

Register Now!

Conference registration is \$65/person before the Sept. 1 early registration deadline. After Sept. 1, cost is \$80/person.

No. of People	x	Cost before Sept.1	=	Total enclosed
_____	x	\$65	=	\$_____

Name badge information:

1. Name _____

2. Name _____

3. Name _____

In an effort to prevent the possible spread of foot-and-mouth disease, please answer the following questions:

Will you be visiting the United States from a country that has been identified as having foot-and-mouth disease?

_____Yes _____No

Have you traveled outside the United States in the past 90 days to a country that has been identified as having foot-and-mouth disease?

_____Yes _____No

Send registration confirmation to:

Name _____

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ZIP _____ Phone _____

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Send this completed form, along with your check made payable to the American Angus Association or credit card number and expiration date to:

American Angus Association
3201 Frederick Ave.
Saint Joseph, MO 64506-2997

For more information or additional registration forms, contact Linda Campbell at (816) 383-5143 or lcampbell@angus.org.

Don't forget ... National Angus Conference and Tour attendees must make their own hotel reservations.

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

AIMS Workshop

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

The workshop will benefit both new and experienced 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

Angie Denton, director of Web marketing for Angus Productions Inc. (API), will offer an informational workshop about API's Web marketing services on 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 the *Angus Journal* and *Angus Beef Bulletin* home pages, as well as 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.

"Basics of the Business Breed" Program

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

Hotels

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.





“Leading the Angus Advance”

Sept. 30 - Oct. 3, 2001





W e l c o m e !

Welcome to the 2001 National Angus Conference and Tour. The American Angus Association is truly honored to host a national event in one of the country's richest beef production areas — the Sandhills of Nebraska. We welcome you as our guest for a tour through western Nebraska and a great conference program in North Platte.

The American Angus Association is committed to providing the tools Angus producers need to supply better genetics to the beef industry, as well as serving the needs of their commercial customers. As beef cattle producers strive to be more profitable, it's critical that we all continue to focus on end-product merit and on-ranch production efficiencies.


“Leading the Angus Advance” is the theme we've chosen for this event. The one-day conference program includes some of the most influential speakers in the beef industry. Bill Mies, Future Beef Operations LLC and formerly of Texas A&M University, will kick off the program with a keynote address. Other industry leaders will cover the basics of reproduction, the role of DNA in genetic improvement, technology needs of the industry and taking our product to the consumer. We're sure you'll find the program both thought-provoking and challenging.

The two-day tour, which we're pleased to host with the Nebraska Angus Association, offers a showcase of purebred, commercial and feeding operations, as well as a trip to the Haythorn Ranch — for you fellow horse lovers. From beginning to end, you will enjoy the fellowship of your beef industry peers and have a rare opportunity to explore the heart of cow country on this trek across the Sandhills.

A special feature of this year's event is a “Basics of the Business Breed” program set for Sunday, Sept. 30, in North Platte. We hope you decide to join us for this learning session, which is geared to benefit both new and experienced breeders. Check the conference schedule to see which sessions interest you.

Please join us this fall for the 2001 National Angus Conference and Tour in North Platte!

Sincerely,



Richard L. Spader
Executive Vice President
American Angus Association

Conference & Tour Schedule



Sunday, Sept. 30 — Angus Workshops

- Noon Registration Opens
- 1:00 p.m. AIMS Workshop
- 4:00 p.m. Break
- 4:30 p.m. Web Marketing Workshop
- 5:30 p.m. Dinner on Your Own

“BASICS OF THE BUSINESS BREED” PROGRAM

- 7:00 p.m. **Basics of AHIR**
John Crouch
- 7:30 p.m. **Association Services**
Bryce Schumann
- 8:00 p.m. **Member Logon Services**
Bryce Schumann

Monday, Oct. 1 — Nebraska Angus Tour

- 6:30 a.m. Registration Opens
- 7:30 a.m. Buses Leave North Platte
 - Darr Feedlot, Cozad
 - Summitcrest 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

- 7:00 a.m. Registration Opens
- 7:45 a.m. Buses Leave North Platte
 - Wm. Zutavern Cattle Co., Dunning
 - Minert-Simonson Angus, Dunning
 - Kraye Angus, Mullen
 - Haythorn Ranch, Arthur
Dinner and Social
Cattle on Display by Area Angus Breeders

Wednesday, Oct. 3 – National Angus Conference

- 7:15 a.m. Registration Opens

THE ANGUS ADVANCE

- 8:00 a.m. **Welcome**
Howard Hillman
President, American Angus Association
- 8:15 a.m. **Continuing the Angus Advance**
Bill Mies, Future Beef Operations LLC
- 9:00 a.m. **Basics of Reproduction**
Bill Beal, Virginia Tech
- 9:30 a.m. **Producing Pounds, Product & Pregnancy**
Twig Marston, Kansas State University
- 10:00 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
- 11:00 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

- 1:00 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.
- 2:00 p.m. **Taking Beef to the Consumer**
John Landry, Sysco Inc.
- 2:30 p.m. **Conference Summary**
Richard L. Spader, American Angus Association
- 3:00 p.m. **Adjourn**

Special thanks to



***our major partner for the
2001 National Angus Conference & Tour***

Tour Stops

Day 1 — Nebraska Angus Tour

Darr Feedlot, Cozad

In 1982 six local farmers and cattle producers shared a vision of developing a feedlot. At that time, Darr Feedlot had a 2,500-head capacity. Since then the feedlot has grown to a capacity of 29,000 animals and is also a licensed partner within the Certified Angus Beef LLC (CAB) Feedlot Licensing Program (FLP).

Working with ranchers is a priority for Darr Feedlot. High-quality cattle that have the potential to advance on carcass merit and performance are preferred at Darr. The feedlot has one of the higher percentages of ranch and retained-ownership cattle in the area.

Located just above the Ogallala Aquifer, ample grain and forage supplies are always available. Darr Feedlot is in Dawson County, which ranks second in cattle, fifth in corn and first in alfalfa production in the state of Nebraska.



A group of local cattlemen owns Darr Feedlot, which has a one-time capacity of 29,000 head.

Summitcrest, Broken Bow

Fred Johnson Sr. established the Summitcrest herd in Summitville, Ohio, in 1938. Summitcrest, under the general management of Henry Bergfeld, maintains its other ranches at the home unit of Summitville and also Fremont, Iowa. In 1974 Fred Johnson Jr. started the third unit at Broken Bow as a move toward western expansion, bringing Summitcrest closer to the commercial cattle industry and providing a stronger bull market.

Today, sons Sam and Jeff Johnson and their families are involved in the operation, which strives for balanced traits in the production of Angus cattle to fit their customers' needs. More than 500 bulls are marketed annually from all three ranch units.

Jeff Johnson is ranch manager at Broken Bow, which includes approximately 16,000 acres with 750 registered and commercial cows. In addition to the cow herds, the ranch has an on-site feedlot and bull-testing facility.

Summitcrest has been honored as the 1998 NCBA Region I Beef Business of the Century and the 1991 Beef Improvement Federation (BIF) Seedstock Producer of the Year. The ranch received the CAB Commitment to Excellence Award in 1992.



Here's an aerial view of the Summitcrest facility during their spring bull sale.

Also on display at the Summitcrest stop:

- **Slagle Angus, Sargent**, is a registered Angus herd that emphasizes producing high-growth, high-performance cattle for Nebraska's top commercial producers. Mark and Kristin Slagle own this 500-cow herd, which operates on 6,000 acres of owned and leased land. Todd and Sandy Bitterman are also share partners in the herd.

The ranch was founded in 1962 and has included registered Angus since 1976. Artificial insemination (AI) has been used since the beginning, breeding to sires both inside and outside of the herd, allowing for improvement of the performance, maternal and carcass quality of the cow herd. Providing seedstock that enable their customers to be more profitable has always been a primary goal for this family-owned Angus operation.



The crew at Thoene Angus work spring-born calves.

Garfield County Fairgrounds, Burwell

Cattle on display by these area Angus breeders:

- **Thoene Angus Ranch, Burwell**. Thoene Angus Ranch was started in the early 1970s as a seedstock operation with a focus on producing mature, rugged and range-ready bulls for their customers. Charlie and Verda Thoene manage the operation, and their daughter, Ashley, helps where needed and serves as the ranch's AI technician. Charlie's brothers, Roger, Gene and Hank, also remain involved with the family's ranch.

The Thoenes market their 2-year-old bulls through an annual bull sale the second Tuesday of each February. Some of their herd sires include Alberda Traveler, Connealy Frontline and Hoff First Class.

Thoene Angus Ranch is a member of the American Angus, Nebraska Angus and Sandhills Cattle associations, and the Nebraska Cattlemen.



Thoene Angus offers rugged, range-ready bulls to commercial producers across the Sandhills region.

- **Foster Angus, Taylor**. Angus cattle are the backbone of thousands of family businesses across the country, and Foster Angus is no exception. The Foster family, which includes Stan and Cathy Foster and their daughters, Jamie and Jenny, began raising commercial Angus in 1974 and added registered Angus in 1989. The herd of 140 cows runs on nearly 2,000 acres of rolling Sandhills.



Jenny, Cathy, Stan and Jamie Foster own Foster Angus.

Tour Stops

AI has been used since 1982 with sires selected for a balance of calving ease, maternal and carcass traits. All bulls are sold as yearlings via private treaty. Cows are maintained under commercial conditions, wintering on cornstalks and prairie hay with protein supplements at calving time.

The Fosters are active members of the American Angus and Nebraska Angus associations and the Nebraska Cattlemen. Both girls have shown Angus through 4-H, winning several showmanship honors.

• **Mike Sitz Angus Ranch, Burwell.** For more than 75 years the Sitz family has been breeding Angus cattle in the Nebraska Sandhills. William Sitz purchased his first cows in 1923, and his grandson Mike currently maintains the family's herd, which traces back to the original cow families.

Mike and his wife, Debby, manage approximately 270 cows. They market about 60 2-year-old bulls each February through their annual production sale. The bulls are fed as yearlings, going back to grass in the summer. The fall and winter prior to the sale, the bulls are started on a high-roughage ration.

Fitting the cow to the environment while producing an eye-appealing animal with carcass merit is a continuous challenge that Mike takes seriously. He focuses on producing cattle that will function in the unique Sandhills environment.

Custer County Fairgrounds, Broken Bow

The centrally located fairgrounds will serve as the backdrop for cattle on display by these local Angus breeders:

- **A&B Cattle Co., Bassett**
- **Bartos Angus, Verdigre**
- **Black Pride Genetics, Broken Bow**
- **Carl Dethlefs & Sons, Rockville**
- **Dandy Cattle Co., Ravenna**
- **Dethlefs Angus Ranch, Ravenna**
- **Fred Angus, Rose**
- **Hollman Angus, Hallam**
- **Lazy Black Diamond Ranch, Palmer**
- **MGS Angus, Genoa**
- **Pohlman Angus, Norfolk**
- **Poss Angus, Cotesfield**
- **Quirk Land & Cattle Co., Hastings**
- **Sand Dune Cattle Co. LLC, Sargent**
- **Sandpoint Cattle Co., Kenesaw**
- **Sonderup Angus, Fullerton**
- **Treffer Angus, Broken Bow**
- **Triple B Angus/Knoll Ranch, North Platte**

Uncle Ed's Steakhouse, Broken Bow

Monday evening will conclude at Uncle Ed's with a dinner featuring *Certified Angus Beef*® (CAB®) brand beef. Uncle Ed's has been a CAB licensee since 1999.

Day 2 — Nebraska Angus Tour

Wm. Zutavern Cattle Co., Dunning

Since 1887 the Zutavern family has been managing cattle along the Dismal River. That's when George Conrad Zutavern and his son, William G., started summering steers in the Sandhills near the town of Dunning. In 1917 they moved their families to the area and set up headquarters where the ranch is located today.

Today, the fourth and fifth generations of the Zutaverns are producing Angus cattle along the Dismal. William's grandson Bill and Bill's son Shawn are working together to guarantee their family's tradition of raising cattle on these rolling hills.

The Zutaverns manage a 1,700-head spring-calving cow-calf operation. Each year they sell 300-400 bred heifers.

In 1995 the Zutaverns hosted more than 3,200 people at the Cattle Baron's Ball. The annual event, hosted by the Nebraska beef industry, is held at various ranches throughout the state to raise money for the American Cancer Society.



The Mike Sitz family has been collecting Angus Herd Improvement Records (AHIR) data about their herd since 1965.



For Mike Sitz, maintaining fences and checking pastures on the 5,000-acre ranch is most efficiently done on horseback.



The Mike Sitz family includes (from left) Jesse, Ransom, Debby, Mike, Johanna and Bethany.



Bulls used in the Wm. Zutavern herd are selected for a balance of performance, composition and carcass traits.



Between 300 and 400 bred heifers are marketed each year by Wm. Zutavern Cattle Co.

Tour Stops

Minert-Simonson Angus Ranch, Dunning

Lowell Minert purchased his first Angus heifer as part of his 4-H project in 1953. He and his wife, Carrol, started their current operation in 1964, and today the family owns 500 head of registered and commercial Angus cows. Lowell and Carrol's daughter and son-in-law, Cindy and J.W. Simonson, are involved with the daily operation of the Sandhills ranch. The Minerts' sons — Wes, a student, and Tim and his wife, Lydia — assist in the operation as time allows.

The Minert-Simonson ranch has placed an emphasis on multiple-trait selection, using genetics that will perform in the Sandhills environment. Their herd calves in the early spring, and the weaned bulls and females are developed on the ranch. Since 1975 bulls have sold in an annual sale, which is the third Saturday of each February.

The Minerts and Simonsons have taken active leadership roles within the beef industry. Lowell currently serves on the American Angus Association and CAB boards of directors. He is a member of the National Cattlemen's Beef Association (NCBA) Public Lands Committee and serves as chairman of the Purebred Council for the Nebraska Cattlemen. Cindy is the past secretary of the Nebraska Angus Association, and J.W. is the Area 10 officer of the Nebraska Cattlemen.

Kraye Angus Ranch, Mullen

The Kraye family has been ranching in the Nebraska Sandhills since the 1920s. In 1953 Fred purchased his first Angus cattle to keep his herd separate from his father's Herefords. Today the family operation manages 350 registered cows and 400 commercial cows.

Fred and his wife, Theresa, maintain involvement in hay production, while their son John and his wife, Julie, are responsible for the cow herd. Fred and Theresa's daughter, Carol, helps manage the annual spring bull sale, and Carol's husband, John G., is the truck driver and part of the summer hay crew. Their other sons, Fredrick and Mike, live elsewhere, but they still help with the ranch during busy seasons.

The ranch includes 800 acres of irrigated alfalfa, which turns the ranch into a haying operation during the summer months. Due to the abundance of feed, the Krayes usually winter 200-400 yearlings each year.

Through the years, Kraye Angus has participated in the Angus Herd Improvement Records (AHIR) program. They have used expected progeny differences (EPDs) to develop more marketable calves while maintaining a balanced-trait cow herd.

Haythorn Land & Cattle Co., Arthur

There's a true cowboy tradition that runs deep in Haythorn Land & Cattle Co. Harry and Emma Haythorn filed on a land-grant section east of Arthur, and today, 117 years later, the ranch spans more than 90,000 acres of deeded and leased land on four ranches in three counties.

Haythorn Land & Cattle Co. is the largest breeder of Quarter Horses in the United States and the third-largest breeder in the world. They received the inaugural American Quarter Horse Association (AQHA) Remuda Award in 1993 and since have been joined by the 6666 Ranch and Waggoner Ranch.

In addition to raising Quarter Horses, the Haythorns raise Angus, Hereford and Longhorn cattle. They rely on teams of Belgian-Percheron-cross draft horses for such chores as feeding and putting up summer hay.

Enjoy your evening at the historical Haythorn Land & Cattle Co., which will include a dinner and social, as well as cattle displays from the following local Angus breeders:

- **Dethlefs Angus Ranch, Hershey**
- **Fryatt Angus, Maxwell**
- **Huebner Angus, Hershey**
- **L Bar L Angus, Wallace**
- **Rocking Lazy J Angus, Joe & Brenda Anderjaska Family, Hayes Center**
- **Skyline Angus, North Platte**
- **Stepladder Angus Ranch, Sutherland**
- **TK Angus, Gordon**
- **Vision Angus, Curtis**



The Minert-Simonson family includes Wes Minert, Lydia and Tim Minert, Carrol and Lowell Minert, and J.W. and Cindy Simonson.



Kraye Angus operates on nearly 20,000 acres of rolling Sandhills near Mullen.



The Krayes' extensive use of AI allows them to access the breed's top sires and to create a diversity of genetics in their registered Angus herd.



Haythorn Land & Cattle Co. has been recognized by the American Quarter Horse Association for its outstanding remuda.



Three generations of the Waldo Haythorn family continue to maintain the ranching heritage at Haythorn Land & Cattle Co.

Conference Speakers



William Mies recently joined Future Beef Operations LLC. He was formerly a professor of beef cattle science at Texas A&M University. Mies taught undergraduate livestock marketing and graduate studies in stocker cattle and feedlot management and was responsible

for the Master of Agriculture program in feedyard management. He earned his bachelor's degree from the University of Illinois, master's degree from Montana State University and doctoral degree from the University of Missouri.



W.E. "Bill" Beal is a professor in the department of animal and poultry sciences at Virginia Tech. Beal's research involves aspects of applied reproductive physiology in beef cattle. Currently he is focused on estrus synchronization methods and embryo transfer techniques.

Beal is an expert in ultrasound use for monitoring ovarian function and pregnancy in cattle. The purebred herd at Virginia Tech is under his direction. The Michigan native graduated with animal science degrees from Michigan State University, the University of Wyoming and Cornell University. Beal, along with his family, raises Angus cattle.



Twig Marston is an associate professor and Extension beef specialist at Kansas State University. Marston is responsible for coordinating activities in Kansas that will assist and educate purebred and commercial cattle operations. Marston conducts research in the areas of

reproductive physiology, immunity and herd health, marketing, and genetics and carcass traits. He also administrates the Kansas Bull Test and Sale program. Marston earned his bachelor's and master's degrees from K-State and his doctoral degree from Oklahoma State University. Prior to working at K-State, he worked in feedlot Extension, the feed industry and production agriculture.



Dan Moser is an assistant professor in the department of animal sciences at Kansas State University. Moser is also the breed association liaison for NCBA's Carcass Merit Project, a research project studying the genetics of beef tenderness in 14 breeds of cattle. He is active in the

Beef Improvement Federation (BIF) and the American Society of Animal Science. Moser's research is focused on the use of ultrasound in cattle evaluation for carcass characteristics and the effects of selection for carcass traits on cow reproduction and efficiency.



Bill Bowman serves as director of the American Angus Association Commercial Relations Department and assistant director of performance programs. Bowman has played a role in the development of the Angus Beef Record Service (BRS). He works to promote Angus genetics in commercial breeding systems and to increase efficiency and profitability of the

operations. Bowman has overseen the development of the Angus Resource Clearinghouse Network (ARCNet) and the Bull Listing Service (BLS). Prior to his current position, he served as a regional manager for the Association. Bowman is an animal science graduate of the University of Missouri-Columbia.



James Henderson is general manager of B3R Country Meats Inc., Childress, Texas, a privately owned packing facility and branded beef program. He received his bachelor's degree in animal science from Texas A&M University and served as coach of the meats judging team for Texas Tech

University in the late 1970s. His more than 23 years of experience in the meat industry include serving as president of the Southwest Meat Association and a member of the Texas Cattle Feeders Association regulatory and legislative affairs committee. Henderson played a large role in B3R Country Meats' supplying product for the Texas State Society's Black Tie and Boots inaugural dinner for President George W. Bush.



Doyle Wilson is a professor of animal science at Iowa State University. Wilson is conducting research in animal genetics, including the application of ultrasound in genetic predictions and genetic parameters for carcass traits. He is the genetic advisor for the American Angus

Association and has assisted them in carcass evaluation programs since 1984. Wilson has focused on measuring backfat thickness, ribeye area and marbling using real-time ultrasound. He has been invited to present his results to researchers, producers and related industry personnel throughout North and South America, Australia and South Africa.



Tim Schiefelbein is the value-based-procurement manager for ConAgra Foods Inc. Schiefelbein implemented ConAgra's pricing formulas for buying fed cattle on quality, yield and weight specifications, and he has developed data sheets and information systems for reporting all

carcass and quality information. He has been instrumental in developing and conducting numerous programs for the company. Before joining ConAgra, Schiefelbein was the commercial marketing director for the American Gelbvieh Association. There he initiated one of the first alliances with a major packer and put together several programs and events to benefit the association's members.



John Landry is the *Certified Angus Beef*[®] (CAB[®]) brand and center-of-the-plate specialist for Sysco Food Service in Kansas City. Landry, a Kansas native, attended the Culinary Institute of America in New York, where he trained in classical French cooking. He has worked

as a chef in Texas, Georgia, New York and Kansas. Since joining Sysco in 1994, Landry devotes his time to training marketing associates about 600 meat items and working with customers in various foodservice operations in Kansas and Missouri.