

Speaker Sensation

The American Angus Association hosts a must-attend event Nov. 3-5. Register now.

by **Becky Weishaar**, director of Creative Media

The complete program for the 2015 Angus Means Business National Convention & Trade Show, which takes place Nov. 3-5 in Overland Park, Kan., features an incredible slate of speakers.

Highlights of the week's events include an International Angus Genomics Symposium, sponsored by Neogen's GeneSeek Operations, during which keynote speaker and genetics pioneer Richard Resnick will discuss the evolving progress of genomic technology. Tuesday afternoon will provide hands-on Genomics Innovation Workshops sponsored by Zoetis.

On Wednesday, Angus University, sponsored by Merck Animal Health, returns to follow "A Story of a Steak" and share insights on increasing quality in the nation's beef production chain. Ken Schmidt, former Harley-Davidson communications director is the morning keynote speaker.

The afternoon will feature 21 educational breakouts with emphasis on management, animal health, advertising and marketing, commercial cattle production, ag markets, social media training and low-stress cattle demonstrations. In response to attendee feedback, there will be a few repeated sessions so there is a better chance of attending all of your desired sessions.

"We are incredibly proud of the education and entertainment available at the 2015 National Angus Convention," says Becky Weishaar, Creative Media director and lead contact for the event. "We encourage cattle producers to reserve their place in advance of the early registration deadline of October 2 for only \$75 per person. Hotel reservations are also made on the convention website, and the hotel block features a variety of price points and amenities at a first-come, first-serve basis."

Registration increases to \$125 per person from Oct. 3 to Oct. 16. After that date, advance registration will be closed and participants may register onsite for \$150 per person. Delegates elected to represent their state during the Association's Annual Convention may attend the Association business meetings for free; however, participation in convention education, meals, entertainment and trade show requires a full convention registration.

Go online to www.angusconvention.com to access a convention schedule, trade show map and more information on travel arrangements to Overland Park, Kan. For more information visit www.angus.org or call 816-383-5100.

Important registration deadlines and rates

Oct. 2	Early registration \$75 per person
Oct. 2	Hotel block closes (availability and discounted rate guarantee ends)
Oct. 16	Advance registration \$125 per person
Oct. 17-Nov. 2	Registration closed
Nov. 3-5	Onsite registration \$150 per person

Angus Means Business National Convention & Trade Show Schedule

Monday, Nov. 2, 2015

7:30 a.m.-6 p.m. Kansas Angus Preconvention Tour hosted by Kansas Angus Association (optional — additional \$75 registration)

- Mill Brae Ranch, Alta Vista

Guest displays: Kansas State University, Alcove Cattle Co., Cline Cattle Co., Mill Creek Ranch and Sunflower Genetics

- May-Way Farms, Baldwin

Guest displays: New Haven Angus, Bar S Ranch, Grady Dickerson and April Valley Farms

- Chair Rock Ranch, Greeley

8 a.m. American Angus Association Board of Directors Meeting

1-4 p.m. Auxiliary Executive Committee Meeting

6 p.m. Angus Foundation Donor Appreciation event (by invitation only)

1:30-3 p.m. Purebred Angus Genomics Cattle Demonstrations sponsored by Zoetis HD50K

- Kent Andersen, Zoetis, and Mark McCully, Certified Angus Beef LLC

3-4 p.m. Innovation Workshops sponsored by E.I. Medical Imaging, Merial and Angus Genetics Inc.

4-5:30 p.m. Commercial Angus Genomics Cattle Demonstrations sponsored by Zoetis GeneMax® Advantage™ and GeneMax Focus™

- Kent Andersen, Zoetis, and Mark McCully, Certified Angus Beef LLC

2-3 p.m. Auxiliary Executive Board meeting

3-4:30 p.m. Auxiliary Annual Meeting

5-7 p.m. Trade Show social

6:30 p.m. Cat® 262D Skid Steer Giveaway

Tuesday, Nov. 3, 2015

7 a.m.-7 p.m. Registration open

9 a.m.-noon International Angus Genomics Symposium sponsored by Neogen's GeneSeek Operations

- Emcee, Ronnie Green, University of Nebraska-Lincoln
- Keynote, Richard Resnick
- Future of Angus Genomics panel: Brian McCulloh, Woodhill Farms; Bill Rishel, Rishel Angus; Michael Bishop, Illumina; Dan Moser, Angus Genetics Inc.; moderator Ronnie Green, University of Nebraska
- Featured Speaker, Mitch Abrahamson, Cobb-Vantress

Noon-1:30 p.m. Trade Show Grand Opening featuring *Certified Angus Beef®* (CAB®) lunch

Noon-1:30 p.m. Beef Leaders Institute Alumni lunch (by invitation only)

Noon-7 p.m. Trade Show open

1:30-5:30 p.m. Innovation Workshops — Technology & Scientific Advancements for Cattlemen

Wednesday, Nov. 4, 2015

7 a.m.-7 p.m. Registration open

7:30-8:30 a.m. Angus Auxiliary Breakfast (optional — additional \$25 registration)

8:30-10 a.m. American Angus Association Board of Directors candidate forum

10 a.m.-7 p.m. Trade Show open

10 a.m.-12:30 p.m. Angus University sponsored by Merck Animal Health

- Emcee, John Stika, Certified Angus Beef LLC
- Keynote, Ken Schmidt
- Individual Branding panel: Bob McClaren, 44 Farms; Jonathan Perry, Deer Valley Farms; Eric Grant, Angus Media; moderator John Stika, Certified Angus Beef LLC

Lunch in trade show featuring CAB

12:30-2 p.m. Angus University Workshops sponsored by Merck Animal Health

2-5 p.m.

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Management

- 2-2:50 p.m. Maternal Plus
• Richard Tokach, Tokach Angus Ranch; Matt Perrier, Dalebanks Angus; Tonya Amen, Angus Genetics Inc.; moderator Dan Moser, Angus Genetics Inc.
- 3-3:50 p.m. Maternal Plus (repeat)
• Richard Tokach, Tokach Angus Ranch; Matt Perrier, Dalebanks Angus; Tonya Amen, Angus Genetics Inc.; moderator Dan Moser, Angus Genetics Inc.
- 4-4:50 p.m. Succession and Estate Planning
• Bill Sheets, Colorado State University

Animal Health

- 2-2:50 p.m. Healthy Bulls & Females for Your Customers
• Mark Spire, Merck Animal Health; Randall Spare, Ashland Veterinary Center Inc.
- 3-3:50 p.m. Start them off right: Healthy cows raise healthy calves
• Kevin Hill, Merck Animal Health
- 4-4:50 p.m. Start them off right: Healthy cows raise healthy calves (repeat)
• Kevin Hill, Merck Animal Health

Advertising & Marketing

- 2-2:50 p.m. Data-driven Marketing
• Eric Grant, Angus Media
- 3-3:50 p.m. Data-driven Marketing (repeat)
• Eric Grant, Angus Media
- 4-4:50 p.m. Adding Value to Your Customer's Commercial Herd
• Art Butler, Spring Cove Ranch; Dave Rutan, Morgan Ranches; moderator, Ginette Gottswiller, American Angus Association

Commercial Cattle Production in 21st Century

- 2-2:50 p.m. How to Build the Perfect Steer
• Paul Dykstra, Certified Angus Beef LLC
- 3-3:50 p.m. Top 10 Things I Learned from Feeding My Cattle
- 4-4:50 p.m. Fitting Angus Genetics Into Your Environment
• Megan Rolf, Oklahoma State University; Mark Enns, Colorado State University; Jared Decker, University of Missouri; moderator Dan Moser, Angus Genetics Inc.

CattleFax

- 2-2:50 p.m. Market Outlook
• Lance Zimmerman, CattleFax
- 3-3:50 p.m. Risk Management
• Lance Zimmerman, CattleFax
- 4-4:50 p.m. Market Outlook (repeat)
• Lance Zimmerman, CattleFax

Responsible Beef

- 2-2:50 p.m. Farming Your Social Community
• Michele Payn-Knoper, Cause Matters
- 3-3:50 p.m. Championing Agriculture
• Michele Payn-Knoper, Cause Matters
- 4-4:50 p.m. Championing Agriculture (repeat)
• Michele Payn-Knoper, Cause Matters

Creating Connections: Working together for cattle well-being cattle demonstrations

- 2-2:50 p.m. Stockmanship at Work
• Tom Noffsinger
- 3-3:50 p.m. Low-stress Cattle Acclimation
• Tom Noffsinger
- 4-4:50 p.m. Low-stress Cattle Acclimation (repeat)
• Tom Noffsinger
- 5-6 p.m. Miss American Angus speeches
- 5-7 p.m. KC Blues & BBQ Social Hour & Dinner featuring Jack Stack Barbecue
- 7 p.m. Entertainment: Sammy Kershaw

Thursday, Nov. 5, 2014

- 7 a.m.-noon Registration open
- 7-10 a.m. Trade show open
- 7:30-9 a.m. American Angus Association Awards Breakfast (optional – additional \$25 registration)
- 9-10 a.m. Coffee break in trade show
- 10 a.m.-2 p.m. 132nd Annual Convention of Delegates
- 2 p.m. American Angus Association Board of Directors meeting