

Register Soon for Industry Convention

Join fellow cattle producers as they “Blaze a Trail to Phoenix.”

compiled by Paige Nelson, field editor

The 2018 Cattle Industry Convention and National Cattlemen’s Beef Association (NCBA) Trade Show will be Jan. 31-Feb. 2 in the Phoenix (Ariz.) Convention Center Downtown. The event is hosted by NCBA, the Cattlemen’s Beef Board, CattleFax, the American National CattleWomen Inc. (ANCW) and the National Cattlemen’s Foundation.

Early registration is open through Jan. 5, after which rates increase. Register and reserve your hotel at convention.beefusa.org/registration-hotels.

Tuesday, Jan. 30

ANCW will host a full day of activities Tuesday, including a D.C. update by Colin Woodall. Keynote speaker Donna Smallin Kuper will address “What Your Clutter Would Say if it Could Talk.” The afternoon keynoter is Nicole Johnson-Hoffman, chief sustainability officer and senior vice president of OSI Group LLC.

The popular Cattlemen’s College® begins Tuesday afternoon, with cattle handling facility-design demonstrations, classes on animal health topics and a 25th anniversary celebration reception sponsored by Certified Angus Beef LLC (CAB) and Zoetis. It continues on Wednesday with more breakout sessions.

Wednesday, Jan. 31

Ree Drummond, the Pioneer Woman, keynotes the Opening General Session and officially kicks

off the convention. Ree is a mother of four, a best-selling author, photographer and ranch wife. Ree and her husband, Ladd, manage a cow-calf ranch near Pawhuska, Okla., and own the Pioneer Woman Mercantile.

The Sonoran Shindig Welcome Reception will be the official opening of the NCBA Trade Show. CAB is a sponsor.

Also that evening is the Environmental Stewardship Awards Program (ESAP) Reception. ESAP recognizes the nation’s best cattle and livestock operation.

Thursday, Feb. 1

Thursday highlights feature a morning CattleFax Outlook Seminar that includes national economics and gives an outlook for the industry.

Regional meetings offer opportunity to meet cattlemen from your area to discuss important regional issues and how they may affect your operation.

Last but not least is the Phoenix Fiesta, which, according to the convention website, is a surprise for now.

Friday, Feb. 2

Start the final day off with the Best of Beef Breakfast. This is the cattle industry’s chance to honor the men, women and industry partners who go above and beyond to put our industry’s best foot forward.


Former Major League Baseball (MLB) player Jim Abbott keynotes

General Session II. Despite being born without a right hand, Abbott played 10 MLB seasons during his career. One of his most memorable moments was when he threw a 4-0 no-hitter for the New York Yankees against Cleveland in 1993. Abbott was also the pitcher for the 1988 U.S. Gold Medal Olympic team. He continues to be a guest pitching instructor during spring training for the Anaheim Angels. Listen as Abbott encourages attendees to overcome adversity and reach goals by being willing to adapt.

Friday evening will feature the Cowboy Comedy Club and Desert GLOasis. *Who’s Line Is It Anyway?* stars Colin Mochrie and Brad Sherwood will get the cowboys and cowgirls laughing and are followed by the famous creator of “Here’s your sign,” Bill Engvall. The evening is sure to deliver nonstop laughs for the entire family.

Following the comedy show, it’s time to light up the night and then dance it away at the Desert GLOasis After Party. This high-energy event officially wraps up the 2018 Cattle Industry Convention.

To stay connected, use #BlazeATrail, #CattleCon18 and #beefmeet on social media.

Watch for news releases posted to the host organization websites listed at the top of this page and for Angus Media coverage on www.angus.org. 

Editor’s Note: Paige Nelson is a cattlegirl and freelance writer from Rigby, Idaho.