

Cattle Industry Convention Set to Sizzle in San Antonio

Winter convention registration open now.

Registration for the 2015 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show is under way. The 117th Annual Convention will be in San Antonio, Texas, Feb. 4-7, 2015.

Convention participants will hear from industry leaders, gather insight on industry trends, and enjoy an evening at the Cowboy Comedy Club & Mustache Bash After-Party. NCBA President Bob McCan said this convention is a must for everyone involved in the cattle industry.

"The Cattle Industry Convention is the oldest and largest national convention in the cattle business," McCan said. "It is a unique opportunity to join other leaders in the industry to network, discuss policy, and visit with the many trade show participants. Plus, San Antonio is a hard location to beat!"

NCBA's Cattlemen's College®, now celebrating its 22nd year, has established a reputation as one of the most thorough producer education programs in the nation. Sponsored by Zoetis, the 2015 edition of Cattlemen's College offers a wide range of informative, hands-on educational workshops designed for cattle operations of every size and sector.

The program will be Feb. 3-4, 2015, headlining the first day of activities.

Cattlemen's College workshops include an outstanding lineup of industry experts during the course of two jam-packed days.



On Tuesday, Feb. 3, participants will first hear from Gary Smith, Keith Belk, Daryl Tatum and Dale Woerner on "Feeding to Increase the Quality, Consistency and Competitiveness from Market Cows." This first hands-on class will help attendees improve the beef from market cows, identify production practices and learn value concepts from feedlot to retail.

On Tuesday evening, Cattlemen's College participants will be treated to a Texas Barbecue Welcome Reception sponsored by Zoetis. The reception will be an opportunity to visit with fellow cattlemen, as well as the afternoon's speakers.

Starting Wednesday morning at 7 a.m., Cattlemen's College classes begin with a keynote address followed by classes focusing on rebuilding the herd, the future of beef production and many other valuable topics, concluding with the lunch session with legendary farm broadcaster Max Armstrong.

Armstrong will talk about how, in his view from nearly 40 years as a broadcaster, it's a great time to be in the beef business.

"Cattlemen's College gives producers an opportunity to hear from some of the leading experts in topics that impact their cattle operations every day, as well as the chance to interact with those experts and ask questions," said McCan. "Many of the presenters are legends in the beef industry, and the wide variety of classes offers something for every producer. We highly encourage cattlemen and women to take advantage of this informative and educational program."

Headlining the first general session is Erik Wahl, internationally recognized graffiti artist and best-selling business author. Thursday will have the CattleFax U.S. & Global Protein & Grain Outlook Seminar. Jeff Foxworthy will headline the Cowboy Comedy Club Friday evening.

In addition to access to all of the 2015 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 2015 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org or email meetings@beef.org.



Editor's Note: This article was compiled from press releases from NCBA.

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PHOTOS BY KASEY BROWN

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