

# An Angus Gathering

*Oklahoma hosts 2008 National Angus Conference & Tour.*

Story by  
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Angus breeders from across the nation traveled to the heartland of Oklahoma for this year's National Angus Conference and Tour (NAC&T). "An Angus Gathering" was the theme for the three-day event sponsored by Purina Mills LLC and Alpha Animal Health that began with the conference conducted Oct. 7 at the Clarion Meridian Convention Center in Oklahoma City.

More than 365 Angus enthusiasts joined together Monday evening for hors d'oeuvres and fellowship to kick off the event. Tuesday morning, American Angus Association Regional Manager Matt Caldwell welcomed producers to



"The Angus breed has attracted many excellent people over the years," said Paul Hill, 2008 American Angus Association president and chairman of the Board. "The people are as important as the cattle."

the conference, recognizing sponsors, Association staff and Board members. Caldwell also introduced Paul Hill, then Association president and chairman of the Board. Hill welcomed the group as well as the international guests attending from Canada, Australia and Colombia.

After all of the formalities, the informational program began with Iowa State University (ISU) Agricultural Economist John Lawrence, who presented "Challenge of the Decade: A State of the Industry." Emphasizing economic pressure on beef prices, Lawrence said producers must strive for optimal production from their resources.

Joining Lawrence on the morning program was William Herring, Smithfield Pork technical operations manager, who paralleled the successes and tribulations of the pork industry with those of the beef industry. Then

U.S. Meat Animal Research Center (USMARC) geneticist Mark Allan discussed tools available for genetic selection — those available now and what will be available in the future.

Reasor's Stores director of meat Paul Roach praised the beef industry — Angus in particular — for providing a high-quality product proven to sell at the market. Reasor's Stores carries only *Certified Angus Beef*® (CAB®) brand products and has received numerous CAB awards for retail sales volume.

To sum up the morning's programs, sponsoring partner Rod Nulik, marketing manager for Purina Mills, said that for any partnership to be successful it has to be long-term. He encouraged participants to look at what they give to the partnership as well as what they get from it.

The afternoon marketing panel

included three producers who shared their views on what comprises a successful marketing plan to carry a seedstock operation into the future. Dick Beck, general manager of Georgia-based Three Trees Ranch, cited three key elements to marketing seedstock: a good product, standing behind it and knowing what the customer really wants.

Midland Bull Test owner/manager Leo McDonnell called marketing "an attitude." He said it is an extension of who you are. Texan Don Meador, owner of Dreamcatcher Ranch, said product quality should be designed to meet customer needs. "And providing customer service is critical," Meador said.

Association Chief Executive Officer (CEO) Bryce Schumann wrapped up the conference, revisiting the highlights and inviting conferees to participate in an evening at the National Cowboy and Western Heritage Museum and the following two days of tours.

The tour began at Smith Land & Cattle Co., Claremore, followed by the Woolaroc Museum, Bartlesville; Buford Ranches LLC, Vinita; and Limestone LLC, Perkins. The final day of tours took attendees to Stillwater's Oklahoma State University (OSU) Purebred Beef Center, where several Oklahoma producers had cattle on display. Following OSU, the tour group visited Big Lake Ranch/Brainard High Performance Horses, near Mulhall; Pollard Farms, Enid; and ended the three-day event at Express Ranches in Yukon.

For coverage of the NAC&T visit [www.nationalangusconference.com](http://www.nationalangusconference.com) or see the December 2008 *Angus Journal*.



Angus enthusiasts heard from a full slate of speakers Tuesday, Oct. 7, on topics such as genetic selection, team building and cattle marketing.



**Above:** Express Ranches, Yukon, is home to more than 5,000 cattle, registering more than 2,000 calves each year.



**Right:** Jody Brainard has been training horses his entire life. Brainard High Performance Horses focuses on high-quality training experiences, working with only eight horses at a time to give individual attention as needed.



Limestone LLC utilizes an extensive ET and AI program, implanting 700 embryos annually and Aling 150 registered heifers each spring.