



The Front Gate

by Allen Moczygmba, CEO, American Angus Association

The Association's front line

There are a number of items in my office that are glimpses into the past of the American Angus Association. For instance, there's the trophy vase from the Fat Stock Show in Oklahoma City, Oklahoma Territory, in 1904 — prior to Oklahoma's statehood. There's former secretary W.H. Tomhave's cane from the Interstate Jr. Livestock Show in 1935. My favorite item, however, is Frank Richards' Fieldman's Handbook.

A big job

Frank Richards, who served as the Association's fifth secretary, published the handbook in 1951 to serve as a guide for the Association's regional managers (RMs). To quote from the handbook, "The Field Force is the front line of offense in our campaign to promote the Angus breed. They are the contact agents for the public relations department of this Association."

While that was true six decades ago, it's even more true of our RMs today. However, while the role of the RMs hasn't changed, their duties have certainly evolved. The regional manager of today must not only be intimately knowledgeable of the Association's rules and pedigrees, but also knowledgeable with the various member services offered,

commercial programs (like AngusSource®) and genomics. Of course, they must also be an expert on all of the various media properties offered by Angus Media.

It takes not only a talented person to handle the variety of tasks required of an RM, but, more importantly, it takes an individual of high character. To paraphrase the old saying, the job of a regional manager is never done. During sale season our RMs are on the road. In fact, in some regions out west they literally leave in January and don't get back home to a normal routine until late spring. It's not just Monday through Saturday that they're on the road. With a number of sales having moved to Sunday, not to mention herd visits in advance of the sale, during their busy season they don't get to see their family

often, and it can be difficult to attend church regularly.

Splitting territories

Each RM covers an average 207,073 square miles based on our current alignment of 12 RMs. With the average number of members being approximately 1,700 per region, our RMs have a lot of miles to cover between members. On average, there's a member every 121 square miles, but not all regions are equal. Region 9, which is covered by Regional Manager Radale Tiner, consists of Louisiana, New Mexico and Texas, and totals almost 428,000 square miles. While it does have a little more than 2,000 members, it averages 214 square miles per member, which is 75% more than the average across the country.

As a result of the disparity in size and to better serve members in the south, the Board of Directors voted to add another RM to our team. The new region is in all reality an old region, as we'll be recreating the southern region of Alabama, Arkansas, Louisiana and Mississippi that was served by Richard Dyar for many years. Hopefully we'll have the position filled by early fall.

In closing, the regional managers truly are the Association's ambassadors in the field. All of us at the Association owe them a large debt of gratitude for their tireless efforts.

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