

American Chianina Association Long Range Plan



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**ACA Long Range Plan
18 September 2020**

Vision Statement

The American Chianina Association will lead the beef industry by providing accurate, documentable information, educating and developing youth leadership, and serving members.

Mission Statement

The American Chianina Association promotes Chianina genetics, documents pedigree and performance information, supports youth development, and provides exemplary services to members.

Objectives

- 1. Improve the perception and expand the acceptance of Chianina in the cattle industry by promoting Chianina to commercial cattlemen.*
- 2. Develop promotional activities across the cattle industry.*
- 3. Collect more performance and genetic data, integrating it into promotional, selection, evaluation, and exhibition programs and activities.*
- 4. Expand and increase the number of Junior and Youth programs and activities offered by the ACA.*
- 5. Develop member education programs (for youth & adults).*
- 6. Strengthen economic stability of the organization by exploring and implementing new revenue sources for the ACA.*

Long Range Plan

Objective: Improve the perception and expand the acceptance of Chianina in the cattle industry by promoting Chianina to commercial cattlemen.

Goal A: Identify the role and purpose of Chianina in the industry.

Action Step #1: Define the characteristics that best identify Chianina cattle.

Goal B: Create a marketing campaign, designed to improve the perception of Chianina in the cattle industry.

Action Step #1: Use images of young kids working with or showing Chianina cattle. (Goal: Reinforce that Chianina is a docile breed.)

Action Step #2: Use images of commercial operations that utilize Chianina or Chiangus genetics in cowherds.

Action Step #3: Use images of commercial feedlots operations that are feeding cattle with Chianina or Chiangus genetics.

Goal C: Promote awards given by the ACA as a means of recognizing those who have made significant contributions to the ACA and/or the beef cattle industry.

Action Step #1: Promote ACA awards given, including Breeder of the Year, Commercial Cattleman, Promotor of the Year, Distinguished Service, 40-year Breeders, etc.

Action Step #2: Create videos highlighting the operation and family of each award winner.

Action Step #3: Create videos highlighting and showcasing “foundation families” of the ACA.

Action Step #4: Post the videos on the website’s home page and social media.

Action Step #5: Play the videos at the ACA booth at the national show and at the annual meeting during the awards presentation.

Goal D: Improve the perception and enhance the commercial acceptance of Chianina in the cattle industry by proving that Chianina and Chiangus are more than “just a show breed.”

Action Step #1: Print EPD data only on pedigrees of breeders participating in the Whole Herd Reporting program.

Action Step #2: Print EPD data along with the pedigree information in programs of all major shows. (Cattle that do not participate in Whole Herd Reporting will have EPD profiles listed as “0” in all traits.

Action Step #3: Provide EPDs to judges on all cattle entered in all major shows.

Objective: *Develop promotional activities across the cattle industry.*

Goal A: Rebrand by developing new logos and slogans for the ACA.

- Option #1:** Without a pedigree it's just another calf
Option #2: More calves, More Pounds, More Often
Option #3: "C" the difference – brand a C on an animal;
black hide with C brand
Option #4: Chianina: Look at me now!

Goal B: Expand promotional activities sponsored by the ACA.

- Action Step #1:** Develop a breeder cooperative program in which the ACA will share costs with breeders advertising in other publications.
Action Step #2: Advertise in Showtimes and Show Circuit.
 - Promote the NJHS
 - Promote the Steer Rewards Program
 - Promote the ACA Show Sire of the Year

Goal C: Create promotional videos about the advantages of Chianina and the most desirable breed characteristics.

- Action Step #1:** Explore the costs of hiring a marketing firm to create promotional videos.
Action Step #2: Explore the potential in offering a contest in which AJCA members would create promotional videos.
Action Step #3: Broadcast videos during online show coverage
Action Step #4: Post videos on the ACA website and social media
 - Why we show

Goal D: Create targeted advertising campaigns focusing on either bulls, females, or commercial advantages.

- Action Step #1:** Partner with breeders holding bull sales to promote the sale as well as the ACA in their state or region.

Action Step #2: Partner with breeders on state or regional advertising to build local demand and promote Chianina genetics.

Action Step #3: Advertise in at least one publication in each region/state each year.

Action Step #4: Purchase a mailing list from state cattleman's association.

Goal E: Increase the circulation of the *ACJ*.

Action Step #1: Investigate the cost of increasing *ACJ* circulation by printing additional copies and mailing them to members of the AJCA.

Action Step #2: Send the *ACJ* to all junior members.

Action Step #3: Contact corporate advertisers, encouraging them to purchase annual contracts and purchase a corporate membership.

Objective: *Collect more performance and genetic data, integrating it into promotional, selection, evaluation, and exhibition programs and activities.*

Goal A: Educate breeders and producers on the importance of data, how it will benefit them, and how the submission of additional data will benefit the ACA.

Action Step #1: Conduct a session on the value of performance data at a state or regional field day.

Action Step #2: Schedule a webinar or virtual clinic, targeted toward youth, showing the importance of EPD's, performance data, and genetic evaluation.

Goal B: Recognize breeders that have submitted the most performance data.

Action Step #1: Recognize breeders that have submitted performance data on the greatest number of cattle, during the ACA Annual Membership Meeting and in the Herd Book issue of the *ACJ*.

Action Step #2: Recognize breeders that have submitted performance data on the greatest percentage of their calf crop, during the ACA Annual Membership Meeting and in the Herd Book issue of the *ACJ*.

Goal C: Recognize breeders that have submitted the most DNA samples.

Action Step #1: Recognize breeders that have submitted DNA samples on the greatest number of cattle, during the ACA Annual Membership Meeting and in the Herd Book issue of the *ACJ*.

Action Step #2: Recognize breeders that have submitted DNA samples on the greatest percentage of their inventory, during the ACA Annual Membership Meeting and in the Herd Book issue of the *ACJ*.

Action Step #3: Recognize breeders that have submitted DNA samples on the greatest percentage of their calf crop, during the ACA Annual Membership Meeting and in the Herd Book issue of the *ACJ*.

Goal D: Utilize the newly developed DNA department to collect genetic information.

Action Step #1: Determine which high use sires do not have 50k tests on file.

Action Step #2: Inquire about the genotype status on high use sires

Action Step #3: The board will incentivize DNA submission and conduct an “ACA Blood Drive.”

Action Step #4: Contact the owners of high use sires that do not have 50K tests on file and encourage them to submit semen for testing.

Action Step #5: DNA test and Parent Verify the Top 5 (or Grand and Reserve Grand in shows in which a Top 5 is not selected) at all major shows.

Goal E: Continue the sire test evaluation

Action Step #1: Identify another herd or another base of cows in a different environment on which to replicate the ACA – U of IL Sire Test.

Action Step #2: Explore commercial herd cooperatives as a means of replicating the ACA – U of IL Sire Test.

Objective: *Expand and increase the number of Junior and Youth programs and activities offered by the ACA.*

Goal A: Provide Youth development activities beyond scheduling additional junior shows.

Action Step #1: Schedule a Youth Leadership Conference. Partner with another breed (Maine-Anjou, or explore other breeds or species.)

Action Step #2: Schedule state or regional Field Days or Educational Clinics (add educational workshops such as promoting on social media, feeding, understanding and utilizing EPD's, recording and submitting performance and genetic data, etc.)

Action Step #3: Schedule and conduct virtual educational webinars

- Use someone that the kids want to hear
- Offer social media workshops on a virtual platform

Goal B: Provide additional opportunities at junior shows

Action Step #1: Expand regional shows to include contests and some activities conducted at junior nationals

Goal C: Schedule additional show opportunities; consider adding a low percentage division.

Action Step #1: Add a composite show at the 2021 NJHS.

Action Step #2: Add a composite show at a future NAILE.

Action Step #3: Identify state fairs that don't have a Chianina or Chiangus show. Work with breeders in that state to implement a Chi show at their state fair.

Objective: *Develop member education programs for youth & adults*

Goal A: Develop internet accessible/web based educational programs.

Action Step #1: Create online tutorials on digital beef capabilities (becoming one with digital beef)

Action Step #2: Post online tutorials on the ACA website, Youtube, Facebook, and other social media outlets.

Action Step #3: Hire outside people to help create web based educational programs

Action Step #4: Snapchat and Instagram could be delegated to a Communications Intern or a junior board member.

Goal B: Develop videos to answer frequently asked questions

Action Step #1: Facebook live/recorded video that answers frequently asked questions on how to register, transfer, etc.

Action Step #2: Complete 1 video per month

Action Step #3: Create videos about Junior Nationals/Shows (entry deadlines, what paperwork you need, check tattoos, health requirements)

Action Step #4: Include talking points to help market cattle

Goal C: Develop web-based educational programs and instructional videos that focus on timely topics.

Action Step #1: Investigate the cost of outsourcing video production.

Action Step #2: Prioritize the videos that should be created first.

Action Step #3: Consider conducting a contest whereby junior members are provided financial incentives to create instructional videos.

Action Step #4: Develop educational programs or instructional videos on the following topics:

- The advantages of membership in the ACA
- Talking Points about the cattle to help market them

- The value of a registration paper/Pedigrees (why do we keep pedigrees?)
- The advantages of registering all of your cattle
- How to register/transfer cattle on Digital Beef. What information do you need before you start?

Objective: *Strengthen economic stability of the organization by exploring and implementing new revenue sources for the ACA.*

Goal A: Conduct an Egg Extravaganza as a revenue-generator as well as a means of promoting Chianina cattle.

Action Step #1: Reschedule the Egg Extravaganza when COVID-19 restrictions are over.

Action Step #2: Schedule during the 2021 NJHS in Oklahoma or the 2021 NAILE.

Action Step #3: Hold a futurity-type show at the NAILE two years after the Extravaganza auction is held.

Goal B: Appoint a committee to explore the possibility of coordinating joint ventures with other breeds.

Action Step #1: Collaborate to schedule multi-breed state or regional sales at beef expos as a means of providing breeders with additional marketing opportunities.

Action Step #2: Investigate breed associations for whom we can do contract work and data processing.

Goal D: Consider selling the ACA office and investing the proceeds to protect our long-term assets.

Option #1: Selling provides financial stability with the option to invest.

Option #2: Keeping the building upholds our heritage and tradition, but becomes a financial liability.

Goal C: Explore the option of sharing facilities and resources with another breed association.

Action Step #1: Search for other associations that register a similar number of cattle.

Action Step #2: Approach these associations to determine their level of interest in pooling resources; reducing overhead and fixed costs, making greater use of the ACA building, telephone, computer, and copier systems.

Action Step #3: Determine the feasibility of collaborating with an association from another species.