

Apply for the 2015 Beef Leaders Institute

by **Jena McReil**, digital editor

The Beef Leaders Institute (BLI) is a premier leadership experience for American Angus Association members that provides a look into the entire beef supply chain, while enhancing participant knowledge of the Association and strengthening their leadership skills. Angus producers 25-45 years old are encouraged to apply for the eighth-annual BLI scheduled for June 22-26, 2015. Applications are due back to the Association by March 2, 2015.

“The annual Beef Leaders Institute is an impactful way to bring Angus breeders together to learn about their larger role in the beef cattle industry,” says Jaclyn Upperman, Association director of events and education. “We hope they leave the conference with a

better understanding of how quality genetics improve the marketplace.”

The program brings Angus producers together in Saint Joseph, Mo., for a series of informative sessions, followed by a four-day tour across several industry segments. During the event, BLI participants are able to tour a beef harvesting and packing facility, retailer, fabricator, feedlots and other industry segments, including the American Angus Association and Certified Angus Beef LLC, Wooster, Ohio. Those selected will also learn about the ultimate end product — the *Certified Angus Beef*® brand — and how the branded beef program drives demand for quality Angus genetics.

“BLI has given me the opportunity to learn

more about the Association and to see other segments of the industry we don’t normally get to see,” said Dale Vitt, Fairview, Mont., who participated in the 2014 BLI. “Seeing all this will allow me to tell my customers that the beef industry does put out a safe product, and I can be a better advocate.”

The Association provides transportation, lodging, meals and materials during BLI. Attendees will be responsible for round-trip transportation between their home and either Kansas City or Saint Joseph, Mo.

To apply, fill out the application at www.angusfoundation.org/Fdn/Files/2015BLIApplication.pdf, or contact the American Angus Association at 816-383-5100.

