redangus.org

Office Administrative Director

Judy Edwards
judy@redangus.org

Accounting Director

Jeanene McCuiston
jeanene@redangus.org

Commercial Marketing Director

Blake Angell
(785) 537-3156
blake@redangus.org

Marketing Programs Coordinator

Greg Comstock
greg@redangus.org

FCCP Quality Assurance Manager

Ann Holsinger
ann@redangus.org

Advertising/Art Director

Kevin LeMaster
(515) 225-0051
kevin@redangus.org

Information Systems Director

Kip Lewis
kip@redangus.org

Research/Special Projects Coordinator

Larry Keenan
larry@redangus.org

Communications/Member Services Director

Ben Spitzer
ben@redangus.org

Junior Red Angus Advisor

Dawn Bernhard
(515) 679-4006
brnhrd@ncn.net

Programmer / Database Manager

Brad Dinwiddie

Registration Department Manager

Kenda Ponder
kenda@redangus.org

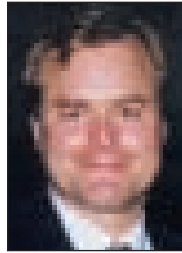
Registration Department Staff

Lucila "Lucy" Meyer
lucy@redangus.org

Kay Hurley
kay@redangus.org

Angelia Brooks
angelia@redangus.org

Joyce Hanna
joyce@redangus.org



Association Commentary

by Dr. Bob Hough, Executive Secretary

We are experiencing tremendous times in the Red Angus business. Bull sales this spring have been tremendous with unprecedented demand, and this value is being born out in sale barns and video auctions where feeder calves now regularly top markets. The demand for Red Angus is no fluke. It has taken years of forward thinking, early adoption of technology and often running against the grain of the traditional purebred beef industry. As one breeder put it, "The Red Angus Association doesn't act like a breed association and that's why I like it." However, this is not just RAAA being contrary for the sake of being different; rather, it has been guided by an amazingly forward thinking set of Core Policies and a dynamic Strategic Planning Process. Red Angus is defined in the market place as an innovative, crossbreeding friendly, performance breed with a commercial focus.

While things are moving along wonderfully, we always have a contingent of breeders who desire a more traditional breed association. Regarding an anonymous e-mail circulated downgrading the Joint Venture, I would like to quote a response by Willie Altenburg: "...I believe in cross breeding for commercial beef production and the joint venture effort. Breeds (and breed associations) are in existence for one reason to produce a portion of the genetics to serve those herds and crossbreeding. The 'progressive' breed associations take a forward thinking attitude to help serve that commercial effort. I like that attitude of Red Angus and why I am a member...I would ask you and your group reconsider your stance in this area. You have the opportunity to be a part of a progressive breed association or be traditional thinking and watch the demise of your organization."

The other topic brought-up in an anonymous e-mail is multibreed EPDs. If we are going to serve the

commercial cattle industry in crossbreeding systems, we simply must have a language that can be read between breeds. The system we have now is just too complicated. Here are the cold hard facts of multibreed EPDs:

- 1) American Angus Association has voted to form a company to run multi-breed EPDs.
- 2) Simmental along with Chianina and Maine-Anjou has been running a pooled multi-breed NCE at Cornell for approximately eight years.
- 3) Both Limousin and Gelbvieh are running multi-breed NCE models at Georgia.
- 4) Approximately 15 breeds are involved in the National Consortium's pooled data, multi-breed prototype NCE.

Regardless of the Joint Venture for Genetic Performance Solutions, we must face facts that multi-breed National Cattle Evaluations are a new reality in our industry.

Red Angus is a unique breed. Although primarily composed of 1-A breeders, which I do not see changing, it has a category system which welcomes a variety of cattle to meet various market demands. This has been in place since 1978. Talk about being farsighted! We should welcome this diversity and the strength that it brings to the RAAA.

Let us look forward to a bright future instead of backwards through rose colored glasses. Let us not fall into the trap of traditional purebred breed association thinking, but ever remain the innovators. After all, that is what Red Angus is all about.

Clarification

In last month's column I stated that THR was a Board decision. This is a correct statement. However, a straw poll was taken of the membership at convention, at which time the membership did endorse THR. ■