

# EXPLORE

## ANGUS CONVENTION

salt lake city · 2022



Angus breeders explored new learning and networking avenues during the 2022 Angus Convention. The American Angus Association hosted the four-day event in Salt Lake City Nov. 4-7, which attracted 1,400 registrants and nearly 80 trade show vendors.

“This year’s convention was without a doubt a tremendous success,” said Mark McCully, Association CEO. “Our Angus family left Salt Lake City energized, equipped and inspired to reach new levels of success.”

Friday, Angus enthusiasts had a chance to participate in various tours including the National Angus Tour and the Beef Blitz tour hosted by Certified Angus Beef (CAB). That evening, Angus breeders gathered during the Trade Show Grand Opening and Welcome Reception.

On the main stage, three general sessions presented industry-relevant, cutting-edge information. The opening session, Exploring Your Potential, welcomed the

Angus family with remarks from McCully and panelists about defying standards, the scope of the beef business and what’s on the industry’s horizon. Kelli Retallick-Riley, Angus Genetics Inc. (AGI) president, and panelists of the Genetics Symposium, sponsored by Neogen, discussed the functional longevity expected progeny difference (EPD), genomic advancements and the value of the Angus cow. During the Consumer Perspectives Panel, sponsored by Zoetis, Bruce Cobb, CAB executive vice president of production, alongside industry professionals, shared how cattlemen can earn consumer trust and continue driving demand for CAB.

Angus University provided opportunities to learn from industry experts, both in classroom settings and with live cattle in the Priefert Cattle Demo Area. Topics covered ranged from capturing value for all sectors and bovine heart health to innovative production practices.

## 108 MAKING LIFE EASIER FOR EVERYBODY

McCully shares how being helpful is a sound business model.

## 114 IN THE DRIVER'S SEAT

How Angus breeders will maintain the lead, improve margin.

## 120 DATA, DATA, DATA

Angus is a genetic powerhouse founded on the dedication of breeders.

## 126 THE VERY BEST BEEF: TO FINISH RIGHT, START RIGHT

Certified Angus Beef delivered message on brand successes and progress at Angus Convention.

## 130 NEW LEADERSHIP, DIRECTORS ELECTED

American Angus Association installs officers and elects Board of Directors at Annual Convention of Delegates in Salt Lake City, Utah.

## 134 COLEMANS, MCDONNELLS, NICHOLS AND SAWYERS INDUCTED INTO HERITAGE FOUNDATION

Heritage Foundation inductees awarded at the 2022 Angus Convention.

## 138 MORE THAN A CROWN

The 2022-23 Miss American Angus wears her passion as proudly as she does the red coat.

## 142 AUXILIARY ROUNDS OUT 70-YEAR CELEBRATION

American Angus Auxiliary welcomes new leadership, celebrates history and camaraderie at Angus Convention.

## 144 ROLL OF VICTORY SHOW WINNERS

Champions in the ring received recognition at the 2022 Awards Dinner in Salt Lake City, Utah.



### AWARDS DINNER AND RECEPTION

The Awards Dinner and Reception recognized several distinguished breeders. Honored as Angus Heritage Foundation inductees were Leo and Sam McDonnell, Montana; Dave Nichols, Iowa; Becky and the late Arlen Sawyer, Nebraska; and Jim and Sue Coleman, California.

Roll of Victory (ROV) show winners were recognized, and CAB highlighted producer award recipients. Achieving the Seedstock Commitment to Excellence award was Larson Angus Ranch, Kansas; and honored for the Ambassador Award category was Walter Angus, Colorado.

A special Angus Foundation fundraiser took place with the auction of a CAB barn painting. When the gavel pounded, the painting was purchased by Gardiner Angus Ranch, who generously invested \$15,000 to further the Angus Foundation's mission of education, youth and research.

The announcement of a new Miss American Angus rounded out the program with Kelsey Theis, Kansas, being crowned for the 2022 to 2023 year.

### 139TH ANNUAL CONVENTION OF DELEGATES

The 139th Annual Convention of Delegates capped off the final day of the event. Elected to their first three-year term on the board of directors were Rob Adams, Alabama; Art Butler, Idaho; Alan Mead, Missouri; Henry Smith, Kentucky; and Roger Wann, Oklahoma. Serving in leadership positions for the year are President and Chairman of the Board Chuck Grove, Virginia; Vice President and Vice Chair of the Board Barry Pollard, Oklahoma; and Treasurer Jonathan Perry, Tennessee. 