

# Let's Geaux to New Orleans

*Cattlemen and women from across the nation will geaux to Louisiana Jan. 30-Feb. 1, 2019, for the premier industry event.*

*by Lindsay King, assistant editor*

More than 9,000 cattlemen and women will meet in New Orleans for the largest Cattle Industry Convention (CIC) and National Cattlemen's Beef Association (NCBA) Trade Show on record. Though early registration for #CattleCon19 is now closed, attendees can still register and book a hotel at [www.convention.beefusa.org](http://www.convention.beefusa.org).

## Tuesday, Jan. 29

Officially kicking off the event is the traditional pre-convention agricultural tour, hosted by the NCBA. For the first time ever, NCBA will offer both a half- and full-day option for the tour. The full-day option takes participants behind the scenes of a shrimp processing facility, up close with natives of Louisiana (alligators) and finishes off at a local ranch. One of Louisiana's largest ports, Port Fourchon, will be the first stop on the half-day tour, followed by a tour and lunch at Triple Son Farms.

The ever-popular Cattlemen's College, sponsored by Zoetis, features industry leaders discussing cutting-edge topics geared towards improving operations of all shapes and sizes. Beef for this event will be donated by Certified Angus Beef® (CAB®). Rounding out the evening is a celebration of inductees into the Cattle Feeders Hall of Fame.

## Wednesday, Jan. 30

Hear from Professional Football Hall of Fame inductee and former Pittsburgh Steeler Terry Bradshaw in

the opening General Session.

Cattlemen's College continues throughout the day with even more valuable information for capitalizing on your operation.



In true Louisiana fashion, the NCBA trade show kicks off with the Bourbon Street Bash Welcome Reception. This is followed by the Young Beef Leaders Networking Reception and the Environmental Stewardship Awards Reception. The pinnacle of Wednesday evening is the NCBA Political Action Committee Auction, where unique items will be sold to support NCBA's engagement in the political campaign process.

## Thursday, Jan. 31

A packed schedule for Thursday starts off with the Beefit 5K where the proceeds benefit a local New Orleans charity. CattleFax will take a look at the driving factors in the market during the second General Session, a staple event of the CIC.

Regional meetings will follow, allowing cattlemen and women from various areas to discuss the major issues impacting them. Updates from the NCBA concerning D.C. issues and the checkoff program to follow. The

afternoon dives into policy working groups and council meetings for the NCBA as well as a federation forum focusing on checkoff programing. Paul Bogart will get attendees to party New Orleans style at the Mardi Gras Masquerade.

Bring your dancing boots, mask and party beads for a unique event set alongside the Mississippi river.

## Friday, Feb. 1

The final day of CIC starts off with the Best of Beef Awards Breakfast to honor those who go above and beyond in the cattle industry.

John Ondrasik, better known as Five for Fighting, headlines the closing general session with great music, humor and some storytelling. John will explain how it all comes down to every person doing their part, in whatever capacity possible.

After rocking out with John, get an update on sustainability from the NCBA. But also plan to attend the Emerging Leaders Luncheon where a panel will discuss if it is still possible to successfully start a beef business from scratch.

The checkoff and policy committees will be setting the direction for the Beef Checkoff Program for the upcoming year. The meeting is open to everyone.

Coming to the Big Easy for the Cowboy Concert Series is Big and Rich to close out a week full of learning and growing. **AJ**