

Bigger & Better

Registration, program available for this year's Angus Means Business National Convention & Trade Show.



Angus cattle are the focal point of life on the farm or ranch, but the heart of the business centers on people. Generations of breeders have painstakingly selected for the best genetics, marketed their operations near and far, and invested in the future of the ranching way of life.

When these minds congregate, good things happen.

That was evident during the first Angus Means Business National Convention & Trade Show last year in Kansas City, Mo. Nearly 1,800 cattlemen and women from across the country met during the three-day event, while taking part in educational workshops, keynote presentations and the comprehensive Angus University.

"Following our first year in 2014, the National Angus Convention & Trade Show has quickly become one of the industry's must-attend events," says Becky Weishaar, Creative Media director for Angus Media and lead contact for the convention. "The event serves as a meeting place for anyone in beef, from seedstock breeders to commercial cattlemen and feeders."

Registration is now open for the 2015 Angus Means Business

National Convention & Trade Show Nov. 3-5 in Overland Park, Kan.

Visit the convention website, www.angusconvention.com, to reserve your spot and to make hotel reservations for the three-day event.

During the National Angus Convention, Angus breeders and commercial cattlemen are invited to learn from world-class speakers and educational seminars, network during the trade show, and enjoy social events and entertainment with fellow cattle producers from throughout the country. It's an event you won't want to miss.

Overland Park, Kan., is just 15 minutes from downtown Kansas City and provides an ideal location for participants who are traveling in for the convention. All events and activities will take place at the Overland Park Convention Center, and the venue provides a much larger space for hosting educational seminars, state meetings and other social gatherings.

Prior to the official start of the convention, the Kansas Angus Association will host a preconference tour that allows attendees to spend a day visiting area Angus farms and ranches (see "Follow us to Kansas" sidebar). An additional registration fee applies for the tour. Attendees can reserve their spot when registering

for the National Angus Convention & Trade Show.

Leading education

The International Angus Genomics Symposium kicks off the event Tuesday, Nov. 3. It will provide a discussion on the latest advancements in genomic technology — and how they impact the cattle business.

Genomics researcher and entrepreneur Richard Resnick will be the event's keynote speaker. Resnick serves as CEO of GenomeQuest, a company that builds software to support genomic medicine, research and individualized treatments. Before becoming a bio-entrepreneur, Resnick was a member of the Human Genome Project at the Massachusetts Institute of Technology (MIT). Resnick will be one of several experts on genomics technology who will speak at the event.

The symposium is sponsored by GeneSeek, a leading provider of comprehensive genomics solutions to the cattle industry, including the GeneSeek® Genomic Profiler (GGP-HD).

"Genomics is rapidly reshaping the way we produce livestock, and providing producers with the best information available will not only help us improve quality and

consistency, but also make our industry more competitive," says Dan Moser, Angus Genetics Inc. (AGI) president. "The symposium is the perfect platform to have these discussions with cattle producers across the board."

A series of innovation workshops will be convened the afternoon of Nov. 3. A live-animal demonstration area, sponsored by Zoetis, in the trade show will host hands-on education on how genomics affect selection for both the seedstock and commercial sectors.

"We are thrilled to have a demonstration space where participants can engage with industry professionals and really see these technologies and techniques put into practice," Weishaar says.

Back for its second year, Angus University, sponsored by Merck Animal Health, headlines convention activities on Wednesday, Nov. 4. A series of presenters will take the audience through "A Story of a Steak" and the role quality plays throughout the beef production chain.

Angus University's keynote speaker will be Ken Schmidt, the former director of communications strategy at Harley-Davidson Motor Co.

Schmidt specializes in teaching people how to throw conventional approaches out the window and

Follow us to Kansas

The Kansas Angus Association will host a tour Monday, Nov. 2, prior to the official start of the Angus Means Business National Convention & Trade Show in Overland Park, Kan. The Kansas Angus Tour will allow attendees to spend a day visiting area Angus farms and ranches.

"The state of Kansas is home to several prominent Angus operations, and we are looking forward to showcasing their programs as part of the pre-convention tour," says Jeff Mafi, American Angus Association regional manager for Kansas and Oklahoma.

The tour will make three tour stops: Mill Brae Ranch, Maple Hill, Kan.; May-Way Farms Inc., Baldwin City, Kan.; and Chair Rock, Greeley, Kan.

Mill Brae Ranch sits on the northern edge of the Flint Hills, which stretch from Kansas to Oklahoma. The largest area of tallgrass prairie in North America, the rolling Flint Hills still remain intact due to the bedrock near the surface.

"We burn the prairie every year from early April on to May, and that's unique to this ecosystem because the grass thrives on the fire-management practice," says Mark Nikkel, Mill Brae Ranch managing partner.

Nikkel says he is excited for people from across the United States to visit the Flint Hills and see what Mill Brae Ranch offers.

Just a few short miles down the road from Mill Brae, the tour setting will change from rolling hills to an urban landscape at May-Way Farms Inc. Owner Jason Flory and his family manage cattle from a 10-acre fescue pasture to 1,000 wide-open acres in the Flint Hills.

"A lot of the breeders on display at the May-Way stop will be more of the

fescue, cool-season-grass cattle managers," Flory says. "Participants will see a large contrast of management with a short amount of miles on the tour."

Flory and his family have been involved in the Angus business for 15 years, getting their start in showing cattle.

"I think any time fellow cattlemen can network and learn, it's a great opportunity," Flory says.

Exclusively an artificial insemination (AI) and embryo transfer (ET) program in cooperation with Gardiner Angus Ranch of Ashland, Kan., Chair Rock has a unique facility that caters to the growing operation. With handling facilities designed with guidance from renowned animal behaviorist and Colorado State University Professor Temple Grandin, Chair Rock is able to move animals through their facility quietly and efficiently with minimal stress.

Not only is Chair Rock growing with superior genetics, but also with their family. Three families are involved in the third-generation ranch, including the founder, Bill; son Carr; and grandson Chandler.

A bus will depart before the Chair Rock visit for tour participants wishing to attend the Angus Foundation Supporter Recognition Event (see "Association Highlights," page 18) that evening in Overland Park.

An additional \$75 registration fee applies for the Kansas tour, and attendees can reserve a spot when registering for the National Angus Convention & Trade Show at www.angusconvention.com.

— by **Carrie Heitman, manager of Creative Media**

embrace creative ideas and concepts. He is known as one of the business world's most outspoken thought leaders, and he shares stories on building a fanatically vocal customer base and a passionately loyal culture, as well as developing leaders who inspire and motivate.

Afternoon breakout sessions Nov. 4 give attendees a chance to zero in on specific American Angus Association programs and services, and learn how they can more effectively manage their cattle operations with quality in mind. The live demonstration area in the trade show will also feature interactive presentations that afternoon, which will provide practical applications and tools to take back to the ranch.

Network and engage

The trade show kicks off Tuesday, Nov. 3, and will welcome more than 100 allied industry partners ranging from animal health providers to equipment dealers and Angus breeders to nutrition companies. The expanded facility at the Overland Park Convention Center allows for a larger trade show space, with even more opportunities for cattlemen to connect with valuable dealers and services.

Each evening during the convention, attendees can partake in a social hour in the trade show while enjoying appetizers featuring the *Certified Angus Beef*® (CAB®) brand. There will be plenty of time for participants to visit each booth and get to know allied industry partners and their services.

On Tuesday, Nov. 3, one lucky participant in attendance will win a Cat® 262D Skid Steer Loader, generously donated by Caterpillar. The company is one of more than 125 trade show exhibitors that will be in attendance. Animal health companies, publications, feed and nutrition, and equipment manufacturers are just a few of the services to be represented in the trade show.

The Cat 262D will be on display in the Caterpillar booth during the convention, and attendees can stop by the booth to try it out. Caterpillar will host an operators' challenge, where participants can show off their driving skills and compete in a timed obstacle course. The winner of the drawing will be announced in the trade show at 6:30 p.m. Nov. 3. You must be present to win.

Wednesday, Nov. 4, is an evening you won't want to miss at the convention. Country music artist Sammy Kershaw will entertain the crowd with his timeless hits, including "She Don't Know She's Beautiful," "Cadillac Style," "Anywhere but Here" and "Meant to Be." It's sure

Angus Means Business National Convention & Trade Show

Tentative Schedule • Nov. 3-5 • Overland Park, Kan.

Monday, Nov. 2

6 a.m.-4 p.m. Kansas Regional Cattle Tour (optional – additional registration)
1-4 p.m. Auxiliary Executive Committee Meeting
6 p.m. Angus Foundation Supporter Recognition Event (invitation only)

Tuesday, Nov. 3

7 a.m.-7 p.m. Registration open
9 a.m.-noon International Angus Genomics Symposium
10:15-10:45 a.m. Coffee break
Noon-1:30 p.m. Trade Show Grand Opening featuring CAB lunch
Noon-1:30 p.m. BLI Alumni Lunch (invitation only)
Noon-7 p.m. Trade Show open
1:30-5:30 p.m. Innovation Workshops — Technology & Scientific Advancements for Cattlemen
1:30-3 p.m. Zoetis Cattle Demonstrations: HD50K
2-3 p.m. Auxiliary Executive Board Meeting
3-4 p.m. Sponsored Workshops
3-4:30 p.m. Auxiliary Annual Meeting
4-5:30 p.m. Zoetis Cattle Demonstrations: GeneMax® Advantage and GeneMax Focus
4:30-7 p.m. Trade Show social
7 p.m. Trade Show closes

Wednesday, Nov. 4

7 a.m.-7 p.m. Registration open
7:30-8:30 a.m. American Angus Auxiliary Annual Breakfast
7:30 a.m.-5 p.m. Miss American Angus Contest
9-10 a.m. American Angus Association Candidate-Delegate Forum
10 a.m.-7 p.m. Trade Show open
10-10:30 a.m. Coffee break in Trade Show
10 a.m.-12:30 p.m. Angus University Keynote Speaker & General Session
Noon-1:30 p.m. Auxiliary Past Presidents' Luncheon
12:30 p.m. Lunch in Trade Show featuring CAB
1:30-4:30 p.m. Angus University Workshops
4:30-5:30 p.m. Miss American Angus Speeches
5-7 p.m. Social hour in the Trade Show
7 p.m. Trade Show closes
7 p.m. Entertainment — Sammy Kershaw

Thursday, Nov. 5

7-10 a.m. Trade Show open
7:30-9 a.m. American Angus Association Annual Awards Breakfast
9-10 a.m. Coffee break in Trade Show
10 a.m.-2 p.m. 132nd American Angus Association Convention of Delegates

to be a fun-filled concert for everyone in attendance.

Association business

For more than 130 years, the American Angus Association has met annually to conduct business for the Angus breed. Delegates from each state will represent the voice of the organization's nearly 25,000 members during the Annual Convention of Delegates scheduled for Thursday, Nov. 5.

The Candidate-Delegate Forum takes place Wednesday, Nov. 4, and gives delegates and members the opportunity to hear from those running for the Association's Board of Directors. Each candidate will present a 10-minute speech, followed by a question-and-answer period. The American Angus Association will also host its annual Awards Recognition Breakfast on Thursday, Nov. 5. The event honors outstanding individuals and families in the Angus business, including Angus Heritage Foundation inductees, Century Award winners, the National Junior Angus Association's Jim Baldrige Outstanding Leadership Award winner and the newly crowned Miss American Angus.

The American Angus Auxiliary welcomes members and others interested

in learning more about the organization to join them during special events hosted throughout the convention. An annual favorite, the Auxiliary's breakfast on Wednesday, Nov. 4, is a fantastic opportunity to learn more about the volunteer group of women who help support the Angus breed and its youth in many ways.

"Our members look forward to the convention each fall as a chance to reconnect, meet new friends and celebrate the year's accomplishments toward our goals to provide scholarships to Angus youth, promote the breed and educate others about the beef industry as a whole," says Lynne Hinrichsen, American Angus Auxiliary president from Westmoreland, Kan.

Registration

From outstanding educational seminars to nationally known entertainment, the 2015 Angus Means Business National Convention & Trade Show is an event you won't want to miss. Registration is open for the preconvention price of \$75 per person until Oct. 2. Registrations made after that date will be onsite and at an increased fee.

Registration includes three meals

featuring the CAB brand, access to all educational workshops and keynote speakers, entry into the trade show, and the Kershaw concert.

Delegates and members should sign up early online at www.angusconvention.com, where they can make their hotel reservations at the same time. The 2015 housing block features a variety of price points and amenities. Delegates and members may attend the Association business meetings for free; however, participation in convention education, meals, entertainment and the trade show requires a full convention registration.

"We are advising participants to sign up early, not only to receive the best cost savings, but also to reserve the room necessary to accommodate your group," Weishaar says. "Details will be available online at our website, and don't hesitate to contact the office if you have additional questions or requests."

Additional information and convention announcements will be posted on the website, www.angusconvention.com, as they become available.

Editor's Note: This article was compiled with several news releases provided by the American Angus Association.

