

# LEGENDARY PEOPLE. LEGENDARY PROGRESS.



## Join The Business Breed in Fort Worth Nov. 6-8 for the Angus Convention.

by Whitney Whitaker, American Angus Association

Cattlemen and women from across the county will gather in Fort Worth, Texas, to recognize the legendary progress the beef industry has made in the past few years and to dream of future possibilities. The American Angus Association invites all to join the celebration Nov. 6-8 at the 2021 Angus Convention and Trade Show.

The American Angus Association will celebrate reaching several major milestones in 2021, including:

- ▶ reaching 20 million registrations recorded;
- ▶ reaching 1 million genotypes submitted;
- ▶ launching inventory-based reporting; and
- ▶ helping commercial producers earn more than \$6 million in premiums through AngusLink<sup>SM</sup> during the past two years.

### Face to face

After a year of meeting virtually, Angus enthusiasts will once again gather in person for this year's Angus Convention. Cattlemen can network with old and new friends

throughout the trade show, educational sessions and tours. Attendees will also have the opportunity to mix and mingle during receptions featuring *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand meals.

When attendees aren't participating in hallway conversations, they are encouraged to attend educational sessions throughout the three-day event. Session topics range from cattle handling to the latest in genomics. Take advantage of learning from industry professionals during

Angus University-sponsored breakout sessions, and watch hands-on education by attending a session in the cattle demonstration area.

Providing tangible information is a goal for the Association; however, listening to keynote sessions will inspire innovation. Listen to Rorke T. Denver as he presents the session "High Risk, High Reward" and Jeff DeGraff, who will present "The Innovation Genome."

### Commercial focus

"There is value for everyone," says Mark McCully, American Angus Association CEO, emphasizing you don't have to be a member to attend. "I invite you to enjoy the company of great friends while listening and learning from the most respected industry professionals."

Commercial producers are invited to attend the "Capturing Value" panel. Participants will gain perspective from commercial industry leaders on the future of the feeder-cattle marketplace. The

special event will provide insight from video auction representatives, feedyard operators, seedstock producers and industry professionals alike.

"The AngusLink team was excited to offer this opportunity to producers for the first time ever," says Troy Marshall, director of commercial industry relations for the Association. "We invite producers to attend all educational sessions, but we created the 'Capturing Value' panel to help directly benefit those in the feeder-calf business."

### Convention of Delegates

An important part of the Angus Convention each year is conducting business on behalf of the nearly 25,000-member organization. The 138th Annual Convention of Delegates will convene this year. Representatives from each state will conduct the business of the Association, including the election of officers and directors to its Board.

To learn more about the convention sessions, speakers, tours and registration, visit [www.angusconvention.com](http://www.angusconvention.com).

Editor's note: Whitney Whitaker is a communications specialist for the American Angus Association.

