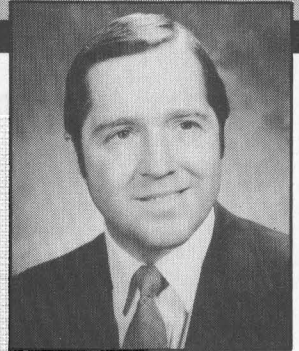


# LEAD IN

*Richard L. Spader*

Executive Vice President, American Angus Association



**E**very business person keeps his or her eye open for that great idea that will help increase income, or drastically cut costs or make doing business much easier.

We can't promise that you will be blessed with one of these "great" ideas this September at the National Angus Conference in Billings, Mont. However, I can promise you that you will have every opportunity if you are part of the crowd that attends this important Angus event on September 14-15-16.

Ideas usually come from two sources. First is from people who make it their business to study an industry and know all that they can about it. The second is from innovative people who work within an industry and constantly keep an eye open for new and better ways of doing things.

**T**he program at the 1988 National Angus Conference will feature both kinds of people—some of the best and innovative in the beef cattle business today. They will explore with you ways that commercial cattle producers and registered Angus cattle breeders can truly be "Partners In Profit".

But it is not just the program people that you will learn from. There will be 500 or more of the best registered and commercial cattle producers in the United States at the Conference. There will be plenty of social time for you to get acquainted and to exchange ideas. For many people this proves to be the best part of the program. Very often I learn as much during the informal sessions of a meeting or conference as I do in the program.

What's more our hosts, the Montana Angus breeders, are planning other events both before and after the Conference. It is all still on the drawing boards but one of the things they have in mind is a tour of local Angus herds.

**Y**ou may want to also build your vacation around this Conference. Montana boasts great Angus herds and outstanding mountains, scenery and fishing. Another vacation attraction is nearby Yellowstone National Park. September is an excellent time to visit the park, the natives tell us. The weather is usually good, and all the summer crowds have gone.

The Conference itself will be in downtown Billings. The headquarters will be the Billings Sheraton, and the formal programs will be a block or so away at the beautiful old Alberta Bair theater. Parking is free. The downtown area features beautiful and interesting shops and museums within walking distance and some really good restaurants.

**F**or the price of the \$25 **advance** registration fee, you will get two coffee breaks, lunch on Thursday, hors d'oeuvres at the big reception Wednesday and entertainment by Baxter Black at a gala reception Thursday evening. Plus, of course, the Conference program.

It will help us, and you too, if you register early. We will know how many people to plan for and you will get the hotel accommodations of your choice. There is an advertisement about the Conference on Page 131 of this issue and it includes a coupon that you can use to register.

So mark your calendar, register now, and I will see you in Billings, Mont., in September.

**AJ**