



December 14, 2016
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NAAB President & CEO Dr. Gordon A. Doak to Step Down

Dr. Gordon A. Doak, President and Chief Executive Officer of the National Association of Animal Breeders and its subsidiary Certified Semen Services, Inc. will step down from his current role at the end of 2016 after serving twenty-eight years in this capacity.

This change is part of a planned transition of leadership roles at NAAB as Dr. Doak approaches retirement. He will remain an active part of the NAAB staff to assist the new President with a smooth transition of responsibilities.

“We salute and express our appreciation for Dr. Doak’s dedication and efforts in support of the U.S. AI industry and to cattle improvement around the world,” states Charles G. Sattler, chairman of the Board of Directors. “Gordon has led the national trade association through a phase where the AI industry has grown by 170%. He has contributed to this growth by establishing CSS as an effective service that assures a high standard for AI production center practices, assisting with the negotiation of fair and reasonable trade protocols around the world and working with the industry to build effective genetic improvement programs for dairy and beef cattle”.

“NAAB has been in existence for 70 years and there have been only three CEOs” Doak said. “During my 40 year tenure, I have had the privilege to work with pioneers in the AI and cattle industries and participate in the technologies and science that brought us to this point.”

Dr. Doak joined the NAAB staff in 1976 as the NAAB Technical Director and as the first CSS Service Director. He was promoted to President and CEO in 1988. In these roles he received directives from the NAAB and CSS Board of Directors as well as input from a structure of robust committees and formed these into unified programs and activities carried out for the benefit of the cattle industry.

In addition to his contributions through NAAB and CSS, Dr. Doak has actively contributed to numerous industry organizations. He currently serves as the Vice-Chairman for the Council on Dairy Cattle Breeding, the Chairman of the International Committee for Animal Recording’s Working Group on AI and Other Relevant Technologies and has been the Chairman of the Board for the U.S. Livestock Genetics Export, Inc.

Dr. Doak grew up on a small dairy farm in Northwest Missouri. He attended the University of Missouri – Columbia where he received his B.S., M.S. and PhD degrees. Gordon and his wife Becky reside in Columbia, MO and have one grown son and a granddaughter.

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