



EXPLORE NEW AVENUES

Join the Angus family in Salt Lake City Nov. 4-7 for the 2022 Angus Convention.

by Jera Pipkin, American Angus Association

Thinking beyond the ordinary is no new feat for Angus producers. They've explored new challenges for decades — making strides in genetic improvement, feed efficiency, carcass quality and beyond. Yet, there's still more to uncover.

Come explore new avenues, more opportunities and your potential at the 2022 Angus Convention Nov. 4-7 at the Salt Palace Convention Center. As cattlemen head west of conventional, the American Angus Association invites producers to a place where elevation meets aspiration. Based at the foothills of the Wasatch Mountains and near the heart of the Great Salt Lake, it's the perfect place for adventure.

The weekend will bring countless opportunities for producers to maximize their mindset and step outside their comfort zone. Packed with networking opportunities, educational sessions and top-notch tours, the 2022 Angus Convention offers much to explore.

The Association will celebrate a year of accomplishments, coupled with announcing new things on the horizon.

"This year's Angus Convention is a unique chance for Angus producers and commercial cattlemen to think beyond their usual scope," says Mark McCully, Association CEO. "I invite

everyone to enjoy, engage and experience all aspects and learn from some of the industry's leading experts."

Explore new avenues

More than 60,000 square feet of trade show floor will encourage cattlemen to take the road less traveled and explore new efficiencies to keep their herd at the forefront of the business. More than 100 vendors will fill the space, providing producers the chance to discuss the latest innovations.

From animal health and agronomy to genomics and genetics, attendees can rest assured their burning questions will be answered. Convention attendees can meet with exhibitors one-on-one or attend one of the learning lounge sessions in the Priefert Cattle Demo Area, where sponsors will share an in-depth look at their product or service.

Also during trade show hours, educational sessions will be offered chuteside, featuring best practices in animal health, recordkeeping

and data collection. These short seminars will allow producers to take home tips to improve their operation.

"This year's schedule is more jam-packed than ever," McCully says. "We are trying to capitalize on every minute of our time together to help make cattlemen and women more successful in all aspects of their business."

Explore new opportunities

Education is the compass of Angus Convention, guided by industry trends and the latest information to point producers down the right path.

Making industry improvements is also the key message of this year's general sessions. Participants will hear from Angus leaders Mark McCully, Kelli Retallick-Riley and John Stika as they unpack the beef industry, genetic perspectives and consumer trends. Cattlemen will hear highlights from each entity's helm, followed by a panel of producers and industry professionals.

The always-popular Angus University workshops are another educational avenue for attendees. Four tracks will provide ample opportunity to learn about all things Angus, production



practices, marketing and the consumer marketplace.

"We're excited about this year's educational lineup," McCully says. "We tried to focus on topics, sessions and speakers that will truly help our members and commercial cattlemen be more profitable, and I think they will see that in the schedule."

Explore your potential

Angus Convention is sure to expand horizons with networking opportunities, tour destinations and more.

The annual National Angus Tour

will take attendees on a journey through the Utah countryside. J.Y. Ferry & Son, a commercial cattle operation in the heart of the Wasatch Valley, will give producers a

new perspective on ranching in a river delta. The tour will also take participants to Tarter Gates, where they will see how farm and ranch equipment is manufactured.

Other social events throughout the weekend give cattlemen the chance to chat boot-to-boot and face-to-face with peers and friends.

Taking care of business

The official business of the organization is a top priority. The 139th Annual Convention of Delegates will be hosted Monday, Nov. 7. Delegates from each state will elect new members and officers to the Association's Board of Directors and consider other business brought to the membership.

"We invite everyone to mark their calendars to come and explore the Angus Convention," McCully says. "It's a don't-miss event for cattlemen of all kinds."

To register, view the full schedule and learn more about the 2022 Angus Convention, visit www.angusconvention.com. ■

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