

# Reserve Your Spot at the Convention

*\$25 registration fee grants access to three days of education, entertainment and social events at the Angus Means Business National Convention & Trade Show.*

by **JENA MCRELL**,  
digital editor

The first-ever Angus Means Business National Convention & Trade Show is an event for the entire beef cattle business — from seedstock breeders to commercial cattlemen, and feedlot managers to packers. Hosted in the heart of cattle country, the event takes place Nov. 4-6 in Kansas City, Mo.

The American Angus Association encourages anyone with an interest in the future of the cattle industry to register today for the low price of \$25.

“The early-bird \$25 registration fee is a tremendous value for those who want to attend the national Angus convention,” says Becky Terry, Creative Media director for Angus Productions Inc. (API). “Our goal is to bring together stakeholders from across the industry to discuss the future of the cattle business moving forward.”

As part of registration in the inaugural event, participants receive:

- Access to Angus University, a comprehensive educational event, which includes a day of programs and lunch;
- Nationally known entertainers, including cowboy comedian Baxter Black;
- A slate of acclaimed speakers, such as Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse, and economic futurist Lowell Catlett;
- A chance to win a Yamaha Viking VI, a brand-new side-by-side vehicle, and other prizes;
- Two evening galas on the trade show floor, featuring nearly 100 allied industry partners and top-notch entertainment; and
- The opportunity to connect with seedstock and commercial cattlemen from across the nation.

The early-bird \$25 registration fee

stands until Oct. 1, after which prices increase to \$50 per person. Participants who register prior to Sept. 5 will receive not one, but three chances to win the Yamaha Viking VI. Those who register on or following Sept. 5 receive one chance per registration.

Attendees are encouraged to stay until the drawing takes place at 1 p.m. Thursday, Nov. 6, on the floor of the trade show.

The 2015 Viking VI has a suggested retail value of \$13,599 and combines Yamaha Motor Corp. USA performance and durability with the comfort and convenience of a Viking — now with maximum headroom, legroom and shoulder room for six occupants.

The 2014 Angus Means Business National Convention & Trade Show takes place at the KCI Expo Center, located just a short distance from Kansas City International Airport (MCI). The event includes Association business meetings and board elections, as well as breeder workshops and the all-day Angus

University. In addition, the trade show will feature products and services from nearly 100 companies and will include two evening galas with live music and entertainment.

“We’re proud of what this first-time event will offer Angus breeders and the larger beef cattle community,” says Bryce Schumann, American Angus Association CEO. “This convention and trade show has something for everyone in all sectors of the business, from seedstock to commercial producers, from feeders to industry partners.”

The American Angus Association will also be hosting an open house at its headquarters in Saint Joseph, Mo., Monday, Nov. 3, prior to the event. Transportation is provided, and participants will tour the office, meet and greet with staff, and see firsthand Angus breed history and artwork.

For more information about the event or to register, visit [www.angusconvention.com](http://www.angusconvention.com).



## National Angus Convention & Trade Show Schedule of Events

*(Tentative schedule, subject to change.)*

**Nov. 4-6 | KCI Expo Center, Kansas City, Mo.**

### Monday, Nov. 3

- 1 p.m. Buses leave for Open House at American Angus Association (AAA) – Saint Joseph, Mo.
- 1:30 p.m. Open House at AAA
- 2-4 p.m. Registration Open – AAA
- All day Trade Show exhibitors set up
- 6 p.m. Angus Foundation Event (invitation only) – Grand Ambassador

### Tuesday, Nov. 4

- 7 a.m.-5 p.m. Registration Open – KCI Expo Center Lobby
- 10 a.m.-6 p.m. Holiday Room – Courtyard
- 8 a.m.-noon Auxiliary Executive Committee Meeting – Salon A
- 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 (provided) – Exhibition Hall A
- Noon BLI Alumni Lunch (invitation only) – Missouri Ballroom (Holiday Inn)

### Wednesday, Nov. 5

- 1 p.m. Programs Workshops – Salons A-F
- 1:30 p.m. Auxiliary Executive Board Meeting – Missouri Ballroom (Holiday Inn)
- 2:30 p.m. Auxiliary Annual Meeting – Missouri Ballroom (Holiday Inn)
- 4 p.m. Speaker, Baxter Black – Exhibition Hall A
- 5 p.m. Welcome reception in trade show – Exhibition Hall B
- 5-10 p.m. Trade Show – Exhibition Hall A&B
- 7:30 a.m.-5 p.m. Registration Open – KCI Expo Center Lobby
- 7:30 a.m. Auxiliary Breakfast – Grand Ambassador
- 7:30 a.m.-6 p.m. Miss American Angus Contest – Truman & Pershing (Holiday Inn) – Private Event
- 8 a.m.-8 p.m. Trade Show – Exhibition Hall B
- 8:30 a.m. Angus University, Speaker Lowell Catlett – Exhibition A
- 10 a.m.-6 p.m. Holiday Room – Courtyard
- 10 a.m. Break – Exhibition B
- 10:30 a.m. Angus University Breakout Sessions – Salons A, B & C
- 11:30 a.m.-1 p.m. Lunch (provided) – Exhibition A
- 11:30 a.m. Auxiliary Past Presidents’ Luncheon – Bravo! Cucina Italiana (Zona Rosa)

1 p.m.-4:30 p.m. Angus University – Salons A-F

- 3 p.m. Small reception in trade show – Exhibition Hall B
- 4:30 p.m. American Angus Auxiliary Reception – Salon C
- 5 p.m. Miss American Angus Speeches – Salon A & B
- 5:30 p.m. Past Directors’ Reception – Grand Ambassador
- 6:30 p.m. Reception – Exhibition Hall B

### Thursday, Nov. 6

- 7:30-10 a.m. Registration Open – KCI Expo Center Lobby
- 8 a.m. Annual Meeting/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 – Courtyard
- 10:30 a.m. Annual Meeting – Exhibition Hall A
- 1 p.m. Yamaha Viking VI Drawing – Exhibition Hall B
- 1-2 p.m. Ice Cream Social – Exhibition Hall B



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