

Angus Convention Educational Sessions Planned

Speakers, education promise valuable content at Angus Convention.

by Holly Martin, American Angus Association

Passion. Innovation. Achievement. This year's Angus Convention and Trade Show promises a touch of all three. Set to be hosted Nov. 6 to 8 in Fort Worth, Texas, Angus breeders, commercial cattlemen

and beef industry professionals will gather for a weekend of networking,

entertainment and business. Perhaps most valuable, however, will be the educational sessions.

"There's no one more passionate about the beef industry than Angus breeders," says Mark McCully, American Angus Association CEO. "We are excited to welcome everyone to Fort Worth to celebrate a year of innovation and achievement, as well as participate in industry-leading education."

During the convention, attendees will hear from fellow cattlemen, including a "Finding Balance" main stage presentation, sponsored by Neogen. Creating a solid breeding objective with a well-thought-out plan gives long-term results to cattlemen. A panel of breeders with experience in different scenarios and situations will offer ways they have been able to stick to their plan and see results as a part of the "Finding Balance" panel.

Angus Genetics Inc. (AGI) President Kelli Retallick-Riley will discuss

sustained cow fertility, an innovation offered by AGI. Knowing how long a cow will be in production in the herd will help breeders positively affect their bottom line.



you are a part of, cattlemen will find something valuable on the program at convention this year," McCully says.

Angus University

Angus University educational workshops will be hosted throughout the convention. As technology has advanced, so has the genetic data available to Angus cattlemen. Yet, how does a producer make the right decisions? Cattlemen and industry professionals will share how they make sense of it all as a part of the "Navigating Genetic Data" session, sponsored by Zoetis.

Angus University breakout sessions will be hosted Sunday afternoon. The "Making Your Mark" track will help breeders learn how to market their ranches and seedstock with sessions on branding, differentiating from generic Angus and creating sale books using today's modern tools. The "Learning Angus" educational track is designed for newer Angus breeders.


"No matter what segment of the beef industry

Sessions will cover AAA Login, Angus Information Management Software (AIMS) and a basic expected progeny difference (EPD) session.

The "Cutting Edge" track is for cattlemen looking for the latest advancements including gene editing, sustainability efforts and progress in reproductive technologies.

The "Advancing the Herd" track will showcase ways Angus breeders can make improvements to their business. Breakout topics include tools like AngusLinkSM, *Certified Angus Beef*[®] (CAB[®]) brand and Angus Herd Improvement Records (AHIR[®]).

Commercial cattlemen will want to hear the "Capturing Value" session. Live cattle and working facilities in the trade show will provide hands-on learning for attendees. Additional Learning Lounge sessions presented by several sponsors will showcase new products and services for cattlemen.

Angus Convention is the annual highlight event for the American Angus Association and includes keynote speakers, breakout sessions, entertainment and a trade show. The business of the Association will be conducted during the 138th Annual Convention of Delegates. 

Editor's note: For more information about Angus Convention, including registration and a complete schedule, visit www.angusconvention.com.