

Personnel Changes

American Angus Association, Angus Productions Inc.

hire five, promote two.

by *Carrie Heitman*, communications coordinator

The American Angus Association and Angus Productions Inc. (API) announce the hiring of four regional managers and a director of Creative Media, as well as the promotion of two others. Jeff Mafi, Coyle,

Okla.; Jay Nordhausen of Grant, Neb.; Jake Troutt of Emmett, Idaho; and Casey Jentz, Belleville, Wis., will serve as regional

managers for the Kansas and Oklahoma; Colorado and Nebraska; Northwest; and Great Lakes territories, respectively. Becky Terry is API's new director of Creative Media. Ginette Kurtz is now director of commercial programs, and Jason Kenyon is director of information systems (IS).

Jeff Mafi

The regional managers will play a significant role in helping Association members identify herd goals, learn new programs and services, and grow into the future. As regional managers, they will represent the Angus breed at various cattle events, sales, shows and other activities. Breeders are encouraged to ask



Jeff Mafi

them questions about Association programs and services, or for help in locating Angus seedstock. They can also advise producers on marketing opportunities available through the Association, including advertising through the *Angus Journal* and other avenues.

Bringing years of experience in the purebred business to the Angus breed, Mafi is the new regional manager for Kansas and Oklahoma.

"Jeff's wealth of experience lends itself well to connecting with Angus breeders and their commercial customers, sharing information on the latest programs, and genuinely helping them move their herds forward," says Bryce Schumann, Association CEO.

A native of Oklahoma, Mafi graduated from Oklahoma State University (OSU) with a bachelor's degree in animal science and a master's degree in meat science.

He previously served as senior herdsman for the OSU Purebred Beef Cattle Center in Stillwater, Okla. For nearly eight years, his general responsibilities included managing genetic selection and breeding for all females, developing bulls for registered and commercial breeders, and managing the annual production sale.

Throughout his time in the business, Mafi has served as a member of the OSU Animal Science Alumni Association Board of Directors, was a past president of the Intercollegiate Livestock Judging Coaches Association, and an instructor for the Michigan State University Department of Animal Science.

He is an active member of the Oklahoma Angus Association.

"It's a tremendous honor to be part of the American Angus Association," Mafi says. "I truly look forward to getting started, meeting the producers in my area and learning how I can best serve them in my new role."

Contact Mafi at jmafi@angus.org or 405-269-6387.

Jay Nordhausen

Nordhausen is the new regional manager for Nebraska and Colorado.

"Jay will be an outstanding asset for Angus breeders across the Midwest," says Schumann of the talented young professional. "His previous experience is a solid foundation for this new role, and I encourage breeders to reach out to him for the latest in



Jay Nordhausen

programs and services from the Association."

A native of Nebraska, Nordhausen graduated from the University of Nebraska-Lincoln (UNL) with a bachelor's degree in animal science, and a master's degree in

animal science and agricultural leadership. He served as a livestock buyer and broker at Wright Livestock Inc. in North Platte, Neb., where his responsibilities included buying and selling feeder cattle and bred cattle, and coordinating delivery dates and trucking accommodations between buyers and sellers.

Nordhausen served as the interim head livestock judging coach at UNL for the 2012-2013 year. He coordinated the Nebraska State FFA livestock judging contest for 575 contestants.

"The Angus breed and the Association mean a great deal to the beef business," Nordhausen says. "I look forward to being part of that tradition, and working with Angus cattlemen and their customers in my area."

Contact Nordhausen at jnordhausen@angus.org or 308-289-1548.

Jake Troutt

A native of the northwestern United States, Troutt is the new regional manager for Oregon, Washington and Idaho.



Jake Troutt

about the latest programs and services from the Association."

Troutt graduated from OSU with a bachelor's degree in animal science, with a focus on livestock merchandising. He has been working in the auction business for Troutt and Sons Auctioneers since 2006, and has had summer internships with Agri Beef Co. in Liberal, Kan., and Blue Sage Acres Ranch in Emmett, Idaho.

Troutt was a member of the livestock judging team at Northeastern Junior College in Sterling, Colo., and at OSU in Stillwater, Okla.

"I feel blessed to have been given this great

ANGUS
THE BUSINESS BREED

opportunity,” Troutt says. “I couldn’t be more excited to be able to serve the Angus breeders and cattlemen in my region.”

Contact Troutt at jtroutt@angus.org or at 208-921-6774.

Casey Jentz

Casey Jentz is regional manager for Illinois, Indiana, Michigan and Wisconsin. Jentz has been involved with Angus cattle for many years, including leadership roles through the National Junior Angus Association (NJAA).



Casey Jentz

“Because of his proven experience and enthusiasm for the Angus breed, Casey will be an

excellent regional manager for Angus breeders and their customers,” says Schumann. “We look forward to his future accomplishments in the territory.”

A native of Fennimore, Wis., Jentz is a May 2006 graduate of the University of Wisconsin–Madison (UW–Madison) with a bachelor’s degree in animal science. While in college, Jentz was vice chairman of the National Junior Angus Board and served as club president of Saddle and Sirloin.

He grew up on his family’s registered-Angus operation, Lone Willow Acres, and most recently was herd manager of Markhardt Land and Cattle. He previously served as a beef territory manager for Animart, an animal health company.

“The Angus breed is more than a breed of cattle; it’s a community,” Jentz says. “It is a privilege to serve our members as a regional manager. I’m eager to get started and become better acquainted with cattlemen in my area.”

Contact Jentz at cjentz@angus.org or at 608-234-1998.

Ginette Kurtz

As the director of commercial programs, Kurtz will focus on commercial cattle producers who rely on Angus genetics. She will be responsible for finding new and creative ways to interact with commercial cattlemen and provide them with invaluable programs and services.

“Commercial cow-calf producers are an essential part of the beef industry,” Kurtz says. “By providing them the tools they need to be successful, their decision to invest in Angus genetics becomes much stronger, gaining trust for the breed for generations to come.”

Kurtz has served many roles throughout

her 20 years with the Association. She started in the *Angus Journal* and transitioned to the Association in 2004,



Ginette Kurtz

helping establish AngusSource® as a trusted verification program monitored by the USDA. Today, Kurtz manages the growing AngusSource Genetic program, which documents the marketing and genetic value of Angus-sired calves.

“Ginette’s strong diversified farming background offers a great perspective into the commercial cattle business,” says Schumann. “She understands what works on the farm and ranch, and will be a terrific asset as we further develop services for our commercial partners.”

Kurtz will continue to work with Association regional managers, other staff and registered-Angus breeders to provide commercial cattlemen the tools needed for success in today’s changing marketplace. She will focus on enhancing current services, as well as communicating the value of recordkeeping, marketing and proper cattle identification.

That includes the promotion and daily operations for the AngusSource Genetic program and the Custom Cattle Tags website, which offers cattlemen cost-efficient options for purchasing ear tags and related accessories. She will also find innovative ways to educate commercial cattlemen on how to utilize Association programs and services to benefit their operations.

Kurtz and her family have been farming in Clarksdale, Mo., for four generations. They grow corn and soybeans and have a commercial-Angus cow herd.

Jason Kenyon

As director of IS Kenyon brings nearly 20 years experience in computer programming and management to the Association, which is constantly incorporating new technologies to improve service for its members.

“Technology is always evolving, and [that] will not slow any time soon,” Kenyon says. “I look forward to the new opportunities that arise and how we can apply those tools to help our members have everything they need at their fingertips — from cattle evaluation data to genetic test results.”

Kenyon joined the Association in 2005 as an IS team member to help overhaul the internal database system and Association websites to adapt to the latest technology.

Since that time he has been involved in many other key initiatives, including the launch of the weekly National Cattle Evaluation (NCE), the Angus Mobile smartphone app and the programming power behind genetic data reporting from Angus Genetics Inc. (AGI).

“The user-friendly tools our members enjoy today are thanks to dedicated professionals, like Jason, who understand how to integrate innovative technology into the cattle business,” says Schumann. “As these opportunities continue to grow, Angus programs and service will only be stronger.”



Jason Kenyon

Kenyon will lead the IS team at the Association and focus on enhancing

both internal and external tools and applications to better serve Angus breeders and their customers. Looking long-term, he hopes to automate processes to achieve faster turnaround times, improve user experience online and evolve programming to meet member needs.

“When I first joined the Angus team, I was amazed at the amount of data we track and how we apply that information,” Kenyon says. “It is on par with what I’ve seen in my previous career experiences, including healthcare, in terms of the amount of data and the complexity of the process.”

Kenyon worked seven years with Western Auto in Kansas City, and then spent six years with United Health Group, starting as a senior software developer and moving up as a team lead over internal systems. He and his family have spent the last four years in Austin, Texas, and are relocating to Kansas City.

Together with his wife, Kathi, they have four children, Ashley, Austin, Hunter and Emily.

Becky Terry

As director of creative media, Terry will be primarily focused on spearheading the Association’s annual convention and trade show; overseeing API’s efforts to strengthen brand cohesion, marketing and cross-channel audience engagement; and leading its business-development efforts.

“Becky brings to API a wealth of expertise not only in breed association communications and advertising, but also has a successful career in allied industry, working on some of the most successful brand-building, advertising and marketing

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programs in the beef industry,” says API General Manager Eric Grant. “We are excited about her joining our team and the positive



Becky Terry

impacts she’ll have on the breeders we serve.” Terry possesses nearly two decades of experience in ag communications, marketing and advertising. She served as manager of advertising and creative services for *Hereford World*, as well as publications manager for the North

American Elk Association. She owned and operated Showboat Graphics for 11 years, a company that provided graphic design, advertising consultation and marketing for more than 20 companies, including API.

In 2010, she joined Osborn Barr as account supervisor. In this capacity, she worked closely with Merck Animal Health and other clients in the development and execution of marketing and advertising campaigns. She was directly responsible for event planning and execution for last year’s Cattle Feeders Business Summit and Cattle Feeders Hall of Fame, as well as the recent Vista® vaccine new product launch meetings. Terry was instrumental in

founding the Cattle Production Veterinarian Hall of Fame and leading its annual awards program.

Terry also led national trade show initiatives to maximize client presence and sponsorships at National Cattlemen’s Beef Association Trade Show and Convention, World Dairy Expo, American Association of Bovine Practitioners and World Pork Expo. A native of Kansas, Terry resides with her family in Winchester, Kan. She is a graduate of Kansas State University, holding a degree in agricultural business.

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Editor’s Note: *Compiled from multiple news releases by the American Angus Association.*

