



ELEVATE YOUR GAME

Join the Business Breed in Kansas City this November for the National Angus Convention.

by Katy Holdener, American Angus Association

Known for historic cattle, rail trails, the American Royal, world-class barbecue and, most recently, the reigning Super Bowl Champions, Kansas City will host the 2020 Angus Convention this fall. The American Angus Association invites stakeholders in the cattle industry to “Elevate Your Game” at the 2020 Angus Convention Nov. 6-9 at the Kansas City Convention Center.

The weekend-long event serves as a meeting point for quality-minded cattle producers from every sector of the cattle supply chain. With a focused lineup of educational sessions, an expansive trade show and world-class food and entertainment, there is truly something for everyone.

“The Show-Me State is honored to host this spectacular event,” says Jim Brinkley, American Angus Association Board Member, Milan, Mo. “It will be a great gathering of Angus and beef industry enthusiasts as we learn, network and conduct the business of the Association.”

Friday, Nov. 6, before the official start of the convention, the Missouri Angus Association will host the National Angus Tour, offering participants a day exploring area Angus operations and related sites. Attendees will see how beef-producing families have adopted new and creative ways to stay viable, while bringing the next generation of cattlemen into the operation. The tour includes three unique destinations.

- Valley Oaks Angus built the 999-head “under roof” feedlot in 2016 to assist in the delivery of locally grown beef to the Kansas City Metro Area. The low-stress, high-efficiency

system bridges its agribusiness enterprises. (See story in the May 2018 *Angus Journal*.)

- The second stop is at Mershon Farms LLC near Buckner, Mo. Established in 1865, the diversified crop and livestock farm uses proven carcass genetics and retained ownership, from birth through harvest. Mershon Farms was recognized as the 2019 BIF



Commercial Producer of the Year and is a previous Missouri Angus Association Commercial Producer of the Year recipient.

► Lunch will be served at the nearby historic Lone Summit Ranch. Established in the early 1900s and once a premier purebred cattle operation, it is now fully restored and a popular meeting and wedding venue.

“Missouri has a strong history of outstanding Angus and commercial breeders,” Brinkley says. “We’re excited to showcase these progressive and innovative operations.”

The tour is always a crowd favorite at the Angus Convention. Tour registration opened with Angus Convention registration July 1. Interested parties are encouraged to sign up early because spots are limited.

Convention kickoff

The convention officially kicks off Saturday with a speaker who has elevated his game in numerous

arenas. Jordy Nelson, former Super Bowl champion, former Green Bay Packer, Angus cattleman, Kansas State University alumnus and Kansas rancher, will bring his unique perspective on taking success to the next level when he addresses attendees during the Opening General Session.

Throughout the Angus Convention, guests will hear from speakers who inspire forward thinking and vision for the future of the quality beef business. In the multiple workshop sessions, practical applications will be shared on topics ranging from cattle health and management and commercial programs and marketing, to understanding genomics and evolving technology.

During the Angus Genetics Symposium, sponsored by Neogen Genomics, presenters, academic professionals and industry leaders will explore how producers can apply new ideas to their home operations. The Angus University workshop sessions, sponsored by Zoetis, will keep the pace and

empower breeders to think outside the box.

“In today’s ever-changing environment, education has never been more important for producers,” says Brinkley. “We are at a pivotal point in our industry where knowledge is power, and every advantage is vital to our continued success.”

The Angus Convention trade show highlights a specific group of progressive cattlemen and women focused on improving and sustaining the beef industry. On the trade show floor, guests are welcomed by allied industry partners, fellow Angus breeders and others with product offerings to benefit today’s cattle producer. The Learning Lounge reaches even more producers, right in the epicenter of the convention. Four incredible grand prize giveaways will be presented, and *Certified Angus Beef*® (CAB®) brand meals will be served throughout the event.

“This is a must-attend for anyone with an interest in the beef

industry,” Brinkley says. “Kansas City is centrally located with easy access by the interstate, air and train.”

Angus breeders receive exclusive booth discounts, and those interested in reserving space can visit the trade show section of the website.

Registration and hotel reservations opened July 1, and more information is available online at www.angusconvention.com.

Annual 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 137th Annual Convention of Delegates for the American Angus Association. Representatives from each state will elect new members and officers to the Board of Directors and look to the future for the Angus breed. ■

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