

# Registration Open

**Cattle Industry Annual Convention and NCBA Trade Show will be in Denver Feb. 2-5.**

The National Cattlemen's Beef Association (NCBA) is kicking off registration for the "Rocky Mountain Round-Up," the 2011 Cattle Industry Annual Convention and NCBA Trade Show, which will be Feb. 2-5, 2011, in Denver. This year's event will feature several captivating speakers and cover crucial issues affecting the industry.

Richard Picciotto, the highest-ranking New York City Firefighter to survive the Sept. 11, 2001, attacks and author of *Last Man Down*, and Karl Rove, former deputy chief of staff and senior advisor to President George W. Bush, will be featured keynote speakers during the general sessions.

Convention attendees will also have the opportunity to attend a tailgate party at Invesco Field, home of the Denver Broncos, as well as to be entertained by Larry the Cable Guy and cowboy poet Baxter Black.

"We've put together a top-notch lineup of speakers, entertainers and cattle industry experts for the Rocky Mountain Round-Up," says Steve Foglesong, NCBA president. "As we prepare to enter a new year, with many new faces in Congress, the Convention will give NCBA members an opportunity to build on the successes of 2010 and prepare to address the challenges and opportunities facing our industry in 2011 and beyond. Register today to attend what is shaping up to be one of the best cattle industry conventions yet."

## Cattlemen's College® lineup

Innovative, lively educational sessions with direct access to the leading authorities on vital cattle industry issues, as well as discussion with other producers facing similar challenges, will also be featured.

"Today's political and business environment is pressuring both the short-term profitability and long-term viability of many cattlemen. These unprecedented pressures originate from uncertainty in political, economic, trade and consumer demand domains," says Tom Field, NCBA executive director of producer education. "As the beef cattle industry defends private property rights, individual freedom and modern agricultural practices, the need to empower producers with knowledge becomes even more important."

The 18th annual Cattlemen's College is a tremendous opportunity for all segments of the cattle industry to gain knowledge on the new ideas and technologies available to improve profitability. Sponsored by Pfizer Animal Health, this daylong event offers 20 sessions that cover all aspects of cattle production and marketing. To address today's challenging industry environment, the 2011 curriculum will focus on three primary tracks:

- the Technology Track, focusing on genomics and reproductive management;
- the External Forces Track, focusing

on consumer and environmental issues; and

- the Business Management Track, focusing on risk and business management

Attendees can pick and choose from the three tracks or focus solely on one track of personal interest.

Cattlemen's College registration includes a networking lunch, sponsored by Certified Angus Beef LLC (CAB), and a complimentary ticket to the Cattle-Fax Annual Outlook Seminar. Students get an exceptionally good rate, and a full list of sessions and confirmed speakers can be found at [www.beefusa.org](http://www.beefusa.org).

## Youth activities at the convention

For the third year, NCBA is encouraging youth attendance at the convention through youth competitions. Sponsored by Farm Credit, this year's competitions include:

### Thursday, Feb. 3:

- Public Speaking
- Team Marketing
- Youth Quiz Bowl

### Friday, Feb. 4:

- Cattle Judging

All contests are to be held at the Colorado Convention Center. Youth ages 9 and up are welcome to compete, see individual contest for age eligibility and rules. Awards vary by contest, so youth are encouraged to compete in more than one competition.

Contestant registration includes the entry into the contest and admission to the NCBA Trade Show. You must enter the youth contests by using the convention registration process (online at [www.beefusa.org/conv/NonmemberRegistrationLanding.aspx](http://www.beefusa.org/conv/NonmemberRegistrationLanding.aspx), mail, fax). Cattle Judging can be entered onsite.

## Help form organization policy

The Rocky Mountain Round-Up will also feature the annual NCBA Trade Show, with more than 270 exhibitors. Finally, the Convention will give cattle industry members an opportunity to gain information about critical policy and regulatory issues affecting the cattle industry and to have their voices heard during the policy decision-making process.

The annual event features the joint and individual meetings of five industry organizations: 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)); National Cattlemen's Foundation (NCF, [www.nationalcattlemensfoundation.org](http://www.nationalcattlemensfoundation.org)).

Angus Productions Inc. (API) will provide online coverage of the event in the newsroom of [www.4cattlemen.com](http://www.4cattlemen.com), as well as limited coverage in spring issues of the *Angus Journal* and *Angus Beef Bulletin*.