

Register Soon for Industry Convention

Join fellow cattle producers as they 'Blaze a Trail to Phoenix.'

compiled by **PAIGE NELSON**, field editor

The 2018 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show will be Jan. 31-

Feb. 2, 2018, in the Phoenix Convention Center Downtown, Phoenix, Ariz. The event is hosted by NCBA, the

Cattlemen's Beef Board, CattleFax, the American National CattleWomen Inc. (ANCW) and the National Cattlemen's Foundation. The 2018 convention marks the 121st year of the annual event that provides the opportune place for members to network and create policy.

Early registration and hotel blocks opened Oct. 2, 2017, and last through Jan. 5, 2018, after which rates increase. Register and reserve your hotel at convention.beefusa.org/registration-hotels.

Tuesday, Jan. 30

ANCW will host a full day of workshops and meetings on Tuesday, including a D.C. update by Colin Woodall. Keynote speaker Donna Smallin Kuper will address "What Your Clutter Would Say if it Could Talk — and How to Give it the Boot." The afternoon keynoter is Nicole Johnson-Hoffman, chief sustainability officer and senior vice president of OSI Group LLC.

The popular management-oriented Cattlemen's College® begins Tuesday afternoon, with cattle-handling facility-design demonstrations, classes on animal health topics and a 25th anniversary celebration reception sponsored by Certified Angus Beef LLC (CAB) and Zoetis. To attend Cattlemen's College, which continues on Wednesday with more breakout sessions, attendees must purchase a full meeting registration or a one-day Wednesday registration.

Wednesday, Jan. 31

Ree Drummond, the Pioneer Woman, keynotes the Opening General Session and officially kicks off the convention. Ree is a mother of four, a best-selling author, photographer and ranch wife. Together Ree and her husband, Ladd, manage a cow-calf ranch near Pawhuska, Okla., and own the Pioneer Woman Mercantile, which averages 6,000 visitors a day. Listeners are in for a treat as they listen to Ree tell about trading in her black heels for tractor wheels.

Following the Opening General Session is the Sonoran Shindig Welcome Reception, the official opening of the NCBA trade show. CAB is a sponsor.

Also that evening is the Environmental Stewardship Awards Program (ESAP) Reception. ESAP recognizes the nation's best cattle and livestock operation.

Thursday, Feb. 1

Highlights for the second day of the convention feature a morning CattleFax Outlook Seminar that includes national economics and gives an outlook for the industry.

Regional meetings will also be


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conducted. Meet cattlemen from your area of the country to discuss important regional issues and how they may impact your operation.

Last but not least is the Phoenix Fiesta, which, according to the website (convention.beefusa.org/events-meetings), is a surprise for now.

Friday, Feb. 2

The final day of the convention wraps everything up with a bang. Start your morning off right with the Best of Beef Breakfast. This is the cattle industry's chance to honor the men, women and industry partners who go above and beyond to put our industry's best foot forward.

Former Major League Baseball (MLB) player Jim Abbott keynotes General Session II. Despite being born without a right hand, Abbott played 10 MLB seasons during his career. One of his most memorable moments was when he threw a 4-0 no-hitter for the New York Yankees against Cleveland in 1993. Abbott was also the pitcher for the 1988 U.S. Gold Medal Olympic team. He continues to be a guest pitching instructor during spring training for the Anaheim Angels. Listen as Abbott encourages attendees to overcome adversity and reach goals by being willing to adapt.

The highlight of Friday evening is sure to be the Cowboy Comedy Club and Desert GLOasis. *Who's Line Is It Anyway?* stars Colin Mochrie and Brad Sherwood will get the cowboys and cowgirls laughing and will be followed by the famous creator of "Here's your sign," Bill Engvall. The evening is sure to deliver nonstop laughs for the entire family.

Following the comedy show, it's time to light up the night and then dance it away at the Desert GLOasis After Party. This high-energy event officially wraps up the 2018 Cattle Industry Convention.

To stay connected, use #BlazeATrail, #CattleCon18 and #beefmeet on social media.

Watch for news releases posted to the host organization websites listed at the top of this page and for Angus Media coverage on www.angus.org



National Junior Angus Association

Members of the National Junior Angus Association pay an annual fee of \$20, and junior privileges expire at age 21. Junior members have access to all services offered by the American Angus Association, and they receive two issues of the *Angus Journal* per year and the NJAA newsletter, *Directions*.

To apply for membership in the National Junior Angus Association, visit www.angus.org/njaa/ and download a printable application, or call 816-383-5100 to request the application.



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