

NATIONAL ANGUS CONFERENCE

With the spotlight on the Association's master plan — "The Angus Plan for 2000 and Beyond," the National Angus Conference will give breeders the kind of information they'll need to compete in the beef cattle business in the next century.

Set for Oct. 6-7 on the campus of Washington State University in Pullman, Wash., the conference will tie in with the Association's master plan to increase the percentage of cattle that meet the specifications for the Certified Angus Beef (CAB) Program, and to improve the genetics supplied by Angus cattle to continue the breeds increase in market share.

The subject of beef quality will be thoroughly addressed from the perspectives of the seedstock producer, feeder, packer and retailer. "Specification seedstock" is a concept drawing much interest in our industry; the concept will be covered by hands-on, experienced industry leaders and experts.

Scheduled program topics include "The Quest for Quality," "Commercial Producers' Needs for Specification Seedstock," "Helping Our Customers Market Quality," "Where the Bucks are in the Feedyard Business," "Quality and Consistency from a Packer's Perch," "Pleasing the Palates of Consumers," "The Only Game in Town" and "Here's Your

Challenge, Angus Breeders." Most of the speaker slots are now filled, with the conference promising to be yet another top-notch event in the Association's series of meetings.

Preceding the conference, an outstanding tour put together by Washington Angus breeders, is set for Oct. 4-5. Tour visitors will see some outstanding purebred Angus and commercial herds. They'll also be treated to a sampling of the diversity of the state of Washington's agriculture.

Registration materials will be included in your August *Angus Journal*.

Conference headquarters hotels are:

NATIONAL ANGUS CONFERENCE "The Angus Plan for 2000 and Beyond"

WASHINGTON STATE UNIVERSITY
Pullman, Wash.
Oct. 6-7 1998

TUESDAY, OCT. 6

9 a.m. Registration and refreshments

9:40 a.m. Opening Remarks

Richard Spader, executive vice president
 American Angus Association
 St. Joseph, Mo.

Welcome

Lawrason Sayre, president
 American Angus Association
 Churchville, Md.

Response

Dan Coonrad
 Washington State University
 Pullman, Wash.

10:00 a.m. The Quest for Quality

Bill Mies, professor of animal science
 Texas A&M University
 College Station, Texas

10:30 a.m. Commercial Producers' Needs for Specification Seedstock

Sam Hands
 Triangle H Land & Livestock
 Garden City, Kan.

11:00 a.m. Unscrambling the Information

John Crouch, director of performance programs
 American Angus Association
 St. Joseph, Mo.

11:30 a.m. The Challenge of Producing Specification Seedstock

Steve Brooks
 Brooks Angus Ranch, Bowman, N.D.

Noon Lunch

Welcome to Washington State University
 Ray Wright, head, Animal Science Department
 Washington State University

Certified Angus Beef (CAB) Program
 Commitment to Excellence award presentations

1:30 p.m. Helping Our Customers Market Quality

Minnie Lou Bradley
 Bradley 3 Ranch
 Memphis, Texas

Lori Fink
 Fink Genetics
 Manhattan, Kan.

Stacy Butler
 Spring Cove Ranch
 Bliss, Idaho

3 to 5 p.m. Hands-on tour of Meats Lab, Demonstrations, Live Cattle Viewing

Washington State University

6 p.m. Social Hour and Chuck Wagon Steak Cookout

WEDNESDAY, OCT. 7

8:30 a.m. Opening Remarks

Rod Wesselman, Regional Manager
 American Angus Association
 Moses Lake, Wash.

8:45 a.m. Where the Bucks are in the Feedyard Business

Cal Siegfried
 Premium Feeders
 Scandia, Kan.

“The Angus Plan for 2000 and Beyond”

Holiday Inn Express, \$64 plus tax for one or two people, (509) 334-4437; and Quality Inn Paradise Creek Conference Center, \$55 plus tax for one or two people, (509) 332-0500.

For reservation information contact:

American Angus Association

3201 Frederick Blvd.
St. Joseph, MO 64506
(816) 383-5100
(816) 233-9703 FAX
E-mail: angus@angus.org



9:15 a.m. Quality and Consistency from a Packer's Perch
To be announced

9:45 a.m. Pleasing the Palates of Consumers
Ed Hendee, owner
Taste of Texas Restaurants, Houston

10:15 a.m. B r e a k

10:45 a.m. The Only Game in Town
Mick Colvin, executive director
Certified Angus Beef Program
Wooster, Ohio

11:15 a.m. Here's Your Challenge, Angus Breeders
Roy Wallace, vice president, beef programs
Select Sires, Plain City, Ohio

11:45 a.m. Closing Remarks
Richard Spader

AHMS SESSION TO BE OFFERED

As an optional part of the National Angus Conference, Scott Johnson director of the Angus Herd Management System (AHMS) will conduct an informational session after the conference concludes on Oct. 7.

The session will run from 1-4 p.m. and will be geared toward those who have never seen the AHMS software and are thinking about purchasing it. You will be able to watch an actual computer image to see how the software looks and works,

For those who use the software and have specific questions, Scott will be available during the conference with a booth outside the meeting room.

Bring your questions, even your data, and discuss AHMS with Scott.

WASHINGTON ANGUS TOUR

Oct. 4-5, 1998

SUNDAY, OCT. 4

7 a.m. — Depart from Holiday Inn Express, Pullman

Tour Stops:

Pioneer Angus and Guests, Hay
Harder Ranch (commercial ranch), Ritzville
Ritzville Angus and Guests, Ritzville
Black Knight Angus and Guests, Ellensburg
High Valley Ranch and Guests, Ellensburg

MONDAY, OCT. 5

7:15 a.m. — Depart from Best Western, Ellensburg

Tour Stops:

Anderson Hay Export Tour, Ellensburg
Staton Hills Winery Tour, Yakima
Rathbun Angus and Guests, Kennewick
Fred Meyer Store (Certified Angus Beef Program licensee),
Kennewick
Simplot Feedlot Tour (IBP plant), Pasco
Return to Pullman for the National Angus Conference

A special invitation:

The Washington Angus Association will be showing off the diversity of our state. The state of Washington has great Angus cattle, along with tremendous diversity in environments and agricultural industries. The objective of our tour is to show you our registered Angus cattle throughout the state, the differences between dryland farming and irrigated farming, commercial cattle ranching, hay exporting, the Wine Country of Yakima Valley, feedlot chains and packing industries, and a licensed Certified Angus Beef Program grocery chain. If you have never been to the Northwest, this is a grand opportunity to come and visit the beautiful state of Washington.

For more information, contact: Bob Schoessler, Washington Angus president, (509) 659-1057.

