

Cattle Industry Convention 2015 Preview

Cattle Industry Convention set to sizzle in San Antonio.

compiled by
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This February, thousands of cattlemen from across the country will be traveling to San Antonio, Texas, for four days of

education, networking, beef industry policymaking, fellowship and fun. The 117th annual Cattle Industry Convention

and National Cattlemen's Beef Association (NCBA) Trade Show will be Feb. 4-7, 2015, and has a jam-packed schedule with many new events.

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 2015 winter meeting, Beef Board members will review and evaluate the progress of current checkoff-funded promotion, education, research and information programs aimed at maintaining strong consumer acceptance of, and preference for beef and beef products. Checkoff committees also will begin setting goals for checkoff programs in FY 2016, which begins Oct. 1, 2015.

Beef Board members will elect 2015 officers, including a chairman, vice chairman and secretary-treasurer, as well as members of the Beef Board Executive Committee and the Beef Promotion Operating Committee for the coming year.

The Beef Board welcomes all producers and importers who pay the checkoff to attend CBB and joint checkoff committee meetings at no cost to observe and participate in the decision-making process for their beef checkoff.

The ANCW welcomes all women who support the cattle industry and American's agricultural heritage through education and promotion. Join fellow cattlemen Feb. 3-4 in committee and in working group meetings related to membership, beef promotion, youth development and legislation.

All ANCW members are encouraged to attend the general membership meeting Feb. 5 from 2 p.m. to 4 p.m. to celebrate ANCW successes, to find out who will be named the CattleWoman of the Year and to vote on important organization business.

A president's reception will be Feb. 5 from 6:30 p.m. to 7:30 p.m. to welcome incoming president Melanie Fowle from California.

Beef industry leaders from a variety of organizations will be on hand to interact with collegiate cattlemen and women who'd like to explore the wide world of leadership at the Collegiate Leadership Roundtable Feb. 6 from 11 a.m. to noon.

NCBA Trade Show and events

The NCBA Trade Show will be open Wednesday, Feb. 4, from 4 p.m. to 8 p.m.; Thursday, Feb. 5, from 9 a.m. to 6 p.m.; and Friday, Feb. 6, from 9 a.m. to 5 p.m. The trade show will include the Beef Quality Assurance (BQA) Stockmanship and Stewardship Corral with live cattle-handling demonstrations by Curt Pate and Ron

Gill throughout the week. New this year is the Low-stress Cattle Handling with Stock Dogs session Wednesday, Feb. 4. The National Cattle Dog Association will present this session. The NCBA-Political Action Committee (PAC) will host a silent auction, plus the NCBA-PAC Tequila and Tacos Surprise Party Feb. 6 from 5 p.m. to 7 p.m. before the Cowboy Comedy Club.

Additionally, NCBA is continuing the Learning Lounge in the NCBA Trade Show. This will feature 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 floor of the trade show.

New this year is the “Cattle Barn,” in which breed associations will bring in cattle to showcase their breed. The cattle will be on display during trade show hours.

Feb. 6 will be the second annual FFA Day in the trade show. Additionally, a new event geared for youth called Renaissance in the Heartland will be Feb. 6 from 9:30 a.m. to 11 a.m., moderated by Tom Field, director of the Engler Agribusiness Entrepreneurship Program at the University of Nebraska-Lincoln. Renaissance in the Heartland will inspire and challenge attendees to tackle the challenge of feeding humanity, building enterprises and creating jobs in pursuit of the American Dream.

A behind-the-scenes look at the *Cattlemen to Cattlemen* show will be available.

Other events in the NCBA Trade Show include a Nacho Ordinary Party — It’s a Fiesta Feb. 4, 4 p.m.-8 p.m.; Texas Uncorked — A Texas Wine Reception Feb. 5, 4 p.m.-6 p.m.; and the Texas Tapped — A Texas Beer Reception Feb. 6, 3 p.m.-5 p.m.

Committee and business meetings

Joint committee, subcommittee and NCBA Policy Committee meetings will happen throughout the week. 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 new member and first-timer orientation, building beef demand outlook session, federation forum, policy forum, regional caucus meetings, joint checkoff committees, policy committee and industry board of directors meetings.

General sessions

The opening general session officially kicks off the 2015 Cattle Industry Annual Convention Wednesday, Feb. 4, from 2 p.m. to 4 p.m. The featured keynote speaker will be internationally recognized graffiti artist and best-selling business author Erik Wahl, sponsored by Boehringer Ingelheim.

Wahl redefines the term “keynote

speaker.” Pulling from his history as both a business strategist and an artist, he has grown to become one of the most sought-after corporate speakers available today. Wahl’s on-stage painting seamlessly becomes a visual metaphor to the core of his message, encouraging companies toward profitability through innovations and superior levels of performance.

The best sustainable edge in business

is the ability to differentiate yourself from your competition. Through this entertaining and highly practical program, Wahl will uncover new ways to make you, your company or organization more creative, innovative and profitable, but more so, help you and your employees see the need to become better storytellers within and for your company and your industry.

General Session II, sponsored by Bayer Animal Health, takes place Feb. 6 at 9:30 a.m. and features Bret Baier, a highly acclaimed journalist and host of FOX News’ *Special Report with Bret Baier*. Baier is plugged into all of the major issues and players on the national political scene. With humor and insight, Baier will share

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exclusive, poignant and up-to-the minute analysis on what's going on at the White House and Capitol Hill.

Baier's book, *Special Heart: One Family's Journey of Faith, Hope, Courage & Love*, chronicles his son Paul Baier's brave journey since being born in 2007 with five congenital heart defects.

Three open-heart surgeries and seven angioplasties later, Paul's example of courage and resilience has served to transform Baier and wife Amy's beliefs about what matters most in life — totally reshaping their definitions of character, faith, hope, courage and love. (All of Baier's speaking fees and proceeds from his book are donated to various nonprofit organizations involved in pediatric heart disease research and treatment.)

CattleFax Outlook Seminar

On Feb. 5 at 7:30 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

NCBA's Cattlemen's College®, now celebrating its 22nd year, has established a reputation as one of the most thorough cattle producer education programs in the nation. Sponsored by Zoetis, the 2015 edition of Cattlemen's College offers a wide range of informative, hands-on educational workshops designed for cattle operations of every size and sector.

The program will be Feb. 3-4, headlining the first day of activities.

Cattlemen's College workshops include an outstanding lineup of industry experts during the course of two jam-packed days. On Tuesday, Feb. 3, participants will first hear from Gary Smith, Keith Belk, Daryl Tatum and Dale Woerner on "Feeding to Increase the Quality, Consistency and Competitiveness from Market Cows." This first hands-on class will help attendees improve the beef from market cows, identify production practices and learn value concepts from feedlot to retail.

On Tuesday evening, Cattlemen's College participants will be treated to a Texas Barbecue Welcome Reception sponsored by Zoetis. The reception will be an opportunity to visit with fellow cattlemen, as well as the afternoon's speakers.

Starting Wednesday morning at 7 a.m., Cattlemen's College classes begin with a keynote address followed by classes focusing on rebuilding the herd, the future of beef production, and many other valuable topics, concluding with the lunch session with legendary farm broadcaster Max Armstrong. Armstrong will talk about how, in his view from

nearly 40 years as a broadcaster, it's a great time to be in the beef business.

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 2015 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 2015 Cattle Industry Convention & NCBA Trade Show, visit www.beefusa.org or email meetings@beef.org.

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

