

Convention 2022

Angus enthusiasts travel west for
The Business Breed's event of the year.

by Briley Richard, Peyton Schmitt & Whitney Whitaker, American Angus Association



Learning and networking headlined the 2022 Angus Convention. The four-day event, hosted in Salt Lake City, Utah, Nov. 4-7 attracted 1,400 registrants and nearly 80 trade show vendors.

“This year’s convention was without a doubt a tremendous success,” said Mark McCully, American Angus Association CEO. “Our Angus family left Salt Lake City energized, equipped and inspired to reach new levels of success.”

The event kicked off with various tours, including the National Angus Tour and the Beef Blitz hosted by Certified Angus Beef. Participants greeted old friends and made new ones, shopped and conducted business that evening during the Trade Show Grand Opening and Welcome Reception.

Main stage panels took a broad view and gave attendees much to consider:

- ▶ The opening session, “Exploring Your Potential,” welcomed the Angus family

with remarks from McCully and panelists about defying standards, the scope of the beef business and what’s on the industry’s horizon.

- ▶ Later, Kelli Retallick-Riley, Angus Genetics Inc. (AGI) president, and panelists of the “Genetics Symposium,” sponsored by Neogen, discussed the functional longevity expected progeny difference (EPD), genomic advancements and the value of the Angus cow.
- ▶ The “Consumer Perspectives Panel,” sponsored by Zoetis, concluded the trio of general sessions. Bruce Cobb, CAB executive vice president of production, and industry professionals shared how cattlemen can earn consumer trust and continue driving demand for CAB.

Educational venues

Angus University provided additional



opportunities to learn from industry experts, both in classroom settings and with live cattle in the Priefert Cattle Demo Area. Topics ranged from capturing value for all sectors and bovine heart health to innovative production practices and discussions on consumer demand.

Digital EXTRAs

Want to learn more about the new Heritage Foundation inductees? Listen to their stories.



Jim and Sue Coleman



Leo and Sam McDonnell



Dave Nichols



Becky and Arlen Sawyer

Award winners

During the American Angus Association Awards Dinner and Reception Nov. 6, several members received recognition.

Four honorees were inducted into the Angus Heritage Foundation: Jim and Sue Coleman of Modesto, Calif.; Leo and Sam McDonnell of Columbus, Mont.; Dave Nichols of Anita, Iowa; and Becky and the late Arlen Sawyer of Bassett, Neb.

Created in 1983, the Heritage Foundation honors those who have gone above and beyond for the breed. Inductees were recognized for their vision and foresight, elevating Angus cattle for the betterment of farmers and ranchers across the country.

Jim and Sue Coleman: What started out as a small business investment in 1976 has since turned into an established set of diverse genetics with an emphasis on cow families and, more importantly, the Angus family at Vintage Angus Ranch. Managed by Doug Worthington, the operation consists of a 450-head herd of Angus cows grazing more than 5,000 acres in the California Sierra Foothills.

In addition to their commitment to performance data and maternal traits, the Colemans pour support into the Angus Foundation to enhance the future of the Angus breed's education, youth and research.

The Colemans' passion for the breed is clearly shown in their commitment to the Angus female, the Angus family and the next generation.

Leo and Sam McDonnell: Leo and Sam McDonnell devote their time and effort to providing the most predictable and proven genetics available on their operation,

McDonnell Angus. Moving toward trait selection of economic value, the family's success increased as

they worked with breeders toward a common goal — industry-wide efficiency.

Carrying on what his father started in 1962, Leo managed the Midland Bull Test, which has grown to become the largest performance test center in North America, testing about 2,000 bulls annually. The business has since been passed on to his son, Steve.

As Leo and Sam transition their focus to McDonnell Angus, they emphasize their legacy isn't the business — the legacy is their children and grandchildren.

Dave Nichols: Dedicated to data. That's the mantra of lifetime Angus breeder Dave Nichols. From being the first Iowa herd to incorporate computer performance records to intricate feed intake and measurement systems, Nichols has continuously adapted and extended the limits of performance records.

This immense interest in data led to his heavy involvement in Angus Herd Improvement Records (AHIR®), the Beef Improvement Federation (BIF) and numerous research projects to improve technology. From his leadership and accolades to his dedication to providing customers with a firm handshake and the best genetics possible, Nichols' investment in the breed and its success is evident.

Becky and Arlen Sawyer: A family who



Jim and Sue Coleman, Modesto, Calif., were inducted into the Angus Heritage Foundation. Pictured are (from left) Mark McCully, American Angus Association CEO; Tim, Kara, Kathryn and Tyler Coleman, accepting; and Mary Wood, 2022 Miss American Angus.



Leo and Sam McDonnell, Columbus, Mont., were inducted into the Angus Heritage Foundation. Pictured are (from left) McCully, Leo and Sam McDonnell, and Mary Wood.



Dave Nichols, Anita, Iowa, was inducted into the Angus Heritage Foundation.



Becky and the late Arlen Sawyer, Bassett, Neb., were inducted into the Angus Heritage Foundation. Pictured are (from left) McCully, Becky Sawyer and Wood.

built themselves on grit and resilience, it's no surprise they've relied on the adaptability and performance of Angus genetics to sustain their livelihood.

For the past 30 years, the Sawyer family's main priority has been to produce cattle that thrive in the Nebraska Sandhills. With a herd of 600 registered and commercial Angus cows, Becky and her late husband, Arlen, along with their children, Adam and Jessica, have worked diligently to sustain their 100+-year operation, A&B Cattle.

Dedicated as much to the next 100 years as they've been in the past 100, they continue to create a prosperous future for both the beef industry and the next generation of cattlemen.

To learn more about the Angus Heritage Foundation and those inducted, visit <https://angusawards.com/>.

Roll of Victory

Angus cattle have a tradition of excellence in the show ring. The American Angus Association created the Roll of Victory (ROV) Show Program to recognize show-winning animals, their sires, dams, breeders and owners. ROV winners recognized at the awards dinner included:

- Show Heifer of the Year was SSF Lady 5030, owned by Houston Ferree of

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Houston Ferree, Sullivan, Ind., received ROV Show Heifer of the Year honors for SSF Lady 5030. Pictured are (from left) Mitch and Amber Ferree, Marlene Dukehart, and Cortney Hill-Dukehart Cates.



Conley Cattle, Sulphur, Okla.; Ferree Fitzgerald, Sullivan, Ind.; and David Smith, Boulder, Colo., received ROV Show Bull of the Year honors for Conley DS Clear Cut 0510. Pictured are (from left) McCully, Mitch and Amber Ferree, Amanda and Kyle Conley, and Wood.



Express Angus Ranches, Yukon, Okla., was recognized as ROV Show Breeder of the Year. Pictured are (from left) McCully; Jarold Callahan, Mark Squires and Donnie Robertson, receiving; and Wood.

Sullivan, Ind. She received grand champion honors at the American Angus Breeders Futurity and the World Beef Expo, and reserve honors at the North American International Livestock Exposition and the Fort Worth Stock Show.

► Show Bull of the Year was Conley DS Clear Cut 0510, owned by Conley Cattle, Sulphur, Okla.; Ferree Fitzgerald, Sullivan, Ind.; and David Smith, Boulder, Colo. He was grand champion bull at the National Western Stock Show, Western National Angus Futurity, Atlantic National and the Tennessee State Fair.

► Express Ranches, Yukon, Okla., was named Breeder of the Year. The ranch earned 832 points from the 20 eligible shows throughout the year. This is the 11th consecutive year Express Ranches has won the award.

The ROV season runs from June 1 through May 31. There are seven Super ROV shows and 13 other recognized shows for a total of 20 shows per year. Points for these shows are accumulated on an annual basis.

Brand honors

CAB recognized Larson Angus Ranch of Kansas as the 2022 Seedstock Commitment to Excellence Award winner and Walter Angus of Colorado as the

Ambassador Award winner. Both were featured in the October 2022 *Angus Beef Bulletin*.

A CAB barn painting was auctioned as a special Angus Foundation fundraiser.

In 2018, CAB celebrated 40 years in business with the “Brand the Barn” campaign, painting 40 barns belonging to Angus breeders in 25 states across the country with the *Certified Angus Beef*® (CAB®) brand logo. In response to the campaign, many Angus enthusiasts joined

the waitlist to have their own barn painted. The Angus Foundation offered breeders the unique chance to skip the line to represent the brand on their operation.

When auctioneer Joe Goggins struck the final gavel blow, Gardiner Angus Ranch, Ashland, Kan., won the final bid. The Gardiners generously invested \$15,000 to further the Angus Foundation’s mission of education, youth and research.

CAB will commission artist Troy Freeman to brand the Gardiner Angus Ranch barn and will provide \$1,000 to host a celebration event in conjunction with the painting. Funds raised will support a variety of programs, including educational opportunities for breeders, leadership development conferences for Angus youth and groundbreaking industry research.

Angus royalty

Kelsey Theis, Leavenworth, Kan., was crowned the 2022-2023 Miss American Angus, representing the breed as an advocate and role model in the coming year.

“It’s very surreal just watching other girls who have gotten this opportunity,” Theis said. “Some of them have been my biggest mentors or role models, and it’s crazy to consider myself on the same level as them in that position.”

During her time in the red coat, Theis says she hopes to become a role model to other young women.



Kelsey Theis, Leavenworth, Kan., was crowned Miss American Angus.

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Julia McPeake, Georgia, won the John Deere XUV835M Gator at the Angus Convention. Pictured are (from left) Colton Kreber and Kyle Peterson, John Deere representatives; Andrew and Julia McPeake, recipients; and Devan Loew, John Deere representative.



Robert Kuntz, Ohio, won the Priefert and Datamars Complete Cattle Handling System. Pictured are (from left) Mike Burris, Priefert representative; Robert Kuntz, recipient; and Todd Tieperman, Datamars representative.

“I just hope to inspire them and show them they can do anything they set their mind to,” she said.

The daughter of Jerry and Tonya Theis attends Northern Oklahoma College. She is obtaining a degree in animal science and is a member of the livestock judging team. After graduation, she plans to pursue a career in veterinary medicine or accounting.

For more information about the American Angus Auxiliary-sponsored contest, visit www.angusauxiliary.com.

Take-homes

Attendees packed the stands in the Priefert Cattle Demo Area near the conclusion of the Trade Show, hoping to take home one of two grand-prize giveaways.

Julia McPeake of Georgia won a John Deere XUV835M gator valued at \$19,469. *Nothing runs like a Deere*, and McPeake and her family can experience that as they try out the features of her new Gator, including a three-person cockpit, power steering, a 54-hp engine, 2,000-pound (lb.) towing capacity, 1,000-lb. cargo box capacity and speeds up to 45 mph. Daily chores and other ranch work will soon be a breeze, thanks to this gracious donation from John Deere.

“We have two young children who are also very involved in our operation and showing livestock, and our farms are kind of piecemeal — we have some property in different places,” McPeake said. “The opportunity to have something to help make

that process of feeding cows and getting the kids to one place or the other is quite awesome, and I feel very blessed.”

Working cattle will be less stressful for Robert Kuntz of Ohio as he installs a Priefert and Datamars Complete Cattle Handling System, valued at \$42,244. The extensive package features a solid sweep with a straight working alley, adjustable to one of four widths, leading to a Priefert Model S04 Squeeze Chute. The setup is completed by a Tru-Test by Datamars complete weight and water management

solution, electronic identification (eID) reader, and WaterWell™ 2 automatic waterer. Kuntz will be able to work cattle more safely and more efficiently.

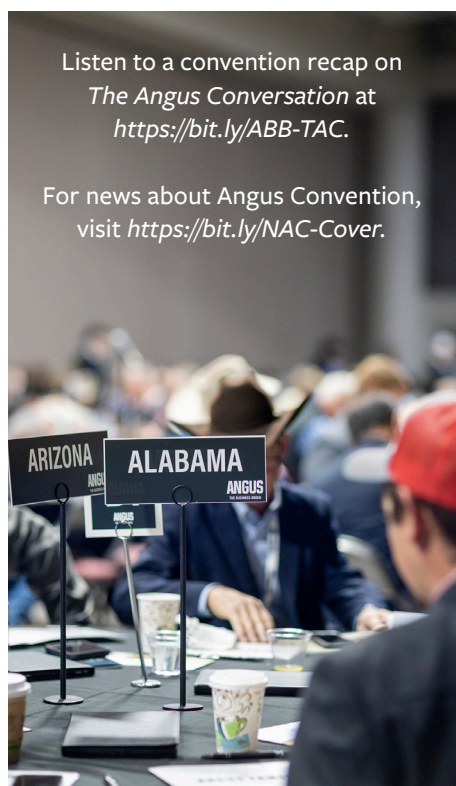
“It’ll be a game changer,” Kuntz said. “Right now, we’re just set up with a basic chute system. To be able to capture weights and fully utilize eID tags to record data will be really nice.”

Giveaway sponsors Priefert, Datamars and John Deere helped make it possible for these two Angus breeders to explore their potential well beyond convention.

Digital extras

Listen to a convention recap on *The Angus Conversation* at <https://bit.ly/ABB-TAC>.

For news about Angus Convention, visit <https://bit.ly/NAC-Cover>.



Official business

The 139th Annual Convention of Delegates capped off the final day of the event. Delegates elected five candidates to serve their first three-year term on the American Angus Association Board of Directors: Rob Adams, Alabama; Art Butler, Idaho; Alan Mead, Missouri; Henry Smith, Kentucky; and Roger Wann, Oklahoma.

Chuck Grove, Virginia, was elected president and chairman of the Board. Barry Pollard, Oklahoma, was elected vice chairman and vice president. Jonathan Perry, Tennessee, was named treasurer at the September Board Meeting. See “Officers, Directors Named” on page 122.

The 2023 Angus Convention will be Nov. 3-6 in Orlando, Fla. For more from Convention, visit www.angus.org. **ABB**

Editor’s note: Briley Richard, Peyton Schmitt and Whitney Whitaker are communications specialists for the American Angus Association.