



Angus Stakes

► by *Shauna Rose Hermel*, editor

Education a large component of convention

While conducting the business of the American Angus Association is and always will be the most important component of the Angus Convention, the new format provides added reason to attend with a host of educational opportunities. Take a look at page 4 of the "Table of Contents." The entire page is devoted to features from two core educational venues at the convention.

Angus University

In addition to keynote speakers Tom Walter and Howard Putnam, Angus University, sponsored by Merck Animal Health, offered three workshops in each of eight topic tracks. I was on the committee to brainstorm presentations for Angus University. We went into planning discussions wanting to pare down the number of presentations; we ended up adding a whole track because we had that many topics we thought would be useful to our members.

Stories from page 108 to 152 feature summaries of most of the Angus University presentations. Featuring practical topics ranging from optimizing birth weights to ranch succession planning, many have links to either the audio to the entire presentation or a video interview done by our Angus Media team, along with the speaker's PowerPoint, noted in a cutline or final paragraph.

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Trade show features

The trade show also offered a wealth of educational opportunities. The Association booth was the perfect spot to learn more about Association programs and services. With a space large enough to fit a stage and seating area, staff presented scheduled workshops delving into the programs and services of the American Angus Association and its entities. Of course, staff members were on hand throughout the week to visit one-on-one, answer questions and problem-solve.

Features starting on pages 74 through 86 offer snapshots of some of the material covered. These sessions were not recorded,

but you can learn more by visiting the websites noted or by contacting the speakers directly to learn more.

Certified Angus Beef® (CAB®) chefs Peter Rosenberg (see page 154) and Ashley Breneman (see page 156) were a popular attraction to the Certified Angus Beef LLC booth, offering tips for grilling the perfect steak or preparing the perfect roast.

The largest crowds in the trade show gathered in the Priefert Cattle Demonstration Arena. Zoetis, CAB and the Association teamed up to give live animal demonstrations explaining how to use DNA profiling to get a jump-start on animal selection and to more definitively select the bull (see page 90) or female (see page 92) that can advance your herd the most.

These features give a glimpse of what could be learned attending the convention's educational venues, with each story pulling a few of the nuggets presented. There's really much more to be learned in person by listening to the full sessions, asking questions of the speakers and visiting in the halls.

If you have topics you'd like to see addressed at next year's convention, send me an email (shermel@angus.media) or note (3201 Frederick Ave., Saint Joseph, MO 64506) and I'll be sure to share with next year's planning committees. Then mark Nov. 4-6 on your calendar and plan to attend the 2017 Angus Convention in Fort Worth, Texas. Registration and hotel blocks will open July 1.

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