

Angus Convention Hits the Road to Indianapolis

by **JENA McRELL**, *digital editor*

Quality-focused cattle producers are invited to save the date for the 2016 Angus Convention Nov. 5-7 in Indianapolis, Ind. The American Angus Association's three-day event offers industry-leading education, keynote speakers and entertainment.

This year's convention is the first to be hosted in the nation's Corn Belt, and there's much in store for participating cattlemen and women.

"The 2016 Angus Convention starts a new format of holding it on the first weekend in November," says Becky Weishaar, Creative Media director for Angus Media and lead contact for the convention. "The new format creates more opportunity for cattle producers to fully participate in the Angus Convention and capitalize on expanded educational sessions, networking and entertainment."

More than 2,100 attendees participated in the 2015 Angus Convention in Overland Park, Kan., and Weishaar says the American Angus Association looks forward to building on that success at new locations across the country.

Indianapolis, Ind., will be a meeting place for Angus breeders and commercial cattlemen with one common goal: increasing high-quality beef production.

"The main message we'd like to share is that the event isn't just for seedstock Angus

producers," Weishaar says. "We really want to open the doors and invite commercial cattlemen who are interested in being part of the quality-beef movement to participate in the Angus Convention."

The Angus Convention will feature expanded workshops that cover a variety of topics, including genomics, business and herd management, marketing, and sales techniques. Nationally recognized speakers, American Angus Association staff and other experts will be available to provide participants with practical applications for the farm or ranch.

In addition, the 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 across the country.

Convention highlights include:

- The National Angus Tour hosted by the Indiana Angus Association Friday, Nov. 4;

- A full day of genomics discussion Saturday, Nov. 5, including the International Genomics Symposium, sponsored by GeneSeek Neogen Operations, which will bring together leading experts in the field of DNA technology; and afternoon live cattle genomics demonstration, sponsored by Zoetis;

- Angus University, sponsored by Merck Animal Health, featuring a daylong

seminar with keynote speakers and workshops exploring quality cattle and quality beef Sunday, Nov. 6;

- An expansive trade show, which kicks off Saturday, Nov. 5, featuring exhibitors ranging from animal health providers to equipment dealers to Angus breeders to nutrition companies; and

- Plenty of social events, including a Sawyer Brown concert the evening of Sunday, Nov. 6.

"We truly believe that events such as the Angus Convention provide valuable face-to-face opportunities to build relationships and share ideas," Weishaar says. "To accomplish that mission, we schedule plenty of time for cattle producers to meet new people and learn about different operations."

Early registration is \$75 per person, and you can sign up online at www.angusconvention.com. Registration increases to \$125 after Sept. 1 and \$150 after Nov. 1.

Included in the full registration is access to all educational sessions — including the International Angus Genomics Symposium and Angus University; the trade show; entertainment; and four meals featuring the *Certified Angus Beef*® brand.

Stay tuned to www.angusconvention.com and www.angus.org for more information as it becomes available.



2016 schedule highlights

Friday, Nov. 4

- National Angus Tour, hosted by the Indiana Angus Association
- Angus Foundation Supporter Recognition Event

Saturday, Nov. 5

- Opening general session
- International Genomics Symposium, sponsored by Neogen's GeneSeek® Operations
- Live cattle genomics demonstrations, sponsored by Zoetis
- American Angus Auxiliary Annual Meeting
- Association Board of Directors Candidate Forum

Sunday, Nov. 6

- American Angus Auxiliary Breakfast
- Nondenominational church service
- Angus University general session and workshops, sponsored by Merck Animal Health
- Evening entertainment, Sawyer Brown

Monday, Nov. 7

- American Angus Association Awards Recognition Breakfast
- American Angus Association 133rd Annual Meeting of Delegates
- Complete livestock management system grand prize giveaway, donated by Priefert Manufacturing and Tru-Test Scales.

