

# Cattlemen 'Rush to Reno'

API provides online coverage of the Cattle Industry Annual Convention.

**E**ducation, information and a little bit of fun, too, "Rush to Reno" will be the primary theme of the 2008 Cattle Industry Annual Convention & Trade Show. The event will be Feb. 6-9 at the Reno-Sparks Convention Center in Reno, Nev. Angus Productions Inc. (API) will provide online coverage of the event at [www.4cattlemen.com](http://www.4cattlemen.com).

The convention features the joint and individual meetings of five industry organizations — the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion and Research Board (CBB), the American National CattleWomen Inc. (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF).

ANCW will start its sessions before the official convention opener, scheduling its opening session and first round of committee meetings for Monday, Feb. 4.

Wednesday, Feb. 6, the Cattlemen's College® offers educational programming, from labor issues to feed sources, to help producers fine-tune their operations and identify ways to become more efficient while producing beef for today's consumer. Cattlemen's College participants will be treated to a luncheon featuring motivational speaker Kevin Ochsner, Kersey, Colo., as well as tickets to Thursday morning's Cattle-Fax Outlook Seminar.

Wednesday's Opening General Session will feature Daniel Burrus, a leading technology forecaster and strategist. Industry leaders will address the key issues facing the cattle industry today, and Fort Dodge will announce the scholarship program. Through producer participation, this program will award five scholarships directed to veterinary and animal science students.

The NCBA Trade Show opens Wednesday

evening with the Welcome Reception. More than 250 exhibitors will represent animal health, animal identification (ID), farm and livestock equipment, feed, fencing, finance, seed and pest control, industry publications and more. Company representatives and industry experts will be on hand to launch new products and share technical expertise to help cattlemen tackle the toughest ranching challenges. Visit the "Trade Show" page at [www.4cattlemen.com](http://www.4cattlemen.com) to see highlights of the trade show during or after the convention.

Visit the schedule for a rundown of general sessions, industry forums, regional caucuses, council meetings, subcommittee and committee meetings, the CBB meeting and NCBA Board of Directors meeting. The business portion of the convention will conclude Saturday with the NCBA Annual Membership Meeting, where decisions are made for the direction of the industry. 

## Abbreviated schedule of events for the 2008 Cattle Industry Annual Convention and Trade Show

### Monday, Feb. 4

- 8 a.m. Joint Nominating Committee Meeting
- 6 p.m. ANCW Executive Committee Meeting

### Tuesday, Feb. 5

- 7 a.m. Joint Nominating Committee Meeting
- 8 a.m. ANCW Opening Session
- 9 a.m. ANCW Committee Meetings
- 1 p.m. NCBA Allied Industry Council & Product Council Lunch Meeting/2009 Trade Show Sign-Up
- 6 p.m. NCBA Allied Industry Council & Product Council Reception (by invitation only)
- 7 p.m. CBB Administration Subcommittee Meeting

### Wednesday, Feb. 6

- 7 a.m. NCBA-PAC Affiliate Chairmen/ Executive Officers and Presidents Meeting
- 7:30 a.m. CBB Executive Committee Meeting
- 7:30 a.m. NCBA Executive Committee Meeting
- 7:30 a.m. Cattlemen's College®
- 8 a.m. ANCW President's Council Meeting
- 8 a.m. NCBA BVD Working Group Meeting
- 10:30 a.m. ANCW Board of Directors Meeting
- Noon CBB New Appointees Orientation/ Luncheon
- 1 p.m. ANCW Workshops
- 1:30 p.m. NCBA State Beef Council New Product Exchange Meeting
- 3 p.m. New Member/First-Timer Orientation
- 4 p.m. Opening General Session
- 6 p.m. NCBA Trade Show Welcome Reception
- 6:30 p.m. Joint Evaluation Advisory Committee Meeting

### Thursday, Feb. 7

- 7:30 a.m. Cattle-Fax Outlook Seminar
- 8 a.m. ANCW National Beef Cook-Off® State Team Member Workshop
- 9 a.m. NCBA Trade Show Open
- 9:30 a.m. Beef Industry Issues Forums
- 10 a.m. ANCW Board of Directors Meeting
- 10 a.m. Cattle-Fax Board of Directors Lunch Meeting
- Noon NCBA U.S./Canada Issues Working Group
- Noon NCF Board of Trustees Lunch Meeting
- 12:45 p.m. NCBA Livestock Marketing Council
- 1 p.m. Joint Market Research Working Group Lunch Meeting
- 1:30 p.m. NCBA Emerging Cattle Health Issues Working Group
- 1:30 p.m. ANCW General Membership Meeting
- 2:45 p.m. NCBA Officers Forum
- 3 p.m. CBB Update Session
- 3 p.m. NCBA Human Nutrition Research Roundtable
- 4 p.m. The CATL Fund Board of Directors Meeting
- 4 p.m. NCBA Federation Forum and Regional Breakouts
- 4 p.m. NCBA Policy Regional Caucus Meetings
- 5:30 p.m. CBB Audit Committee Meeting
- 6:30 p.m. Media Reception/Current Issues Forum
- 6:30 p.m. ANCW President's Reception/ Executive Committee Installation
- 7 p.m. NCBA Past Presidents'/Past Chairmen's Reception and Dinner (by invitation only)

- 7 p.m. NCBA Young Cattlemen's Conference (YCC) Reception (by invitation only)
- 7 p.m. NCBA Environmental Stewardship Award and Spokesperson Reception (by invitation only)

### Friday, Feb. 8

- 6:45 a.m. ANCW Executive Committee Meeting and Leadership Orientation
- 7:30 a.m. General Session II
- 10 a.m. Joint Committee & Subcommittee Meetings and NCBA Policy Committee & Subcommittee Meetings
- 10 a.m. NCBA Trade Show Open
- 2 p.m. NCF National Collegiate Beef Quiz Bowl
- 6 p.m. NCBA Top Hand Club Reception (by invitation only)
- 6:30 p.m. CBB Reception & Dinner
- 7 p.m. Cattle-Fax Board of Directors Reception & Dinner
- 7 p.m. NCBA-PAC/PEF Dinner and Show with Tracy Lawrence

### Saturday, Feb. 9

- 7:30 a.m. NCBA Board of Directors Meeting & CBB Meeting
- 12:15 p.m. NCBA Awards Program Lunch
- 3 p.m. Closing General Session with NCBA Annual Membership Meeting
- 5:30 p.m. NCBA/CBB/ANCW Incoming Leadership Reception
- 6:30 p.m. Grand Finale Evening Event & Dance

**Editor's Note:** A complete schedule with additional sessions in detail is available at [www.4cattlemen.com](http://www.4cattlemen.com).