

# Angus Women Connect, Engage and Empower

*The American Angus Auxiliary hosted sixth biennial Angus Women Connected Conference.*

*by Briley Richard, American Angus Association*

More than 30 women gathered at the Elms Hotel & Spa in Excelsior Springs, Mo., to network, learn and celebrate their passion for Angus cattle at the American Angus Auxiliary's biennial Angus Women Connected Conference.

"The main goal of the Angus Women Connected Conference is to bring together a group of people that share a common bond of Angus cattle from across the United States," says Anne Lampe, chairman and conference coordinator of Angus Women Connected. "It allows them to form a network and experience educational workshops while feeling engaged and empowered."

Attendees kicked off their stay at the Elms Hotel with an opening reception where there was an offering of door prizes; tasty meal; and keynote speaker, Courtenay DeHoff, who spoke about her social movement, Fancy Lady Cowgirl™.

The following day, several American Angus Association and



industry experts presented to participants. Thomas Marten, former Angus Foundation executive director, gave an update on happenings with the Angus Foundation and how the organization often works hand in hand with the Auxiliary. Jaclyn Upperman, newly appointed Angus Foundation president and former director of events and education, spoke to the immense value of youth programs and the exciting things to come for junior members. Angus Media staff presented various advertising trends and marketing options available.

After lunch, Kara Lee, assistant director of producer engagement

for Certified Angus Beef (CAB), led an educational activity about the demand for CAB, balanced-trait selection and the value of primal cuts.

To wrap up the educational sessions, Kirsten Angell, a registered dietitian and diabetes care and education specialist, highlighted the importance of nutrition, physical activity and mental health to attendees.

Later that evening, the women enjoyed a social with a meal and wine-making presentation at Van Till Family Farm Winery.

The conference concluded the following day with a tour of the Association headquarters in Saint Joseph, Mo. Attendees met with representatives of Angus Genetics Inc. (AGI), the Member Services department and Angus Media to learn more about the inner workings of the Association.

Through the support of the Angus Foundation, the conference itself, lodging and meals are at no cost to participants. [A](#)