

# Angus is Headed West

*Join Angus breeders and enthusiasts in the “Biggest Little City in the World” for the 2019 Angus Convention.*

*by Katy Holdener, American Angus Association*

Reno, Nev., plays host to the Western National Angus Futurity, countless livestock shows, summer rodeos, several cattlemen association meetings and much more; but the city’s cattle history stretches far beyond its most recent events.

Nestled along the eastern side of the Sierra Nevada mountain range lies the “Biggest Little City in the World.” Reno extends across the valley floor of the northern Nevada high desert. As expected, the city is no stranger to the Western way of life.

The American Angus Association invites Angus families to experience the ranching history, Western nostalgia and modern amenities radiating from the heart of Reno Nov. 2-4, during the 2019 Angus Convention at the Reno-Sparks Convention Center.

Nevada, which is the farthest west the event has ever traveled, is home to cattle operations of every size and production type, making it the perfect fit to host the annual event. The weekend-long convention serves as a gathering place for all quality-focused professionals from every sector of the cattle supply chain

— from seedstock and commercial producers, to feeders and packers. Plus, travel destinations such as Lake Tahoe, Sacramento and historical mining towns are just a short drive from the convention center.

“We know that you’re going to have to fly or drive several hours to get out here in the western part of the

U.S.,” says Association Board member David Dal Porto of Dal Porto Livestock near Oakley, Calif. “But, Reno is centrally located in big cow country. There are large cow-calf operations, stocker operations and feedlots located right here in the Northwest. The Angus Convention

provides a positive and comfortable atmosphere that allows you to interact with all segments of the industry, all in one weekend.”

Nearly 2,000 cattlemen and women attended the 2018 Angus Convention in Columbus, Ohio, and the Association



looks forward to hosting an even larger crowd this year.

With a focus on commercial program offerings, educational sessions from the Beef Quality Assurance (BQA) program, innovative workshops and forward-thinking keynote speakers, this year's educational component will be second to none.

"I think it's really important to know what else is out there," says California Cattlemen's Association President Mark Lacey of Independence, Calif. "There is no value you can place on the networking and to find out how other people do things. When you're locked into one way of operating and don't learn about new ideas, you miss the opportunities that are out there."

## National Angus Tour

To kick off the convention, Bently Ranch of Minden, Nev., will host the National Angus Tour on Friday, Nov. 1. Tour participants will spend the day learning about the history of Bently Ranch and its environmental sustainability practices, as well as touring the operation's grass-fed feedyard and home-grown butcher shop. The tour concludes at Bently Ranch's brand-new distillery and tasting room.

The National Angus Tour is limited to 400 participants. To register for the tour, visit [www.angusconvention.com](http://www.angusconvention.com).

## Education and innovation

Angus Convention officially begins Saturday, Nov. 2, with an opening session presented by Association leadership. Education is at the heart of each Angus Convention, and this year is no different. During the multitude of workshops hosted by



Association staff and allied industry representatives, participants will experience real-world scenarios and be equipped with practical information to take back home to the ranch. With an emphasis on commercial cow-calf producer education, topics ranging from cattle health, BQA regulations, digital marketing, Association commercial programs, genomics and evolving technology are all covered extensively over the two days.

"The fact that the Angus Convention is coming to Reno is exciting for us," Lacey says. "It's a chance for our western producers to attend some of these meetings and find out more information."

The Angus Genomics Symposium,

sponsored by Neogen GeneSeek, features academic professionals and industry leaders who will cover everything from the basics of genomics to qualifying for the *Certified Angus Beef*® (CAB®) brand. Terry Jones, founder and former CEO of Travelocity and former chairman of *Kayak.com*, will outline simple, yet powerful ideas for fostering innovation during his keynote session.

The educational opportunities continue on Sunday with Angus University featuring an impressive lineup of knowledgeable speakers and workshops. Beck Weathers will take attendees on a journey of his climb up Mount Everest, his second chance to live and how it changed his outlook on life.

## Trade show

When producers aren't hearing about the latest industry advancements, they're learning about the newest products and services on the trade show floor. Guests have the opportunity to visit



The Angus Convention offers opportunities for Angus breeders to network with allied industry representatives through the trade show and educational workshops.

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with allied industry partners, fellow Angus breeders and agricultural businesses with product offerings to benefit today's progressive cattlemen and women.

"The trade show is considered one of the main attractions of the weekend," Dal Porto says. "It provides a place for people to congregate when they aren't taking in an educational session or sitting in a business meeting. There is so much to learn and so much to see, you'll leave with more knowledge than you came in with."

The Neogen Innovation Workshop series will be featured in the trade show again this year, as well as a John Deere grand prize giveaway. CAB® brand meals will be served throughout the weekend.

## Annual 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 136<sup>th</sup> Annual Convention of Delegates, where representatives from each state will elect new members and officers to the Association Board of Directors, and look to the future of the Angus breed.

Plans are already underway for the Annual Convention of Delegates, 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 Association was mailed a nomination form 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.

Registration and hotel reservations for the 2019 Angus Convention opened July 1. Visit the convention website at [www.angusconvention.com](http://www.angusconvention.com) for more information. **AJ**

## Dust off your dancing boots

The 2019 Angus Convention will conclude Sunday, Nov. 3, with a concert featuring Lubbock, Texas, based Flatland Cavalry. The young Texas Country band is known for their classic renditions and heartfelt ballads.

## Travel destinations

Just a short drive "up the hill" lies the nation's largest alpine lake in North America — Lake Tahoe. Whether you choose to visit the north shore or south shore of Lake Tahoe, adventure awaits at the summit of the Sierra Nevada Mountains.

North shore boasts scenic lake views, a quiet town and vast amounts of hiking and history. South shore is known for Heavenly at Tahoe, the premiere ski resort, as well as breathtaking gondola views and Emerald Bay. No matter where your destination takes you, Lake Tahoe is magnificent from all angles.

Apart from the scenic views from Lake Tahoe, there are plenty of historical locations for the history buffs to take in. If you're interested in the history of how the West was won, the



gold rush or just western history in general, there is something for everyone.

Genoa, pronounced (gen-oh-ah), the oldest town in Nevada, is situated at the base of the Sierra Nevada mountains. The town was formed around the Mormon base, where tired travelers making their way to California could rest and feed their livestock. With a population of just under 1,000, it still possesses the small western town charm. Antique stores on every corner, several bed and breakfasts, and views for as far as the eye can see make Genoa a great place to visit after the Angus Convention. Plus, it's just a short 45-minute drive south on your way to Lake Tahoe.