

by Mark McCully
CEO, American Angus Association



If you build it ...

This summer brought a special treat for baseball fans. The Chicago White Sox played the New York Yankees in the inaugural MLB at Field of Dreams game. The event commemorated the very popular film, “Field of Dreams,” starring Kevin Costner.

In the movie, Costner’s character follows a voice telling him to build a baseball diamond in the middle of his cornfield.

That voice spoke the now-iconic phrase, “If you build it, he will come.” The movie character had an unwavering faith in what he was being called to do, even when others doubted and ridiculed him. His passion to build a baseball field put his family in financial peril and threatened to cost them their farm. Yet he persevered.

As I rewatched the movie, I was reminded of that very same perseverance that exists across the Angus breed. Now, maybe it’s not voices that speak to you while walking around in the cornfield or pasture. More likely, it is a distinct and clear vision that directs a breeder’s steps to create Angus genetics the market might not even be asking for yet. If you build them, they will come.

I am reminded of the many pioneers in our breed through the ’50s, ’60s and ’70s who were unwavering in collecting performance records when the market wasn’t rewarding their efforts.

In fact, their cattle were even being discounted in some cases. There were breeders focused on building genetics with superior carcass traits to improve consumer satisfaction.

When others ridiculed their cattle or suggested the breeders were out of touch with the market, those breeders stayed diligent, and I’m thankful they did.


There were the early visionaries of the *Certified Angus Beef*® (CAB®) brand who knew focusing on the consumer and building a brand would eventually create an incredible pull-through demand for registered Angus seedstock. It took more than 20 years of brand-building before that vision began to play out and the market responded. If you build it, they will come.

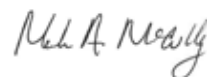
Time and time again, Angus breeders have led when it would have been much easier to follow.

They created a new conversation around the business of raising cattle — a conversation only the leading edge of cattlemen were brave enough to engage in. These breeders believed what they were doing would make a difference in the beef industry, and it has.

Today we are in the midst of fall sale season, when breeders are traveling across the country seeking genetics from breeders who have built programs focusing on maternal strength or balanced-trait selection or superior eye appeal and phenotype. Those breeders have “built it,” and the sale reports prove “they are coming.”

I am always excited to see new breeders just getting their feet wet with registered Angus cattle. They are shaping and building a vision for a herd of cattle that will someday be a destiny herd for leading breeders.

Whether you are an established breeder with an already-built plan, or a newer breeder who is still building: Stay focused. Stay committed to your vision. They will come. 



mmccully@angus.org

STAFF LISTING

ANGUS JOURNAL®

816-383-5100
www.AngusJournal.net

Brett Spader, *president*

EDITORIAL

Julie Mais, *editor*, Angus Journal
Shauna Hermel, *editor*, Angus Beef Bulletin
Miranda Reiman, *senior associate editor*, Cozad, Neb.
Megan Silveira, *assistant editor*, Angus Journal
Kasey Brown, *associate editor*, Angus Beef Bulletin
Heather Lassen, *special projects editor*
Jaime Albers, *graphic artist*, Angus Journal
Mary Black, *graphic artist*, Angus Beef Bulletin
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

Jacque McGinness, *advertising team leader*,
circulation coordinator
Kathy LaScala, *corporate sales manager*
Glenna Schantz, *coordinator*
Kaysie Wiederholt, *coordinator/graphic artist*
Monica Ford, *graphic artist*
Melinda R. Cordell, *proofreader*

PRINT SERVICES

Gail Lombardino, *print media team leader*
Sharon Mayes, *senior coordinator*
Julie Martinez, *coordinator*
Rayne Wilson, *coordinator*
Julie Murnin, *coordinator/graphic artist*
Jenna Kauzlarich, *coordinator/graphic artist*
Susan Bomar, *graphic artist*
Leann Schleicher, *graphic artist*
Brianna Weiberg, *photo coordinator/proofreader*
Ashley Petty, *assistant coordinator/proofreader*
Rachel Witt, *assistant coordinator/proofreader*

WEB SERVICES

Andy Blumer, *web services team leader*
Bruce Buntin, *coordinator*
Lauren Hitch, *designer*
Mike Nolting, *frontend developer*

DIGITAL SERVICES

Alex Blake, *digital marketing team leader*
Max Stewart, *senior creative manager*
Mackenzie Brewer, *digital coordinator*
Bailey Cole, *marketing coordinator*

PHOTO SERVICES

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

BOARD OF DIRECTORS

Jerry Connealy, *chairman*
Mark McCully, *vice chairman*
Kenny Miller, *secretary-treasurer*
James Coffey
Richard Dyar
Smitty Lamb
Jonathan Perry
Darrell Stevenson
Bob Bruncker, *industry representative*

AMERICAN ANGUS AUXILIARY OFFICERS

www.angusauxiliary.com

Pam Velisek, *president*
Deanna Hofing, *president-elect*
Julie Conover, *secretary-treasurer*
Gina Hope, *past president*

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

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

Mark McCully, *CEO*
Lou Ann Adams, *CIO*
Kenny Miller, *CFO*
Martha Greer, *coordinator of board relations*

DEPARTMENT LEADERS

Tara Adwell, *director, finance*
Jerry Cassidy, *director, member services*
Jennifer Erickson, *director, human resources*
Ginette Gottswiller, *director, verification services*
Troy Marshall, *director, commercial industry relations*
Holly Martin, *director, communications*
Esther McCabe, *director, performance programs*
Thomas Medsker, *director, information systems*
Jaclyn Upperman, *director, events and education*

COMMUNICATIONS

Sharla Huseman, *communications manager*
Jera Pipkin, *communications specialist*
Briley Richard, *communications specialist*
Peyton Schmitt, *communications specialist*
Whitney Whitaker, *communications specialist*
Josh Comminellis, *video production director*
Donald Korthanke, *TV production manager*
Lea Ann Maudlin, *photo coordinator*
Amber Wahlgren, *assistant*

REGIONAL MANAGERS

David Gazda, *director, field services*
(see page 102 for a complete listing)

2021 BOARD OFFICERS

David A. Dal Porto, *president and chairman*
of the Board, California; cell: 925-250-5304;
dplangus@aol.com
Jerry Connealy, *vice president*; Nebraska;
phone: 308-544-6552; jsconnealy@gmail.com
Chuck Grove, *treasurer*; Virginia;
phone: 816-390-6600; chuckgrove64@hotmail.com

ANGUS FOUNDATION

www.angusfoundation.org

Thomas Marten, *executive director*
Kris Sticken, *administrative assistant*

CERTIFIED ANGUS BEEF LLC

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

John Stika, *president*
Brent Eichar, *senior executive vice president*,
operations and finance
Bruce Cobb, *executive vice president, production*
Tracy Erickson, *executive vice president, marketing*
Steve Ringle, *executive vice president, business*
development

NATIONAL JUNIOR ANGUS BOARD

www.njaa.info

TERMS UP IN 2022

Alex Cozzitorto, *Kansas, chairman*
Eric Schafer, *Illinois, vice chairman*
Josh Jasper, *Kentucky, foundation director*
Garrett Schuering, *Missouri, events director*
Cutter Pohlman, *Texas, education director*
Walker McDermott, *Iowa, communications director*

TERMS UP IN 2023

J. Gordon Clark, *Virginia*
Kathryn Coleman, *California*
Avery Dull, *Maryland*
Kinsey Crowe, *Ohio*
Marcie Harward, *North Carolina*
Nicole Stevenson, *Montana*

2021 BOARD OF DIRECTORS

Terms expiring in 2021 — Jim Brinkley, *Missouri*;
phone: 660-265-5565; brinkleyangus@nemr.net
• 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 • Mick Varilek,
South Dakota; cell: 605-680-2555; varilekangus@
midstatesd.net

Terms expiring in 2022 — Richard M. Dyar,
Alabama; cell: 816-390-6601; rdylar@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; jpperry@
deervalleyfarm.com • Barry Pollard, *Oklahoma*; cell:
580-541-1022; barry@pollardfarms.com

Terms expiring in 2023 — Mark Ahearn, *Texas*;
cell: 972-742-7789; tmranch@aol.com • Smitty Lamb,
Georgia; cell: 229-646-4785; smittylamb@hotmail.
com • Charles Mogck, *South Dakota*; cell: 605-
661-4562; mogckcl@gwtc.net • Darrell Stevenson,
Montana; cell: 406-350-5443; stevenson.darrell@
yahoo.com • Gerald Theis, *Kansas*; cell: 913-683-0775;
jerrytonyatheis@gmail.com

INDUSTRY BOARD MEMBERS

CAB Board, Dwight 'Kip' Palmer, *Palmer Food*
Services, New York
Angus Foundation Board, *vacant*
API Board, Bob Bruncker, *Kansas City, Mo.*

AT LARGE

Angus Foundation Board, Margaret Duprey,
Wellington, Fla.
Angus Foundation Board, Tom McGinnis,
Shelbyville, Ky.

ANGUS GENETICS INC.

www.angus.org/AGI/

Kelli Retallick-Riley, *president*
Duc Lu, *geneticist*
André Garcia, *geneticist*