



Angus Stakes

► by *Shauna Rose Hermel*, editor

Educational program set for K.C.

As we closed out this April issue, we received some late-breaking news on this year's annual meeting in Kansas City, Mo. We'll share that here.

Angus University set for Nov. 5

The first-ever Angus University, an all-day educational event, will take place as part of the 2014 Angus Means Business National Convention & Trade Show. Angus University will be Nov. 5 at the KCI Expo Center in Kansas City, Mo. Sponsored by Merck Animal Health, the Angus University is themed "The Story of the Steak" and will build on the successful television and editorial campaign developed by the *High Plains Journal*.

The "Story of a Steak" series, which appears on *The Angus Report*, a news program on RFD-TV, emphasizes the importance of all industry sectors working collaboratively to improve the quality of beef and the profitability of producers, feeders and packers.

Headlining the event will be keynote futurist Lowell Catlett who will share his perspectives on emerging technologies and their potential impacts on the cattle industry.

In addition, Angus University will feature a slate of top-flight speakers representing all sectors of the beef industry — from ranchers to chefs — and include producers and others profiled in the successful TV segments.

"Our goal is to help Angus producers more fully recognize the opportunities not only of producing the highest-quality

product in the world — *Certified Angus Beef*[®] — but also to understand the advantages of working with other industry sectors as key to building consumer demand for our products," says Bryce Schumann, American Angus Association CEO.

The Angus University is part of the three-day Angus Means Business National Convention & Trade Show, the first of its kind for the Angus industry. The convention will feature top-notch speakers, evening entertainment and a comprehensive trade show with products and services of interest to all cattle producers.

"We are very excited to develop this opportunity for our membership and commercial producers and feedlot operators who've chosen to invest in Angus genetics and Angus programs and services," Schumann says. "I encourage anyone with a stake in the Angus breed to attend, to learn, to enjoy and to play a larger role in shaping our collaborative success."

The event is open to all cattle producers across the country.

Registration available online

Registration for the event is open, with an early registration fee of only \$25 if you register prior to Oct. 1. Event registration

grants total access to the Angus Means Business Convention & Trade Show, including workshops and educational sessions, top-flight speakers, trade show activities, lunch on Wednesday and Thursday, two evening receptions, and the Association business meetings. Now that's value.

There are two ticketed events, the American Angus Auxiliary breakfast and the American Angus Association Awards Breakfast, each \$25 per person.

To register for the convention, as well as Angus University, visit www.angus.org/angusconvention.

Correction

Author Jim Neel of the University of Tennessee and a reader pointed out to us an error in January's "Too Valuable to Waste" article on page 132 of the January issue. The sentence in the fourth paragraph should read, "In Tennessee, a mature beef cow could consume about 1.6 tons of hay during a 120-day winter feeding period; the daily winter feed cost per cow would be 4.8¢ per pound of hay (not per day). Factoring in the 30% loss due to poor management, the cost would increase to 6¢ per pound of hay (again, not per day)."

Have a wonderful Easter.

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