



Saying Farewell

by Blake W. Angell

It is with mixed emotions that I write my last column as a Red Angus staff member. Over the past eight years, I have had the privilege of serving in the position of Commercial Marketing Director for RAAA. I feel honored to have had the opportunity to work with this great breed of cattle and the wonderful people involved with the breed (including members, commercial cow/calf producers and staff). I only hope that I was able to give back to RAAA and the breed even a small fraction of what RAAA and the breed provided me during this time.

This breed has made enormous strides in the past decade in solidifying its position as one of the premium breeds in the beef industry. I believe that it has been the continued focus and dedication to serving the commercial industry that has resulted in this success. Ten years ago, it was rare to see a sale report even mention Red Angus cattle, let alone identify them as the highest selling cattle in a particular sale. Today, this is the norm.

The Red Angus breed has provided me with so much. Two specific things that I will cherish were the opportunities to serve as MC for the 50th Anniversary Convention and to be a member of the Strategic Planning Committee. These two events were invaluable to me and I appreciated the opportunity to contribute in honoring the past as well as help shape the road map for the future. Beyond that, I would be remiss if I did not say that the one thing that I have gained from this breed above all else is some tremendous friendships that are the kind I believe will last a life time, and for those I am grateful.

My time at Red Angus has been tremendous, but recently I was presented with an opportunity that I felt I needed to consider. After many hours of discussion and prayer, Kirsten and I came to the conclusion that what I was being offered was an opportunity to not only advance my career in the beef industry, but also continue to be an asset to the Red Angus breed. As a result, I decided to make a change and leave RAAA.

On September 1st, I assumed the position of Director of Feeder Cattle Procurement for Meyer Natural Angus. In this position, I will be responsible for the development and oversight of a feeder cattle supply network consisting of backgrounding facilities and grass operations, all of which will allow for the continuous supply of cattle into the program throughout the year. I will also be involved in the procurement of the feeder cattle that will be brought into this network. With these responsibilities and the commitment that Meyer has to increasing the Red Angus component of its business, I believe I will be a bigger asset to Red Angus producers in this new position than I was as Commercial Marketing Director for RAAA. This will be primarily due to the fact that I will move from a position of strictly promotion to a buyer. I am excited about this new position and the ability I will have to continue to work with Red Angus producers.

I will leave you with one final thought. I believe that the future of the Red Angus breed is very strong. Although I am no longer going to be a direct part of the organization, rest assured that you will continue to see me around. For all of you who have provided support, encouragement, and insight, and to those who have taught me about not only this business but also about life, I want to say one final thank you. I wish each and every one of you the very best and look forward to the time when we meet again. ■