

Cattle Industry Convention 2014 Preview

Education, fellowship, policy, business and fun will be highlights of the 2014 event.

compiled by **KASEY BROWN**,
associate editor

This February, thousands of cattlemen from across the country will travel to Nashville, Tenn., for four days of education, networking, beef industry policymaking, fellowship and fun. The 116th annual Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, the oldest and largest convention for the cattle business, will be Feb. 4-7, 2014.

The convention includes joint and individual meetings by five industry organizations: NCBA, Cattlemen's Beef Promotion & Research Board (CBB), American National CattleWomen Inc. (ANCW), CattleFax and the National Cattlemen's Foundation (NCF).

CBB and ANCW business

During the convention, Beef Board members will review and evaluate checkoff-funded programs, including promotion, education, research and information programs to increase demand. Additionally, national checkoff budget priorities for fiscal year 2015 — which starts Oct. 1, 2014 — will be determined at the meeting.

All board members will vote on new 2014 officers, including chairman, vice chairman and secretary-treasurer, in addition to members of the Beef Board Executive Committee and the Beef Promotion Operating Committee. All

producers are welcome to observe and participate in the decision-making process for the beef checkoff at the meetings.

The ANCW offers many meetings, dinners, receptions and educational workshops for producers. Feb. 3 will be a day full of committee work — and the day will include the “Moms, Millennials and More Workshop,” a workshop to help CattleWomen engage in telling the beef story.

The ANCW is bringing agricultural books and authors to the NCBA Trade Show. A Collegiate Career Fair, Collegiate Leadership Roundtable and President's Reception round out ANCW activities.

NCBA trade show and events

The NCBA Trade Show will be open Tuesday, Feb. 4, from 5 p.m. to 8 p.m.; Wednesday, Feb. 5, from 10 a.m. to 5 p.m.; and Thursday, Feb. 6, from 9 a.m. to 5 p.m. The trade show will include the NCBA-Political Education Fund (PEF) silent auction, the Stockmanship and Stewardship Corral with live cattle-handling demonstrations throughout the week, and exhibits for all aspects of beef cattle production.

Additionally, NCBA is introducing the Learning Lounge in the NCBA Trade Show. This will have 30-minute “lightning sessions” to offer busy attendees valuable educational tips. The Learning Lounge is where attendees can stop in and enjoy informal, face-to-face talks and hands-on technology education in a small, intimate

theater-like setting right on the trade show floor.

Other events in the NCBA Trade Show include a Sweet Ole Tennessee welcome reception Tuesday; lunch and live music at the Chuck Wagon Café each day; a Fiddles, Vittles and Vino wine-tasting reception Wednesday; and a Beef, Beer and Bourbon reception Thursday.

Committee and business meetings

Joint committee, subcommittees and NCBA Policy Committee meetings will happen throughout the week, and producers are welcome to attend and participate in decision-making. However, only committee members can vote. To become a member, contact your state cattlemen's association or state beef council.

Business meetings include the new member and first-timer orientation, federation forum, policy forum, regional caucus meetings, NCBA and CBB joint board of directors meeting and NCBA annual membership meeting.

General sessions

Captain Richard Phillips will kick off the convention with keynote remarks during the general opening session. Sponsored by Boehringer Ingelheim Vetmedica Inc., the opening session is scheduled for Feb. 4 at 3 p.m.

Phillips is the inspiration for the movie, *Captain Phillips*, starring Tom

Hanks. The movie is based on Phillips's book, *A Captain's Duty: Somali Pirates, Navy SEALs and Dangerous Days at Sea*, a fascinating and suspenseful recounting of the first hijacking of a U.S. ship in more than 200 years.

It's the incredible story of a regular man who found the courage to lead his ship and save his crew while besieged by Somali pirates for five days. Phillips shares his compelling story as a “floating CEO” in charge of the day-to-day operations of a multi-million-dollar ship and its crew. He draws lessons from the dramatic events that can help you survive and thrive. He will discuss the vital importance of leadership and teamwork, combined with a belief in the power and potential of yourself and your team.

General Session II, sponsored by Bayer Animal Health, takes place Feb. 6 at 9:30 a.m. and features All-American and NFL quarterback Archie Manning, who transcends his athletic achievements. People far and wide have been inspired by his warm personality, drive and sense of humor.

Recognized as a 14-year veteran quarterback and father of two Super Bowl champion quarterbacks, Peyton and Eli, Manning says the greatest rewards don't come from winning the game; they come from playing the game. His other principles for success are leadership, depending on others and being flexible. Manning takes these lessons, along with

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2014 Cattle Industry Annual Convention and NCBA Trade Show

Tentative Schedule of Events — Feb. 4-7, 2014 — Nashville, Tenn.

Hosted in conjunction with meetings of the National Cattlemen's Beef Association, Cattlemen's Beef Board, American National CattleWomen, CattleFax and National Cattlemen's Foundation.

Monday, Feb. 3

Registration noon-6:30 p.m.
8 a.m.-10 p.m. ANCW Meetings
4 p.m.-7:30 p.m. Cattlemen's College Sessions & Reception

Tuesday, Feb. 4

Registration 6:00 a.m.-7:00 p.m.
7 a.m.-noon NCBA Executive Committee Meeting
7 a.m.-2:30 p.m. Cattlemen's College Programs/Lunch
8 a.m.-3 p.m. ANCW Meetings
3 p.m.-5 p.m. Opening General Session
5 p.m.-8 p.m. NCBA Trade Show Welcome Reception

Wednesday, Feb. 5

Registration 6:30 a.m.-4 p.m.
8 a.m.-10 a.m. CattleFax Outlook Seminar
8 a.m.-7:30 p.m. ANCW Meetings
10 a.m.-12:30 p.m. NCBA Emerging Health & Research Issues Working Group
10 a.m.-5 p.m. NCBA Trade Show Open
10:30 a.m.-11:30 a.m. Building Beef Demand Outlook Session
10:30 a.m.-11:30 a.m. NCBA Policy Forum
11 a.m.-4 p.m. CattleFax Board of Directors Meeting
Noon-1:30 p.m. CBB Luncheon
1 p.m.-3 p.m. ANCW General Membership Business Meeting
1 p.m.-5 p.m. Council Meetings & Policy Working Groups
2 p.m.-3 p.m. NCBA Federation Forum

Wednesday, Feb. 5, cont.

3 p.m.-5 p.m. NCBA Trade Show Reception
5 p.m.-6:30 p.m. Regional Caucus Meetings
5:30 p.m.-8:30 p.m. CattleFax Board of Directors Reception/Dinner
7 p.m.-10 p.m. Viva NashVegas™ Party!

Thursday, Feb. 6

Registration 6 a.m.-4 p.m.
7 a.m.-9 a.m. Best of Beef Awards Breakfast
8 a.m.-3 p.m. ANCW Meetings
9:30 a.m.-11 a.m. General Session II
10 a.m.-5 p.m. NCBA Trade Show Open
Noon-6 p.m. Joint Program & NCBA Policy Subcommittee & Committee Meetings
3 p.m.-5 p.m. NCBA Trade Show Reception
5:30 p.m.-7:30 p.m. CBB Executive Committee Meeting
8 p.m.-midnight Cowboy's Night at the Grand Ole Opry and Red Solo Cup After Party!

Friday, Feb. 7

7:30 a.m.-8:15 a.m. Joint CBB & NCBA Federation Board of Directors Meeting
8:30 a.m.-11 a.m. CBB Meeting
8:30 a.m.-11 a.m. NCBA Board of Directors Meeting

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countless others, to inspire audiences to achieve greatness in their journey for personal and professional success.

“Convention attendees can expect inspirational and thought-provoking speeches from each of our keynote speakers,” said NCBA President Scott George. “We are thrilled to have Captain

Phillips and Archie Manning join us in Nashville to help set the tone for a productive and engaging week ahead.”

CattleFax Outlook Seminar

On Feb. 5 at 8 a.m., Purina Animal Nutrition LLC and Zoetis are sponsoring the CattleFax Outlook Seminar. This

session will explore the factors that influence the profitability of your operation, and provide a look forward to what cattle, beef and feed prices might look like in the future. Art Douglas of Creighton University will provide a long-term weather outlook.

Cattlemen’s College

This year marks the 21st Anniversary of the Cattlemen’s College program. Some of the topics include do’s and don’ts for processing cattle through a chute; selection of replacement heifers and bulls for longevity; estate planning and maintaining family relationships; drought management; managing market scenarios; ranch sustainability; maintaining profitability; beef policy; feed efficiency; and much more.

The keynote speaker to kick off the Cattlemen’s College is Bob Langert, vice president of corporate social responsibility and sustainability at McDonald’s Corp. He will talk about sustainability and the future of beef.

Featured events

2014 convention participants will hear from industry leaders, gather insight on industry trends, enjoy a Cowboy’s Night at the Grand Ole Opry II and party with Elvis at Viva NashVegas™!

The Best of Beef Breakfast will recognize the industry’s most talented

NCBA Environmental Stewardship Award calls for entries

The 24th annual Environmental Stewardship Award Program (ESAP) has officially opened its nomination season for 2014. Established in 1991 by the National Cattlemen’s Foundation (NCF) and the National Cattlemen’s Beef Association (NCBA), the program has recognized the outstanding stewardship practices and conservation achievements of U.S. cattle producers for more than two decades. Regional and national award winners are honored for their commitment to protecting the environment and improving fish and wildlife habitat while operating profitable cattle businesses.

Seven regional winners and one national winner are selected annually by a committee of representatives from universities, conservation organizations, federal and state agencies, and cattle producers. The nominees compete for regional awards based on their state of residency, and these seven regional winners then compete for the national award. Candidates are judged on management of water, wildlife, vegetation, soil, as well as the nominee’s leadership and the sustainability of his or her business as a whole.

producers and partners as they are recognized for outstanding service, dedication and commitment to the beef industry. The breakfast awards ceremony will be emceed by Russell Nemetz, a National Association of Farm Broadcasters (NAFB) award winner.

“The Cattle Industry Convention is the oldest and largest national convention for everyone that is in the cattle business,” said George. “The convention and trade show is the time for cattle industry members to come together and work toward the future of the industry while having some fun.”

New events in 2014

Hands-on training and BQA certification are new this year, focusing on stockmanship and stewardship. Curt Pate, Ron Gill and Justin Reinhardt will lead the workshop, sponsored by Boehringer Ingelheim Vetmedica Inc., which will result in BQA certification for attendees. The workshop will identify producer practices that influence the safety, wholesomeness and quality of beef and beef products.

Another new event is the Bovine

Emergency Response Seminar featuring Lisa Pederson, Jerry Yates and David Workman. It is designed to improve knowledge and skills for response to cattle-transportation accidents involving semi tractor-trailers and stock trailers.

Registration

Advance registration for the event is open until Jan. 10, after which registration

will be taken at the door. In addition to access to all of the 2014 convention events, registrants for the full convention will receive a 50% off coupon for Roper and Stetson apparel and footwear at the NCBA Trade Show.

To register for the 2014 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org or email meetings@beef.org. An agricultural pre-tour and

visitor tours are also available before and after the convention.

For more information about registration prices, schedule, committees and subcommittees, tours, travel and lodging, visit www.beefusa.org.



“America’s cattlemen and women have always been focused on environmental stewardship and conservation, and these awards give us a chance to celebrate their dedication,” said NCBA President Scott George. “Over the past two decades, the ESAP program has inspired cattle producers to try new techniques, and shown the world that we are the true environmentalists. If you haven’t taken the opportunity in the past to nominate a ranch family you know, now is the time!”

Any individual, group or organization is eligible to nominate one individual or business that raises or feeds cattle. Past nominees are eligible and encouraged to resubmit their application; previous winners may not reapply. Along with a completed application, the applicant must submit one nomination letter and three letters of recommendation highlighting the nominee’s leadership in conservation.

The program is sponsored by Dow AgroSciences, the USDA’s Natural Resource Conservation Service (NRCS), the U.S. Fish and Wildlife Service, the NCF and NCBA.

Applications for the 2014 ESAP award are due March 7, 2014. For more information and a complete application packet visit: www.environmentalstewardship.org.