

# COMMON GROUND

## Focusing on you



Mark McCully, CEO  
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I suspect most of you don't really like being the center of attention. You like managing your cow herd without a lot of fanfare. You enjoy the peaceful time horseback or sitting in your truck or ATV.

Like it or not, you were top of mind for the American Angus Association as we developed our long-range objectives for the next few years. Many of the objectives, along with their supporting strategies, focus on the commercial producer — and rightly so. You raise the beef our consumers enjoy. What matters to you should matter to us. Your priorities should be ours. When you win, so does the beef industry.

The complete list of our long-range objectives and supporting strategies is available at [www.angus.org/Pub/longrangeobjectives.pdf](http://www.angus.org/Pub/longrangeobjectives.pdf), but here's a quick overview:

### FOSTER PROFITABILITY OF COMMERCIAL CATTLE

**PRODUCERS.** It goes without saying that if you succeed, Angus breeders will succeed. Ultimately, our goal as seedstock producers is to provide genetics that drive your business and profitability. The Angus breed can help by solving problems and adding value.

In particular, offering marketing programs like AngusLink<sup>SM</sup> gives cattlemen who purchase registered Angus genetics a leg up. Unlocking those premiums helps you separate your calves from the commodity mix and will verify the genetic merit in your herd.

We believe that management and marketing systems of the future will be dependent on data and, specifically, genetic information that will direct management and marketing decisions.

We also strive to foster data-sharing throughout the production system to help improve your success. When information is shared through the supply chain, we are able to connect genetic information with management and marketing priorities, enabling you to make the best decisions for you and the profitability of your herd.

**DRIVE BREED IMPROVEMENT.** The Angus breed has been a longtime leader in data collection, and that focus continues. With that data, the breed has developed several tools designed to help you better evaluate seedstock purchases.

But we also know that “the most” isn't always what you need. We plan to work to develop tools that have “optimum” production levels for your environment and management in mind.

**ENHANCE MEMBER EXPERIENCE AND SUCCESS.** The diversity of our membership serves the diversity of your needs. We will continue to support our members, providing them with tools that have the commercial cattleman in mind.

**SERVE AS A TRUSTED INDUSTRY RESOURCE.** It will continue to be a priority to be a resource for you and the entire beef industry. We will strive to provide you with educational programming and tools that help you continually improve.

**GROW CONSUMER TRUST AND LOYALTY.** We are all aware that without strong consumer confidence in our end product, as cattlemen we cannot be successful. *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand products are in high demand around the world, and the brand gives us a great vehicle to better connect with consumers.

We know that setting strategy for long-term success is important. With these objectives, I hope *The Business Breed* will continue to serve as your partner for years to come. |



## AMERICAN ANGUS ASSOCIATION

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### ADMINISTRATION

Mark McCully, CEO  
Chris Stallo, COO  
Kenny Miller, CFO  
Martha Greer, coordinator, board relations

### DEPARTMENT LEADERS

Tara Adwell, director, finance  
Jerry Cassidy, director, member services  
Ginette Gottswiller, director, verification services  
Bethany Kelly, director, human resources  
Troy Marshall, director, commercial industry relations  
Holly Martin, director, communications  
Esther McCabe, director, performance programs  
Jaclyn Upperman, director, events and education  
Brenda Weigart, operations coordinator, member services

### COMMUNICATIONS

Karen Hiltbrand, specialist  
Whitney Whitaker, specialist  
Kathy Holdener, manager, digital content  
Josh Comminellis, director, video production  
Donald Korthanke, manager, TV production  
Max Stewart, manager, creative video  
Lea Ann Maudlin, photo coordinator  
Amber Wahlgren, assistant

### REGIONAL MANAGERS

David Gazda, director, field services  
(see page 174 for a complete listing)

### 2021 BOARD OFFICERS

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### 2021 BOARD OF DIRECTORS

Terms expiring in 2021 — Jim Brinkley, Missouri; phone: 660-265-5565; [brinkleyangus@nemr.net](mailto:brinkleyangus@nemr.net) • James S. Coffey, Kentucky; cell: 859-238-0771; [james@branchviewangus.com](mailto:james@branchviewangus.com) • Chuck Grove, Virginia; cell: 816-390-6600; [chuckgrove64@hotmail.com](mailto:chuckgrove64@hotmail.com) • Mike McCravy, Georgia; cell: 770-328-2047; [mmcattle@yahoo.com](mailto:mmcattle@yahoo.com) • Mick Varilek, South Dakota; cell: 605-680-2555; [varilekangus@midstatesdn.net](mailto:varilekangus@midstatesdn.net)

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### INDUSTRY APPOINTEES

CAB Board, Dwight ‘Kip’ Palmer, Palmer Food Services, New York  
Foundation Board, Margaret Duprey, Wellington, Fla.; Tom McGinnis, Shelbyville, Ky.  
API Board, Bob Bruncker, Kansas City, Mo.

## ANGUS FOUNDATION

[www.angusfoundation.com](http://www.angusfoundation.com)

Thomas Marten, executive director  
Kris Sticken, administrative assistant

## ANGUS GENETICS INC.

[www.angus.org/AGI/](http://www.angus.org/AGI/)

Joel Cowley, president  
Kelli Retallick, director, genetic and genomic programs  
André Garcia, geneticist  
Duc Lu, geneticist