

137th Angus Annual Meeting Keynote Speakers Announced

Join *'The Business Breed'* in Kansas City Nov. 8-9 for modified event.

by Katy Holdener, American Angus Association

The American Angus Association made the difficult decision to modify the traditional Angus Convention to a simplified 137th Angus Annual Meeting. Much of the event slated for Nov. 8-9 at the Kansas City Convention Center, including presentations from keynote speakers Jordy Nelson and Kevin Ochsner, will be broadcast live online for virtual registrants.

While this year's event will look different in landscape, the high-quality educational component will remain. The Association is excited to welcome Super Bowl Champion and Angus cattleman Jordy Nelson, and legendary ag consultant and television host Kevin Ochsner to the main stage for thought-provoking presentations.

"We are so looking forward to welcoming our members, delegates and alternates to Kansas City in a few weeks," says Mark McCully, Association CEO. "We are also preparing and are excited for our first-ever

virtual option, as well. New this year, our members can participate in the educational sessions and voting process from home."

Keynotes

The event will feature two outstanding keynote speakers.

Nelson is a Super Bowl champion, former Green Bay Packer, Angus cattleman, Kansas State

University alumnus and Kansas rancher. Nelson will bring his unique perspective on taking success to the next level when he addresses attendees Sunday, Nov. 8.

Kevin Ochsner has nearly three

decades of experience providing keynote speaking, strategic consulting and custom training services to many of the world's leading agribusiness companies and industry associations.

Prior to founding Agcellerate LLC in 2014, he spent 22 years with Indianapolis-based consulting companies Adayana and AgriBusiness Group. Ochsner has developed a broad knowledge and deep understanding of the issues and trends affecting global agriculture. He will address attendees Monday, Nov. 9.

Both sessions — Nelson's sponsored by Neogen and Ochsner's sponsored by Zoetis — will be streamed virtually for online registrants.



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.

Educational venue

A panel of industry thought leaders will present their research and findings on fertility and longevity within the Angus breed on Sunday, Nov. 8.

Improving reproductive function is an important step for both the Angus breed and the cattle industry as a whole. As the industry grows knowledge of the bovine genome through genomic technology, haplotypes can be identified that affect many traits. Haplotypes that affect fertility have been identified in dairy breeds since 2011.

The strategy shows great promise, and, as a result, the Association and Angus Genetics Inc. (AGI) have been researching haplotypes that can affect fertility in Angus cattle. The “Focus on Fertility” panel will include Kent Weigel, professor and chair of the Department of Animal and Dairy Sciences at the University of Wisconsin-Madison; Tom Lawlor, executive director of research and development at the Holstein Association USA; and Kelli Retallick, director of genetic and genomic programs for AGI.




The second panel discussion will be centered around the Angus cow and longevity initiatives. In an effort to establish a longevity expected progeny difference (EPD), a fully optional, easier to use, inventory-based Angus Herd Improvement Records (AHIR®) program is being introduced to collect necessary data.

Participants can learn how to use this whole-herd reporting option

to complement the MaternalPlus® program in the “Focus on Longevity” discussion presented by Jerry Cassidy, director of member services, and Chris Stallo, chief operating officer for the Association.

“Throughout the COVID-19 pandemic, it has been our goal to provide the same outstanding customer service and educational resources our members have come to expect from *The Business Breed*,” McCully says. “The renewed 137th Annual Meeting will build on those principles. We’re providing an outstanding lineup of speakers aimed at educating and uplifting our membership and online registrants.”

Registration for both in-person and virtual attendees is open online at AngusConvention.com through Nov. 6. 

Editor’s note: The American Angus Association is available to answer any questions surrounding the modified event at 816-383-5100 or events@angus.org.

