

# Lead In

by Richard Spader, executive vice president



## Don't miss these Angus events

It is probably no accident that so many of the successful Angus breeders are the same people seen regularly at Angus events, both at the state and national levels.

Their enthusiasm and interest in what they do is enormous, as is their desire to learn something that can provide them with just a bit more edge in the business of breeding Angus seedstock and merchandising their cattle profitably. For the most part, these same people enjoy being with other successful Angus breeders and cattlemen. They enjoy the social atmosphere while they make business contacts and pick up valuable new ideas and information from old friends and new acquaintances.

During this summer and fall, junior and adult Angus breeders will have an

opportunity to attend all kinds of events — educational meetings, field days, shows and business meetings. Among those events are three that I believe will be of utmost importance to you as you look to the future of the Angus business.

**For young producers**, the Leaders Engaged in Angus Development (LEAD) Conference will be one of the highlights of the summer. The event is scheduled for July 22-25 in St. Joseph, Mo. This is the first time that LEAD will be held in St. Joe, and we look forward to hosting at the national headquarters this outstanding event for young leaders.

The conference will provide a series of training and leadership workshops for junior members and will give the group an opportunity to visit the American Angus Association, see how it works, and meet the people who provide the services you enjoy. You will have opportunity to see the facilities for both the Association and the *Angus Journal* and to get a real feel for how your organization and magazine are operated. If you never have been to the Association headquarters, I can almost guarantee you are in for a pleasant visit.

**A second big event** this summer, Aug. 16-17 in Bozeman, Mont., is the first ever "Angus University." Sponsored by the Certified Angus Beef (CAB) Program in cooperation with the Montana and American Angus associations, the focus of the activity for registered and commercial cattle producers is to provide a look at practical science for practical people. It promises to be an excellent two-day event. The program will be devoted to the application of Angus genetics in an effort to pursue higher levels of quality beef production. You won't want to miss it.

**The third major** educational and fun event of the season will be the National Angus Conference in Amarillo, Texas, on Sept. 10-11. I believe you will find the conference worthwhile for many reasons. Most importantly, what will be said and discussed will help you plan your Angus

business for the years ahead. The theme is, appropriately, "Angus in the New Millennium."

It certainly doesn't appear there is going to be much room in the beef business of the future for fads. Speakers at the National Conference will be concentrating on ways to genetically improve the commercial cattle industry with performance-backed and stacked Angus seedstock and on ways to use these improvements for increased profit. You'll get an overview of the entire industry from conception to consumer, and the lineup of speakers will be thought-provoking and educational. Look for more details in this issue of the *Angus Journal*, as well as in future issues.

Along with top-notch speakers, you're going to have fun. The Texas and Greater West Texas Angus associations will be hosting a two-day Texas Angus Tour on Sept. 8-9 prior to the Conference. They've lined up some of the best West Texas attractions, including one of West Texas' most historic ranches, commercial operations, feedlots, registered herds and much more, plus a visit to and night out at the Panhandle Plains Historical Museum. They guarantee a good time and plenty of West Texas hospitality during your visit.

**You can bank** on there being a big turnout for each of these events this summer and fall. They represent an ongoing commitment by your Association to provide leadership and education in a changing beef cattle industry. They'll combine some of the best industry speakers with an opportunity to meet old friends and make new ones at each of these events.

So if you're a junior member looking toward the LEAD Conference or a junior or an adult focusing on Angus University or the National Angus Conference, we think you'll find something to your liking at all three events.

Hope to see you there.

## NOTICE TO MEMBERS

The first week in May the Data Processing Department will be performing a major computer conversion at the American Angus Association. The Association's current mainframe computer system will be replaced with a PC-based system, which is called Project RODEO.

This conversion will require the Association's computer system to be down for three to four business days, which will result in a delay of work sent in by members. We understand the inconvenience this may cause, especially for breeders who need to transfer animals to junior owners by May 15. We apologize for the delay and will do what we can to help in this process.

Project RODEO will make processing of work at the Association more efficient, will provide easier access to information for Association employees, and ultimately will allow us to offer better service to you, the membership.

Look for more details on Project RODEO in the Herd Reference Edition of the *Angus Journal*. If you would like more information or have questions, please call the Association.

— Data processing staff