



AMERICAN ANGUS ASSOCIATION
The Business Breed

April 11, 2014

Dear American Angus Association members,

On March 21, 2014, the AAA Board of Directors received a letter from 15 Association employees. The letter enumerated concerns over the management of the Association and asked for my removal as Association CEO.

The AAA Board of Directors conducted a conference call on March 22, 2014, and formed a six-person task force comprised of officers and board members, which convened in Kansas City on March 26-27, 2014. This task force interviewed 25 employees, including myself.

A summary report of the task force's findings was submitted for evaluation by the full board of directors, which met in Kansas City on April 7-8, 2014, to discuss the letter and formulate recommendations for moving forward.

Following a lengthy deliberation, the board informed me of its support in continuing my role as chief executive officer. The officers also attended meetings with staff and regional managers on the afternoon of April 8, 2014.

On April 10-11, 2014, I conducted a series of employee interviews either in person or over the phone with each of the 15 staff members and regional managers who had signed the letter. Two other staff members were asked to participate on the calls for the purpose of documenting employee responses.

Six regional managers and six staff members are no longer employed by the Association. We are working with the remaining staff members to provide the Association with assistance through this transitional period.

We fully understand that this decision may create unexpected hardships for our members, but please be assured that, in light of this unforeseen circumstance, the Board of Directors and the employees of the Association will do everything in our power to alleviate or prevent any inconveniences or disruptions in services related

to the changes taking place. We appreciate your understanding and value greatly your continued support.

The Association remains a membership-driven organization, and it will work through these challenging times to build a brighter future for the organization and the people it serves.

Sincerely,

A handwritten signature in black ink that reads "Bryce F. Schumann". The signature is written in a cursive style with a long horizontal flourish at the end.

Bryce Schumann
Chief Executive Officer
American Angus Association