

Meet the New RMs

Five regional managers join the ranks at the American Angus Association.

by **JENA McRELL**,
assistant director of public relations

The American Angus Association and Angus Productions Inc. (API) announce the hiring of five new regional managers. Casey Jentz, Belleville, Wis.; Jeff Mafi, Coyle, Okla.; Jay Nordhausen, Grant, Neb.; Alex Tolbert, Frankfort, Ky.; and Jake Troutt of Emmett, Idaho, will serve as regional managers for the Great Lakes, Kansas/Oklahoma, Colorado/Nebraska, Ohio/Kentucky/Tennessee and Northwest territories, respectively.

As regional managers these new hires will join Terry Cotton, David Gazda, Chris Jeffcoat, Kurt Kangas, Wes Tiemann and Radale Tiner in

representing the Angus breed at various cattle events, sales, shows and other activities throughout their respective territories (see map). Breeders are encouraged to ask them questions about Association programs and services or for help locating Angus seedstock. They can also advise producers on marketing opportunities available through the Association, including advertising through the *Angus Journal* and other avenues.

Casey Jentz

Casey Jentz is regional manager for Illinois, Indiana, Michigan and Wisconsin. Jentz has been involved with Angus cattle for many years, including leadership

roles through the National Junior Angus Association (NJAA).

“Because of his proven experience and enthusiasm for the Angus breed, Casey will be an excellent regional manager for Angus breeders and their customers,” says Bryce Schumann, American Angus Association CEO. “We look forward to his future accomplishments in the territory.”

A native of Fennimore, Wis., Jentz is a May 2006 graduate of the University of Wisconsin–Madison (UW–Madison) with a bachelor’s degree in animal science. While in college, Jentz was vice chairman of the National Junior Angus Board (NJAB) and served as club president of Saddle and Sirloin.

He grew up on his family’s registered-Angus operation, Lone Willow Acres, and most recently was herd manager of Markhardt Land and Cattle. He previously served as a beef territory manager for Animart, an animal health company.

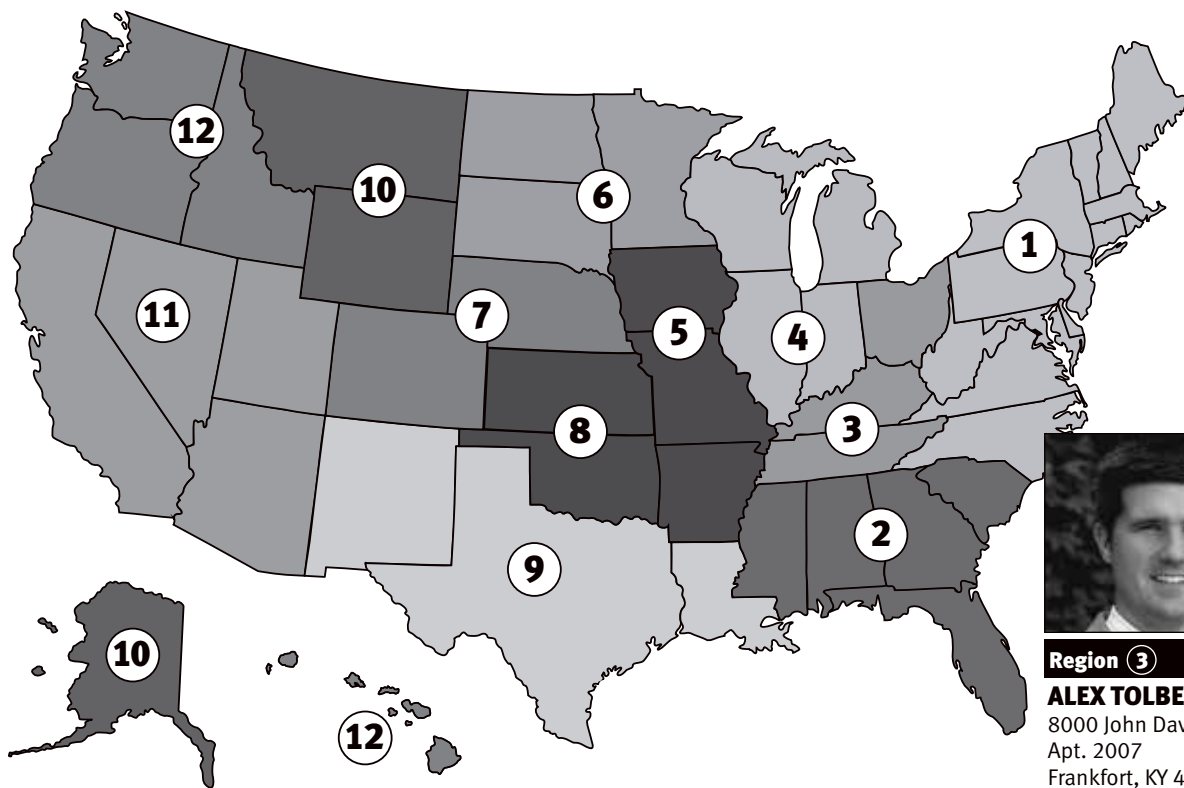
“The Angus breed is more than a breed of cattle; it’s a community,” Jentz says. “It is a privilege to serve our members as a regional manager. I’m eager to get started and become better acquainted with cattlemen in my area.”

Contact Jentz at cjentz@angus.org or at 608-234-1998.

Jeff Mafi

Bringing years of experience in the

American Angus Association Regional Managers



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purebred business to the Angus breed, Mafi is the new regional manager for Kansas and Oklahoma.

“Jeff’s wealth of experience lends itself well to connecting with Angus breeders and their commercial customers, sharing information on the latest programs, and genuinely helping them move their herds forward,” says Schumann.

A native of Oklahoma, Mafi graduated from Oklahoma State University (OSU) with a bachelor’s degree in animal science and a master’s degree in meat science.

He previously served as senior herdsman for the OSU Purebred Beef Cattle Center in Stillwater, Okla. For nearly eight years, his general responsibilities included managing genetic selection and breeding for all females, developing bulls for registered and commercial breeders, and managing the annual production sale.

Throughout his time in the business, Mafi has served as a member of the OSU Animal Science Alumni Association Board of Directors, was a past president of the Intercollegiate Livestock Judging Coaches Association, and an instructor for the Michigan State University Department of Animal Science.

He is an active member of the Oklahoma Angus Association.

“It’s a tremendous honor to be part of the American Angus Association,” Mafi says. “I truly look forward to getting started, meeting the producers in my area and learning how I can best serve them in my new role.”

Contact Mafi at jmafi@angus.org or 405-269-6387.

Jay Nordhausen

Nordhausen is the new regional manager for Nebraska and Colorado.

“Jay will be an outstanding asset for Angus breeders across the Midwest,” says Schumann of the talented young professional. “His previous experience is a solid foundation for this new role, and I encourage breeders to reach out to him for the latest in programs and services from the Association.”

A native of Nebraska, Nordhausen graduated from the University of Nebraska–Lincoln (UNL) with a bachelor’s degree in animal science, and a master’s degree in animal science and agricultural leadership. He served as a livestock buyer and broker at Wright Livestock Inc. in North Platte, Neb., where his responsibilities included buying and selling feeder cattle and bred cattle, and coordinating delivery dates and trucking accommodations between buyer and sellers.

Nordhausen served as the interim head livestock judging coach at UNL for the 2012–2013 year. He coordinated the Nebraska State FFA livestock judging contest for 575 contestants.

“The Angus breed and the Association mean a great deal to the beef business,” Nordhausen says. “I look forward to being part of that tradition, and working with Angus cattlemen and their customers in my area.”

Contact Nordhausen at jnordhausen@angus.org or 308-289-1548.

Alex Tolbert

Alex Tolbert brings several years of experience working in commercial livestock markets and managing registered-Angus cattle.

“Alex has grown up in the Angus industry, and we are thrilled he is joining the American Angus Association team,” says Schumann. “He has a wide variety of experiences that he brings to this position serving cattlemen in Kentucky, Ohio and Tennessee.”

Tolbert graduated from OSU with a bachelor’s degree in animal science. He most recently worked for the USDA’s Agricultural Marketing Service (AMS) in Livestock and Grain Market News. He started there in 2007 as a market reporter and was promoted to the officer-in-charge in 2012.

In that position, he directed efforts to collect information from 50 livestock markets across Kentucky and Tennessee. The reports pertained to supply, demand, price, trends and movements of livestock, including more than 1 million head of cattle.

Tolbert’s Angus experience began on a small family operation, but today he partners in Elrod and Tolbert Cattle in Talmo, Ga., where he has learned about the vast array of programs and services available through the American Angus Association. In 2006, he served as chairman of the NJAB.

“The legacy of the regional manager for the Angus breed is one of respect,” Tolbert says. “It’s a true honor to promote a superior brand and work hard to maintain that status.”

Contact Tolbert at atolbert@angus.org or at 706-338-8733.

Jake Troutt

A native of the northwestern United States, Troutt is the new regional manager for Oregon, Washington and Idaho.

“Jake’s passion for livestock marketing and the beef industry is a great asset for our organization,” says Schumann. “I encourage Angus breeders in Oregon, Washington and Idaho to reach out to him to learn more about the latest programs and services from the Association.”

Troutt graduated from OSU with a bachelor’s degree in animal science, with a focus on livestock merchandising. He has been working in the auction business for Troutt and Sons Auctioneers since 2006, and has had summer internships with Agri Beef Co. in Liberal, Kan., and Blue Sage Acres Ranch in Emmett, Idaho.

Troutt was a member of the livestock judging team at Northeastern Junior College in Sterling, Colo., and at OSU in Stillwater, Okla.

“I feel blessed to have been given this great opportunity,” Troutt says. “I couldn’t be more excited to be able to serve the Angus breeders and cattlemen in my region.”

Contact Troutt at jtroutt@angus.org or at 208-921-6774.

