

# Longtime API Leader to Retire

Cheryl Oxley announces retirement after more than three decades.

by **Crystal Albers**, assistant director of communications and web editor, American Angus Association

**C**heryl Oxley has spent the last 30 years in the offices of Angus Productions Inc. (API), managing production of the cornerstone *Angus Journal* and meticulously overseeing advertising and other API services. On April 30, however, the retiring livestock publishing veteran will exit the doors of the Saint Joseph, Mo., headquarters for the last time in that capacity.

“Working closely with the API team, managing the production aspects of the *Angus Journal* and watching it grow has been a memorable life experience,” Oxley says. “I love our magazine, and I’m proud to have been a part of API’s many accomplishments.”

Oxley began her career at API in 1979 as a typesetter for the first issue of the *Angus Journal* under ownership of the American Angus Association. Working long days and late nights with the small magazine crew, she subsequently earned a position as advertising and production manager and helped steer the organization through significant changes — the transition from cut-and-paste to desktop

publishing; acquisition of the *Angus Beef Bulletin* and its development as an advertising medium; introduction of the Special Services Department, which now produces more than 600 pieces per year; and development of the Web Services Department, offering web site design, hosting and other online services.

Terry Cotton, API general manager, says Oxley met each challenge with professionalism and a sincere commitment to Association members.

“Cheryl has been with us through both the peaks and valleys of a fluctuating publishing industry,” Cotton says. “She’s juggled ad rates, paper costs, postal rates and printer demands, all while meeting personnel and customer needs — and she’s done it with poise. She’s been an integral part of API and the livestock publishing business.”

Oxley was a contributing member of the Livestock Publications Council (LPC), serving as its president from 1995-1996 after spending 13 years on its board of directors. She also served on the committee

that developed the annual Agricultural Publications Summit (later renamed the Agricultural Media Summit).

“Cheryl has helped raise the bar in ag communications,” Shauna Hermel, API editor, says. “Our members see the quality products she has published on a regular basis, but they may not realize how central a role she has played in the livestock publications industry. She has fostered numerous networking opportunities with our media peers and with the young ag communications professionals entering the industry, making the whole industry better.”

LaVera Spire, circulation and billing manager, has been named advertising and production manager, effective April 30. Spire began her career at Angus in the Association’s Public Relations Department. She transferred to the *Angus Journal* in 1982 to become advertising coordinator. After a brief departure, she returned to API in December 1999 to lead the Circulation Department.

