



AMERICAN ANGUS ASSOCIATION
The Business Breed

August 10, 2015

Dear American Angus Association Members,

In mid-July, following the selection of Witt/Kieffer as our executive search firm, representatives from Witt/Kieffer met personally with the search committee of the Board of Directors and interacted with the remainder of the Board by email. They also conducted face-to-face meetings with our executive management team and staff. This included individual meetings with each of our entity presidents, including Angus Foundation, Angus Genetics Inc., Angus Productions Inc. and Certified Angus Beef LLC.

The purpose of these meetings was to provide Witt/Kieffer with information and insight about the day-to-day operations and the strategic objectives of the American Angus Association and its entities. These meetings were also meant to assist in the development of a detailed profile of the position and, ultimately, to provide the foundation for identifying an individual best suited to become our next chief executive officer.

Today, a detailed position description is available through the Association's website at www.angus.org. We've included a link where individuals can confidentially submit their applications [directly to Witt/Kieffer](#) for — or ask questions about — the position.

This will continue to be a thorough and deliberate process. Our objective is to identify and hire an outstanding leader who will improve our competitive advantages in the cattle industry and move this organization and breed forward.

Best regards,

Steve Olson
American Angus Association President