

Legacy of Leading



The Meier family has a long commitment to the Angus breed and to the Missouri Angus Association.

Story & photos by *Bridget Beran*, editorial intern

In the Meier family, leadership isn't just encouraged, it's practiced. Brian Meier followed in his father's footsteps to serve as Missouri Angus Association president. Brian is the fourth generation of his family to reside on their farm near Jackson, Mo. After his grandparents bought a registered-Angus calf for his father's 4-H project, the family love of the Angus breed blossomed.

These days, Brian manages Butch's Angus with his parents, Paul "Butch" and Eileen

Meier. With 250 cows, almost all calving in the fall, as well as row-cropping and hay, they keep busy.

"There's something to do every day," Brian says. "Down in southeast Missouri, fall calving seems to work well. It fits with our schedule and, in our area, the majority of people are calving in the fall."

Also on the Meier family team is Brian's wife, their three children and his brother, Greg, and his family. While Greg is often

► **Left:** Brian and Paula Meier have instilled a love of Angus cattle in their children.

busy doing embryo transplant work across the country, Brian says it's been helpful to have him living on the south place.

With his oldest child, Josey, now eligible to show, the Meier family attended their first National Junior Angus Show since Brian's days as a junior member.

"She's really excited. I got to attend just about all of them when I was her age, and it'll be a good experience for her and for our younger kids, as well," Brian says.

Making the time to lead

Active throughout his junior days, Brian reflects fondly on attending state and national Angus shows, as well as the Leaders Engaged in Angus Development (LEAD) conference. Those old lessons in leadership stuck with him to his current post. He served as the president of the Missouri Angus Association (MAA) in 2014 and considered it an important part of being dedicated to the breed and the association.

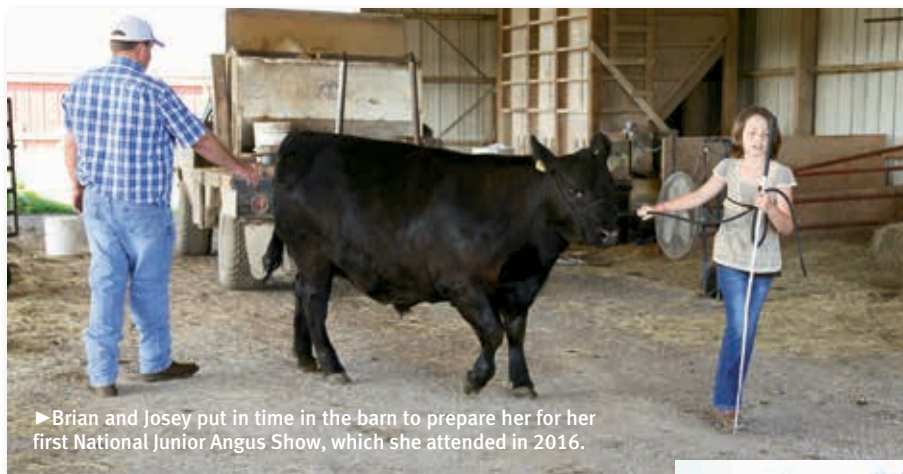
"Someone has to be willing to put in the time and work, and it was a good experience," Brian says. "I have always thought a lot of the MAA and the work it does. It's benefitted me and our members across the state. If I wasn't willing to give back to help it succeed, there wasn't much use in being a member."

Though serving as president came with a time commitment, it was important work to Brian. He says the MAA has benefitted from their working relationship with the American Angus Association, especially through the state's past and present regional managers.

"We have had some awfully good regional managers over the years. These past four that I have worked with, in my opinion, have been some of the best regional managers that the Association has ever hired," Brian says. "They're always a phone call away for anybody, and they've helped our state association out immensely over the years."

As far as the state association is concerned, giving back to its members is of utmost importance. Especially for junior members, the MAA tries to go above and beyond to assist and encourage involvement in the Angus breed. The MAA hosts several shows and gives out several scholarships through the Angus Foundation. The Junior Angus Academy has been a highlight of the MAA's youth engagement over the past few years. A few junior members from the state are selected to participate in tours across the state, similar to the Beef Leaders Institute on a state level.

For adult members, the MAA's staff



► Brian and Josey put in time in the barn to prepare her for her first National Junior Angus Show, which she attended in 2016.

are interested in coming back to the ranch, I hope we can make a spot for them to return to this. I love it, and I hope that's something they will share."

It only takes a glance into the barn as Brian helps Josey practice with her show calves to see that the Angus bug has definitely been passed down to the next generation. **AJ**

Editor's Note: Bridget Beran was the summer 2016 publications intern for Angus Media.

► **Below:** Butch's Angus started out with a 4-H project but has grown into a multigenerational passion.

member who helps handle the magazine travels to sales and assists with marketing cattle is quintessential to the success of the association and its membership.

Serving as the MAA president was no walk in the park, and Brian says it was something he wanted to do correctly.

"If you think it's going to take a certain amount of time to fulfill the duties in the correct way, just take a step back and triple that," Brian advises prospective presidents.

Still, he says the experience was a positive one, and he's optimistic about the future of the Angus breed and for his family at Butch's Angus.

"I hope to see Angus cattle continue to prosper into the future, long past my time," Brian says. "As far as us here at Butch's Angus, hopefully we'll continue to grow in the future. Maybe, if my kids

