

NEWS & NOTES

Interesting tidbits from around the country.

Compiled by Shauna Rose Hermel, editor

▶▶▶ Association names Mark McCully CEO

Mark McCully took the reins as CEO of the American Angus Association® June 10. As CEO, he will lead the Association and serve as vice chairman for each of the Association's entities: Angus Media, Certified Angus Beef LLC (CAB), Angus Genetics Inc. (AGI) and the Angus Foundation.

"Mark has grown up in the cattle business and possesses unique insight into all segments of beef production," said John Pfeiffer, Association Board president. "His knowledge and leadership have served CAB well, and he will help to continue to drive the demand for Angus genetics globally."

McCully brings 23 years of experience to the table, most



Mark McCully

recently serving as vice president of production for CAB. In that role, he drove supply-chain innovation for the *Certified Angus Beef*® (CAB®) brand and helped develop and implement best management practices with cattlemen to increase brand acceptance rates.

McCully led global production initiatives, streamlining processes for improved product quality, and served in many industry leadership positions.

"I'm honored and truly thrilled to serve this incredible breed and its membership," McCully said. "The Association has such a rich and successful heritage. [With] that history, coupled with breeders

always striving to produce the best Angus cattle in the world, and an incredibly bright and talented staff, I have nothing but optimism and excitement for our future."

McCully started at CAB in 2000 as director of packing before developing and coordinating a regional sales team. In 2005, he transitioned to supply development and production.

Prior to joining CAB, he worked for Southern States Cooperative, where he managed the beef improvement program and value-added feeder-cattle marketing programs for cattlemen within a 22-state region.

He served as an intercollegiate livestock judging team coach, taught livestock evaluation classes and coordinated the animal science

department undergraduate internship program at Michigan State University before joining Southern States.

He is transitioning from Wooster, Ohio, with his wife, Gerry. They have two children, Austin and Maddy.

▶▶▶ Urban sprawl

The increasing urbanization taking over U.S. farm- and rangeland is a growing issue facing farmers and ranchers. To help spread awareness, the American Angus Association produced a documentary — "Losing Ground" — to expose the effects of urban sprawl on American agriculture.

The *I Am Angus*® production features five families who talk about challenges and opportunities they have experienced with urban sprawl in their areas.

American Farmland Trust CEO John Piotti talks about "Farms Under Threat," the organization's research report, which shows the issue on a national level.

Education is the key to bridging the gap between farmers and ranchers and those who live in urban areas. The film strives to spread awareness for a rising issue for rural America and provide content for the agriculture community to share, as well.

For more information visit www.angus.org/LosingGround. Subscribe to the Youtube channel — Angus TV — for updates on new content. Share the film with urban neighbors, and watch at <https://www.youtube.com/watch?v=UAEKCl2eis>.

▶▶▶ Repro strategies

The Beef Reproduction Task Force and University of Tennessee will host the 2019 Applied Reproductive

▶▶▶ Allied Angus Breeders Scholarship recipients named

The Angus Foundation offers the Allied Angus Breeders Scholarship to support those making sound breeding decisions through the use of registered Angus genetics. This year's recipients are John Linke, Brookings, S.D.; Chet McClure, Homer, Ill.; and Abbey Schiefelbein, Kimball, Minn.

"We want to encourage young Angus producers to work hard and dream big, and our goal is to support those individuals by providing as many tools for success as possible," says Rod Schoenbine, Angus Foundation director of development. "Every year, we are impressed by the highly competitive applicant pool for our scholarship program, and this year was no different."

LINKE attends South Dakota State University pursuing a

double major in animal science and agronomy, as well as minors in ag business and ag marketing. Having grown up on a purebred Angus cow-calf operation, Linke says he has learned the value in possessing a strong work ethic, keeping your word and being responsible. He hopes to be an agronomist and return home to continue farming alongside his family as a fifth-generation agriculturalist.

McCLURE is pursuing a degree in veterinary medicine at the University of Illinois. An Angus breeder himself, he leverages registered Angus cattle to produce the highest-quality beef possible by the most efficient means. McClure's experiences include working on the university's beef farm and helping in the genetics laboratory

on campus, in addition to working as a production animal consultant in Kansas, Nebraska and Colorado.

SCHIEFELBEIN attends Kansas State University, pursuing a degree in food science and technology, as well as a meat science certification and a minor in global food leadership. She is an ardent member in numerous clubs on campus, including the Food Science Club and Collegiate Cattlewomen. She hopes to expand her knowledge throughout her educational career to better qualify herself as an ambassador for the beef industry.

The Allied Angus Breeders Scholarship is a \$1,000 award.

For more information contact Kris Sticken at 816-383-5100 or ksticken@angus.org, or visit www.angusfoundation.info.

Strategies in Beef Cattle (ARSBC) symposium Aug. 20-21 in Knoxville, Tenn. The meeting has a history of providing the latest information on the application of reproductive technologies and includes topics related to cow herd reproduction, such as nutritional interactions, management and male fertility. This year's conference will feature topics surrounding beef reproductive health, including synchronization, heifer management and genomic selection.

Conference attendees will be invited to attend a special reception and awards ceremony, visit the industry trade show, and interact with the newest technology in reproduction in hands-on lab simulations.

The meeting is open to anyone with an interest in beef cattle reproduction, including producers, technicians, veterinarians and professionals in related industries. Attendees may preregister for

\$215. Registration at the door will be \$250. Day 2 hands-on sessions are optional and available for an additional \$50.

For more information, visit www.appliedreprostrategies.com/. Use the "Meeting Info" link's pull-down menu to access a detailed breakout of presentations and speaker bios. Angus Media will provide online coverage of the event in the "Newsroom."

►►► RM named

Levi Landers, Minden, Neb., has been selected regional manager for Nebraska and Colorado. He joins the Association from the American Hereford Association, for which he had been a field manager for Nebraska, South Dakota, Kansas, North Dakota, Minnesota and Saskatchewan since 2008.



Levi Landers

"We are pleased to have Levi join the Angus family," said David Gazda, director of field services for the Association. "With his passion for the industry and the valuable experience he brings to our team, Levi will be a tremendous asset to Angus breeders and commercial producers throughout Region 7."

Prior to joining Hereford, Landers was a *Western Ag Reporter* territory manager for Wyoming, Nebraska, Colorado and Kansas. He previously earned a bachelor's degree from Oklahoma Panhandle State University (OPSU) in animal science.

"Throughout the past 15 years, my experience in the seedstock industry has created a passion for registered cattle and the value they bring to the industry," Landers said. "I'm looking forward to continuing that passion for registered cattle to the Angus breed."

Originally from Miles City, Mont., Landers grew up on a family commercial operation. He attended junior college at Casper College in Casper, Wyo., where he was on the livestock judging team, before transferring to OPSU.

For more information about the American Angus Association and its regional managers, please visit angus.org.

Editor's note: Content includes news releases provided by the American Angus Association's communications team. For more, visit the "News" tab at www.angus.org.

►►► Brett Spader named president of Angus Media

An experienced business professional and Angus breeder, Brett Spader will assume the role as president of Angus Media, the Association's for-profit media arm, Aug. 12. Spader brings with him many years of experience in livestock marketing, sales, and business and team development.



Brett Spader

"Brett is a lifelong stockman with considerable practical beef production experience. He knows firsthand the value of leveraging traditional media with emerging technologies, and that expertise will help Association members garner greater marketing opportunities for their cattle at a cost they can afford," said Mark McCully, American Angus Association CEO. "He understands our Angus family, and we are excited to bring his vision, marketing knowledge and team-oriented leadership style to Angus Media."

Most recently, Spader served as executive director for the National Center for Beef Excellence (NCBE), a non-profit that advises beef breed associations, technology-based startups and seedstock producers through a myriad of services, including business development, launch planning, marketing strategy, execution and management.

Prior to NCBE, he worked for DVAuction, for which he led a field staff of more than 30 employees

dedicated to helping beef producers market their cattle. He launched revenue centers for technology-based applications and coordinated company-wide advertising and

promotional campaigns.

He also served as director of advertising and marketing for the Kansas Livestock Association (KLA), for which he managed national account selling and sponsorship development, launched seedstock video services and ran the KLA Convention Trade Show.

"My career has been devoted to member service, developing relationships through face-to-face contact and working on behalf of the breeders to play a small part in the role of marketing their operation," Spader said. "It's the people who really make the seedstock business so special."

As Angus Media president, Spader will lead a team of talented professionals who assist Angus breeders through marketing and advertising services, including sale books, websites, advertising and custom marketing plans. Angus Media is also home to the Association's

publication offerings, including the flagship *Angus Journal*® and the commercial cattleman's *Angus Beef Bulletin*®.

"I have great appreciation for the history of the Angus breed, its breeders and the stories they tell," Spader said. "The opportunity to join the Angus Media team and continue to build upon the great work that's already been done is a challenge I'm looking forward to."

A graduate of the University of Missouri, Spader earned a bachelor's degree in animal science, with a focus in ag economics.

He grew up within the Angus family. His late father, Richard "Dick" Spader, served on the Association staff for 32 years, 20 of those as executive vice president, which is now equivalent to the CEO position. Spader's mother, Sheri (Coulter) Spader, grew up with Angus cattle in Illinois and is still heavily involved with the breed today.

Spader himself was a member of the National Junior Angus Association and is a former Angus Foundation scholarship recipient. His wife, Jill, works within the beef industry and is a competitive barrel racer. Their daughter, Sloane, is just getting started in 4-H. The Spader family manages a herd of Angus cows, Quarter Horses and Blue and Red Heelers on their farm near Lawrence, Kan.