

# heartland homecoming

National Angus Conference & Tour set for Aug. 29-31.

Story by *Shelia Stannard*



PHOTOS BY JERRY CASSADY

**A**ngus enthusiasts should plan now to attend the 2007 National Angus Conference & Tour, set for Aug. 29-31 in Peoria, Ill. The event features a daylong conference program followed by a two-day tour of Illinois Angus herds. The American Angus Association sponsors the event, along with corporate partners Purina Mills LLC and Alpharma Animal Health. The Illinois Angus Association will host the tour, a “Heartland Homecoming” in the state where the American Angus Association received its charter nearly 125 years ago.

“For the third consecutive year, Purina Mills is proud to be the major sponsor of the National Angus Conference & Tour. We are pleased to have the Checkerboard associated with the American Angus Association, the staff, members, and volunteer leadership,” says Rod Nulik, marketing manager, Purina Mills. “If the ‘Heartland Homecoming’ holds true to the previous events, it will be packed with helpful information accompanied by great food and fellowship.”

The conference is Wednesday, Aug. 29, and features industry experts who will address topics ranging from reproduction and cow herd efficiencies to producing a high-quality end product. Program speakers include Bill Beal, Virginia Tech; Doug Parrett, Tom Carr and Larry Berger, all with the University of Illinois; Mark Polzer, Certified Angus Beef LLC (CAB); and Sally Northcutt, Bill Bowman and Jerry Cassady, all with the American Angus Association.

The tour will kick off Wednesday evening at Weaver Angus Farm, Peoria. It continues Thursday, Aug. 30, and begins with two stops in Peoria at manufacturing sites. The Caterpillar Inc., Track Type Tractor

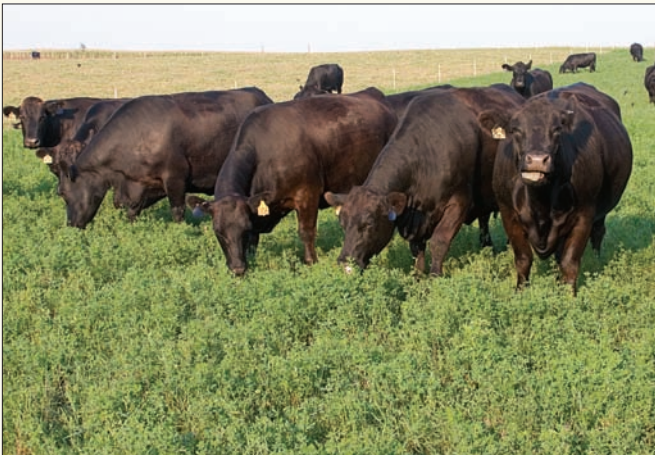


PHOTO BY SHELIA STANNARD

2007

National Angus  
Conference & Tour

Peoria, Illinois — Aug. 29-31



facility will feature the construction of Cat's largest tractors. A stop at Keystone Steel and Wire will showcase the making of fencing supplies, such as wire and panels. The Illinois Angus Association is hosting a cattle stop at the Woodford County Fairgrounds, Eureka. All Illinois breeders are encouraged to showcase their Angus genetics at this centralized stop. The tour will continue to Werner Angus, Cordova.

The final day of the tour includes three Angus operations. The tour Friday, Aug. 31, will begin at Dameron Angus Farm, Lexington. Prairie View Farm, Gridley, will host the second stop of the day. Sauk Valley Angus, Rock Falls, will host the concluding stop.

### Registration, hotel details

Registration for the event is just \$75 per person if you register by the early deadline of July 27. After that, the registration fee is \$125. Registration forms will be online soon.

The Holiday Inn City Centre is the headquarters of the 2007 National Angus Conference & Tour. A block of rooms has been reserved at a nightly rate of \$87, plus tax, per room. All attendees must make their own room reservations by calling the hotel at 309-674-2500. Negotiated rates in the Angus block will be available until Aug. 5. After that date, reservations will be made on a space and availability basis.

For more information about this event, contact Shelia Stannard or Monica Jordan at 816-383-5100.

A schedule of events follows.



PHOTO COURTESY OF KEYSTONE STEEL & WIRE

## 2007 National Angus Conference & Tour Aug. 29-31, Peoria, Ill.

### Tuesday, August 28

2 p.m. Registration opens

6:30 p.m. Welcome reception

### Wednesday, August 29

6:30 a.m. Breakfast

7 a.m. Registration resumes

8 a.m. Conference begins

#### Welcome

- ▶ Jot Hartley, American Angus Association President

#### Get 'em Bred — Understanding the Estrous Cycle and Maintenance of Pregnancy

- ▶ Bill Beal, Virginia Tech

#### Association Reproductive Strategies

- ▶ Bill Bowman & Sally Northcutt, American Angus Association

#### Break

#### Customer Service is Key

- ▶ Jerry Cassady, American Angus Association

#### Let's Talk about Efficiencies for Cow-Calf Producers

- ▶ Doug Parrett, University of Illinois

#### Partners in Progress — A Message from our Major Sponsor

- ▶ Rod Nulik, Purina Mills LLC

#### Lunch

#### Feed Efficiency — How do We Measure It?

- ▶ Larry Berger and Doug Parrett, University of Illinois

#### Carcass Grading Basics and Instrument Grading of Beef

- ▶ Tom Carr, University of Illinois

#### Certified Angus Beef — Supplying the Brand

- ▶ Mark Polzer, Certified Angus Beef LLC

#### Wrap-up

5 p.m. Load buses for Tour Kick-off

- ▶ Weaver Angus Farm, Peoria

### Thursday, August 30

- ▶ Keystone Steel & Wire, Peoria
- ▶ Caterpillar Inc., Peoria
- ▶ Woodford County Fairgrounds, Eureka (multiple Angus breeders displaying cattle)
- ▶ Werner Angus, Cordova

### Friday, August 31

- ▶ Dameron Angus Farm, Lexington
- ▶ Prairie View Farm, Gridley
- ▶ Sauk Valley Angus, Rock Falls