

Association Announces New Roles

Eric Grant, Crystal Young and Shelia Stannard accept new positions.

Eric Grant has been appointed director of public relations for the American Angus Association. In this capacity, he will oversee the Association's advertising, public relations and communications programs.

Grant is a 24-year veteran in agricultural communications, public relations and advertising. "For more than two decades, Eric has been an advocate of rural America and rural Americans," Bryce Schumann, Association CEO, says. "We look forward to taking a more aggressive and innovative approach to public relations, advertising and communications. We believe Eric's ideas, energy and execution will help accomplish this and strengthen the position of the Angus breed."

During the last two decades, Grant served as assistant editor for the National Cattlemen's Association, senior contributing editor for *Farm Journal/Beef Today*, and contributing editor for the *American Cowboy* and *Range* magazines. He has written for the *Angus Journal* for more than 10 years. His award-winning photography and articles have appeared in more than 100 publications around the world.

A native of Colorado, Grant formed Wahoo! Productions in the mid-1990s. Wahoo provided marketing and advertising consultation to a wide array of clients, including Pfizer Animal Health, Sotheby's International and DuPont Agricultural Products. He also served Path-Wise Corp., a San Francisco-based company developing online auctions and other e-commerce applications.

Grant joined the Association in 2007 as manager of Creative Media, a division of Angus Productions Inc. (API), specializing in video, photography and marketing communications for producers and agricultural companies.

Most recently, Grant produced *I Am Angus*, a documentary series that tells the stories of people whose lives are shaped by Angus cattle and the *Certified Angus Beef*® (CAB®) brand.

A graduate of Bethany College, Lindsborg, Kan., Grant lives in Saint Joseph, Mo., with his wife, Patti. They have two sons, Ryan and John.

Crystal Young

Crystal Young has been appointed assistant director of public relations for the American Angus Association. In this capacity, she will be responsible for conducting many of the Association's public relations and advertising efforts. Her new responsibilities began Aug. 1.

Young joined API in 2008 as the coordinator of Creative Media, working with clients to develop marketing and communication strategies, photography and video.

A 2007 graduate of Kansas State University (K-State), Young holds dual degrees in agricultural communications and journalism and animal science and industry. While at K-State, she was a member of the livestock judging team and editor for the *K-State Agriculturalist*.

"We are excited about Crystal becoming a member of our public relations team," Schumann says. "During the last two years, Crystal's work with cattle producers and agriculture companies has had a tremendous impact on their businesses. Her organizational abilities, combined with her creative drive and knowledge of the industry, will no doubt have a long-lasting and beneficial impact on the Angus business."

Most recently, Young co-produced *I Am Angus*.

A native of Alberta, Canada, Young's

family owns and operates a purebred Simmental operation.

Shelia Stannard

Shelia Stannard has been named Association director of activities and events. She assumed her new responsibilities Aug. 1. Stannard has been with the Association nearly 11 years, starting as assistant director of public relations and most recently serving as director of communications and events.

As director of activities and events, Stannard will continue planning educational and leadership events for the membership, including Cattlemen's Boot Camps, Beef Leaders Institute (BLI), the National Angus Conference & Tour and the Annual Convention. She will coordinate the Association's participation in open shows and oversee the Roll of Victory (ROV) show program.

"Shelia brings a wealth of attention to detail and organizational skill to this position," Schumann says. "She is familiar with all Association programs and services and the diversity of our membership. She will continue to be a tremendous asset as her role at the Association evolves."

Stannard is a western Nebraska native and a graduate of K-State, with a bachelor's degree in agricultural journalism and animal science. During her tenure at the Association, she has been instrumental in developing educational programs such as the BLI, Cattlemen's Boot Camps and Angus Leaders' Boot Camps.

She also managed the conversion of the Communications Department from film to digital media. She recently completed nine years on the advisory board to the National Junior Angus Association (NJAA) Board of Directors and was inducted into the Honorary Angus Foundation in 2008.

