

OFFICIAL CONVENTION GUIDE



**OCTOBER 31** THROUGH **NOVEMBER 2**

2025





# **Priefert®** **END OF** **YEAR** **UPGRADE** **ALERT**

**Schedule a design consultation  
by December 12th and we'll help  
you make this year's purchase  
count for your taxes.**



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# ELEVATING THE INDUSTRY STANDARD

## Next Generation Genetic Testing For Better Angus

Never satisfied. That's the true trait of any Angus breeder. Same with us. Angus GS is not resting on past accomplishments. There's more work to be done. With the addition of 22,000 single nucleotide polymorphisms (SNPs), Angus GS becomes the unmatched Angus-specific genomic profiler. It provides greater power for traits including calving ease, birth weight, marbling, heifer pregnancy, and more. Realize your operation's full potential.

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**FOR ANGUS. BY ANGUS.**  
**ANGUS**GS  
*Powered by Neogen®*



# WELCOME

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On behalf of the American Angus Association® board of directors and staff, it is my pleasure to welcome you to the 2025 Angus Convention. We're glad you can join us in Kansas City for what promises to be a great weekend with our Angus friends. We invite you to connect, collaborate and celebrate throughout the event.

This year's convention looks a little different than years past. After listening to member feedback, we've shortened the event to give more people an opportunity to attend. Consequently, the schedule is new and we hope this guide will help you navigate through the weekend.

There are plenty of opportunities to stretch your thoughts during our general sessions and Angus University. We've got a great lineup of speakers and panelists that will spur conversation about what is driving change in the industry and help us explore ways to innovate and drive profitability for you and future generations.

This weekend is also a time to celebrate success. We will hear about an amazing year of cattle markets and have a chance to recognize some special Angus enthusiasts through awards like the Heritage Foundation, Young Breeder and Angus Ambassador.

Take full advantage of every minute while you are here. I'm looking forward to connecting with you!



Mark A. McCully  
ASSOCIATION CEO

# ITINERARY

## THURSDAY, OCTOBER 30, 2025

3:00 PM – 6:00 PM     Registration Open..... Muehlebach Registration Desk

## FRIDAY, OCTOBER 31, 2025

6:00 AM – 9:00 AM     Registration Open..... Muehlebach Registration Desk  
6:00 AM – 3:30 PM     National Angus Tour .....Central Street Lobby  
7:00 AM – 1:00 PM     Beef Blitz Tour.....Central Street Lobby  
8:00 AM – 2:00 PM     American Angus Association Open House .....Central Street Lobby  
12:30 PM – 2:30 PM     BQA Training.....Truman A/B  
1:00 PM – 7:30 PM     Registration Open..... Muehlebach Registration Desk  
1:00 PM – 7:30 PM     Industry Showcase .....Prefunction Area  
1:00 PM – 7:30 PM     Angus Experience Booths .....Colonial Ballroom  
3:00 PM – 4:15 PM     Market Advantage | Opening Session ..... Imperial Ballroom  
4:30 PM – 6:00 PM     Candidate Forum.....Imperial Ballroom  
6:00 PM – 7:30 PM     Welcome Reception.....Prefunction Area/Bar M  
8:00 PM – 10:00 PM     Candidate Reception..... Barney Allis Historic Lobby

## SATURDAY, NOVEMBER 1, 2025

7:00 AM – 6:00 PM     Registration Open..... Muehlebach Registration Desk  
8:00 AM – 9:30 AM     Genetic Advantage | AGI® Genetics Symposium.....Imperial Ballroom  
8:00 AM – 10:00 AM     Auxiliary Annual Meeting..... Barney Allis Historic Lobby  
9:30 AM – 3:30 PM     Industry Showcase .....Prefunction Area  
9:30 AM – 5:00 PM     Angus Experience.....Colonial Ballroom  
10:00 AM – 10:50 AM     Angus University Session 1.....Truman A, B & Trianon A, B, C, D  
10:00 AM – 12:00 PM     Learning Lounge Sessions.....Lido & Trianon E  
10:00 AM – 12:00 PM     Miss American Angus Speeches .....Imperial Ballroom  
11:00 AM – 11:50 AM     Angus University Session 2.....Truman A, B & Trianon A, B, C, D  
12:00 PM – 1:00 PM     Lunch.....Imperial Ballroom  
1:00 PM – 1:50 PM     Angus University Session 3.....Truman A, B & Trianon A, B, C, D  
1:00 PM – 1:50 PM     Learning Lounge Sessions.....Lido & Trianon E  
2:00 PM – 3:00 PM     Research Advantage | General Session 3 .....Imperial Ballroom  
3:00 PM – 5:00 PM     State Caucuses .....See Page 27 for Rooms  
5:30 PM – 6:15 PM     Young Cattlemen's Social - (Ticketed Event) .....Tea Room  
5:30 PM – 6:15 PM     Past President and Director Social (Invite Only).....Barney Allis Historic Lobby  
6:00 PM – 9:00 PM     Awards Dinner (Ticketed Event) .....Imperial Ballroom

SUNDAY, NOVEMBER 2, 2025

6:30 AM – 10:00 AM	Registration Open.....	Muehlebach Registration Desk
7:00 AM – 7:30 AM	Sunday Morning Devotional.....	Truman A/B
7:30 AM – 8:30 AM	Auxiliary Breakfast (Ticketed Event) .....	Trionon A, B, C, D
7:30 AM – 9:30 AM	Light Breakfast.....	Prefunction Area
8:30 AM – 9:30 AM	Advantage for the Future   General Session 4 & Grand Prize Drawings .....	Imperial Ballroom
10:00 AM – 12:00 PM	142nd Convention of Delegates.....	Imperial Ballroom

MONDAY, NOVEMBER 3, 2025

8:30 AM – 12:00 PM	American Angus Association Open House .....	3201 Frederick Ave, St. Joseph, MO
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DON'T FORGET TO ENTER!  
**GRAND PRIZE  
GIVEAWAYS**

JOHN DEERE ♦ PRIEFERT ♦ TRANS OVA

SEE PAGE 31 FOR  
MORE DETAILS

**BOARD OF  
DIRECTORS  
CANDIDATES**

LEARN MORE ABOUT EACH ONE ON  
PAGES 35 THROUGH 39.

**ADVANTAGE  
ALCOVE**

TALK TO A ZOETIS REP OR AGI STAFF TO GET  
THE PASSWORD AND YOUR DRINK ON US  
INSIDE THE ADVANTAGE ALCOVE.

# A WARM WELCOME

## GENERAL INFORMATION

### ON-SITE CONTACT INFORMATION

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**Registration.....**Muehlebach Registration Desk  
**Event Questions.....**Muehlebach Registration Desk

### CLOSEST HOSPITAL + PHARMACY

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**Hospital:** Truman Medical Center  
2301 Holmes St, Kansas City, MO 64108  
**Pharmacy:** CVS  
921 Main St, Kansas City, MO 64105

### MEDIA

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Media attending the event may contact Holly Martin, Director of Communications at 620.339.5332 or [hmartin@angus.org](mailto:hmartin@angus.org), to receive media credentials and information.

### PROMOTIONAL PHOTOGRAPHY

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By participating in this event, you acknowledge that promotional photographs may be taken anywhere at Angus Convention and any scheduled functions at off-property venues. Such photographs become property of the American Angus Association® when taken, and by registering and participating in the Angus Convention, the attendee has granted permission for the photograph to be taken and used at the sole discretion of the American Angus Association, without further permission, compensation or acknowledgement.

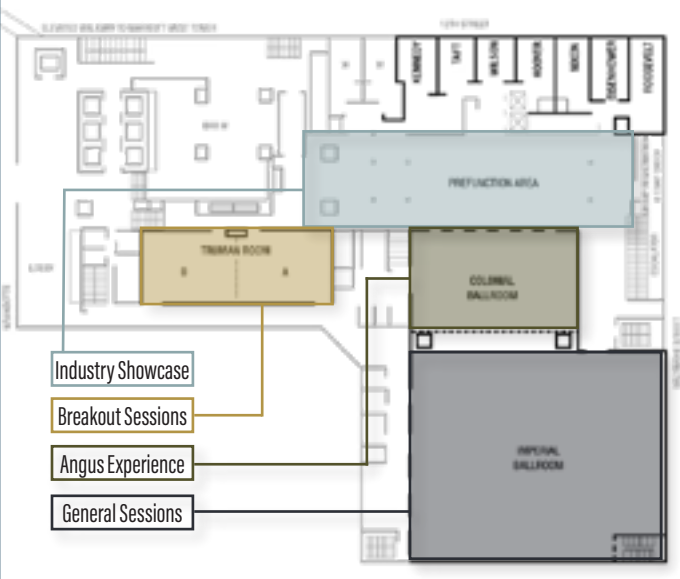
### WAIVER OF LIABILITY

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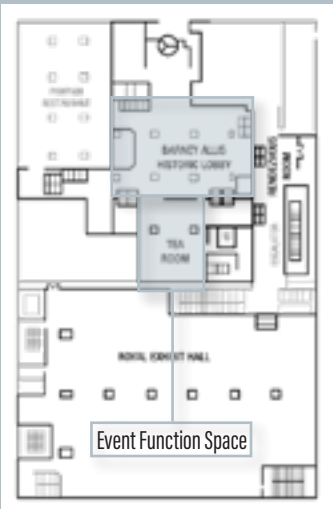
All people who attend the Angus Convention and related activities do so at their own risk. Neither the American Angus Association (including its subsidiaries and affiliates) nor the Kansas City Marriott Downtown or industry vendors assume liability, legal or otherwise, for accidents, or for damage of loss of property. The Association reserves the right to make program and schedule changes.

# KANSAS CITY MARRIOTT DOWNTOWN CONVENTION CENTER

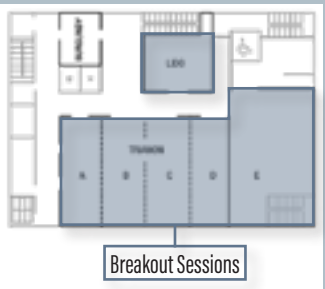
Main Level Lobby



Lower Level



Trionon Level



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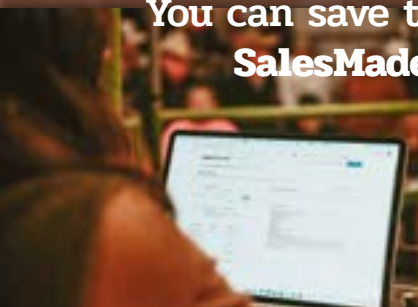
PRODUCTION SALES | CONSIGNMENT SALES | BULL TESTS

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# PROFIT STARTS WITH THE RIGHT FOUNDATION



Targeting the Brand™ identifies registered Angus cattle with the genetic potential to raise calves more likely to meet all 10 *Certified Angus Beef®* brand specifications.



## Minimum Genetic Requirements

Marbling EPD (Marb)	+0.65
Grid Value (\$G)	+55.0

Visit [CABcattle.com](http://CABcattle.com) for more information.





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agi@angus.org | 816.383.5100

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# YOUR PARTNER FOR **GENETIC TOOLS** **& SOLUTIONS.**



# YOU WORK HARD

## ENSURE YOUR DATA IS DOING THE SAME

### Enroll in Inventory Reporting

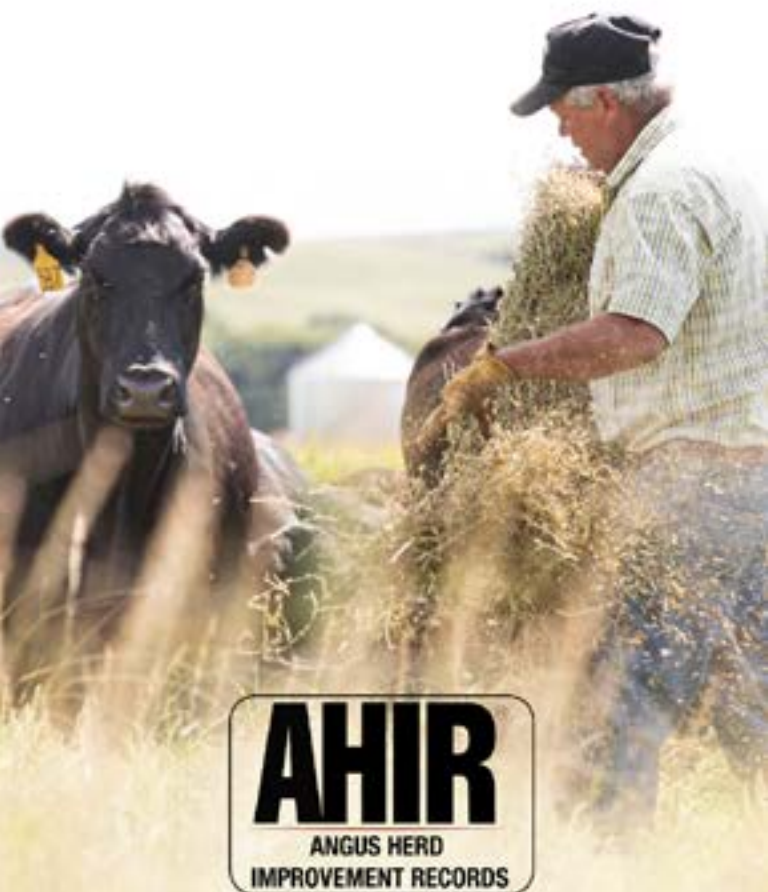
Better track herd performance.

Ensure donors get the credit they deserve.

Increase EPD accuracy.

Better communicate value to your customers.

Become eligible for Data Driven Herd recognition.



# AHIR

ANGUS HERD  
IMPROVEMENT RECORDS

# FRIDAY

## OCTOBER 31

### NATIONAL ANGUS TOUR

*BUSES DEPART AT 6:00 AM FROM CENTRAL STREET LOBBY.*

The National Angus Tour is a tradition for many breeders. This year, the Kansas Angus Association has organized stops at Downey Ranch, Shamrock Farms, and Fink Beef Genetics. Vytelle is sponsoring the event and will host a Lunch and Learn session during the tour.

For the first tour stop, participants will journey into the Kansas Flint Hills to Downey Ranch in Wabaunsee County. Downey Ranch, Inc. is a family-owned operation started in 1986 by Joe Downey, a third-generation cattle producer. The 550 head cow herd is comprised of both registered and commercial cows. Currently, day to day operations are handled by Joe Carpenter and wife, Barb Downey, along with daughters, Anna and Laura.

The next stop will be a unique adventure to Shamrock Farms where camels and Angus cattle co-habitat.

Fink Beef Genetics will host the final stop. Galen and Lori Fink started the operation in 1977 with one cow. They have built the program to marketing approximately 700 bulls each year and females sold through production sales and private treaty. In addition to touring Fink Beef Genetics, attendees will enjoy lunch, partake in an educational presentation brought to you by Vytelle and have the chance to view cattle on display by other Kansas Angus breeders.

**TICKETED EVENT**



Brought to you in part by **Vytelle**



## BEEF BLITZ

*BUSES DEPART AT 7:00 AM FROM CENTRAL STREET LOBBY.*

Ever wondered how food makes its way across the country after it leaves the packer? Join us on a tour of Sysco Kansas City, a foodservice distributor licensed to sell the *Certified Angus Beef®* brand. Get inside one of the key players in the supply chain to see how beef gets to restaurants and how they leverage premium brands with their customers. Attendees will enjoy lunch before heading back for afternoon sessions.

**TICKETED EVENT**

Partners include Sysco Kansas City and Q39.



## AMERICAN ANGUS ASSOCIATION OPEN HOUSE

*FRIDAY: BUSES DEPART AT 8:00 AM, 9:30 AM AND 11:00 AM FROM CENTRAL STREET LOBBY.*

St. Joseph, MO, has been home to the American Angus Association® for nearly 70 years, having relocated from Chicago in 1956. Since then, updates to the headquarters building have included a new entrance, the addition of Angus Media, and other remodels and dedications, which have met the growing needs of the Association while preserving its legacy. The Open House will include a tour of the Association's updated display illustrating the history of the Angus breed and the opportunity to meet with staff who are working to serve the membership.

*Tours also available Monday, 11/3, at 8 am, 9:30 am, 11:00 am and 12:30 pm.  
Transportation not provided.*

## GET BQA'D AT ANGUS CONVENTION



12:30 PM – 2:30 PM / TRUMAN A/B

You hold high standards at your operation. As an Angus breeder, you have a critical role in delivering high-quality beef to consumers. Take your commitment one more step with Beef Quality Assurance (BQA) certification. Join us at the BQA training to focus on the best management practices—from health to husbandry. Education delivered by A.J. Tarpoff, DVM, MS. All attendees receive a bourbon ticket for the Welcome Reception. Light snacks and additional prizes will be available.

## INDUSTRY SHOWCASE OPEN

1:00 PM – 7:30 PM / PREFUNCTION AREA

New this year, the Industry Showcase is a space to visit with leading industry representatives and learn about new product innovations to enhance your herd. Discover opportunities to implement new tools and services in your operation while visiting with fellow cattlemen and women.

## ANGUS EXPERIENCE BOOTHS

1:00 PM – 7:30 PM / COLONIAL BALLROOM

Join us in the all-new Angus Experience! This space is member-focused with designated space to visit with staff from each entity. Stop by to learn about programs and initiatives to help grow your Angus Advantage. Staff from AGI®, Angus Foundation, Angus Media and Certified Angus Beef as well as AngusLink™ and AHIR® will be on hand to answer questions and visit with the membership. Plus, plan time to shop the Angus Brand and Certified Angus Beef stores.

## MARKET ADVANTAGE | OPENING GENERAL SESSION

3:00 PM – 4:15 PM / IMPERIAL BALLROOM

### ✦ **MARK MCCULLY**, CEO, American Angus Association

Together, Angus breeders have leveraged the power of registered genetics to create market advantage. This thought-provoking introduction with CEO Mark McCully will kick-off a weekend focused on creating additional profit opportunities for all-types of cattlemen.

### ✦ **RANDY BLACH**, CEO, CattleFax

In a historic market, what are the trends telling us? CattleFax's Randy Blach will unpack the latest market analytics and economic signals as we look at what's on the horizon for the cattle industry. Walk away with new insights to steer your operation toward continued success.

## CANDIDATE FORUM

4:30 PM - 6:00 PM | IMPERIAL BALLROOM

Learn about the candidates vying for a seat on the American Angus Association® Board of Directors during the candidate forum. You'll have a chance to hear from each candidate and their vision for the future of the Association. These Angus breeders will make decisions on behalf of the Association during their three-year term. Learn more about the candidates on pages 35.

## WELCOME RECEPTION

6:00 PM - 7:30 PM | PREFUNCTION AREA/BAR M

Join your fellow Angus breeders at the 2025 Angus Convention Welcome Reception. Visit the Industry Showcase booths to discover cutting-edge technology and explore new opportunities that exist for your operation. Step into the all-new Angus Experience to visit with staff from all Angus entities and enjoy delicious hors d'oeuvres featuring *Certified Angus Beef*® brand. Get ready to experience all things Angus throughout the weekend and start your visit to Kansas City out right with this free event for all attendees.

## CANDIDATE RECEPTION

8:00 PM - 10:00 PM | BARNEY ALLIS HISTORIC LOBBY

Join the candidates for the Association's Board of Directors. This event offers members a chance to meet the candidates, ask one-on-one questions and socialize with fellow breeders.





# READY FOR EVERYTHING

With game-changing speed capabilities and more power than previous models, 6M Tractors are built to get the tougher jobs done. And with a fully customizable design, finding the right fit is easier than ever.

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# COMPETITIVE EDGE

WITH

**ANGUSLINK**<sup>SM</sup>

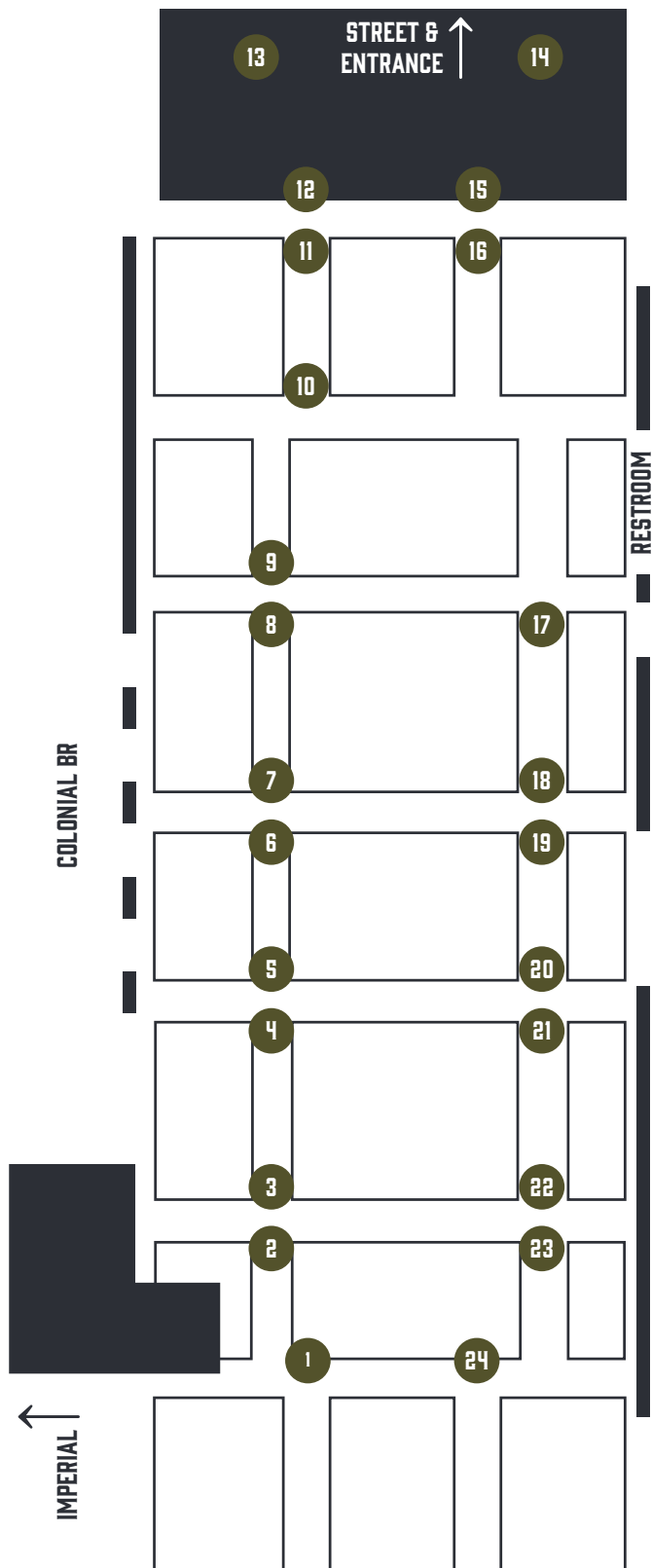
VALUE ADDED PROGRAMS

**Help your commercial customers capture value on their investment in superior Angus genetics.**

**They can validate breed makeup with AngusVerified<sup>SM</sup>, and quantify genetic performance potential using the industry's largest genetic database with the Genetic Merit Scorecard<sup>SM</sup>**

**SCAN THE QR CODE FOR MORE INFORMATION  
or visit [www.angus.org/anguslink](http://www.angus.org/anguslink)**





# EXHIBITOR LIST

701X.....	1
ABS Global.....	2
Agri-Best Feed.....	3
Boehringer-Ingelheim .....	4
Genex.....	5
Halter HQ.....	6
IMI Global .....	7
John Deere .....	8
Lallemand Animal Nutrition.....	9
Medgene .....	10
MJE Equipment.....	11
Neogen.....	12
Vytelle .....	13
Purina Animal Nutrition .....	14
Sales Made EZ .....	15
Tracer Mineral .....	16
Moly Mfg.....	17
Ridley Block Operations .....	18
Select Sires.....	19
Trans Ova Genetics.....	20
Noble Research .....	21
Priefert .....	22
Vitaferm .....	23
Slate Group.....	24

**VISIT DURING  
INDUSTRY SHOWCASE HOURS**

**FRIDAY** 1:00 PM - 7:30 PM  
**SATURDAY** 9:30 AM - 3:30 PM

# SATURDAY

NOVEMBER 1

## GENETIC ADVANTAGE | SYMPOSIUM

8:00 AM - 9:30 AM | IMPERIAL BALLROOM

- ✦ **KELLI RETALLICK-RILEY**, *President, Angus Genetic Inc. (AGI®)*
- ✦ **TROY ROWAN**, *Assistant Professor, University of Tennessee's Department of Animal Science*
- ✦ **MIKE ELLIS**, *Professor Emeritus, University of Illinois at Urbana-Champaign's Department of Animal Sciences*
- ✦ **JAMES HENDERSON**, *Bradley 3 Ranch*

The current Angus genetic toolkit, built on the members' commitment to data collection, has supported genetic advancement in the breed. While genomic testing has helped breeders select for difficult or expensive to measure traits; phenotypic data is still key to supporting genetic progress. The way producers think about them, collect them and then put the resulting tools to work is evolving.

Join us for a panel discussion exploring what's next in phenotypic data collection following presentations from industry experts.

Sponsored by  **NEOGEN**

## AUXILIARY ANNUAL MEETING

8:00 AM - 10:00 AM - BARNEY ALLIS HISTORIC LOBBY

Members of the American Angus Auxiliary will meet to conduct business including the induction of new officers.

## INDUSTRY SHOWCASE OPEN

9:30 AM - 3:30 PM | PREFUNCTION AREA

Experience day two of the all-new Industry Showcase. Visit with showcase exhibitor on ways to boost your bottom line and innovate your operation. This time is an opportunity to connect with both industry experts and fellow producers as you explore the showcase.

## ANGUS EXPERIENCE

9:30 AM - 5:00 PM | COLONIAL BALLROOM

Join the Angus entities for more great conversations in the Angus Experience. Staff will be on hand to talk all things Angus. The Angus Experience will also offer space to gather and catch up with fellow producers. And don't forget to pick up your favorite Angus branded swag in the Angus Brand and Certified Angus Beef stores!

# MISS AMERICAN ANGUS SPEECHES

10:00 AM – 12:00 PM / IMPERIAL BALLROOM

Listen in as this year's talented candidates compete for the title of Miss American Angus 2026. Miss American Angus serves as an advocate for the Angus breed, attending numerous shows and industry events throughout the year. Contestants will give a speech, followed by a question-and-answer session.

## BREAKOUT EDUCATION SESSIONS:

### ANGUS UNIVERSITY

Angus University breakout sessions allow you to customize your experience to fit your operational goals. Each room includes sessions on similar subject areas – stick to a room or switch between to tailor the experience.



### LEARNING LOUNGE

Learning Lounge sessions are your opportunity to connect with industry leading companies. Sponsored by the company, each session offers insight into a service, tool or resource that can help you solve a problem or optimize a portion of your operation.



SEE PAGES 28 & 29 FOR TABLE OF SESSIONS BY TIME AND ROOM.

## SESSION 1 | 10:00 AM – 10:50 AM

### UNLOCKING NEW VALUE: PATHWAYS FOR COMMERCIAL CALVES

ROOM: TRUMAN A



- ✦ **TROY MARSHALL**, *Director of Commercial Industry Relations, American Angus Association*

Profitability matters, no matter what type of operation you have. Identifying the right registered Angus genetics to meet your goals can be a powerful advantage. A session for both seedstock and commercial producers, you'll gain a better understanding of the ecosystem of Association tools and programs that can unlock the return on investment.

### MARKET CHAT: A CONVERSATION BETWEEN CATTLEMEN

ROOM: TRUMAN B



- ✦ **RANDY BLACH**, *CEO, CattleFax*
- ✦ **PAUL DYKSTRA**, *Director of Supply Management & Analysis, Certified Angus Beef*

We're all talking about the market; let's have the conversation together. Join CattleFax CEO Randy Blach and Certified Angus Beef's Paul Dykstra for a market chat. Bring your questions, share your thoughts, and be part of a candid discussion with two of the industry's most trusted voices.

## TAILOR YOUR MEMBERSHIP: TOOLS FOR TODAY, TRANSITIONS FOR TOMORROW

**ANGUS**  
UNIVERSITY

ROOM: TRIANON A/B

- ✦ **DELYNN KUYKENDALL**, *Member Services Specialist, American Angus Association*
- ✦ **NICHOLE FORSYTHE**, *Member Services Specialist, American Angus Association*

Is your herd set up for a successful transition to the next generation? Walk away with an actionable checklist to ensure your membership account preferences are set up with your operation's needs in mind. Staff will walk you through settings that can save time in your day-to-day and ensure a smooth transition when needed.

## ANGUS MEDIA MARKETING SUMMIT'S PREVENTING LAST-MINUTE MELTDOWNS: SYNCH YOUR MANAGEMENT & MARKETING SCHEDULES

**ANGUS**  
UNIVERSITY

ROOM: TRIANON C/D

- ✦ **GRACE SANBURG**, *Print Services Coordinator/Graphic Artist, Angus Media*
- ✦ **MACKENZIE LEACH**, *Senior Digital Specialist, Angus Media*

Master your marketing ahead of sale day. Don't wait until the month of your sale to start marketing; the best planning starts early!

## MAXIMIZING BEEF COW EFFICIENCY WITH VARIABLE FORAGES



ROOM: TRIANON E

- ✦ **DR. MELISSA JOLLY-BREITHAUPT**, *Ruminant Technical Services, Lallemand*

Beef cows are often tasked with "upcycling" low to mid-quality forages while maintaining body condition, breeding back readily, and yielding the heaviest calves possible. Is it possible to achieve more in these situations and grow heavier calves without providing higher-quality forage? Dr. Melissa Jolly-Breithaupt will discuss the fundamentals of delivering quality cow nutrition and navigating the challenges of variable quality forages to wean heavier calves and prepare cows for their next gestation.

Sponsored by



### BEYOND THE SALE: BUILDING SEEDSTOCK-COMMERCIAL PARTNERSHIPS



ROOM: TRUMAN A

- ✦ **SPENCER SMITH**, *Partner in Capstone Beef*
- ✦ **BRANDON & EMILY RICHARD**, *Richard Angus Ranch of Belfield, ND*
- ✦ **TROY MARSHALL**, *Director of Commercial Industry Relations, American Angus Association*

Join us for a panel discussion as we explore creative ways to bring synergy to a traditionally segmented industry. How can we leverage the tools, programs and resources available to ensure a profitable outcome at every level of the value chain?

RECOMMENDED SECOND SESSION FOR THOSE WHO ATTEND SESSION 1: UNLOCKING NEW VALUE

### NEW OPPORTUNITIES FOR MATERNAL TRAIT SELECTION



ROOM: TRUMAN B

- ✦ **ESTHER TARPOFF**, *Director of Performance Programs, American Angus Association*

Three new EPDs, functional longevity, teat size, and udder suspension, are available on registered Angus cattle and are included in the Maternal Weaned Calf Value (\$M). From data collection to opportunities to implement these tools, we'll discuss ways to help you and your customers select for maternal strength.

### DATA DONE RIGHT: TIPS AND TOOLS TO SIMPLIFY YOUR WORKFLOW



ROOM: TRIANON A/B

- ✦ **NICHOLE FORSYTHE**, *Member Services Specialist, American Angus Association*
- ✦ **MELISSA HANWAY**, *Senior Member Services Specialist, American Angus Association*

There are 24 hours in a day and every minute counts. Being intentional with data collection and submission can help streamline the processes. Discover tips, staple features and a few new ones that can make your data journey from start to finish more efficient.

### ANGUS MEDIA MARKETING SUMMIT'S NO TWO SALES ARE THE SAME: MATCH YOUR MARKETING GOALS & BUDGET



ROOM: TRIANON C/D

- ✦ **RACHEL HUNTER**, *Senior Print Services Coordinator, Angus Media*
- ✦ **COURTNEY BARTENSLAGER**, *Digital Marketing Manager, Angus Media*

No matter the sale type, there is an option for you. Learn how we can help you set up a marketing plan tailored to your sale.



## IN IT FOR THE LONG HAUL

ROOM: TRIANON E



Vermeer is bringing its signature durability and reliability to a new frontier — manure spreaders. Join us for an inside look at one of their newest product lines designed to meet the demands of livestock operations. Hear from Vermeer representatives and a manure spreader customer, as he shares his firsthand experience with the MS400 manure spreader and the impact it's made on their operation.

Sponsored by 

## RUN YOUR OWN LIVE ONLINE AUCTION

ROOM: LIDO



- ✦ **LORIN LOWE**, *Founder & CEO, SalesMadeEZ*
- ✦ **MORGAN PERKINS**, *Marketing & Communications, SalesMadeEZ*

Learn how to easily livestream your livestock sale and accept online bidding. You can save thousands by running your live online auction and simplify your sale management and clerking with easy bidder registration, auction block management, fast buyer checkout, sale reporting, and more. Less stress for you and your staff, and your buyers will thank you! Attendees of this session can win a complimentary use of SalesMadeEZ for their next sale and two \$200 gift certificates to Ruth's Chris Steak House. See you there!

Sponsored by 

## LUNCH

12:00 PM – 1:00 PM | IMPERIAL BALLROOM



Grab a bite and network with fellow Angus enthusiasts over a delicious *Certified Angus Beef*® brand meal. Fill your stomach and get ready to experience more in afternoon educational sessions.

## SESSION 3 | 1:00 PM – 1:50 PM

### LAND STEWARDSHIP: PROFITABLE CONSERVATION

ROOM: TRUMAN A



- ✦ **KIRSTEN NICKLES**, *Sustainability & Animal Care Scientist, Certified Angus Beef*
- ✦ **HUGH ALJOE**, *Director of Ranches, Outreach, and Partnerships, Noble Research Institute*

You've worked hard to care for your cattle and your land to build a productive herd and operation. Take advantage of this opportunity to learn how to take your stewardship to the next level and create a more profitable, healthy, and resilient farm or ranch. Plus discover how your commitment is driving consumer demand for beef.

## WORKING IN BALANCE: CARCASS AND MATERNAL TRAITS

ROOM: TRUMAN B

**ANGUS**  
UNIVERSITY

- ✦ **KARA LEE**, *Director of Producer Engagement, Certified Angus Beef*

Today's cattle are expected to excel across a wide range of traits. From carcass quality to maternal reliability, can one animal do it all? This session will explore data collected across multiple sectors of the industry and the opportunities to find balance between the pasture and the plate.

## RECORDS TO RESULTS: PUTTING YOUR DATA TO WORK FOR YOU

ROOM: TRIANON A/B

**ANGUS**  
UNIVERSITY

- ✦ **DEVIN JACOBS**, *Performance Programs Specialist, American Angus Association*
- ✦ **MELISSA HANWAY**, *Senior Member Services Specialist, American Angus Association*

Records go in and reports come out. Tailor those reports to fit your operation's needs. This session will dive into a variety of reports and resources that can help you put your data to work for you.

## ANGUS MEDIA MARKETING SUMMIT'S PREVENTING LAST-MINUTE MELTDOWNS: SYNCH YOUR MANAGEMENT & MARKETING SCHEDULES

ROOM: TRIANON C/D

**ANGUS**  
UNIVERSITY

- ✦ **GRACE SANBURG**, *Print Services Coordinator/Graphic Artist, Angus Media*
- ✦ **MACKENZIE LEACH**, *Senior Digital Specialist, Angus Media*

Master your marketing ahead of sale day. Don't wait until the month of your sale to start marketing; the best planning starts early!

## HOW TO MAXIMIZE THE EFFICIENCY OF YOUR CATTLE IVF PROGRAM

1:00 PM - 1:50 PM | TRIANON E



- ✦ **DR. TASHA GRUHOT**, *Senior R&D Scientist, Vytelle*

When seeking to optimize IVF programs, we can't forget about the recipient. Vytelle is developing a number of technologies that help predict the likelihood of pregnancy following transfer of IVF embryos with a high degree of accuracy, unlocking the power of recipient selection.

Sponsored by



## THE BLUEPRINT ADVANTAGE: UNLOCKING HERD POTENTIAL



ROOM: LIDO

- ✦ RYAN BAPST
- ✦ JOSH STROH

Are your minerals working as hard as your cattle? Join us in the Learning Lounge for an inside look at Blueprint® Animal Nutrition and how its advanced, highly bioavailable trace mineral technology helps cattle reach their full genetic potential. Ryan Bapst and Josh Stroh will share how Blueprint's diverse product forms fit a variety of management styles while consistently delivering measurable performance benefits. You will walk away with practical strategies and product knowledge to strengthen herd health, boost productivity, and capture more value in your operation. Don't miss this opportunity to see how the Blueprint Advantage can work for you.

Sponsored by:



## RESEARCH ADVANTAGE | GENERAL SESSION 3

2:00 PM - 3:00 PM | IMPERIAL BALLROOM

Advancing the Angus breed through research has been a longstanding focus for AGI® and the Association. This session will provide members with an update on what's currently being studied by AGI and its collaborators. Members of the Association's Board of Directors will join staff for a panel discussion, answering frequently asked questions about ongoing projects including the methane efficiency work.

**KELLI RETALLICK-RILEY**  
*President, Angus Genetic Inc. (AGI®)*

**MARK MCCULLY**  
*CEO, American Angus Association*

**JONATHAN PERRY**  
*President and Chairman,  
Association Board of Directors*

**SMITTY LAMB**  
*Chairman of Breed Improvement  
Committee, Association Board of Directors*

**JOHN DICKINSON**  
*Chairman of AGI,  
Association Board of Directors*

## STATE CAUCUSES

3:00 PM - 5:00 PM

- ✦ **MIDWEST, IOWA** | Truman A
- ✦ **MONTANA** | Truman B
- ✦ **TEXAS, GEORGIA, LOUISIANA** | Trianon A
- ✦ **NEBRASKA, COLORADO** | Trianon B
- ✦ **WESTERN STATES** | Trianon C
- ✦ **MISSOURI, ARKANSAS** | Trianon D
- ✦ **KANSAS** | Trianon E
- ✦ **SOUTH DAKOTA, NORTH DAKOTA** | Lido

## YOUNG CATTLEMEN'S SOCIAL

5:30 PM - 6:15 PM | TEA ROOM

Are you 25 to 45-years-old or a Beef Leaders Institute (BLI) Alumni? Enjoy food and fellowship with like-minded cattlemen and women at this event.

TICKETS ARE AVAILABLE FOR \$25 AT THE REGISTRATION DESK.

## AWARDS DINNER

6:00 PM | IMPERIAL BALLROOM

Together, we celebrate the traditions and innovations that have made the Angus Breed what it is today. This evening is dedicated to honoring the achievements of Angus Breeders, the service of our outgoing Board of Director members, and the crowning of the Miss American Angus 2026. Additionally, you'll have the chance to bid on a historic bronze bull statue casted by artist Jim Reno and donated by past American Angus Association CEO, Jim Crouch. Additionally, two Framed Vintage Ad Prints will be up for grabs, showcasing Angus's innovation in marketing. The proceeds from this live auction support the Angus Foundation's mission of education, youth and research.

TICKETED EVENT

### AWARDS BEING PRESENTED:

ANGUS HERITAGE FOUNDATION INDUCTEES

✦

ANGUS AMBASSADOR OF THE YEAR

✦

YOUNG BREEDER OF THE YEAR

✦

SIRE OF THE YEAR AWARD

✦

ROLL OF VICTORY AWARDS

✦

CERTIFIED ANGUS BEEF PRODUCER AWARDS

✦

AHIR® DATA DRIVEN HERDS

✦

MISS AMERICAN ANGUS 2026

# ANGUS UNIVERSITY

# LEARNING LOUNGE

TRUMAN A

SESSION 1 | 10 AM

UNLOCKING NEW VALUE:  
PATHWAYS FOR  
COMMERCIAL CALVES

TRUMAN B

MARKET CHAT:  
A CONVERSATION  
BETWEEN CATTLEMEN

TRIANON A/B

TAILOR YOUR MEMBERSHIP:  
TOOLS FOR TODAY,  
TRANSITIONS FOR  
TOMORROW

TRIANON C/D

PREVENTING  
LAST-MINUTE MELTDOWNS:  
SYNCH YOUR MANAGEMENT &  
MARKETING SCHEDULES

TRIANON E

MAXIMIZING BEEF COW  
EFFICIENCY WITH  
VARIABLE FORAGES

LIDO

## SESSION 2 | 11 AM

BEYOND THE SALE:  
BUILDING SEEDSTOCK  
COMMERCIAL PARTNERSHIPS

NEW OPPORTUNITIES  
FOR MATERNAL  
TRAIT SELECTION

DATA DONE RIGHT:  
TIPS AND TOOLS TO  
SIMPLIFY YOUR WORKFLOW

NO TWO SALES ARE  
THE SAME: MATCH YOUR  
MARKETING GOALS  
& BUDGET

IN IT FOR THE LONG HAUL

RUN YOUR OWN  
LIVE ONLINE AUCTION

## SESSION 3 | 1 PM

LAND STEWARDSHIP:  
PROFITABLE CONSERVATION

WORKING IN BALANCE:  
CARCASS AND  
MATERNAL TRAITS

RECORDS TO RESULTS:  
PUTTING YOUR DATA TO  
WORK FOR YOU

PREVENTING  
LAST-MINUTE MELTDOWNS:  
SYNCH YOUR MANAGEMENT &  
MARKETING SCHEDULES

REPEAT SESSION

HOW TO MAXIMIZE THE  
EFFICIENCY OF YOUR  
CATTLE IVF PROGRAM

THE BLUEPRINT  
ADVANTAGE: UNLOCKING  
HERD POTENTIAL

AMERICAN ANGUS ASSOCIATION", PRIEFERT S04 CHUTE, A JOHN DEERE XUV845M HVAC CLOSED GATOR UTILITY VEHICLE, TRANS OVA GENETIC PACKAGE GIVEAWAY - OFFICIAL RULES NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION.

A purchase will not improve your chances to win. Many will enter. Only three will win.

1. Eligibility: Grand Prize Drawing (the "Grand Prize Drawing") is open only to those who attend the Angus Convention on Sunday, November 2, 2025, at the Kansas City Marriott Downtown and who are 18 years of age or older as of the date of entry or who enter through the alternate method of entry below. The Grand Prize Drawing is only open to legal residents of United States and is void where prohibited by law. Employees/Directors and their immediate family members and/or those living in the same household of the following: Commercial and retail industry showcase vendors of the 2025 Angus Convention, American Angus Association ("Sponsor"), Priefert Ranch Equipment, John Deere, Trans Ova Genetics and their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers are not eligible to participate in the Grand Prize Drawing. The Grand Prize Drawing is subject to all applicable federal, state and local laws and regulations. Void where prohibited.
2. Agreement to Rules: By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of the Sponsor as final and binding as it relates to the Grand Prize Drawing. The Grand Prize Drawing is subject to all applicable federal, state and local laws.
3. Grand Prize Drawing Period: Entries will be accepted starting at 1:00 p.m. on Friday, October 31, 2025 and ending 3:30 p.m. on November 1, 2025. Entries sent by mail must be postmarked by Oct. 25, 2025 to be entered in the Grand Prize Drawing.
4. How to Enter: The Grand Prize Drawing must be entered by scanning your official convention badge at either the John Deere and/or the Trans Ova Genetics booths and/or the Priefert Ranch Equipment booth in the industry showcase. The entry must fulfill all Grand Prize Drawing requirements, as specified, to be eligible to win a prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the Sponsor. To enter by mail, hand print on a 3" x 5" card American Angus Association, Priefert, Trans Ova, and John Deere Grand Prize Sweepstakes entry, your name, complete street address, day and evening phone number and date of birth and mail, along with a self-addressed, stamped return envelope, to: American Angus Association, Angus Convention Grand Prize Sweepstakes, 3201 Frederick Ave., St. Joseph, MO 64506
5. Prizes: One winner will receive a Priefert and Datamars Complete Cattle Management System, a second winner will receive a JOHN DEERE XUV845M HVAC Closed Gator Utility Vehicle and a third winner will receive a Trans Ova Genetics Service Package voucher. The retail value of the Priefert and Tru-Test complete cattle handling system grand prize is \$42,244. The retail value of the JOHN DEERE XUV845M HVAC Closed Gator Utility Vehicle is \$19,469. The retail value of the Trans Ova Genetics Service Package is \$7,250. No cash or other prize substitution is permitted except at Sponsor's discretion. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes and delivery shall be the sole responsibility of the winner. Winners will be issued a 1099 tax form for the actual value of the prize. No substitution of prize or transfer/ assignment of prize to others or request for the cash equivalent by the winner is permitted. Acceptance of prize constitutes permission for the American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics and John Deere to use the winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. The winner will accept delivery of the grand prize at the closest distributor to their home address.
6. Odds: The odds of winning are three divided by the number of eligible entries received. Although each attendee has the opportunity to enter twice, attendees will not be eligible for more than one prize.
7. Winner selection and notification: Finalists of the Grand Prize Drawing will be selected in a random drawing under the supervision of the Sponsor. Finalists will be announced at the Angus Convention on Sunday, November 2, 2025 at 8:30 a.m. The receipt by winner of any prize offered in this Grand Prize Drawing is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE GRAND PRIZE DRAWING AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.
8. Rights Granted by you: By entering this contest you understand that the American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics or John Deere, anyone acting on behalf of the American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics or John Deere or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Grand Prize Drawing, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation. Can enter twice by mail (free alternative method).
9. Terms: Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Grand Prize Drawing should (in its sole discretion) fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Grand Prize Drawing. In such case, the Sponsor may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by the American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics and John Deere. The American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics and John Deere reserve the right at their sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Grand Prize Drawing or violates these Terms & Conditions.
10. Limitation of Liability: By entering you agree to release and hold harmless the American Angus Association, Priefert Ranch Equipment, Trans Ova Genetics, John Deere and their respective subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, arising from or related to (i) such entrant's participation in the Grand Prize Drawing and/or his/ her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.
11. Disputes: THIS GRAND PRIZE DRAWING IS GOVERNED BY THE LAWS OF THE UNITED STATES AND MISSOURI WITHOUT REGARD TO OR APPLICATION OF CONFLICT OF LAW DOCTRINES. As a condition of participating in this Grand Prize Drawing, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Grand Prize Drawing, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Missouri having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Grand Prize Drawing), and participant further waives all rights to have damages multiplied or increased.
12. Winners List: The grand prize winners will be published in the January 2026 Angus Journal". You may also request a winners list by mailing your request to Sponsor at the address below by January 3, 2026.
13. Sponsor: The Sponsor of the Grand Prize Drawing is the American Angus Association, 3201 Frederick Ave., St. Joseph, MO 64506.



# GRAND PRIZE GIVEAWAY

VISIT THE SPONSOR'S BOOTH IN THE INDUSTRY SHOWCASE AND SCAN YOUR BADGE TO ENTER. VISIT BOTH FRIDAY AND SATURDAY TO RECEIVE AN ADDITIONAL ENTRY.

DRAWING WILL TAKE PLACE SUNDAY DURING GENERAL SESSION 4.



**JOHN DEERE GATOR™  
XUV 845M CROSSOVER  
UTILITY VEHICLE**, VALUE OF \$20,250, DELIVERS POWERFUL PERFORMANCE, HIGH TOWING CAPACITY, AND RUGGED DURABILITY TO HELP FARMERS AND RANCHERS TACKLE TOUGH CHORES, TRANSPORT SUPPLIES, AND NAVIGATE THEIR LAND WITH EASE.



PRIEFERT'S NUMBER 1 SELLING SQUEEZE CHUTE OF ALL TIME IS THE **504 SQUEEZE CHUTE** VALUED AT \$7,161.00. THIS HAS EVERYTHING TO MAKE CATTLE WORKING SAFER, QUICKER, AND EASIER THAN EVER BEFORE.



**TRANS OVA SERVICE  
VOUCHER** OFFERS ADVANCED REPRODUCTIVE TECHNOLOGY INCLUDING ONE GENETIC PRESERVATION, AN IVF CYCLE, AND UP TO FIVE FRESH IMPLANTS INTO TRANS OVA OR CLIENT RECIPIENTS. TAKE YOUR HERD'S GENETICS TO THE NEXT LEVEL WITH TRANS OVA'S TRUSTED EXPERTISE.





## BUILDING A BETTER BREED TOGETHER

Launched this summer, the Data Driven Herd program recognizes American Angus Association® members committed to the collection and submission of data on multiple traits to AHIR® to help better characterize phenotypes in both their herd and the Angus breed.

Participating herds collect a minimum of 8 to 12 traits of their choosing on a corresponding percentage of their herd and submit the data annually to AHIR to earn Bronze, Silver or Gold level recognition.

### 2025 GOLD HERDS



Branch View Angus | Hustonville, KY  
Dalebanks Angus Inc | Eureka, KS  
Fuller Angus Ranch | Barnsdall, OK  
Grassy Valley Farm | Greeneville, TN  
Hoover Angus Farm | Ellston, IA  
LakeView Farms | Powhatan, AR  
Maples Stock Farm | Elkmont, AL  
Meinders Stock Farms | Buffalo Center, IA  
Mill Brae Ranch LLC | Maple Hill, KS  
Montana Ranch LLC | Bigfork, MT  
Oak Hollow | Smiths Grove, KY  
Danny Poss | Scotia, NE  
Providence Angus Farm | Pamplin, VA  
Rocking M Farm | Mount Ayr, IA  
Rockn D Ranch Inc | Junction City, OR  
The Biltmore Company | Asheville, NC  
W 3 Bar Ranch | Stillwater, OK  
Weaver Family Angus | Verndale, MN  
Werner Family Angus | Diagonal, IA  
Yon Family Farms | Ridge Spring, SC



*Scan to learn more about the program  
or head to [qrco.de/DataDrivenHerdinfo](https://qrco.de/DataDrivenHerdinfo)*



## 2025 SILVER HERDS



2XL Cattle Company | Boone, IA  
Arntzen K7 Angus | Hilger, MT  
Billy C Ashe | Selmer, TN  
AT2 Performance Angus | Pueblo, CO  
Chad & Cassie Bontrager | New Paris, IN  
Bradley 3 Ranch Limited | Memphis, TX  
Cherne Angus | Guttenberg, IA  
Coleman Angus | Charlo, MT  
Jason E Crowe | Irvine, KY  
Richard M Dyar | Crossville, AL  
Chad & Julie Ellingson | Saint Anthony, ND  
Robert & Sons Elliott | Adams, TN  
Engelberg Angus Farm | Pocahontas, AR  
Frey Angus Ranch | Granville, ND

Gentry Homeplace Angus | King, NC  
Griffis Farm Angus | Rockwood, TN  
Hilton Farms | Coyle, OK  
Ipsen Cattle Company | Dingle, ID  
Allen F Johnston | Okemah, OK  
Knoll Crest Farm Inc | Red House, VA  
Kuhle Farms | Hazel Green, WI  
Little Sioux Angus | Quimby, IA  
Locust Grove Beef Cattle | Peebles, OH  
John H Pfeiffer Jr | Mulhall, OK  
Purdum Angus Farms | Lenox, IA  
Stewart Select Angus LLC | Greensburg, IN  
Troxtel Farms | Geraldine, AL



## 2025 BRONZE HERDS

Adams Angus Farm | Union Springs, AL  
Alcove Cattle Co | Blue Rapids, KS  
Aristocrat Angus Ranch | Platteville, CO  
Bar A Ranch LLC | Nashville, GA  
Scott M Barzak | Conneaut Lake | PA  
Basin Angus Ranch | Laurel, MT  
Beaver Creek Farms LLC | East Berlin, PA  
Bone Land & Cattle | Clinton, AR  
Aaron & Rebecca Borror | Fort Rock, OR  
Bremer Bros | Metropolis, IL  
Brickyard Bulls LLC | Scottsville, VA  
Bruner Angus Ranch | Drake, ND  
Buck Ridge Cattle Company | Seymour, MO  
Bullerman Angus | Adrian, MN  
Burgett Angus Farm LLC | Carrollton, OH  
Carson Family Farm LLC | Laurel Springs, NC  
Castera Farm | Romance, AR  
Connealy Angus Ranch | Whitman, NE  
Russell L & Susan A Coon | Bethel, MO  
Pam & Duane Davis | Westmoreland, KS  
Dutch Creek Angus | Pleasureville, KY  
Echols Angus Ranch | Caddo, TX  
Edgewood Angus LLC | Williamsburg, VA  
Flickerwood Angus LLC | Jackson, MO  
Gartner - Denowh Angus Rch | Sidney, MT  
Green Garden Angus Farm | Ellsworth, KS  
Daniel Greet | Ten Sleep, WY  
Jerry J Gustin | Gloucester, VA  
Henke Farms | Salisbury, MO  
Frank & Marilyn Hinkson | Emporia, KS  
Orval Hinrichsen | Hinton, IA  
Hopewell Farms Livestock LLC | Paris, MO  
Joel & Bethany Johnston | Burwell, NE  
K-Butterfield Livestock | Veteran, WY  
Kleve Cattle Company | Wykoff, MN  
Kraus Angus Ranch | Milburn, NE  
Lance Larsen | Underwood, IA  
James & Marcia Larson | Sioux Rapids, IA  
Little Goose Ranch | Big Horn, WY  
Francis H Lueken & Son | Ferdinand, IN  
J D Lunn Registered Angus | Burns, TN

Matthew Manbeck | Buchanan, VA  
Mc Cumber Angus Ranch | Rolette, ND  
John Jay Mc Curry | Hutchinson, KS  
Michigan State Univ | East Lansing, MI  
Mogck & Sons | Olivet, SD  
Mohnen Angus Farms | White Lake, SD  
Morehead State Univ | Morehead, KY  
Mountain View Farm | Gadsden, AL  
Bill E New | Leavenworth, KS  
Otto Cattle Co | Ocheyedan, IA  
Pennsylvania State Univ | University Park, PA  
Potts Bros Farm | Jefferson, GA  
R A Brown Ranch | Throckmorton, TX  
Rahe Family Angus | Bluffs, IL  
Rawlings Farm | Summit Point, WV  
Michael L Ripp | Delta, CO  
Duane F Robertson | Russellville, MO  
Rowh Angus | Jennings, KS  
Shuffler Farm | Union Grove, NC  
Mike & Debra L Sitz | Burwell, NE  
Bo Slovek | Philip, SD  
Justin & Sara Spickler | Glenfield, ND  
Thelma B Starner | Delta, CO  
Sterling Angus LLC | Bend, OR  
Darrell J Stevenson | White Sulphur Springs, MT  
Story Cattle Company | Flemingsburg, KY  
Sydenstricker Genetics Inc | Mexico, MO  
Tehama Angus Ranch | Gerber, CA  
The 909 Ranch | San Bernardino, CA  
Thomas Angus Ranch | Baker City, OR  
Thomson Land & Livestock | Idaho Falls, ID  
Chris Throne | Lexington, GA  
Trio | Amarillo, TX  
Reese H Tuckwiller | Lewisburg, WV  
Twin Pines Stock Farm | Griswold, IA  
Two Cedars Angus | Blanding, UT  
Wann Ranch | Poteau, OK  
WEBO Angus LLC | Lusk, WY  
Edward & Lori Williams | Quitman, MS  
Jimmy Williams | Denison, TX  
Woodall Angus Farm | Quality, KY



# SUNDAY

## NOVEMBER 2

### SUNDAY MORNING DEVOTIONAL

7:00 AM - 7:30 AM | TRUMAN A/B

Join fellow producers for a Sunday morning devotional led by Oklahoma cattleman Shannon Hall. This session will offer space to reflect on our faith and the blessings that accompany a life in agriculture.



**SHANNON HALL**

*Oklahoma Cattle Producer*

### AMERICAN ANGUS AUXILIARY BREAKFAST

7:30 AM - 8:30 AM | TRIANON A/B/C/D

Celebrate 73 years of achievements and service during the American Angus Auxiliary's annual breakfast. Hear from our outgoing Miss American Angus and honor the passion of those who have impacted the organization over the years.

**TICKETED EVENT.**

### BREAKFAST

7:30 AM - 9:30 AM | PREFUNCTION AREA

Join us for a light breakfast and conversation ahead of the day's Association business.

### ADVANTAGE FOR THE FUTURE GENERAL SESSION 4

8:30 AM - 9:30 AM | IMPERIAL BALLROOM

- ✦ **MARK MCCULLY**, CEO, American Angus Association
- ✦ **JONATHAN PERRY**, President and Chairman, Association Board of Directors
- ✦ **JIM BRINKLEY**, Vice President, Association Board of Directors
- ✦ **DARRELL STEVENSON**, Treasurer, Association Board of Directors

Join the Board of Directors officers for an interactive session focused on the Association's 2026 - 2028 Long Range Objectives. The session will include real-time polls to gather membership insight on the future of the business and the best strategies to accomplish those objectives.

**GRAND PRIZE  
DRAWING**

*Must be present to win!*

### 142ND CONVENTION OF DELEGATES

10:00 AM | IMPERIAL BALLROOM

A pivotal part of directing the future of the American Angus Association® and the Business Breed, the 142nd Convention of Delegates will include reports from the officer team, annual business and the election of new board members and officers. Delegates elected by the membership this summer will represent the 21,000 Association members from across the U.S. with their votes. All members are invited to attend the meeting.

# MEET THE CANDIDATES

## ROBERT “ROB” ADAMS, *ALABAMA*

Adams has been a lifelong resident of Union Springs, Ala., where his grandfather established their current farm in 1936 and bought the first Angus cattle in 1939. He only lived off the farm while attending Auburn University earning his bachelor's degree in animal and dairy science. Rob has been involved in the day-to-day operations since purchasing his first cow at 8. The farm has transitioned over his lifetime from a diverse cattle and row-crop farm to registered Angus cattle and timber.

After college Adams returned to the farm, but due to the difficulties of the agricultural economy in the late '70s-'80s, there wasn't room for two families on the farm at that time. Still living on the farm and working there every day, he entered the world of finance, working as a financial advisor for the last 37 years.

Adams is married to his wife of 31 years, Connie, and they have four children.

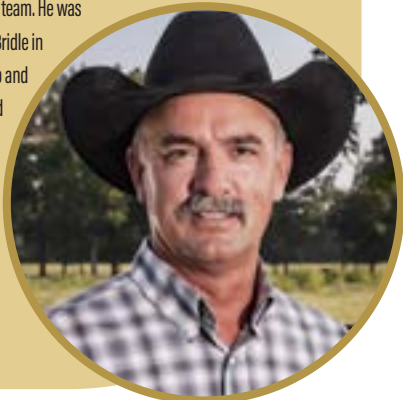


## KELLY ALBRECHT, *OKLAHOMA*

Kelly Albrecht is a lifelong cattleman who journeyed from the high desert of southern Utah to the rolling pastures of southeastern Oklahoma. Raised on a ranch managing cattle across 40 square miles of BLM and Forest Service land, Albrecht learned from a young age what it means to care for livestock in rugged, remote conditions.

Albrecht attended Southern Utah University (SUU) while working at the Cedar City Livestock Market, order-buying cattle and rodeoing for the SUU rodeo team. He was FFA president in high school and active in Block & Bridle in college, showing a lifelong dedication to leadership and the livestock industry. He bought his first registered Angus cattle in 1992 with the goal of building a herd that could thrive in tough conditions.

In 2003 Albrecht and his wife, Laura, sold out in Utah and purchased a ranch in Wapanucka, Okla., where they built Albrecht Ranch Angus from the ground up. With their children, Halee, Carlee and Jarrett, they operate a 400-head Angus program.





## ART BUTLER, *IDAHO*

Butler is the third generation to raise registered Angus cattle at Spring Cove Ranch in Bliss, Idaho. Spring Cove Ranch was settled in 1912 by his grandfather A.H. Butler, who chose to make his desert homestead around a natural spring in northwestern Gooding County, purchasing their first Angus cattle in 1919.

Attending the University of Idaho, Butler earned a degree in animal science in 1978, was a member of the Farmhouse Fraternity, Block & Bridle Club and was on the Livestock Meat Animal Evaluation Team. He participated in livestock 4-H as a member and later as a leader for more than 20 years and was inducted into the Idaho 4-H Hall of Fame in 2011. He served on the Gooding County 4-H & FFA Market Animal Sale Committee and was beef superintendent at the county fair for more than a decade.

After college graduation in 1978, Art returned to Spring Cove Ranch to continue the family tradition of raising Angus cows and kids. He and his wife, Stacy; son, Josh; and daughter, Sarah, manage the 350-head cow herd.



## ROBERT GROOM, *NEW YORK*

Groom was born on a dairy farm in Cheshire, England. He graduated from High School in 1984 at the age of 16. A year later he and his family moved to the 360-acre diversified stock farm of East Tullyfergus, Perthshire, Scotland.

He established the Tullyfergus Aberdeen-Angus Herd in 1987. As a first-generation breeder, the herd was built slowly as he studied the breed and its history. Funds to expand the herd were earned by operating a contract sheep-shearing business. In 1989 he undertook a three-month study tour of the Angus breed in the United States, living and working with families raising Angus cattle in many different areas of the country.

In the United Kingdom (U.K.), Robert was appointed to the technical committee of the Aberdeen Angus Cattle Society (A-ACS) in 1996. Since coming to the United States to pursue their "American dream" in October 1998, Robert and Linda have reestablished the Tullyfergus Angus Herd near Lyons, N.Y.

Linda is a research associate at the University of Rochester Medical Center, and they have three grown children: Oliver, Charlotte and Evie.



## ALAN MEAD, *MISSOURI*

Mead is a third-generation Angus breeder from Barnett, Mo., working for his grandfather and parents on their family farms until leaving to attend college. After completing his undergraduate degree, medical school and his residency, Mead returned to the area in 1994 as a board-certified anesthesiologist practitioner, servicing his local community while harboring a new vision for Mead Farms.

Beginning with approximately 20 cows, Mead persevered to reach his production goal to be a performance-oriented herd focusing on the needs of commercial cattlemen. Since that time, Mead Farms has been one of the leading Pathfinder® herds both in Missouri and nationally. Under Mead's leadership, the farm has grown to more than 7,000 acres and close to 1,500 registered Angus cows in addition to Charolais, Hereford and Red Angus cattle.

Mead has two daughters who are actively working as the fourth generation of Mead Farms.

Mead currently serves on the 2024-2025 Finance & Planning and Communications & PR committees and the Angus Foundation Board for the American Angus Association. Mead previously served as chairman, Angus Foundation Board.



## BROOKE MILLER, *VIRGINIA*

Miller is a third-generation Angus breeder from Washington, Va. He and his wife, Ann, assumed principal ownership of Ginger Hill Angus upon his father's retirement in 1999. Established in 1959 by his father and grandfather, Ginger Hill Angus now spans nearly seven decades and five generations of the Miller family raising cattle in Rappahannock County, Virginia.

Miller's commitment to excellence extends beyond the pasture. He graduated salutatorian of Rappahannock County High School in 1978; then attended Virginia Tech, and graduated magna cum laude in 1982 with a bachelor's degree in biology.

While at Virginia Tech, he was a member of the national championship beef cattle judging team and achieved high individual ranking in oral reasons.

He earned his medical degree from the University of Virginia School of Medicine in 1986, where he met and married his wife, Ann Holmes Miller. Miller is a board-certified family physician with 39 years of medical practice spanning emergency and family medicine.



## BRIAN PALMER, *TEXAS*

Though a relative newcomer to Angus seedstock production, Palmer brings a bold perspective to the American Angus Association — one rooted in strategic leadership, operational discipline and a commitment to member-driven governance. A former Fortune 500 executive and transformational leader, Palmer led billion-dollar businesses around the globe before returning to his roots in agriculture at Palmer Angus in Montgomery, Texas. Palmer is the owner of both Palmer Angus and Freedom Cut, a USDA-inspected beef processing plant under development in Southeast Texas. Since 2022, Palmer has built a fast-growing purebred Angus operation focused on integrity, customer

trust and premium quality. He's also been a vocal advocate for accountability and transparency in the American Angus Association.

Palmer and his family are based in Texas, where they raise purebred Angus cattle and are raising the next Palmer generation with a commitment to faith, freedom and stewardship. They also own a ranch in Montana, where they currently work with a commercial producer to manage the land.



## LOGAN SAMPSON, *NEVADA*

Sampson is a fourth-generation rancher operating in the high desert of Northeastern Nevada. He manages approximately 550 commercial cows and 200 registered Angus cows in partnership with his father, Mark Sampson, and business partner, Aaron Tenney. He is the owner of Birch Creek Angus, which markets around 75 Angus bulls and 250 commercial bred heifers primarily through their annual production sale. Sampson also serves as vice president of his family's operation, J Bar M Ranching Co., located in Ruby Valley, Nev.

Sampson began his studies at Utah State University in 2002, where he met his wife, Adriane. They married in 2004 and are proud parents of three children. In the winter of 2005, Sampson returned home to the ranch following his mother's serious horse accident and his father's cancer diagnosis. Since then, he has remained committed to the family operation. Sampson believes that despite differences in environment, herd size, feed resources, breeding philosophy and business goals, success in agriculture unites us.





## HENRY BRYAN SMITH, *KENTUCKY*

Smith is a fourth-generation Angus breeder who grew up on a diversified family farming operation in south-central Kentucky. The farming operation consisted of a registered Angus herd, burley tobacco, corn, soybeans, wheat for feed and cash market. The Smith family settled and began farming in the Fonthill community in 1810. Smith's great-grandfather and his sons began the registered Angus seedstock operation in 1940, and it continues today with Smith raising the fifth generation invested in the Angus industry.

Growing up, Smith was active in 4-H, FFA, the Kentucky Junior Angus Association (KJAA) and the NJAA exhibiting Angus cattle. He graduated from Russell County High School and furthered his education in agriculture and animal science at Western Kentucky University. He purchased his own farmland at the age of 18 and began growing his own Angus herd. For 33 years, he has successfully operated Smithland Angus Farm with his late father, Charles "Bud" Smith.

Smith married his wife, Melissa, in 1997. They have two children, Bryanna, 20, and Blane, 17.



## ROGER WANN, *OKLAHOMA*

Wann is a native of Poteau, Okla., and was raised on a multigenerational family commercial cow-calf ranch. The early breed makeup of the family ranch did not include Angus. After the purchase of a dozen commercial Angus cows from a family relative and the addition of an Angus bull from Belle Point Ranch in Lavaca, Ark., the benefits of Angus genetics became clear, and a direction was set.

While a student at Oklahoma State University (OSU), Wann was an employee at Oklahoma Beef Inc. (OBI), a multibreed central test facility.

Later he was a student worker at the OSU Purebred Beef Center. The value of the Angus cow herd at OSU was the last step in a learning curve that would lead him and his family into the Angus seedstock business.

After completing a bachelor's degree in animal science at OSU, Wann earned a master's in physiology of reproduction from Texas A&M (TAMU).





*Join us in Oklahoma City*  
**January 9, 2026**

SCAN FOR



EVENT INFO



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**142 YOUTH**

*awarded scholarships in 2025.*

**\$600,000**

*committed to research since 2020.*

**338 BEEF LEADERS**

*Institute attendees to date.*

**Fund the  
FUTURE**

INVEST IN THE FUTURE OF ANGUS.

*Will you help Fund the Future?*



THE FUND THE FUTURE PROGRAM ALLOWS ANGUS  
BROODERS TO DONATE A PORTION OF THE PROCEEDS  
FROM A DESIGNATED SALE LOT TO THE ANGUS FUND,  
SUPPORTING THE ANGUS FOUNDATION IN CARRYING  
OUT ITS MISSION.

*Fund the Future sale lots will be marked with this emblem.*

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## 2026

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## 2027

OKLAHOMA CITY, OKLAHOMA

## 2028

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IN THE HEART OF AMERICA, SHAPE THE FUTURE OF ANGUS  
- BID TO MAKE A DIFFERENCE.



## ANGUS *Foundation*



### HISTORIC BRONZE BULL STATUE

Crafted by renowned artist Jim Reno in 1984, this bronze Angus bull sculpture represents the ideal Angus phenotype, modeled after VQAR New Trend 315. Only 24 were cast, making this a rare and meaningful piece of Angus history. This particular bronze, number 8 of 24, was originally gifted to Dr. Robert A. Long by his wife, Beth, and was later passed on to John Crouch, retired CEO of the American Angus Association.



### FRAMED VINTAGE AD PRINTS

Celebrate the legacy of Angus marketing with this set of two framed vintage advertisements from past national campaigns. Originally illustrated by Frank Murphy between 1951 and 1975, these ads reflect bold messaging and visionary promotion. Featuring slogans like "Increase Your Earning Power" and "They're Worth More If They're Back," these prints are a nostalgic tribute to the breed's history. (We will be offering these as a choice lot, with the option to double your money and take both).

WE INVITE YOU TO GATHER WITH THE ANGUS FAMILY AND SUPPORT THE  
**ANGUS FOUNDATION** DURING THE AWARDS DINNER.

START YOUR

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We have the science to prove it. Research shows calves from grazing cows supplemented with **LEVUCELL® SC** rumen specific yeast, achieve 7% more gain and 5% higher weaning weights.<sup>1</sup>

**LEVUCELL SC. No other yeast works the same.**

***STOP BY OUR  
LEARNING LOUNGE  
TO DISCUSS!***



<sup>1</sup>Adams et al., 2024. Lallemand data on file.

Not all products are available in all markets nor associated claims allowed in all regions. LEVUCELL is a trademark of Lallemand Inc. or its affiliates.

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YOU CREATE  
**CATTLE  
WORTH  
LOOKING AT,**

AND WE'LL ENSURE  
**THEY'RE  
SEEN**

*We're your  
one-stop shop  
for marketing  
elite seedstock  
animals.*

Last year we helped  
drive more than **\$628  
MILLION** of Angus sales.



CALL US AT **816-383-5200** TODAY TO START PLANNING FOR YOUR SALE.

# TRUST EARNED. QUALITY DELIVERED.

Getting BQA'd communicates your commitment to raising cattle with respect. Completing and staying current with your Beef Quality Assurance certification isn't just good practice, it's good business.

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OR RENEW YOUR  
CERTIFICATION**

RAISED WITH  
**RESPECT**



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# THANK YOU TO OUR SPONSORS



*2026 Heifer Package*

**ANGUS**

*Foundation*

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AAA + \*21207190

*Rita* 4728



**FF RITO AMBITIOUS X LYLESTER RITA 786**

AAA + \*21207190 | DOB: 11/06/2024 | TATTOO: 4728

The package will sell at the National Angus Bull Sale:

***JANUARY 9, 2026 | CATTLEMEN'S CONGRESS | OKLAHOMA CITY, OK***

A standout offering from Wilks Ranch for the 2026 Foundation Heifer Package, WILKS RITA 4728 represents the kind of progressive, high-impact genetics that define this elite program. Her maternal sister, Wilks Rita 4067, commanded \$100,000 as Lot 6 in the 2024 Wilks Ranch Sale.

Rita 4728 ranks in the Top 1% for both \$Beef and \$Combined indexes, offering a powerful growth spread, elite structural correctness and eye-catching phenotype. She's the kind of female that blends performance with presence - built right, bred right, and backed by a story of success.



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2026

KENTUCKY

# ANGUS

NOV. 13

*Convention*

NOV. 16

IN CONJUNCTION WITH NAILE



**WE ARE EXCITED TO BRING  
THE BUSINESS BREED BACK TO  
LOUISVILLE, NOVEMBER 13 - 16.**

The 2026 Convention will be held  
alongside Angus events at NAILE.



# SCHEDULE AT A GLANCE

## FRIDAY, OCTOBER 31, 2025

6:00 AM – 3:30 PM	National Angus Tour .....	Central Street Lobby
7:00 AM – 1:00 PM	Beef Blitz Tour.....	Central Street Lobby
8:00 AM – 2:00 PM	American Angus Association Open House .....	Central Street Lobby
12:30 PM – 2:30 PM	BQA Training.....	Truman A/B
1:00 PM – 7:30 PM	Industry Showcase.....	Prefunction Area
1:00 PM – 7:30 PM	Angus Experience Booths .....	Colonial Ballroom
3:00 PM – 4:15 PM	Market Advantage   Opening Session .....	Imperial Ballroom
4:30 PM – 6:00 PM	Candidate Forum.....	Imperial Ballroom
6:00 PM – 7:30 PM	Welcome Reception.....	Prefunction Area/Bar M
8:00 PM – 10:00 PM	Candidate Reception.....	Barney Allis Historic Lobby

## SATURDAY, NOVEMBER 1, 2025

8:00 AM – 9:30 AM	Genetic Advantage   AGI® Genetics Symposium.....	Imperial Ballroom
9:30 AM – 3:30 PM	Industry Showcase.....	Prefunction Area
9:30 AM – 5:00 PM	Angus Experience.....	Colonial Ballroom
10:00 AM – 10:50 AM	Angus University Session 1.....	Truman A, B & Trianon A, B, C, D
10:00 AM – 12:00 PM	Learning Lounge Sessions.....	Lido & Trianon E
11:00 AM – 11:50 AM	Angus University Session 2.....	Truman A, B & Trianon A, B, C, D
1:00 PM – 1:50 PM	Angus University Session 3.....	Truman A, B & Trianon A, B, C, D
1:00 PM – 1:50 PM	Learning Lounge Sessions.....	Lido & Trianon E
2:00 PM – 3:00 PM	Research Advantage   General Session 3.....	Imperial Ballroom
3:00 PM – 5:00 PM	State Caucuses .....	See Page 27 for Rooms
6:00 PM – 9:00 PM	Awards Dinner (Ticketed Event).....	Imperial Ballroom

## SUNDAY, NOVEMBER 2, 2025

7:00 AM – 7:30 AM	Sunday Morning Devotional.....	Truman A/B
8:30 AM – 9:30 AM	Advantage for the Future   General Session 4 & Grand Prize Drawings .....	Imperial Ballroom
10:00 AM – 12:00 PM	142nd Convention of Delegates.....	Imperial Ballroom