

Michigan Angus Association

Planning Meeting Summary

January 7, 2012

Facilitated by: Kevin Gould, MSU Extension

Participants: Julie French, Steve Thelen, Kirk Sterick, Lisa Bohlen, Ken Geuns, Bill Sheridan, Monte Bordner, Bob Zellmer, Chuck Preston, Jason Buher, Rebecca VanDenBerg, Dave Lutchka, Dave Hawkins, Steve Fitzner, Jim Lapeer, John MacMaster,

Kevin Gould presented an overview of the cattle industry from 2007-2001, reviewing items such as cattle inventories, cattle prices, beef demand, beef cow profits, and other measurable factors in the beef industry.

Participants reviewed and updated the Strengths & Weakness of the Michigan Angus Association as prepared by the 2020 Vision Strategic Planning Committee in 2007. Looking at the identified weakness of the association, the group next ranked each weakness in order of priority for developing an action plan. Rankings of 1st, 2nd, 3rd priority were assigned and Action Plan Ideas were identified for each priority.

STRENGTHS

Marketing

- Sales – Fall Sale
- Bull Test
- Shows
- MAA Advertising
- AAA Journal / AAA Website
- C.A.B.
- Youth Projects
- “Breed” Steers
- Canadian Border Open
- MSU Pavilion
- MSU Beef Endowment
- Angus Source
- Selling Genetics (International Marketing)

Organizational

- Focused & Progressive Breeders
- Angus Auxiliary
- Junior Angus Association and Advisors
- Ability to reach Consensus
- Cooperation with MSU/MCA/MDA

Member Services

- Promote Breeders - MCA
- Sales & Shows
- Banquet & Field Day Networking

Communication

- MAA Directory
- MAA Newsletter
- MAA Website
- MCA Magazine
- Educational/Informational Sources - MSU Extension
- Angus Journal Magazine; AAA Website; Beef Bulletin
- Other Publication Advertising

Youth

- Marketing Opportunities
- New Adult Members
- State and National Opportunities
- Network
- Social
- Leadership Development - 4-H, FFA, Farm Bureau
- Educational Opportunities
- Mentor
- Livestock/Agricultural Experience
- Scholarships
- Achievement & Recognition

WEAKNESSES

Communication

	Opp/Threat	Priority Ranking	Action Plan Ideas
Orientation & Recruitment- Old/New Members	O	1	<ul style="list-style-type: none"> • Identify how many and who are members of AAA but not MAA • Send welcome letters/packets to juniors of AAA but not MJAA • Target parents of MJAA who are not members • Identify & Include Talented Members • Personal phone calls, not just mailed a packet • Personal visit by regional member
Facebook & Twitter	O	3	
Education/Inform (Breeder Knowledge)	O/T	2	<ul style="list-style-type: none"> • Ongoing Newsletter Articles • FAQ Section on Website • Interactive Forum to ask questions on website • Continue Education Programs • Computer Training – Expo Program
Cooperation/Coordination (ultrasound/EPD)	O		
Appreciation of MCA/NCBA membership/services	O		
Mentoring Program	O		

MAA Organization Policies (Internal)

	Opp/Threat	Priority Ranking	Action Plan Ideas
To Do List, Outline, Calendar	O	3	
Lack of Standards for Sale Participation	O/T	1	<ul style="list-style-type: none"> • Board Action - Establish Standards and Archive on website
Involvement & Follow through of Committee Chairs, Juniors, & Auxiliary	O/T	2	<ul style="list-style-type: none"> • Board Action - Add to the job responsibilities of Vice President
Data Management - Member Records Historian	O		
Cooperation with MSU/MCA/MDA	O	3	

Marketing	Opp/Threat	Priority	Action Plan Ideas
Michigan Futurity	O/T	*	*Automatic Priority
MAA Fall Sale	O/T	*	*Automatic Priority
MCA/ MSU Bull Test	O/T	*	*Automatic Priority
Expand Markets Outside of Michigan	O		
MAA Advertising & Promotions (including Angus Journal)	O	3	<ul style="list-style-type: none"> • Bridge communication/advertising from print to electronic
Commercial Market Opportunities / Coordinated (i.e. Angus Source)	O	1	<ul style="list-style-type: none"> • Educating Purebred & Commercial Breeders of programs available • Promotion of success stories
Branded-Direct Market Beef	O		
Shows - Beef Expo & Beef Showcase	O		
Animal Health - Consistent Standards	O/T	2	<ul style="list-style-type: none"> • Policies & Education • Establish Recommended Health Standards
Health Benefits of Beef - Market Communication Conception to End Product	O/T		

Member Services	Opp/Threat	Priority	Action Plan Ideas
MAA Advertising	O		
Website - Classified Ads	O/T		
Michigan Angus Futurity	O	*	*Automatic Priority
MAA Fall Sale	O	*	*Automatic Priority
Show, Field Day, Banquet	O		
Education and Information Training	O		

Next Steps

Review the Action Plan Ideas in each of the four categories (Communication, MAA Organizational Policies, Marketing, & Member Services) and develop a 5 year action plan