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Association Commentary

by Greg Comstock, RAAA Executive Secretary

The New face of Red Angus Marketing Programs...

Last summer, as many industry analysts were predicting industry contraction and volatility in both the fed and feeder cattle markets, the Red Angus Association had already begun staff restructuring designed to increase the resources committed to the service of our commercial customers. The outward appearance of these changes includes some new faces at Red Angus Marketing Programs, and the net effect will be to work more aggressively to capture full value for ranchers' investment in superior Red Angus genetics.

Myron Edelman is the newest member of the Red Angus Marketing team, starting January 2nd as Director of Added Value Programs. Red Angus Marketing Programs got to know Myron when he was cattle manager at the Wagonhound Ranch in Douglas, Wyo. Myron was quite involved with genetic selections for the breeding program of the 2000+ cow herd; this included the purchase of a significant number of bulls and an aggressive A.I. program.

Myron's focus on added value management practices was instrumental in building Wagonhound's reputation as a prime source of quality feeders and replacement females in the intermountain region. He became involved with the Red Angus Feeder Calf Certification Program (FCCP), averaging over 2000 calves enrolled annually, and often used ProCow to market Commercial bred heifers. Myron will work out of his Douglas, Wyo., home. With his producer's perspective on added value programs, he is going to be an important asset for Red Angus seedstock producers and their customers.

Clint Berry has moved from his Communications role to become Red Angus' new Commercial Marketing Director. Clint has been actively involved in many of the "field" aspects of the FCCP and ProCow since his RAAA employment began in September, 2007. Since September of 2008, Clint has been covering ranch and feedlot audits for the FCCP, and recently supervised a successful USDA audit of the program. We are excited about combining the experience, talents and ener-

gy of Clint and Myron on behalf of the ranchers and cattle feeders that rely on Red Angus genetic inputs.

While it's great to have Clint and Myron in the field, the beef industry's modal interface with Red Angus marketing programs is either RedAngus.org or (940) 387-3502. That's where Commercial Marketing Specialist, Mikalena Randazzo comes in. After joining the marketing department as an intern in January of 2008, she was hired full time in March. She is now the primary contact for enrollments in the FCCP, manages the Feeder Fax, ProCow, and provides USDA documents of age and source verification to feed yards who buy tagged Red Angus calves. Mikalena also manages content on the R A website, and is responsible for many of the site's new marketing features, including these resources: **Added Value Options** – various fed cattle marketing opportunities.

Feedlot Partners – a directory of feedyards and the services they offer.

Of course, anyone who has participated in the Red Angus FCCP knows Ann Holsinger. Ann has been with the program since it became the beef industry's first Process Verified Program (PVP). During this time, she has ridden herd over the USDA manual and accompanying audits. In addition to writing every program enhancement, such as the addition of RFID tags and age verification, Ann has trained all present staff in the application of the program's guidelines. During the busy tag sale season, Ann will still be on the front line guiding producers through the enrollment process. However, her primary role as FCCP Quality Assurance Manager will be maintaining the program's USDA compliance.

Some staff members say I've been promoted to a less dangerous position. That may be true, but you'll still see me at some Red Angus bull sales this Spring, and I'll stay involved with Red Angus's Alliance committee and their efforts to expand market access and demand for Red Angus genetics. It's a privilege to work with such a motivated group who ride for the Red Angus brand adding value to our customers' investment in superior Red Angus genetics. ■

