



# Movin' Forward

► by **Bryce Schumann**, American Angus Association CEO

## Annual Meeting to gain new life

*The American Angus Association's Annual Meeting isn't a new event; it's a nearly 130-year-old tradition that spans generations — and it's about to get better.*

### Fall favorite

Autumn is my favorite time of year. There's a crisp air of anticipation with the nearing of family holidays, the gathering of calves and, of course, the American Angus Association Annual Meeting.

It's the most important event of the year for our organization. Hundreds of cattle producers travel to Louisville, Ky., with their families to attend educational sessions, showing activities at the North American International Livestock Exposition (NAILE), and — most importantly — to elect board members and conduct Association business.

It's also a time to socialize, to honor well-deserving Angus breeders and others at the many awards banquets and receptions taking place throughout the multi-day event. Mostly, it's a time to meet with members of our Angus family and to celebrate the breed — an Angus reunion in Louisville.

Of course, it's a tradition many of us hold close to our hearts, but there is opportunity to make it so much more.

### Think bigger

A growing majority of the nation's cattlemen and women rely on Angus genetics. As more cattle producers realize the benefits of a quality-focused Angus herd, interest in Association programs and services increases. As an organization, we want to give our members the time, resources and opportunities they deserve. Expanding the scope of our Annual Meeting will accomplish these goals.

Transitioning it from simply an event held in conjunction with another to a larger, stand-alone experience will open possibilities to a more beneficial member experience.

In fact, the idea of a stand-alone event isn't entirely new. Certified Angus Beef LLC (CAB) already hosts a highly successful and well-attended annual conference each fall where the schedule allows for keynote speakers, food demonstrations, educational sessions and a host of other opportunities for licensees, partners and others with a stake in the brand's success.

While the Association has conducted its Annual Meeting in Louisville since the 1970s, other locations have included Chicago and Denver.

With that in mind, the Association Board of Directors voted during its February 2013 meeting to begin planning for the Angus event in Kansas City, Mo.

The centralized location, which begins with the 2014 Annual Meeting, offers better travel options and a more adaptable schedule for many of our members.

Tentative dates are set for Nov. 5-7, 2014, at the KCI Exposition Center — about 30 minutes from Association headquarters in Saint Joseph, Mo.

I invite all Association members and others with an interest in Angus to join us at this new location, which allows us to reach out to new areas of our membership and to provide you with the tools you need to be profitable in the cattle business.

Planning remains in the preliminary stages, but the staff and Board envision an event that continues most of the traditions of past Annual Meetings while opening the door to new opportunities, new people, new thoughts and new solutions — all attributes that define the business breed.

*Bryce F. Schumann*  
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**Editor's Note:** *Angus events remain unchanged for 2013 and are scheduled for Nov. 16-19, along with NAILE livestock competitions. See page 182 or visit [www.angus.org](http://www.angus.org) for more information as it becomes available.*

## AMERICAN ANGUS ASSOCIATION

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### ADMINISTRATIVE STAFF

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