

2008 Cattle Industry Annual Convention & Trade Show

Coverage by *Angus Productions Inc.*

www.4cattlemen.com

Cattlemen's College® Is Feb. 6

News release provided by **National Cattlemen's Beef Association**

DENVER (Dec. 20, 2007) — Now in its 15th year, Cattlemen's College® has established a reputation as one of the broadest and most thorough cattle producer education programs in the nation. Sponsored by Pfizer Animal Health, the 2008 edition of Cattlemen's College offers a wide range of informative, hands-on educational workshops designed for cattle operations of every size and sector.

The program will be Wednesday, Feb. 6, at the Reno-Sparks Convention Center in Reno, Nev., headlining the first day of activities at the 2008 Cattle Industry Convention and Trade Show.

Cattlemen's College workshops include an outstanding lineup of industry experts presenting in three distinct program tracks: marketing, resources management and production.

In the marketing track, cattlemen will hear from Cattle-Fax analysts about economic trends that affect their profitability. They can also learn more about beef's role in the restaurant and foodservice industries, and how to increase value in their cattle.

The production track focuses on research and technologies that affect cattle reproduction, treatment and control of disease, factors to consider when feeding ethanol byproducts, and low-stress cattle handling.

The resource management track includes tips on employee management, estate planning, quantifying and controlling

Feb. 6 Cattlemen's College workshops to kick off the Cattle Industry Convention and Trade Show.

cattle production costs, and environmental stewardship.

Registration for Cattlemen's College includes all three tracks, so participants can attend workshops of greatest interest to them. The program runs from 7:30 a.m. to 3:30 p.m., with a two-hour lunch program (lunch is included with registration). This schedule allows cattlemen to attend up to five 45-minute workshops, as well as the lunch program featuring Kevin Ochsner.

Ochsner, a cattleman from Kersey, Colo., is senior business development manager for ABG, a training and business consulting firm based in Indianapolis.

Cattlemen's College registration also includes admission to the Cattle-Fax Outlook Seminar, which will be the following morning, Feb. 7. Topics will include a detailed outlook for cattle and beef inventories and prices, the state of the cattle cycle, analysis of feedgrain supplies and prices, a long-term weather outlook, global trade opportunities, and a discussion of emerging beef industry issues and trends.

New Trade Show education area

The NCBA Trade Show has also added a new producer education element this year. A demonstration area — free to all trade show attendees — will feature experts demonstrating hands-on techniques in the use of border collies in cattle handling, cattle dog training, chute-side manners and ranch horsemanship.

With the NCBA Trade Show already featuring more than 250 cattle industry exhibitors, the new demonstration area gives cattlemen yet another reason to experience the industry's largest and most informative trade show.

For additional information on the Cattlemen's College, Trade Show or meeting in general, visit Angus Productions Inc.'s (API's) online coverage of the event at www.4cattlemen.com.

NCBA provides a complete meeting guide along with Reno area and hotel information on its web site, www.beefusa.org, or by calling 866-233-3872.

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Note: The National Cattlemen's Beef Association (NCBA) is the largest organization representing America's cattle industry. Initiated in 1898, NCBA is the industry leader in education, influencing public policy to improve producer profitability and in preserving the industry's heritage and future. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-233-3872 or membership@beef.org.



Editor's Note: This release is adapted from a news release distributed by the National Cattlemen's Beef Association. For the original release or for more information about the organization, click the "NCBA & Policy News" link at www.beefusa.org.