

# San Antonio Will Host 2010 Cattle Industry Convention

More than 5,000 people involved in the cattle industry are expected to attend the 2010 Cattle Industry Convention and NCBA Trade Show in San Antonio, Texas, Jan. 25-30. The annual event is the largest cattle industry event in the country, featuring the joint and individual meetings

of five industry organizations, including:

- National Cattlemen's Beef Association (NCBA; [www.beefusa.org](http://www.beefusa.org));
- Cattlemen's Beef Promotion & Research Board (CBB; [www.beefboard.org](http://www.beefboard.org));
- American National CattleWomen Inc. (ANCW; [www.ancw.org](http://www.ancw.org));

- Cattle-Fax ([www.cattlefax.com](http://www.cattlefax.com)); and
- National Cattlemen's Foundation (NCF; [www.nationalcattlemensfoundation.org](http://www.nationalcattlemensfoundation.org)).

Organizers say this year's convention and trade show will offer more education, entertainment and excitement than ever.

"They say everything is bigger in Texas, and that is certainly true of the 2010 convention. It may also be one of the most important cattle industry gatherings in recent history," says NCBA President Gary Voogt. "We will be making critical decisions that will impact the future of every beef producer in the country.

"These are tough times," he continues, "and we need input from across the industry on how to prioritize what we do to make a difference for all cattlemen — from establishing policy to learning ways to remain profitable."

Highlights on this year's agenda include:

**Applied Reproductive Strategies in Beef Cattle Workshop.** NCBA is partnering with the Beef Reproduction Task Force to offer a workshop designed to improve understanding and management of the estrous cycle, estrus synchronization protocols and other approaches to improving the efficiency of reproductive rates, as well as strategies to improve herd profitability via enhanced management techniques and strategies. Nutritional influences on reproductive success and the role of male fertility will also be covered.

The program is designed for producers, veterinarians and AI (artificial insemination) technicians, as well as anyone interested in beef cattle reproduction. Angus Productions Inc. will provide online coverage of the event at [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com).

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## Beef Board Hires Chief Financial Officer

The Cattlemen's Beef Board (CBB) announces the hiring of Katherine Ayers as Chief Financial Officer (CFO). As the Board's CFO, Katherine will be responsible for all of the financial affairs of the Board, including accounting, financial reporting, budgeting, revenue projections, banking, collections and auditing.

"Katherine brings a knowledge of checkoff contractors and state beef councils that is very unique. This knowledge, combined with Katherine's solid financial experience, makes her a great fit for the position," says Tom Ramey, CEO for the Beef Board. "Katherine already knows many of the people and processes she will be working with on a regular basis, which will allow her to make an immediate contribution to the Board's operations. I have the utmost confidence in her abilities."

Katherine has been contracting with the Board for the past three

part by Pfizer Animal Health, this educational seminar has been educating cattlemen on how to protect and improve profitability for 17 years. This year's curriculum is designed to offer cutting-edge concepts and solutions in 15 educational sessions and more opportunities for discussion and networking. Attendees gain direct access to the leading authorities on pressing industry issues, as well as discussion with other producers facing similar challenges.

**NCBA Trade Show.** With more than 250 companies in attendance, this is the largest, most advanced trade show for the cattle industry. Every year, groundbreaking technologies and ideas are introduced at the event, in addition to expert demonstrations on topics such as low-stress cattle handling, fundamentals of horsemanship and animal processing techniques. Companies interested in exhibiting can learn more at [www.beefusa.org/spontradeshow.aspx](http://www.beefusa.org/spontradeshow.aspx).

**NCBA Invitational Bull Riding and Clay Walker Concert.** Full event registration includes a ticket to the hottest event in town. Watch some of the top bull riders and toughest bulls in the world at this exclusive event sanctioned by Professional Bull Riders. An intimate concert with country singer Clay Walker will follow.

Registration is required to attend the educational programs, business meetings, social events and the NCBA

Trade Show. NCBA has customized the registration process to meet individual convention needs, such as the full convention pass, two consecutive days, one day only, a discounted student registration, or a daily NCBA Trade Show only registration. More details, pricing

information and online registration are available at [www.beefusa.org/convregistration.aspx](http://www.beefusa.org/convregistration.aspx).

Watch for news releases posted to the host organization web sites listed at the beginning of this article and for API coverage of the event on [www.angus.org](http://www.angus.org).

We'll archive API coverage of the event to the newsroom at [www.4cattlemen.com](http://www.4cattlemen.com) following the conference.



**Editor's Note:** This article is adapted from a news release provided by the NCBA.

years to perform contractor compliance audits and state beef council financial reviews.

Prior to that, she was an auditor, specializing in nonprofit organizations, for Pitts and Pitts in Allen, Texas; held several financial positions with both EDS in Plano, Texas, and IPS Card Services in Fort Worth (a former subsidiary of First Data Corp) and was a senior auditor with Ernst & Whinney in Fort Worth. She earned her bachelor's of business administration in accounting from the University of Texas at Arlington and her CPA from the state of Texas.

Katherine and her husband, Duane, have two sons, Cameron, 19, and Calvin, 14.

For more information about the beef checkoff, visit [www.mybeefcheckoff.com](http://www.mybeefcheckoff.com).

**Editor's Note:** This article is adapted from a news release provided by the CBB.