

# Angus Names Director of Member Services

*Jerry Cassidy leads membership efforts for the American Angus Association.*

by **CRYSTAL ALBERS,**  
*communications director*

Illinois-native Jerry Cassidy brings more than 20 years' experience promoting the Angus breed and marketing seedstock cattle to his new role as the American Angus Association's director of member

services. Beginning March 1, Cassidy will lead the team of member service representatives in Saint Joseph, Mo., and continue to grow relevance for the organization's programs and services.

Cassidy isn't a new face to the American Angus Association. He served as a regional manager in the Midwest for many years, where he developed a keen knowledge of the organization and administered rules and policies.

"Jerry is a perfect fit for his new role, with his experience as a regional manager and vast understanding of the



Jerry Cassidy

Angus breed and member needs," says Allen Moczygemba, Association CEO. "He has a genuine appreciation for Association members and a drive to continue to provide

breeders with the high-quality service they deserve from their organization."

Cassidy first joined the Association in 1992, representing the states of Illinois, Indiana, Michigan and Wisconsin. Most recently, Cassidy ran his own sales consulting company, JC Marketing, out of Bloomington, Ill. Previously in his career, he also served as an instructor at Joliet Junior College, where he taught animal science and coached the livestock and meats judging teams.

"Our members are the heartbeat behind every program and service at the American Angus Association, and I am honored to be returning to a team that does so much for breeders, day-in and day-out," Cassidy says. "The Association's member services staff is second to none in the cattle business, and I look forward to playing a role in continuing that level of quality for years to come."

Cassidy earned a bachelor's degree in animal science from Illinois State University in 1983. Three years later, he completed his master's degree in animal science from Southern Illinois University, where his research focused on economically important traits in performance-tested bulls.

A native of central Illinois, Cassidy was raised on his family's grain and livestock farm. He was active in 4-H and FFA, showing cattle on the state and national levels. Cassidy has two children, Kody and Keegan, who've been active in the National Junior Angus Association (NJAA). His family also includes wife Ellen and stepsons Elliott, Chet and Evan.

For more information about Angus cattle and the American Angus Association, visit [www.angus.org](http://www.angus.org).