

1998 NATIONAL ANGUS CONFERENCE

October 6-7, 1998 • Washington State University • Pullman, Washington

The American Angus Association invites you to attend the 1998 National Angus Conference, which is set for Oct. 6-7 in Pullman, Wash. The Association is proud to host this event in cooperation with the Washington Angus Association and Washington State University (WSU) in the beautiful Northwest.

The Angus Plan for 2000 and Beyond is the theme for the two-day program, which will headline speakers from all sectors of the beef industry. This conference offers you a unique opportunity to hear from some of the most respected men and women in the business, as well as to change the way you think about raising beef cattle. The group will discuss producing both seedstock and commercial cattle to meet consumer demands for high-quality beef. Perspectives will be heard from the feeding, packing and retail sectors of the industry.

The group will tour the WSU meats lab, see end-product value demonstrations and be treated to a chuck wagon barbecue, featuring *Certified Angus Beef*[™] steaks, at the WSU beef unit.

In short, this top-notch program provides an opportunity to rethink the way our industry produces product for the consumer. It is something you won't want to miss.

Also, be sure to plan on taking part in the Washington Angus Tour, which will be Oct. 4-5, preceding the conference. The Washington Angus Association will show you the state's diverse agricultural industries, beautiful countryside and some top Angus herds during the two-day event.

On the first day, buses will leave from Pullman and travel through Hay and Ritzville to Ellensburg where the group will stay the night. The second day starts in Ellensburg, then continues on to Yakima, Kennewick and Pasco before returning to Pullman for the National Angus Conference.

For more information contact the American Angus Association, 3201 Frederick Blvd., St. Joseph, MO 64506; phone: (816) 383-5100; fax: (816) 233-9703; e-mail: angus@angus.org

Conference Schedule

Tuesday, Oct. 6

8 and 8:30 a.m. Buses leave hotels for Compton Union Building

9 a.m. Registration and refreshments

9:40 a.m. Opening Remarks
Richard Spader, executive vice president
American Angus Association
St. Joseph, Mo.

Welcome
Lawrason Sayre, president
American Angus Association
Churchville, Md.

Response
Dan Coonrad, manager
M.E. Ensminger Beef Cattle Center
Washington State University
Pullman, Wash.

10 a.m. The Quest for Quality
Bill Mies, professor of animal science
Texas A&M University
College Station, Texas

10:30 a.m. Commercial Producers' Needs for Specification
Seedstock
Sam Hands
Triangle H Grain & Cattle Co.
Garden City, Kan.

11 a.m. Unscrambling the Information
John Crouch, director of performance programs
American Angus Association
St. Joseph, Mo.

11:30 a.m. The Challenge of Producing Specification Seedstock
Steve Brooks
Brooks Chalky Butte Ranch
Bowman, N.D.

Noon

Lunch

- Welcome to Washington State University
Ray Wright, chairman of animal sciences department
Washington State University
Pullman, Wash.
- Certified Angus Beef (CAB) Program awards presentation
 - ◆ Seedstock Producer — Horse Butte Ranch, Two Dot, MT
 - ◆ Commercial Producer — Y Lazy T Ranch, Killdeer, N.D.
 - ◆ Cooperating Feeder — TJ Martin, Lamar, Neb.

1:30 p.m.

Helping Our Customers Market Quality
Minnie Lou Bradley
Bradley 3 Ranch
Memphis, Texas

Lori Fink
Fink Beef Genetics
Manhattan, Kan.

Stacy Butler
Spring Cove Ranch
Bliss, Idaho

3 p.m.

Hands-on tour of meats lab, demonstrations and live-cattle viewing
Washington State University

5 p.m.

Buses leave meats lab and return to hotels

6 p.m.

Buses leave hotels for social hour and chuck wagon steak cookout at WSU beef unit

Wednesday, Oct. 7

7:30 a.m. Buses leave hotels for Compton Union Building

8:30 a.m. Opening Remarks
Rod Wesselman, regional manager
American Angus Association
Moses Lake, Wash.

8:45 a.m. Where the Bucks are in the Feedyard Business
Cal Siegfried, marketing manager
Premium Feeders
Scandia, Kan.

9:15 a.m. Quality and Consistency from a Packer's Perch
Robert Norton, president and CEO
BeefAmerica
Omaha, Neb.

9:45 a.m. Pleasing the Palates of Consumers
Edd Hendee, owner
Taste of Texas Restaurants
Houston, Texas

10:15 a.m. Break

10:45 a.m. The Only Game in Town
Mick Colvin, executive director
Certified Angus Beef Program
Wooster, Ohio

11:15 a.m. Here's Your Challenge, Angus Breeders
Roy Wallace, vice president of beef programs
Select Sires
Plain City, Ohio

11:45 a.m. Closing Remarks
Richard Spader

Noon

Buses leave Compton Union Building for hotels

Conference Coffee and Refreshments Sponsors
Western States Angus Association
American Live Stock Insurance Co./Harding & Harding

WASHINGTON
ANGUS
TOUR
October 4-5, 1998

Sunday, Oct. 4

7 a.m. — Depart from Holiday Inn Express, Pullman

Tour Stops:

Pioneer Angus and guests, Hay Harder Ranch (commercial ranch), Ritzville

Ritzville Angus and guests, Ritzville — lunch featuring Certified Angus Beef™ pot roast will be provided

Black Knight Angus and guests, Ellensburg

High Valley Ranch and guests, Ellensburg — barbecue dinner featuring Certified Angus Beef steak will be provided

Monday, Oct. 5

Breakfast will be provided before the day's departure.

7:15 a.m. — Depart from Best Western, Ellensburg

Tour Stops:

Anderson Hay Export tour, Ellensburg
Staton Hills Winery tour, Yakima

Rathbun Angus and guests, Kennewick — lunch will be provided

Fred Meyer Store (CAB Program licensee), Kennewick

Simplot Feeders tour (IBP plant), Pasco
Return to Pullman

Evening reception, Holiday Inn Express

Tour Sponsors:

- Western Livestock Journal •
- Certified Angus Beef (CAB) Program •
- Ivomec by Merial • Schering-Plough Animal Health • Pfizer Corp. •
- Inland Empire Angus Association •
- Farm Credit Services • C.D. "Butch" Booker • Kendall Cattle Sales •
- ABS Global • Select Sires •
- Accelerated Genetics • Washington Cattlemen's Association •
- Western Washington Angus Association • Alta Genetics •
- Anipro • SEK Genetics •
- Animal Pharmaceuticals •
- Boehringer-Ingelheim Animal Health

For More Information:

Bob Schoessler, Washington Angus Association president, (509) 659-1057

Hotel information

The Holiday Inn Express is the headquarters hotel for the 1998 National Angus Conference and the Washington Angus Tour.

When you call for reservations, identify yourself as attending the National Angus Conference. Some available hotels and their rates are:

Holiday Inn Express —

(509) 334-4437; 1190 SE Bishop Blvd., Pullman. Rate: \$64 plus tax for one or two people.

Quality Inn Paradise Creek —

(509) 332-0500; 1050 SE Bishop Blvd., Pullman. Rate: \$55 plus tax for one or two people.

If you have questions about accommodations or the conference, call Dean Hurlbut at the American Angus Association, (816) 383-5100.

