

CATTLEMEN GATHER IN RENO

Producers traveled west to celebrate the Business Breed.

by Katy Holdener, American Angus Association

More than 1,700 attendees made the 2019 Angus Convention an overwhelming success Nov. 2-4 in Reno, Nev. The American Angus Association met its goal of providing top-notch education, networking and entertainment to those who made the trip west.

During the opening general session Saturday, Nov. 2, Association CEO Mark McCully reflected on the past success of the Business Breed and provided a positive outlook on the year ahead for Angus producers and their commercial customers. McCully gave attendees from all segments of the cattle industry a front-row seat to the inner workings of the Association, extending the reach of the Angus family across the nation.

“While this was the first time the Angus Convention has ever traveled west, we knew the region is home to cattle operations of every size and production type,” McCully said. “The Association had an important goal of increasing the connection between our western members and their commercial bull-buying customers. By providing unmatched educational opportunities and an expansive trade show with plenty of time for networking, I believe we did just that.”

Field trip

Angus Convention kicked off Friday, Nov. 1, with the National Angus Tour, hosted by Bently Ranch and sponsored by the California Angus Association. Close to 400 attendees visited the unique operation just south of Reno, near Minden, Nev.

Tour participants spent the day learning about the multifaceted Bently Ranch, which has vertically integrated its commercial Angus operation, farming and distillery, all in one location.

Foundation celebration

Friday evening, the new Angus Convention Kick-Off Party

celebrating the Angus Foundation honored generous donors and a year of advancements

made by the Foundation. Kyle Shobe and the Walk 'em Boys entertained the crowd of more

than 400 guests. A live auction of five lots, ranging from hunting and fishing trips to video packages, brought in more than \$33,500 unrestricted funds for the Angus Foundation.

“We introduced a new format to our Friday evening event, and we are so happy with the outcome,” said Rod Schoenbine, Angus Foundation director of development. “The opportunity to raise funds through a live auction, to showcase touching video tributes, and to enjoy live music and great food delivered a fun evening for all who attended.”

Learning opportunities

With producer education as the main focus, attendees had the opportunity to learn from some of the best in the business when it comes to genetics, cattle handling, herd management and more. The Angus Genomics Symposium sponsored by Neogen GeneSeek pushed producers to think outside

of the box. Keynote addresses by innovator and former CEO of Travelocity Terry Jones and Brad Hine of the Commonwealth Scientific and Industrial Research Organisation (CSIRO) provided attendees a road map to digital disruption and an update on a cattle immune function expected progeny difference (EPD).

Stewart Bauck, vice president of agrigenomics for Neogen, unveiled new Angus GSSM content to be released in the coming months.

In addition, a Learning Lounge was added in the trade show to provide even more education in quick, 30-minute time frames. Attendees were able to stop into the Learning Lounge during trade show hours to catch up on the latest advancements made by sponsors and Association staff.

Angus University keynote speakers included Beck Weathers, Mount Everest survivor; and Joel Cowley, CEO of the Houston Livestock Show and RodeoTM. They inspired convention-attendees with stories of history and perseverance. The Sunday afternoon Angus University



General sessions had packed houses of cattlemen.

FOR 2019 ANGUS CONVENTION

workshops, sponsored by Zoetis, covered everything from bull development to the relationship of maternal function and carcass merit, and more.

Find coverage of these educational sessions in the *Angus Journal*, *AJ Daily*, *Angus Beef Bulletin*, *Angus Beef Bulletin EXTRA* and in the newsroom at angusconvention.com.

Take-home prizes

More than 800 attendees entered to win a Priefert and

Tru-Test by Datamars Complete Cattle Handling System, a John Deere XUV835M HVAC Gator™ Crossover Utility Vehicle and a Bridgeview Manufacturing Bale King 5300. Steve Gilje of Rolette, N.D., took home the Complete Cattle Handling System, valued at \$33,000. Taylorsville, Ky., native Anne Patton Schubert was the winner of the John Deere Gator, a \$22,000 piece of equipment. Sarah Thomas took the Bridgeview Manufacturing Bale King 5300 back to Homedale, Idaho.

The second annual *Certified Angus Beef*® (CAB®) brand meat judging contest results were announced. Winners of the three divisions took home a hat from Greeley Hat Works, a \$650 value. Colter Pohlman of Texas took home high honors in the junior division and Kallie Knott of Indiana won the young adult division. Minnesota native Karen Mitteness won the adult division and was named overall champion. Following the giveaway drawing, Flatland Cavalry entertained the crowd with their “easy on the ears, heavy on the heart” Texas country music.

► Century Awards:

- Spring Cove Ranch, Idaho
 - Purath Angus Farm, Minnesota
- ## ► Heritage Angus Foundation Inductees:
- Jarold Callahan, Oklahoma
 - Jere and Charles Cannon, Kentucky
 - Jim Bradford, Iowa
 - Posthumously, Paul St. Blanc, Louisiana
- ## ► NJAA Angus Ambassador:
- Maddie Fugate, Illinois
- ## ► Miss American Angus:
- Eva Hinrichsen, Kansas



Above: The Colorado State University booth in the trade show gave cutting demonstrations to show cattlemen carcass utilization.

Below: The CAB booth combined fun with education in the trade show with skee ball machines.

Association awards

The highly anticipated Awards Recognition Breakfast highlighted some of the Association's best and brightest. Award winners are:

- American Angus Auxiliary 2019 retiring president: Cindy Ahearn, Texas
- ROV Show Heifer of the Year: T/R NFF Princess E307, Kayden Nowatzke, Michigan City, Ind.
- ROV Show Bull of the Year: C&C Intuition 7104, Ryan Callahan, Edmond, Okla.; Express Ranches, Yukon, Okla.; Cross Creek Farms Inc., Brimfield, Ill.
- ROV Breeder of the Year: Express Ranches, Okla.

Association Board of Directors elected

Completing the Angus Convention was the 136th Annual Convention of Delegates. Nearly 300 delegates came together to elect officers and directors and to vote on Association business.

Five incumbents were re-elected as directors:

- Richard Dyar, Alabama
- Dave Hinman, Montana
- Alan Miller, Illinois
- Jonathan Perry, Tennessee
- Barry Pollard, Oklahoma

Don Schiefelbein of Minnesota was elected president and chairman of the board. David Dal Porto, California, was elected vice president and vice chairman.

Jerry Connealy, Whitman, Neb., was announced as treasurer, a position selected by the board prior to the convention.

Mark your calendars for the 2020 Angus Convention, Nov. 7-9, in Kansas City, Mo. Proudly themed “Decades of Angus,” the 2020 Angus Convention is set to bring even more education, networking and entertainment to producers in attendance. Registration and lodging reservations open July 1. |

Editor's note: Katy Holdener is a digital content manager for the Communications Department at the American Angus Association.

