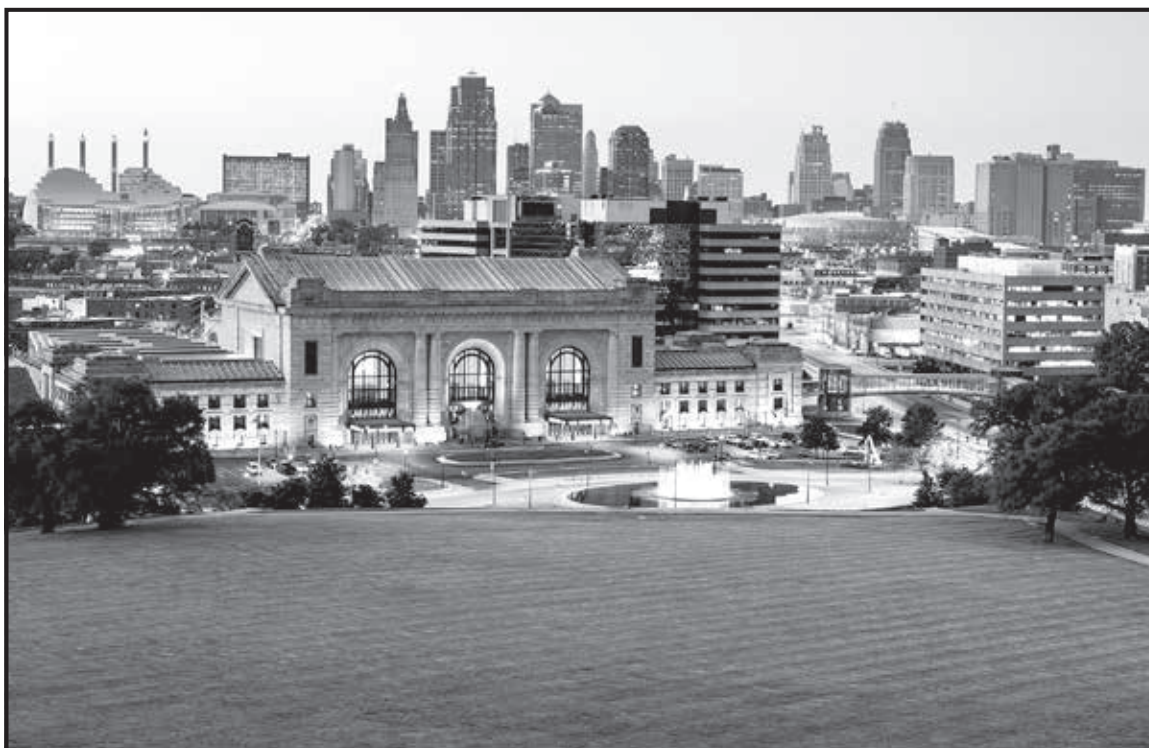


Join Us in Kansas City

The first-ever 'Angus Means Business' National Convention & Trade Show returns to the roots of the Angus business.



Union Station is one of many attractions to visit while in Kansas City. For more options, visit www.VisitKC.com.

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by

ERIC GRANT,

American Angus Association

Did you know the first set of Angus-cross calves produced by George Grant, the founder of the Angus breed in the United States, were sold at auction in Kansas City?

Did you know an 1882 meeting that led to the formation of the American Aberdeen-Angus Breeders' Association took place in Kansas City?

Did you know the first headquarters office for the Association was in Independence, Mo., just a few miles from downtown Kansas City?

Kansas City is steeped in Angus history.

It's a city that marks a threshold between east and west, north and south — a point of convergence for two great

2014 Angus Means Business National Convention & Trade Show Nov. 4-6, 2014 • KCI Expo Center, Kansas City, Mo.

Preliminary schedule is subject to change

Monday, Nov. 3

- 1 p.m. Buses leave from Kansas City for Open House at American Angus Association headquarters in Saint Joseph, Mo.
- 1:30 p.m. "Angus Homecoming" — Open House at Association
- 6 p.m. Angus Foundation event (invitation only) — Grand Ambassador

Tuesday, Nov. 4

- 8 a.m. Registration opens
- 10 a.m.-6 p.m. Holiday Room open — Courtyard
- 9 a.m. Speaker, Richard Picciotto — Exhibition Hall A
- 10 a.m. Candidate forum — Exhibition Hall A
- 10 a.m.-4 p.m. Shopping at Zona Rosa — shuttle service provided
- Noon-1:30 p.m. Lunch — concessions stands, area restaurants, etc.
- Noon BLI Alumni Lunch (invitation only) — Missouri Ballroom (Holiday Inn)
- 1 p.m. Angus programs workshops — Salons A-F
- 4 p.m. Auxiliary meeting — Missouri Ballroom (Holiday Inn)
- 5 p.m. Welcome reception in Trade Show — Exhibition Hall B
- 5 p.m.-10 p.m. Trade Show — Exhibition Hall A & B

Wednesday, Nov. 5

- 8 a.m. Auxiliary Breakfast — Grand Ambassador
- 8 a.m.-10 p.m. Trade Show — Exhibition Hall B
- 10 a.m.-6 p.m. Holiday Room open — Courtyard
- 9 a.m. Angus University speaker, Lowell Catlett, sponsored by Merck Animal Health — Exhibition A

- 10 a.m. Break — Exhibition B
- 10:30 a.m. Angus University, sponsored by Merck Animal Health — Exhibition A
- 11:30 a.m.-1 p.m. Lunch (provided) — Exhibition A
- 1-3 p.m. Angus University, sponsored by Merck Animal Health — Exhibition A
- 3 p.m. Reception in Trade Show — Exhibition Hall B
- 4 p.m. American Angus Auxiliary reception — Salon C
- 4:30 p.m. Miss American Angus speeches — Salon A & B
- 5 p.m. Past Directors reception — Grand Ambassador Entertainment — Exhibition A & B
- TBA

Thursday, Nov. 6

- 8 a.m. Annual Banquet/Award Recognition Program — Exhibition Hall A
- 8 a.m.-2 p.m. Trade Show — Exhibition Hall B
- 8 a.m.-2 p.m. Holiday Room open — Courtyard
- 10:30 a.m. Annual Meeting — Exhibition Hall A
- 1-2 p.m. Ice Cream Social — Exhibition Hall B

Registration

Attendee registration and lodging information will be available online at www.angus.org by April 1, 2014. Association members will also receive registration information in the mail.

Registration is encouraged before the early-bird deadline, Oct. 1, 2014.



in 2014

rivers, frontier trails, the railroads and the superhighways.

It opened the gate to westward expansion and witnessed the sweeping changes of history — the plow busting open the prairie, the expansion of farming and ranching, the green revolution that continues to feed the world.

This is where it all began — and it's altogether fitting that Angus return to Kansas City, to celebrate its heritage, to set the course for the future.

The 2014 Angus Means Business National Convention & Trade Show will welcome the thought

leaders of the cattle business and feature an industry-leading trade show, where agriculture's top companies will display new products and services.

It will feature a homecoming tour of the American Angus Association, allowing members to meet staff and learn how Association programs can benefit their herds.

During the all-day Angus University, which is sponsored by Merck Animal

Health, seedstock and commercial producers, along with feedlot operators, can learn about innovative new production practices and the issues and opportunities ahead.

There will be a slate of top-notch, internationally known speakers, including futurist Lowell Catlett of New Mexico State University and Richard Picciotto, the highest-ranking firefighter to survive the World Trade

Center collapse — and the last fireman to escape the devastation.

This is where it all began — and it's altogether fitting that Angus return to Kansas City, to celebrate its heritage, to set the course for the future.



The event will see the continuation of the business meetings of the Association and the Angus Auxiliary — a candidate's forum, the election of board members, and reports from staff and officers.

It will also be fun. Two evening galas will combine live entertainment with social gatherings.

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Most of all, the Angus Means Business

National Convention & Trade Show will provide unprecedented opportunities to network and meet new people across all sectors of the industry — and to build a brighter future for Angus as we move into the new century.

Kansas City is where it all began. Join us in November 2014.



It's your time. It's your breed.

It's no secret, really. The Angus breed enjoys an enviable position in the cattle business. Industry-wide estimates peg the nation's cow herd as approximately 70% Angus-based. That's tremendous market share — and tremendous opportunity for every Angus farm or ranch: large or small, seedstock or commercial.

That's why the American Angus Association Board of Directors voted last year to expand the scope of our annual meeting, to create new opportunities for growth and to invoke new ideas and new solutions from everyone with a stake in the breed's success.

The 2014 Angus Means Business National Convention & Trade Show, scheduled for Nov. 4-6 in Kansas City, Mo., represents perhaps this generation's most important event.

For the first time, Angus seedstock and commercial producers, feeders, stockers, and other industry representatives will meet under one roof to attend informational workshops, discuss marketing endeavors and foster new avenues of success across the entire production chain.

The three-day event will feature some of the industry's thought leaders, as well as top-notch, inspirational speakers. Our staff has been working tirelessly with industry partners and corporate sponsors to offer insightful sessions that provide useful information to incorporate into your operation.

The convention, just a short drive from the airport, is also easily accessible. Located in the heart of cow-calf country, Kansas City offers historic connections to the cattle business and the Angus breed, with Association headquarters within a 40-minute drive.

In fact, we welcome all visitors to our company headquarters during our open house, a tour where breeders and others can experience the Association while meeting staff and learning about Angus programs designed to further the breed's quality genetics.

As Angus producers, you know that attention to quality will carve the future of the cattle industry. Quality is at the heart of every decision you make on the ranch, from selecting new genetics to researching new marketing opportunities.

Strengthen those decisions in 2014 by attending the Angus Means Business National Convention & Trade Show.

Please join us Nov. 4-6 at the KCI Expo Center in Kansas City, Mo. It's where our success begins.

Bryce F. Schuman

American Angus Association CEO

Tuesday Kick-Off Session

Richard Picciotto

The highest-ranking firefighter to survive the World Trade Center collapse and the last fireman to escape the devastation, Richard "Pitch" Picciotto was on a stairwell between the sixth and seventh floors of the North Tower when it collapsed on Sept. 11, 2001.

An FDNY battalion commander, his is the harrowing true story of an American hero, a man who thought nothing of himself and gave nearly everything for others during one of our nation's darkest hours. Picciotto tells an outspoken account of that indelible day, shaking and inspiring audiences to the core.



Angus University Keynote, sponsored by Merck Animal Health

Lowell Catlett

Lowell Catlett is a regents professor in agricultural economics and agricultural business and extension economics and the dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University.

An exciting futurist, his knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Catlett works both nationally and internationally, presenting his "take" on trends in health care, agriculture, the environment and education.

