

Rod Geppert Named Regional Manager

Geppert to serve American Angus Association members in Minnesota, North Dakota and South Dakota.

by **JENA MCRELL**, *digital editor*
The American Angus Association

welcomes Rod Geppert of Fort Pierre, S.D., as regional manager for Minnesota, North Dakota and South Dakota. Geppert

began his role Feb. 2, bringing more than 20 years of experience in the beef cattle business to the position.

A native of South Dakota, Geppert says he looks forward to getting to know Association members and their customers, helping them market their cattle and grow into the future.

“I’ve been a cattleman all my life, and with prices like we are seeing today, there’s no better time to be in the cattle business and no better organization than the American Angus Association,” Geppert says.

As a regional manager, Geppert will represent the Angus breed at various cattle events, sales, shows and other activities throughout the territory. Breeders are encouraged to ask him questions about Association programs and services, or for help locating Angus seedstock. He can also advise producers on marketing opportunities available through the Association, including advertising through the *Angus Journal*, *Angus Beef Bulletin* and other multimedia avenues.

“A regional manager’s role is extremely important in our business, and we are proud to have Rod join our team that’s committed to serving Angus breeders throughout the country,” says Bryce Schumann, Association CEO. “He is well-versed in his territory, and sure to be an asset to producers in the Northern Plains.”

Geppert holds a bachelor’s degree in agricultural extension with a minor in animal science from South Dakota State University (SDSU). Throughout his career he has been involved in several aspects of the cattle business — from ranch management to extension and education, as well as being a respected livestock judge and coach for 4-H youth in the state. Geppert has served as a livestock educator in his region and as the 4-H youth livestock leader and show manager for the state for many years. He was a coordinator for the South Dakota State Fair.

Most recently, he was a farm and ranch manager for Farmers National Co., where he was responsible for managing 45-plus farms and ranches in South Dakota. He was also an associate real-estate broker, specializing in farms and ranches.

In addition, Geppert has been involved with his family’s operation, RGSC Geppert Cattle, for many years.

“With bull sale season on the horizon, I can’t wait to hit the ground running and start traveling throughout the territory,” Geppert says.

Contact him at rgeppert@angus.org or 605-295-3673 for assistance locating Angus seedstock, marketing cattle or advice on Association programs and services.

For a list of all regional managers across the country, see page 86 of this issue.