

Cattle Industry Convention

To stay abreast of news from the 2008 Cattle Industry Annual Convention and NCBA Trade Show, cattle producers and industry members can turn their web

browsers to www.4cattlemen.com.

For the sixth straight year, Angus Productions Inc. (API) will provide online coverage of the event, which is

scheduled for Feb. 6-9, at the Reno-Sparks Convention Center in Reno, Nev. Salt Creek Ranch of Memphis, Texas, is sponsoring the event coverage.

Attended by more than 5,000 cattlemen each year, the convention is the largest meeting of its kind in the United States. Education, information and a little bit of fun, too, "Rush to Reno" will be the underlying theme of the event. Five industry organizations, including the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion and Research Board (CBB), the American National CattleWomen (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF), are to convene at the event.



Throughout the convention, speakers, boards and working groups are scheduled to address issues ranging from cattle handling to political lobbying, from public lands to tax regulations, from market outlooks to advertising schedules and checkoff spending. Export regulations and cattle tracking systems are sure to be essential talking points.

This year's NCBA Trade Show is the largest ever and will feature more than 270 exhibitors.

Site features

Added to this year's online coverage at www.4cattlemen.com will be a more dynamic homepage featuring the latest news from the convention and trade show, as well as video news clips and photo galleries provided by API's Creative Media Department.

The "Newsroom" will feature comprehensive coverage of NCBA, CBB, Cattle-Fax, ANCW and NCF activities, including coverage of policy development, general sessions, the Cattlemen's College,[®] Issues Forums and committee highlights.

The "Trade Show" page will highlight products and services premiered at the event, along with company news. Visit the "Award Winners" page for announcements of Environmental Stewardship Award Program (ESAP) results, Vision Award recipients, National Beef Ambassadors,

Online

Beef Backer awards and others.

Sponsored by Salt Creek Ranch of Memphis, Texas, www.4cattlemen.com is an event coverage web site compiled by the editorial and Creative Media staffs of API, publisher of the *Angus Journal* and the *Angus Beef Bulletin*.

Other online opportunities

The 4cattlemen site is one of four event sites currently hosted by API to fulfill its goal of keeping API readers the most informed cattlemen in the industry. Other event sites include coverage of:

- the Beef Improvement Federation (BIF) annual symposium at www.bifconference.com (sponsored by Biozyme Inc.);
- the Range Beef Cow Symposium at www.rangebeefcow.com (sponsored by the event committee); and
- the National Angus Conference & Tour at www.nationalangusconference.com (sponsored by Purina Mills LLC and Alpharma Animal Health).

API also offers a growing number of topic sites intended to provide a one-stop resource for cattlemen or other industry representatives wanting in-depth information about a particular subject. Available at www.angusproductions.com/api_topicsites.html, current sites feature:

- aiming high for the *Certified Angus Beef*[®] (CAB[®]) target;
- country-of-origin labeling;
- dealing with drought;
- body condition scoring;
- beef cow efficiency; and
- international issues.

A "Feeding & Feedstuffs" site will be added later this spring. The sites feature easy access to articles published in the *Angus Journal*, the *Angus Beef Bulletin* and other popular press, as well as links to university, government and company web sites and online resources.

For more information, visit the sites or contact Shauna Hermel, editor, at 816-383-5270 or shermel@angusjournal.com.

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