

# Angus Announces Summer Interns

by **Carrie Gilliam and Katie Gazda**

The American Angus Association welcomes two interns to its Saint Joseph, Mo., headquarters this summer.

**Carrie Gilliam**, Washington, Kan., is the 2011 public relations and communications intern. She will assist the department by writing press releases and video scripts, editing and designing Angus literature, publicizing Angus events, taking photos and assisting with social media. Gilliam will also attend the National Junior Angus Show (NJAS) in Harrisburg, Pa.

"This summer will allow me to develop my communication skills while helping an industry I grew up in," Gilliam said.

"Carrie is sure to be a valuable asset this summer as we continue to expand our communications and PR efforts with members, commercial cattlemen and others in the beef industry," says Eric Grant, American Angus Association director of communications and public relations. "She has a strong work ethic and knowledge of the cattle business that complements our print, web, television and social media presence. We look forward to having her on board this summer."

Gilliam is a family member of the G&G Angus Cattle operation and is a recent graduate of Kansas State University with a bachelor's degree in agricultural communications and journalism. While on campus she served as the College of

Agriculture Student Council president, a member of the horse judging team, assistant editor for the *Agriculturalist* magazine and an editor for the Kansas State Collegian.

After completing the internship, Gilliam hopes to stay active in the agriculture industry through a livestock publication or entity.

The American Angus Association announces **Emily Moore**, Jerseyville, Ill., as its junior activities summer intern. She will assist with the planning and execution of National Junior Angus Association (NJAA) shows and events, including the NJAS and the Leaders Engaged in Angus Development (LEAD) Conference.

"The internship will be a good learning experience," Moore said. "I am excited to meet new people and develop my communication skills."

Moore is a third-generation Shorthorn breeder, and her family has raised cattle for more than 60 years. She attends the University of Illinois and will receive her bachelor's degree in agricultural communications next year. She serves as the National Junior Shorthorn Association secretary and is on the University of Illinois livestock judging team.

"Emily is going to be a great asset to the Junior Activities Department this summer," said Robin Ruff, director of junior activities. "She has a strong background in the beef industry and a passion for livestock."

In the future Moore hopes to own a full-service livestock advertising agency.

## API adds two

Angus Productions Inc. (API), Saint Joseph, Mo., is pleased to announce the addition of two interns to its staff this summer.

**Katie Gazda**, Athens, Ga., will intern with the Editorial Department. During the summer she will be responsible for contributing to the *Angus Journal*, the *Angus Beef Bulletin*, the *Angus Beef Bulletin EXTRA* and the Angus e-List. She will also attend a variety of industry events and conferences.

"I am really looking forward to applying the skills I've acquired from school to the real world," Gazda says. "I'm also looking forward to learning from actual real-world situations."

In the fall, Gazda will be a senior at the University of Georgia (UGA) where she is pursuing a degree in agricultural communication. On campus, Gazda serves as a College of Agricultural and Environmental Sciences ambassador, and she is active in the UGA Block and Bridle Club and UGA Panhellenic. She is a past intern of the National Cattlemen's Beef Association (NCBA) Cattle Industry Annual Convention & NCBA Trade Show.

Her experience in the beef industry includes raising and showing Angus cattle and working on her family's farm, Gazda Cattle Co. She has been involved in the NJAA and the Georgia Junior Angus Association for 13 years and served as the 2009 Miss American Angus. She is the daughter of David and Carolyn Gazda.

Upon graduation, Gazda plans to attend graduate school in public relations or journalism. After receiving a master's degree, she hopes to pursue a career in agriculture.

"The Angus industry has been instrumental in making me the person I am today," Gazda explains. "I am confident that my summer with API will help to shape me into the professional I hope to be in the future."

**Brandi Kapfer**, Memphis, Mo., will intern with the Web Services Department. In this capacity, Kapfer will assist in updating web pages, posting sale books online and finding ways to improve current breeder sites. She will also be an asset in the development of new projects throughout the summer.

Kapfer is a 2011 graduate of Northwest Missouri State University (NWMSU) where she received a bachelor's degree in interactive digital media, an interdisciplinary degree with an integrated curriculum from the departments of computer science, mass



PHOTO BY CRYSTAL YOUNG

►Joining the Angus staff this summer in Saint Joseph, Mo., are (from left) Katie Gazda, Carrie Gilliam, Emily Moore and Brandi Kapfer.

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communications and fine arts. On campus, she was active in DigEM, Knacktive and the Sigma Society.

Kapfer plans to pursue a career in web design and development in the future. She is the daughter of Linda Brown and Stephen Kapfer.

“I hope to use this internship to gain experience in web development,” says Kapfer. “It’s what I want to do, and I enjoy doing it.”



## Katie Allen Joins Angus Foundation

The Angus Foundation announces Katie Allen as its marketing and public relations assistant. Allen joined the American Angus Association’s not-for-profit affiliate in June.

A Missouri native, Allen’s responsibilities will include the development and implementation of marketing and public relations initiatives, and production of the Angus Foundation’s annual report, newsletter and website. She will also identify and create new methods in print and electronic media for the Angus

Foundation to recognize donors, and plan and market events.

“Katie is a very talented and qualified agricultural communications professional with an impressive portfolio of achievements and accomplishments,” said Milford Jenkins, Angus Foundation president.

Allen developed a keen appreciation for farming and ranching while growing up on her family’s beef cattle and crop operation in Marceline, Mo., Jenkins said.

Allen is a 2008 University of Missouri

graduate, with a degree in agricultural journalism and minors in animal science and agricultural economics. In 2010 she received a master's degree in agricultural communications from Texas Tech University.

Her experiences during her undergraduate studies include serving as the "Farm Report" television anchor for KOMU-TV 8 and serving as a radio news reporter for KBIA-NPR and *Brownfield Ag News*. She has freelance writing experience with *Missouri Ruralist*, *Cattlemen's News*, *Missouri FFA Today*, *Missouri Beef Cattleman*

and *Today's Farmer* magazines. Allen also served as an event intern for the National Cattlemen's Beef Association (NCBA).

While completing her master's degree, she researched topics relating to food safety, country-of-origin labeling and the use of social media. Allen also worked as an assistant instructor for agricultural communications and taught undergraduate Web design and public relations courses.

Allen has been recognized nationally with the Livestock Publications Council's Forrest Bassford Award, ACT Writing Award

of Excellence and was a Mizzou '39 Award Winner, which is given to the top 39 seniors each year at the University of Missouri.

"With Allen's proven marketing and public relations skills, education and enthusiasm for the future of the beef cattle industry, she will play an important role in reaching the Foundation's Vision of Value: Campaign for Angus fundraising goal of raising \$11 million by Dec. 31," Jenkins said. "We look forward to working with Katie as we welcome her to Team Angus."

