



To our Angus members and friends,

With great respect and humility, I'm writing to let you know that Rich Wilson, Chief Financial Officer, has announced his intention to retire from the American Angus Association, effective September 30, 2017.

Rich began his career with the Association on October 14, 1969. During his nearly five decades in St. Joseph, Rich has served a key role during the Association's most significant period of growth in its storied history. During his tenure with the Association he's been intimately involved with the creation of Certified Angus Beef (CAB), Angus Productions, Inc. (API), the Angus Foundation, and finally, Angus Genetics, Inc. (AGI). He began his career during the administration of Secretary Lloyd Miller and ultimately served under six of the Association's secretaries and chief executive officers. Thanks to his steady hand as CFO, the Association evolved from a small breed association into a multi-entity business with assets of over \$64M and an annual consolidated operating budget of \$57M, which has increased exponentially in size and complexity over the years.

As one might imagine, Rich's accomplishments are too numerous to list and his influence stretches far beyond our fiscal success. His legacy will be the positive impact he has had on both staff and members, plus the many key decisions that helped grow and shape the Association into the leadership role it enjoys today.

Rich was involved in the growth and evolution of the Angus Herd Improvement Record (AHIR) program, which has evolved over time and provided the Angus breed with a significant competitive advantage in the marketplace. He witnessed registration numbers declining from approximately 400,000 to slightly more than 134,000 by the mid-1980s, followed by years of growth that culminated in last year's total of over 334,000. He helped the Association overcome the challenges of learning how to publish a single monthly magazine to seeing API become today's media leader in the livestock market with award-winning media properties in print, television, online, social media and customized services. And similarly, he played a key role in managing the Association's financial support for CAB during its early struggles, which allowed the brand time to grow into the largest branded beef program in the world.

He was involved with helping plan the Association's centennial celebration in 1983, the relocation of the Association's Annual Business Meeting from Chicago to Louisville, the planning of the 1993 World Angus Forum in Kansas City, the growth of the National Junior Angus Show into the largest junior beef cattle show in the world and finally, the

launch of the National Angus Convention and Trade Show in 2014 in Kansas City.

Upon retirement this fall, Rich will transition into a consulting role for the Association and as a result, we'll be fortunate to continue to have access to his experience and insight. More importantly, he'll be able to spend more time with Wanda, his wife of 51 years; their daughter, Lora Sondrol, and her husband, Randy; grandchildren Katie and Matthew; their son, Troy, and his wife, Jodi; grandsons Chai, Corban, Caleb, Noah and their granddaughter, Isabella.

I met Rich during my initial interview with the Association in late September 2015. While interviews are supposed to be, and usually are, very formal in the interaction between interviewee and interviewers, I immediately took a liking to Rich. He had a firm handshake, a twinkle in his eye and a quick smile. As I've worked closely with Rich on a daily basis these past sixteen months, he's provided guidance, served as an invaluable reference for helping to understand the inner workings of the Association, been a sounding board for ideas and most of all, he's been a confidant. But he's not only provided that type of support for me, he's done the same for literally hundreds of others over the years as well.

Finally, Rich will tell you that he's been blessed during his time at the Association and that he's received much more than he was able to give. However, I must respectfully disagree. The American Angus Association has been blessed immeasurably by his contributions – both professionally and personally. So while his handshake is still as firm and the twinkle in his eye sparkles as much as ever, the truth of the matter is that this Association will be eternally grateful for the indelible mark he'll ultimately leave on the Association.

Please join me in thanking Rich, and Wanda, for their tireless efforts on behalf of the American Angus Association.

Sincerely,

Allen Moczygemba  
American Angus Association  
Chief Executive Officer