

A YEAR OF *Celebration,* A FOCUS ON *Innovation*



The bright lights and applause of the Angus audience was a different morning greeting than what Mark McCully is used to, but he brought a piece of home to the Sunshine State.

Welcoming breeders to the 2023 Angus Convention, McCully opened the general session with a reference to art that hangs back in his office in Saint Joseph, Mo. The framed oil painting is quietly proud; Frank Murphy's depiction of the first black-hided, polled bull to roam the Kansas prairie amongst longhorn cows is familiar to many in the industry.

To the American Angus Association CEO, the image doesn't just celebrate the 150th anniversary celebrated in May of the first Angus animals arrived to the United States. When McCully thinks about the mindset of the man responsible for bringing those cattle across the globe, he said one word comes to mind.

"George Grant was an innovator," he told convention attendees gathered in Orlando, Fla., last November. "He thought differently. He did maybe what others weren't doing. Here we sit today, truly being able to be the benefactors of those big moves and the innovation that George Grant first had a vision for."

With the spirit of celebration in mind, McCully identified innovation as the driving theme for the 2023 event.

"Whether it's thinking big or thinking small — simply thinking differently, being creative, maybe reinventing, maybe relearning some things ... innovation is truly woven into the fabric of this great breed and this great Association," McCully said. "I have no doubt innovation is going to be a key as we chart our future."

Since 1873 when those original four Angus bulls arrived, it's been the breeders who pushed the cattle to new heights — a trend McCully still sees today.

"The Angus cow is truly the backbone of our beef industry, known for her maternal function, known for her ability to adapt to so many environments and her ability to just simply keep our commercial cow-calf customer in business."

At the same time, he said Angus cattle have also emerged as a terminal breed of choice in the span of the last few decades. While maintaining that balance can be a big request, McCully knows Angus breeders are up to the task. With the diversity of membership, cattle and tools, McCully said he is confident this breed will continue to house innovators in the industry.

At this event, cattlemen could broaden their minds as they attended Angus University sessions, congratulate distinguished peers recognized with a variety of awards and new titles, and attend the 140th Annual Convention of Delegates to elect leadership.





90 A COMMON THREAD

Parallels between aquaculture, human genetics and the cattle industry featured at Angus Convention.

94 KEEPING THE LEADING BREED IN THE LEAD

Innovation at Angus panel features entity leadership.

98 NEW LEADERSHIP ELECTED

Association leadership selected for 2024 at the Annual Convention of Delegates.

102 ANGUS HERITAGE FOUNDATION HONOREES

Four inducted into the Angus Heritage Foundation for their service to the breed.

106 A CENTURY OF DEDICATION

Three families honored with the American Angus Association Century Award.

110 DOUBLE-BRED ANGUS

John McCurry named recipient of the Young Breeder Award.

114 ALL ANGUS. ALL DAY. EVERY DAY.

Anne Lampe recognized with Ambassador Award.

124 GROWTH FUND HONORED AS TOP SIRE

Deer Valley Growth Fund records more than 5,000 progeny.

126 A DOUBLE CROSS RING

Lauren Wolter crowned the 2023-24 Miss American Angus.

132 ROLL OF VICTORY SHOW WINNERS

Champions in the ring received recognition.

2023

