

The Source

by **GINETTE KURTZ**, *American Angus Association*



Points of interest for commercial cattlemen at the Angus Means Business National Convention & Trade Show

I could hear the calf bawling, but where the heck was he? A first-calf heifer was pacing around this deep ditch trying to figure out where the calf was, too. Finally, we found the calf under a couple of old rotten tree limbs and a maze of poison ivy and reunited him with his mother.

Trying to figure out what direction to take your marketing program can be more difficult than locating that calf. People, market news and world events all have an influence on your marketing decisions. This year cattle producers from everywhere can meet in Kansas City, Mo., for the first Angus Means Business National Convention & Trade Show Nov. 4-6 at the KCI Expo Center. There will be a variety of speakers and workshops, and it will be a great opportunity for you to talk with other cattlemen.

Workshops will begin in the afternoon Tuesday, Nov. 4. You'll have the choice to choose from among different workshops scheduled from 1 to 3:45 p.m. Topics

include marketing, business, breed improvement and connecting cattlemen to the consumer.

Joe Mayer, a longtime AngusSource® customer, and I will kick off the marketing workshop section. Joe feeds out many of his own cattle and purchases feeder calves. He realizes the importance of providing buyers information on the calves' genetic merit.

Joe doesn't stop with feeder calves; he uses AngusSource and DNA technology to choose his potential replacement heifers for development and sale. This will be a great session to figure out how these tools have worked for Joe and how you can benefit, too.

Certified Angus Beef LLC (CAB) staff Mark McCully, John Stika and Tracey Erickson will host the Cattleman to Consumer block from 1 to 3:45 p.m., discussing how to improve *Certified Angus Beef*® (CAB®) acceptance rates, how CAB targets beef consumers and CAB's relevance in each beef production sector. CAB really drives demand for your

commercial black-headed calves. Take the opportunity to listen to any or all of these presentations. I know you will learn valuable information for today and the future.

Producers tell me they can't keep all the numbers straight. This is the perfect time to get information straight from Dan Moser and Tonya Amen on genomically enhanced expected progeny differences (GE-EPDs) and genetic selection. They will give you an overview of selection tools and EPDs offered at the American Angus Association. Plus, they will provide in-depth information on two commercial DNA tests, GeneMax™ Focus and GeneMax Advantage. This section will be a must!

Finally, one of the hardest discussions for any farm or ranch is succession planning. Getting started

or thinking about it is generally not the issue, but rather once the ball is rolling,

don't let the ball roll in the wrong direction. We have gathered farmers and ranchers of various ages who have tackled this issue on their operations,

and added an accountant and a financial planner for a candid discussion panel about this tough topic.

When you hear noise coming from Missouri, head down to the KCI Expo Center Nov. 4-6. There will be so much going on you will want to stay more than a day. Read the enclosed show guide that lists all the events and activities.

I can't wait to see you there!



Editor's Note: *Ginette Kurtz is the director of commercial programs.*