

National Cattlemen's Assn. sets annual meeting plans

LANCASTER — Plans for the 1981 convention of the National Cattlemen's Assn., to be held Feb. 3-5 in Phoenix, Ariz., were announced today. The theme of the association's fourth annual convention and trade show will be "The Turning Point."

"Convention time should find us at a turning point," said NCA President Merlyn Carlson. "The economy will

be improving, and the cattle industry should benefit. We should be moving toward a more favorable climate in which to do business. The convention program is designed to set the stage for an industry turning point toward better things ahead."

Carlson pointed out that the three-day program will feature several nationally known speaking and entertainment figures.

Scheduled to address the Opening General Session on Wednesday, February 4, is Dan Rather, CBS-TV news reporter and anchorman. Rather will comment on the latest developments in the national, political, social and economic arena.

Speaking at the February 4 Prayer Breakfast will be Congressman Guy Vander Jagt of Michigan, a former preacher, who has been described as "the best speaker in the House of Representatives."

Marilyn Van Derbur, a former Miss America, will give a motivational talk at the Ladies' Brunch on February 3.

The convention entertainment highlight will be a February 5 show—"NCA Presents"—featuring Tennessee Ernie Ford, widely acclaimed recording star and TV personality.

In addition to committee meetings and membership action on association

policies, the program will include several educational sessions for today's management-minded cattlemen.

The annual Cattle-Fax seminar on February 5 will examine the trend toward leaner beef and its effects on producers and feeders. The industry outlook for 1981 and beyond also will be presented.

The Feeder Council seminar on February 4 will analyze the beef demand situation. The Cow-Calf/Stocker Council program will outline developments in the producer sector of the industry. The Purebred Council seminar will feature talks on genetic tools and marketing techniques.

The three-day trade show, February 3 to 5, will provide cattlemen with information on the newest products and services for the industry. Numerous exhibitors also will hold specialized

educational sessions outside the trade show area.

Carlson noted that NCA committees will meet on Tuesday, February 3, prior to the Opening General Session on Wednesday. In addition to making policy recommendations, most committees - as they did last year - will hold special open discussions of broad interest. All cattlemen, not just committee members, are encouraged to attend these meetings, so arrival in Phoenix by Monday evening, February 2, is recommended.

Those who plan to go on one of the Monday cattle industry tours, sponsored by the Cow-Calf/Stocker and Feeder Councils, should arrive by Sunday evening.

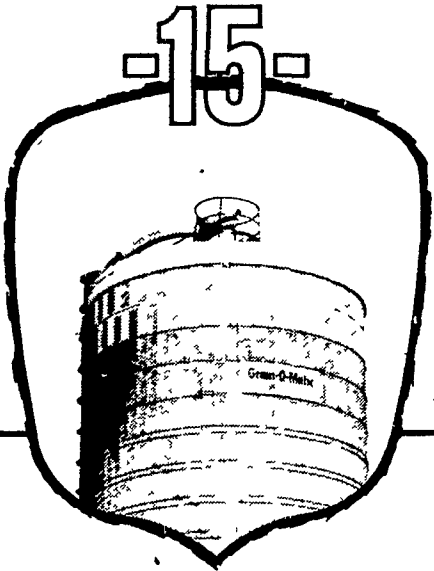
Most convention events will take place at the Phoenix Civic Plaza Convention Center.

Another major part of the convention will be the annual meetings, at the Adams

Hotel, of the American National CowBelles. There will be other programs for women, too, and entertaining tours of the Phoenix area are scheduled.

To obtain a folder with convention details and hotel reservation and convention registration forms, please write or call the NCA Convention Department, P.O. Box 569, Denver, CO 80201, 303/861-1904.

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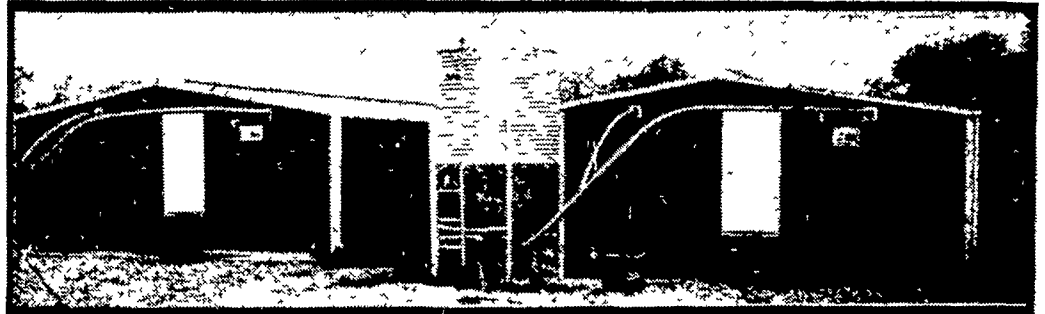
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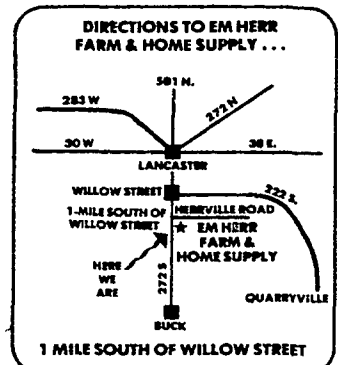
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