



Announcement from the President:

April 15th, 2024

The American Wagyu Association (AWA) Board of Directors is excited to announce the unanimous appointment of Jerry Cassady as the new Executive Director of the AWA, effective May 1st.

“This truly is a proud day for the Association and the Wagyu breed,” said Sheila Patinkin, AWA President. Cassady brings 30 years of experience from the American Angus Association, presiding as the Director of Member Services, since 2016. He has spent a lifetime in the cattle business, possessing a unique insight into all segments of the beef industry. Not only will he be an asset to the membership and staff, but he will help drive the demand for Wagyu genetics domestically and abroad. Having worked alongside the growth of the Certified Angus Beef program, he is well equipped to guide the launch of AWA’s Authentic Wagyu Process Verified Program promoting branded beef.

“I’m honored and truly humbled to serve the AWA. Coming from an organization serving over 22,000 members, this provides me with the opportunity to interact with a more manageable membership size. I look forward to the intimacy in member relationships this brings,” said Cassady. He continues, “The AWA has unusually strong levels of growth, unparalleled in beef breeds today. I want to help foster this growth, fueled by the high-quality carcass merit including unprecedented marbling”.

Based on his years of work experience, Jerry’s many strengths include:

- Overseeing the Member Services Team
- Efficiencies with processes and data submission
- Association rules and bylaws
- Monitoring reported genetic conditions
- Event coordination and educational opportunities

The board is confident that Jerry’s personality and experience will be an excellent fit and align well with the AWA mission and membership.

Jerry and his wife Ellen both grew up in central Illinois on seedstock operations participating in 4H and FFA activities. Ellen and her family continue to operate a successful 5th generation Charolais program, and her fondness for the white cows will be evident when you meet her. They have five grown children, three grandchildren and another grandchild on the way. Jerry and Ellen currently reside in the heart of cow/calf country on a small ranch in Southwest Missouri.

Please join the Board of Directors in warmly welcoming both Jerry and Ellen Cassady at our upcoming events, including initially the Twin Oaks sale and the Texas Wagyu Association program coming up shortly.

A handwritten signature in black ink, appearing to read "Sheila C. Patinkin".

Sheila C. Patinkin, President

Wagyu refers to all Japanese beef cattle.
“Wa” means Japanese and “gyu” means cow.

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