

# Calling All Cattlemen

*The first-ever Angus Means Business National Convention & Trade Show appeals to everyone involved in producing quality beef.*

by **JENA MCRELL**,  
digital editor

No matter how you make your living in the cattle business, there's a place for you at the 2014 Angus Means Business National Convention & Trade Show. The event, scheduled Nov. 4-6 at the KCI Expo Center in Kansas City, Mo., is a meeting place for everyone with an interest in quality beef production.

The \$50 registration fee grants access to Angus University, a comprehensive all-day educational event; and nationally known entertainers, including cowboy comedian Baxter Black, country legend John Michael Montgomery and an Eagles tribute band. Plus, all attendees will be given a chance to win a brand-new Yamaha Viking VI.

"The Angus breed offers much to the industry, and the Association is proud to welcome all partners to the convention this fall," says Bryce Schumann, American Angus Association CEO. "This is an

unprecedented opportunity for everyone with a stake in the success of the beef cattle business to congregate, share ideas, see old friends, make new ones and enjoy an in-depth look at the future of our industry."

Other schedule highlights include a slate of acclaimed speakers, such as Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse, and two evening galas on the trade show floor, which features nearly 100 allied industry partners.

## Angus University

Sponsored by Merck Animal Health, Angus University will be Nov. 5 and is themed "A Story of a Steak." The daylong event builds on the successful television and editorial campaign developed by *High*

*Plains Journal*. The "Story of a Steak" series, which appears on *The Angus Report*, a news program on RFD-TV, emphasizes the importance of all industry sectors working together collaboratively to improve the quality of beef and the profitability of producers, feeders and packers.

Headlining the event will be keynote futurist Lowell Catlett, who will share his perspectives on emerging technologies and their potential impacts on the cattle industry.

In addition, Angus University will feature speakers representing all sectors of the beef industry — from ranchers to chefs — and include producers and others profiled in the successful TV segments.

"The 'Story of a Steak' expands upon some of the most

Explore how the Angus breed impacts every sector of the cattle business — from the feedlot to the meatcase — during the 2014 Angus Means Business National Convention & Trade Show.



pressing and engaging topics facing the cattle industry today," Schumann says. "By bringing together every sector of the business, we, along with our generous sponsors at Merck Animal Health, hope to inspire creativity and collaboration to



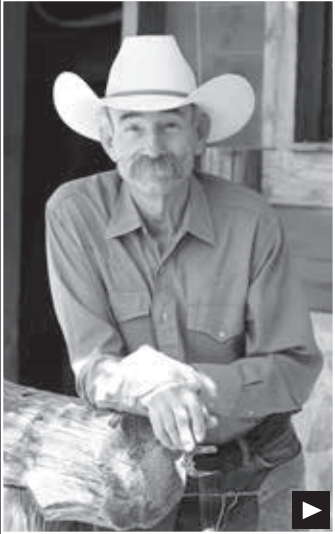
## 2014 Angus Means Business National Convention & Trade Show

Schedule of Events | Kansas City, Mo.

<b>Monday, Nov. 3</b>					
All Day	Trade Show exhibitors set up, KCI Expo Center, Exhibition Hall B	1:30 p.m.	Auxiliary Executive Board Meeting, Holiday Inn, Missouri Ballroom	Noon-1 p.m.	Lunch, KCI Expo Center, Exhibition Hall A
10 a.m.	Buses begin to depart for Boehringer Ingelheim (BI) and American Angus Association tours, Association and BI Angus Foundation <i>Building an Angus Legacy</i> Ribbon Cutting, Association Open House, Association	2:30 p.m.	Auxiliary Meeting, Holiday Inn, Missouri Ballroom	1 p.m.-5 p.m.	<b>Angus University continued</b> , KCI Expo Center, Exhibition Hall A
1 p.m.	Angus Foundation <i>Building an Angus Legacy</i> Ribbon Cutting, Association	4 p.m.	<b>Entertainment, Baxter Black</b> , sponsored by Priefert, KCI Expo Center, Exhibition Hall A	5 p.m.	American Angus Auxiliary Reception, KCI Expo Center, Salon C
1:30 p.m.	Open House, Association	5 p.m.	Trade Show Grand Opening and Welcome Gala, KCI Expo Center, Exhibition Hall B	5 p.m.	Trade Show Gala, KCI Expo Center, Exhibition Hall B
6 p.m.	<b>Angus Foundation Supporter Recognition Event</b> (invitation only), KCI Hilton	8 p.m.	<b>Entertainment, Eagles Tribute, 7 Bridges Road</b> , KCI Expo Center, Exhibition Hall A	5:30 p.m.	Miss American Angus Speeches, KCI Expo Center, Salon A & B
				5:30 p.m.	Past Directors' Reception, KCI Expo Center, Grand Ambassador
				8 p.m.	<b>Entertainment, John Michael Montgomery</b> , KCI Expo Center, Exhibition Hall
<b>Tuesday, Nov. 4</b>		<b>Wednesday, Nov. 5</b>		<b>Thursday, Nov. 6</b>	
7 a.m.-4 p.m.	Trade Show exhibitors set up, KCI Expo Center, Exhibition Hall B	7 a.m.-8 p.m.	Registration open, KCI Expo Center, Lobby	7 a.m.-noon	Registration open, KCI Expo Center, Lobby
7 a.m.-8 p.m.	Registration open, KCI Expo Center, Lobby	7 a.m.-5:30 p.m.	Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard	8 a.m.	<b>Awards Recognition Breakfast</b> (additional fee), KCI Expo Center, Exhibition Hall A
7 a.m.-5:30 p.m.	Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard	7:30 a.m.	<b>Auxiliary Breakfast</b> (additional fee), KCI Expo Center, Grand Ambassador	8 a.m.-2 p.m.	Trade Show Open, KCI Expo Center, Exhibition Hall B
8 a.m.-noon	Auxiliary Executive Committee Meeting, KCI Expo Center, Salon A	7:30 a.m.-6 p.m.	Miss American Angus Contest (private event), Holiday Inn, Truman & Pershing	10:30 a.m.	<b>131st Annual Meeting of Delegates</b> , KCI Expo Center, Exhibition Hall A
8 a.m.	<b>Keynote Speaker, Richard Picciotto</b> , KCI Expo Center, Exhibition Hall A	8 a.m.	Trade Show Open, KCI Expo Center, Exhibition Hall B	Noon-2 p.m.	Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard
9 a.m.	<b>Candidate Forum</b> , KCI Expo Center, Exhibition Hall A	8:30 a.m.-5 p.m.	<b>Angus University</b> , sponsored by Merck Animal Health	1 p.m.	<b>Yamaha Viking VI Giveaway Presentation</b> , KCI Expo Center, Exhibition Hall A
10 a.m.-4 p.m.	Shopping (shuttle service provided every hour by BI), Zona Rosa	8:45 a.m.	<b>Angus University, Keynote Speaker Lowell Catlett</b> , KCI Expo Center, Exhibition Hall A	1 p.m.-2 p.m.	Ice Cream Social, KCI Expo Center, Exhibition Hall B
Noon-1:30 p.m.	Lunch, KCI Expo Center, Exhibition Hall A	Noon	Auxiliary Past Presidents' Luncheon, Bravo! Cucina Italiana, Zona Rosa		
Noon	BLI Alumni Lunch (invitation only), KCI Expo Center, Missouri Ballroom				
1 p.m.-3:45 p.m.	<b>Angus Means Business Workshops</b> , KCI Expo Center, Salons A-F				

# to Kansas City

ANGUS MEANS BUSINESS  
**NATIONAL  
 CONVENTION  
 & TRADE SHOW**



Baxter Black shares why you should attend the convention at <https://www.youtube.com/watch?v=RzZbigO5DyQ>.

meet these challenges and opportunities.”

Also during the convention, Angus Means Business Workshops Nov. 4 will provide practical applications for a variety of tasks on the farm or ranch. Commercial programs, recordkeeping, financial planning and marketing are a few topics that will be covered throughout the afternoon sessions.

### How to register

Sign up for the Angus Means Business National Convention & Trade Show online today and you'll be entered to win a brand-new Yamaha Viking VI. Participants registering after Sept. 5 will receive one chance to win the six-person, side-by-side utility vehicle. A drawing to select the winner will take place at 1 p.m. Nov. 6.

All convention events will be at the KCI Expo Center, just a short drive from the Kansas City International Airport (MCI). An American Angus Association National Convention room block is available at several hotels throughout the area: Candlewood Inn KCI, Residence Inn KCI, Courtyard Kansas City Airport, Hampton Inn Kansas City Airport and the Four Points by Sheraton. More detailed information on hotels and the location can be found online.

For more information see the convention guide mailed with this issue or visit [www.angusconvention.com](http://www.angusconvention.com).

