

All Roads Lead to Georgia



 PURINA®

ANGUS
THE BUSINESS BREED



2011 National Angus Conference & Tour • September 6-8 • Athens, GA

www.NationalAngusConference.com

General Information

Registration

The early registration deadline for the National Angus Conference & Tour is Aug. 1. Cost of registration is \$150 before Aug. 1 or \$175 afterward. Registration includes the conference program, meals and transportation for the tour.

Hotel information

Attendees should make their own hotel reservations. The

Hilton Garden Inn is the headquarters, and can be reached at 706-353-6800. Ask for the Angus block.

For more information

Contact Shelia Stannard at [sstannard@angus.org](mailto:ssannard@angus.org) or 816-383-5100 for more information or to register.

2011 National Angus Conference & Tour

sponsored by Land O'Lakes Purina Feed LLC

Registration is \$150 if paid on or before the early registration deadline of Aug. 1; late registration is \$175 after Aug. 1

No. of people	×	Cost before Aug. 1	=	Total enclosed
_____	×	\$150	=	\$ _____

Refunds will be given at 50% only if requested prior to Aug. 1. After Aug. 1, no refunds will be granted.

Check enclosed. Make checks payable to the American Angus Association.

Visa MasterCard Discover

Card # _____ Exp. _____

Signature _____

Name badge information (please print)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

Send registration confirmation to:

Name _____

Member Code _____

Address _____

City _____ State _____ ZIP _____

Phone _____

E-mail _____

Send this completed form and payment to:
American Angus Association
Attn: Shelia Stannard
3201 Frederick Ave., Saint Joseph, MO 64506-2997
Fax: 816-233-9703

2011 National Angus Conference & Tour

Athens, Ga.

Tuesday, September 6

8 a.m. Welcome — Joe Hampton, president and chairman of the board, American Angus Association

Planning for the Future of the Beef Industry — Tom Field, executive director of producer education, National Cattlemen's Beef Association

Transition Planning & Perspective from the Next Generation: A panel discussion moderated by Curt Lacy, livestock economist and associate professor, University of Georgia

- Scott Bennett, Knoll Crest Farm Inc., Red House, Va.
- Don Schiefelbein, Schiefelbein Farms, Kimball, Minn.
- Tommy Maples, Maples Angus Farm, Elkmont, Ala.

Break

Marketing the Product: A Look at Domestic & International Markets

- Chad Stine, president, Buckhead Beef
- Geof Bednar, director of international sales, Certified Angus Beef LLC

Lunch

Where There is Vision There is Hope — Bruce Vincent, co-owner, Environomics

Wrap up and dismiss — Bryce Schumann, CEO, American Angus Association

2:45 p.m. Load buses

Depart

Arrive at University of Georgia

Arrive at Partisover Ranch, Colbert — Dinner

- Guest speaker: Gary Black, Georgia Agriculture Commissioner

7:30 p.m. Arrive in Athens

Wednesday, September 7

7:15 a.m. Depart Hilton Garden Inn

Arrive at Acres Away Angus, Lovejoy — Breakfast

Arrive at Lane Packing, Fort Valley — Lunch

Arrive at Kensington Farm, Molena — Dinner

9 p.m. Arrive at Hilton Garden Inn

Thursday, September 8

7:15 a.m. Depart Hilton Garden Inn

Arrive at Wakefield Farm, Hartwell — Breakfast

Arrive at Bramblett Angus, Elberton

Arrive at Britt Angus, Hartwell — Lunch

Arrive at Mayfield Dairy, Braselton

6 p.m. Arrive at Hilton Garden Inn

An Invitation From CEO Bryce Schumann

On behalf of the American Angus Association, we invite you to attend the 2011 National Angus Conference & Tour, located in the heart of the South.

During this year's conference, we'll cover a variety of interesting topics, including everything from succession planning to beef marketing. And you won't want to miss our outstanding keynote speaker, Bruce Vincent.

We are excited to partner with our hosts, the Georgia Angus Association, on this year's tour, which features some of the region's finest Angus cattle.

Along with the state's well-earned reputation for Southern hospitality, attendees will witness deep Angus roots and rich agricultural heritage. Tour-goers will also learn more about other food products produced in the region.

We are proud once again to partner with Land O'Lakes Purina Feed on this year's event, and I encourage you to take time to thank them as a partner, as well as to visit with our staff on hand at the event.

Be sure to register today, and I look forward to seeing you all in Athens as "All Roads Lead to Georgia." You won't want to miss it.



Bryce Schumann
Chief Executive Officer
American Angus Association

A Welcome From Our Sponsor

On behalf of Purina dealers and Land O'Lakes Cooperatives across the United States, I would like to welcome you to the 2011 National Angus Conference & Tour.

Purina is pleased to be the major sponsor for this conference. And we appreciate the great working relationship that Land O'Lakes Purina Feed continues to have with the American Angus Association and your excellent staff. We believe that the American Angus Association is a leader in developing programs and support mechanisms to help improve the competitive advantage of its breeders. Again this year your staff has assembled an excellent agenda that should make this conference a very wise investment of your time.

We share in your vision for the future of the cattle industry. With unsurpassed research and technical support, we lead the industry in providing America's cattlemen with innovative products and programs to help you make more efficient use of your resources of land, labor, capital and management. This is accomplished through Purina's exclusive Intake Modifying Technology® found in our Accuration® brand products and our Wind and Rain® cattle minerals redesigned for more consistent intake. We are confident that selecting these programs, along with sound advice from your Land O'Lakes Purina Feed representative, can help you achieve performance and financial goals for your operation.

If you have questions about Purina products or want to find the location of your nearest dealer, you can call 1-800-227-8941 or visit our website at www.cattlenutrition.com.

Again, welcome, and have a great conference and tour.



Rod Nulik
Cattle Business Leader
Land O'Lakes Purina Feed LLC

Meet Your Speakers

Joe Hampton

Joe Hampton serves as the American Angus Association president and chairman of the board. He and his wife, Robin, operate Back Creek, a cattle operation near Mount Ulla, N.C., focused on the production of Angus bulls for commercial cattlemen.



Hampton received his bachelor's degree from North Carolina State University and has been involved with agricultural research for more than 25 years. He has served as president of the North Carolina Angus Association and as board director for the North Carolina Cattlemen's Association.

As Association president, Hampton serves as chairman of the Executive Committee and works closely with all directors to lead the board. During his tenure, he has initiated a long-range planning process that will help shape the Association well into the future.

Tom Field

A well-known beef industry speaker, author and educator, Tom Field is the executive director of producer education for the National Cattlemen's Beef Association. In this role, Field oversees producer education initiatives and leads staff in coordinating the National Beef Quality Assurance program.



Prior to joining NCBA, Field served as a professor of beef cattle management systems at Colorado State University from 1989 to 2008, where he coordinated the seedstock merchandising team and was responsible for 150 purebred Angus and Hereford cows.

Field is the author of more than 100 articles related to beef cattle production and the beef industry. He is a regular contributor to the *Angus Journal* and *Angus Beef Bulletin* as author of the "Outside the Box" column.

A native of Colorado, Field earned his bachelor's, master's and doctoral degrees at Colorado State University. He serves as a consultant to numerous beef organizations, including the American Angus Association, and has given invited presentations across the United States and internationally.

Curt Lacy

Curt Lacy is a livestock economist and associate professor in the Agricultural and Applied Economics Department at the University of Georgia-Tifton. Since coming to the university in 2001, Lacy has had Extension and applied research responsibilities in the areas of livestock/forage economics and marketing.



Although he works on a variety of topics, his overall focus is the economics and marketing of livestock and

forage products through sustainable production systems. He routinely provides beef cattle market updates and other economic information to producers, county agents and agribusiness people across the state and within the region. He is also the risk management coordinator for the Georgia Beef Challenge, one of the oldest beef cattle feed-out and carcass evaluation programs in the country.

Scott Bennett

Scott Bennett, from Red House, Va., is currently a senior in agriculture and applied economics at Virginia Tech. His family owns Knoll Crest Farm Inc., and he is part of the fourth generation to produce seedstock at the family-owned business since 1944. Bennett is a founding member of the Beef Leadership Council at Virginia Tech, a member of Alpha Gamma Rho fraternity, has served as Speaker of the Senate for the Virginia Tech Student Government Association, and currently serves as that organization's director of government affairs. Last year, Bennett represented NCBA in Washington, D.C., as the spokesperson in their efforts to repeal the Estate Tax.



Bennett is a graduate of the University of Virginia's Sorensen Institute for Political Leadership. Upon graduation, he hopes to advocate for agriculture on either the state or federal level before returning home to assume an active role in his family's seedstock operation.

Chad Stine

With experience in the specialty meat industry, Chad Stine's knowledge, experience and passion contribute to his success as president of Buckhead Beef Atlanta since 2008.



Growing up on a production and agricultural farm in Kansas, Stine was inspired by his father to pursue and develop his career with holistic expertise, from pasture to plate.

Stine earned a bachelor's degree from Oklahoma State University and a master's degree in muscle physiology from Mississippi State University. He also coached the school's livestock judging teams.

Stine spent two years at IBP working in boxed beef and five years as director of packing and retail divisions at Certified Angus Beef LLC (CAB). Stine joined Buckhead Beef in 2001 and has served as director of merchandising and director of sales and merchandising. As president, Stine has a comprehensive understanding of factors contributing to customer satisfaction, including product quality and taste and the critical factors of food safety, quality assurance and HACCP compliance.

Stine is a member of the American Meat Science Association and lives in the Atlanta suburb of Smyrna with his wife and young daughter.

Don Schiefelbein

Don Schiefelbein is a partner in his family's diversified farming operation — Schiefelbein Farms — near Kimball, Minn. There, he works with his father and seven brothers to coordinate the genetic program of the large, diversified farming operation. Schiefelbein conducts expected progeny difference (EPD) selection and management of sires. He manages the farm's finances, public relations and advertising efforts.



Prior to returning to the family operation, he served as the director of commercial marketing for the American Gelbvieh Association for three years before being named its executive director. He also gained breed association experience at the North American Limousin Foundation, working as director of breed programs and coordinating the junior programs. He graduated with honors from Texas A&M University and was an extension meat specialist and certified ultrasound technician for Texas A&M's Livestock and Carcass Evaluation Service.

Tommy Maples

Tommy Maples of Maples Angus Farm grew up in the cattle business and was active in 4-H and Angus activities. Maples graduated from Western Kentucky University with an agriculture degree and received his bachelor's in secondary education from Athens State University.



Maples' children — Ben, Josh, Will and Sara — represent the eighth generation to live on the family's Alabama farm, which has existed since the state's inception. Since 1987, Tommy, wife Melanie, and their family have resided on the farm with his parents.

The operation currently calves about 150 registered Angus per year and sells the majority of offspring privately to commercial bull customers in northern Alabama and southern Tennessee.

Maples serves as a director of the Limestone County Cattlemen's Association, Limestone County Farmers Federation and State Beef Committee Chairman for the Alabama Farmers Federation. He is a board member for the Athens-Limestone County Hospice. The Alabama Farmers Federation honored the Maples family with its Outstanding Farm Family award in 1997.

Geof Bednar

As director of international sales for the *Certified Angus Beef*® (CAB®) brand, Geof Bednar oversees the brand's international initiatives and works with licensed partners in 45 countries. He focuses on elevating the success of the brand's international partners and



supporting continued growth of the brand around the globe. He also pursues an active role with the U.S. Meat Export Federation to sustain continued cooperation in international programs.

Previously, Bednar focused on building the brand's partners and presence in Canada as an executive account manager. He joined the company in 2005 after working for Michigan State University in beef cattle extension. Bednar also spent more than 20 years in the purebred cattle industry and has a bachelor's degree from The Ohio State University.

Bruce Vincent

Keynote speaker Bruce Vincent is a third-generation logger from Libby, Mont.

Vincent helped form and is currently serving as president of Communities For A Great Northwest and executive director of Provider Pals. He is co-owner of Environomics.



Vincent speaks throughout the United States and the world, has testified on resource issues before Congress and has appeared on several news programs such as "60 Minutes." He has been named Timberman of the Year in Montana and National Forest Activist of the Year. He received the Agri-Women's 2007 Veritas Award and, in 2004, received the inaugural Presidential Preserve America Award from President George W. Bush.

Vincent has been married to his wife, Patti Jo, for more than 30 years. They have four children, two sons-in-law and four grandchildren. His current activities represent a family commitment to responsible environmentalism.

Bryce Schumann

As CEO of the American Angus Association, Bryce Schumann serves as the chief administrative officer of the American Angus Association and vice chairman of the Board of Directors of the Association and each of its subsidiaries: Angus Productions Inc. (API), Certified Angus Beef LLC (CAB), Angus Genetics Inc. (AGI) and the Angus Foundation.



Schumann served as director of activities and director of member services and office management for the Association, and helped coordinate efforts for developing the Angus Foundation prior to accepting the position as CEO in 2008.

Before joining the American Angus Association staff, Schumann served as assistant director of feeder-packer relations for the CAB Supply Development Division. He has also worked for the Kansas Beef Council and Farm Credit Services.

Schumann received his bachelor's degree from Kansas State University and a master's in business administration from the University of Kansas. He and his wife, Gina, have three sons — Wyatt, Dylan and Jessye — and a daughter, Cassidy. They ranch near Lecompton, Kan.

Schumann will wrap up the conference and prep attendees for the tour to follow.

All Roads Lead to Georgia

Tuesday, September 6

University of Georgia

The University of Georgia was chartered in 1785, and faculty members have been involved in agricultural research and education since the early 1800s. The college of agriculture was founded in 1859.

Just a few blocks south of the Athens Classic Center on Broad Street stands the Arch, the entrance to old North Campus. The Arch was erected in 1857 and the three cast-iron columns signify wisdom, justice and moderation. When it was first erected, gates mounted on the arch kept livestock off the campus grounds. Today, the gates are gone, and those who take a few minutes to walk through the old part of campus can enjoy the Greek revival architecture.

UGA livestock operations are located at experiment stations all over the state. There are purebred Angus herds at the Wilkins Unit about 30 miles from Athens, and there is a purebred Angus herd at the Coastal Plains Experiment Station in Tifton.

The Double Bridges Farm is a few miles outside of Athens. This farm has just been developed to replace lands lost in campus expansion. It will be used primarily as a teaching unit for beef, swine and sheep. The farm's beef operation will primarily develop replacement heifers from the Wilkins unit.

The primary functions of the UGA Angus herd are to provide cattle to use in research projects and to provide hands-on experience for students in the animal and dairy science program. The purebred Angus herd began in the mid-1970s and includes 140 registered and 30 commercial Angus cows. Bulls and some females are sold in the university's annual auction.

Partisover Ranch

When Dan Daniel moved his family from Oklahoma to Georgia more than 40 years ago, he was focused on becoming the head of the animal science department at UGA. In 1970, when son Randy was attending college, Dan also dedicated resources to founding a cattle herd, known today as Partisover Ranch.

The Colbert, Ga., operation is now owned and operated by the Dan and Randy Daniel families with assistance from UGA students. The ranch is home to 270 registered

Angus and SimAngus cows, and includes a partnership herd in Oklahoma that was added about five years ago. The cow herd base is Angus, which is used to produce Angus and SimAngus composites.

Most cattle are sold private treaty, but the operation also utilizes a rented sale facility. Partisover Ranch participates in two to three sales annually and has sold genetics to producers in more than 40 states.

Dan has been honored extensively in the livestock industry, including having his portrait hung in the Saddle and Sirloin Club — one of the most prestigious honors in the livestock business. Partisover Ranch has been recognized with producer and breeder awards, including honors as the Outstanding Producer by the UGA College of Agriculture Alumni Association. *Showtime* magazine inducted Randy into its Hall of Fame in 2010.

While at Partisover, attendees will hear from Georgia Agriculture Commissioner Gary W. Black. Commissioner Black served as state president for the Georgia FFA and earned an agricultural education degree from UGA in 1980. He began his career with the Georgia Farm Bureau in 1980 and later served as coordinator for the State Young Farmer Program. Black started a Washington leadership program for young farmers in 1983.

He later served as the Georgia Agribusiness Council's president for 21 years and co-managed the Georgia Food Industry Partnership for 13 years. In 2010, he was elected the state's 16th Commissioner of Agriculture.

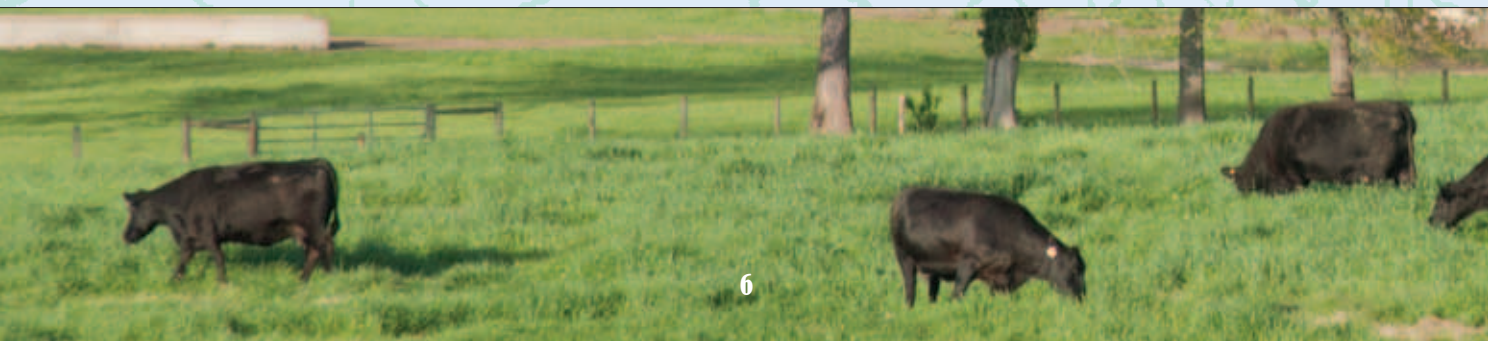
Commissioner Black and his wife, Lydia, have two children, Ward and Caroline — both UGA graduates.

Wednesday, September 7

Acres Away

Truett Cathy, founder and CEO of Chick-fil-A, and his family will host the breakfast stop Wednesday at his son-in-law's Angus farm, Acres Away, near Hampton, Ga. Tour attendees will have the opportunity to enjoy a tasty chicken biscuit while looking over Angus cattle and viewing Cathy's antique car collection that spans multiple buildings.

John White started Acres Away in 2009 and has built his herd to approximately 50 head of registered and commercial Angus cows. The herd is managed by Chris Phillips at Cathy's home. The Cathy family is known



throughout Georgia for its business success, philanthropy and environmental stewardship.

Three generations of the family are involved in the company business that started in 1946 with their first restaurant, the Dwarf Grill, and now includes the well-known Chick-fil-A restaurant chain as well as the WinShape Foundation, a nonprofit and charitable foundation with a simple yet profound goal to help “shape winners.”

Lane Southern Orchards

Located just outside of Fort Valley, in the heart of Middle Georgia, Lane Southern Orchards has been growing peaches and pecans for more than 100 years.

John David Duke founded the orchard, then known as Diamond Fruit Farm, in 1908. Peaches were shipped in wooden baskets, which he also manufactured on the farm.

John David’s grandson, Duke Lane Sr., or “Big Duke,” later took over the farm, which thrived as a result of his leadership. Today, the farm totals nearly 5,000 acres.

The present packinghouse, a state-of-the-art facility, was completed in 1990 and remains one of the most modern and efficient packinghouses in the industry, with the capacity to pack and ship up to 1 million 25-pound cartons of peaches per season.

In 2006, Lane Packing Co., as it was then known, was purchased by Lane Southern Orchards, led by Sid and Rusty Banack of Vero Beach, Fla., who have grown, packed and shipped world-famous Indian River Citrus for almost 50 years. Together, the two companies now offer a year-round supply of premium farm-fresh peaches, oranges, grapefruit and pecans.

Today, the fourth and fifth generations of the Lane family remain involved, and the company continues its growth. Lane Southern Orchards has added a farm market, restaurant, bakery and catering divisions to serve local customers as well as the orchard’s 300,000 yearly visitors.

Kensington Farm

Kensington Farm, Molena, Ga., is home to 300 head of registered Angus cows, 50 embryo transfer calves and an additional 100 head of Angus bulls from cooperator herds.

The farm was originally purchased in the 1870s, when the farming operation originally produced “king cotton,” corn and soybeans while operating the area’s only cotton gin.

The oak tree that stands on the farm’s highest point was planted from sprigs transplanted from Kensington, England. Today, this tree and others like it carry deep ties to the land, which represents one of Georgia’s oldest family-owned and -operated farms.

In the 1940s, registered Polled Hereford cattle were introduced by Dan Beckham’s father, Richard. The farm continued to offer purebred Herefords until the early 1970s, when the business transitioned into a commercial cow-calf operation.

In 2008, Dan purchased the Lemmon Angus herd of 1,100 head and focused on producing cattle with balanced traits. Today, the original farm now serves as one of Kensington’s development facilities for purebred Angus bulls and replacement females.

Kensington Cattle Co. hosts an annual production sale in the spring. Bulls are currently marketed annually in the fall.

The farm allows Angus cattle to graze approximately nine months of the year on primarily Bermuda grass pastures. High-quality hay is supplemented through the winter and mineral is provided to the herd throughout the year. Stocking rates average one cow per 2-3 acres of improved pastures, and the area typically receives 50 inches of rainfall per year.

The Georgia Historical Society recognized the Beckham/Dunn family homeplace for its continuous 100-year-old existence. Kensington Cattle Co. was also named the 2010 Mid-Georgia Cattlemen’s Association Purebred Breeder of the Year.

Thursday, September 8

Wakefield Farm

Wakefield Farm, Hartwell, Ga., began at its current location in 1981 as a commercial cattle and crop operation. However, owners Dick and Julie Phillips began converting the cropland into grasslands shortly after purchasing the farm.

In 1999, the farm began raising several ET calves for numerous area breeders. Today the farm raises approximately 120 ET calves each year.

With the help of Scott Fleming and Todd Baldwin, the Phillips manage 30 registered Angus cows and more than 400 head of commercial Angus.

Wakefield Farm operates with an eye on business and is focused on the profitable production of beef. The operation continues to seek out ways to improve and conduct its day-to-day activities in an environmentally responsible way.

The farm markets animals through private treaty, consignment sales, local livestock auctions and other venues.

In 2006, it was named Georgia Cattlemen’s Association Commercial Cattleman of the Year and Hart County Cattle Operation of the Year, and was a regional winner for the Governor’s Land Stewardship Award.

The farm has received other accolades for its land stewardship efforts, including the National Cattlemen’s Beef

Continued on next page



All Roads Lead to Georgia, *continued from page 7*

Association Regional Stewardship Award in 2002 and the Georgia Forestry Commission Forest Stewardship Award in 2004.

Bramblett Angus

The Bramblett family established its Elberton, Ga., Angus operation in 1980 when Larry and Virginia Bramblett purchased the herd as a hobby in addition to their full-time professions at the University of Georgia and Athens Technical College. But the operation expanded as time continued and children John and Laura grew. Both Bramblett children began showing Angus cattle, and Larry began selling registered Angus bulls to commercial cattle operators.

The operation utilized artificial insemination and ET technology and began a focus on carcass performance. Primary Bramblett genetics were purchased from Ankony and Lemmon cattle operations.

The Brambletts say all cattle purchases are made to enhance the herd. Cattle are evaluated on several criteria each year, including calf viability, milk and maternal traits; correct phenotype, weight gains of calves, cost of gain, and carcass traits. The operation grows most of its own feed.

Bramblett Angus maintains a focus on customer service and sells bulls via private treaty and through a fall performance-tested yearling bull sale.

Females are sold at Georgia Angus Association events, as well as production sales and through private treaty.

Larry currently serves as the president of the Georgia Angus Association and received the organization's Outstanding Leadership Award in 2010. He is a former president of the Hart County Cattlemen's Association, which is a chapter of the Georgia Cattlemen's Association.

The Brambletts are also active on the national junior Angus level. Larry served as a committee chairman for the 2009 National Junior Angus Show.

The Brambletts have received recognition from The White House, both chambers of Congress and the state of Georgia.

Britt Angus

Owned by the Stacey Britt family, Britt Angus is located just a few miles south of Hartwell, Ga., a small lakeside town that rests on the Georgia-South Carolina border.

Stacey Britt's love for the Angus breed began at the age of 14, when he purchased his first Angus heifer and showed her at the Gwinnett County Fair in Lawrenceville, Ga.

Today, the farm has grown to include 150 registered Angus cows and 100 head of commercial cattle. Brian Federspiel and Raul Badillo manage the operation, which utilizes year-round grazing and live-virus vaccines in their herd health program.

Cows at Britt Angus calve in the fall, from early September to Dec. 1. The farm hosts a female sale in April and a bull sale in October.

Britt Angus is a member of the American Angus Association, Georgia Angus Association, Hart County Cattlemen's Association and the Georgia Cattlemen's Association.

Mayfield Dairy

In 1910, T.B. Mayfield Jr. purchased 45 Jersey cows and began delivering milk to customers in his hometown of Athens, Tenn. Four generations later, the family milk and ice cream business has become one of the nation's favorite dairy brands.

In 1950, under the leadership of owners Thomas B. Mayfield III and C. Scott Mayfield Sr., the company grew into one of the nation's leading dairies, using advanced technology to bring the best products and innovative packaging to customers. Today, the company is the largest dairy in the southeastern United States.

Scottie and Rob Mayfield now make up the fourth generation of the Mayfield family helping to oversee the dairy's operations.

The dairy currently employs nearly 2,000 workers and serves nine states across the Southeast. The Mayfields strive to maintain a hometown philosophy with a focus on delivering great-tasting and fresh products to consumers, including a full line of milk, cultured and ice cream products. The full-service dairy annually produces 69 million gallons of milk and 28 million gallons of ice cream. Plants are located in Athens, Tenn.; Braselton, Ga.; and Birmingham, Ala.

In 1983, Mayfield became the first dairy in the United States to package milk in a yellow jug to help deflect light rays and protect milk nutrients and flavor. Mayfield Dairy is owned by Dean Foods Co.

