



# Join Us in Kansas City in 2014

The first-ever 'Angus Means Business' National Convention & Trade Show returns to the roots of the Angus business.

by *Eric Grant, American Angus Association*

**D**id you know the first set of Angus-cross calves produced by George Grant, the founder of the Angus breed in the United States, were sold at auction in Kansas City?

Did you know an 1882 meeting that led to the formation of the American Aberdeen-Angus Breeders' Association took place in Kansas City?

Did you know the first headquarters office

► **Above:** Union Station is one of many attractions to visit while in Kansas City. For more options, visit [www.VisitKC.com](http://www.VisitKC.com).

for the Association was in Independence, Mo., just a few miles from downtown Kansas City?

Kansas City is steeped in Angus history.

It's a city that marks a threshold between east and west, north and south — a point of



convergence for two great rivers, frontier trails, the railroads and the superhighways.

It opened the gate to westward expansion and witnessed the sweeping changes of history — the plow busting open the prairie, the expansion of farming and ranching, the green revolution that continues to feed the world.

This is where it all began — and it's altogether fitting that Angus return to Kansas City, to celebrate its heritage, to set the course for the future.

The 2014 Angus Means Business National Convention & Trade Show will welcome the thought leaders of the cattle business and feature an industry-leading trade show, where agriculture's top companies will display new products and services.

It will feature a homecoming tour of the American Angus Association, allowing members to meet staff and learn how Association programs can benefit their herds.



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During the all-day Angus University, which is sponsored by Merck Animal Health, seedstock and commercial producers, along with feedlot operators, can learn about innovative new production practices and the issues and opportunities ahead.

There will be a slate of top-notch, internationally known speakers, including futurist Lowell Catlett of New Mexico State University and Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse — and the last fireman to escape the devastation.

It will also be fun. Two evening galas will combine live entertainment with social gatherings.

The event will see the continuation of the business meetings of the Association and the Angus Auxiliary — a candidate's forum, the election of board members, and reports from staff and officers.

Most of all, the Angus Means Business National Convention & Trade Show will provide unprecedented opportunities to network and meet new people across all sectors of the industry — and to build a brighter future for Angus as we move into the new century.

Kansas City is where it all began. Join us in November 2014.



## It's your time. It's your breed.

It's no secret, really. The Angus breed enjoys an enviable position in the cattle business. Industry-wide estimates peg the nation's cow herd as approximately 70% Angus-based. That's tremendous market share — and tremendous opportunity for every Angus farm or ranch: large or small, seedstock or commercial.

That's why the American Angus Association Board of Directors voted last year to expand the scope of our annual meeting, to create new opportunities for growth and to invoke new ideas and new solutions from everyone with a stake in the breed's success.

The 2014 Angus Means Business National Convention & Trade Show, scheduled for Nov. 4-6 in Kansas City, Mo., represents perhaps this generation's most important event.

For the first time, Angus seedstock and commercial producers, feeders, stockers, and other industry representatives will meet under one roof to attend informational workshops, discuss marketing endeavors and foster new avenues of success across the entire production chain.

The three-day event will feature some of the industry's thought leaders, as well as top-notch, inspirational speakers. Our staff has been working tirelessly with industry partners and corporate sponsors to offer insightful sessions that provide useful information to incorporate into your operation.

The convention, just a short drive from the airport, is also easily accessible. Located in the heart of cow-calf country, Kansas City offers historic connections to the cattle business and the Angus breed, with Association headquarters within a 40-minute drive.

In fact, we welcome all visitors to our company headquarters during our open house, a tour where breeders and others can experience the Association while meeting staff and learning about Angus programs designed to further the breed's quality genetics.

As Angus producers, you know that attention to quality will carve the future of the cattle industry. Quality is at the heart of every decision you make on the ranch, from selecting new genetics to researching new marketing opportunities.

Strengthen those decisions in 2014 by attending the Angus Means Business National Convention & Trade Show.

Please join us Nov. 4-6 at the KCI Expo Center in Kansas City, Mo. It's where our success begins.

**American Angus Association CEO**

## Convention & Trade Show Highlights

The "Angus Homecoming" Open House on Monday, Nov. 3, will enable Angus breeders and commercial producers to tour the headquarters of the American Angus Association and *Angus Journal*, meet staff and learn about Association programs.

The Angus University, sponsored by Merck Animal Health, will take place on Wednesday, Nov. 5, and include top-flight speakers and producers from across the country. In "The Story of the Steak" event, seedstock producers, cow-calf producers, feedlot operators, packers and others will share what they've learned to improve

quality and profitability for their operations — and they'll explore how you can do the same.

The Angus Means Business Trade Show has most of the industry's leading companies exhibiting at the trade show. Come to see the latest and greatest products, services and technologies that the industry has to offer. Two evening galas on the trade show floor will also provide unparalleled opportunities to network with friends and colleagues. The trade show will also be open for all cattle producers — registered-Angus breeders, commercial producers and feedlot operators — to attend. To date, these are the companies that will be on hand to showcase their products and services:

44 Farms  
ABS Global  
Accelerated Genetics  
ADM Alliance Nutrition  
AgriLabs  
Alta Genetics  
AmeriAg  
Bayer HealthCare  
BEEF Magazine  
BioZyme Inc.  
Boehringer Ingelheim  
Vetmedica Inc.  
Callicrate Banders  
Central Life Sciences  
CliftonLarsonAllen LLP  
Circle A Ranch  
Cotton & Associates  
Destron Fearing

DewEze Mfg.  
Drovers Cattle Network  
DV Auction/The Stock  
Exchange  
Estrotect  
Farm Journal Media  
Gallagher North America  
GeneSeek  
Genex Cooperative  
GrowSafe Systems Ltd.  
Harvest Fuel Inc.  
High Plains Journal  
ImmuCell Corp.  
Long Angus Ranch  
McCurry Bros.  
Merck  
Merial Limited  
Moly Mfg.

Montana Angus  
Association  
Nebraska Department of  
Agriculture  
New Generation Ltd.  
Nextire Inc.  
Novartis  
OriGen  
Prima Tech USA  
Progressive Cattleman  
Purina Animal Nutrition  
Select Sires  
Sydenstricker Genetics  
Swihart Co.  
Tru-Test  
Valley Vet Supply  
Woodstone Angus  
Working Ranch

Y-Tex Corp.  
Z Tags North America

**Exclusive Platinum Sponsor:**  
Merial Limited

**Angus University sponsor:**  
Merck Animal Health

**Bronze Sponsors:**  
ADM Alliance Nutrition  
Estrotect  
GeneSeek  
GrowSafe Systems Ltd.  
*High Plains Journal*

**Lanyard Sponsor:**  
ADM Alliance Nutrition

**Interested in exhibiting at the trade show?**

Contact Kathy LaScala at 913-486-7184 or [katelasca@gmail.com](mailto:katelasca@gmail.com) to reserve your space today. Booth space is limited and selling fast. If you're interested, please contact us as soon as possible!



## The 2014 Angus Means Business Convention & Trade Show

Nov. 4-6, 2014

KCI Expo Center, Kansas City, Mo.

\* Subject to change

### Monday, Nov. 3

- 1 p.m. Buses leave from Kansas City for Open House at American Angus Association headquarters in Saint Joseph, Mo.
- 1:30 p.m. "Angus Homecoming" — Open House at Association
- 6 p.m. Angus Foundation event (invitation only) — Grand Ambassador

### Tuesday, Nov. 4

- 8 a.m. Registration opens
- 10 a.m.-6 p.m. Holiday Room open — Courtyard
- 9 a.m. Speaker, Richard Picciotto — Exhibition Hall A
- 10 a.m. Candidate forum — Exhibition Hall A
- 10 a.m.-4 p.m. Shopping at Zona Rosa — shuttle service provided
- Noon-1:30 p.m. Lunch — concessions stands, area restaurants, etc.
- Noon BLI Alumni Lunch (invitation only) — Missouri Ballroom (Holiday Inn)
- 1 p.m. Angus programs workshops — Salons A-F
- 4 p.m. Auxiliary meeting — Missouri Ballroom (Holiday Inn)
- 5 p.m. Welcome reception in Trade Show — Exhibition Hall B
- 5 p.m.-10 p.m. Trade Show — Exhibition Hall A & B

### Wednesday, Nov. 5

- 8 a.m. Auxiliary Breakfast — Grand Ambassador
- 8 a.m.-10 p.m. Trade Show — Exhibition Hall B
- 10 a.m.-6 p.m. Holiday Room open — Courtyard
- 9 a.m. Angus University speaker, Lowell Catlett, sponsored by Merck Animal Health — Exhibition A
- 10 a.m. Break — Exhibition B
- 10:30 a.m. Angus University, sponsored by Merck Animal Health — Exhibition A
- 11:30 a.m.-1 p.m. Lunch (provided) — Exhibition A
- 1-3 p.m. Angus University, sponsored by Merck Animal Health — Exhibition A
- 3 p.m. Reception in Trade Show — Exhibition Hall B
- 4 p.m. American Angus Auxiliary reception — Salon C
- 4:30 p.m. Miss American Angus speeches — Salon A & B
- 5 p.m. Past Directors reception — Grand Ambassador
- TBA Entertainment — Exhibition A & B

### Thursday, Nov. 6

- 8 a.m. Annual Banquet/Award Recognition Program — Exhibition Hall A
- 8 a.m.-2 p.m. Trade Show — Exhibition Hall B
- 8 a.m.-2 p.m. Holiday Room open — Courtyard
- 10:30 a.m. Annual Meeting — Exhibition Hall A
- 1-2 p.m. Ice Cream Social — Exhibition Hall B

### Tuesday Kick-Off Session



**Richard Picciotto**

The highest-ranking firefighter to survive the World Trade Center collapse and the last fireman to escape the devastation, Richard "Pitch" Picciotto was on a stairwell between the sixth and seventh floors of the North Tower when it collapsed on Sept. 11, 2001.

An FDNY battalion commander, his is the harrowing true story of an American hero, a man who thought nothing of himself and gave nearly everything for others during one of our nation's darkest hours. Picciotto tells an outspoken account of that indelible day, shaking and inspiring audiences to the core.

### Angus University Keynote, sponsored by Merck Animal Health



**Lowell Catlett**

Lowell Catlett is a regents professor in agricultural economics and agricultural business and extension economics and the dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University.

An exciting futurist, his knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Catlett works both nationally and internationally, presenting his "take" on trends in health care, agriculture, the environment and education.

ANGUS MEANS BUSINESS  
**NATIONAL  
CONVENTION  
& TRADE SHOW**

### Registration

Attendee registration and lodging information will be available online at [www.angus.org](http://www.angus.org) by April 1, 2014. Association members will also receive registration information in the mail.

Registration is encouraged before the early-bird deadline, Oct. 1, 2014.