

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

Angus Means

The Angus Means Business National Convention & Trade Show provided a fun-filled week.

by *Kasey Brown*, associate editor; photos by *Kasey Brown* and *Shauna Rose Hermel*, editor

I think it's important to show support of the American Angus Association, and to acknowledge the pride of what we've done. I'm looking forward to the education and new offerings, and to see how the Association manages challenges," Cindy Ahearn, Wills Point, Texas, explained at the Angus Homecoming event just prior to the Angus Means Business National Convention & Trade Show in Kansas City, Mo., Nov. 4-6. "It is important to go in with an open mind to a new event like this. I also love the networking opportunities and being able to rekindle new friendships."

Excitement for what was in store was a prevalent theme at the Angus Homecoming event Monday afternoon.

"I think the move is a great idea," said Ernest Carter, Louisa, Va. "We need changes to keep it new, and this will give more one-on-one time with Angus breeders."

The inaugural event was jam-packed. Monday, Nov. 3, included tours of the American Angus Association and Angus Productions Inc. (API) building, as well as Boehringer Ingelheim Vetmedica Inc. in Saint Joseph, Mo. The Angus Homecoming was kicked off by a ribbon-cutting event to celebrate the Angus Foundation's *Building an Angus Legacy!* program.

Monday evening showcased generous supporters of the Angus breed at the Angus Foundation Supporter Recognition Event. Among those recognized were Thomas and Catherine Chambers of Chambers Angus, Ontario, Ore., recognized posthumously as Angus Leaders who contributed \$250,000 or more during the fiscal year. Wilma Minix of Black Witch Farm, Athens, Ga.; Robert Funk of Express

Ranches, Yukon, Okla.; and Charles W. and Judy Herbster of Herbster Angus Farms, Falls City, Neb., were recognized as Angus Builders who contributed \$100,000 or more during the fiscal year.

Additional highlights from the evening included a special presentation to the National Junior Angus Show (NJAS) Steer Carcass Contest winners, and recognition of Chairman Scott Foster, Niles, Mich., for his service and leadership on the Angus Foundation Board of Directors.

Because of the generosity of its dedicated supporters, the Angus Foundation announced a new fiscal-year, total-revenue record of more than \$2.4 million.

Tuesday, Nov. 4, was kicked off by hearing FDNY Battalion Chief Richard Picciotto



► Joe and Susanne Bush of J&S Ranch, Gatesville, Texas, announced the Angus Foundation as the primary charitable beneficiary of their estate; formally bequeathing their ranch and other significant assets to the Angus Foundation.



► Angus Foundation President Milford Jenkins explains how supporters "light the way" for the Angus breed at the Angus Foundation Supporter recognition event.



► Such a large event takes the work of many staff members. Amber Wahlgren directs an attendee at registration.



► Lawrason Sayre (center), Churchville, Md., was inducted with three others into the Angus Heritage Foundation.



► Association President Gordon Stucky (left) and Angus Foundation Chairman Scott Foster cut the ribbon to celebrate the *Building an Angus Legacy!* project and to kick off the Angus Homecoming event.



► Cowboy poet Baxter Black entertained attendees to start the trade show welcome gala Tuesday evening.

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recount his experience evacuating the north tower of the World Trade Center on Sept. 11, 2001. The audience then heard from 11 candidates running for five director positions on the American Angus Association Board in the Candidate Forum. Each candidate spoke for 5-7 minutes and then each answered two questions.

Tuesday afternoon was chock full of information on Angus resources in the Angus Means Business workshops, which featured four tracks — business, breed improvement, marketing and cattlemen to consumer. Cowboy poet Baxter Black entertained all after the workshops before the trade show grand opening and welcome gala Tuesday evening. Attendees were able to sample *Certified Angus Beef*® (CAB®) value-added products and visit with nearly 100 allied industry booths on the trade show floor. 7 Bridges Road, an Eagles tribute band, entertained the crowd that evening.

The American Angus Auxiliary Breakfast jump-started Wednesday morning, Nov. 5. It

was followed by a day of education at Angus University, after which the Auxiliary hosted a reception and the Miss American Angus contestant speeches. After another trade show gala, 1990s country musician John Michael Montgomery performed.

It was mentioned many times that the people within the Angus breed make it truly special, and on Thursday, Nov. 6, Angus people were celebrated at the Awards Recognition Breakfast. Brooke Harward received the Jim Baldrige Outstanding Leadership Award. Angus Heritage Foundation winners were Paul Donnelly, Kansas City, Mo.; Don Greiman, Garner, Iowa; the late Bob Laflin, Olsburg, Kan.; and Lawrason Sayre, Churchville, Md. Century Award winners were Dahl Angus, Estelline, S.D., and Laflin Angus Ranch, with ranches in Kansas and Nebraska. ROV winners were Sydney Schnoor, Chowchilla, Calif.; Logan Wright, Phillippi, W.Va.; Express Angus Ranches, Yukon, Okla.; Penner Harris, Mill Creek, Okla.; and Conley Cattle, Sulphur, Okla.

Madison Butler, Vincennes, Ind., was selected as the 2014-2015 Miss American Angus to conclude the breakfast. She competed earlier in the week with Michaela



► Attendees of Angus University heard from industry experts about how the Angus breed fits into the bigger picture of “A Story of a Steak” Wednesday.

Clowser, Milford, Neb.; Katie Friederichs, Walcott, Iowa; Catie Hope, Berryville, Va.; and Destiny McCauley, Bowling Green, Fla.

After the Awards Breakfast, the 131st Annual Convention of Delegates elected Jerry Connealy, Whitman, Neb.; David Dal Porto, Brentwood, Calif.; John Grimes, Hillsboro, Ohio; James Henderson, Memphis, Texas; and Dave Nichols, Bridgewater, Iowa, to the Board of Directors.

Steve Olson, Hereford, Texas, was elected as the new Association president and chairman of the Board. Jim Sitz, Dillon, Mont., was elected as Association vice president and vice chairman of the Board. Charlie Boyd, May’s Lick, Ky., will serve as the 2014-2015 treasurer.

More detailed coverage of the events will be provided in the January *Angus Journal* and is available in the convention newsroom online at www.angusconvention.com.



► The Angus Homecoming invited hundreds of cattlemen to the offices of the American Angus Association and API to meet the staff members behind the scenes.



► The trade show let guests interact with nearly 100 allied industry partners and learn about new products.



► The five Miss American Angus contestants were introduced at the American Angus Auxiliary Breakfast. Madison Butler, Vincennes, Ind. (right, waving) was selected as Miss American Angus. Contestants were (from left) Destiny McCauley, Bowling Green, Fla.; Catie Hope, Berryville, Va.; Katie Friederichs, Walcott, Iowa; Michaela Clowser, Milford, Neb.; and Butler.



► Left: Attendees could get a signed copy of keynote speaker Richard Picciotto’s book at the Angus booth.



► Delegates to the 131st Annual Convention of Delegates elected five new directors after seven rounds of voting.