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Board Commentary

by Steve Andras, RAAA President

As of December 15th, 2007, Dr. Bob Hough has resigned his position as Executive Secretary of the Red Angus Association of America. Our great breed has been quite fortunate to benefit from the leadership and guidance of some outstanding individuals over the past 54 years, and Dr. Hough is no exception. During his years as Executive Secretary, the Red Angus breed has moved from the shadows into the top five breeds in the country. This exponential growth is due in no small part to our progressive membership, forward-thinking, elected directors, and increased visibility of our outstanding cattle on a national scale. Further, the guidance and direction of Dr. Hough was a vital piece to this successful puzzle.

We appreciate his commitment and contributions with regard to our aggressive advertising campaigns, Total Herd Reporting (THR), in addition to many other contributions. His labor on the valuable resource, The History of Red Angus, cannot be overlooked, either. Dr. Hough masterfully compiled some of the integral building blocks of this great breed and laid them out in an attractive, informative resource that will be used for years. These are but a few of his many contributions, but we truly appreciate his service to this great breed. Thank you Dr. Hough, and we wish you success in your future endeavors.



Bob Hough addresses the 1997 convention attendees in Nashville, Tenn.

We (your Red Angus Board of Directors) are working diligently and carefully to hire a qualified, progressive professional to fill the Executive Secretary position. We will keep you current to this end in the monthly "Message from the Board" article, and we look forward to the opportunities ahead for our great breed.

In the mean time, Ann Holsinger will step up to oversee the day to day functions in Denton, along with the department heads, as needed. Ann has served this association well for over ten years and will do a great job. Our Red Angus staff is second to none, and you can expect the same high quality service and expediency that you have always known.

That said, I want to wish you all a healthy and profitable 2008.

-Steve