



Angus Stakes

► by *Shauna Rose Hermel*, editor

We were there

I wondered what attendance would be like in San Antonio for the 2010 Cattle Industry Annual Convention and NCBA Trade Show. The economy, the weather, calving season ... all could have been excuses to stay home and put those pennies in the piggy bank or go buy a new snow blower.

Excellent turnout

But cattlemen turned out in near-record number (second only to the last convention hosted in San Antonio), testament to the importance of the issues the cattle industry faces today. Top on the list this year were the economy, external influences on our industry and an organizational structure to meet the needs of the day.

The attendance of more than 6,000 cattlemen and industry partners is also testament to the understanding that we're not going to face those challenges individually and in a vacuum. Ideas seldom do any good if they are not voiced. Shared in a constructive forum with a clear end goal, ideas can be molded and perfected into something to benefit the whole, or at least an agreed upon segment of the whole.

Coverage online

With a week full of multiple and overlapping meetings, it's impossible to see it all. I was there, sitting in meetings from dawn till way past dusk, and still missed half

of it. If you feel the same, or weren't among the attendees, we provide some highlights beginning on page 210 and more detail is available online.

Angus Productions Inc. (API) provided online coverage of the event, offering news feeds through www.angus.org. The Association's communications team posted that coverage as well as news from the National Cattlemen's Beef Association (NCBA), Cattle-Fax, the Cattlemen's Beef Promotion and Research Board (CBB), the American National CattleWomen (ANCW) and the National Cattlemen's Foundation (NCF) to a special newsroom devoted to convention news.

We'll archive those stories and more to the newsroom at www.4cattlemen.com, API's meeting coverage site for this event. Visit the newsroom to access summaries of several sessions, news from the participating organizations and photo galleries of the event.

Double duty

This year's convention played host to the Applied Reproductive Strategies in Beef Cattle Symposium (ARSBC) conducted by the Beef Cattle Reproduction Task Force. The purpose of the program is twofold — (1) to improve the understanding of the physiological processes of the estrous cycle, the procedures available to synchronize estrus and ovulation, and the proper application of these systems and (2) to improve the understanding of methods to assess male fertility and how it affects the success of artificial insemination programs.

One attendee remarked that the ARSBC program was the best meeting she'd ever attended. It was excellent, and I encourage you to visit www.appliedreprostrategies.com to access summaries of the speakers, along with their PowerPoints and proceedings papers. You can listen to the session with the audio posted to the newsroom as well. It will be time well-spent.

If you are on dial-up and want to listen to a session, let me know. We'll see if we can't get you a DVD of the speakers you want to listen to.

Resource resource

If you want one gateway to access the different meeting sites we host, visit the www.api-virtuallibrary.com. We compiled this site to serve as the hub for accessing our meeting and topic sites — and we threw in some additional bells and whistles. Check it out and let us know what you think.

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