

# 2008 Cattle Industry Annual

## Cattlemen 'Rush to Reno' for 2008 Cattle Industry Annual Convention

**M**ore than 5,000 cattle producers from across the nation arrived in Reno, Nev., for the 2008 Cattle Industry Annual Convention and NCBA Trade Show Feb. 6-9. This year's event — themed "Rush to Reno" — was hosted by the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Board (CBB), American National CattleWomen (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF).

The ANCW kicked off its activities a day early, conducting its opening general session and committee meetings Tuesday Feb. 5.

Wednesday, the spotlight turned to the 15th Annual Cattlemen's College.® Also featured was the opening general session and the opening of the cattle industry's largest-ever trade show. This year's trade show featured more than 270 exhibitors, in addition to a new demonstration area featuring cattle-dog training, chuteside techniques and ranch horsemanship.

During the opening general session, Daniel Burrus said there is a predictable future in which you can base successful strategies — strategies of low risk and high reward. Burrus, the founder of five successful companies, author of six books and consultant for implementing new technologies, shared his philosophy for shaping the future. Burrus said the key is to base strategies on hard trends, things that will happen, rather than soft trends, which are things that might happen. Examples of hard trends, Burrus explained, are those driven by technology. Technologies are advancing with increasing speed, so he advised beef producers to look to the inevitable technological advancements in agriculture and embrace them.

"It's not the technology that makes a difference," Burrus said. "It's what you do with it."

Technologies can be used by beef producers to differentiate their product so it stands out from the competition. Burrus urged the producer audience to "decommoditize" their businesses by wrapping a service around their product and selling it for a higher price. He also reminded listeners that success in business and life is all about relationships — relationships built on trust.

Considering the average age of beef producers today, Burrus said it would be wise to foster relationships with young people.

Older people in the beef business have experience and wisdom, but they aren't as open to change. In contrast, he said, young people lack wisdom and experience, but they are open to change and they have a grasp on technology.

"We need them," Burrus stated. "We need young and old working together."

Cattlemen gathered Thursday morning for the Cattle-Fax Outlook Seminar, which examined underlying trends and issues affecting producer profitability in the coming year. Experts from Cattle-Fax offered analyses of cattle and beef inventories, feedgrain supplies and costs, and global trade opportunities, as well as a long-term national weather outlook.

Newly confirmed U.S. Secretary of Agriculture Edward Schafer addressed the convention during Friday's general



▶ API, the American Angus Association and Certified Angus Beef LLC shared a booth in the NCBA Trade Show.

PHOTO BY CRYSTAL YOUNG, API CREATIVE MEDIA





# Convention & Trade Show

session. Schafer was appointed by President George Bush Oct. 31, and unanimously confirmed by the U.S. Senate last week. The former North Dakota governor replaced Mike Johanns, who resigned as agriculture secretary in September.

“As governor of North Dakota, Secretary Schafer worked actively to expand overseas markets for U.S. products,” said NCBA President John Queen, a cattleman from Waynesville, N.C. “He also took a strong leadership role on many ag issues with the National Governor’s Association. So cattlemen look forward to hearing from him on Friday, and to working with him as the new leader of USDA.”

The convention concluded Saturday, Feb. 9, with meetings of the CBB and the NCBA Board of Directors. NCBA also conducted its annual membership meeting Saturday afternoon. A complete convention agenda and schedule of events is available at [www.4cattlemen.com](http://www.4cattlemen.com).

Angus Productions Inc. (API) provided online coverage of the convention at [www.4cattlemen.com](http://www.4cattlemen.com). Visit the site for summaries of the speakers; audios of the general sessions; audios and PowerPoints, if available, of the Cattlemen’s College; photo galleries; and highlights of the Trade Show. Coverage was made possible through the sponsorship of Salt Creek Angus, Memphis, Texas.

**Editor’s Note:** This article is compiled with a release provided by Cattle-Fax and articles written under contract or by staff of Angus Productions Inc. (API). For more highlights of the 2008 Cattle Industry Annual Convention and NCBA Trade Show, visit [www.4cattlemen.com](http://www.4cattlemen.com), API’s web site providing coverage of the convention. The site is made possible through the sponsorship of Salt Creek Ranch, Memphis, Texas.



PHOTO BY MATHEW ELLIOTT

► **Left:** NCBA honored Paul Hitch (right) during Friday’s general session at the 2008 Cattle Industry Annual Convention and Trade Show in Reno, Nev.

► **Below:** Several Angus breeders consigned lots to the NCBA-PAC All-Breed Bull Auction.



PHOTO BY CRYSTAL YOUNG



► **Left:** Cattlemen directed NCBA to ask Congress to approve a process that will allow producers to vote on enhancements to their Beef Checkoff Program.

► As the overall Beef Industry Scholarship winner, Rebecca Tokach of Saint Anthony, N.D., was awarded an all-expense-paid trip to the 2008 convention, where she was recognized for her award-winning essay. The scholarships are sponsored by the Chicago Mercantile Exchange (CME) and the National Cattlemen’s Foundation (NCF).



PHOTO BY CRYSTAL YOUNG

► The ANCW conducted its opening session and committees Tuesday.



PHOTOS BY TOSHA POWELL (ABOVE AND RIGHT)

