

Angus University

An all-day education series during the National Angus Convention & Trade Show explores the future of quality beef production.

by **JENA McRELL**,
digital editor

Optimism is strong in today's cattle business. With near-record prices and the nation's herd expansion under way, it's an opportune time for beef cattle producers to evaluate their current operations and set goals for the future.

The 2015 Angus Means Business National Convention & Trade Show Nov. 3-5 in Overland Park, Kan., will explore what's next for the beef industry and facilitate discussion for improving quality throughout the production chain.

On Wednesday, Nov. 4, Angus University, sponsored by Merck Animal Health, welcomes an industry-leading lineup of speakers and panelists to explore "A Story of a Steak" and what it will take to supply high-quality beef for consumers worldwide.

The theme, "A Story of a Steak," is an extension of the award-winning series of articles in *High Plains Journal* and segments on *The Angus Report*. It emphasizes the importance of all industry sectors working collaboratively to improve the quality of beef and the profitability of producers, feeders and packers.

"Back for its second year, we look forward to sharing 'A Story of a Steak' with convention attendees in Overland Park and hosting impactful discussion on where our business is headed," says Becky Weishaar, Creative Media director for Angus Media and lead contact for the event.

Headlining Angus University will be keynote speaker Ken Schmidt, the former Harley-Davidson communications director who helped shape the quality reputation the company enjoys today. Schmidt will inspire the audience to think creatively and pay attention to consumer signals to build a successful brand.

Linking that strategy to the beef cattle business will be a panel of speakers, including moderator John Stika, Certified Angus Beef LLC; Bob McClaren, 44 Farms; Jonathan Perry, Deer Valley Farm; and Eric Grant, Angus Media. They will discuss the power of brand building in seedstock marketing and the influence it can have on your customers.

Following the panel, convention attendees will enjoy lunch in the trade show featuring the *Certified Angus Beef*® (CAB®) brand.

The afternoon will feature 21 educational breakout sessions with emphases on management, animal health, advertising and marketing, commercial cattle production, ag markets, social media training and low-stress cattle demonstrations. To read more about each speaker, view the official guide for the event online at www.angusconvention.com.

Here's a quick look at the sessions being offered.

Management

- MaternalPlus® — Tonya Amen, Angus Genetics Inc.; Richard Tokach, Tokach Angus; and Matt Perrier, Dalebanks Angus

- Succession and Estate Planning — Bill Sheets, Colorado State University

Animal health

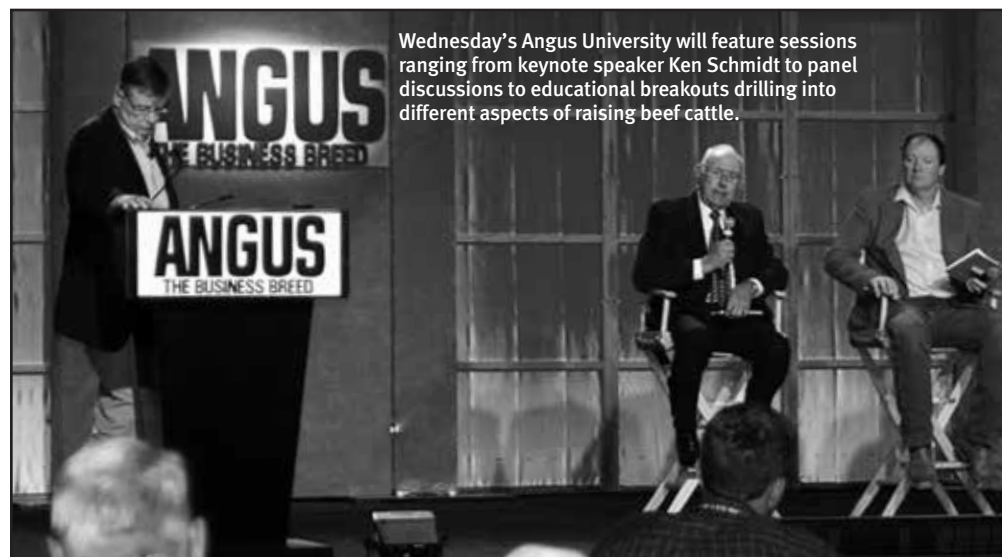
- Healthy Bulls and Females for Your Customers — Randall Spare, Ashland Veterinary Clinic; Mark Spire, Merck Animal Health

- Start Them Off Right, Healthy Cows Raise Healthy Calves — Kevin Hill, Merck Animal Health

Advertising and marketing

- Data-driven Marketing — Eric Grant, Angus Media

- Adding Value to Your Customer's



Wednesday's Angus University will feature sessions ranging from keynote speaker Ken Schmidt to panel discussions to educational breakouts drilling into different aspects of raising beef cattle.

Presents 'A Story of a Steak'

Herd — Ginette Gottswiller, American Angus Association; Art Butler, Spring Cove Ranch; David Rutan, Morgan Ranches

their state during the Association's Annual Convention may attend the Association business meetings for free; however, participation in convention education, meals, entertainment and

trade show requires a full convention registration. Delegates and alternates are also responsible for booking their hotel accommodations, which can be completed online at www.angusconvention.com.

For more information, look for the National Angus Convention & Trade Show official guide to be mailed with this October issue of the *Angus Beef Bulletin*.



21st Century cattle production

- How to Build the Perfect Steer — Paul Dykstra, Certified Angus Beef LLC

- Top 10 Things I Learned from Feeding My Cattle — Justin Sexten, Certified Angus Beef LLC; Jim Moore, Moore Cattle Co.; Darrel Busby, Tri-County Steer Carcass Futurity; Shane Tiffany, Tiffany Cattle Co.; Paul Dykstra, Certified Angus Beef LLC

- Matching Angus Genetics to Your Environment — Megan Rolf, Oklahoma State University; Jared Decker, University of Missouri; Mark Enns, Colorado State University

CattleFax

- Market Outlook and Risk Management — Lance Zimmerman, CattleFax

Responsible beef

- Farming Your Social Community and Championing Agriculture — Michele Payn-Knoper, Cause Matters Corp.

Creating connections

- Stockmanship at Work and Low-stress Cattle Acclimation — Tom Noffsinger, live handling demonstrations

How to register

Participants can register for \$125 per person through Oct. 16. After that date, advance registration will be closed and guests may register onsite for \$150 per person. Included in the registration fee is access to Angus University and all the educational sessions; a Sammy Kershaw concert on Wednesday, Nov. 4; the expansive trade show; and three CAB meals.

“We’re encouraging participants to act early to register and reserve their hotel rooms for the National Angus Convention,” Weishaar says.

Delegates elected to represent



PHOTO BY SHAUNA ROSE HERMEL