

Celebrating Legendary Progress

Join the Business Breed in Fort Worth, Texas, Nov. 6-8, for the Angus Convention.

by Whitney Whitaker, American Angus Association

Passion, innovation and achievement represent the Angus breed. Angus breeders, beef cattle enthusiasts and feeders of the world are all passionate about the work they do day in and day out.

In celebration of the past and continuation of legendary progress, the American Angus Association invites Angus members, commercial producers and beef industry professionals to the 2021 Angus Convention and Trade Show hosted in Fort Worth, Texas, Nov. 6-8.

The 2021 Angus Convention will be three days of making connections,



finding solutions and being inspired to foster operational growth and personal leadership. Being innovative is second nature to cattlemen as the industry strives to raise the highest quality product in the most efficient and effective manner. When passion and innovation are coupled, achievement is bound to take place.

Members of the Angus family and beef cattle community can be proud of their achievements. In 2021 the American Angus Association reached major milestones due to be celebrated, including: 20 million registrations recorded and one million genotypes submitted, the introduction of Inventory Reporting to Angus Herd Improvement Records (AHIR®), and the role played in helping commercial producers earn more than \$6 million in premiums through AngusLinkSM over the past two years.

After a year of virtual events, the power of in-person events will be a highlight of this year's Angus Convention. Cattlemen

can network with old and new friends throughout the trade show, educational sessions and convention tours. Attendees will have the opportunity to mingle with others during several of the receptions featuring Certified Angus Beef® (CAB®)

brand meals.

When attendees aren't participating in hallway conversations, there will be several educational sessions taking place throughout the three-day event. From cattle handling to the latest in genomics, no topic is left uncovered.

Take advantage of learning from industry professionals during Angus University-sponsored breakout sessions and watch hands-on education by attending a session in the cattle demonstration area.

"Regardless of whether you are a member or not, there is value for everyone," says Mark McCully, American Angus Association CEO. "I invite you to enjoy the company of great friends while listening and learning from the most respected industry professionals."

Providing tangible information is a goal for the Association. However, listening to keynote sessions will inspire passion in cattlemen to achieve more and innovate their business. Hear from Rorke T. Denver as he presents his session titled



DeGraff who is presenting “The Innovation Genome.”

The Association also invites commercial producers to attend Angus Convention. Participants will gain perspective from commercial industry leaders on the future of the feeder cattle marketplace by attending the “Capturing Value” session. The first-of-its-kind panel will provide insight from video auction representatives, feedyard operators, seedstock producers and industry professionals alike.

“The AngusLink team was excited to offer this opportunity to commercial producers for the first time ever,” says Troy Marshall, director of commercial industry relations for the Association. “We invite producers to attend all educational sessions, but we created the Capturing Value panel to help directly benefit those in the feeder calf business.”

Convention of Delegates

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

The 138th Annual Convention of Delegates for the American Angus Association will convene this year, where representatives from each state will elect new members and officers to the Board of Directors and help look to the future for the Angus breed.

Plans are already underway 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 asked to select one member who they thought would be a successful delegate at the national meeting.

Please reference mailed documents for complete details, or visit www.angus.org for more information on the delegate nomination process.

To learn more about the convention sessions, speakers, tours and registration, visit www.angusconvention.com. 

