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**Executive Vice President, American Angus Association**



For the second consecutive year, the American Angus Assn. will sponsor a National Angus Conference. This year the big event is in Athens, Ga., on August 28-29-30. I strongly urge you to attend if you are serious about the future of the Angus business, and can spare the time to travel to Athens, Ga.

The theme of the 1989 Conference is "Angus Production and Marketing in the 90's and Beyond." The staff has put together one of the best beef cattle programs on these subjects that I have seen in a long time. Every program talks about production, and this one will be no exception, but if we in the Angus business really do meet the challenge of the 90's (which incidentally is the subject of keynote speaker Dr. L.S. "Bill" Pope's talk) then we are going to have to learn a lot more about marketing than most of us know today.

We must know what our customers really want and need. If we are going to sell bulls with improved genetics to our commercial customers, then it might be a good idea if we had some understanding of just how feeder cattle can be marketed so that the producer gets paid for the bred-in genetics. This will be another program topic to be covered by a progressive commercial cow-calf producer, Gary Johnson, from Dwight, Kan.

I won't cover the entire program. That is done in some detail elsewhere in this issue. Also, there is a special self-mailing registration envelope in this issue that you can use to reserve your place at the 1989 National Angus Conference.

Two special events are included for the second time in our program because of their popularity in Montana last year. There will be a panel of Certified Angus Beef producers and marketers to tell us what they like about the CAB program and why we, as Angus producers, should be more excited about it. And cowboy humorist Baxter Black will be with us again for a concert performance in the Student Center Theater.

And there will be yet one more highlight — the Georgia Angus Assn. Tour on Monday, August 28. The Georgia folks have set up an outstanding tour that will give us a good look at some beautiful country, some great Georgia cattle, and introduce us to hospitable Georgia Angus breeders.

Based upon our survey of last year's Conference attendees, they thought the program was one of the best and most interesting they had ever attended. I feel certain that this year's program will match, if not exceed, last year's Montana event.

I hope to see you there.