

# Dust Off Your Boots,

*Angus enthusiasts prepare for the 2008 National Angus Conference & Tour this October.*

Story by  
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Don't forget about an exciting opportunity to explore "Cowboy Country" during the 2008 National Angus Conference & Tour (NAC&T) set for Oct. 7-9 in Oklahoma City. The conference,

"125 years — the Challenges of the Next Decade" will focus on production, marketing and performance. The Oklahoma Angus Association will host "An Angus Gathering," a two-day tour of Angus operations, along with a museum and reining horse training facility. Purina Mills LLC and

Alpharma Animal Health are again the major sponsors of this year's event.

A slate of industry speakers will address the state of the beef industry, performance information, selection tools, branded beef programs and marketing. Speakers include John Lawrence, Iowa State University;

Mark Allan, U.S. Meat Animal Research Center (USMARC); William Herring, Smithfield Premium Genetics Group; Paul Roach, Reasor's Stores; and Rod Nulik, Purina Mills.

Deb Norton, Graphic Arts of Topeka, will moderate a marketing panel that will include Don Meador, Dreamcatcher Ranch; Dick Beck, Three Trees Ranch; and Leo McDonnell Jr., Midland Bull Test.

A two-day tour of scenic Oklahoma will begin Wednesday, Oct. 8. Stops include Smith Land & Cattle, Claremore; Woolaroc Museum & Wildlife Preserve, Bartlesville; Buford Ranches LLC, near Hominy; and Limestone LLC, Perkins.

On Thursday, the tour will travel to Oklahoma State University (OSU), Stillwater; Big Lake Ranch, home of Brainard Cutting Horses, Mulhall; Pollard Farms LLC, Enid; and Express Ranches, Yukon. The Smith family and OSU will also host cattle from other producers from the state.

The early registration deadline for the NAC&T is Sept. 1. Cost of registration is \$75 before Sept. 1 or \$125 afterward. Registration includes the conference program, meals and transportation for the tour.

The Clarion Meridian Hotel and Convention Center is the headquarters for the 2008 NAC&T. A block of rooms has been reserved for \$73, plus tax, per room. All attendees must make their own room reservations by calling the hotel directly at 405-942-8511. Rooms in the Angus block will be available until Sept. 22. After that date, reservations will be made on a space- and rate-available basis. The hotel offers transportation to and from Will Rogers World Airport.

For a more detailed schedule, reference the insert magnastripped between pages 96 and 97 in the July *Angus Journal* or visit the conference web site at [www.nationalangusconference.com](http://www.nationalangusconference.com). For additional information, contact Shelia Stannard at [ssannard@angus.org](mailto:ssannard@angus.org) or Monica Jordan at [mjordan@angus.org](mailto:mjordan@angus.org), or call 816-383-5100.

While it is certainly not the same as being there in person, Angus

## 2008 National Angus Conference & Tour

Oklahoma City, Okla.

### Monday, October 6

- 2 p.m. Registration begins
- 5:30 p.m. Registration closes
- 6 p.m. Welcome reception

### Tuesday, October 7

- 6:30 a.m. Breakfast buffet
- 7 a.m. Registration continues
- 8 a.m. Conference begins — Imperial Ballroom
  - Welcome — *Paul Hill, president, American Angus Association*
  - Challenge of the Decade — State of the Industry; Production & Economics — *John Lawrence, director, Iowa Beef Center*
  - Performance Parallel to Competing Protein Sources
  - *William Herring, technical operations manager, Smithfield Pork*
  - Break
  - Vision of New Selection Tools, DNA into Performance — *Mark Allan, research geneticist, USMARC*
  - Branded Beef in the Future — *Paul Roach, director of meat, Reasor's Stores*
  - Partnering through Progress — *Rod Nulik, cattle marketing manager, Purina Mills LLC*
- 12:00 p.m. Lunch
- 1:30 p.m. Marketing in the Future panel — *moderated by Deb Norton, president and creative director, Graphic Arts of Topeka Inc.; panelists are Dick Beck Jr., general manager, Three Trees Ranch; Leo McDonnell Jr., owner and manager, Midland Bull Test; and Don Meador, owner and manager, Dreamcatcher Ranch*
- 3 p.m. Depart for National Cowboy and Western Heritage Museum

### Wednesday, October 8

- 6 a.m. Breakfast
- 7 a.m. Buses depart for tour
  - Smith Land & Cattle, Claremore
  - Woolaroc Museum & Wildlife Refuge, Bartlesville
  - Buford Ranches LLC, Welch
  - Limestone LLC, Perkins

### Thursday, October 9

- 6:45 a.m. Buses depart for tour
  - Oklahoma State University, Stillwater
  - Big Lake Ranch/Brainard Cutting Horses, Mulhall
  - Pollard Farms LLC, Enid
  - Express Ranches, Yukon



# We're Headin' to Town

Productions Inc. (API) will provide online coverage of the event at [www.nationalangusconference.com](http://www.nationalangusconference.com). Visit the site following the conference for summaries and photo galleries of the sessions.

## Join Us for 'An Angus Gathering'

The American Angus Association Board of Directors and staff and Angus breeders of Oklahoma invite you to



"An Angus Gathering" Oct. 7-9 in Oklahoma City. The event will be packed with opportunities to build new relationships with Angus breeders while hearing top industry speakers

discuss the future of the beef industry and ways to remain profitable in the Angus business.

This year marks the Association's 125th anniversary, something for which we can all be very proud and excited. As we face the conclusion of our 125th year, the beef industry faces some challenges. The Association staff has planned an educational program to address those challenges head-on. The conference program, "The Challenge of the Next Decade: Production, Marketing, Performance," features some top industry speakers as well as a marketing panel comprised of Angus producers.

The Oklahoma Angus Association has planned an exciting tour of Angus herds, history and Oklahoma highlights for you this year. In addition to seeing Angus genetics from various herds, we'll also visit a museum and witness some top-notch working horses.

We are extremely pleased to have Purina Mills LLC and Alpharma Animal Health on board as the major sponsors of this year's event. They have also partnered with the *Angus Journal* in providing the online coverage of the conference at [www.nationalangusconference.com](http://www.nationalangusconference.com).

Our staff and directors look forward to seeing you Oct. 7-9 in Oklahoma City.

*Bryce Schumann*  
Chief Executive Officer  
American Angus Association

