

# ANGUS

CONVENTION



## ANGUS CONVENTION

### *Journeys West*

*Education and networking featured at the sixth annual Angus Convention in Reno, Nev.*

*by Katy Holdener, American Angus Association, and Julie Mais, editor*

More than 1,700 attendees made the 2019 Angus Convention an overwhelming success Nov. 2-4 in Reno, Nev. The American Angus Association met its goal of providing top-notch education, networking and entertainment to those who made the trip west.

During the opening general session on Saturday, Nov. 2, Association CEO Mark McCully reflected on the past success of the Business Breed and provided a positive outlook on the year ahead for Angus producers and their commercial customers. McCully gave attendees from all segments of the cattle industry a front-row seat to the inner workings of the Association, extending the reach of the Angus family across the nation.

“While this was the first time the Angus Convention has ever traveled west, we knew the region is home to cattle operations of every size and production type,” McCully said. “The Association had an important goal of increasing the connection between our western members and their commercial bull-buying customers. By providing unmatched educational opportunities and an expansive trade show with plenty of time for networking, I believe we did just that.”

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## Convention kick-off

Angus Convention kicked off on Friday, Nov. 1, with the National Angus Tour, hosted by Bently Ranch and sponsored by the California Angus Association. Nearly 400 attendees visited the unique operation just south of Reno, located in Minden, Nev. Tour participants spent the day learning about the multifaceted Bently Ranch, which has vertically integrated their commercial Angus operation, farming and distillery, all in one location.

Friday evening, the new Angus Convention Kick-Off Party celebrating the Angus Foundation honored generous donors and a year of advancements made by the Foundation. Kyle Shobe and the Walk 'em Boys entertained the crowd of more than 400 guests. A live auction of five lots, ranging from hunting and fishing trips to video packages, brought in more than \$33,500 in unrestricted funds for the Angus Foundation.

"We introduced a new format to our Friday evening event, and we are so happy with the outcome," said Rod Schoenbine, Angus Foundation director of development. "The opportunity to raise funds through a live auction, to showcase touching video tributes, and to enjoy live music and great food delivered a fun evening for all who attended."

## Education

With producer education as the main focus, attendees had the opportunity to learn from some of the best in the business when it comes to genetics, cattle handling, herd management and more. The Angus Genomics Symposium,



sponsored by Neogen GeneSeek, pushed producers to think outside of the box. Keynote addresses by innovator and former CEO of Travelocity Terry Jones and Brad Hine of the Commonwealth Scientific and Industrial Research Organisation (CSIRO), provided attendees with a road map to digital disruption and an update on a cattle immune function expected progeny difference (EPD). Stewart Bauck, vice president of agrigenomics for Neogen, unveiled new Angus GS<sup>SM</sup> content to be released in the coming months.

In addition, an in-trade show Learning Lounge was added to provide even more education in quick, 30-minute time frames. Attendees were able to stop into the Learning Lounge during trade show hours to catch up on the latest advancements made by sponsors and Association staff.

The 2019 Angus Convention offered a well-rounded

educational experience. Angus University speakers included Beck Weathers, Mt. Everest survivor; and Joel Cowley, CEO of the Houston Livestock Show and Rodeo<sup>TM</sup>. They inspired convention-goers with stories of history and perseverance. The Sunday afternoon Angus University workshops, sponsored by Zoetis, covered everything from bull development to the relationship of maternal function and carcass merit, and more.



## Giveaways and contests

More than 800 attendees entered to win a Priefert and Tru-Test by Datamars Complete Cattle Handling System, a John Deere XUV835M HVAC Gator™ Crossover Utility Vehicle and a Bridgeview Manufacturing Bale King 5300. Steve Gilje of Rolette, North Dakota, took home the Complete Cattle Handling System, valued at \$33,000. Taylorsville, Ky., native Anne Patton Schubert was the lucky winner of the John Deere Gator, a \$22,000 piece of equipment. Sarah Thomas took the Bridgeview Manufacturing Bale King 5300 back to Homedale, Idaho.

The second annual *Certified Angus Beef*® brand judging contest results were announced, and winners of the three divisions took home a hat from Greeley Hat Works, a \$650 value. Colter Pohlman of Texas took home high honors in the junior division and Kallie Knott of Indiana won the young adult division. Minnesota native Karen Mitteness won the adult division and was named overall champion.

Following the giveaway drawing, Lubbock, Texas' own Flatland Cavalry entertained the crowd with their "easy on the ears, heavy on the heart" Texas country music.

## Recognition

The Awards Recognition Breakfast on Monday, Nov. 4, highlighted some of the Association's best and brightest. Award winners are:

The American Angus Auxiliary recognized retiring president Cindy Ahearn of Wills Point, Texas, and announced Gina Hope, Berryville, Va., will lead the organization in 2020.

Roll of Victory (ROV) show winners were recognized. ROV

Show Heifer of the Year was T/R NFF Princess E307, owned by Kayden Nowatzke, Michigan City, Ind. Winning ROV Show Bull of the Year was C&C Intuition 7104, owned by Ryan Callahan, Edmond, Okla.; Express Ranches, Yukon, Okla.; and Cross Creek Farms Inc, Brimfield, Ill. Express Ranches won ROV Breeder of the Year.

The work of Angus breeders is more than a business — it's a way of life. The Association celebrated two families who have been in continuous production of registered Angus cattle for at least 100 years. Century Award recipients for 2019 are Spring Cove Ranch, Bliss, Idaho, and Purath Angus Farm, Red Lake Falls, Minn.

Each year the Association recognizes innovators and visionaries who possess drive and wise decision-making skills to better the breed and the industry by selecting individuals for induction into the Angus Heritage Foundation. The 2019 inductees are Jarold Callahan, Edmond, Okla.; Cannon Brothers, Charles and Jere Cannon, Flemingsburg, Ky.; Jim Bradford, Guthrie Center, Iowa; and Paul St. Blanc of Louisiana, posthumously.

Angus youth were also in the spotlight as National Junior Angus Association (NJAA) member Maddie Fugate, Mahomet, Ill., was named the 2020 Angus Ambassador. Selected to serve as the 52nd Miss American Angus is Eva Hinrichsen, Westmoreland, Kan.




## Leadership elected

The 136th Annual Convention of Delegates followed the Awards Recognition Breakfast where nearly 300 delegates elected two new officers and reelect five directors. The new treasurer was also announced.

Elected to serve as officers of the American Angus Association Board of Directors were Don Schiefelbein, Kimball, Minn., president and chairman of the Board; and David Dal Porto, Oakley, Calif., vice president and vice chairman of the Board. Jerry Connealy, Whitman, Neb., was announced as treasurer.

Directors reelected to their second terms are Richard Dyar, Crossville, Ala.; Dave Hinman, Malta, Mont.; Alan Miller, Gridley, Ill.; Jonathan Perry, Fayetteville, Tenn.; and Barry Pollard, Enid, Okla.

The 2020 Angus Convention, "Decades of Angus," will be Nov. 7-9, in Kansas City, Mo. Registration and lodging reservations open July 1, 2020. 

*Editor's note: The Angus Journal will print coverage of the 2019 Angus Convention in this and upcoming issues. See online coverage of the convention at [www.angus.org/Media/News](http://www.angus.org/Media/News).*