



Leading the Angus Advance

The 2001 National Angus Conference & Tour will be Sept. 30-Oct. 3 at North Platte, Neb.

BY SUSAN RHODE

The American Angus Association will host the 2001 National Angus Conference and Tour in one of the country's richest beef production areas — the Sandhills of Nebraska.

The Association is committed to providing the tools Angus producers and their commercial customers need to supply better genetics to the beef industry. As beef cattle producers strive to become more profitable, it's critical to continue to focus on end-product merit and on-farm production efficiencies.

"Leading the Angus Advance" is the theme for the one-day conference program, which includes some of the most influential speakers in the beef industry. The two-day tour, which will be hosted by the Nebraska Angus Association, offers a showcase of purebred, commercial and feeding operations. From beginning to end, you will enjoy the fellowship and the rare opportunity to explore the heart of cow country in the Sandhills.

Don't miss a special feature of this year's event, a "Basics of the Business Breed" program set for Sunday, Sept. 30, at the Sandhills Convention Center. We hope you'll join us for the 2001 National Angus Conference and Tour.

Registration

Registration materials will be mailed to all active Association members and many

commercial producers in Nebraska and surrounding states later this month. To request a registration form, contact Linda Campbell at (816) 383-5143 or send e-mail to lcampbell@angus.org.

You also can register online at the Association Web site (www.angus.org). Only payment by credit card is accepted for online registrations.

Thanks to Intervet, our major partner for this event, whose support enhances the experience we're able to provide for all attendees. Registration cost before the Sept. 1 early-registration deadline is \$65, which includes the "Basics of the Business Breed" program, tour and conference program. Cost for registrations postmarked after Sept. 1 or for anyone who registers on-site is \$80.

Breed basics

Join us the evening of Sunday, Sept. 30, for our new "Basics of the Business Breed" program. Association staff will discuss the basics of Angus Herd Improvement Records (AHIR), tips for trouble-free service from the Member Services Department and features of the new Internet-based member logon. The program is designed to benefit both new and experienced breeders. Cost for this session is included in the conference and tour registration fee.

AIMS workshop offered

Scott Johnson, director of Angus Information Management Software (AIMS), will offer an informational workshop about AIMS version 2.1 Sunday, Sept. 30, from 1 to 4 p.m. at the Sandhills Convention Center.

The workshop will benefit new and experienced AIMS users and offers those who don't have the software an excellent preview. Nearly 1,300 Angus breeders are using AIMS to manage their herds. Attendees will watch Johnson demonstrate the features of the software on an enlarged computer image for a firsthand view of how the software looks and works.

Current AIMS users are also welcome to bring their questions to North Platte. Johnson will be available during the conference for individual consulting outside the meeting room. For more information, contact him at (816) 383-5100 or scottj@angus.org.

Web marketing workshop offered

Angie Denton, director of Web marketing for Angus Productions Inc. (API), will offer an informational workshop on API's Web marketing services Sunday, Sept. 30, from 4:30 to 5:30 p.m. at the Sandhills Convention Center.

Denton will present services available for marketing on the Web, including breeder Web sites, online sale books, banner ads on the Angus e-List and on the *Angus Journal* and *Angus Beef Bulletin* home pages, and how Angus e-Classifieds can work for you.

Denton also will be available throughout the conference and tour to discuss how Web marketing services can benefit your herd. Real-time coverage of the event will be available at www.angusjournal.com.

Hotel information

The Quality Inn and Suites Sandhills Convention Center will serve as headquarters for the 2001 National Angus Conference and Tour. A block of rooms has been reserved for attendees at a rate of \$69, plus tax, per room, which includes up to four people. All attendees must make their own reservations by calling the hotel directly at (308) 532-9090. Rooms in the Angus block will be available until Aug. 30. After that date, reservations will be made on a space-available basis.



2001 National Angus Conference & Tour Schedule

Sunday, Sept. 30

- Noon Registration Opens
- 1-4 p.m. AIMS workshop
- 4-4:30 p.m. Break
- 4:30-5:30 p.m. Web marketing workshop
- 5:30-7 p.m. Dinner on your own
- 7-8:30 p.m. "Basics of the Business Breed" program
 - Basics of AHIR — John Crouch
 - Association services — Bryce Schumann
 - Member logon services — Bryce Schumann

Monday, Oct. 1 — Nebraska Angus Tour

- Darr Feedlot, Cozad
- Summitcrest Angus and Slagle Angus, Broken Bow
- Thoene Angus, Foster Angus and Mike Sitz Angus cattle on display, Garfield County Fairgrounds, Burwell
- Cattle on display by Nebraska Angus breeders, Custer County Fairgrounds, Broken Bow
- Dinner at Uncle Ed's Steakhouse, Broken Bow

Tuesday, Oct. 2 — Nebraska Angus Tour

- Wm. Zutavern Cattle Co., Dunning
- Minert-Simonson Angus, Dunning
- Kraye Angus, Mullen
- Haythorn Ranch, Arthur
- Dinner and cattle on display by area Angus breeders

Wednesday, Oct. 3 — National Angus Conference

THE ANGUS ADVANCE

- 8 a.m. Welcome
 - Howard Hillman, president, American Angus Association
- 8:15 a.m. Continuing the Angus Advance
 - Bill Mies, Texas A&M University
- 9 a.m. Basics of Reproduction
 - Bill Beal, Virginia Tech
- 9:30 a.m. Producing Pounds, Product & Pregnancy
 - Twig Marston, Kansas State University
- 10 a.m. Break

NEW TECHNOLOGY IN THE ANGUS ADVANCE

- 10:30 a.m. The Role of DNA in Genetic Improvement Programs
 - Dan Moser, Kansas State University
- 11 a.m. Meeting the Technology Needs of the Commercial Industry
 - Bill Bowman, American Angus Association
- 11:30 a.m. Information Flow and Its Importance in the Beef Business
 - James Henderson, B3R Country Meats Inc.

ADVANCE TOWARD A CONSUMER FOCUS

- 1 p.m. Tools for Designing a Better End Product
 - Doyle Wilson, Iowa State University
- 1:30 p.m. Here's What the Grids Tell Us
 - Tim Schiefelbein, ConAgra Beef Co.
- 2 p.m. Taking Beef to the Consumer
 - John Landry, Sysco Inc.
- 2:30 p.m. Conference Summary
 - Richard Spader, American Angus Association
- 3 p.m. Adjourn

Look for a full event schedule and online registration at www.angus.org.