

Tolbert Joins Angus Staff

Alex Tolbert serves as Angus regional manager for Kentucky, Ohio and Tennessee.

by **Jena McReil**, assistant director of public relations

The American Angus Association welcomes Alex Tolbert of Frankfort, Ky., as the regional manager for Kentucky, Ohio and Tennessee. Tolbert brings several years of experience working in commercial livestock markets and managing registered-Angus cattle. In his new position, Tolbert will play a significant role in helping Association members identify herd goals, learn new programs and services, and grow into the future.

“The legacy of the regional manager for the Angus breed is one of respect,” Tolbert says. “It’s a true honor to promote a superior brand and work hard to maintain that status.”

As a regional manager, Tolbert will represent the Angus breed at various cattle events, sales, shows and other activities throughout the territory. Breeders are encouraged to ask him questions about Association programs and services or for help locating Angus seedstock. He can also

advise producers on marketing opportunities available through the Association, including advertising through the *Angus Journal* and other avenues.

“Alex has grown up in the Angus industry, and we are thrilled he is joining the American Angus Association team,” says Bryce Schumann, Association CEO. “He has a wide variety of experiences that he brings to this position serving cattlemen in Kentucky, Ohio and Tennessee.”

Tolbert graduated from Oklahoma State University with a bachelor’s degree in animal science. He most recently worked for the USDA’s Agricultural Marketing Service (AMS) in Livestock and Grain Market News. He started there in 2007 as a market reporter and was promoted to the officer-in-charge in 2012.

In that position, he directed efforts to collect information from 50 livestock markets across Kentucky and Tennessee. The reports pertained to supply, demand, price, trends and movements of livestock, including more than 1 million head of cattle.

Tolbert’s Angus experience began on a small family operation, but today he partners in Elrod and Tolbert Cattle in Talmo, Ga., where he has learned about the vast array of programs

and services available through the American Angus Association. In 2006, he served as chairman of the National Junior Angus Board of Directors.

Contact Tolbert at atolbert@angus.org or at 706-338-8733. He looks forward to getting to know more Angus breeders in the area and finding ways to be of service.



Alex Tolbert

