



# The Front Gate

by **ALLEN MOCZYGEMBA**, CEO, American Angus Association

## Pause for reflection

As we charge into 2018, it's always good to pause for a moment and recognize the accomplishments that were achieved by the Association during the past year. I couldn't help but do so during the overwhelmingly successful National Western Angus Bull Sale gala in Denver.

A year ago, we decided to revamp the National Western Bull sale by moving it out of the sale arena located next to the barn and into the historic Stadium Arena at the National Western Stock Show (NWSS). Moving the sale location was just the start. We created an intimate setting for the sale in the arena, along with providing food, drink and musical entertainment. It was a celebration of the Association's storied history at the National Western while at the same time embracing the breed's future growth.

Likewise, there were many other accomplishments in 2017. In July, Angus Genetics Inc. (AGI) released its weekly single-step genetic evaluation and then, in November, launched Angus GST™,

the Association's new proprietary high-density genomic test. Certified Angus Beef LLC (CAB) had another record year of growth.

Progress continued to be made on the Association's Long Range Strategic Plan — culminating in the acquisition of Verified Beef, whose software platform will drive the Association's feeder-calf program.

In Fort Worth, the Association hosted its largest and most successful convention in history.

Finally, even though it didn't officially premier until early January, months of work were spent developing a major redesign of the *Angus Journal*.

It was a very productive year. In fact, one would be hard-pressed to find another year that had so many major accomplishments. While it's gratifying to know we accomplished much, time moves on, presenting new opportunities and challenges in the year ahead.

Having said that, I do want to note one other major announcement that occurred right after the New Year. That



was the retirement of Terry Cotton.

Terry began his career with the Association in 1979. He spent several years as general manager and then president of Angus Productions Inc. (API). He played a key role in the growth and success of the *Angus Journal* and leveraged the magazine's success to serve as the foundation for what became API and Angus Media.

He began his career during the administration of Secretary C.K. Allen and ultimately served under six of the

Association's secretaries and chief executive officers. Most recently, he served in the role of regional manager in California, Arizona, Nevada and Utah.

During the past 38 years, Terry spent countless hours away from home and traveled a million-plus miles promoting the Angus breed, meeting with members and attending registered Angus sales. He came to understand the needs of the membership in a way few ever have, and the flamboyant manner in which he worked the salering will be one of his enduring legacies.

Fortunately for the Association, he'll continue to serve in a consulting role through the spring of 2018, including training his replacement, Jake Pickering.

So, as we embrace the future and celebrate Jake joining the Association, we also take time to recognize and honor the nearly four decades of contributions from Terry and his devoted wife, Sarah. Terry leaves a job well done and for that, we're all grateful.



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