

“ANGUS IN THE NEW MILLENNIUM”

SEPT. 10-11, 1999 ■ AMARILLO, TEXAS

Amarillo, Texas, will serve as the site for the 1999 National Angus Conference and Tour. Sponsored by the American Angus Association, the conference is set for Sept. 10-11. The tour will be Sept. 8-9 and will be hosted by the Greater West Texas Angus Association and the Texas Angus Association.



“Angus in the New Millennium” is the theme for the conference program, which bills some of the most respected speakers in the beef industry. Tom Field, Colorado State University, Fort Collins, will deliver the keynote address.

“This program is a can’t-miss for the purebred and commercial producers who want to re-evaluate where their herd is as they move into the year 2000,” says Richard Spader, American Angus Association executive vice president. “The slate of speakers will offer insight to all parts of the beef industry, as well as how breeders can produce a higher quality, more consistent product for the consumer marketplace.”

Angus breeders and commercial producers alike won’t want to miss this great opportunity.

1999 NATIONAL ANGUS CONFERENCE PROGRAM

FRIDAY, SEPT. 10

- 8:00 a.m. Registration & Refreshments
- 9:40 a.m. Welcome
 - Bill Borrer, American Angus Association President, Tehama, Calif.
- 9:50 a.m. Response
 - Minnie Lou Bradley, American Angus Association Board of Directors, Memphis, Texas
- 10:00 a.m. “Angus in the New Millennium”
 - Tom Field, Colorado State University, Fort Collins, Colo.
- 10:30 a.m. “The Purebred Approach to Quality Beef — A Balancing Act”
 - Bill Davis, Rollin’ Rock Ranch, Belgrade, Mont.
 - Jan Lyons, Lyons Angus Ranch, Manhattan, Kan.
- 11:30 a.m. “Your Performance Connection”
 - John Crouch, Director of Performance Programs, American Angus Association, St. Joseph, Mo.
- 12:30 p.m. Lunch
- 2:00 p.m. “Building Value into the Commercial Industry”
 - Virgil Huseman, Huseman Ranch, Ellsworth, Kan.
- 2:30 p.m. “Increasing Profit in the Feedlot”
 - Cal Siegfried, Heartland Cattle Co., McCook, Neb.
- 3:30 p.m. “Association Programs That Enhance Value in the Commercial Industry”
 - Larry Corah, Assistant Executive Director, Certified Angus Beef Program Supply Development, Manhattan, Kan.
 - Bill Bowman, Director of Commercial Relations, American Angus Association, St. Joseph, Mo.
- 5:00 p.m. Entertainment, West Texas Social Gathering & Barbecue

SATURDAY, SEPT. 11

- 8:30 a.m. Welcome
 - Matt Perrier, Regional Manager, American Angus Association, Fort Worth, Texas
- 8:45 a.m. “The Quest for Quality”
 - Bill Mies, Texas A&M University, College Station, Texas
- 9:15 a.m. “The Packer Perspective for Quality Beef”
 - Marcine Moldenhauer, Excel Corp., Wichita, Kan.
- 10:15 a.m. “Where Beef Numbers Will Take Us in the New Millennium”
 - Chad Stine, Director of Packing Division, Certified Angus Beef Program, Wooster, Ohio
- 10:45 a.m. “Defining Quality in a Competitive Beef Market”
 - Jim Riemann, Associate Executive Director, Certified Angus Beef Program, Wooster, Ohio
- 11:15 a.m. “The Angus Edge in Consumer Satisfaction”
 - Jon Roche, RMH Foods, Morton, Ill.
- noon “Angus Breeders: The Future is Yours”
 - Richard Spader, Executive Vice President, American Angus Association, St. Joseph, Mo.

This two-day tour will showcase the diversity of the Texas Panhandle's beef industry. Similar to the National Angus Conference program, the tour will give participants a look at many segments of the beef industry, as well as the opportunity to learn about the ranching heritage of west Texas.

Participants can register for the tour at the same time they register for the National Angus Conference, or they can register separately for the tour only. Cost is \$60/person and includes transportation and meals. For more information, contact David Lust, tour chairman, at (806) 655-1168 or Matt Perrier, American Angus Association regional manager, at (817) 920-5032.

SCHEDULE

WEDNESDAY, SEPT. 8

JA Ranch, Clarendon, Texas

Bradley's All-Natural Premium Beef,
Childress, Texas (lunch and speaker)

Abraham Land & Cattle—Mendota Ranch,
Canadian, Texas

Dinner & Evening Entertainment — John
Erickson, author of "Hank the Cow Dog"

Return to Amarillo

THURSDAY, SEPT. 9

Hales Angus, Canyon, Texas

Lust-Dodd Angus, Lazbuddie, Texas (lunch)

Olson Cattle Co., Hereford, Texas

Dawn Cattle Feeders, Dawn, Texas

Randall County Feeders, Canyon, Texas

Palo Duro Canyon, Canyon, Texas

Panhandle Plains Historical Museum (dinner)

Return to Amarillo

■ Registration

During July, registration materials for the conference and tour will be mailed to all active members of the American Angus Association in Texas and surrounding states, as well as to many commercial producers in the region.

To request registration forms, call Linda Campbell at the Association at (816) 383-

5100 or e-mail lcampbell@angus.org. Registration for the conference is \$40/person before Aug. 20 or \$50/person on-site. Registration for the tour is \$60/person. The deadline for preregistration for the tour is also Aug. 20.

■ Hotels

The headquarters hotel for both the National Angus Conference and the tour is the Radisson Inn Amarillo Airport. Attendees must make their own reservations by calling (806) 373-3303. A rate of \$62 has been secured, but please be sure to mention you are attending the National Angus Conference. Reservation deadline is Aug. 26, but call early; rooms will fill quickly.

■ AIMS workshop offered

Scott Johnson, American Angus Association Director of Angus Information Management Software (AIMS), will offer an informational workshop on the new 2.0 version of AIMS for anyone interested.

The session will be held at the conclusion of the conference on Saturday, Sept. 11, 1:30-4 p.m. at the Radisson Hotel in Amarillo. The session will be geared toward getting to know the new software. Attendees will be able to watch an actual computer image to see how the software looks and works.

For current AIMS users who have specific questions, Johnson will be available during the conference with a booth outside the meeting room. Bring your questions — even your data — and talk with him about AIMS.

■ Web marketing workshop offered

Angie Stump Denton, Web marketing director for Angus Productions Inc. (API), will offer an informational workshop on API's new Web Marketing Department. (API publishes the *Angus Journal* and the *Angus Beef Bulletin*.)

The session will be geared toward getting to know the new services that will be available through the department. Services currently available include Web site design for producers and state and regional associations, online sale books, banner ads on the *Angus Journal* and *Angus Beef Bulletin* home pages, and new online editorial features. Attendees also will get to discuss future possibilities, including online classifieds, chat rooms and live coverage of events.

The time and location for the session will be announced at a later date.

Come to visit with Denton about this exciting new venture and help set the course for your online publications.

