

2007 National Angus Conference & Tour



Peoria, Illinois, August 29-31



2007
National Angus
Conference & Tour
Peoria, Illinois — Aug. 29-31



heartland
homecoming

Sponsored by  Purina Mills, LLC  ALPHARMA[®]
Animal Health

conference & tour schedule

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 AssociationSM 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 & 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 — 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

general information

Due to the environments of the businesses we will be touring this year, all tour attendees are expected to wear long pants and closed-toe shoes. If you do not adhere to these guidelines, you will not be permitted to tour Keystone Steel and Caterpillar.

The tour stop at Caterpillar is limited to the first 220 people. If you are unable to walk more than 1 mile on concrete, this tour may not be for you. An alternate stop is being planned. Please check the box on the registration form if you are NOT interested in attending the Caterpillar tour.

Hotel information

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.

Travel information

Several airlines — including Allegiant, American, Delta,

Northwest and United — provide daily flight service in and out of the Peoria Regional Airport. The Holiday Inn City Centre does provide a complimentary shuttle service. Use the phone in the baggage claim area to contact the Holiday Inn. The Holiday Inn is downtown, located at 500 Hamilton Blvd.

For more information

Contact Shelia Stannard at stannard@angus.org or Monica Jordan at mjordan@angus.org or call 816-383-5100 for more information.

2007 National Angus Conference & Tour

Sponsored by Purina Mills and Alpharma Animal Health

Conference and tour registration is \$75 before the July 27 early registration deadline. After July 27, the cost is \$125.

No. of people	×	Cost before July 27	=	Total enclosed
_____	×	\$75	=	\$_____

Refunds will be issued at 50% of the registration fee prior to Aug. 1. After Aug. 1, no refunds will be issued.

I will NOT be attending the tour stop at Caterpillar.

Check enclosed Make checks payable to the American Angus Association.

Visa **MasterCard**

Card # _____ Exp. _____

Signature _____

Name badge information (please print)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

Send registration confirmation to:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____

E-mail _____

Send this completed form and payment to:

American Angus Association
Attn: Monica Jordan
3201 Frederick Ave.
Saint Joseph, MO 64506-2997
Fax: (816) 233-9703

join us for a heartland homecoming

It is with much excitement that I invite you to participate in the 2007 National Angus Conference & Tour. The American Angus Association is pleased to host this event, and we encourage all members to attend "A Heartland Homecoming" in the state of Illinois — where the Association was formed 124 years ago.

The event will be packed with opportunities for Angus breeders to build new relationships, all while hearing from some top industry speakers who will talk about increasing efficiencies and producing a quality product for consumers.

A Heartland Homecoming theme seemed appropriate since the National Angus Conference & Tour has become an event where friendships are rekindled. We see many repeat attendees each year seeking information and wanting to tour a new part of the country. We also see new faces each year, and we hope those Angus enthusiasts will make this event a ritual.

The Illinois Angus Association has planned a top-notch tour that will showcase a variety of herds — some that

have been in the family for decades, and others that are just beginning. In addition to seeing Angus genetics from various herds, we'll also learn about some industries in Peoria that producers might use in their operations.

We are extremely pleased to have Purina Mills and Alpharma Animal Health on board as our major sponsors of this year's event. They have also partnered with Angus Productions Inc. (API), publisher of your *Angus Journal* and the *Angus Beef Bulletin*, in providing online coverage of the conference at www.nationalangusconference.com.

Please note, we're a month earlier this year than usual. We hope to see each of you at "A Heartland Homecoming" Aug. 29-31 in Peoria, Ill.

Happy trails,

John Crouch

Executive Vice President
American Angus Association



welcome to the conference

On behalf of nearly 4,600 Purina Mills dealers across the United States, I would like to welcome you to the 2007 National Angus Conference & Tour.

For the third consecutive year, Purina Mills is proud to be the major sponsor of the National Angus Conference & Tour. Your folks always told you, "you're known by the company you keep," and we are pleased to have the Checkerboard associated with the American Angus Association, your fine staff, members and volunteer leadership.

If the "Heartland Homecoming" holds true to previous events, it will be packed with helpful information accompanied by great food and fellowship. We share the sponsorship again with one of our excellent corporate partners, Alpharma Animal Health.

At Purina Mills, we share in your vision for the future of the cattle industry. With unsurpassed research and technical support, we lead the industry in providing America's cattlemen with innovative products and programs to help you make more efficient use of your resources of land, labor, capital and management. This is accomplished through

Purina Mills' exclusive Intake Modifying Technology® found in products like Accuration® Cattle Limiters; Sup-R-Lix®, Sup-R-Block®, and Impact® starters, growers and finishers. We are confident that selecting these programs, along with sound advice from your local Purina dealer can help you achieve your operation's performance and financial goals.

Purina is happy to share our sponsorship for this progressive event with one of our key corporate partners, Alpharma Animal Health, makers of such great products as Aureomycin®, AS700®, Bovatec® and Deccox®. As part of a sound nutritional program from Purina Mills, these products help you to protect your investment.

If you have questions about Purina products or want to find the location of your nearest dealer, you can call 1-800-227-8941 or visit our web site at www.cattlenutrition.com.

Again, welcome, and have a great conference and tour.

Rod Nulik

Marketing Manager
Purina Mills



meet your speakers



Bill Beal

W.E. "Bill" Beal joined the faculty at Virginia Tech 28 years ago and is a professor in the Department of Animal and Poultry Sciences. He earned a bachelor's degree in animal science at Michigan State University. He completed his master's degree and doctorate at the University

of Wyoming and Cornell University.

Beal has been active in research aimed at improving the reproductive efficiency of beef cattle. During his career he has authored or co-authored numerous chapters in books, proceedings papers and refereed scientific articles; and he has presented 51 published abstracts. His expertise in estrus synchronization, embryo transfer and the use of ultrasound technology has earned him a national reputation.

Beal's energy is focused on teaching undergraduate students and conducting applied research in reproductive physiology of beef cattle. He has received numerous teaching and advising awards both at Virginia Tech and nationally. He oversees the Virginia Tech research herd — a 120-cow herd of registered and commercial Angus cows at Virginia Tech's Kentland Farm.



Bill Bowman

Bill Bowman serves as the American Angus Association vice president of information and data programs and the director of performance programs. Primary responsibilities include overseeing Association data management and membership services. He also supervises performance data

for Angus Herd Improvement Records (AHIR®), the National Cattle Evaluation and other research and educational efforts.

Bowman was named the director of the Association's Commercial Programs Department with its creation in 1998. In that capacity he helped develop the Angus Beef Record Service, the Bull Listing Service and the commercial listing of cattle. Prior to that assignment, he worked seven years as a regional manager for the Association in Colorado, Kansas and Oklahoma.

A Missouri native, Bill is a graduate of the University of Missouri and has work experience in the Angus business both at a seedstock operation and in sale management prior to joining the American Angus Association.



Sally Northcutt

Sally Northcutt is the genetic research director at the American Angus Association. She works with the Performance Programs Department in data analysis and the modeling and application of the National Cattle Evaluation. She also works with universities across the

nation to coordinate the expansive research activities of the Association.

Before coming to the Association, Northcutt was an Extension beef cattle breeding specialist for nine years at Oklahoma State University, and she worked to direct the Oklahoma Beef Inc. (OBI) central bull test at Stillwater. She is actively involved in industry organizations such as the Beef Improvement Federation, in which she has served in various leadership roles during the past 10 years.

A Kentucky native, Northcutt received her bachelor's and master's degrees from the University of Kentucky and her doctorate in beef cattle breeding and genetics from Iowa State University.



Jerry Cassady

Jerry Cassady is a regional manager for the American Angus Association, representing Illinois, Indiana, Michigan and Wisconsin. Jerry travels throughout the year serving the members of the Association and the beef industry. He delivers numerous educational programs to the

producers in his four-state region.

A native of central Illinois, Cassady grew up on his family's grain and livestock farm. As a youth he was active in 4-H and FFA, showing cattle on both the state and national levels.

He received a bachelor's degree in animal science from Illinois State University and a master's degree in animal science from Southern Illinois University.

Prior to joining the Association, Cassady was an instructor at Joliet Junior College, where he taught the animal science program and coached the livestock and meats judging teams. Cassady joined the staff of the American Angus Association in the spring of 1992.



Doug Parrett

Doug Parrett has been a professor at the University of Illinois for more than 25 years. He is a beef cattle specialist who is heavily involved in teaching and conducting research on beef cattle production systems. His research investigates nontraditional beef production systems that result in

the production of high-quality beef products.

He has utilized performance records and ultrasound techniques to identify superior sires in beef production programs. He is also collaborating with genomics faculty to apply DNA technology to animal production traits assessment and animal identification programs. He is a systems specialist, who links scientists and producers together utilizing progressive production technologies. Parrett is also responsible for the University's beef research herds of 200 Angus and 500 commercial cows.

Parrett has evaluated beef cattle shows nationally and internationally for 14 breeds and has judged in 30 different states. He has coached Illinois livestock judging teams. Parrett has been recognized with various awards for his contributions both in the classroom and in the beef industry.



Larry Berger

Larry Berger is professor of ruminant nutrition at the University of Illinois. He has published 152 journal articles, four book chapters, 38 invited papers and 239 abstracts and bulletins. He received the National American Feed Industry Association Ruminant Nutrition Award and several college

and departmental research awards. Berger was selected by the National Research Council to serve on the committee to revise the Nutrient Requirements of Beef Cattle.

His research emphasis is to use protein, energy and mineral nutrition to improve the production efficiency of ruminants. The protein nutrition research has focused on optimizing the use of true protein, maximizing the conversion of nonprotein nitrogen to microbial protein and improving the efficiency of microbial protein synthesis in the rumen.

He has given invited presentations in the U.S., Canada, Great Britain, Italy, The Netherlands, China and Mexico. He received his bachelor's and master's degrees from Kansas State University and his doctorate from the University of Nebraska.



Tom Carr

Since 1974, Tom Carr has held a teaching/Extension position at the University of Illinois, where he teaches courses in meat animal and carcass evaluation, and meat selection and classification. Other responsibilities include coaching the university meat judging and the meat animal evaluation

teams. His Extension programs focus on producer and consumer education addressing meat grading and nutritional values.

In 1991, he assumed the position of undergraduate teaching coordinator for the Department of Animal Sciences. In 1979 and 1994, Carr was the recipient of the University of Illinois Animal Science Award for Excellence in Undergraduate Teaching and Counseling. More recently, he received both the teaching and Extension/public service awards from the American Meat Science Association and the Senior Faculty Award for Excellence in Teaching from the College of Agricultural, Consumer and Environmental Sciences at the University of Illinois.

Carr was born in south-central Kansas. He earned his bachelor's and master's degrees in animal science from Kansas State University and his doctorate in food science from Oklahoma State University.



Mark Polzer

Mark Polzer is director of the foodservice division for Certified Angus Beef LLC (CAB). With more than 30 years of foodservice experience, Polzer develops services, marketing plans and policy for more than 100 licensed foodservice distributors. In addition, he works to develop pull-through demand

for *Certified Angus Beef*[®] (CAB[®]) product within the foodservice industry. He explores opportunities for growing foodservice sales, while keeping trademark integrity at the forefront of his responsibilities.

Before joining CAB, Polzer served as general sales manager for Becker Food Co., a licensed foodservice distributor in Milwaukee, Wis. He served in the foodservice division for Oscar Mayer in sales and sales management before joining Becker.

Polzer earned a bachelor's degree in business administration, with a marketing major, at the University of Wisconsin.



tour stops in the heartland



Wednesday, August 29

Weaver Angus Farm

As a 4-H member in 1935, Robert Weaver had the foresight to see the advantages of the Angus breed. He and his brother, Floyd, purchased their first Angus female that same year, and seven decades later, Weaver Angus Farm, Peoria, is continuing the tradition of raising sound, functional Angus cattle.

Robert, a successful businessman who works hard and takes nothing for granted, continued the Angus business with his wife, Virginia, and their five children. Today, sons Jerry and Steve are active partners in Weaver Angus Farm.

The Weaver family hosted the first-ever Illinois Angus Association field day, and it continues to host the event. As someone who established roots in the business as a youth, Robert is passionate for junior Angus members and invests in today's youth by offering an incentive program to those juniors who buy and exhibit Weaver genetics.

Weaver Angus Farm has seen numerous successes in the showring as well. The Weavers exhibited at the old International in Chicago, and they have exhibited at all but one North American International Livestock Expo in Louisville, Ky. They only missed 1999, when manager Dean Janssen served as the Angus judge.

Because of their commitment to the industry, Robert and Virginia Weaver were inducted into the Angus Heritage Foundation in 2006.



Thursday, August 30

Keystone Steel & Wire

Keystone Steel & Wire in Peoria is an integrated mill that heats, mixes, casts, forms, rolls and finishes steel to their own and their customers' exacting specifications. Keystone has been in the business to produce premium wire and rod with a high level of metallurgical integrity and mechanical capability since 1889.

Keystone quality begins with the right mix of scrap metal. Each year approximately 800,000 tons of scrap metal is shipped by barge and rail to a scrapyards where it's sorted according to grade and quality. An electric arc furnace blends scrap with the necessary alloys to produce molten steel. Newly formed steel rod is inspected using detailed practices based on customer needs. Keystone steel is produced under continuous control to meet the customer's end-use specifications.

Since the early 1900s, Red Brand® has been a household name on American farms. The red-colored wire, a familiar trademark, got its start from an early marketer who decided to dip the top of Keystone fence rolls into red paint.

Keystone's expertise in high-quality fencing products has also resulted in the development of the Sierra™ and Keystone LG™ brands of fencing. Sierra offers consumers an economical, commercial grade of agricultural fence products. Keystone LG includes a premium line of fencing for yard or garden.



Caterpillar Inc.

Holt Manufacturing Co. and C.L. Best Tractor Co. merged in 1925 to form Caterpillar Tractor Co. For more than 80 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and a wide and growing offering of related services.



Caterpillar products and components are manufactured in 50 U.S. facilities and in more than 60 other locations in 23 countries around the globe. The East Peoria Building SS — Track Type Tractor facility was built in 1978 with production beginning in 1979. This facility is home to the production lines of Caterpillar's largest tractors, the D5 through D11.

The main assembly line is 430 feet long. Depending on the production schedule, the conveyor moves approximately 10-25 inches per minute. By plan, it takes five to six days to assemble a tractor.

All conveyors in Building SS are constructed from D5 undercarriage components. These include the Cat D5 track links, pins, bushings, rollers, idlers, sprockets and track shoe stock.

There are numerous quality stations where incremental stages of production take place. Participants will view the final drive assembly, the installation of track roller frame and tracks, fill stations, the 450-foot-long SS paint system, and functional test areas where tractors are hoisted.



Werner Angus

Customer service is the focus of the Werner Angus operation near Cordova. Bill and Betty Werner own the operation that is managed by Brian Finnestad. The operation includes 250 registered cows. Twenty donor females will be flushed in 2007, and 300 embryos will be implanted during the year.

Werner Angus continually listens to their customers' needs so they can develop genetics that fit the commercial bull buyer's marketing program and environment, as well as producing structurally sound replacement females with good udder quality and mothering ability.

Werner Angus will conduct its first production sale this November, and hosts its annual bull sale each February. They also market their genetics through several consignment sales, including the Illinois Futurity, Illinois Spotlight, Lamoine Valley and the National Western Bull Sale.

Bill has a lifetime involvement in agriculture, as he previously owned registered Angus cattle in northeast Iowa, where he was raised. They are also active in numerous organizations; Bill serves on the Atlantic National board. Brian is president of the Illinois Angus Association and is on the All-American Angus Breeders' Futurity board.

Bill and Betty have been lifetime members of the American Angus Association for more than 30 years, and are looking forward to continuing their Angus business for decades in the future.



Friday, August 31

Dameron Angus Farm

The Angus business is a way of life for Gary and Sharon Dameron and their family, who own and operate Dameron Angus Farm near Lexington. Gary started in the registered Angus business in 1969. All four of his children were active members of National Junior Angus Association, and children Christy, Jeff and Julie served on the NJAA Board of Directors.

Gary is a leader in the Angus industry, serving two terms on the American Angus Association Board before serving as its president in 1989. He is also past president of the Illinois Angus Association and Central Illinois Angus Association. Today, Jeff is on the Illinois Angus board.

The Dameron herd now consists of 200 cows. The Damerons market their genetics twice annually with a female sale in the fall and a bull sale in the spring. They also exhibit their cattle across the country. In 2006, Jeff was voted by his peers to receive the Herdsman of the Year award at the National Western Stock Show.



(Continued on the next page)

tour stops in the heartland



Both Jeff and Gary have judged numerous livestock shows, including the National Junior Angus Show and the National Western Stock Show. In 2004, the father-son duo evaluated the super-point Roll of Victory Angus Show at the North American International Livestock Expo.

The Dameron family is dedicated to the future success of the Angus breed. In addition to marketing their cattle to junior Angus members, they also strive to ensure that the youth learn about raising, fitting and showing cattle.

Prairie View Farm

Prairie View Farm is a third-generation Angus operation north of Gridley. Adam Schlipf and his brother Carl began in the Angus business in the 1950s. When Orlan Miller, Adam's son-in-law, began farming, they continued raising and showing Angus females.

In 1994, the Millers purchased Davis Proven Queen 3026, and launched Orlan's son, Alan, into the business. Prairie View Farm today consists of more than 130 cows. PVF New Horizon 001, Dameron PVF Raptor 702 and many Proven Queens have been bred on the operation.

Today, Prairie View Farm utilizes intensive grazing to combat the increasing costs of production on their farm located in the middle of corn and soybean acreage. Cattle are marketed primarily through private treaty sales, as well as consignments to state Angus sales. Bulls are marketed through a partnership with Mill Iron Angus, Hay Springs, Neb.

The operation is not only inclusive of the Prairie View Farm progeny but also is home to a select group of cows owned by Adcock Land and Livestock, Burr Ridge, co-sponsors of the tour stop.

Alan and Orlan are active in Illinois Beef Association activities, and Alan has served as Illinois Angus Association sale chairman for the past nine years.

All of Orlan and Carol's five children, although now grown, contribute to the farm. Hired labor is secured through an internship program in partnership with Illinois State University dealing primarily with preparation of show cattle.



Sauk Valley Angus

Sauk Valley Angus, near Rock Falls, has been a family-owned operation for five generations, and it is preparing future generations to continue the tradition of raising Angus cattle. Owners Gary and Kathy Sandrock are living on the land that both their grandfathers lived and farmed on. The Angus operation, managed by Jay King, includes nearly 500 registered cows and another 200 commercial females that serve as recipient cows for their extensive embryo transfer program.

The Sandrocks and Kings strive to provide genetics that will improve their customers' performance and profitability. They have developed several customer service programs, including the Sauk Valley-sired Feeder Calf Sale, which has secured some of the top feeder calf prices in the area; a Herd Builders Program for newer Angus producers; and a Youth Incentive Program for 4-H and FFA youth who have excelled in the showing with Sauk Valley females. They conduct two sales a year — an annual bull sale in March and a production sale in December.

Sauk Valley Angus was named the 2006 BIF Seedstock Producer of the Year. All the family members take active leadership roles within various organizations, including the local and state Chamber of Commerce and the Northwest Illinois Ag Coalition. They also are active in the Illinois Angus Association, and Jay is the current treasurer of the American Angus Association.

