



Bootcamp Draws Crowd

More than 80 cattle producers gathered for educational event April 15-16.

by Jena McReil, digital editor

Continuing education is key to any business, and the beef industry is no different. Today's cattle producers are required to apply animal science, accounting and finance, and marketing and economics in their day-to-day operations. To meet the need for further education, the American Angus Association hosts Cattlemen's Boot Camps each year at various locations across the country.

Most recently, 80-plus seedstock and commercial cattle producers attended a Cattlemen's Boot Camp hosted at the Trac Center near Kennewick, Wash. In partnership with Washington State University (WSU), the conference provided timely information





presented by academic and industry professionals.

“Cattlemen’s Boot Camp events are a fantastic opportunity for cattle producers to experience hands-on education right in their own home regions,” says Jaclyn Clark, Association director of events and education. “We are fortunate to have strong partners at universities nationwide who make events like this possible.”

Funded by the Angus Foundation, Cattlemen’s Boot Camps feature a day-and-a-half of educational speakers and hands-on activities to help producers improve their herd operations.

In Washington, participants heard from experts on a number of topics, including bull selection, reproductive technology, genetic markers, forage management and more. Because of their location in the Pacific Northwest, the educational program also included discussions on postfire management strategies, how producers can build back after wildfires and tips for controlled burns.

Joining speakers from the National Resources Conservation Service (NRCS) and Washington State University were Dan Moser, Angus Genetics Inc. (AGI) president and Association director of performance programs; Ginette Gottswiller, Association director of commercial programs; and Mark McCully, vice president of supply development for the *Certified Angus Beef*® (CAB®) brand.

The next Cattlemen’s Boot Camp will be hosted Sept. 21-22 at the University of Nebraska–Lincoln, prior to the start of the 2016 Nebraska Angus Tour. Stay tuned to www.angus.org for more information as it develops.

