

Cattle Industry Convention Online

Visit www.4cattlemen.com for API's coverage of the 2007 Cattle Industry Annual Convention and Trade Show.

Angus Productions Inc. (API) will again provide online coverage of the Cattle Industry Annual Convention and Trade Show, scheduled this year for Jan. 31-Feb. 3 at the Gaylord Opryland® Resort & Convention Center in Nashville, Tenn. Reflecting a can-do spirit of an industry on the rise, "Git'er Done!" will be the underlying theme of the event.



Attended by more than 5,000 cattlemen each year, the convention is the largest meeting of its kind in the United States. Five industry organizations, including the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion and Research Board (CBB), the American National CattleWomen (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF), are to convene at the event.

Wednesday, Jan. 31, the Cattlemen's College® offers educational programming to help producers evaluate their operations and identify ways to become more efficient while producing beef for today's consumer. Cattlemen's College participants will be treated to a luncheon featuring entertainer Red Steagall, as well as tickets to Thursday morning's Cattle-Fax Outlook Seminar.

Wednesday's Opening General Session will feature keynote speaker

Kevin Freiberg, who is recognized as a thought leader and authority on gutsy leaders and companies. The session will also overview the progress being made to address the four priorities of the new Beef Industry Long-Range Plan: creating value, creating growth, creating sustainability and creating opportunity.

The NCBA Trade Show opens Wednesday evening with the Welcome Reception. More than 250 exhibitors will represent animal health, animal identification (ID), farm and livestock equipment, feed, fencing, finance, seed and pest control, industry publications and more. Company representatives and industry experts will be on hand to introduce new products and share technical expertise to help cattlemen address the toughest ranching challenges.

Throughout the event, speakers, committees and working groups are scheduled to address issues ranging

from cattle handling to political lobbying, from public lands to tax regulations, from market outlooks to advertising schedules. Animal health and tracking systems are sure to take center stage.

For pre-event and general coverage, visit the "Newsroom" at www.4cattlemen.com. Proceeding papers, synopses and PowerPoint presentations will be posted as they become available, as well as audio files of Pfizer's ever-popular Cattlemen's College.

After the event, visit the "Trade Show" page for highlights of the latest advances in animal health, management and recordkeeping. Visit the "Award Winners" page for coverage of the Environmental Stewardship Award Program (ESAP) results, Vision Award recipients, National Beef Ambassadors and other award winners.