



At September's profit conference . . .

Wildflower, a Las Vegas singing and comedy trio, will be the featured entertainment at the Certified Angus Beef steak fondue on Thursday, September 11, the first day of the American Angus Association's National Beef Profit Conference in St. Joseph, Missouri. The Conference, September 11 and 12, will be at the Association headquarters and at the beautifully restored Missouri Theater downtown. The theme of the conference is "How to breed more value into cattle and get paid for it." Room reservation deadline is August 31. Registration details are available from the American Angus Association, (816) 233-3101.

Let's produce more profit with performance Angus

Getting paid for the extra value that cattlemen breed into beef cattle will be discussed by a wide range of beef cattle producers, feeders, educators, and beef marketers at the National Beef Profit Conference set for Sep-

tember 11 and 12 in St. Joseph, Missouri.

Sponsored by the American Angus Assn., conference topics will range from how to use performance pedigrees to achieve high predictability in

feeder and finished cattle to merchandising high-quality beef for added profit.

Henry Gardiner of Ashland, Kansas, immediate past-president of the Beef Improvement Federation, and regis-

tered Angus breeder will keynote the conference. Recognized as one of the top producers of performance seed stock, Gardiner will discuss how he has been able to stack performance pedigrees to achieve high predictability in cattle for all segments of the industry.

He'll be followed by a panel of commercial cattle producers from across the country who will address "How to add profit to a commercial herd by using Sire Evaluation." Panel members are Lynn Ballagh, Burwell, Ne.; Gray Coyner, Delaplane, Va.; and Tom Price, Pendleton, Or. The panel will be moderated by John Crouch, director of performance programs for the American Angus Assn.

Earning top dollar from top-quality cattle will be discussed by three commercial cattlemen who have many years of experience with retained ownership through the feedlot. The panel discussion, titled "Retained Ownership—a way to cash in on superior feeder cattle," will be moderated by Dr. Charles McPeake of Oklahoma State University. Panel

members will be Larry Garten, feedlot manager for Wagonhammer Cattle Co., Albion, Ne.; Andy Olson, Council Grove, Ks.; and Charles Nichols of Arnett, Ok.

What is predictable performance worth to the feedlot operator? This potentially touchy subject will be discussed by Lee Bowen of Omaha, Ne., who operates feedlots in Oklahoma. Bowen, whose records show that there are wide differences in the value of cattle from different ranches, will use his experience and recorded information to encourage cattlemen to improve the feedlot performance of their cattle.

How do we satisfy the consumer and expand beef consumption? This topic will be tackled by a packer, a beef distributor and a restaurant owner, who are all involved in the American Angus Association's Certified Angus Beef program. The topic of this panel, moderated by Mick Colvin, director of Certified Angus Beef, will be "Merchandising quality and getting paid for it."

The day and a half conference will

begin at 1 p.m. Thursday, September 11, with an open house at the American Angus Assn. headquarters in St. Joseph, Missouri. A presentation will be given to explain each of the Association's departments and how it functions.

That evening there will be a Certified Angus Beef steak dinner on the back lot of the American Angus Assn. in a giant circus tent. Evening entertainment will be provided by Wildflower, a musical group composed of three beautiful and talented ladies from Las Vegas. The formal conference program will begin at 8:30 a.m. the following morning in the restored Missouri Theater in downtown St. Joseph and will conclude by 3:30 p.m.

Registration for the conference is \$25 which includes the program plus the Thursday night dinner and coffee breaks. For additional information and hotel reservations, write or telephone the American Angus Assn., 3201 Frederick, St. Joseph, Mo. 64501—telephone (816) 233-3101.

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