

Laughlin Assumes Role as Member Services Director

Don Laughlin, a longtime American Angus Association regional manager from Guilford, Mo., has been named director of member services for the American Angus Association. He'll step into the role immediately.

His primary responsibilities will include assisting members and affiliates with registrations,

transfers, memberships and other daily activities. He will schedule workflow through the office while explaining and enforcing Association rules and policies. Laughlin will also administer the Association's parent verification program and monitor the genetic defect program.

"Don brings an extensive knowledge base of Association programs and policies to this position that should ensure a smooth transition for the membership when dealing with the Association," says Bill Bowman, Association chief operating officer (COO). "Don already has experience working with Association members in the states he traveled as a regional manager and will be a familiar face to many of our members and affiliates."

Laughlin has represented the Association and its entities as a regional manager for the past 28 years. He has spent the past 16 years traveling Iowa and Missouri, and prior to that worked in Colorado, Kansas and Oklahoma. As director of member services, he will fill the position vacated by Bryce Schumann, the Association's new chief executive officer (CEO).

"It will definitely be a change of pace, working in an office environment on a daily basis," Laughlin says. "I am looking forward to continuing the relationships with those breeders that I've worked with in past decades and will enjoy meeting other members and helping them succeed in the Angus business, as well."

A native of northwest Missouri, Laughlin grew up on his family's registered Angus operation where he is active in management, artificial insemination (AI) and keeping Angus Herd Improvement Records (AHIR®). He is a graduate of the University of Missouri.



Don Laughlin

