

Angus outlook conference

(Continued from Page 103)

The entire Monday afternoon program (General Session II) will concern cattle production. The production portion of the program will start with a presentation titled "Shaping Carcass Cutability", using the University's now famous frozen, sectioned beef animals. The presentation will be made by Dr. Robert Taylor, C.S.U., and Dr. Rod Bowling of Monfort of Colorado, formerly of the C.S.U. staff.

Demonstrate Embryo Transplants

Next will be two presentations on embryo transplants. "Where Do They Fit In A Breeding Program", will be discussed by Dr. Jim Brinks of the C.S.U. staff. Then Dr. Peter Elsdon, C.S.U., will demonstrate the "Procedures for Successful Embryo Transplants."

The 1979 National Angus Outlook Conference is being sponsored by the American Angus Association in cooperation with Colorado State University and the Colorado Angus Association. The theme of the Conference is "Planning for Profit". The program will concentrate on three basic areas - reproduction, production, and merchandising.

In General Session I on reproduction, Al Smith, manager of Neuhoff Farms, Inc., Dublin, Virginia, will outline the "Seedstock Needs of Profit Oriented Commercial Cattlemen". Next Dr. R. A. Bellows, head of the Livestock and Range Research Station, Miles City, Montana, an expert in cow fertility and reproduction, will discuss "Managing for Higher Calf Crop Percentages".

Birth Weight Controversy

The role of birth weights in reproduction will be analyzed. There will be a Point-Counter Point presentation by Dr. Robert deBaca, Ideal Beef Systems, Huxley, Iowa, and Dave Nichols, Nichols Angus Farm, Anita, Iowa. Next, Dr. Larry Cundiff, U.S. Meat Animal Research Center, Clay Center, Nebraska, will give "A Geneticist's Viewpoint of Birth Weights".

To close out this section, Roy Wallace, director of beef programs, Select Sires, Inc., Plain City, Ohio, will tell how to use "Performance Information Relative to Sire Selection."

General Session III on Tuesday morning will target on how to successfully merchandise Angus cattle. There will be a unique film on "How to Sell Quality", one of the most famous sales motions pictures ever made.

A panel of successful Angus cattlemen and merchandisers will tell how they add value to their Angus cattle through advertising and promotion.

Panel members will be Jim Danekas, Western States Angus Association, Roseville, California; Bob Sitz, Sitz Angus Ranch, Harrison, Montana; Mark Richardson, Sayre Farms, Phelps, New York; and Milo Wolrab, Wayside Farms, Mount Vernon, Iowa. Lyle Haring, Association regional manager will moderate.

Successful Tell "How"

A slide presentation on Advertising and Merchandising Angus cattle will be followed by a panel of successful breeders, talking about their specific breeding and merchandising programs. Panel members will be: Larry Cotton,

Premier Beef Cattle, Fowlerville, Michigan; Bill Borrer, Tehama Angus Ranch, Gerber, California; Pat Goggins, Vermilion Ranch, Billings, Montana; and Dave Pingrey, Black Bull Cattle Co., Benton, Mississippi. Moderator will be Bill Roche, Association regional manager and manager of the National Western Angus Bull Sale. Roche will also outline the highlights of a successful marketing program.

The short Tuesday afternoon program will be devoted to a discussion of the new Angus Journal by general manager Mike Sweet and then an auction of five signed, numbered color reproductions of a Frank Murphy painting featured on the cover of the first issue of the new Angus Journal. The money will go to help assure passage of the Beferendum. The prints will be collectors items as only 200 of them will ever be signed and numbered by the artist.

Art Show Planned

The original painting for the reproductions and Journal cover will be a feature of a unique Frank Murphy Angus art show at 8 p.m. on Sunday evening, July 1. Murphy who has been the artist for the American Angus Association for some 25 years will be on hand for the show. It will contain some of the most famous oil paintings and drawings from his quarter-century association with the Association. Title of the show is The History of the Angus Breed in Art.

Reservations for the Conference are being taken by the American Angus Association. Those who register in advance will be

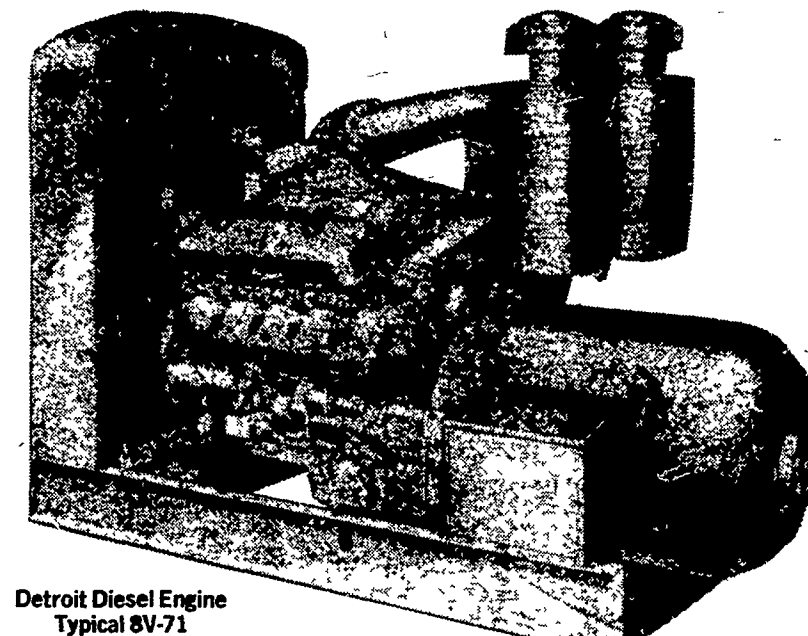
eligible to win one of two new Angus road signs that will be introduced at the Conference: Registration is \$10 for adults, 18 years and older, and \$5 for juniors

under 18. A special economy family registration package of \$20 for an entire immediate family is also available. To register or for additional information

cattlemen should contact the American Angus Association, 3201 Frederick Blvd., St. Joseph, Missouri 64501.

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