

# Cattle Industry Convention Sets Sail

*Cattlemen to convene in San Diego for Cattle Industry Convention.*

*compiled by*  
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This January, thousands of cattlemen from across the country will be traveling to San Diego, Calif., for four days of

education, networking, beef industry policymaking, fellowship and fun. The 118th annual Cattle Industry Convention

and National Cattlemen's Beef Association (NCBA) Trade Show will be Jan. 26-29, 2016, 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 2016 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 2017, which begins October 1, 2016.

Beef Board members will elect 2016 officers, including 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 American National CattleWomen Inc. (ANCW) welcomes all women who support the cattle industry and America's agricultural heritage through education and promotion. Join fellow cattlemen Jan. 26-27 in committee and working group meetings related to membership, beef promotion, youth development and legislation.

All ANCW members are encouraged to attend the general membership meeting Jan. 28 from 7:30-9 a.m. to celebrate ANCW successes, to find out who will be named the CattleWoman of the Year and to vote on important organization business. An officer installation reception will be that evening from 6:30 to 7:30 p.m.

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 Jan. 29 from 11 a.m. to noon.

## **NCBA trade show and events**

The NCBA Trade Show will be open Wednesday, Jan. 27, from 4:30 p.m. to 8 p.m.; Thursday, Jan. 28, from 9 a.m. to 6 p.m.; and Friday, Jan. 29, from 9 a.m. to 5 p.m. The trade show will include live cattle-handling demonstrations by Curt Pate and Ron Gill throughout the week, which will include sessions on California

*(Continued on page 118)*

## Cattle Industry Convention Sets Sail *(from page 116)*

stockmanship, understanding how cattle think, family stockmanship, effective ranch roping, pressure and release, horsemanship for stockmanship, stockmanship on foot and in the saddle, Beef Quality Assurance (BQA) certification and stock dog demonstrations.

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.

Trade show events designed specifically

for young beef leaders include “Unleashing the Next Generation of Leaders” with John Spence, Jan. 28 from 5 p.m. to 6 p.m. The National Collegiate Beef Quiz Bowl Contest will be Jan. 27 from 4:30 p.m. to 6:30 p.m., followed by the Young Beef Leaders Tailgate from 6:30 p.m. to 8 p.m. Jan. 29 will be the third annual FFA Day in the trade show.

Friday from 5 p.m. to 7 p.m., the NCBA

Political Action Committee (PAC) will host a Party on the Pacific fundraiser.

New this year are the expansion of the trade show outside and the ride and drive area just outside the exhibit hall.

Other events in the NCBA Trade Show include a California Dreamin’ Welcome Reception Jan. 27, 4:30-8 p.m.; Sun, Surf, Sip Wine Tasting Reception Jan. 28 from 4 p.m. to 6 p.m.; and the Toes in the Sand a Beer in Hand — It’s a Beef and Beer Reception Jan. 29 from 3 p.m. to 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, a building beef demand outlook session, federation forum, policy forum, regional caucus meetings, join checkoff committees, policy committee and industry board of directors meetings.

### General sessions

The opening general session officially kicks off the 2016 Cattle Industry Annual Convention Wednesday, Jan. 27, from 2 p.m. to 4 p.m. The featured keynote speaker will be chef, author and television star Robert Irvine.

An acclaimed chef and restaurateur, Irvine takes his idea of a cooking show into a new realm in this special event. The author (*Mission: Cook! My Life, My Recipes, And Making the Impossible Easy*) and television star (*Dinner: Impossible* and *Restaurant: Impossible* on Food Network) will take his signature culinary sensibilities to new heights to create a high-energy, interactive, multi-sensory theatrical event that will get the audience involved and on its feet.

General Session II takes place Jan. 29 at 9:30 a.m. and features Rob O’Neill, a former SEAL, team leader and Naval senior chief petty officer. O’Neill is one of the most highly decorated combat veterans of our time. He will share a riveting and inspiring message drawn on more than 400 combat missions across four theaters of war, shown through moving and emotional stories of how the military’s best-of-the-best approach to strategic planning can succeed where mission failure is not an option. After leaving active duty, O’Neill became a co-founder of Your Grateful Nation, which provides individualized transition support for special operations heroes and their families. In addition, he is a contributor to *Fox News*.

### CattleFax Outlook Seminar

On Jan. 28 at 7:30 a.m., the CattleFax Outlook Seminar will update attendees on evolving markets and domestic and global perspectives on the ever-evolving livestock and meat industries. CattleFax analysts will explore cow herd expansion, export growth for beef and other meats,

and the outlook for beef demand and profitability. Art Douglas will explain weather patterns and deliver a long-range forecast.

### **Cattlemen's College**

Cattlemen's College® will start off on Jan. 26 with an opportunity to listen to and question five experts in the beef industry through the session "Whole Herd Makeover: Cowboy Style."

Industry experts will include Dave Daley, Don Schiefelbein, Patsy Houghton and Tom Brink, with Tom Field moderating. Topics will range from expanding your cow herd with a vision to genetics and animal health. This session will also feature live cattle demonstrations as these topics are explored in-depth. The day will conclude with a California Fresh Reception, showing off the bounty of California's agricultural products and produce.

Jan. 27 will start with a general session hosted by Robert Fraley, executive vice president and chief technology officer for Monsanto, who believes the challenge to feed a growing world population will take collaboration and a greater focus on maximizing the use of resources. Fraley will share his outlook and thoughts on how agriculture will meet those goals. Following the general session and throughout the morning, attendees will have a choice of five key topic areas for hour-long breakout sessions. These breakouts will focus on cattle health, nutrition, hot industry topics, business development, production and how to seize future opportunities.

During lunch, attendees will have another chance to follow up with the day's speakers and ask questions.

### **Featured events**

Other highlighted events include the Young Cattlemen's Conference (YCC) Reception for YCC alumni Jan. 27 from 8 p.m. to 10 p.m.

The Environmental Stewardship Award Program (ESAP) 25th Anniversary Celebration Reception will be Jan. 27, 8-10:30 p.m. The ESAP recognizes cattle producers across the nation who use innovative practices to protect and enhance natural resources while maintaining or increasing the profitability of their businesses.

The Stars & Stripes USO Show Aboard the USS Midway Jan. 28 at 7 p.m. will be a once-in-a-lifetime exclusive event aboard the USS Midway, the longest-serving Navy aircraft carrier of the 20th century featuring a 4-acre flight deck and two enclosed hangar bays. See historic aircraft, enjoy flight simulators, tours, and the battle of Midway theater. Experience an authentic WWII USO Show, complete with the "classic swing" sound! Come for the food, drink and friends, but stay for the "Midway magic" history.

The Best of Beef Breakfast will recognize the industry's most talented producers and partners as they are recognized for outstanding service, dedication and commitment to the beef industry Jan. 29 from 7 a.m. to 9 a.m. Russell Nemetz, a

National Association of Farm Broadcasting (NAFB) award winner, will emcee the breakfast awards ceremony.

Friday evening, Jan. 29 at 8 p.m., will feature the Cowboy Concert Series with Martina McBride, four-time Country Music Award Female Vocalist of the Year. Afterward, attendees are invited to the Red, White and Brew After Party.

Preconvention agricultural tours and a

postconvention Cattlemen's Cruise are also offered.

### **Registration**

Advance registration for the event is open until Jan. 4, after which registration will be taken at the door. In addition to access to all of the 2016 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 2016 Cattle Industry Convention & NCBA Trade Show, visit [www.beefusa.org](http://www.beefusa.org) or email [meetings@beef.org](mailto:meetings@beef.org).

For more information about registration prices, schedule, committees and subcommittees, tours, travel and lodging, visit [www.beefusa.org](http://www.beefusa.org).

