

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

An Angus

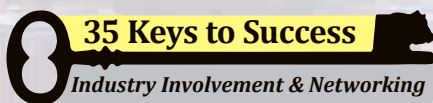
The American Angus Association welcomed visitors Nov. 3 in Saint Joseph, Mo.

by Jena McRell, digital editor, & Carrie Horsley, Angus Foundation

For many in the Angus business, the American Angus Association headquarters in Saint Joseph, Mo., is an extension of their farms and ranches — a valued partner for processing cattle registrations, performance information, genomic data, and offering marketing and promotional services.

The Association's nearly 25,000 members are located throughout the United States, and many of them may never get a chance to visit the building and meet the employees on the other end of the telephone or computer screen.

On Nov. 3, the Association opened its doors for members and visitors prior to the start of the first-ever Angus Means Business



National Convention & Trade Show in Kansas City, Mo.

"I've been a breeder for quite a few years, so I thought it would be really exciting to come to see the headquarters," says Rick Van Dyken, Thousand Hills Angus, Toston, Mont. "It's really a neat experience to actually get to meet people and put a face with a name. The employees are a vital part of our operation — without them, we couldn't do it."

Saint Joseph, Mo., has been home to the business breed for nearly 60 years.

On June 29, 1956, a thousand visitors crowded into the brand-new American Angus Association headquarters, an unassuming brick building located in what

was then the eastern-edge of town. Fifteen days prior, the beef breed organization packed up its offices in the Chicago Stock Yards and moved across the Midwest.

While in the office Nov. 3, tour participants were able to see firsthand the treasured history of the Angus breed, including original artwork by Frank Murphy; visit the Association's museum and library of historic publications; and spend time in the boardroom — where many of the breed's significant decisions have been made over the years.

Building an Angus Legacy!

Welcoming visitors to the Association was a brand-new entryway, lined with granite planters and pavers that pay tribute to the Angus breed's devoted farmers and ranchers. The project was made possible thanks to donors to the Angus Foundation's *Building an Angus Legacy!* project.

Prior to the open house, the Angus Foundation hosted a ribbon-cutting



► **Above:** Several dignitaries from Saint Joseph, the state of Missouri and the Angus world were on hand to celebrate the Angus Foundation ribbon cutting.

► **Right:** Kathrin Gresham (right), Angus Productions Inc. photo coordinator, explained how she can "clean" animals for advertising in the *Angus Journal* and elsewhere.



► **LaVera Spire**, API director of business operations, helps a visitor sign up for a subscription.

PHOTOS BY SHAUNA ROSE HERMEL AND KASEY BROWN

Homecoming

ceremony to dedicate the new walkway at Association headquarters.

“On this noteworthy day for the Angus Foundation, we were honored to have buyers of the planters and pavers present for the event where they were able to see where their paver or planter is placed at Association headquarters,” says Milford Jenkins, Angus Foundation president. “It marks a long process, great people and hard work to create such a beautiful entryway for the Association and fundraising opportunity for the Angus Foundation.”

Association President Gordon Stucky, Angus Foundation Chairman Scott Foster, Angus Foundation President Milford Jenkins and CEO Bryce Schumann each spoke on behalf of the Association and Angus Foundation about *Building an Angus Legacy!*

“We had more than five busloads of people in attendance for the ribbon cutting and open house, and that really proves that our members are involved, and they are excited about the Association,” Foster says.

“To see their names as part of the entryway, and to be recognized as a part of Angus history, is really exciting and special for them.”

Also in attendance were the following state and city dignitaries: Bill Falkner, Saint Joseph, Mo., mayor; Patt Lilly, Saint Joseph Chamber of Commerce president and COO; Matt Berry, Congressman Sam Graves’ field representative; Rob Schaff, Missouri State Senator; and Pat Conway, State Representative.

Representing the Agri-business Expo Center were Sharon Cornelius, Susie Mires, Marty Grey and Gerald Sprong. Roger VanVickle of VanVickle Monument, Saint Joseph, Mo., was recognized for the company’s role in project construction.

For more news from the Angus Means Business National Convention & Trade Show, visit www.angusconvention.com.

Editor’s Note: Carrie Horsley is the director of marketing and public relations for the Angus Foundation.



► Many supporters of the Angus Foundation who participated in the *Building an Angus Legacy!* project looked for names etched in the granite pavers welcoming guests to the headquarters of the American Angus Association.



► **Above:** Josh Comminellis, API media specialist, kept the tape rolling as guests took their seats on the set of *The Angus Report* to gain experience as a spokesperson for the industry.

► **Right:** Visitors had opportunity to visit with staff of the American Angus Association during the Open House. Ginette Kurtz (right), director of commercial programs, explains how to enroll in Angus-Source®.



► **Above:** Angus Genetics Inc. President Dan Moser welcomed cattlemen to Association headquarters and shared his vision for the future of performance programs.

