

Angus U

Angus Convention gears up for educational highlights.

by **Shelby Mettlen**, assistant editor

It's hard to believe, but the Angus Convention is just two months away. If you haven't yet, it's time to register for one of the most educational events available to cattlemen. On Nov. 5-7, Indianapolis, Ind., will play host to some of the industry's best and brightest, including American Angus Association team members, cattle business pros, genomic research experts and entrepreneurial leaders. Here's a sampling of what the three-day program will offer:

A welcome session and the International Genomics Symposium sponsored by Neogen GeneSeek Operations will kick off the conference Saturday, Nov. 5. Entrepreneur



Juan Enriquez and Ben Hayes, leader of the "1,000 Bull Genomes Project," will serve as keynote speakers.

That afternoon, Zoetis will lead a hands-on genomics session with live cattle in the Priefert arena.

On Sunday, Nov. 6, Merck Animal Health will sponsor 24 Angus University sessions aimed at various aspects of the cattle industry. Howard Putnam, former CEO of Southwest Airlines will begin the day, leading up to the sessions that will begin at 2 p.m.

Producers can pick their passion, choosing from sessions zeroing in on asset protection, business growth, genetic evaluation, marketing, economics, commercial cattle

production, herd health and live cattle demonstrations.

The afternoon workshop sessions offer 24 choices, ranging from keeping your operation in the family, starting an Angus herd from scratch, ag market outlooks, and genetic evaluation tools, to preparing for approaching veterinary feed directive (VFD) regulations and live cattle-handling demonstrations.

A complete listing of sessions that will be included in Angus University is available below.

This year will be Stephen Miller's first appearance as a member of Team Angus. The new director of genetic research (see page 29) most recently served as a principal scientist with AgResearch Ltd. in New Zealand, and he will fill conference attendees in on the latest innovations in genetics and genomics and what the Association has up its sleeve for the future.

For more information on speakers, sessions and more on the conference, see the 8-page insert included in the July issue of the *Angus Journal* or visit www.angusconvention.com.



Angus University Workshop options by time slot

2:-2:45 p.m.	3-3:45 p.m.	4-4:45 p.m.
Keeping it in the Family	Keeping it in the Family Panel	Protecting Your Business
Fundamental considerations in family farm transfer planning.	Financial security and peace of mind for all generations.	Changes in law and insurance opportunities that apply to livestock producers.
Starting an Angus Herd from Scratch	Talking to Your Banker	Land or Buildings?
Where to start and how to make inroads to grow your operation.	Capital financing and ag lending options.	Explore best management practices and key design considerations for cows in confinement, and why.
Angus Genetic Evaluation	Angus Genetic Evaluation	Optimizing Birth Weight and Calving Ease
Basics of genetic evaluation procedures and upcoming enhancements to Angus expected progeny differences (EPDs).	Basics of genetic evaluation procedures and upcoming enhancements to Angus EPDs.	Understand the factors affecting calving difficulty and birth weight.
Focused Advertising	Preparing for Video and Online Marketing	Deciphering Quality Market Signals
Strategies to develop an effective advertising plan.	How can sellers best represent the cattle and what buyers want to see.	What the market is saying (and not saying) about the types of products it wants.
2017 Agricultural Market Outlook	Contracting Females	Foreign Angus Markets
Looking ahead at the trends for feedstuffs, livestock, land values and the economy.	Setting up lease agreements for donors.	Effects on the domestic markets and your personal pocketbook.
Capturing Genetic Value	Capturing Management Value	Buying vs. Raising Replacements
Marketing ideas for operations to capitalize on genetic value investments.	Insight on management options that truly add value.	Understanding the costs and opportunities.
VFD Preparation	Breeding Season Contingency	Maximize Female Genetic Potential
Beyond the veterinary feed directive paperwork — how to prepare.	Alternative management when the breeding season doesn't go as planned.	Best management practices for embryo transfer, <i>in vitro</i> fertilization and artificial insemination programs.
Low-stress Handling Techniques	Low-stress Handling Techniques	Beyond Convenience Traits
Moving cattle calmly through the working facility and chute.	Working cattle with horses, moving cattle on foot, and tips for smooth trailer loading and unloading.	Keys to evaluating feet and udders, and how to implement the scoring system and develop a plan to select for improvement.

