

Angus Names Director of Member Services

Jerry Cassady leads membership efforts for the American Angus Association.

by **Crystal Albers**, director of communications

Illinois-native Jerry Cassady brings more than 20 years' experience promoting the Angus breed and marketing seedstock cattle to his new role as the American Angus Association's director of member services, which began March 1. Cassady leads the team of member service representatives in Saint Joseph, Mo., and continues to grow relevance for the organization's programs and services.

Cassady isn't a new face to the American Angus Association. He served as a regional manager in the Midwest for many years, during which time he developed a keen knowledge of the organization and administered rules and policies.

"Jerry is a perfect fit for his new role, with his experience as a regional manager and vast understanding of the Angus breed and member needs," says Allen Moczygemba, Association CEO. "He has a genuine appreciation for Association members and a drive to continue to provide breeders with the high-quality service they deserve from their organization."

Cassady first joined the Association in 1992, representing the states of Illinois, Indiana, Michigan and Wisconsin. Most recently, Cassady ran his own sales consulting company, JC Marketing, out of Bloomington, Ill. Previously in his career, he also served as an instructor at Joliet Junior College, where he taught animal science and coached the livestock and meats judging teams.

"Our members are the heartbeat behind every program and service at the American Angus Association, and I am honored to be returning to a team that does so much for breeders, day-in and day-out," Cassady says. "The Association's member services staff is second to none in the cattle business, and I look forward to playing a role in continuing that level of quality for years to come."

Cassady earned a bachelor's degree in

animal science from Illinois State University in 1983. Three years later, he completed

his master's degree in animal science from Southern Illinois University, where his research focused on economically important traits in performance-tested bulls.

A native of central Illinois, Cassady was raised on his family's grain and livestock farm.

He was active in 4-H and FFA, showing cattle on the state and national levels.

Cassady has two children, Kody and Keegan, who've been active in the National Junior Angus Association (NJAA). His family also includes wife Ellen and stepsons Elliott, Chet and Evan.

For more information about Angus cattle and the American Angus Association, visit www.angus.org.



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Jerry Cassady

