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# PASSION, INNOVATION, ACHIEVEMENT

Three-day Angus Convention hosted 1,600 attendees to inspire and conduct Association business.

by Peyton Schmitt and Briley Richard, American Angus Association



The American Angus Association spent a legendary weekend in Fort Worth, Texas, as members celebrated Angus passion, innovation and achievement at the 2021 National Angus Convention and Trade Show. In accordance with the convention theme, the event featured three keynote addresses highlighting each of these concepts for attendees.

The Association welcomed Rorke Denver, former U.S. Navy SEAL commander, to address the pursuit of progress.

Whether it's securing higher premiums, maximizing performance in the pasture or succeeding in the show ring, Angus breeders have made achievement a priority since the beginning. Denver, who has run every phase of training for U.S.

Navy SEALs prior to starring in the film *Act of Valor*, is also no stranger to the desire for constant improvement.

"Every great team will find a way to constantly improve in an elite environment," Denver said. "They're always trying to figure out

a way to get a little bit better."

Denver encouraged attendees to position themselves optimally for what they hope to achieve, relating it to his experiences training for the battlefield.

"If you can make a big leap, that's great, but it's often small measures of improvement that make teams better," Denver said. "It's the idea of asking ourselves, 'Is there anything more I can do? Is there a better place I can fight

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from or think from?"

Throughout history, the Angus breed has proven itself dedicated to achieving new feats, even in times of adversity. Denver said those in the beef industry have what it takes to seek out opportunities for progress. He shared his appreciation for the values of those in agriculture, which resonate closely with his own experiences.

"It's not hard talking to folks that have the grit and toughness of this organization," Denver said. "People in agriculture tend to be my favorite audiences, because it's just folks that care about all the things we care about, so it makes for a special event when I can be at something like this."

## Convention highlights

The three-day Angus Convention attracted 1,600 attendees and nearly 100 trade show vendors.

“This year’s convention was a tremendous success,” said Mark McCully, American Angus Association CEO. “We were so grateful to have our Angus family gathered together in person again to celebrate what we’ve accomplished and where we’re headed. The breed’s current reputation is a testament to the collective efforts of hardworking producers and vast industry advancements.”

Each day hosted informational sessions, networking events and trade show opportunities.

On Day 1, Angus enthusiasts took in various tours, such as an in-depth look at a nearby Angus operation, Gabriel Ranch, and a cowboy culture tour of the Fort Worth Stockyards. Cattlemen and women also attended the Beef Blitz hosted by Certified Angus Beef (CAB). They toured several Fort Worth eateries who partner with the brand to provide top-of-the-line Angus beef to consumers.

## Educational venues

Convention goers attended a variety of Angus University educational workshops. Topics ranged from AAA Login and improving the bottom line to the importance of genetic advancement. Watch for individual coverage of these educational sessions in upcoming issues of the *Angus Beef Bulletin*, the *Angus Beef Bulletin EXTRA* and the *Angus Journal*.

The Capturing Value panel moderated by Troy Marshall, director of commercial industry relations for the Association, was an informative addition to the 2021 lineup. Panelists Clint Berry, Superior Livestock Auction representative; Kelli Payne, Oklahoma City National Stockyards president; Doug



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Slattery, 44 Farms COO; and Bruce Cobb, CAB executive vice president of production, shared recommendations to capture more value for Angus-based feeder calves. For more detailed coverage, read “Follow the Money,” beginning on page 100.

Those interested in learning more about Beef Quality Assurance (BQA) attended a workshop hosted by Ron Gill, Texas A&M professor and extension livestock specialist. With recommendations for each segment of the beef industry, BQA is a program to

raise consumer confidence through proper management techniques and a commitment to quality (see [www.bqa.org](http://www.bqa.org)). Certification is a component of several branded-beef programs.

## Auxiliary events

Members of the American Angus Auxiliary kicked off their 70th Anniversary celebration during the Angus Convention. The organization hosted several



Friday tours included a trip to nearby Gabriel Ranch and a cowboy culture tour of the Fort Worth Stockyards, as well as a Beef Blitz tour to several Fort Worth eateries hosted by CAB.



events, including its Annual Meeting, the 70th Anniversary Kickoff Reception, the Annual Auxiliary Breakfast, and the Miss American Angus competition. Learn more about the Auxiliary and its activities at [www.angusauxiliary.com](http://www.angusauxiliary.com).

## Leadership panel

A leadership panel with representatives for each Association entity reported on the previous fiscal year’s successes and what the future holds. The overarching theme was the importance of the membership and how to best provide tools and opportunities for members and their commercial customers.

Kelli Retallick-Riley, president of Angus Genetics Inc. (AGI), spoke about the strides in genomic data and information that will better the current tools AGI offers. She stressed the economic value of genomics from a maternal standpoint. Combining these factors will allow the Association to make improvements to better serve members.

Brett Spader, president of Angus Media, celebrated producing more new sale books than ever before and invited attendees to visit with Angus Media staff in attendance to get a demonstration of the Pasture to Publish program that assists producers in building their sale books. He explained a new technology called “extended reality” allowing cattlemen to use their mobile devices to bring print media to life, similar to virtual reality. Spader discussed new market research being conducted in January giving insight to producers on their buyer audience.

CAB President John Stika discussed the importance of simplifying the complex information consumers must sort through. He shared a new advertising campaign for the holidays emphasizing, “If it’s not *Certified*, it’s not the best.”

Stika also shared the need to

*Continued on page 112*

respond to frequent requests from brand customers to validate environmental stewardship and cattle care commitments. The brand set a long-range goal of marketing product under a “sustainably raised” label by 2025. Separate from the 2025 goal, Stika also shared a collaboration with Ducks Unlimited to help the brand leverage the conservation work already happening on Angus farms and ranches and using that data to meet customer needs.

A report from Thomas Marten, executive director of the Angus Foundation, rounded out the

panel. Marten touched on the growth of the Talon internship program, stressed the importance of mentors for young people, and looked ahead to a year of positively affecting the lives of Angus youth.

### Honoring heritage

The American Angus Association Awards Dinner and Reception celebrated breed innovators and visionaries.

Each year, the Association selects members who embody its heritage, tradition and legacy for induction into the Angus Heritage

Foundation. Inductees depict the type of individuals who built the Association’s reputation as an industry leader with their drive, ambition and forward-thinking attitudes.

Honored as the 2021 Angus Heritage Foundation inductees were Billy Maples, Maples Stock Farm, Elkmont, Ala.; Frank Schiefelbein, Schiefelbein Farms, Kimball, Minn.; Bob Funk, Express Ranches, Yukon, Okla.; Margaret Dreesmann, Saint Joseph, Mo., retiring after a 54-year career as a computer programmer at the Association;

and Charles A. McPeake, Georgia, posthumously, formerly of Arnoldsville, Ga.

Visit <https://angusawards.com/> to learn more about the Angus Heritage Foundation and those inducted since its inception.

### Brand recognition

During the dinner reception, CAB recognized three recipients of producer awards. Yon Family Farms, South Carolina, was recognized as the 2021 Seedstock Commitment to Excellence winner. Pfeiffer Angus Farms, Oklahoma, was honored with the Ambassador Award. Finally, Bradley 3 Ranch, Texas, was honored with CAB’s 2021 Sustainability Award.

All three winners were profiled in the October 2021 *Angus Beef Bulletin*, available online at <https://bit.ly/Oct21ABB> [see pages 86 (Bradley 3 Ranch), 88 (Pfeiffer Angus Farms) and 92 (Yon Family Farms)].

### Crowning achievement

Each year the American Angus Auxiliary hosts a contest to crown a Miss American Angus.



Mary Wood, Willow Spring, N.C., was crowned 2021-2022 Miss American Angus.

Candidates selected through its scholarship program compete through public speaking, an industry knowledge test and interview process. The winner is crowned during the Awards Dinner.

Mary Wood, Willow Spring, N.C., was crowned 2021-2022 Miss American Angus. A freshman at Oklahoma State University

### Angus Foundation raises \$20,000+

The Angus Foundation hosted a welcome reception Nov. 5 to kick off the 2021 National Angus Convention and Trade Show. The event featured live



and silent auction offerings to raise unrestricted funds to use in furthering the Angus Foundation’s mission of supporting education, youth and research within the Angus breed. Proceeds from the event will support scholarships, youth conferences and research projects in the coming year.

“The generosity of so many great donors at the welcome reception sets the path forward as we launch into a new fiscal year and prepare to fund many worthy programs in 2022,” said Thomas Marten, Angus Foundation executive director.

The auctions grossed \$20,070 in proceeds from the silent and live offerings. The high-selling live auction lot was the HeliBacon Hog Hunt, selling for \$12,000 to Pleasant Valley Farms. Topping the silent auction was the Men’s Custom Pure Beaver Hat donated by Greeley Hat Works Inc. and selling to Mike Mayfield.

Through generous donations, the auction offered an impressive variety of items for Angus enthusiasts to consider as they enjoyed an evening of networking and *Certified Angus Beef*® brand *hors d’oeuvres*.

— *Written by Peyton Schmitt, Angus Communications*

### 2021 National Angus Convention Angus Foundation Live Auction

**LOT 1:** HeliBacon hog hunt, donated by the Angus Foundation, Saint Joseph, Mo.; purchased by Pleasant Valley Farms, Robert Stabler, Brookeville, Md.

**LOT 2:** Custom Made to Measure Boots, donated by Ramblin’ Trails Custom Boots, Fort Worth, Texas; purchased by Mark and Cindy Ahearn, Wills Point, Texas

**LOT 3:** Angus watercolor painting: “Maids of the Meadow,” donated by Martha Greer, Saint Joseph, Mo.; purchased by Heritage Farm, Tom McGinnis, Shelbyville, Ky.

**LOT 4:** Wine barrel cabinet, donated by the National Junior Angus Board and the Tim and Kara Coleman Family, Modesto, Calif.; purchased by X5 Ranch, Cory Thompson, Willcox, Ariz.

### 2021 National Angus Convention Angus Foundation Silent Auction

**LOT 1:** Women’s custom Beaver 20 hat, donated by Greeley Hat Works Inc., Trent Johnson, Greeley, Colo.; purchased by Tim and Gretchen Clark, Gretna, Va.

**LOT 2:** Men’s custom Pure Beaver hat, donated by Greeley Hat Works Inc., Trent Johnson, Greeley, Colo.; purchased by Mike Mayfield, Pulaski, Tenn.

**LOT 3:** Custom Cross Five cattle cooler, donated by Cross Five Cattle Coolers, North Sioux City, S.D.; purchased by E D Angus, Clint and Suzy Hebbert, Ashby, Neb.

**LOT 4:** Custom farm/ranch sign, donated by Jennez, Jen Johnson, Wanette, Okla.; purchased by Dyce Bolduc, Alberta, Canada

**LOT 5:** American West leather boot bag, donated by Joel and Tammy Cowley, Alberta, Canada; purchased by Jerry and Tonya Theis, Leavenworth, Kan.

dual-majoring in agricultural communications and agribusiness, Wood will don the crown, red coat and sash to travel and represent the Angus breed for the coming year.

### Roll of Victory

Top winners of the Association's Roll of Victory (ROV) Show Program were honored at the awards dinner.

Seldom Rest Sandy 9080, owned by Suter Clark, Gretna, Va., was recognized as ROV Show Heifer of the Year.

Silveira's Forbes 8088 was named ROV Show Bull of the Year. He is owned by Chris and Sharee Sankey, Council Grove, Kan.; Silveira Bros., Madera, Calif. and Rockin' S Ranch Inc., Riverdale, Calif.

Express Ranches of Yukon, Okla., was recognized as Breeder of the Year, a recognition it has claimed every year since 2012.

### Extending generosity

During the awards dinner, team members representing STgenetics presented the National Junior Angus Association (NJAA) a generous donation of \$10,000.

Aaron Arnett, director of beef genetics for the company reached out to the Association about an idea to support Angus juniors during the National Junior Angus Show (NJAS). Company founder and CEO Juan Moreno, wanted an avenue to donate to juniors while giving their sales team and customers the opportunity to take ownership in the magnitude of the gift.

Donating a portion of STgenetics' Angus semen sales the entire week of the NJAS challenged everyone to reach higher sales goals, Arnett said.

Funds donated to the NJAA and Angus Foundation are used to support the Foundation's mission of youth, education and research in the Angus breed and agricultural

industry. That includes events like Leaders Engaged in Angus Development (LEAD) conference, Raising the Bar, Beef Leaders Institute (BLI) and more.

### Conducting business

The 138th Annual Convention of Delegates highlighted the final day. Jim Brinkley, Milan, Mo., was re-elected to a second term of the Board of Directors. Paul Bennett, Red House, Va.; John Dickinson, Caldwell, Idaho; Greg McCurry, Sedgwick, Kan.; and Loran Wilson, Orleans, Ind., were elected to serve their first three-year term.

Delegates elected Jerry Connealy, Whitman, Neb., president and chairman of the Board; and Chuck Grove, Forest, Va., vice president and vice chairman of the Board. Selected by the Board at its September meeting, Barry Pollard, Enid, Okla., was installed as treasurer (see "At the Helm" on page 124 for more).



### Save the date

The 2022 National Angus Convention and Trade Show will be hosted on Nov. 5-7 in Salt Lake City, Utah. Details will be posted as they become available to [www.angusconvention.com](http://www.angusconvention.com).

For news and further information about the 2021 Convention, stay tuned for future issues of the *Angus Beef Bulletin* and the *Angus Beef Bulletin EXTRA*. |

Editor's note: This article compiled with multiple news releases provided by the American Angus Association.

# BIG TAKE-HOMES

Three attendees take home grand prize giveaways from 2021 Angus Convention.

by Jera Pipkin, American Angus Association

Three lucky participants of the 2021 National Angus Convention and Trade Show left the event with equipment in tow — at no cost to them — to put to use on their farms and ranches. Attendees packed the stands in the Priefert Cattle Demo Area Sunday afternoon, Nov. 7, in hopes they would take home one of the three grand-prize giveaways.

The first name called was Charlie Boyd II of Mays Lick, Ky., winning a Bale King 5300 Bale Processor from Bridgeview Mfg. A prize valued at \$30,000, the processor will assist Boyd and his family in feeding and bedding their cattle with ease. Carrying up to three round bales per load, the Bale King 5300 will save time, fuel and miles for this fortunate winner.

“I guess it was our lucky day,” Boyd said, “because we have been considering a bale processor at Boyd Beef Cattle. The Bale King will be instrumental in bull development and our spring-calving cows and calves.”

Martha Johnson and Knoll Crest Farm, Red House, Va., took home a John Deere XUV835M Gator

valued at \$16,569 donated by John Deere. She’ll be able to utilize the gator’s three-person cock pit, power steering, 54-horsepower

engine, 2,000-pound towing capacity, 1,000-pound cargo box capacity, and speeds up to 45 mph.

“I was excited to attend the convention on behalf of Knoll Crest Farm,” Johnson said. “I was shocked to win the John Deere Gator and can’t wait to ride the pastures and check cows with my kids.”

Claiming the third and final giveaway item — a Priefert and Datamars Complete Cattle

Handling System, valued at \$42,244 — was Leslie Worsham of Houston, Texas. The extensive package features a solid sweep with a straight working alley, adjustable to one of four widths, leading to a Priefert Model S04 Squeeze Chute.

The set-up is completed by a Tru-Test by Datamars complete weight and water-management solution, electronic identification reader, and WaterWell 2 automatic waterer. The system will allow Worsham to work cattle more safely and efficiently.

“We are closing on a property at the end of November, and we were in need of a corral system,” Worsham said. “From its capacity to its state-of-the-art data system, we know it will enable us to better work our Angus cows and collect data on our Angus calves. It is such a blessing, and we are so thankful to Priefert for their generosity!”

Editor’s note: Jera Pipkin is a communications specialist for the American Angus Association.



Charlie Boyd II of Mayslick, Ky., received a Bale King 5300 Bale Processor.



Martha Johnson and Knoll Crest Farms of Red House, Va., received a John Deere XUV835M Gator.



Leslie Worsham of Houston, Texas, received a Priefert and Datamars Complete Cattle Handling System.