

by Mark McCully
CEO, American Angus Association



Focusing on business

Adjust, adapt and move forward has been the theme of production agriculture since COVID-19 came on the scene last winter.

For some members of the American Angus Association, everyday life hasn't looked much different. After all, "social distancing" has been around in ranching country for some time. But for so many members, COVID has introduced significant change, disruption, disappointment and even hardship. I suspect most everyone has found themselves in a situation where they have been forced to make hard decisions on how to respond and move forward with what COVID has thrown at them.

That has certainly been the case here at your Association. We first dealt with simply how to continue to serve the membership in a seamless way through a shelter-in-place order for Saint Joseph, Mo. Our team responded by working remotely and changing up how we did things. With your patience, we made it through.

We then tackled the many sales, events and activities that were affected, including restructuring and moving the National Junior Angus

Show to Tulsa. Regardless of the event, the motivation is the same; we need to keep moving forward.

Streamlining convention

While we held out hope for as long as possible, in August it became apparent COVID restrictions in Kansas City were not going to allow us to host the National Angus Convention and Trade Show as we had planned. With all options on the table, we made the hard decision to modify the program and focus on the most important function: conducting the business of the Association through our annual meeting.


We have important decisions to make and a lot of things to talk about surrounding the continued improvement of the Angus breed and how we can better serve the membership. We plan on discussing new haplotype research that will improve fertility of the Angus cow and new opportunities to contribute to data collection.

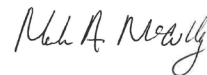
With so much critical ground to cover, we modified the in-person event to abide by the local COVID restrictions. The 137th Annual Meeting will still be convened in Kansas City, Mo., at the Kansas City Convention Center on Nov. 8-9.

To accommodate personal preferences on travel and attendance, we created virtual attendance

options for everyone, including voting delegates. We fully recognize no amount of technology will replace getting together in person, but we believe offering virtual attendance options is the responsible thing to do this year.

We have modified the format to prioritize conducting the business of the Association and covering the most essential updates, but it won't be all business. We are planning an evening to recognize and celebrate the accomplishments of our members, as well as an opportunity to support the great work of the Angus Foundation. We will have keynote speakers who will challenge our thinking and inspire us to new heights. There is still time to join us, either in person or virtually. The complete schedule and registration information is available at angusconvention.com.

The annual meeting is always a time to come together in fellowship as Angus breeders. While it will have to look a little different this year, I am approaching the meeting with as much excitement and anticipation as ever. I hope you are, too. 



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137TH ANGUS
ANNUAL MEETING

Kansas City Convention Center,
Kansas City, Mo., or online Nov. 8-9.

To register or for more information,
visit: www.angusconvention.com.

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