

68th Annual AHCA Gathering

in conjunction with the
American Angus Convention

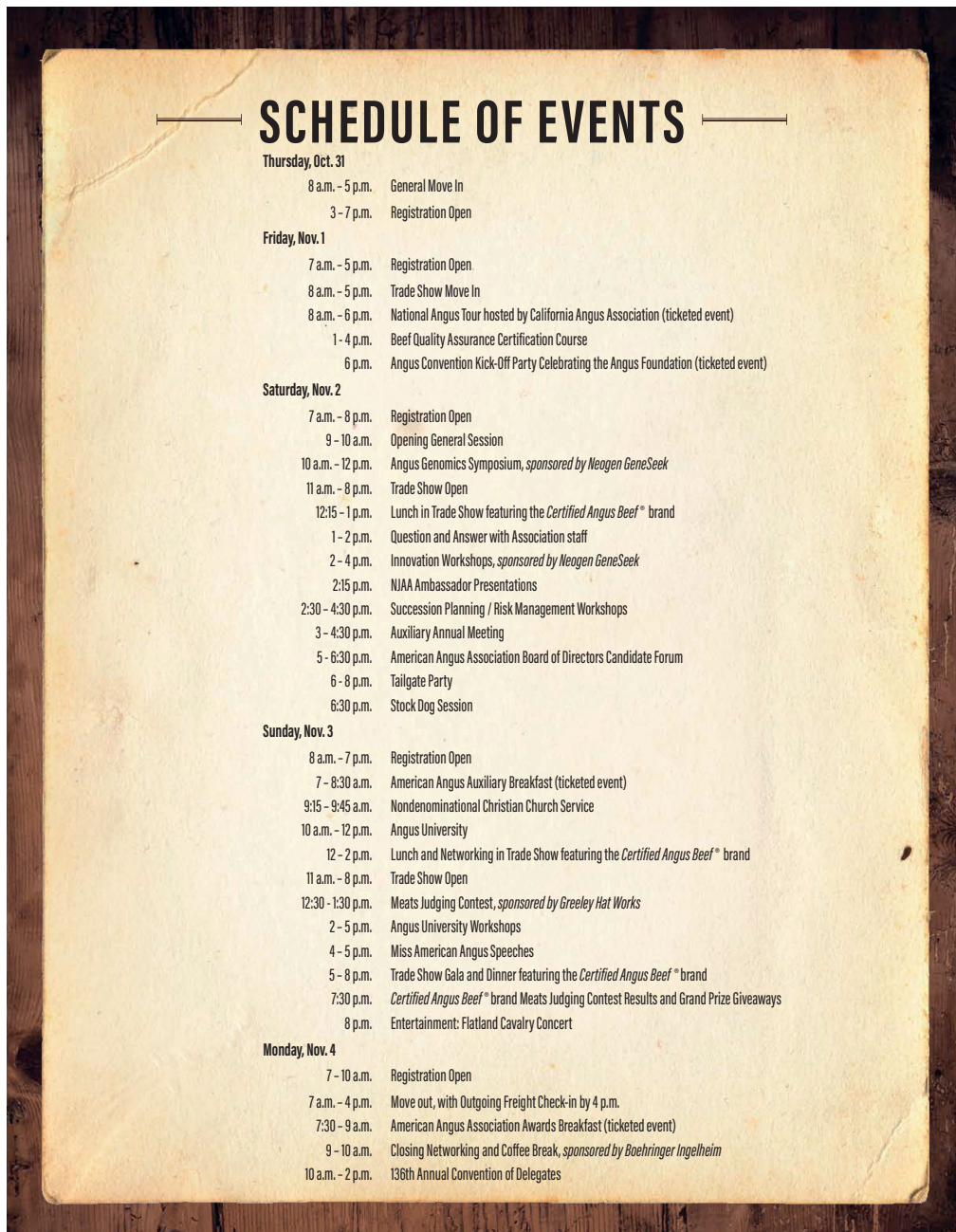
This year the American Angus Association has invited us to participate in their annual convention. It is one of the largest beef industry events in the country. It is a chance to join thousands of other cattle producers, small and large, novice and veterans, in unrivaled opportunities for real-world education, face-to-face networking and country music entertainment. Included is Angus University, Genomics Symposium, Innovation and Succession Planning Workshops. Angus University sessions include Beef Quality Assurance (BQA) certifications, pulmonary arterial pressure (PAP) testing, genetic advancement, commercial programs, marketing and much more. They guarantee you'll take home some valuable information. Enjoy delicious meals, a top-notch trade show and grand prize giveaways.

Buckle up for an enlightening National Angus Tour (optional event), hosted by Bently Ranch in Minden, Nevada. Located just an hour south of Reno in the Carson Valley, Bently Ranch is known for pushing the boundaries of sustainability and creativity with their "new West traditions, old West values" philosophy. Their grass-fed beef and organic grain operation sustain a profitable butcher shop and estate distillery, all in one location.

It is not "all work and no play", the Flatland Cavalry from Lubbock, TX comes to the stage. This Texas country band will entertain you with their heartfelt tunes and country ballads – you're sure to dance all night long!

Reno has so much to offer as a destination. With celebrity-chef restaurants – try Charlie Palmer's Steakhouse and Fin Fish at Grand Sierra Resort – great shopping such as The Summit and Cabela's outdoor store and a blossoming downtown district, Reno is one of northern Nevada's most diverse destinations. Reno's close neighbor, Sparks, claims the largest Scheels outdoor superstore in the world. Tourist information can be found at TravelNevada.com.

Registration and hotel blocks opened July 1st. There is a discounted registration rate if you sign up in July and the group room rate applies through September. Kids 21 and under are free! Of course, AHCA and Highland breeders will have our own events which won't conflict at all with the convention schedule.



SCHEDULE OF EVENTS

Thursday, Oct. 31	
8 a.m. – 5 p.m.	General Move In
3 – 7 p.m.	Registration Open
Friday, Nov. 1	
7 a.m. – 5 p.m.	Registration Open
8 a.m. – 5 p.m.	Trade Show Move In
8 a.m. – 6 p.m.	National Angus Tour hosted by California Angus Association (ticketed event)
1 – 4 p.m.	Beef Quality Assurance Certification Course
6 p.m.	Angus Convention Kick-Off Party Celebrating the Angus Foundation (ticketed event)
Saturday, Nov. 2	
7 a.m. – 8 p.m.	Registration Open
9 – 10 a.m.	Opening General Session
10 a.m. – 12 p.m.	Angus Genomics Symposium, sponsored by Neogen GeneSeek
11 a.m. – 8 p.m.	Trade Show Open
12:15 – 1 p.m.	Lunch in Trade Show featuring the Certified Angus Beef® brand
1 – 2 p.m.	Question and Answer with Association staff
2 – 4 p.m.	Innovation Workshops, sponsored by Neogen GeneSeek
2:15 p.m.	NJAA Ambassador Presentations
2:30 – 4:30 p.m.	Succession Planning / Risk Management Workshops
3 – 4:30 p.m.	Auxiliary Annual Meeting
5 – 6:30 p.m.	American Angus Association Board of Directors Candidate Forum
6 – 8 p.m.	Tailgate Party
6:30 p.m.	Stock Dog Session
Sunday, Nov. 3	
8 a.m. – 7 p.m.	Registration Open
7 – 8:30 a.m.	American Angus Auxiliary Breakfast (ticketed event)
9:15 – 9:45 a.m.	Nondenominational Christian Church Service
10 a.m. – 12 p.m.	Angus University
12 – 2 p.m.	Lunch and Networking in Trade Show featuring the Certified Angus Beef® brand
11 a.m. – 8 p.m.	Trade Show Open
12:30 – 1:30 p.m.	Meats Judging Contest, sponsored by Greeley Hat Works
2 – 5 p.m.	Angus University Workshops
4 – 5 p.m.	Miss American Angus Speeches
5 – 8 p.m.	Trade Show Gala and Dinner featuring the Certified Angus Beef® brand
7:30 p.m.	Certified Angus Beef® brand Meats Judging Contest Results and Grand Prize Giveaways
8 p.m.	Entertainment: Flatland Cavalry Concert
Monday, Nov. 4	
7 – 10 a.m.	Registration Open
7 a.m. – 4 p.m.	Move out, with Outgoing Freight Check-in by 4 p.m.
7:30 – 9 a.m.	American Angus Association Awards Breakfast (ticketed event)
9 – 10 a.m.	Closing Networking and Coffee Break, sponsored by Boehringer Ingelheim
10 a.m. – 2 p.m.	136th Annual Convention of Delegates

AHCA Events:

Fri, Nov 1st 6:30-9:30 PM
AHCA Board of Directors' Meeting & Dinner
Peppermill Hotel & Casino
Valleyview Suite 1734

Sat, Nov 2nd 4:30-6:00 PM
Highland Ice Cream Social**
(complimentary sundae bar)
Reno-Sparks Convention Center
Skybridge

Sun, Nov 3rd 7:00-9:15 AM
AHCA General Membership Meeting
& Breakfast** (complimentary breakfast)
Peppermill Hotel & Casino
Sorrento Room 3, 4

**** Please RSVP with AHCA
(303) 659-2399
info@highlandcattleusa.org
by Oct 1st so we can save you a seat!**

**November 1-4, 2019
(Friday-Monday)
Peppermill Hotel & Casino
Reno, NV**

REGISTRATION & HOTELS

REGISTRATION TYPE	PRICE
Full Registration	\$125 (7/1 - 7/31)
	\$175 (8/1 - 9/30)
	\$200 (10/1 - 11/3)
Single Day Pass: Sat. Nov. 2	\$125
Single Day Pass: Sun. Nov. 3	\$125
Business Meeting Only	No Charge
Exhibitor	\$125 (7/1 - 7/31)
	\$175 (8/1 - 9/30)
	\$200 (10/1 - 11/3)
Ages 21 and Under	Free

PEPPERMILL HOTEL & CASINO RATES

- North Tower Wing - \$119
- Peppermill Tower - \$139
- Tuscany Tower - \$159
- \$5 Resort Fee
- No parking or valet charges

Transportation to and from the hotel to the convention center will be provided for free.

Hotel reservations are made while completing your convention registration at AngusConvention.com. Discounted rates are guaranteed through Sept. 30, 2019.

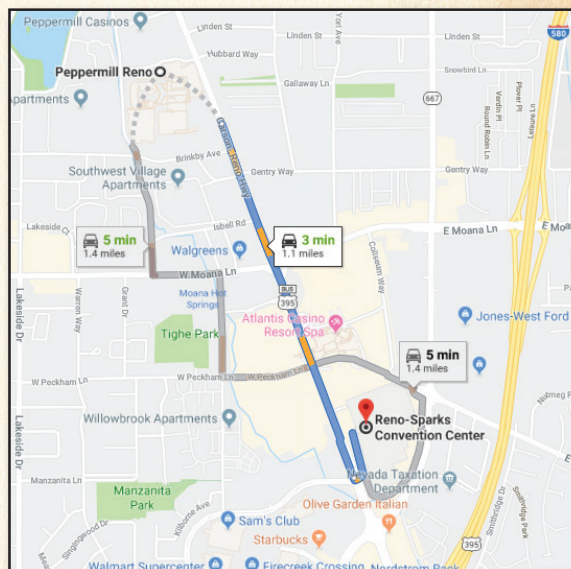
READY TO REGISTER?

These ticketed events require an additional registration fee:

- **National Angus Tour, Friday, Nov. 1**
 - Limit to 375 attendees. No self-driving option.
 - \$75
- **Kick-Off Party Celebrating the Angus Foundation, Friday, Nov. 1**
 - \$75
- **American Angus Auxiliary Breakfast, Sunday, Nov. 3**
 - \$35
- **American Angus Association Awards Breakfast, Monday, Nov. 4**
 - \$40

**Cancellation policy: 100% refund if canceled before Aug. 31, 2019; 75% refund from Sept. 1-30, 2019. No refunds after Oct. 1, 2019.*

PEPPERMILL HOTEL & CASINO



Hotel reservations are held by the American Angus Association contract, and hotel confirmation numbers will be issued in October 2019. Cancellations after October 1, 2019, will be charged a rate equal to a one-night stay.

REGISTER TODAY AT
ANGUSCONVENTION.COM