



Comes to West Coast

Cal Poly will host interactive educational seminars.

To complement cattlemen's usual preference for hands-on work, the American Angus Association will offer opportunities for hands-on learning at the second Cattlemen's Boot Camp, April 28-29, at Cal Poly State University in San Luis Obispo, Calif.

By participating in interactive workshops and attending guest speaker sessions, both veteran cattlemen and newcomers to the cattle business will gain valuable knowledge on topics such as production practices, marketing and end-product merit. The event is suitable for both purebred and commercial cattle producers.

The Association-sponsored event, co-sponsored by Cal Poly and the Angus Foundation, is preceded by an Angus Skills Lab the morning of April 28. The Angus Skills Lab introduces newer Angus producers to topics such as applying tattoos and freeze brands, using ultrasound and artificial insemination (AI) equipment, processing and weighing, body condition scoring, and using performance data. Sessions will also explain how to register cattle and submit performance information. Although there is no registration fee, participants must be registered to attend the Boot Camp.



Enrollment is limited to ensure a more interactive setting for newer producers.

The Boot Camp kicks off Friday afternoon with eight interactive, rotating stations and guest speakers from the cattle industry and academia. A special case study on applying genetic selection tools will offer participants the chance to put into practice the information they've learned throughout the day. Among other Saturday sessions, a four-person presentation will offer tips on developing a marketing plan for various industry segments. See the schedule for more information.

Boot Camp speakers include representatives from Cal Poly, Colorado State University, Caprock Cattle Feeders, Silveira Bros. Angus, San Benito Cattle Co., the Association, Certified Angus Beef LLC and the California Beef Council.

Boot Camp registration is just \$75 and is due to the Association by April 11. A hotel block in San Luis Obispo is available at the Best Western Somerset Inn. Call (805) 544-0973 and ask for the American Angus Association block to get the negotiated rate.

Visit www.angus.org or call (816) 383-5100 for more information.



Cattlemen's Boot Camp Schedule

Friday, April 28

1 p.m. Welcome
Emerging Industry Trends
Determining Value
Creating a Supply Chain
Mentality &
Communicating Value

2:30 p.m. Interactive stations:
AngusSource®
Reproduction
Interpreting a Feedlot Closeout
Branded Beef Programs

4:30 p.m. Break

5 p.m. Interactive stations:
Quality Grade & Yield Grade
Integration of ID & Management
Longevity & Convenience Traits
of the Cow Herd
Interpreting a Kill Sheet

6:15 p.m. Catered dinner

7 p.m. Interactive case study on genetic selection tools: "It's Sale Time"

Saturday, April 29

7:30 a.m. Continental breakfast

8:30 a.m. Creating a Quality Mentality at the Ranch

9:30 a.m. Nutritional Management for Optimum Production

10:45 a.m. Developing a Marketing Plan (seedstock, cow-calf, feedlot, end product)

Noon Catered lunch

Scheduled events and speakers are subject to change.