

Cattle Industry Convention and NCBA Trade Show Preview



2012 convention offers camaraderie, fun, business and education to cattlemen.

by
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This February, thousands of cattlemen from across the country will be traveling to Nashville, Tenn., for four days of education, networking, beef industry policymaking, fellowship and fun. The 114th annual Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, the oldest and largest convention for the cattle business, will be Feb. 1-4, 2012.

The convention includes joint and individual meetings by five industry organizations: NCBA, Cattlemen's Beef Promotion & Research Board (CBB), American National CattleWomen Inc. (ANCW), CattleFax and the National Cattlemen's Foundation (NCF).

Cattlemen's College

A popular educational aspect of the conference is the Cattlemen's College. This year will be the 19th annual Cattlemen's College sponsored by Pfizer Animal Health Wed., Feb. 1. In addition, events at the Stockmanship and Stewardship Demonstration Area will be featured throughout the week for all convention participants.

The annual educational events focus on progressive ranching practices and this year will touch on many issues, including reproductive technology, beef safety strategies and value-added management

practices. CattleFax Market Analyst Lance Zimmerman said the addition of value-added management practices will allow producers to learn about additional strategies to be more profitable.

"There is more value today in producing higher-quality cattle than ever before," Zimmerman said. "Whether it's a feedlot order buyer or a stocker operator looking for calves to put into their operation, they're going to be placing more importance on value-added management traits going forward. The long-term trend we've seen over the last five to 10 years of vertical coordination

is only going to become stronger as we move into 2012 and beyond."

CBB and ANCW business

The CBB administers the national Beef Checkoff Program, subject to USDA approval and in coordination with the Federation of State Beef Councils and Qualified State Beef Councils

nationwide. During the convention, Beef Board members will review and evaluate checkoff-funded programs, including promotion, education, research and information programs to increase demand. Additionally, national checkoff budget priorities for fiscal year 2013 — which starts Oct. 1, 2012 — will be determined at the meeting.

New Beef Board members, appointed by Secretary of Agriculture Tom Vilsack,

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(Continued on page 134)

Cattle Industry Convention and NCBA Trade Show Preview *(from page 132)*

will be seated at this meeting; and all board members will vote on new 2012 officers and members of the Beef Board Executive Committee and the Beef Promotion Operating Committee. All producers are welcome to observe and participate in the decision-making process for the beef checkoff at the meetings.

The ANCW offers many meetings, dinners, receptions and educational workshops for producers. Two committee meetings will be “where the information flows and the work gets done.” Attendees at the Foundation Benefit Dinner Tuesday, Jan. 31, will hear about the adventures of Miss Rodeo America. The ANCW general

membership meeting and presentation of the Outstanding CattleWoman of the Year award will be Wednesday, Feb. 1, and will kick off ANCW’s 60th anniversary year. An ANCW Collegiate CattleWomen Reception will also take place Wednesday night.

ANCW educational workshops are

available on Thursday to offer insights on both the consumer and industry perspectives and how those affect the bottom line. The ANCW President’s Reception that night will allow for celebrating the 2012 kickoff at the Honky Tonk Party.

The trade show will include the NCBA-Political Education Fund (PEF) silent auction, the Stockmanship and Stewardship Corral with live cattle handling demonstrations throughout the week, and exhibits for all aspects of beef cattle production.

NCBA trade show and events

The NCBA trade show will be open from 5 p.m.-8 p.m. Wednesday, Feb. 1; 10 a.m.-5 p.m. Thursday, Feb. 2; and from 10 a.m.-5p.m. Friday, Feb. 3. The trade show will include the NCBA-Political Education Fund (PEF) silent auction, the Stockmanship and Stewardship Corral with live cattle handling demonstrations throughout the week, and exhibits for all aspects of beef cattle production.

Other events in the NCBA trade show include a country music festival welcome reception on Wednesday; two lunches; a Tennessee wine-tasting reception; a biscuits ‘n bluegrass break; and a beef, beer and bourbon crawl.

Business meetings include new member and first-timer orientation, federation forum, policy forum, regional caucus meetings, an NCBA and CBB joint board of directors meeting and NCBA annual membership meeting.

Committee meetings

Joint committee, subcommittee, and NCBA Policy Committee meetings will happen Friday, and producers are welcome to attend and participate in decision-making. However, only committee members can vote. To become a member, contact your state cattlemen’s association or state beef council.

CattleFax Annual Outlook Seminar

The beef industry is changing at a rapidly increasing pace, and the CattleFax Annual Outlook Seminar will help make sense of the many factors that are affecting cattle prices and the beef business. Market topics to be discussed include supply and demand factors, cattle and beef price outlook, ethanol production and grain prices, industry contraction and consolidation, long-term weather outlook, global beef market opportunities, industry profit outlook and future issues that can affect the industry.

Youth events

The NCBA has several youth contests that offer cash awards open to kids ages 9 through college age. Competitions include youth quiz bowl, public speaking contest, team marketing contest, cattle judging contest, and the national collegiate beef quiz bowl.

The national Block and Bridle convention will be Jan. 31-Feb. 2 and will involve college students from across the nation. The Youth Beef Industry Congress will be Feb. 2-4, and is a biannual congress that gathers more than 200 youth, including the junior officers of beef breed associations and state youth cattlemen's organizations. Students learn about leadership and industry issues.

Featured events

The two general sessions feature keynote speakers to inspire and entertain. The opening general session, titled "Lone Survivor," will feature Marcus Luttrell, a Navy SEAL who will tell the harrowing story of four Navy SEALs who journeyed into the mountainous border of Afghanistan and Pakistan on Operation Redwing.

Attendees at the second general session, "How to Stop the Partisan War that is Destroying America," will hear from Bob Beckel, a liberal Democrat strategist, and Cal Thomas, a conservative columnist, as they inspire audiences to find the common ground in their own beliefs and put aside politics as usual.

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The Honky Tonk Party, in the middle of the Gaylord Opryland Hotel on the Delta Island, will close the 4.5-acre indoor garden and create the ultimate street party, with a variety of music stages, street entertainment, creative foods and libations.

The Cowboy's Night at the Opry and Barn Dance will have an exclusive concert for cattlemen featuring Montgomery Gentry, Charley Pride, Little Jimmy Dickens, the Del McCoury Band, Eden's Edge and comedian Henry

Cho. After the Cowboy's Night at the Opry concert, the Barn Dance will follow in the Gaylord Opryland Hotel.

Tours

An NCBA preconvention agricultural tour is available starting Monday evening, Jan. 30, and Tuesday, Jan. 31. The tour will include watching a live taping of *RFD-TV Monday Night Live* and

dinner, touring the Tennessee Farmers Cooperative, the Stones River Battlefield National Park, the Jack Daniels Distillery and the Dye & Ray cattle operation, which feeds the distillery's byproducts.

Other visitor tours include Discover Music City, the Battle of Franklin, Belle Meade Plantation — Plantation Culinary Tour, and BBQ & Honky Tonk Tour of Downtown.

For more information about registration prices, schedule, committees and subcommittees, tours, travel and lodging, visit www.beefusa.org.

