



More than 750 cattlemen and women took advantage of the educational opportunities provided at the 18th annual Cattlemen's College® Feb. 2 during the 2011 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show. The event, which is sponsored by Pfizer Animal Health, featured speakers and sessions encompassing a variety of topics important to farm and ranch owners and managers.

"We strive to ensure that when cattle producers travel from across the country to attend this event, they get an opportunity to hear from experts about issues impacting all aspects of their beef businesses," said Tom Field, NCBA executive director of producer education. "The people who are in the business of raising beef have to be experts on so many topics, from finance and risk management, to land use and environmental policy, to understanding how consumer trends may impact their operations. Cattlemen's College gives attendees an opportunity to hear from experts in an interactive format about all of these topics."

# Take Homes

*Cattlemen's College® had plenty of take-home messages.*

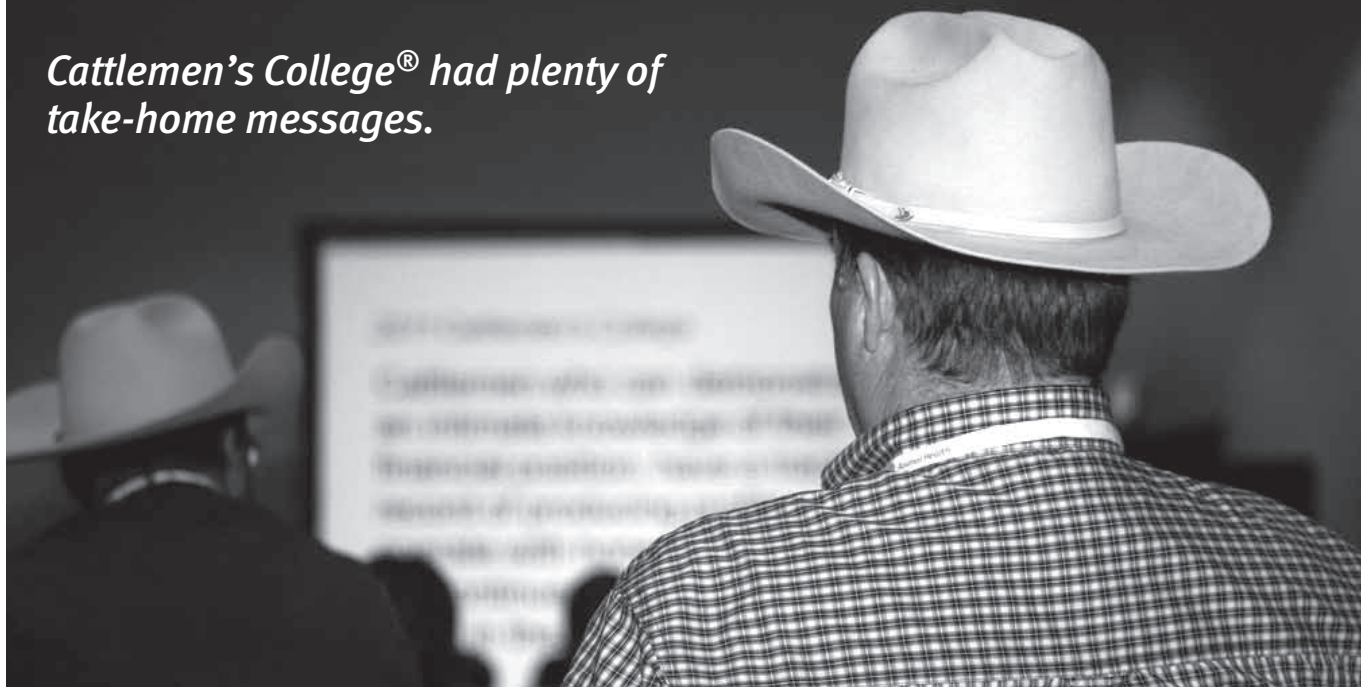


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This year's event included 18 forums with tracks covering six general management topics — cattle genetics and breeding; cattle reproductive technologies; production management; business management; beef quality and consumer trends; and environmental issues. The

program concluded with panel discussions that gave attendees a chance to interact with the speakers while they enjoyed a lunch that was sponsored by Certified Angus Beef LLC (CAB).

Following are summaries of some of the sessions. Additional coverage can

be found online in the newsroom at [www.4cattlemen.com](http://www.4cattlemen.com), Angus Productions Inc.'s event coverage site, or in NCBA's Cattle Industry Learning Center at [www.cattlelearningcenter.org](http://www.cattlelearningcenter.org).

