



# The Front Gate

by Allen Moczygemba, CEO, American Angus Association

## Home again

*We all know the feeling of returning home after a long trip. It's typically a feeling of relief to be back in familiar surroundings with a sense of satisfaction in completing a safe, and hopefully productive, journey. Whether that return home is literal or figurative, it's ultimately the same feeling.*

### Two faces return

I'm reminded of that familiar feeling of returning home as we welcome back two of our own to the Angus family.

In late May, Sara Reardon joined the Association as general manager of Angus Productions Inc. (API). Many of you may remember Sara as an advertising coordinator at API from 2007 to 2013. In 2013, she left the Association to pursue a career opportunity with Boehringer Ingelheim Vetmedica Inc. (BIVI) as a digital marketing specialist for the cattle industry. Last year Sara was promoted to senior digital marketing specialist at BIVI, where she facilitated and supported all digital marketing activities across business leadership, species and stakeholders.

Sara brings a great organizational skill set to API and a passion for improving the reader and user experience. She, her husband,

Brian, and their young daughter, Ruby, live on a legacy farm in Clarksdale, Mo.

### At the helm

Also returning to the Association, albeit after a much longer absence, is Rick Cozzitorto, who early in his career served as the western regional manager in California. Rick will take the reins as president of API. He rejoins the Association having had a distinguished career in the livestock sector. After leaving the Association in the late 1990s, he founded and served as CEO for TC Publishing, which published the *California Cattleman*. At the beginning of the century, Rick and his wife moved to the Midwest when he joined AgriLabs Pharmaceuticals in Saint Joseph, Mo., as a marketing business unit manager.

In 2005, he accepted a position with Merck Animal Health as a senior regional

sales manager in Fort Collins, Colo. In 2008, he was elevated to the role of marketing director for the U.S. dairy business. That role included a move back to the Midwest to the company headquarters in DeSoto, Kan.

During the next few years, Rick took on additional responsibilities, first as the director of marketing and sales for U.S. swine/poultry and North American aqua, and then later as the business lead for U.S. swine and North American aqua. In his most recent role with Merck, he served as the executive director for U.S. cattle sales.

Rick brings a wealth of business experience and skills to API. More importantly, his outstanding leadership and communication skills will help accelerate our efforts to build a culture of empowerment and transparency within the organization.

While Rick is returning to his roots, so is his family. His wife, Melissa, has been actively involved with the Angus Auxiliary over the years while their daughter, Alexandria, currently serves as Miss Kansas Angus. In addition, the Cozzitorto family own an Angus operation near Lawrence, Kan.

We're fortunate to add two talented individuals to the Association. Best of all, they're family. That makes having them as part of our team even better.

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