

2015 Cattle Industry Annual Convention Coverage

Angus Journal *brings online coverage from beef industry event.*

San Antonio, Texas, hosted hundreds of cattle producers during the 2015 Cattle Industry Annual Convention & NCBA Trade Show Feb. 4-7.

Many of those producers set the policy and priorities of the livestock industry while participating in the joint and individual meetings of five of the industry's leading

organizations: National Cattlemen's Beef Association (NCBA), Cattlemen's Beef Promotion and Research Board (CBB), American National CattleWomen Inc.

(ANCW), CattleFax and the National Cattlemen's Foundation (NCF).

Whether you attended the event or followed along from home, the *Angus Journal* team provided comprehensive online coverage at www.4cattlemen.com. The website features presentation summaries, photos and trade show news, as well as archives of past conventions.

Another highlight of the convention is the NCBA Trade Show. The American Angus Association, the *Angus Journal* and Certified Angus Beef LLC (CAB) were among the exhibitors, at booth #6091.

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comprehensive
online coverage at
www.4cattlemen.com.**

Angus booth visitors learned more about Association programs and services, as well as the *Certified Angus Beef*[®] (CAB[®]) brand and what it takes to raise beef for the industry's premier branded-beef program.

About the Cattle Industry Convention

Participants from across the country enjoyed top-notch general-session speakers, including internationally recognized graffiti artist and best-selling business author Erik Wahl. The opening keynote speaker focused on ways to encourage the audience to become more creative, innovative and profitable. Through his entertaining and highly practical program, Wahl uncovered new ways to help cattlemen and their employees become better storytellers for their company and the industry.

Bret Baier, a highly acclaimed journalist and host of FOX News' *Special Report with Bret Baier*, shared exclusive, poignant and up-to-the-minute analysis on what's happening at the White House and Capitol Hill.

A number of educational sessions were also on the agenda for the 2015 convention. The CattleFax Annual Outlook Seminar, the 22nd Annual Cattlemen's College[®] sponsored by Zoetis Animal Health, and events at the Stockmanship and Stewardship Demonstration Area provided producers practical information on reproduction, management, genetics, forage management, business strategies and much more.

Additional events included the Environmental Stewardship Award Reception, Nothin' But Texas Party, Best of Beef Breakfast, Cowboy Comedy Club and Mustache Bash After-Party.

Find event coverage in the Newsroom at www.4cattlemen.com.