

Mosey on Down to Nashville

by **SHAUNA ROSE HERMEL**, *editor*

An anticipated 6,000-7,000 cattlemen will mosey on down, up or over to Music City Feb. 1-3 for the beef industry's largest gathering of the year. Featuring the joint

and individual meetings of five industry organizations — the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion & Research Board (CBB),

the American National CattleWomen (ANCW), CattleFax and the National Cattlemen's Foundation (NCF) — the 120th annual Cattle Industry Convention and NCBA Trade Show will be convened at the Gaylord Opryland Hotel in Nashville, Tenn.

Five industry groups will meet in Nashville for the 2017 Cattle Industry Convention and NCBA Trade Show.

Convention participants will hear from industry leaders, gather insight on industry trends, and enjoy an evening of stars and guitars at the Country Music Hall of Fame, as well as an exclusive event at the famous Grand Ole Opry. NCBA President Tracy Brunner says the convention is a must for everyone involved in the cattle industry.

"The Cattle Industry Convention is the oldest and largest national convention in the cattle business," Brunner explains. "We look forward to another great meeting in a great location for cattle producers."

Getting down to business

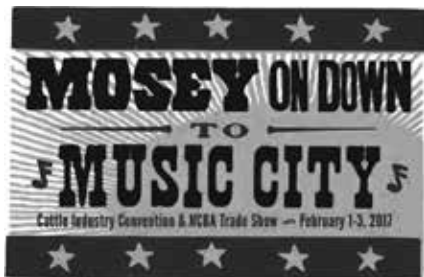
Industry groups will work in committee and in policy sessions throughout the event to establish policy and direction. An abbreviated schedule is available at <http://bit.ly/2bzCbQQ>.

CattleFax will present its U.S. and Global Protein & Grain Outlook seminar Thursday, Feb. 2. Always a highlight of the convention, speakers will address factors driving the market, including a look at coming supplies and protein demand domestically and internationally. Art Douglas will present his long-term weather forecast.

The American National CattleWomen (ANCW) will host its annual meetings Jan. 30-31. Activities feature a CattleWomen's Leadership and Education session beginning at 9:30 a.m. Jan. 30, featuring Donnell and Kelli Brown of R.A. Brown Ranch, Throckmorton, Texas. Tuesday's general membership meeting will feature Marji Guyler-Alaniz, president and founder of FarmHer, an effort founded in 2013 to begin to change the image of agriculture to include women through photographs and stories.

Keynote addresses

As the opening general session keynote speaker, Beck Weathers will share his story of surviving one of the most violent and deadly storms in the history of Mount Everest. The storm claimed the lives of eight other climbers. Weathers will share the lessons



he learned during his ordeal and the appreciation he found for getting a second chance as he encourages others to cherish every moment in life.

Weathers shares “Miracle on Everest” at the opening general session Wednesday afternoon, Feb. 1.

Dana Perino, former press secretary for President George W. Bush and current co-host of Fox News’s *The Five*, will share her insights and stories for an entertaining look at politics today. With an insider’s knowledge, Perino is particularly adept at depicting how politics affects people outside the Beltway. She shares what organizations need to know about politics.

Perino will keynote Friday morning’s general session, “The Political Realities — Right Now.”

Other highlights

Zoetis will sponsor the 24th Annual Cattlemen’s College®, which kicks off Tuesday afternoon, Jan. 31, with a demonstration session and reception. Sessions resume Wednesday morning with five tracks of classes: “Here’s the beef,” “Managed grazing for soil health and animal performance,” “Production efficiency and profit,” “Healthy business strategies,” and “Breeding cattle with staying power.” Learn more at <http://bit.ly/2kmppEu>.

More than 325 exhibitors will be on hand in the NCBA Trade Show to introduce, explain and demonstrate products and services. The trade show opens at 4 p.m. Wednesday, with dedicated hours through 5 p.m. Friday. The American Angus Association, Angus Media, Angus Genetics Inc. (AGI) and Certified Angus Beef LLC (CAB) invite you to **stop by booth number 559 to visit with the Angus team** about new programs and services, pick up the latest educational materials, and ask questions on improving quality in your beef herd.

The Trade Show will also feature live cattle-handling demonstrations and cutting-edge educational sessions on the show floor.

The Demonstration Arena will feature NCBA’s Beef Quality Assurance program Stockmanship & Stewardship. These sessions will teach handling methods to improve gathering, penning, chute work and hauling. Emphasis will be placed on ways to increase cattle performance by reducing handling stress. Interactive discussions show how cattlemen can actually shape consumers’ perceptions of beef.

Other topics include how the principles presented have a significant economic — as well as “quality of life” — benefit when applied in a cattle

enterprise. Curt Pate and Ron Gill, renowned stockmanship clinicians share their perspectives and techniques that blend tradition with the latest in Beef Quality Assurance.

The NCBA Learning Lounge will feature 30-minute sessions offering

valuable educational tips. Trade Show attendees can stop in and enjoy informal, face-to-face talks and hands-on technology education in a small intimate theater-like setting on the Trade Show floor.

Advance registration is open until Jan. 4. For more information about the 2017

Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org.



Editor’s Note: Information for this article was obtained from www.beefusa.org.