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### **John Braly Elected to NIAA Board of Directors**

COLORADO SPRINGS, CO— John Braly, vice president, North American Business Development and Sales, Destron Fearing, was elected to serve a three-year term on the Board of Directors of the National Institute for Animal Agriculture. Braly was elected during NIAA's annual meeting in Louisville, Ky., March 31-April 1.

NIAA's Board of Directors guides the organization's 213 members from the beef, dairy, swine, sheep, goat, equine and poultry industries. Membership includes national and state livestock, poultry and equine organizations as well as veterinarians, government regulatory personnel, academia, researchers, extension specialists, producers and allied industry businesses and organizations.

"John's strong beef background coupled with his experience with animal identification and association membership and education make him an ideal fit as an NIAA board member," states Dr. Leonard Bull, chairman of NIAA. "He's a well-rounded individual who can big picture as well as stay focused on the little things that make an organization function at optimum level."

Braly's professional background has focused primarily on the beef industry and animal identification. He has been with Destron Fearing for three years as the vice president of business development in the animal applications division, with additional North American sales team and government affairs duties added in 2008. Prior to joining Destron Fearing, John spent four years with the National Cattlemen's Beef Association as vice president for industry and member services and 16 years with the California Cattlemen's Association.

*The National Institute for Animal Agriculture provides a forum for building consensus and advancing proactive solutions for animal agriculture—the beef, dairy, swine, sheep, goats, equine and poultry industries—and provides continuing education and communication linkages for animal agriculture professionals. NIAA is dedicated to programs that work towards the eradication of disease that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome from supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members represent all facets of animal agriculture.*

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