

ANGUS CONVENTION HEADS WEST

Join the Business Breed in Reno, Nev., for the annual event.

by Katy Holdener, Angus Communications

Nestled along the eastern side of the Sierra Nevada mountain range lies the “Biggest Little City in the World.” Reno, Nev., extends across the valley floor of northern Nevada’s high desert. As expected, the city is no stranger to the Western way of life. Come experience the ranching history, Western nostalgia and modern amenities that radiate from the heart of Reno during the 2019 Angus Convention, which will be Nov. 2-4 at the Reno-Sparks Convention Center.

Nevada, which is the farthest west the event has ever traveled, is home to cattle operations of every size and production type, making it the perfect fit to host the annual event. The Angus Convention serves as a gathering place for quality-focused professionals from every sector of the cattle supply chain — from seedstock and commercial producers to feeders and packers. Plus, travel destinations such as Lake Tahoe, Sacramento and historical mining towns are just a short drive from the convention center.

Hosted in conjunction with the 136th Annual Convention of Delegates, the Angus Convention offers unrivaled opportunities for hands-on education, face-to-face networking and country music entertainment.

“We know that you’re going to have to fly or drive several hours to get out here in the western part of the United States,” says American Angus Association Board Member David Dal Porto of Dal Porto Livestock near Oakley, Calif., “but

Reno is centrally located in big cow country. There are large cow-calf operations, stocker operations and feedlots located right here in the Northwest. The Angus Convention provides a positive and comfortable atmosphere that allows you to interact with all segments of the industry, all in one weekend.”

Nearly 2,000 cattlemen and women attended the 2018 Angus Convention in Columbus, Ohio, and the Association looks forward to hosting an even larger crowd this year. With a focus on commercial program offerings, educational sessions from the Beef Quality Assurance (BQA) program, innovative workshops and forward-thinking keynote speakers, this year’s educational component will be second to none.

National Angus Tour

To kick off the convention, Bently Ranch of Minden,

Nev., will host the National Angus Tour Friday, Nov. 1. Tour participants will spend the day learning about the history of Bently Ranch and environmental sustainability practices, as well as touring the ranch’s grass-fed feedyard and homegrown butcher shop. The tour concludes at its new distillery and tasting room.

Historically, the tour is always a crowd favorite. Spots are limited to 375 participants, so register early at angusconvention.com.

Education and innovation

The Angus Convention officially begins Saturday, Nov. 2, with a powerful opening session presented by Association leadership.

Education is at the heart of each Angus Convention. During the multitude of workshops hosted by Association staff and allied industry representatives, participants will experience real-

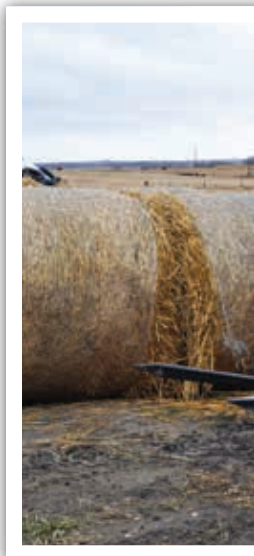
world scenarios to equip themselves with practical information to take back home to the ranch. Topics include cattle health, BQA regulations, digital marketing, Association commercial programs, genomics and evolving technology.

“We welcome the breeder who has five head and the breeder who runs 2,500 head to the Angus Convention,” Dal Porto says. “We also invite the commercial producers, cow-calf producers, stockers and feeders. If Angus cattle are important to your livelihood and your business, this convention will benefit you in many ways.”

The Angus Genomics Symposium, sponsored by Neogen GeneSeek, features academic professionals and industry leaders who will cover everything from the basics of genomics to qualifying for the *Certified Angus Beef*® (CAB®) brand.

Terry Jones, founder and former CEO of Travelocity and former chairman of *Kayak.com*, will outline simple, yet powerful ideas for fostering innovation in his electrifying keynote session.

The educational gatherings continue Sunday with an extensive lineup of knowledgeable speakers and



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workshops sponsored by Zoetis during Angus University. Beck Weathers will take attendees on a journey of his climb up Mount Everest, his second chance to live and how it changed his outlook on life.

says. “This is a convention for all cattle producers. We enjoy getting our commercial customers involved in this business so they can learn more about what we do, and how we can help their business as well.”

The exciting Innovation Workshop series from Neogen will be featured in the trade show again this year, as will John Deere, Priefert/Tru-Test and Bale King grand prize giveaways. CAB-brand meals will be featured throughout the weekend.



Just announced, Bridgeview Mfg. will offer a grand prize giveaway valued at \$30,000 — the Bale King 5300 three-bale processor. Find product details at <http://bit.ly/NAC-5300>.

Trade Show

When producers aren’t hearing about the latest educational advancements, they’re learning about the newest products and services on the expansive trade show floor. Guests have the opportunity to visit with allied industry partners, fellow Angus breeders and ag businesses with product offerings to benefit today’s progressive cattlemen and women.

“The trade show is considered one of the main attractions of the weekend,” Dal Porto says. “It provides a place for people to congregate when they aren’t taking in an educational session or sitting in a business meeting. There is so much to learn and so much to see, you’ll leave with more knowledge than you came in with.”

Angus breeders receive exclusive booth discounts. Those interested in reserving space can learn more at angusconvention.com.

“This is not just a convention for Angus producers,” Dal Porto

Entertainment

A concert featuring Flatland Cavalry is set to take place Sunday, Nov. 3. Dust off your dancing boots to take in the young Texas Country band’s classic renditions and heartfelt ballads at the conclusion of the Angus Convention.

Convention of Delegates

An important part of the Angus Convention each year is conducting business on behalf of the nearly 25,000-member organization. This year marks the 136th Annual Convention of Delegates, where representatives from each state will elect new members and officers to the Association Board of Directors and look to the future of the Angus breed.

Registration and hotel reservations for the 2019 Angus Convention and Trade Show are open.

Visit www.angusconvention.com for more details. |

Editor’s note: Katy Holdener is the digital content manager for the American Angus Association.

2019 Angus Convention schedule of events

Thursday, Oct. 31	
3-7 p.m.	Registration open
Friday, Nov. 1	
7 a.m.-5 p.m.	Registration open
8 a.m.-6 p.m.	National Angus Tour hosted by California Angus Association (ticketed event)
1-4 p.m.	Beef Quality Assurance certification course
6 p.m.	Angus Convention Kick-Off Party celebrating the Angus Foundation (ticketed event)
Saturday, Nov. 2	
7 a.m.-5 p.m.	Registration open
9-10 a.m.	Opening General Session
10 a.m.-12 p.m.	Angus Genomics Symposium, sponsored by Neogen GeneSeek
11 a.m.-8 p.m.	Trade Show open
12:15-1 p.m.	Lunch in Trade Show featuring <i>Certified Angus Beef</i> ® brand
1-2 p.m.	Question and Answer with Association staff
2-4 p.m.	Innovation Workshops, sponsored by Neogen GeneSeek
2:15 p.m.	NJAA Ambassador presentations
2:30-4:30 p.m.	Succession Planning / Risk Management workshops
3-4:30 p.m.	Auxiliary Annual Meeting
5-6:30 p.m.	American Angus Association Board Candidate Forum
6-8 p.m.	Tailgate Party featuring CAB brand
6:30 p.m.	Stock Dog session
Sunday, Nov. 3	
8 a.m.-7 p.m.	Registration open
7-8:30 a.m.	American Angus Auxiliary Breakfast (ticketed event)
9:15-9:45 a.m.	Nondenominational Christian church service
10 a.m.-noon	Angus University
Noon-2 p.m.	Lunch and networking in Trade Show featuring the CAB brand
11 a.m.-8 p.m.	Trade Show open
12:30-1:30 p.m.	Meats Judging Contest, sponsored by Greeley Hat Works
2-5 p.m.	Angus University workshops, sponsored by Zoetis
4-5 p.m.	Miss American Angus speeches
5-8 p.m.	Trade Show Gala and Dinner featuring CAB brand
7:30 p.m.	CAB brand Meats Judging Contest results and grand prize giveaways
8 p.m.	Entertainment: Flatland Cavalry Concert
Monday, Nov. 4	
7-10 a.m.	Registration open
7 a.m.	Check-in by 4 p.m.
7:30-9 a.m.	American Angus Association Awards Breakfast (ticketed event)
9-10 a.m.	Networking and Coffee Break, sponsored by Boehringer Ingelheim
10 a.m.-2 p.m.	136th Annual Convention of Delegates

*SOURCE: American Angus Association. Schedule is subject to change. See www.angusconvention.com for the latest itinerary.