



# Movin' Forward

by **BRYCE SCHUMANN**, CEO, American Angus Association

## Find value

You can't buy much for \$25 these days. That barely covers the cost of treating the family to the nearest fast-food joint. Yet, this November, a minimal fee offers big-time perks.

### What could be

Imagine an event that brings together all sectors of the beef business, from seedstock breeders to commercial customers, from feeders to packers — everyone who takes part in the incredibly expansive process of getting beef to America's dinner tables. It's a process that begins with you at the very top, feeding the system with the genetics responsible for producing the best-quality beef, *Certified Angus Beef*® (CAB®).

Imagine that this same meeting has educational sessions, top-flight keynote speakers, meals, entertainment, social events and an impressive trade show that gives you access to representatives of nearly 150 companies to answer questions, offer incentives and meet the needs of your operation.

Imagine opening your horizons, meeting new people, greeting old

friends, conducting business and, best of all, having fun.

All the while, the meeting maintains the ability for Angus delegates to conduct the traditional business meetings and annual functions of the American Angus Association — at no fee to delegates or alternates.

### What will be

You'll find this and more during the "Angus Means Business" National Convention & Trade Show Nov. 4-6 in Kansas City, Mo.

There's been much discussion regarding this event and what it could mean for members as we depart from the format of previous years. Let me assure you, this is an event that deserves your attention.

This is "The Business Breed," and the business of our members relies on our collective success. What better way to ensure we're taking a positive step toward that success and expanded leadership in the beef industry than with an annual event focused on the big picture?

Numerous industry surveys show the Angus breed comprises the vast majority of the nation's cattle herd. The advancements we make as a breed, therefore, have implications for every sector of the beef business. As an organization, we remain on the forefront of genetic technology, branded beef, marketing and communications.

This convention will allow us to collaborate with others in the industry to focus on how these advancements could shape our future. The Angus University, sponsored by Merck Animal Health, will give attendees a broader understanding of how the selection decisions at the ranch affect the long-term viability of our industry.

This convention will help us think bigger as an organization — and it will be the type of event our breed deserves.

I invite you to join me and thousands of other attendees at the KCI Expo Center in November as we explore the potential

## Convention features:

- Tours of Association headquarters
- Angus educational sessions
- Angus University, "The Story of a Steak," sponsored by Merck Animal Health
- Nationally known speakers
- Association annual meeting and business
- Expansive trade show and prizes
- Meals featuring *Certified Angus Beef*®
- Evening entertainment
- Social events
- Giveaways featuring the all-new 2015 Yamaha Viking VI Side × Side and boots from Nigro's Western Store

of Angus cattle. Complete program information, schedule, registration, hotel accommodations and directions are available at [www.angusconvention.com](http://www.angusconvention.com). Hurry to book your \$25 early registration before Oct. 1.

This will be an event to remember.



## AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703; Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central) • email: [angus@angus.org](mailto:angus@angus.org)  
home page: [www.angus.org](http://www.angus.org) • [facebook.com/americanangusassociation](https://www.facebook.com/americanangusassociation) • [twitter: @AngusAssoc](https://twitter.com/AngusAssoc)

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**Cathy Watkins**, vice president and vice chairman of the Board, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; [beaver-ridge@att.net](mailto:beaver-ridge@att.net) •

**Jim Sitz**, treasurer, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; [jimsitz1@gmail.com](mailto:jimsitz1@gmail.com), [sitzangus@gmail.com](mailto:sitzangus@gmail.com)

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cell: 765-546-0838; [dochowell765@aol.com](mailto:dochowell765@aol.com) • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; [sdangus@sdplains.com](mailto:sdangus@sdplains.com) •

**Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; [dschiefel@mettel.net](mailto:dschiefel@mettel.net)

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[angushall@earthlink.net](mailto:angushall@earthlink.net) • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; [jhnharrell@gmail.com](mailto:jhnharrell@gmail.com) • **Leo**

**McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176; [leomcd@hotmail.com](mailto:leomcd@hotmail.com) •

**John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; [pfeiffer@agristar.net](mailto:pfeiffer@agristar.net)  
• **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; [pkevinyon@yahoo.com](mailto:pkevinyon@yahoo.com)

**Industry appointments** — **CAB Board**, **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210;

[kpalm@palmerfoods.com](mailto:kpalm@palmerfoods.com) • **AGI Board liaison**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; [larry.kuehn@ars.usda.gov](mailto:larry.kuehn@ars.usda.gov) • **Foundation**

**Board**, **Curtis Long**, RR 4, Box 620, Butler, MO 64730; cell: 660-200-5945; [vepperson@butlerdoctor.com](mailto:vepperson@butlerdoctor.com)

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