

# ANGUS

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## THE BUSINESS BREED

May 1, 2019

Dear Angus Breeders,

It is with both a hint of sadness, and yet anticipation for the future, that I announce my departure from the American Angus Association. Effective May 15, 2019 I will be leaving the role of chief executive officer.

It's been an extremely rewarding period during my time at the Association. In November of 2016, the Board of Directors passed the organization's ambitious Long-Range Strategic Plan. The twenty-one strategic initiatives in the plan were developed to ensure that the organization continues to grow in relevance in the coming decades while more importantly, growing its members prosperity.

Since the Plan's passage, many of the strategies within the key areas of focus – Genetics, Commercial Programs, Leadership Product and Research – have been implemented. The early results have been promising in regards to moving the Association forward in growing its market share and influence within the industry.

Shortly after I arrived at the Association, I was asked by a member what I hoped to accomplish during my time at the helm. My answer was twofold.

First, I wanted to create a workplace culture of empowerment and accountability. A culture where employees enjoyed coming to work and at the same time were able to grow professionally.

Second, I wanted to leave the organization in better shape than I found it. I wanted the Association to develop programs that would ensure its long-term financial sustainability while continuing to provide members with the unmatched services that they've come to expect.

I'm confident that we've accomplished both objectives.

It's been an honor to serve in this role and to work each day with a staff of incredible talent. The American Angus Association remains the world's leading beef breed association and I'm fortunate that I could play a small part in its success.

Allen Moczygamba  
Chief Executive Officer