



FOR IMMEDIATE RELEASE

May 6, 2016

For More Information Contact:  
Beth Gaines  
Communications Coordinator  
(785) 307.3226  
beth@redangus.org

## **Ochsner to join Red Angus Marketing Team**

Denton, Texas — Red Angus Association of America CEO Tom Brink announced today that Katie Ochsner, a native of Torrington, Wyoming, has been hired as a commercial marketing specialist.

Ochsner, who is in the final stages of obtaining a master's degree in Animal Breeding and Genetics from the University of Nebraska-Lincoln, also holds a bachelor's degree in Animal Science and a minor in Leadership and Entrepreneurship from the University of Nebraska-Lincoln and an associate's degree from Casper College.

"We are excited to have Katie join the Red Angus team," said Brink. "She brings a well-rounded background of cattle production experiences to our marketing team and is ready to provide outstanding customer service to the commercial cattlemen seeking to gain the Red Angus advantage in their breeding programs."

Ochsner is a fifth-generation rancher, who hails from a purebred Hereford and Angus operation. Being involved with the family business, she brings first-hand experience from the purebred industry, as well as has an extended knowledge of the cattle supply chain, as her family also owns a small backgrounding operation where they have fed some of their bull customers' commercial calves.

A member of the livestock judging teams at UNL and Casper College, Ochsner is also a skilled livestock evaluator.

"I'm looking forward to the challenge and opportunity as a marketing specialist with RAAA," said Ochsner. "I believe I bring a background of experience and education that will allow me to help commercial cattlemen maximize their profit potential by using Red Angus genetics, and encouraging them to take advantage of the marketing programs available through the Association."

Ochsner will be based out of Wyoming and will officially begin her position July 31, 2016.

-30-

*Suggested Cutline: Katie Ochsner will join the Red Angus Association of America in July as a commercial marketing specialist.*