



Angus Stakes

► by *Shauna Rose Hermel*, editor

On the heels of Indy

From Juan Enriquez's challenge to embrace change to the practical management solutions offered through Angus University and this year's trade show, the 2016 Angus Convention in Indianapolis, Ind., Nov. 5-7 provided the best educational forum for Angus producers to date.

Down to business

Our biggest membership gathering of the year — except maybe the National Junior Angus Show — the event is one of the best perks the Association offers the membership. Nowhere else will you find as much opportunity to learn about your Association, gain insight into the larger industry and network with fellow breeders and potential customers for a \$75 registration fee.

Of course, we're there to conduct the business of the American Angus Association, and delegates to the convention elected leaders for the coming year. Congratulations to President Charlie Boyd II; Vice President Kevin Yon; Treasurer John Pfeiffer Jr.; and directors Richard Dyar, Dave Hinman, Alan Miller, Jonathan "JP" Perry and Barry Pollard of Oklahoma (see story on page 24).

Those attending the annual meeting also got a ringside seat to the unveiling of the Association's new Long-Range Strategic Plan. The culmination of diligent research into the

needs of the membership, visioning of what the future will hold and deliberations as to how best to position the Association to help members succeed, the plan serves as a roadmap to give direction to the Board and staff for years to come.

The 21 strategies adopted by the Board to progress in five goal areas are documented in the booklet inserted in this issue and available online at www.angusjournal.com/salebooks/AAA_LRSP_2016/. See the story on page 56 for more details. We'll bring you more insight into the long-range plan in the January *Angus Journal*, which will carry the bulk of our convention coverage.

Educational program

You could bet the International Genomics Symposium would be one of my favorites, but it far exceeded my expectations. Sponsorship by Neogen GeneSeek Operations allows us to bring in the caliber of speakers we do, and Juan Enriquez's

presentation was worth the trip to Indianapolis on its own. Unfortunately, he doesn't provide permission to post the audio, video or PowerPoint slides from his presentation, but we do have a summary posted on www.angus.media, and we'll bring you a broader feature in coming months.

Several members have said their favorite presentations were by Angus University keynoters Howard Putnam, former Southwest Airlines CEO, and Tom Walter, "serial entrepreneur" and chief culture officer for the Chicago area's Tasty Catering. Both offered practical insight into creating a culture for success within your business.

Again, speakers of this caliber wouldn't be possible without sponsorship. Merck Animal Health sponsored Angus University, including both the general session featuring Putnam and Walter and 24 educational workshops featuring topics ranging from selecting for convenience traits to semen handling to talking to your banker.

It was a huge event, and we'll be bringing you what we can in future episodes of *The Angus Report*, issues of the *Angus Journal* and online at www.angus.media.

Without a doubt, the most significant aspect of the conference you have to attend to grasp. It's the time to get together — catching up on family, debating breeding programs, brainstorming marketing options, and more.

So save the dates Nov. 4-6, 2017, for next year's convention in Fort Worth, Texas. You have to be there.

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