



# Movin' Forward

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

## A shining example

*The Angus Means Business National Convention & Trade Show Nov. 4-6 was a testament to our great cattle breed and the people who stand behind it.*

### Angus pride

This year met the American Angus Association and its members with unprecedented opportunities, a healthy bottom line and the best registered-Angus sales figures ever reported. It also contained its fair set of challenges. Amidst this backdrop, something spectacular happened the first week in November — something of which we should all take note.

People from different regions, production environments, herd sizes and industry sectors came together under one roof and, despite their differences, were united by one thing: Pride in the Angus breed.

What began as an unproven idea initiated more than two years ago finally came to fruition in Kansas City, Mo., and provided a shining example of the breed's influence in the production of quality cattle genetics and quality Angus beef. It also provided a way of moving the breed forward.

Approximately 2,000 cattle producers participated in the many educational workshops, the all-day Angus University, an impressive trade show, entertainment and social events. More than 300 delegates also met for the 131st Annual Convention of Delegates to conduct the business of the Business Breed, naming the Association's well-qualified leaders including an officer team and five new members to its Board of Directors. (See page 116 or [www.angusconvention.com](http://www.angusconvention.com) for all the highlights from the event.)

I want to thank and congratulate the many Association members, staff, Board of Directors and industry partners who took part in this entire process and who allocated much time and energy to ensure a successful event. Your work was evident in the days leading up to and during our first-time convention, and I couldn't be prouder.

### The path forward

The convention and trade show began as a way to open our doors at the Association, to invite more discussion, more people and more value into the larger conversation of raising Angus cattle and providing a quality product from start to finish. We accomplished that in November.

That mission was evident in every endeavor, present in the tours of the Association's Saint Joseph, Mo., headquarters, and throughout the event as people met in the trade show, in the lobby, in the main exhibit halls and in the hallways.

Everywhere one looked, the convention facility teemed with people meeting, sharing ideas, debating and learning.

I'm grateful to the staff of the American Angus Association and its four entities for their professionalism in conducting the event, to the Board for making it possible and to you, our members, for participating in this high-caliber event that raises the bar for our breed and provides a path forward.

  
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