

# Message from the Board

by Frank Wedel, RAAA President

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## Last Kick at the Can

Knowing that this is my last editorial, I spent a lot of time in thought about just what it is that I wanted to say. To be truthful, I have not had any great inspirations nor any lightning flashes of revelation. So please bear with me as I ramble a bit.

The Red Angus Association of America is one of the most progressive and innovative and fastest growing organizations in the beef industry. One of the greatest strengths of the Red Angus Association is that it is guided by a set of Core Policies that are both pertinent and have proved effective over time. These policies have been developed by some of the most forward thinking and respected commercially focused breeders in the beef industry. We, as a breed, are strong today because we have never lost our focus and have stayed true to the Core Policies that are time tested and as relevant today as they were when they were adopted. As long as we keep in focus the people who are the backbone of our industry-commercial cattlemen- we will continue to accelerate in influence and growth in the seedstock market. The Core Policies have as their number one focus-giving the commercial cattlemen the genetic predictions necessary to make informed decisions and thereby remaining profitable.

A line from "Cool Hand Luke", a Paul Newman movie is "what we have here is failure to communicate." The misunderstanding of multi-breed epds is my biggest disappointment. I, as President, and the board in general, didn't do a good enough job in relating just what multi-breed epds are and how they will affect each of us. I was at a meeting discussing multi-breed epds and one of the participants held a

sign that said-Frank we still love you, signed Mom and Dad. The next week I was at another meeting and the sign said-Frank we still love you, signed Mom and Dad, but Dad was crossed out. I am just kidding, of course, and I want to thank all who called and asked questions. I believe that we have cleared the air and are now ready to move on. The truth is that multi-breed epds are the latest science and are the most accurate tool that we can give to the commercial cattleman. I am pleased that the majority of breeders have com to embrace this fact.

I want to thank all the board members that served while I was on the board and as President. And a special thanks to the competent professional staff. One of the most important skills that any administrator possesses is to hire and retain the most competent personnel available. Dr. Bob Hough has done a superb job of hiring excellent personnel and retaining them for long periods of superior service. When an employee accepts other employment, Dr Hough is able to hire quality replacements quickly, as is the case with the commercial marketing position.

Well that is pretty much all. Thanks for letting me share about old times of dusty roads and old pickup trucks and sale barn calves that died. Two years ago I said that this business is all about dust-you either make it or you eat it. The path for continued success for Red Angus has been charted. We will continue to be dust makers if we continue straight on the road that has brought us to the point where we are now, and will take us to even greater heights in the future. ■