

# Calling All Cattlemen

The first-ever Angus Means Business National Convention & Trade Show appeals to everyone involved in producing quality beef.

by Jena McReil, digital editor

No matter how you make your living in the cattle business, there's a place for you at the 2014 Angus Means Business National Convention & Trade Show. The event, scheduled Nov. 4-6 at the KCI Expo Center in Kansas City, Mo., is a meeting place for everyone with an interest in quality beef production.

The \$25 early-bird registration fee, applicable until Oct. 1, grants access to Angus University, a comprehensive all-day educational event; and nationally known entertainers, including cowboy comedian Baxter Black, country legend John Michael Montgomery and an Eagles tribute band. Plus, all attendees will be given a chance to win a brand-new Yamaha Viking VI.

"The Angus breed offers much to the industry, and the Association is proud to welcome all partners to the convention this fall," says Bryce Schumann, American Angus Association CEO. "This is an unprecedented opportunity for everyone with a stake in the success of the beef cattle business to congregate, share ideas, see old friends, make new ones and enjoy an in-depth look at the future of our industry."

Other schedule highlights include a slate of acclaimed speakers, such as Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse, and two evening galas on the Trade Show floor, which features nearly 100 allied industry partners.

## Angus University

Sponsored by Merck Animal Health, Angus University will be Nov. 5 and is themed "A Story of a Steak." The daylong event builds on the successful television and editorial campaign developed by *High*

## 35 Keys to Success Continuing Education

*Plains Journal*. The "Story of a Steak" series, which appears on *The Angus Report*, a news program on RFD-TV, emphasizes the importance of all industry sectors working together collaboratively to improve the quality of beef and the profitability of producers, feeders and packers.

Headlining the event will be keynote futurist Lowell Catlett, who will share his perspectives on emerging technologies and their potential impacts on the cattle industry.

In addition, Angus University will feature speakers representing all sectors of the beef industry — from ranchers to chefs — and include

producers and others profiled in the successful TV segments.

"The 'Story of a Steak' expands upon some of the most pressing and engaging topics facing the cattle industry today," Schumann says. "By bringing together every sector of the business, we, along with our generous sponsors at Merck Animal Health, hope to inspire creativity and collaboration to meet these challenges and opportunities."

Also during the convention, Angus Means Business Workshops Nov. 4 will provide practical applications for a variety of tasks on the farm or ranch. Commercial programs, recordkeeping, financial planning and marketing are a few topics that will be covered throughout the afternoon sessions.

## How to register

Following the early-bird deadline of Oct. 1, registration increases from \$25 per person to \$50. Sign up for the Angus Means Business National Convention & Trade Show online today and you'll be entered to win a brand-new Yamaha Viking VI. Those who registered prior to Sept. 5 received three chances to win per registration. Participants registering after Sept. 5 will receive one chance to win the six-person, side-by-side utility vehicle. A drawing to select the winner will take place at 1 p.m. Nov. 6.

All convention events will be at the KCI Expo Center, just a short drive from the Kansas City International Airport (MCI). An American Angus Association National Convention room block is available at several hotels throughout the area: Candlewood Inn KCI, Residence Inn KCI, Courtyard Kansas City Airport, Hampton Inn Kansas City Airport and the Four Points by Sheraton. More detailed information on hotels and the location can be found online.

An event schedule follows. For more information see the convention guide mailed with this issue or visit [www.angusconvention.com](http://www.angusconvention.com).



► Baxter Black shares why you should attend the convention at <https://www.youtube.com/watch?v=RzZbigO5DyQ>.



► Explore how the Angus breed impacts every sector of the cattle business — from the feedlot to the meatcase — during the 2014 Angus Means Business National Convention & Trade Show.

# to Kansas City

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

## 2014 Angus Means Business National Convention & Trade Show

### Schedule of Events | Kansas City, Mo.

#### Monday, Nov. 3

- All Day Trade Show exhibitors set up, KCI Expo Center, Exhibition Hall B
- 10 a.m. Buses begin to depart for Boehringer Ingelheim (BI) and American Angus Association tours, Association and BI
- 1 p.m. Angus Foundation *Building an Angus Legacy* Ribbon Cutting, Association
- 1:30 p.m. Open House, Association
- 6 p.m. **Angus Foundation Supporter Recognition Event** (invitation only), KCI Hilton

#### Tuesday, Nov. 4

- 7 a.m.-4 p.m. Trade Show exhibitors set up, KCI Expo Center, Exhibition Hall B
- 7 a.m.-8 p.m. Registration open, KCI Expo Center, Lobby
- 7 a.m.-5:30 p.m. Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard
- 8 a.m.-noon Auxiliary Executive Committee Meeting, KCI Expo Center, Salon A
- 8 a.m. **Keynote Speaker, Richard Picciotto**, KCI Expo Center, Exhibition Hall A
- 9 a.m. **Candidate Forum**, KCI Expo Center, Exhibition Hall A
- 10 a.m.-4 p.m. Shopping (shuttle service provided every hour by BI), Zona Rosa
- Noon-1:30 p.m. Lunch, KCI Expo Center, Exhibition Hall A
- Noon BLI Alumni Lunch (invitation only), KCI Expo Center, Missouri Ballroom
- 1 p.m.-3:45 p.m. **Angus Means Business Workshops**, KCI Expo Center, Salons A-F
- 1:30 p.m. Auxiliary Executive Board Meeting, Holiday Inn, Missouri Ballroom
- 2:30 p.m. Auxiliary Meeting, Holiday Inn, Missouri Ballroom
- 4 p.m. **Entertainment, Baxter Black**, sponsored by Priefert, KCI Expo Center, Exhibition Hall A
- 5 p.m. Trade Show Grand Opening and Welcome Gala, KCI Expo Center, Exhibition Hall B
- 8 p.m. **Entertainment, Eagles Tribute, 7 Bridges Road**, KCI Expo Center, Exhibition Hall A

#### Wednesday, Nov. 5

- 7 a.m.-8 p.m. Registration open, KCI Expo Center, Lobby
- 7 a.m.-5:30 p.m. Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard
- 7:30 a.m. **Auxiliary Breakfast** (additional fee), KCI Expo Center, Grand Ambassador
- 7:30 a.m.-6 p.m. Miss American Angus Contest (private event), Holiday Inn, Truman & Pershing
- 8 a.m. Trade Show Open, KCI Expo Center, Exhibition Hall B
- 8:30 a.m.-5 p.m. **Angus University**, sponsored by Merck Animal Health
- 8:45 a.m. **Angus University, Keynote Speaker Lowell Catlett**, KCI Expo Center, Exhibition Hall A
- Noon Auxiliary Past Presidents' Luncheon, Bravo! Cucina Italiana, Zona Rosa
- Noon-1 p.m. Lunch, KCI Expo Center, Exhibition Hall A
- 1 p.m.-5 p.m. **Angus University continued**, KCI Expo Center, Exhibition Hall A
- 5 p.m. American Angus Auxiliary Reception, KCI Expo Center, Salon C
- 5 p.m. Trade Show Gala, KCI Expo Center, Exhibition Hall B
- 5:30 p.m. Miss American Angus Speeches, KCI Expo Center, Salon A & B
- 5:30 p.m. Past Directors' Reception, KCI Expo Center, Grand Ambassador
- 8 p.m. **Entertainment, John Michael Montgomery**, KCI Expo Center, Exhibition Hall

#### Thursday, Nov. 6

- 7 a.m.-noon Registration open, KCI Expo Center, Lobby
- 8 a.m. **Awards Recognition Breakfast** (additional fee), KCI Expo Center, Exhibition Hall A
- 8 a.m.-2 p.m. Trade Show Open, KCI Expo Center, Exhibition Hall B
- 10:30 a.m. **131st Annual Meeting of Delegates**, KCI Expo Center, Exhibition Hall A
- Noon-2 p.m. Angus Foundation and Auxiliary Gift Barn, KCI Expo Center, Courtyard
- 1 p.m. **Yamaha Viking VI Giveaway Presentation**, KCI Expo Center, Exhibition Hall A
- 1 p.m.-2 p.m. Ice Cream Social, KCI Expo Center, Exhibition Hall B