



Lead In

► by **Richard Spader**, executive vice president

Conference will address trends, challenges

The beef industry is becoming more competitive, with greater emphasis on traits of economic importance for all concerned. This point was brought out time and again at the Beef Improvement Federation (BIF) meeting in San Antonio, Texas, as speakers addressed the future of the beef cattle industry and the source of genetics and programs to drive the business.

Breeds throughout this decade will be faced with even greater challenges as we address competition, not only from other breeds but also from other sources of protein. The actual infrastructure of the seedstock industry may change in the future as we observe major companies entering the business with an integrated approach.

Pounds, product, pregnancy

The Angus breed isn't immune from these trends or from the challenges they present. Plainly speaking, it will be an exciting time for all in the beef industry in the years ahead.

That's why the American Angus Association sponsors national conferences and strives to bring the latest in research, technology, marketing and management to its members. This year's National Angus Conference and Tour will be in North Platte, Neb., from Sept. 30 to Oct. 3.

The theme for this year's conference — "Leading the Angus Advance" — will set the stage for a lineup of speakers and moderators who will zero in on nearly every aspect of the cattle industry. The role of the Angus breed in beef production will serve as the common thread of the presentations, and the program eventually will take us to the processing and distribution end of our business. It should be one of the most enlightening and instructive national conferences ever sponsored.

We will review research in the areas of reproduction and the balance of producing pounds, product and pregnancy. We will look at the technology needs of the commercial cattle industry and the tools being offered through the Angus Beef Record Service (BRS) to assist commercial producers in their quest for timely decision-making tools for their operations.

Some speakers will discuss the role of DNA in genetic improvement, and others will review current marketing grids and where Angus fit in the current cattle marketing systems. Yet other speakers will address a better end product and the importance of information flow from the processor back to the producers who design the genetic makeup of the cow herd.

Finally, speakers will talk about how they market a premium product to consumers. They will talk about how those products pull value through the system for the superior genetics being produced. You also will get to hear an industry overview from a

leading keynote who will address our challenges and opportunities.

A special, added benefit to the conference will be a two-day tour (Oct. 1-2) hosted by the Nebraska Angus Association. The Nebraska folks will give us a good look at some beautiful Sandhills country and some great cow herds, both registered and commercial.

We'll also visit a commercial feedlot and spend an evening at a commercial ranching and Quarter Horse operation, a winner of the National Cattlemen's Beef Association (NCBA) Best Remuda Award.

Those stops will introduce us to Nebraska ranchers and families and how they manage beef cattle operations in that great cattle-producing region.

Added value

Our job in the next few years will be to keep commercial customers using more Angus bulls and to differentiate the Angus advantages from the other breeds and sources of seedstock. To do this, we will need to sell the value of the Association registration certificate and state and national Angus association programs and what they mean to buyers. We also will have to continue to improve the overall value of Angus cattle.

National conferences give us an opportunity to address issues and to gauge how we're doing in the beef industry. They give us an opportunity to share ideas and fellowship away from the day-to-day grind of the ranch or business.

The conference and tour represent an ongoing commitment by your Association to provide education in a changing cattle industry.

Some Angus breeders tell me they've never missed an Angus conference and don't plan to miss one now.

I hope to see you in Nebraska this fall.

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997

Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

phone: (816) 383-5100; fax: (816) 233-9703

e-mail: angus@angus.org ■ home page: www.angus.org

OFFICERS

Howard Hillman, president, Sioux Falls, SD ■ **Richard L. "Dick" Spader**, executive vice president, Saint Joseph, MO ■ **Leroy Baldwin**, vice president, Ocala, FL ■ **Steve Brooks**, treasurer, Bowman, ND

BOARD OF DIRECTORS

Terms Expiring 2001—**Steve Brooks**, Bowman, ND ■ **John Curtin**, Blue Mound, IL ■ **Ben Eggers**, Mexico, MO ■ **Jot Hartley**, Vinita, OK ■ **Cecil McCurry**, Mount Hope, KS ■ **Terms Expiring 2002**—**Leo Baker**, Saint

Onge, SD ■ **Jim Bradford**, Guthrie Center, IA ■ **Joe Elliott**, Adams, TN ■ **Brian McCulloh**, Viroqua, WI ■ **Lowell Minert**, Dunning, NE ■ **Terms Expiring 2003**—**Keith Arntzen**, Hilger, MT ■ **Minnie Lou Bradley**, Memphis, TN ■ **Paul Hill**, Bidwell, OH ■ **Abbie Nelson**, Wilton, CA ■ **Dave Smith**, Greensburg, IN

ADMINISTRATIVE STAFF

Activities & Junior Activities—James Fisher, director ■ **Administrative Secretary**—Pat Musil ■ **Angus Information Management Software**—Scott Johnson, director ■ **Commercial Relations**—Bill Bowman, director ■ **Communications & Public Relations**—Susan Rhode, director ■ **Information Systems**—Lou Ann Adams, director ■ **Finance & Accounting**—Richard Wilson, director ■ **Member Services & Office Management**—Bryce Schumann, director ■ **Performance Programs**—John Crouch, director

REGIONAL MANAGERS—Refer to page 360.