

by Allen Moczygemba
CEO, American Angus Association



The story behind the steak

As most folks realize, it's a different world today when it comes to business. It's no longer just about producing the best product at the best value. While providing value at the right price still drives consumer behavior, so does the story behind how a product is produced.

Let's use Certified Angus Beef® (CAB®) as an example. The hundreds of thousands of consumers who purchase CAB products each week, whether it be at their local grocery store or when dining out, have expectations on how CAB and its stakeholders conducted themselves and the manner in which the product they're consuming was produced.

Simply put, today's consumers want to be informed. They want to know where a calf was raised, who raised it, what it was fed and how it was handled. They really do want to know the story behind the steak or hamburger they're about to enjoy. I think that's a good thing because we have a terrific story to tell. It's important we tell it now and not let others, such as competing branded beef programs, tell our story for us.

That's why, after almost three years of efforts, we're pleased to announce our Belief Statement, which is our story. Titled "Raising Standards," it's built upon four key pillars: proper cattle care, empowering the next generation of beef producers, supporting our local communities, and our commitment to stewardship of our natural resources.

Cattle Care

We believe that care and respect for cattle are not just responsibilities,

but fundamental to the values of ranchers and others throughout the beef community. Caring properly for cattle is a time-honored commitment woven into ranchers' daily lives. We expect and encourage all members of the beef community to uphold the highest level of care for their animals.

Next Generation

We believe that empowering and educating the next generation paves the way for continued excellence across the beef community. Connecting tomorrow's pioneers and today's leaders will allow the beef community to grow, thrive and remain relevant into the future. Young ranchers and beef professionals will be the ones to preserve a treasured way of life; and young chefs will showcase beef in new, creative ways.

Community

We believe that caring for and supporting our community on every level starts by encouraging our own team members to work within their families, neighborhoods and communities in ways that are meaningful to them. Working together, we are better able to help others across the larger brand and beef communities support their own missions, and achieve goals much

more effectively than would be possible alone.

Environment

We believe that resources should be used mindfully; and everyone can contribute to positive change and a brighter future through simple, everyday choices. In the beef community, it's our privilege and responsibility to take good care of the land on which our livelihoods and community rely.

While our Belief Statement may sound new, those four pillars represent what we do every day — as an industry, as a breed and as an Association. It's important we share our way of life and our standards with others, because "raising standards" is what we've always done. We're Angus, and we'll continue to set standards that protect and drive our leading market position to ensure a prosperous future for the entire Angus family.

allenm@angus.org

STAFF LISTING

ANGUS JOURNAL

1-800-821-5478

www.angus.org/Media/About/AngusJournal.aspx

Rick Cozzitorto, *president*
Sara Reardon, *general manager*
Grant Schwader, *operations manager*

EDITORIAL

Julie Mais, *editor*, Angus Journal
Shauna Hermel, *editor*, Angus Beef Bulletin
Lindsay King, *assistant editor*, Angus Journal
Kasey Brown, *associate editor*, Angus Beef Bulletin
Heather Lassen, *special projects editor*
Jaime Albers, *graphic artist*
Mary Black, *graphic artist*
Craig Simmons, *contract designer*
Barb Baylor Anderson, *field editor*, Edwardsville, Ill.
Kindra Gordon, *field editor*, Whitewood, S.D.
Becky Mills, *field editor*, Cuthbert, Ga.
Paige Nelson, *field editor*, Rigby, Idaho
Troy Smith, *field editor*, Sargent, Neb.

ADVERTISING

Kathy LaScala, *corporate sales manager*
Doneta Brown, *account executive*
Jodi Hovden-Huff, *account executive*
Karri Mildenberger, *account executive*
Monica Ford, *graphic artist*
Jacque McGinness, *production coordinator*

PRINT SERVICES

Gail Lombardino, *director*
Abigail Engel, *coordinator*
Sharon Mayes, *coordinator*
Julie Martinez, *coordinator*
Susan Bomar, *graphic artist*
Leann Schleicher, *graphic artist*
Melinda Cordell, *proofreader*

WEB SERVICES

Andy Blumer, *team lead/developer*
Alex Blake, *digital specialist*
Bruce Buntin, *coordinator*
Lauren Hitch, *designer*

PHOTO SERVICES

Kathrin Gresham, *coordinator*
Erin Fleenor, *assistant*

BOARD OF DIRECTORS

John Pfeiffer Jr., *chairman*
Allen Moczygemba, *vice chairman*
Rick Cozzitorto, *president*
Kenny Miller, *secretary-treasurer*
James Coffey
Richard Dyar
Chuck Grove
Milke McCravy
Barry Pollard
Mitch Rouda, *industry representative*

AMERICAN ANGUS AUXILIARY OFFICERS

www.angusauxiliary.com

Leslie Mindemann, *president*
Cindy Ahearn, *president-elect*
Gina Hope, *secretary-treasurer*
Julie Murnin, *advisor*

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703

Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central); home page: www.angus.org

ADMINISTRATION

Allen Moczygemba, *CEO*
Kenny Miller, *CFO*
Chris Stallo, *COO*
Ellen Cassidy, *executive assistant*
Ladena Keuhn, *director of human resources*
Diane Strahm, *executive administrative assistant*

DEPARTMENT LEADERS

Lou Ann Adams, *director, information systems*
Tara Adwell, *director, finance*
Jerry Cassidy, *director, member services*
Christopher Engel, *director, Angus LinkSM*
Ginette Gottswiller, *director, commercial relations*
Clint Mefford, *director, communications*
Jason Kenyon, *assistant director, information systems*
Jaclyn Upperman, *director, events and education*
Brenda Weigert, *operations coordinator, member services*

COMMUNICATIONS

Rachel Robinson, *senior communications specialist*
Katy Holdener, *digital content manager*
Laura Bardot, *communications specialist*
Kaitlyn Ryan, *communications specialist*
Josh Comminellis, *video production director*
Donald Korthanke, *TV production manager*
Max Stewart, *video production specialist*
Lea Ann Maudlin, *photo coordinator*
Amber Wahlgren, *assistant*

REGIONAL MANAGERS

David Gazda, *director, field services*
(see page 172 for a complete listing)

2018 BOARD OFFICERS

Kevin Yon, *president and chairman of the Board*, South Carolina; cell: 803-622-4140; kevin@yonfamilyfarms.com • **John Pfeiffer Jr.**, *vice president and vice chairman of the Board*, Oklahoma; cell: 405-

880-0862; pfeiffer@agristar.net • **Don Schiefelbein**, *treasurer*, Minnesota; cell: 303-324-5149; dschiefel@meltel.net

2018 BOARD OF DIRECTORS

Terms expiring in 2018 — **James S. Coffey**, Kentucky; cell: 859-238-0771; james@branchviewangus.com • **Chuck Grove**, Virginia; cell: 816-390-6600; chuckgrove64@hotmail.com • **Mike McCravy**, Georgia; cell: 770-328-2047; mmcattle@yahoo.com • **Don Schiefelbein**, Minnesota; cell: 303-324-5149; dschiefel@meltel.net • **Mick Varilek**, South Dakota; cell: 605-680-2555; varilekangus@midstatesd.net

Terms expiring in 2019 — **Richard M. Dyar**, Alabama; cell: 816-390-6601; rdyar@farmerstel.com • **Dave Hinman**, Montana; cell: 406-654-4656; hinmanangus@hotmail.com • **Alan Miller**, Illinois; cell: 217-840-6935; pvfangus@gmail.com • **Jonathan Perry**, Tennessee; cell: 931-703-6330; jjperry@deervalleyfarm.com • **Barry Pollard**, Oklahoma; cell: 580-541-1022; barry@pollardfarms.com

Terms expiring in 2020 — **Jerry Connealy**, Nebraska; phone: 308-544-6552; jconnealy@gmail.com • **David A. Dal Porto**, California; cell: 925-250-5304; dplangus@aol.com • **John F. Grimes**, Ohio; home: 937-764-1198; mcfarms@cinci.rr.com; grimes.1@osu.edu • **James W. Henderson**, Texas; cell: 940-585-6171; jwhenderson@bradley3ranch.com • **Dave Nichols**, Iowa; phone: 641-369-2829; dave@nicholsfarms.biz

INDUSTRY APPOINTEES

CAB Board, Dwight 'Kip' Palmer, Palmer Food Services, New York
AGI Board, Larry Kuehn, U.S. Meat Animal Research Center, Nebraska
Foundation Board, Lamar Steiger, Bentonville, Ark.
API Board, Mitch Rouda, Farm Journal Media, Ill.

ANGUS FOUNDATION

www.angusfoundation.com

Milford H. Jenkins, *president*
Rod Schoenbine, *director of development*
Kris Sticken, *administrative assistant*

CERTIFIED ANGUS BEEF LLC

206 Riffel Rd., Wooster, OH 44691-8588; 330-345-2333; fax: 330-345-0808; www.cabpartners.com

John Stika, *president*
Brent Eichar, *senior vice president*
Tracey Erickson, *vice president, marketing*
Mark Polzer, *vice president, business development*
David MacVane, *vice president, retail*
Mark McCully, *vice president, production*

SUPPLY DEVELOPMENT DIVISION

Justin Sexten, *director*
Marilyn Conley, *administrative assistant*

Dan Moser, *president*

Stephen Miller, *director of genetic research*
Kelli Retallick, *director of genetic service*
Duc Lu, *geneticist*

Kara Lee, *production brand manager*
Leavenworth, Kan.
Paul Dykstra, *beef cattle specialist*, Chappell, Neb.

PRODUCER COMMUNICATIONS DIVISION

Miranda Reiman, *director*, Cozad, Neb.
Steve Suther, *senior editor*, Onaga, Kan.
Laura Conaway, *producer communications specialist*, DeLeon Springs, Fla.
Nicole Erceg, *producer communications specialist*

NATIONAL JUNIOR ANGUS BOARD

www.njaa.info

TERMS UP IN 2019

Sydnee Gerken, *Oklahoma, chairman*
Madison Sundsbak, *North Dakota, vice chairman*
Hayley DeHaan, *Oregon, communications director*
Dawson Dal Porto, *California, Foundation director*
Brody Fitzgerald, *Pennsylvania, leadership director*
Jera Pipkin, *Missouri, membership director*

TERMS UP IN 2020

Tyler Bush, *South Dakota*
Keegan Cassidy, *Illinois*
Caroline Cowles, *Kentucky*
Dylan Denny, *Texas*
Grady Dickerson, *Kansas*
Baxter Knapp, *Iowa*

For more detailed contact information, access the "contact" tab on the blue navigation bar at www.angus.org.