



Angus Stakes

► by *Shauna Rose Hermel*, editor

An opportunity to connect

It's hard to believe we are already approaching November, and Angus Convention is just around the corner. We hope you are finalizing your plans in preparation to come to Fort Worth, Texas, for the big event Nov. 3-6. Even more so, we hope you are making plans to stop by the Angus booth to visit with your staff.

Complex world

At work or at play, we face growing complexities in our everyday lives. Even just calling home requires a satellite hookup. I'm sure I don't use one-third of the options on my iPhone that would be useful to me just because I don't have the time to sit down and figure them out. Then there are all the apps built to make life more organized, more convenient or just more. How do you pick the right app without trying them all?

Your membership to the American Angus Association is much the same — loaded with features that you may not be utilizing to your full advantage. The Angus Convention offers a wonderful way to learn how to use those features.

Programs to help

You can learn more about many of the programs and services by attending the educational programs offered throughout the convention. Saturday, you won't want to miss

CEO Allen Moczygemba's welcoming address or the International Genomics Symposium featuring the launch of the Angus GS™ genomic profile (see page 72 for a preview). Educational programs start Saturday afternoon with Innovation Workshops focusing on use of genomic technology.

Sunday's Angus University is packed full of informational sessions — from keynote speakers Edd Hendee and Randy Blach to educational tracks focused on genetic selection, maternal value, best practices, the end product and live-animal demonstrations.

Ask in person

Visiting the Angus booth may be more valuable. This year's booth is designed to help you find the area you want to learn more about and to give you the opportunity to sit down at a table and visit one-on-one with your support staff. We won't offer speakers in the booth this year, but we will have experts available with plenty of

computer power to plug into the office.

If you want to ask questions about the new Angus GS profile, look for the Angus Genetics Inc. (AGI) signage. If you want to see what it would take to put a website together for your farm or ranch, look for the Angus Media table. If you have a question about a registration or want to ask questions about AAA Login, look for the Association table. If you want to ask for details of what's required to host a Talon intern, Angus Foundation staff will be available to answer your questions.

The Trade Show offers opportunity to explore new products and services from allied industry. The opportunity to visit with other producers from around the country? Well, that's just invaluable.

All members are welcome to attend Monday's Annual Convention of Delegates at which the Association's official business, including updates on Association activities and financials, will be featured.

If you can't attend, we'll bring you the highlights in the *Angus Journal* and the convention Newsroom (look for a link on www.angus.org).

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Angus Journal

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