

Don't Miss Homecoming

Illinois to host National Angus Conference & Tour late August.

Story by

SHELIA STANNARD

The 2007 National Angus Conference and Tour, a "Heartland Homecoming," Aug. 29-31 will feature a day-long conference program in Peoria, Ill., followed by a two-day tour of Illinois Angus herds. The American Angus Association sponsors the event, along with corporate partners Purina Mills, LLC, and Alpharma Animal Health. The tour will be hosted by the Illinois Angus Association.

"The American Angus Association is excited to bring the conference and tour to Illinois, the birthplace of the Association," says Shelia Stannard, director of communications and events for the Association. "We have secured a slate of top industry experts for the conference, and the Illinois Angus breeders are rolling out the red carpet for the tour at their various operations."

The conference is Wednesday, Aug. 29. Speakers will address topics ranging from reproduction and cow herd efficiencies to producing a high-quality end product. Presenters include Bill Beal, Virginia Tech University; Doug Parrett, Tom Carr and Larry Berger, all with University of Illinois; Mark Polzer, Certified Angus Beef LLC (CAB); and Sally Northcutt, Bill Bowman and Jerry Cassidy, all with American Angus Association.

The tour will kick off Wednesday evening at Weaver Angus Farm, Peoria. The tour continues Thursday, Aug. 30, and begins with two stops in Peoria at manufacturing sites. The Caterpillar Inc., Track Type Tractor facility will feature the construction of Cat's largest tractors. A stop at Keystone Steel and Wire will showcase the making of fencing supplies like wire and panels. The Illinois Angus Association is hosting a cattle stop at the

Woodford County Fairgrounds, Eureka. All Illinois breeders are encouraged to showcase their Angus genetics at this centralized stop. The tour will continue to Werner Angus, Cordova.

The final day of the tour includes three Angus operations. The tour on Friday, Aug. 31, will begin at Dameron Angus Farm, Lexington. The final stops include Prairie View Farm, Gridley, and Sauk Valley Angus, Rock Falls.

Registration for the event is \$125. The Caterpillar tour only allows 220 people. Check for availability. Other tours are being planned for the same time.

The Holiday Inn City Centre is the headquarters of the 2007 National Angus Conference & Tour. A block of rooms has been reserved at a nightly rate of \$87 plus tax per room. All attendees must make their own room reservations by calling the hotel at 309-674-2500. Negotiated rates in the Angus block were



to be available until Aug 5. After that date, reservations will be made on a space and availability basis.

Angus Productions Inc. (API) will provide online coverage of the event at www.nationalangusconference.com. Visit the site now to view the schedules of the conference and tour, read speaker biographies, and access travel and hotel information. During and after the conference, visit the site for summaries of the presentations, PowerPoints, audio of the speakers and photo galleries from the conference and tour.

For more information about this event, contact Shelia Stannard or Monica Jordan at 816-383-5100.

Conference & Tour Schedule

Tuesday, August 28

2 p.m. Registration opens

6:30 p.m. Welcome reception

Wednesday, August 29

6:30 a.m. Breakfast

7 a.m. Registration resumes

8 a.m. Conference begins

Welcome — Jot Hartley, American Angus Association President

Get 'em Bred: Understanding the Estrous Cycle and Maintenance of Pregnancy — Bill Beal, Virginia Tech

Association Reproductive Strategies — Bill Bowman & Sally Northcutt, American Angus Association

Break

Customer Service is Key — Jerry Cassidy, American Angus Association

Lunch

Let's Talk about Efficiencies for Cow-Calf Producers — Doug Parrett, University of Illinois

Partners in Progress: A Message from our Major Sponsor — Rod Nulik, Purina Mills LLC

Feed Efficiency: How do We Measure It? — Larry Berger & Doug Parrett, University of Illinois

Carcass Grading Basics and Instrument Grading of Beef — Tom Carr, University of Illinois

Certified Angus Beef®: Supplying the Brand — Mark Polzer, Certified Angus Beef LLC

Wrap-up

5 p.m.

Load Buses — Tour Kick-off Weaver Angus Farm, Peoria

Thursday, August 30

Keystone Steel & Wire, Peoria

Caterpillar Inc., Peoria

Woodford County Fairgrounds, Eureka
(multiple Angus breeders displaying cattle)

Werner Angus, Cordova

Friday, August 31

Dameron Angus Farm, Lexington

Prairie View Farm, Gridley

Sauk Valley Angus, Rock Falls



Join Us For a Heartland Homecoming

It is with much excitement that I invite you to participate in the 2007 National Angus Conference & Tour. The American Angus Association is pleased to host this event, and we encourage all members to attend a "Heartland Homecoming" in the state of Illinois — where the Association was formed 124 years ago.

The event will be packed with opportunities for Angus breeders to build new relationships, all while hearing from some top industry speakers who will talk about increasing efficiencies and producing a quality product for consumers.

A Heartland Homecoming theme seemed appropriate since the National Angus Conference & Tour has become an event where friendships are rekindled. We see many

repeat attendees each year seeking information and wanting to tour a new part of the country. We also see new faces each year, and we hope those Angus enthusiasts will make this event a ritual.

The Illinois Angus Association has planned a top-notch tour that will showcase a variety of herds — some that have been in the family for decades, and others that are just beginning. In addition to seeing Angus genetics from various herds, we'll also learn about some industries in Peoria that producers might use in their operations.

We are extremely pleased to have Purina Mills and Alpharma Animal Health on board as our major sponsors of this year's event. They have also partnered with Angus Productions Inc. (API), publisher of your *Angus Journal*

and the *Angus Beef Bulletin*, in providing online coverage of the conference at www.nationalangusconference.com.

Please note, we're a month earlier this year than usual. We hope to see each of you at the "Heartland Homecoming" Aug. 29-31 in Peoria, Ill.

Happy trails,

John Crouch
Executive Vice President
American Angus Association



Welcome to the Conference

On behalf of nearly 4,600 Purina Mills dealers across the United States, I would like to welcome you to the 2007 National Angus Conference & Tour.

For the third consecutive year, Purina Mills is proud to be the major sponsor of the National Angus Conference & Tour. Your folks always told you, "you're known by the company you keep," and we are pleased to have the Checkerboard associated with the American Angus Association, your fine staff, members and volunteer leadership.

If the "Heartland Homecoming" holds true to previous events, it will be packed with helpful information accompanied by great food and fellowship. We share the sponsorship again with one of our excellent corporate partners, Alpha Animal Health.

At Purina Mills, we share in your vision for the future of the cattle industry. With unsurpassed research and technical support, we lead the industry in providing America's cattlemen with innovative products and programs to help you make more efficient use of your resources of land, labor, capital and management. This is accomplished through Purina Mills' exclusive Intake Modifying Technology® found in products like Accuration® Cattle Limiters; Sup-R-Lix®; Sup-R-Block®; and Impact® starters, growers and finishers. We are confident that selecting these programs, along with sound advice from your local Purina dealer can help you achieve your operation's performance and financial goals.

Purina is happy to share our sponsorship for this progressive event with one of our key corporate partners,

Alpha Animal Health, makers of such great products as Aureomycin®, AS700®, Bovatec® and Deccox®. As part of a sound nutritional program from Purina Mills, these products help you to protect your investment.

If you have questions about Purina products or want to find the location of your nearest dealer, you can call 1-800-227-8941 or visit our web site at www.cattlenutrition.com.

Again, welcome, and have a great conference and tour.

Rod Nulik
Marketing Manager, Purina Mills



Tour Stops in the Heartland



Dameron Angus Farm



Caterpillar Inc.



Sauk Valley Angus



Weaver Angus Farm



Keystone Steel & Wire



Prairie View Farm



Werner Angus

