

Calling All Commercial Producers

The 2015 Angus Means Business National Convention & Trade Show will be Nov. 3-5 in Overland Park, Kan.

by **JENA McRELL**,
digital editor

It's an event you will want to attend. The American Angus Association invites you to mark your calendar Nov. 3-5 for the 2015 Angus Means Business National Convention & Trade Show at the Overland Park Convention Center in Overland Park, Kan. If you are interested in improving the quality of your cow herd, there's no better opportunity to connect with fellow breeders, attend educational seminars, be inspired by keynote speakers and plan for the future of the beef cattle business.

"This event serves as a meeting place for anyone in beef, from seedstock breeders to commercial cattlemen and feeders," says Becky Weishaar, Creative Media director for Angus Media and lead contact for the convention. "By attending, cattle producers can take part in many valuable opportunities for learning, networking and bringing their perspectives to the discussion on raising quality cattle."

Now in its second year, the event will feature expanded workshops that cover a variety of topics, including genomics, recordkeeping, herd management and

performance tools. Industry-leading speakers, American Angus Association staff and other experts will be among the presenters. Participants will learn practical applications to take home to the farm or ranch.

Also, a three-day trade show featuring allied industry partners will offer cattlemen a chance to browse through the latest in products and services available to the beef industry and to visit with Angus breeders from throughout the country.

Convention highlights include:

- A preconvention **Kansas regional cattle tour** to be hosted by the Kansas Angus Association Monday, Nov. 2

- A full day of genomics discussion Tuesday, Nov. 3, during the **International Angus Genomics Symposium**, sponsored by GeneSeek, which will bring together leading experts in the field of DNA technology

- **Angus University**, sponsored by Merck Animal Health, featuring a daylong seminar with keynote speakers and breakout sessions exploring quality cattle and quality beef Wednesday, Nov. 4.

- The **Angus Media Trade Show**, which kicks off Tuesday, Nov. 3, with more than 100 exhibitors ranging from animal health providers to equipment



Cattle producers of all types attended the first-ever National Angus Convention & Trade Show last fall in Kansas City, Mo. Nearly 2,000 cattlemen from across the country attended the inaugural event.

dealers, and Angus breeders to nutrition companies

- Plenty of social events, including **nationally known entertainment** the evening of Wednesday, Nov. 4

"Following the event's first year in 2014, the National Angus Convention & Trade Show has quickly become one of the industry's must-attend events," Weishaar says. "Our plans for 2015 are building upon that success and providing cattlemen even more opportunities to

network and learn from one another."

Early-bird registration is \$75 per person, and you can sign up online at www.angusconvention.com starting June 1. Delegates to the American Angus Association Annual Meeting only wishing to attend the Association annual meeting and candidate forum will receive complimentary registration. Watch the website for more information as it becomes available.