

*backwards for very long. We Keep Moving Forward, opening up new doors and doing new things, because we're curious . . . and curiosity keeps leading us down new paths."*

I believe that our future success depends on our ability to be curious, so we can find the paths that provide the greatest opportunities for our breed and membership on our road to the future.

**Thank you**

I would like to say a brief thank you to

the Board of Directors for the opportunity I have been provided in the process of being selected as chief executive officer (CEO) of the American Angus Association. It is a challenge of enormous opportunity.

In the process of embarking on this new challenge, I would also like to thank and honor the late Dick Spader, who originally hired me as director of activities and provided me the opportunity to become director of member services.

I also want to thank John Crouch for

challenging me and mentoring me during his service as CEO. It is men such as these who helped establish and build the success the Angus Association has achieved, and it is a true honor and a humbling task to follow the lasting legacy they have created.



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# Bowman Named COO

**Bill Bowman promoted to American Angus Association chief operating officer within new organizational structure.**

by *Shelia Stannard*

**B**ill Bowman has been named the American Angus Association chief operating officer (COO), effective in June. Bowman has been with the Association for 16 years and also serves in other leadership roles such as vice president of information and data programs, director of performance programs and president of Angus Genetics Inc. (AGI), a subsidiary of the Association.

He began his tenure at the Association as a regional manager, traveling Colorado, Kansas and Oklahoma, and later became the first director of commercial programs.

As COO, Bowman will oversee the daily operations of the Association. He will work closely with Chief Executive Officer (CEO) Bryce Schumann and all departments.


"Bill understands the needs of the membership and the importance of customer service, as well as all departments within



the Association," Schumann says. "He'll be instrumental in ensuring that the Association continues to provide programs and services to our membership and the commercial cattle producer now and in the future."

Bowman is a Stet, Mo., native and a graduate of the University of Missouri-Columbia. He is active in industry organizations, serving on the Beef Improvement Federation (BIF) board of directors and as chairman of the Ultrasound Guidelines Council (UGC). He has previous experience in the Angus seedstock business and in sale management.

The COO position is an integral part of the executive management team that Schumann established shortly after taking on the role of CEO (see Fig. 1). The executive management team is

designed to more efficiently manage the Association and ensure that all of its entities work more closely together. 

**Fig. 1: Executive management team for the American Angus Association and its subsidiaries**

