

Celebrating Suc

by **CAB Staff**

Oregon's Sunriver Resort hosted the 2011 Certified Angus Beef LLC (CAB) Annual Conference. More than 500 CAB partners from 10 countries gathered to celebrate the year's achievements and learn new tools for increasing Angus beef sales. In just three days, they toured ranches, enjoyed the talents of renowned chefs and tasted the latest beef convenience items on the market.

The conference was the place to congratulate the inaugural class of the Master of Brand Advantages (MBA) program, which aims to educate chefs and restaurant staff. This year, 19 graduates completed three weeks of hands-on and in-the-field training sessions. The venue ranged from ranch to feedlot and packing plant, where they gained beef quality knowledge and participated in meat-cutting and sales-training workshops.

The annual conference was a forum for supporting tomorrow's beef leaders, too. Thanks to record-breaking support during the annual Colvin Scholarship Auction and Golf Tournament, brand partners provided more than \$90,000 in generous donations. In 2012, five Colvin scholarships totaling \$20,000 will be awarded.

CAB President John Stika kicked off this year's conference agenda by sharing his vision for continued success. He also congratulated

the brand's partners for nine record-breaking sales months during the past year.

Chief Richard Picciotto of the New York Fire Department provided the keynote address. He shared a personal story about



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the heroes that arise from tragic events and the determination it takes to survive insurmountable odds, like those on Sept. 11, 2001.

Jude Capper, Washington State University animal scientist, voiced her frustration with the mismarketing and perceptions that are passed on to the consumer about what is and isn't environmentally friendly. She told the crowd beef is often held under the microscope.

"Most consumers just want affordable, safe, nutritious food that tastes good," she said.

Attendees also heard about market momentum from Randy Blach of CattleFax. Scott McKain, executive coach and business author, shared his insight on building a compelling connection with customers. McKain said to increase sales, improve retention and enhance profits, companies must deliver the ultimate customer experience, regardless of economic climate.

It's advice that parallels the CAB philosophy. The annual conference brought together the best of the industry — people determined to celebrate milestones while looking toward the future. It's why the best continue to get even better.



One night, five dinners

On a gorgeous evening in the great Northwest, annual conference guests experienced Oregon's fantastic flavors and majestic scenery. They could choose to dine with dignitaries, enjoy the cowboy way, experience a perfect pairing, eat on the trail or escape on a twilight canoe ride. The settings differed, but the meals had one thing in common: exquisite flavors showcasing some of the region's best ingredients and premium *Certified Angus Beef*® (CAB®) steaks. The dinners provided examples of the ultimate customer experiences that premium Angus beef delivers.

The Presidential Dinner was prepared by Chef John Doherty, who has cooked for more presidents, royalty and heads of state than any other chef in the country. Guests enjoyed his best dishes from these dinners at a formal affair in a capitol-inspired ballroom. They even heard from a special guest (and chief impersonator!)

The El Gaucho Experience was a legendary Seattle steak house



feast on the shores of Alpine Lake. El Gaucho visionary Paul MacKay welcomed guests to an evening of fine food, friends and majestic mountain views. The day concluded with a twilight canoe trip.

Cowboy Dinner guests experienced the romance and tastes of unique Western heritage with authentic chuck wagon cooking. The evening included buckboard wagon rides, roping exhibitions and campfire songs.

Oregon Ale Trail diners embarked on a quest to find the finest beef and beer in the Northwest. They sampled new brews from Deschutes Brewery in Bend, Ore., with each course.

An Evening of Red was an exclusive dinner at the Crosswater Golf Club. It featured CAB® courses paired with Chateau Ste. Michelle wines.

Success in Sunriver



► **Above:** The Presidential Dinner, prepared by Chef John Doherty, was a formal affair in a capitol-inspired ballroom, and featured a commander-in-chief impersonation of President George W. Bush.



► Chef Ric Rosser of Saltgrass Steakhouse created the champion burger at the CAB Annual Conference.

Burger Bash

As the sun was setting over Oregon's Cascade Mountains, burger aficionados gathered for the Annual Conference Burger Bash — a test of culinary creativity on a bun. Some of America's best chefs prepared their version of the ultimate *Certified Angus Beef*[®] (CAB[®]) brand burger.

The competition was tough, but the People's Choice winner was the Ultimate Saltgrass Burger created by Chef Ric Rosser of Saltgrass Steakhouse. The CAB Prime burger featured corned beef bacon, heirloom cherry tomatoes, poached quail eggs and micro-greens on Shiner Bock beer bread.

Guest chefs included Chef Anthony Vidal of Hash House A Go Go, who made a CAB mashed-potato burger. It was the virtual winner as voted by CAB Facebook fans. Other competitors included Chef Peter Vauthy of RED the Steakhouse; Chef John Storms of Hard Rock Café; and Chef Scott Neuman of OBA.



► **Above:** Michelle Quigley receives her Master of Brand Advantages diploma from CAB President John Stika. Quigley was one of the 19 graduates of the inaugural class, which aims to educate chefs and restaurant staff.

► **Right:** New York Fire Department Chief Richard Picciotto provided the keynote address featuring a personal story on the determination it takes to survive insurmountable odds, such as those on Sept. 11, 2001.

