

# Apply to Attend 2016 BLI

Applications are due March 1.

by Jena McReil, digital editor

The Beef Leaders Institute (BLI) is a premier leadership experience for American Angus Association members, providing a look into the entire beef supply chain while enhancing participant knowledge of the Association and strengthening leadership skills. Angus producers between 25 and 45 years old are encouraged to apply for the ninth annual BLI scheduled for June 20-24, 2016. Applications are due back to the Association by March 1.

“The Beef Leaders Institute is an annual highlight, as we bring together Angus breeders from across the country for an in-depth look at our business,” says Jaclyn Clark, Association director of events and education. “Participants gain practical knowledge, valuable connections and a greater appreciation for the role of quality beef in today’s marketplace.”

The program brings Angus producers together in Saint Joseph, Mo., for a series of informative sessions, followed by a three-day



► Beginning in Saint Joseph, Mo., at the American Angus Association headquarters, participants in the 2015 Beef Leaders Institute toured the Midwest.

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. Those selected will also learn about the ultimate end product — the Certified Angus Beef® (CAB®) brand — and

how the branded-beef program drives demand for quality Angus genetics.

“BLI overall has been an excellent experience, and I encourage other producers to attend,” said Jed Connealy of Whitman, Neb. “It’s a unique opportunity to see many different sectors of the industry, and most of the things we’ve seen on BLI are things you don’t just walk in and see by yourself. It’s a really neat opportunity that cattlemen on all levels should take advantage of.”

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, download an application (available at [www.angusfoundation.org/Fdn/Files/2016BLIApplication.pdf](http://www.angusfoundation.org/Fdn/Files/2016BLIApplication.pdf)) or contact the American Angus Association at 816-383-5100. Information can also be found on [www.angus.org](http://www.angus.org).

