



# 2002 National ANGUS Conference & Tour

## "Identifying the Value"

The American Angus Association is taking its 2002 National Angus Conference and Tour to the golden state of California, home of quality Angus cattle and one of our nation's richest and most productive agricultural areas.

Sacramento, Calif., will serve as the backdrop for this three-day event, April 23-26, which will follow the theme "Angus — Identifying the Value." The conference program includes some of the beef industry's cutting-edge speakers (see schedule on following page). The two-day tour, which is hosted in cooperation with the California Angus Association, offers a showcase of Angus operations and a glimpse of the California wine industry. From start to finish, you will enjoy the fellowship and the opportunity to explore the treasures California has to offer.

The American Angus Association is committed to providing the tools Angus producers and their commercial customers need to supply better genetics to the beef industry. As beef producers strive to be more profitable, it's critical to continue to focus on end-product merit and on-farm production efficiencies. At the same time, today's beef producer has to be aware of consumer wants, needs and demands. The successful beef industry of the future will make decisions, from genetics to the retailer, with the consumer in mind. We hope

you'll join us in "Identifying the Value" for all sectors of the beef business at the 2002 National Angus Conference and Tour.

### Registration

Registration materials will be mailed later this month to all active Association members and many commercial producers in California and surrounding states. The early registration deadline is April 1. To request a registration form, contact Linda Campbell at (816) 383-5143 or [lcampbell@angus.org](mailto:lcampbell@angus.org).

You can also register online at [www.angus.org](http://www.angus.org). Online registration requires payment by credit card.

Our thanks to Intervet, our major partner for this event, whose support enhances the experience we're able to provide for all attendees.

### Hotel information

The Hilton Arden West will serve as headquarters for the 2002 National Angus Conference and Tour. A block of rooms has been reserved for attendees at a rate of \$85 plus tax per room. All attendees must make their own reservations by calling the hotel directly at (916) 922-4700. Rooms in the Angus block will be available through April 1. After that date, reservations will be made on a space-available basis.

### AIMS workshop offered

Scott Johnson, director of Angus Information Management Software (AIMS), will offer an informational workshop on AIMS version 2.1 from 1 to 4 p.m. on Tuesday, April 23, at the Hilton Arden West in Sacramento.

The workshop will benefit both new and

experienced users and offers those who don't have the software an excellent preview. Attendees can watch Johnson demonstrate the features of the software via an enlarged computer image for a firsthand view of how the software looks and works.

Johnson will be available during the conference for individual consulting outside the meeting room. For more information, contact him at (816) 383-5100 or [scottj@angus.org](mailto:scottj@angus.org).

### Web Marketing workshop offered

Angie Denton, director of Web Marketing for Angus Productions Inc. (API), will offer an informational workshop on API's Web Marketing services, from 4:30 to 5:30 p.m. Tuesday, April 23, at the Hilton Arden West.

Denton's workshop includes a presentation on services available for marketing on the Web, such as breeder Web sites, online sale books and banner ads on the Angus e-List. She will also demonstrate how to access the *Angus Journal* and *Angus Beef Bulletin* home pages, as well as how Angus e-Classifieds can work for you through these sites.

Denton will be available throughout the conference and tour to discuss how Web marketing can benefit your herd. Real-time coverage of the conference and tour will be available at [www.angusjournal.com](http://www.angusjournal.com).



See the  
**2002 National Angus  
Conference & Tour Schedule  
on the following page.**

## 2002 National Angus Conference and Tour Schedule

### Tuesday, April 23

- Noon Registration opens
- 1:00 p.m. AIMS workshop, Scott Johnson
- 4:00 p.m. Break
- 4:30 p.m. Web Marketing workshop, Angie Denton
- 7-9:00 p.m. Opening reception

### Wednesday, April 24 — National Angus Conference

- 6:30 a.m. Registration opens
- 8:00 a.m. Welcome, by Leroy Baldwin, American Angus Association president
- 8:10 a.m. Keynote address, "Characterizing West Coast Consumer Demand," by Bruce Berven, California Beef Council
- 8:40 a.m. "The Angus Brand in a Value-Added Marketplace," by Brett Erickson, Certified Angus Beef LLC
- 9:10 a.m. "Capturing the Value on the Grid," by Tim Schiefelbein, ConAgra Foods Inc.

- 9:45 a.m. Break
- 10:15 a.m. "Identifying Angus Genetics for Commercial Herds," by Weldon Hawley, Waggoner Ranch, Vernon, Texas
- 10:45 a.m. "The Value of Getting Them Bred," by Bill Beal, Virginia Tech
- 11:45 a.m. Lunch
- 1:00 p.m. "Adding Value with a Marketing Plan," by Keith Evans, Saint Joseph, Mo.
- 2:00 p.m. Marketing panel discussion, moderated by Keith Evans  
Panel: Jay Leachman, Bozeman, Mont.; Rob Thomas, Baker City, Ore.; and Bill Rishel, North Platte, Neb.
- 3:00 p.m. Wrap-up and challenge
- 3:30 p.m. Buses leave Hilton Arden West
- Evening 2002 National Angus Tour Kickoff hosted by Five Star Land and Livestock, Wilton

### Thursday, April 25 — National Angus Tour Stops Include:

- ▶ Thunder Hill Ranch, Willows
- ▶ Tehama Angus Ranch, Gerber
- ▶ Byrd Cattle Co., Red Bluff
- ▶ Martin Angus Ranch, Winters

### Friday, April 26 — National Angus Tour Stops Include:

- ▶ G Bar Angus, Lodi
- ▶ Vintage Angus Ranch, Modesto
- ▶ Delicato Vineyards, Manteca

Look for a full schedule of events and online registration at [www.angus.org](http://www.angus.org)



- ▶ On your way to Sacramento, we hope you'll take the opportunity to attend the 2002 Western National Angus Futurity (WNAF) April 20-22 in Reno, Nev. The Western States Angus Association will celebrate the 50th Anniversary of the WNAF, as well as host the 2002 National Angus Show.