

Randazzo Joins Red Angus



Mikalena Randazzo has been hired as the Commercial Marketing Specialist for the Red Angus Association of America (RAAA).

Randazzo was raised on a commercial cow/calf operation near McAlester, Okla. She brings experience from the family operation as well as from her former position as the Office Secretary of Oklahoma BEEF Incorporated (OBI). While working for OBI she was responsible for data entry, maintenance of the OBI website, data extractions for catalog preparation and coordinating sale day activities. Randazzo received her Associates Degree in Agriculture from Connors State College and her Bachelors of Science in Animal Science from Oklahoma State University. Randazzo was hired as an RAAA intern receiving training in the Feeder Calf Certification Program's (FCCP) supplier evaluation process, registration data input, sale catalog data extraction and website content, layout and design.

As the Commercial Marketing Specialist, Randazzo will manage the content on the RAAA website, handle FCCP enrollment, assist in industry communications and contribute to commercial marketing and RAAA promotions. "She (Randazzo) expresses an exuberant energy with an eagerness to learn, she is a talented and dedicated young woman with a great future ahead of her," said Clint Berry, Communications and Member Services Director of RAAA. She is proud to have earned the opportunity to work with a great breed of cattle and an organization whose focus is on the commercial beef industry and beef production. "I'm excited by the opportunity to join the RAAA staff and am honored to have received this position," said Randazzo. "I'm looking forward to working with the RAAA members and their commercial customers," she added. Randazzo can be contacted at mikalena@redangus.org or (940) 387-3502. ■