

Cattle Industry Convention Online

If you missed a session, want to review a presentation or missed the 2007 Cattle Industry Annual Convention and Trade Show altogether, you can listen to many of the presentations and read summaries of others online. Angus Productions Inc. (API)

provides online coverage of the event, which this year was at the Gaylord Opryland® Resort & Convention Center Jan. 31-Feb. 4 in Nashville, Tenn. "Git 'er Done!" was the underlying theme of the event.

Attended by more than 5,000 cattlemen

each year, the convention is the largest meeting of its kind in the United States. Five industry organizations, including the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion and Research Board (CBB), the American

National CattleWomen (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF), convened at the event.

Wednesday, Jan. 31, the Cattlemen's College® offered educational programming to help producers evaluate their operations and identify ways to become more efficient while producing beef for today's consumer. Sessions ranged from how best to work with your veterinarian to fescue management to selling calves at the sale barn. Cattle-Fax presented its annual outlook at a Thursday morning session.

Wednesday's Opening General Session featured keynote speaker Kevin Freiberg, who is recognized as a thought leader and authority on gutsy leaders and companies. The session also offered an overview of the progress being made to address the four priorities of the new Beef Industry Long-Range Plan: creating value, creating growth, creating sustainability and creating opportunity.

**Visit www.4cattlemen.com
for API's coverage of the
2007 Cattle Industry Annual
Convention and Trade Show.**

The NCBA Trade Show opened Wednesday evening with the Welcome Reception. Exhibitors represented animal health, animal identification (ID), farm and livestock equipment, feed, fencing, finance, seed and pest control, industry publications and more. Company representatives and industry experts were available to introduce new products and share technical expertise to help cattlemen address the toughest ranching challenges.

Throughout the event, speakers, committees and working groups addressed issues ranging from cattle handling to political lobbying, from public lands to tax regulations, from market outlooks to advertising schedules. Discussion laid the groundwork for formation of policy at the Closing General Session and NCBA Annual Membership Meeting Saturday. Action taken at this meeting will be mailed to NCBA members for ratification.

For coverage of the event, visit the "Newsroom" at www.4cattlemen.com. Proceedings papers, synopses and PowerPoint presentations will be posted as they become available, as will audio files of Wednesday's Cattlemen's College and Thursday's Issues Forums.

Visit the "Trade Show" page for highlights of the latest advances in animal health, management and recordkeeping. Visit the "Award Winners" page for coverage of the Environmental Stewardship Award Program (ESAP) results, Vision Award recipients, National Beef Ambassadors and other award winners.

