



Nearly 2,500 Angus enthusiasts set an attendance record as they gathered in Fort Worth, Texas, for the 2017 Angus Convention and Trade Show.



That's a Wrap

Successful 2017 Angus Convention — featuring announcement of new acquisition and new Angus-specific genomic profile — concludes.

by **ALI LUETY,**
American Angus Association

With almost 2,500 attendees, the three-day 2017 Angus Convention was a resounding success. The American Angus Association celebrated a year of

progress and innovation, including two groundbreaking announcements.

Allen Moczygemba, Association CEO, announced the acquisition of Verified Beef and its Reputation Feeder Cattle® program during the Opening General Session Saturday, Nov. 4. The deal is a pivotal decision that will grow the value

and relevance of the Angus breed today and in the future.

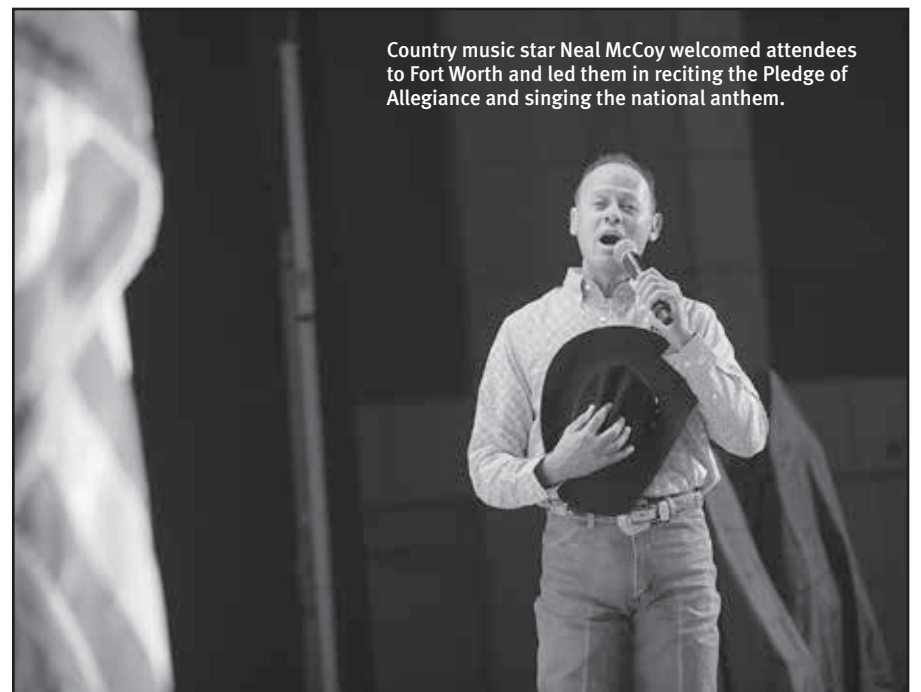
The Association also introduced a new genomic profile, Angus GS™, which offers breeders an affordable tool to empower genomic selection. The Angus Genetics Inc. (AGI) team developed the tool specifically for Angus cattle and



Red Steagall, native Texan, musician, poet and symbol of cowboy culture, provided an eloquent invocation reminding his audience to support and preserve rural communities.



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Country music star Neal McCoy welcomed attendees to Fort Worth and led them in reciting the Pledge of Allegiance and singing the national anthem.



Foundation celebrated a year of generous donors at the Angus Foundation Supporter Recognition Event. Donations directly support Angus youth, cutting-edge research and education. Almost 900 donors contributed to the Foundation, helping to grow total assets to a record \$20.49 million. In addition, four new scholarship funds were created. Details are shared in the January 2018 *Angus Journal*.

Educational opportunities

The 2017 Convention was a true educational experience. Attendees had the opportunity to attend workshops, demonstrations and the one-of-a-kind trade show. Speakers included Randy Blach, CEO of CattleFax; Lowell Catlett, a futurist and retired regents professor at New Mexico State University; Edd Hendee, owner and operator of the

renowned Houston-based Taste of Texas restaurant; and other industry leaders.

An impressive 1,500 Convention attendees entered to win a Priefert and Tru-Test complete cattle handling system and a one-of-a-kind, custom-built Angus Cat 289 compact track loader. David Lutchka of Grass Lake, Mich., took home the cattle handling system, valued

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designed it to genotype the whole herd, not just bulls (see more on page 60).

“This year’s Angus Convention was a tremendous success thanks to our dedicated membership and talented staff,” Moczygemba said. “It was truly a monumental year of innovation and progress for the Association and will set up 2018 to be an even more successful year. The Angus breed enjoys a leadership position today because of the collective efforts of producers, industry partners and Association supporters.”

Touring Texas

The Convention kicked off Friday, Nov. 3, with the National Angus Tour hosted by the Texas Angus Association (see story on page 42). Almost 450 attendees headed to a pair of unique operations in the heart of Texas. Hoofstock Genetics was first on the list, welcoming seven buses packed with Angus enthusiasts eager to learn more about the embryo transfer (ET) and *in vitro* fertilization (IVF) services Hoofstock offers. The second stop, Wilks Ranch, served up a hearty lunch and displayed Angus cattle from breeders across the state.

Meanwhile, the Beef Blitz Product Tour hosted by Certified Angus Beef LLC (CAB) took 40 attendees on a tour from packer to plate. The bus departed for a tour at Buckhead Dallas, an industry-leading protein supplier that stocks one of the largest inventories of *Certified Angus Beef*® (CAB®) brand product in the United States. The tour then headed to Silver Fox, a traditional steak house in Fort Worth. After lunch, the tour headed east to Brookshire’s Retail Store for their final tour.

Celebrating milestones

Friday evening, the Angus



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at \$27,000. Northpoint, Ala., native Keith Ergle was the lucky winner of the Cat Track Loader, a \$90,000 piece of equipment (see more on page 46).

Judging contest results were announced and winners of the three divisions took home a hat from contest sponsor Greeley Hat Works, a \$650 value. Colter Pohlman of Texas took home high honors in the

youth division, and Cooper Dube of Texas won the young adult division. Kansas native Jeff Nemecek won the adult division and was named overall champion (see page 16).

Following the giveaway drawing, Grammy award-winning Asleep at the Wheel provided classic country swing entertainment in true Texas style.

Auxiliary activities

The American Angus Auxiliary hosted several events in conjunction with the Angus Convention, including its Executive Committee and Executive Board meetings, its Annual Meeting, the 65th Annual Auxiliary Breakfast and a past presidents' luncheon.

Five young scholarship winners



Members chosen to represent their states at the 134th Annual Convention of Delegates convened Monday, Nov. 6, to hear annual updates from Association staff and to elect new leadership for 2018. Delegates representing 40 states and the District of Columbia elected

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In recognition of his retirement, Richard Wilson (left), long-time chief financial officer for the American Angus Association was honored during the Opening General Session. Certified Angus Beef President John Stika reveals the plaque that will be posted in the newly named Richard E. Wilson Boardroom in Saint Joseph, Mo.



competed during the convention for the title of Miss American Angus, a contest hosted by the American Angus Auxiliary. Competing were Lydia Dance, Hillsboro, Ohio; Caroline Cowles, Rockfield, Ky.; Claire Hawthorne, Westby, Wis.; Kallie Knott, Laotto, Ind.; and Haley Greiman, Perry, Iowa. Knott was crowned the 2018 Miss American Angus at the Awards

Recognition Breakfast Monday, Nov. 6. New leadership taking the reins at the 66th Annual Auxiliary Breakfast include Leslie Mindemann, Sullivan, Wis., president; Cindy Ahearn, Wills Point, Texas, president-elect; and Gina Hope, Berryville, Va., secretary-treasurer.

Recognition breakfast
The highly anticipated Awards Recognition Breakfast highlighted some of the Association's best and brightest. Award winners included:
● Roll of Victory (ROV) Show Heifer of the Year: Conley Sandy 5104,

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In a very animated presentation, futurist Lowell Catlett told Angus enthusiasts to get ready — the future is coming. Catlett, who retired in 2015 as dean and chief administrative officer of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University, keynoted the International Genomic Symposium where Angus Genetics Inc. staff introduced Angus GS™, a genomic panel built specifically for Angus.



Kevin Yon, South Carolina, as the president and chairman of the Board and John Pfeiffer Jr. of Oklahoma as vice president and vice chairman. The five candidates seeking re-election ran unopposed and were elected in a single voice ballot (see page 6 for more details).

JALLO ANGUS Ranch

Annual Production Sale

JANUARY 21ST, 2018

1:30 P.M. At the Ranch

In our heated sale barn 10 miles West of Fordville, ND

Sires Represented:

- Carters Omaha
- JMB Traction 292
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- owned by David Smith, Colorado, and Conley Cattle, Oklahoma
- ROV Show Bull of the Year: DAJS Special Effects 044, owned by Doug Satee Angus, Texas
- ROV Breeder of the Year: Express Ranches, Oklahoma
- Angus Value Discovery Contest Grand Champion Pen award:

Hoffman Angus Farms, Indiana; Reserve Champion Pen award: Randall Spare and Randy Bayne, both of Kansas

- Heritage Angus Foundation Inductees:
 - Clarence Van Dyke, Montana
 - Kelly Schaff, North Dakota
 - Joe Elliott, Tennessee

- Cory Watt, South Carolina, posthumously
- Future Angus Stockmen Scholarship recipient: Catie Wharton, Kansas
- National Junior Angus Association (NJAA) Angus Ambassador: Sydni Lienemann, Nebraska
- Miss American Angus: Kallie Knott, Indiana



Kallie Knott of Laotto, Ind., was crowned Miss American Angus at the Awards Recognition Breakfast Monday morning. She will represent the breed in the coming year.

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Rounding out the Convention was the 134th Annual Convention of Delegates. Delegates representing 40 states and the District of Columbia elected five directors, all incumbents seeking a second term, to the Board:

- Jerry Connealy, Nebraska
- David Dal Porto, California
- John Grimes, Ohio
- James Henderson, Texas
- Dave Nichols, Nebraska

The delegates also elected Board leadership:

- President and chairman of the board: Kevin Yon, South Carolina
- Vice president and vice chairman of the board: John Pfeiffer Jr., Oklahoma

At their September Board Meeting, Board members elected:

- Treasurer: Don Scheifelbein

The 2017 Angus Convention wouldn't be possible without the support of generous sponsors, including:

- five-star sponsor: Zoetis
- four-star sponsor: Merck Animal Health
- three-star sponsors: Neogen, Caterpillar and Thomas Angus Ranch
- two-star sponsors: Boehringer Ingelheim Vetmedica Inc., Cotton & Associates, Select Sires, Deer Valley Farm, Priefert Farm, Ranch & Rodeo
- one-star sponsors: Certified Angus Beef LLC, RL Inc., RFD-TV and the Texas Angus Association

Mark your calendars for the 2018 Angus Convention Nov. 3-5 in Columbus, Ohio. We'll be celebrating CAB's 40th anniversary in the state where it all began. Registration and lodging reservations open July 1, 2018. For more details about this year's Convention, visit AngusConvention.com.



Editor's Note: Ali Luety is a communications specialist for the American Angus Association.