



## 2018 Angus Convention

# Ohio Hosts 2018 Convention

*Head to Columbus, Ohio, Nov. 3-5 to attend the American Angus Association's premier event.*

*by Katy Holdener, American Angus Association*

An exciting and bustling city in the heart of Ohio will play host to the 2018 National Angus Convention and Trade Show this fall.

Whether visiting the many Angus breeders in the area or taking a short trip to visit the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand headquarters — you'll find a location that embodies the heart of the grain industry and the rich history of the world's most recognizable branded-beef program. CAB's 40th anniversary will be at the core of the celebration-themed event.

The Angus Convention is headed to the Buckeye State for the first time ever. It is a gathering place for quality-minded cattle producers and friends from every sector of the cattle business and offers industry-

leading education, networking and entertainment.

The first weekend in November, Angus breeders, commercial cattlemen and allied-industry partners will join together to learn and set a vision for the future, participate in the organization's Annual Convention of Delegates, take in the bustling trade show and enjoy all the Angus history Ohio has to offer.

"We want to invite everyone to the 2018 Angus Convention in my home state of Ohio," says American Angus Association Board Member John Grimes of Hillsboro, Ohio. "The state is home to a large agricultural sector and, most importantly, is home to some unique Angus legends and history."

Nearly 2,500 cattlemen and women attended the 2017 Angus Convention in Fort Worth, Texas, making it the largest-ever Angus Convention. The American Angus Association looks forward to a growing crowd for this year's event in Columbus. The downtown convention center will host activities and events Nov. 3-5, including the renowned trade show.

## National Angus Tour

Before the official start of the convention, the Ohio Angus Association will host the National Angus Tour Friday, Nov. 2. Participants will spend a day exploring the area's leading Angus operations and the CAB

headquarters. The tour is always a fan favorite at the Angus Convention, and it's the perfect way to start the weekend's Angus events.

"Ohio is home to many Angus legends, including the original leader of the *Certified Angus Beef* brand, Mick Colvin," Grimes says. "Come see the brand up close and personal while learning about the Ohio State University's involvement in creating CAB's sought-after 10 quality specifications."

The tour will include an insider's look at the CAB headquarters and culinary center. Learn how the team accomplishes everything from recipe development to international marketing and brand management. The tour will also include cooking demonstrations with Chef Tony Biggs, director of culinary arts; a visit to the meat lab with a meat scientist; along with a delicious lunch.

"A lot of people have heard about the *Certified Angus Beef* Culinary Center, but most probably wouldn't realize its impact until you see the interaction that takes place at the facility," Grimes says. "We invite you to come see how they sell our product and use the center to educate the consumer about it. Watch how their specialists go from breaking down the carcass all the way to serving a steak on the plate."

## Education

During the Angus Convention's Angus University sessions, guests will hear from keynote speakers who inspire forward thinking and vision for the future of the quality beef business. Sponsored by Merck Animal Health, the breakout sessions feature practical applications on topics ranging from cattle health and management to understanding genomics and evolving technology.

"Since the convention started in

2014, it has quickly become one of the best educational conferences in the nation," Grimes says. "There is a session to educate a breeder of any size operation."

The Angus Genomics Symposium, sponsored by Neogen GeneSeek Operations, will feature presenters, academic professionals and industry leaders who will explore how producers can apply new ideas to their home operations.

On the trade show floor, guests will be welcomed by allied-industry partners, fellow Angus breeders and others with product offerings to benefit today's progressive cattle producer. Another stellar workshop series from Zoetis will be featured, as well as prize giveaways and CAB brand meals served throughout the event.



*The 2018 tour will include an insider's look at the CAB headquarters and culinary center.*

Angus breeders receive exclusive booth discounts, and those interested in reserving space can visit the trade show section of the website.

"The trade show is a huge draw for convention attendees," Grimes says. "Vendors enjoy being at our trade show because they know our attendees are serious cattlemen doing serious business."

Most of the convention focuses on education, but there are lighthearted activities, too.

The Angus Convention offers

plenty of time for attendees to get to know one another, celebrate the Angus breed and plan for the future. A concert featuring the renowned Neal McCoy is planned for Sunday, Nov. 4. Registration and hotel reservations open July 1, and more information will be available online at [www.angusconvention.com](http://www.angusconvention.com).

"The Angus Convention grows and gets better every year," Grimes says. "Don't miss the opportunity to learn about Angus history and the competitive advantage the *Certified Angus Beef* brand offers you and your customers."

## Convention of Delegates

An important part of the Angus Convention each year is conducting business on behalf of the nearly 25,000-member organization. This

year marks the 135th Annual Convention of Delegates for the American Angus Association. There, representatives from each state will elect new members and officers to the Board of Directors, and look to the future for the Angus breed.

Plans are already under way for the Annual Meeting, and the first step is nominating Angus leaders to serve as voting delegates for their respective state or district.

Each eligible voting member of the American Angus Association was mailed a nomination form, and was asked to select one member who would be a successful delegate to the national meeting.

Please reference mailed documents for complete details, or visit [www.angus.org](http://www.angus.org) for more information on the delegate nomination process. **AJ**

*Editor's Note: Katy Holdener is the digital content specialist for the American Angus Association Communications Department.*