



# Angus Stakes

► by *Shauna Rose Hermel*, editor

## Reason to get together

*What a great event! I anticipated a smaller attendance at this year's National Angus Conference & Tour as it was headquartered a little further off center than many conferences we've had in the past. But a tremendous program, the opportunity to see a great lineup of Angus herds and area attractions, and the fact we just like to get together drew nearly 400 attendees to Idaho and Oregon this September.*

### Those who attend once

With 18 pages of coverage in this month's issue devoted to the event, we can't even begin to do it justice. We hope you'll log on to [www.nationalangusconference.com](http://www.nationalangusconference.com) and listen to some of the sessions and page through the PowerPoint presentations.

You'll see part of the reason why those who attend one national conference are likely to become regulars.

Tuesday morning's "Back to Basics" session provided a wealth of information on Association programs and services in a format to educate new members and stalwarts of the breed as well.

► Want to hear about Certified Angus Beef LLC and why it changed specifications for the *Certified Angus Beef*® (CAB®) brand? Listen to Mark McCully's presentation available through the web site's newsroom.

- Want to know why some embryo transfer calves have EPDs and some don't? Listen to Sally Northcutt's morning presentation, during which she answered some of the most often asked questions about performance data and evaluation.
- Want to know how a yield grade is determined? Listen to Brad Morgan's Carcass 101 session while viewing the accompanying PowerPoint.
- Want to know how to explain the AngusSource® program to your customers? Listen to Ty Groshan's presentation on the USDA Process Verified Program (PVP).

### Looking toward the future

The afternoon's sessions provided insight to the future. Mark Enns and Sally Northcutt focused on where the industry and the Association are relative to genetic predictions

for reproductive traits and where we might be headed. Twig Marston gave a very entertaining presentation about producing with optimums.

Brad Morgan's afternoon presentation walked producers through the premiums and discounts assessed on one set of market cattle, then revealed why the 2005 National Beef Quality Audit (NBQA) says the beef supply needs to be more Angus.

Commercial producer Mike Kasten demonstrated how he is profiting with Angus genetics and why he, as a customer, wants the Association to provide genetic predictions for his cow herd.

Tuesday evening, Rod Nulik of Purina Mills, LLC, challenged attendees, asking "What's Next?"

### Come next year for the camaraderie

I recommend every member listen to every presentation and encourage your customers to listen to them as well. I appreciate the opportunity the Association and conference sponsors Purina Mills and Alpharma Animal Health provide in offering access to this information for everyone motivated to learn.

Still, you have to be there to experience the full benefit of a National Angus Conference & Tour. The herds, the people, the discussions, the opportunity to ask questions and make your viewpoint heard — well, you have to be there. Make plans to be in Peoria, Ill., Aug. 28-30 at next year's conference.

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