

Out of the Foxhole

After 23 years, Doneta Brown retires from her position as advertising account executive.

by Megan Silveira, assistant editor

For nearly a quarter of a century, one face has been recognized by many as a reliable touch point for Angus breeders working with the Angus Media.

Since her first day on the job at the American Angus Association in Saint Joseph, Mo., Doneta Brown's love for the faces behind each herd of black-hided cattle has been apparent to all. Upon her retirement

in November, Brown's involvement in the Angus advertising world may be coming to an end, but her passion for the cattle industry will remain.

As the advertising account executive, Brown has been a constant presence for sale managers, Angus breeders and regional managers for 23 years — every month of the year.

"I work with everyone who wants to advertise in either the *Angus Journal* or the *Angus Beef Bulletin*," Brown explains of the position. "I make sure space is reserved, gather the information for each ad file and put it into production."

Angus through and through

Brown grew up on a farm near Stanberry, Mo. With a feed salesman for a father, she was introduced at an early age to the work required on a farming or ranching operation.

After attending Northwest

Missouri State University to major in fine arts and history, Brown found herself drawn back to the agriculture industry. Joining the Angus Media team, she knew she had come back home.

Working with the Angus breed's publications in an advertising sense kept Brown on her toes. The work is fast-paced and demanding, but she says she wouldn't have had it any other way.

"I enjoy working behind the scenes to help the people that have put their trust in our services," she says.

Brown is described by her coworkers as a hard worker dedicated to the Angus family.

"Doneta is a driving force within Angus Media," says Brett Spader Angus Media president. "She is always looking to better the team around her with her experience and dedication to the Angus breed. Employees like Doneta and their service are the reason Angus Media continues to lead the industry in livestock marketing."

Jacqueline McGinness, advertising team lead, joined Angus Media team 24 years ago, a few short months before Brown. McGinness says Brown has been just as much of a friend as a coworker.

"My favorite part about working with her was everything," McGinness

says with a smile. "She was always easy to work with."

With families both tied to the military, McGinness says she and Brown had a saying.

"We used to tell each other that when the going got tough, you can be in my foxhole," she explains.

Their playful phrase is just one of many memories McGinness can share of her time working alongside Brown. She says Brown consistently proved to be resourceful, dedicated and creative during her time at Angus Media.

Brown has plans to make the most of her retirement. As she steps out of the foxhole for the final time, Brown says she looks forward to spending time with her family — particularly her grandchildren — and returning to her art studio.

"Breeders have always appreciated her work ethic, experience and ability to get the job done," Spader says. "We at Angus Media, as well as those breeders who make up our business, will greatly miss the very important role Doneta has played for us over the last 23 years."

Echoing the thoughts of others in the office, McGinness says she is sad to see Brown retiring. McGinness will miss her sense of humor and determination, adding the entire office will be losing a great wealth of knowledge and a friend. 

