

RMs Join Association Team

American Angus Association welcomes two new regional managers to its team.

by **Shelby Mettlen**, assistant editor, and **JD Rosman**

The American Angus Association has announced two new additions to its team of regional managers. Drew Feller of Wisner, Neb., began his role Sept. 6, and will represent Region 7, which includes the states of Colorado and Nebraska. Mark Sims of Edmond, Okla., began his role Oct. 4 and will represent Region 13, which consists of Alabama, Arkansas, Louisiana and Mississippi.

Regional managers are the boots on the ground for the Association and serve throughout 13 membership regions across the United States. As a partner for Angus breeders and others who rely on Angus genetics, Sims and Feller will be responsible for helping cattle producers identify herd goals, learn new programs and services, and drive quality within their operations.

Feller and Sims will represent the Angus breed at various cattle events, sales, shows and other activities throughout the territory. Breeders are encouraged to ask them questions about Association programs and services, or for help locating Angus seedstock.

The two can also advise producers on marketing opportunities available through the Association, including advertising through the *Angus Journal*, *Angus Beef Bulletin*, *The Angus Report* and other avenues.

Drew Feller

“With the amount of performance data and marketing opportunities available



Drew Feller

through the American Angus Association, it’s an honor to serve both seedstock and commercial users of Angus genetics,” Feller says. “I look forward to traveling the territory, and being an active member

throughout the Angus community in Colorado and Nebraska.”

Feller graduated in May 2013 with a bachelor’s degree in animal science with a business concentration from the University of Nebraska. While on campus, he was part of the Nebraska Beef Industry Scholar program.

“A fifth-generation cattleman from Nebraska and a product of the National

Junior Angus Association, Drew brings to the team a wealth of industry knowledge, energy and a true passion for the Angus breed,” says David Gazda, Association director of field services and regional manager in the southeast.

Feller has owned and managed 5F Cattle Co. since 2012, where he operated his own registered-Angus operation. In 2015, he founded the Cattlemen’s Cut sale and worked with producers to meet their individual ranch goals. He has also worked as a manager at Feller and Co. Cattle Feeder, where he contributed to feedlot expansion, herd health and feed management. Additionally, Feller has worked in cattle procurement, marketing and sales.

Feller is a member of the Nebraska Angus Association and looks forward to getting to know Angus members throughout the territory. Contact him at dfeller@angus.org or 402-841-4215.

Mark Sims

Sims previously served as a livestock-marketing consultant for the *High Plains Journal*, where he traveled throughout Kansas, Oklahoma and Texas. He assisted cattle producers with marketing their genetics nationwide, including targeted advertising and promotion plans.

“It’s a great time to be in the Angus business, and there’s much opportunity to market our breed better than we ever have in the past,” Sims says. “I look forward to traveling the territory, working with breeders

to assist them in their production needs and being an active member throughout the Angus community.”

Sims graduated in May 2013 with a bachelor’s degree in animal science with a



Mark Sims

business option from Oklahoma State University. While on campus, he was part of the Oklahoma Agricultural Leadership Encounter (OALE), served as an Oklahoma Youth Expo (OYE) intern

and was a member of the 2012 National Champion Livestock Judging Team.

“Mark’s strong marketing background and industry knowledge will be a tremendous asset to the membership and commercial cattlemen in his territory and our organization,” says Gazda.

Sims is eager to serve in his new role as regional manager and meet members throughout his territory. He and his wife, Kirbie, will be relocating to the southeast region this fall.

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



Editor’s Note: JD Rosman was the summer 2016 communications intern and currently freelances for Angus Media while attending Oklahoma State University.

