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New CEO Selected for the Canadian Angus Association

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CALGARY, AB — The Board of Directors of the Canadian Angus Association has selected a new CEO to replace Doug Fee who will retire on June 30 and end a 17-year career with Canada's leading beef breed. Effective July 1, 2011, Rob Smith will become the new CEO of the Canadian Angus Association.

President Kirk Wildman says "We feel Rob will be a great asset to our organization because of his exemplary communication skills, organizational and financial acumen, and outgoing personality. His experience in the Canadian cattle industry, and the Angus industry in particular, are an asset he brings to this position. His experience with government relations, board governance, and conflict resolutions are also skills he brings to our association. We, as a Board of Directors, are excited to begin working with Rob to achieve our goals and strengthen our Association."

Smith is an active Angus breeder with the multi-generational family operation, Diamond T Cattle Co. of Olds, Alberta. He was integrally involved in the successful World Angus Forum held in July 2009 as a volunteer Executive Member of the Organizational Committee, responsible for Finance and Communications functions. Smith has been the Government of Alberta's 4-H Specialist in the South and Calgary Regions since July 2002. Prior, he spent five years in the Republic of Kazakhstan as Director, Diversified Business Group with Hurricane Hydrocarbons Ltd. and President, Karaozek Agricultural Products LLP, the largest meat producer in this Central Asian country.

Wildman continues, "Rob will take over in July from highly successful CEO Doug Fee." Fee joined the Canadian Angus Association in 1994. Under Fee's leadership, the Association has seen unprecedented growth that resulted in Angus having more purebred cattle registrations than all other Canadian beef breeds combined. Fee also oversaw the relocation of the office from Regina to Calgary, took over responsibility for registrations from Canadian National Live Stock Records, as well as the creation of the highly successful Canadian Angus Certification and Feeder Sale programs and the Canadian Angus Rancher Endorsed program. Wildman says "We are very pleased that we have made arrangements for Doug to be available on a needs basis until the end of the year to help Rob facilitate the changeover."

Wildman says, "Doug became a leader in the Canadian purebred industry and his legacy will shine over the Canadian Angus Association for years to come. We wish Doug all the success and happiness that he richly deserves in his retirement and know that the Canadian Angus industry was a better place for his service."

Doug Fee will continue to lead the Canadian Angus Association until June 30, at which point he will pass the torch to Rob Smith.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle in the closed Herd Book and promoting the breed across Canada. The member-approved mandate is to maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.

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