

Cattle Industry Convention Nears

Keynote speakers include a ship's captain and an NFL quarterback.

The National Cattlemen's Beef Association (NCBA) announced the lineup of speakers for the 2014 Cattle Industry Annual Convention in Nashville, Tenn. The 116th annual convention will be Feb. 4-7 at the Gaylord Opryland Hotel.

Captain Richard Phillips will kick off the convention with keynote remarks during the general opening session. Sponsored by Boehringer Ingelheim Vetmedica Inc., the opening session is scheduled for Feb. 4 at 3 p.m.

Captain Richard Phillips is the inspiration for the movie, *Captain Phillips*, starring Tom Hanks. The movie is based on Phillips's book, *A Captain's Duty: Somali Pirates, Navy SEALs and Dangerous Days at Sea*, a fascinating and suspenseful recounting of the first hijacking of a U.S. ship in more than 200 years.

It's the incredible story of a regular man who found the courage to lead his ship and save his crew while besieged by Somali pirates for five days. Phillips shares his compelling story as a "floating CEO" in charge of the day-to-day operations of a multi-million-dollar ship and its crew. He draws lessons from the dramatic events that can help you survive and thrive. He will discuss the vital importance of leadership and teamwork, combined with a belief in the power and potential of yourself and your team.

General Session II, sponsored by Bayer Animal Health, takes place Feb. 6 at 9:30 a.m. and features All-American and NFL quarterback Archie Manning, who transcends his athletic achievements. People far and wide have been inspired by his warm personality, drive and sense of humor.

Recognized as a 14-year veteran quarterback and father of two Super Bowl champion quarterbacks, Peyton and Eli, Manning says the greatest rewards don't come from winning the game; they come from playing the game. His other principles for success are leadership, depending on others and being flexible. Manning takes these lessons, along with countless others, to inspire audiences to achieve greatness in their journey for personal and professional success.

On Feb. 5 at 8 a.m., Purina Animal Nutrition LLC and Zoetis are sponsoring the CattleFax Outlook Seminar. This session will explore the factors that influence the profitability of your operation, and provide a look forward to what cattle, beef and feed prices might look like in the future. Art Douglas of Creighton University will provide a long-term weather outlook.

"Convention attendees can expect inspirational and thought-provoking speeches from each of our keynote speakers,"

said NCBA President Scott George. "We are thrilled to have Captain Phillips and Archie Manning join us in Nashville to help set the tone for a productive and engaging week ahead."

2014 convention participants will hear from industry leaders, gather insight on industry trends, enjoy a Cowboy's Night at the Grand Ole Opry II and party with Elvis at Viva NashVegas™!

"The Cattle Industry Convention is the oldest and largest national convention for everyone that is in the cattle business," said George. "The convention and trade show is the time for cattle industry members to come together and work toward the future of the industry while having some fun."

Advance registration for the event is open until Jan. 10, after which registration will be taken at the door. In addition to access to all of the 2014 convention events, registrants for the full convention will receive a 50% off coupon for Roper and Stetson apparel and footwear at the NCBA Trade Show.

To register for the 2014 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org or email meetings@beef.org. For more information on the event, visit www.beefusa.org.



2014 Cattle Industry Annual Convention and NCBA Trade Show

Tentative Schedule of Events — Feb. 4-7, 2014 — Nashville, Tenn.

Hosted in conjunction with meetings of the National Cattlemen's Beef Association, Cattlemen's Beef Board, American National CattleWomen, CattleFax and National Cattlemen's Foundation.

Monday, Feb. 3	Registration noon-6:30 p.m.	3 p.m.-5 p.m.	NCBA Trade Show Reception
8 a.m.-10 p.m.	ANCW Meetings	5 p.m.-6:30 p.m.	Regional Caucus Meetings
4 p.m.-7:30 p.m.	Cattlemen's College Sessions & Reception	5:30 p.m.-8:30 p.m.	CattleFax Board of Directors Reception/Dinner
Tuesday, Feb. 4	Registration 6:00 a.m.-7:00 p.m.	7 p.m.-10 p.m.	Viva NashVegas™ Party!
7 a.m.-noon	NCBA Executive Committee Meeting	Thursday, Feb. 6	Registration 6 a.m.-4 p.m.
7 a.m.-2:30 p.m.	Cattlemen's College Programs/Lunch	7 a.m.-9 a.m.	Best of Beef Awards Breakfast
8 a.m.-3 p.m.	ANCW Meetings	8 a.m.-3 p.m.	ANCW Meetings
3 p.m.-5 p.m.	Opening General Session	9:30 a.m.-11 a.m.	General Session II
5 p.m.-8 p.m.	NCBA Trade Show Welcome Reception	10 a.m.-5 p.m.	NCBA Trade Show Open
Wednesday, Feb. 5	Registration 6:30 a.m.-4 p.m.	Noon-6 p.m.	Joint Program & NCBA Policy Subcommittee & Committee Meetings
8 a.m.-10 a.m.	CattleFax Outlook Seminar	3 p.m.-5 p.m.	NCBA Trade Show Reception
8 a.m.-7:30 p.m.	ANCW Meetings	5:30 p.m.-7:30 p.m.	CBB Executive Committee Meeting
10 a.m.-12:30 p.m.	NCBA Emerging Health & Research Issues Working Group	8 p.m.-midnight	Cowboy's Night at the Grand Ole Opry and Red Solo Cup After Party!
10 a.m.-5 p.m.	NCBA Trade Show Open	Friday, Feb. 7	
10:30 a.m.-11:30 a.m.	Building Beef Demand Outlook Session	7:30 a.m.-8:15 a.m.	Joint CBB & NCBA Federation Board of Directors Meeting
10:30 a.m.-11:30 a.m.	NCBA Policy Forum	8:30 a.m.-11 a.m.	CBB Meeting
11 a.m.-4 p.m.	CattleFax Board of Directors Meeting	8:30 a.m.-11 a.m.	NCBA Board of Directors Meeting
Noon-1:30 p.m.	CBB Luncheon		
1 p.m.-3 p.m.	ANCW General Membership Business Meeting		
1 p.m.-5 p.m.	Council Meetings & Policy Working Groups		
2 p.m.-3 p.m.	NCBA Federation Forum		

Source: NCBA website, www.beefusa.org.

