

by Mark McCully
CEO, American Angus Association



The value of community

Over the past three years, my family has moved a couple of times. We left a town in Ohio where we had lived and raised our children for 19 years.

We moved into a temporary place here in Saint Joseph until just recently moving to a permanent place on the other end of town. Those moves show me the importance of community, where caring people surround us and are willing to drop everything to help each other.

As we have both left old communities and joined new ones, I am reminded of those common pillars that make them special. They all tend to come back to shared values. I think that is what makes the agriculture community special and, in particular, what makes the Angus community special.

Business relationships and friendships are formed through Angus cattle. Lifelong friends are created in the Angus stalls at cattle shows. Countless marriages can be credited to people brought together by Angus cattle. Ideas are shared and learning happens from trusted peers in a community. Through wildfires, drought and personal tragedy, we've seen how the Angus family cares for each other.

Growing our community

Maybe one of the most important things we do to nurture and grow the Angus community is host the Angus Convention and Trade Show. It

plays a significant role in making our Angus family stronger.

One of the newest parts of convention is the Friday night welcome reception. If the decibel level of sound in the past was any sign of how happy the Angus family is to see each other, I think we're in good shape. I can't tell you how many times I saw handshakes and hugs accompanied by smiles that could only mean good friends were back together.


That reception is held in the trade show this year, where our industry partners have played a vital role in our community. From technology advancements to making our lives easier, these partners are an important piece in keeping ranches running smoothly and profitably. Many times, those trusted advisors are as much a part of a ranch as anyone.

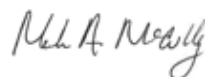
The history and heritage of the Angus breed is on full display during Awards Night, where we honor Heritage Foundation inductees, Roll of Victory winners and crown Miss American Angus. We challenge each other to learn more as we take part in Angus University sessions. Add in the vital business of the American Angus Association's annual meeting, and you have a must-attend event for Angus cattlemen.

My point is this: community

matters. This Angus community matters. While social media can give us a sense of connection, nothing takes the place of face-to-face interactions. Yes, the business we conduct and the decisions we make are important, too. But those in-person connections allow us to be even more savvy and responsive as an association.

I know my life is fuller because of the people of the Angus breed. The rich relationships we have extend beyond business. I hope we all nurture those connections, welcoming those who are new to the breed and valuing those who have been here for generations.

I hope you will join me and your fellow Angus community in Salt Lake City, Nov. 4-7. I know you won't regret making the trip. 



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