

# Angus Talk

Outtakes and interviews from Angus Talk radio



## Angus Convention just around the corner

Host Doug Medlock visited with Becky Weishaar, Angus Media's director of Creative Media, about the American Angus Association's 2016 Annual Convention. The event will be Nov. 5-7 in Indianapolis, Ind. Here are some outtakes from their conversation.

### Q: How long has the American Association hosted the Angus Convention?

**A:** For 130 years the American Angus Association has had an Annual Convention of Delegates. Two years ago, in 2014, we took that annual meeting that had such a long, rich history and made the Angus Convention. We were able to add more education, entertainment and a trade show, and it's just been a fantastic fit to put all those elements together.



► Becky Weishaar is Angus Media's director of Creative Media.

### Q: What makes this year's Angus Convention special?

**A:** Each year is going to be special, but we definitely want to highlight a couple of things. The Angus Convention shifts to the first full weekend in November starting this year. It will be Nov. 5-7 in Indianapolis. We've stepped away from Kansas City with the convention. There are a lot of Angus cattle and Angus-influenced cattle in the Corn Belt. It will be a shorter drive to participate. We have a national audience. Indianapolis is the heartland of America, and it is a fabulous place to have a convention.

### Q: What's the primary focus or theme of the 2016 Angus Convention?

**A:** We want to continue our education about what makes Angus special, and we have members and affiliate members who are leaders in the beef industry. We're always going to be focusing our education on producing quality beef through the whole chain of events, starting with the purebred breeder and moving all the way through the beef production line of quality beef.

### Q: The Angus Convention kicks off with the National Angus Tour Friday, Nov. 4. What will tour participants get to see?

**A:** The tour will take them to three of Indiana's leading operations. First, they will go to Willer Timber Ridge. Then they'll go to Stewart Select Angus and Coverdale Angus. We're also going to stop at The Hoosier Gym, where the movie *Hoosiers* with Gene Hackman was filmed in the '80s.

### Q: Tell us about the keynote speakers. Who will be part of the International Genomic Symposium, and what can Angus breeders learn from them?

**A:** The Genomic Symposium is a great opportunity to dive deep into the possibilities of what's going on in the world of genomics and how it's improving beef production in the Angus world. We've invited internationally known speaker Juan Enrique, who truly lives out there on the edge of technology.

### Q: What are some of the topics covered at Angus University?

**A:** Angus University, Sunday, Nov. 6, will give participants tools to take home to do their jobs better raising quality beef. We'll have eight tracks of education Sunday afternoon. Merck Animal Health has been very generous, and we do appreciate their sponsorship to be able to bring in 24 different workshops ranging from business management to marketing and animal health. We'll have sessions in our Preferred Cattle Demonstration Arena with Curt Pate, who's famous for handling cattle in smooth and calm ways.

### Q: Who can benefit from attending the Angus University sessions?

**A:** Angus University — really the entire Angus Convention — has something for everyone involved in the beef business, whether you're a purebred Angus breeder or commercial producer, stocker backgrounder or feedyard worker. We want

to invite everyone in the cattle business to participate.

### Q: What will be featured in the Angus Convention Trade Show?

**A:** The trade show is a hub of activity and a lot of fun. This year we'll have more exhibitors, and our range of exhibitors have a lot of solutions to problems our cattle producers might have. The animal health companies will be there, the handling facilities. We'll have equipment dealers, fencing and artificial insemination companies. If you have something going on at home that's challenging you, there will be an exhibitor to help you figure out that problem.

We'll also have a retail area. You can get a jump-start on your Christmas shopping with some really great clothing or Angus items from the Angus Foundation or the American Angus Auxiliary. Plus, we'll have other retailers there that specialize in the Western lifestyle. We'll also have the cattle-handling area sponsored by Priefert, and our meals will be in the trade show.

### Q: If a company or group is interested in having a booth at the trade show, what do they need to do?

**A:** The best place to go for any information about the convention is online. The website is [www.angusconvention.com](http://www.angusconvention.com). We do have some booths available, but space is limited and selling quickly.

### Q: Of course, an event of this magnitude isn't possible without sponsors. Who are some of the sponsors of this year's Angus Convention?

**A:** You are absolutely right. Our sponsors are so generous with their stepping up to the plate and helping us to bring in great education and entertainment. We just feel so blessed that they do that. It can keep our registration prices really low for our participants.

This year Merck Animal Health sponsors all the Sunday activities with Angus University. Zoetis and GeneSeek are our Saturday sponsors since they are actively involved in our genomics testing. Our other sponsors include Merial and Priefert, Greeley Hat Works and Estroject. More sponsors are coming online.

**Q: Why should Angus breeders and their families take time to attend the Angus Convention?**

**A:** We're all feeling the pressures of business. We're engaging with more media, our phones are on all the time, and there are always demands at the ranch. We encourage people to come to the Angus Convention because the time that Angus producers spend with like-minded cattlemen who are all interested in producing quality beef has to re-energize your soul. It will be so much fun to have those networking and social opportunities and a time for everyone to come together.

**Q: It is a good time, too. Are there any activities at the Angus Convention for Angus breeders and their families with kids?**

**A:** The Convention is family-friendly. Children under 12 get in free. In the trade show there are activities and things that they would enjoy seeing. Indianapolis is a great town for families. They've got one of the largest children's museums in the United States. The Convention Center and the hotels are connected by skywalks, so you would never have to go outside.

The hotels are connected to a shopping mall. We do have more information about Indianapolis and the other things that are available on the convention website.

**Q: Who will be entertaining us this year at the Angus Convention?**

**A:** The concert has become a real big highlight of the convention. This year our concert will be Sawyer Brown. They put on a high-energy show, and their career spans over 30 years. Their concert will have many songs that are fun to dance to, but they'll also have some wonderful ballads. I'm pretty sure we'll all be singing along.

**Q: The climax of the event, of course, is the 133rd Annual Convention of Delegates for the American Angus Association. What happens during that annual meeting?**

**A:** The Annual Convention of Delegates is one of the most important meetings hosted each year by the American Angus Association. This is when the membership makes decisions about the leadership. Delegates elected to represent their states in turn elect five directors to serve on the American Angus Association Board. The

treasurer also presents the financial report of the Association to the membership. If there's anything the membership needs to consider, such as updating the bylaws, this meeting is where those activities happen.

**Q: Becky, for you, what is the highlight of the Angus Convention?**

**A:** There are a few things that we haven't really touched on. One of them would be the food. The second would be the opportunity for people to come together and to have that time to share common interests, rekindle old friendships and build new ones.

**Q: How do folks get registered for the convention?**

**A:** Our website, [www.angusconvention.com](http://www.angusconvention.com), is the place for everything. We have set up a phone number in case you run into problems. You can call 816-383-5255.



**Editor's Note:** Hosted by Doug Medlock, the American Angus Association's Angus Talk radio show features conversations with industry personalities from across the country. The program is broadcast each Saturday at 10 a.m. CT on Sirius XM's Rural Radio, Channel 147. Outtakes featured here are edited.