Register Now for the Nevada Cattlemen's Association’s 83rd Joint Annual Convention and Trade Show

The Nevada Cattlemen's Association is eager to announce this year's convention. The 83rd Annual Nevada Cattlemen's Association Convention and Trade Show will be held November 15-17, 2018 at the Winnemucca Convention Center in Winnemucca, NV. As NCA members around the state gather in Elko, we will celebrate a lifetime of traditions, revise and review policies, and take a chance to enjoy our friends and neighbors.

At convention members of the Nevada Cattlemen's Association, guest speakers and vendors that provide services to the beef cattle industry will join together to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide you with a memorable and educational experience.

Registration for convention is on our website and has been sent out by mail and email to NCA Membership. If you are interested in attending and would like more information please call the office at 1-775-738-9214 or email nca@nevadabeef.org. The forms for exhibit booths and sponsorships have been sent out. If you did not receive one of these forms and wish to receive one please contact us, we would be happy to send one to you. The Nevada Cattlemen's Association would like to thank the sponsors and exhibitors; they help make our event a success.

Committees will meet on October 19 at the Horseshoe Ranch in Beowawe, NV to discuss new issues or resolutions to be proposed at convention, review past resolutions and to set policies. This is a chance for you to provide input to a committee chairman on any changes to a policy or a new policy that affects our industry and way of life. By participating it is a great way to get involved and have your voice be heard in the policy-making process. For more information on each committee, please contact the Committee Chairs or the NCA Executive Director.

For convention highlights, tentative schedule, and registration, see pages 4-7. Convention information is also available on our website, www.nevadacattlemen.org, and will be continually updated.

Pre-Convention Committee Meetings

The Nevada Cattlemen's Association has scheduled the pre-convention committee meetings for Private Lands, Public Lands, Animal Issues and Legislative Affairs to be held on October 19, 2018. meetings will begin at 9:00 a.m. at the Historic TS Ranch Guest House, please contact the NCA office for directions.

The purpose of these pre-convention meetings is to review expiring resolutions and draft any new resolutions prior to convention. This is done in an effort to expedite the process at convention where full membership approval is sought. Active NCA members are welcome to participate in these pre-convention meetings.

Please RSVP by October 16, 2018 as lunch will be provided. Should you have questions or would like to bring forward a resolution or change an existing policy or resolution, please come to these meetings and become a part of the process. For more information, please visit our website at www.nevadacattlemen.org or contact our office at 775-738-9214.

Jay Hill to be Keynote Speaker at Inspirational Breakfast

The Nevada Cattlemen's Association is pleased to have Jay Hill as the keynote speaker at the inspirational breakfast being held during the Nevada Cattlemen's Association's annual convention in Winnemucca, Nevada.

Jay Hill grew up helping his dad on their 10-acre hobby farm in Southern New Mexico. Once Jay was in his teen years, he began to express serious interest in growing the family farm. Jay's dad let him have a little trial run with a few acres of onions handling everything from start to finish, and that was all it took for Jay to decide he was meant to be a farmer. Jay spent the next few years growing onions, lettuce, cabbage, pecans and alfalfa. As the farm began to grow, Jay saw a need to start educating others about America's food supply. In 2015 Jay was selected as one of the “Faces of Farming” for the U.S Farmers and Ranchers Alliance and spent the next two years traveling the country talking to consumers about the day-to-day workings on the farm. In 2016, Hill partnered on Wholesome Valley Farms, which focuses on vegetable seed production, greenhouse production, and ground water remediation. With available land becoming sparse in the valley Jay grew up in, he expanded into West Texas in 2017. Here he farms large amounts of alfalfa, wine grapes, and runs a livestock feed company called, Chaffhaye, packaging fermented, chopped alfalfa. Jay is a social influencer, using social media to show the world the highs, lows and hurdles of farming. He attributes the growth of the farm to his incredible team of employees and the rock solid support of his family. In less than 17 years they have grown from 10 acres to more than 17,000 acres and 85 full time employees.

Hill will be speaking Friday morning, November 16. To register to attend the breakfast, see page 7, or www.nevadacattlemen.org.
Grass Fire Coverage

**Coverage Limits**
- Max limit per account: $250,000
- $5,000,000 cap per State
- Policy is a year-round coverage
- 14-day waiting period
- Rate is from $12.50 per AU includes mortality coverage (call about sheep)

Policy can be written in all states. Minimum price for both Fire and Mortality is $3,000. WSR has exclusive access in following States: CA, NV, OR, WA, ID, AZ, UT

**Current Programs**
- Pasture, Rangeland & Forage (PRF)
- Livestock Risk Protection (LRP)
- New Western States Grass Fire Insurance Program, covering BLM, Forest Service and Private Ground

“We are very happy with the results of the PRF program over the past four years. It has become part of our management strategy here on the ranch. Give WSR a call today.” Likely Land and Livestock

Contact us to see what programs we offer to keep you in business during good and bad times. Serving all Western states.

Jim Vann  jimm@wsrins.com  (530) 218-3979
Matt Griffith  matt@wsrins.com  (530) 570-3333
Hello Everyone,

I hope you are all doing well as we enter our fall work schedules. It is like a breath of fresh air to get out of the heat and smoke of this past summer.

Your association is busy working on the details for our upcoming convention to be held in Winnemucca, NV on November 15-17, 2018. Please make every attempt to attend as it is a great opportunity to shape the future of our industry. It is also very educational and most of all gives us a chance to see and visit with the greatest group of people on earth, our fellow ranchers. This year’s convention will cover a wide variety of subjects from animal health to government affairs and promises to have something that you can enjoy while helping influence our future.

Fall work is so rewarding in so many ways as we are able to see the results of our toil. Most of the calves in Nevada will be weaned in the September through November time frame. I am not sure if it is more stressful on the calves or the people but I do know it is a trying time. A person really can appreciate your relationship with your veterinarian at this time and I feel it is critical to maintain that relationship all year long.

I wish all of you the best of luck in your weaning, processing and delivery of your cattle this fall and always.

As I am sure you are all aware of, Nevada has experienced the most disastrous fire season on record. We have seen the biggest fire in Nevada history in the Martin Fire and the biggest fire on the Humboldt Toiyabe National Forest in the South Sugarloaf fire. These two fires almost touch each other and encompass some 665,000 acres. The number of other fires of size is also well above average and totally unacceptable. The loss to industry is catastrophic and will impact many operations and lives for years to come. Countless hours and meetings are going to take place in the immediate future to address this travesty. It is critical all land users band together to come up with some solutions to make sure we change the trend of more fires and bigger fires that we are now experiencing. This must start with fuels reduction and fire prevention first and then go into how these fires are fought and then into fire rehab. Some of what we do post fire may influence the future fire cycle. It is obvious we cannot continue to do what we have been, let the results speak for themselves. The Nevada Cattlemen’s Association is committed to working diligently on change in fire management from all asserts.

We want you to know that work is being done on the water rights front, the Trailing EA, grazing regulation reform, and many more issues on a daily basis. Our committees and leadership team are here to serve you and look forward to seeing and hearing from you soon. Best wishes for a great fall!

Till next time,

— Sam

NCA MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between August 18 and September 21, 2018. (New members are in bold.)

- James Grund
- J - J Feed
- Knipe Land Company, John Knipe
- Moly Mfg., L.L.C., Brandy Thornton
- Multimin USA, Chip Gasser
- Nevada Beef Council
- New Generation Supplements,

Anna Bavor
- North-West Livestock Supplements L.L.C., Ron Morgenthaler
- Redd Summit Advisors
- Redd Summit Ranches, Steve Redd
- Scales NW L.L.C., Jeff Sanstrom

- Scales Unlimited, Inc., Robert Luna
- Schroeder Law Offices P. C., Therese Ure
- Society for Ranch Management Nevada Section
- Star Bar Cattle, Diana Smith
GENERAL SESSIONS
Featuring Panels of Professionals

1st General Session Part 1: Suppression
What role should local, State and Federal Agencies play in fire suppression from initial through extended attack and how can we as Ranchers engage them? How do we and our Agency partners engage out of area fire personnel to convey to them the value of our resource and proven tactics in our area to fight fire? These topics and more will be part of a panel discussion during this session.

1st General Session Part 2: Before and After the Fire
We as an Association refuse to believe that the fire activity we’ve seen this year is the new normal. What changes are we willing to make from the status quo to ensure this doesn’t happen? Agency partners and Association members will have a panel discussion on these topics for this session.

2nd General Session: Trichomoniasis
Join us for a very informative and educational session on Trichomoniasis. Trich is a very economically devastating disease that is spreading into more areas of the state each year. There will be experts in the field of Veterinary Medicine as well as producers to present science and statistics. Presentations will be made in a panel setting with time allowed for discussion, questions, and answers.

CATTLEFAX LUNCH
Featuring Troy Bockelmann, International Trade and Grain Analyst
Troy joined CattleFax as an analyst in January 2016. His primary responsibilities include research and analysis in feed grains as well as the domestic and global protein markets. Troy grew up in the small farming communities of southwest Minnesota – receiving a bachelor’s degree in...
agribusiness management with a farm management concentration from Southwest Minnesota State University. In fall 2014, he attended Colorado State University to complete a master’s degree in agricultural and resource economics. Troy’s research focused on agricultural finance, agricultural marketing, production economics and transportation cost analysis. He was also a teaching assistant for farm and ranch analysis and commodity marketing courses.

ALLIED INDUSTRY TRADE SHOW

Don’t miss your opportunity to get into the trade show and find out about up and coming products and services from Allied Industries. The booths are filled with great businesses and agencies that support and enhance our industry. The trade show will be open Thursday from 1:00 – 8:00 p.m. and Friday from 7:00 a.m. – 6:00 p.m.

WESTERN FUN NIGHT RECEIPTION IN THE TRADE SHOW

Be sure to make it to the opening reception in the trade show Thursday evening. This is a great opportunity to meet members of our Allied Industries and enjoy heavy hors d’oeuvres, cocktails

Fallon Livestock, LLC

Selling all classes of livestock:

CATTLE  HORES  SHEEP  GOATS  PIGS

Every Tuesday at 11:00 a.m.

Fallon Livestock, LLC is the key market for Nevada livestock producers, and the Home of the Fallon All Breeds Bull Sale every February, and the Silver State Classic Special Calf and Yearling Sale held every December sponsored by the Nevada Cattlemen’s Association

Fallon Livestock, LLC
2055 Trento Lane  •  775-867-2020

Tommy Lee, Owner
(775) 867-2020  •  (775) 741-4523
Convention Highlights

and entertainment. Nevada Cattlewomen, Inc. will also be holding a silent auction during the reception.

COMMITTEE MEETINGS

Committee meetings are open to everyone. During the meeting, Nevada Cattlemen’s Association members will set priority direction for the Association. In these meetings you will get the latest on Legislative Affairs, Research and Education updates, Private Lands, Federal Lands and Animal Health and Livestock issues.

ANNUAL AWARDS BANQUET

At our Annual Awards Banquet this year’s recipients for the President’s Award, recognition for the 100,000 Mile Club Award, Allied Industry Award, and the 2018 Cattleman of the Year Award will be announced.
**Tentative Schedule**

**THURSDAY, NOVEMBER 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM – 12:00 PM</td>
<td>Exhibitor Move-In</td>
</tr>
<tr>
<td>6:00 AM – 5:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:30 AM – 12:00 PM</td>
<td>Central Grazing Committee Meeting</td>
</tr>
<tr>
<td>1:00 PM – 8:00 PM</td>
<td>Trade Show Open</td>
</tr>
<tr>
<td>1:00 PM – 3:00 PM</td>
<td>NV Cattlemen’s Executive Committee &amp; Board of Directors Meeting</td>
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<tr>
<td>1:00 PM – 3:30 PM</td>
<td>Public Lands Committee Meeting</td>
</tr>
<tr>
<td>3:30 PM – 4:30 PM</td>
<td>Break in the Trade Show – Snacks and beverages to be provided</td>
</tr>
<tr>
<td>4:30 PM – 5:00 PM</td>
<td>Nevada Land Action Association Committee Meeting</td>
</tr>
<tr>
<td>5:00 PM – 8:00 PM</td>
<td>Western Fun Night Reception in the Trade Show</td>
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**FRIDAY, NOVEMBER 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:00 AM – 6:00 PM</td>
<td>Allied Industry Council Trade Show</td>
</tr>
<tr>
<td>7:30 AM – 9:00 AM</td>
<td>Inspirational Breakfast — Keynote Speaker: Jay Hill</td>
</tr>
<tr>
<td>7:30 AM – 9:30 AM</td>
<td>NV WoolGrowers Breakfast</td>
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<tr>
<td>7:30 AM – 11:00 AM</td>
<td>NV Cattlemen’s Executive Committee &amp; General Membership Meeting</td>
</tr>
<tr>
<td>9:00 AM – 10:00 AM</td>
<td>Break in the Trade Show</td>
</tr>
<tr>
<td>10:00 AM – 11:00 AM</td>
<td>Research and Education Committee Meeting</td>
</tr>
<tr>
<td>11:00 AM – 12:00 AM</td>
<td>Cattlemen’s College — Rangeland Function Basics</td>
</tr>
<tr>
<td>12:00 PM – 1:30 PM</td>
<td>Lunch in the Trade Show</td>
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<tr>
<td>1:00 PM – 4:00 PM</td>
<td>QuickBooks by Pacific Intermountain Mortgage</td>
</tr>
<tr>
<td>1:30 PM – 3:00 PM</td>
<td>Private Lands and Environmental Management</td>
</tr>
<tr>
<td>3:00 PM – 4:00 PM</td>
<td>1st General Session part 1 — Fire suppression</td>
</tr>
<tr>
<td>4:00 PM – 4:30 PM</td>
<td>Break in the Trade Show</td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
<td>1st General Session part 2 — Before and After the Fire</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Trade Show Closes</td>
</tr>
<tr>
<td>6:00 PM – 7:00 PM</td>
<td>Cocktail Hour</td>
</tr>
<tr>
<td>7:00 PM – 9:00 PM</td>
<td>NCA Annual Awards Banquet</td>
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**SATURDAY, NOVEMBER 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM – 4:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 AM – 9:00 AM</td>
<td>CattleFax Breakfast</td>
</tr>
<tr>
<td>9:00 AM – 11:00 AM</td>
<td>2nd General Session — Trichomoniasis</td>
</tr>
<tr>
<td>11:00 AM – 12:00 AM</td>
<td>Legislative Affairs Committee Meeting</td>
</tr>
<tr>
<td>12:00 PM – 1:30 PM</td>
<td>Nevada Beef Council Lunch</td>
</tr>
<tr>
<td>1:30 PM – 3:30 PM</td>
<td>Animal Health Committee Meeting</td>
</tr>
<tr>
<td>3:30 PM – 4:00 PM</td>
<td>General NCA Membership Meeting</td>
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<tr>
<td>4:00 PM – 6:00 PM</td>
<td>NCA Board of Directors Meeting</td>
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**Pre-Registration**

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Cattlemen’s All Inclusive Registration</td>
<td>$265</td>
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<tr>
<td>*Full Registration</td>
<td>$125</td>
</tr>
<tr>
<td>Includes Meetings, Trade Show, Western Fun Night Reception in the Trade Show Reception, Lunch in the Trade Show, Cattlemen’s College and all General Sessions. (All meals may be purchased separately below)</td>
<td></td>
</tr>
<tr>
<td>Non-NCA Member Full Registration</td>
<td>$135</td>
</tr>
<tr>
<td>Includes Meetings, Trade Show, Western Fun Night Reception in the Trade Show Reception, Lunch in the Trade Show, Cattlemen’s College and all General Sessions. (All other meals may be purchased separately below)</td>
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</tr>
<tr>
<td>Young Cattlemen’s Registration</td>
<td>$160</td>
</tr>
<tr>
<td>Includes a Full Registration, Inspirational Breakfast, NCA’s Annual Awards Banquet, CattleFax Breakfast, and NV Beef Council’s Beef Promotional Lunch.</td>
<td></td>
</tr>
<tr>
<td>Individual Meeting Registration</td>
<td>$15 each</td>
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<tr>
<td><em>(Please provide name of the meeting(s):)</em></td>
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**Meals: Friday, November 16**

<table>
<thead>
<tr>
<th>Meal</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>*Inspirational Breakfast</td>
<td>$35</td>
</tr>
<tr>
<td>NV WoolGrowers Breakfast</td>
<td>Sponsored</td>
</tr>
<tr>
<td>NV Cattlemen’s Breakfast</td>
<td>$30</td>
</tr>
<tr>
<td>*NCA Annual Awards Banquet</td>
<td>$60</td>
</tr>
</tbody>
</table>

**Meals: Saturday, November 17**

<table>
<thead>
<tr>
<th>Meal</th>
<th>Price</th>
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<tbody>
<tr>
<td>*CattleFax Breakfast</td>
<td>$30</td>
</tr>
<tr>
<td>*NV Beef Council Beef Promotion Lunch</td>
<td>$35</td>
</tr>
</tbody>
</table>

**Pre-Registration Closes November 5, 2018. On-Site Registration Costs Will Increase. No Meal Tickets Will Be Sold On-Site.**

**Name(s) attending: ____________________________**

Local Affiliation: ____________________________

Payment Amount: $ __________

Payment Method: ☐ CHECK (Please make checks to Nevada Cattlemen’s Association)

☐ AMEX ☐ MC ☐ VISA

Card #: __________

Expiration: _________ / _________

Cardholder’s Name: ____________________________

Cardholder’s Phone Number: ____________________

Billing Address: ____________________________

City: ____________________________

State: __________________ Zip Code: _________

Signature: ____________________________

Please submit completed registration form by any of the following ways:

Email: nca@nevadabeef.org

Fax: 775-738-5208

Mail: Nevada Cattlemen’s Association

PO Box 310, Elko, NV 89803

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November 28th

Nugget Resort & Casino • Reno, Nevada

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(775) 761-7575

Mark Venturacci
Fallon, NV
(775) 427-8713

or email us at wvm@wvmcattle.com

Look for the catalog and videos on our website: www.wvmcattle.com

Market your cattle with the professionals!
How about a Tip?

Submitted by Cassi Johnson, Pacific Intermountain Mortgage Co., cassi@pacificim.net

QuickBooks is a huge program that can do so much more than many people realize or will even realistically ever use. It’s a little overwhelming learning about how detailed you can get with recording and analyzing your records. There are some little things that can make your life so much easier or efficient with the activities you are already using in QuickBooks. Let me tell you a few things that can smooth out your day at the desk.

Schedule your Backups

Set your QuickBooks file to automatically back up for you without having to constantly try and remember. We could all use one less thing to have to remember. Start with going to “File” in your top menu bar. In the drop-down menu select “Backup Company” and then “Create Local Backup”. Select “Local Backup” as your option and click Next. Now you can choose to only schedule future backups or create one right now AND schedule future backups. Totally your choice. Once you are in the schedule screen you will click the New button to create a schedule. Here you can name it anything you want in the description area. Then choose what location you want it to save to. If you have an external hard drive that you leave plugged into your computer that is a great spot to save your backups. I recommend that you keep them somewhere other than your computer in case it ever crashes. Then you can choose which day of the week, what time of the day and how many weeks to run it. I usually pick a day every four to five weeks at like 1:00AM when I know I won’t be on the computer to have QuickBooks automatically run my backup. Now I never have to think about it again.

Change the color of your Check Register

Do you have multiple bank accounts? Maybe a checking account and also a savings account or other type of account that isn’t your main one, but you keep some sort of separate funds in it. I can’t tell you how many people have told me how they accidentally input a check or deposit into the wrong QuickBooks register by mistake. What if you made any checking account that wasn’t your main one a different bold color so that it would help you recognize you were in the wrong account when you opened it? Changing the color of your check register is super easy and really helpful. Start with opening the check register that you want to change the color on. While it is open click “Edit” in your upper menu bar. In the drop-down list you will see the option “Change Account Color”. Then you simply pick the color you want. It is truly that easy! When you click on write check on the home screen the border around the check will be the same color as the register for the account - it all works together.

Net to Gross Payroll Calculation

For those of you who do payroll in QuickBooks you have probably ran into the mind teasing situation where you are trying to give your employee a bonus and you want it to equal a certain amount. How do you gross it back up so the check comes out to the particular amount you want him or her to receive? There is probably a calculation you could use had you gone to college to become a CPA, but the reality is that you didn’t and you really don’t care to learn it. You have bigger things to get done today. Now, let’s say you are giving me an end of season bonus of $3,000. Now you may want to give me a gross bonus of $3,000 and whatever net amount I get out of that after taxes just is what it is and that is totally fine. Many people do that, but let’s say you would like me to be able to take home $3,000 after the taxes are taken out. How do we back into that? Well open up your payroll and select the employee you are giving the bonus to. Now once you have opened the paycheck detail and looking at the screen where you enter their hours typically you will put bonus in as the item name. Then in the very bottom right hand corner of the screen is a little box that says “Enter net/Calculate Gross”. Check that box. Now the Check Amount area is highlighted. Enter the total amount you want the check to be right there and then click tab. In an instant QuickBooks did that super long calculation for you that you thought you had to be a licensed CPA to figure out.

My Favorite Reports

One of the big reasons I love QuickBooks is because I can generate reports to get endless information in an instant to help me make decisions about daily operations as well as long term goals for our ranch. I get asked very frequently what my favorite reports are. Let me start with the Profit and Loss and Balance Sheet Report. Select “Reports” from the top menu bar. Then select “Company & Financial” from the drop-down menu. To the right will be another list of reports. This can be overwhelming, I know. My favorite two in this menu are the “Profit & Loss Standard” and the “Balance Sheet Standard”. The Profit and Loss report is basically a summary of your income and expense for whatever time period you set the report for. This tells me where our net income is. I can also play with it in the customization tab and have it show me the current year and the prior year side by side on the same report so I can see if certain income or expense categories are higher or lower from last year. The Balance Sheet should show you your total assets and liabilities. Most generally this is fixed assets and cash as well as your debts. Many people have never been able to get this area of their finances set up. That isn’t necessarily a bad thing, but it is a portion of your company that you are unable to get quick and accurate information you may need to make decisions about restructuring or expanding your operation. My other most used report is in the Budgets category of the Reports menu. I typically review “Budget vs Actual”. If you have your budget input into QuickBooks I will use this on a regular basis throughout the year to see how our actual income and expense categories are measuring up to the budget we made at the beginning of the year. This can help you know if you need to change your plan as you are working through the year. After all, a budget is just a plan and can be changed and adjusted at any point. There are a ton more reports you can use, create, and customize. These are simply my most used reports that I find incredibly helpful to operations.

Somewhere on the internet when I was preparing for one of my QuickBooks classes a few years ago I found a quote that said, “I’d rather be behind my desk... said no rancher, EVER”. I have used that quote so many times now and it seems to hit very close to home for me when I am teaching classes or working on our family operation. My goal with helping farmers and ranchers with QuickBooks isn’t always to teach you every little detail that QuickBooks can do and tell you to use it. I want to teach you how to realistically apply QuickBooks to the business side of your operation. Get the information out of your financials that will help you make better educated decisions about the direction you choose to take your operation. To get that information organized quicker and more efficiently. The reality of life on a farm and ranch is that there is a lot of work for a few people to do and the part of your job that you love isn’t behind the desk. That is why many farmers and ranchers are lacking in this area. I hope a few of these tips help you be quicker, more efficient, and a little less stressed behind your desk.
DENVER (Oct. 2, 2018) — Registration and housing for the 2019 Cattle Industry Convention and NCBA Trade show is now open. The annual convention will be held in New Orleans, La., Jan. 30 – Feb. 1, 2019. Advanced registration is now open, and its recommended attendees register early, as convenient housing will fill quickly. Annual meetings of the National Cattlemen’s Beef Association, the Cattlemen’s Beef Board, American National Cattlemen’s Foundation and National Cattlemen’s Board of Directors will be held at this event.

Convention participants will gather insights on industry trends at a CattleFax Outlook Seminar, enjoy an evening of entertainment from country music entertainers Big & Rich, hear from NFL Hall of Famer and Super Bowl champion Terry Bradshaw at the Opening General Session, be part of the country’s largest cattle industry trade show (with more than 300 exhibitors on more than 6 ½ acres), work with other industry leaders on both beef checkoff and NCBA policy efforts, and appreciate fellowship with thousands of other cattle producers from around the country. And that just scratches the surface of the event.

The convention will again be preceded by 26th annual Cattlemen’s College, which is famous for stimulating and thought-provoking sessions that can help generate high returns for cattle operations. The event will begin on Jan. 29 with an afternoon session featuring Temple Grandin, be followed by an evening reception and be continued the next morning with a morning full of educational sessions.

In addition, the National Environmental Stewardship Award winner will be named, and some of the industry’s most cutting-edge individuals will be recognized at the Best of Beef Breakfast.

NCBA President and California cattleman Kevin Kester says the convention is the highlight of the year for many of the people who attend. “Combining the education, information, entertainment, engagement and important decision-making opportunities, the convention is what many producers look forward to every year,” says Kester. “This year’s event in New Orleans presents a welcome new and entertaining opportunity to explore a different part of the country, while retaining traditional elements of the convention we have come to expect and appreciate.”

To register and secure housing for the 2019 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org.
Cowboy Poetry Contest Offers Convention Trip, Performance Opportunities

Top Entry to Perform Live, Win Trip to New Orleans

DENVER (Sept. 21, 2018) – A talent in poetry will win one cattleman or woman a trip to the 2019 Cattle Industry Convention & NCBA Trade Show in New Orleans, La., Jan. 30 – Feb. 1, 2019. The Cowboy Poetry Contest, being coordinated by the National Cattlemen’s Beef Association and sponsored by IMI Global, is accepting entries until Oct. 19, 2018.

Five finalists will be selected by NCBA on Oct. 26, with public voting on submitted videos held Nov. 6 – Dec. 4, 2018. The top three will be announced Dec. 5, 2018. The winner will have the chance to perform their work live on stage at the 2019 Cattle Industry Convention in New Orleans Feb. 1, 2019, or via video if not in attendance. Entries must be original and humorous.

In addition to performing their poem live, the first place winner will receive a free trip to the 2019 Cattle Industry Convention & NCBA Trade Show in New Orleans, La. Included will be a travel credit of up to $500, one full convention registration (including Cattlemen’s College), and one hotel room for three nights. The poetry will also be published in National Cattlemen Magazine and on the organization’s website, pending proof of copyright.

Second place will also perform their poetry live on stage Feb. 1 and receive a full registration to the 2019 Convention, while third place will perform their poetry live and receive a $100 Cabela’s Gift Card.

The contestant must upload a video performing the poetry work (five minutes or less), along with the poem in document form, to be considered. For more information and to enter, go to www.ncba.org, then click on conventions and events/Cattle Industry Convention & NCBA Trade Show.
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- Jennifer Westfall
Public Land Council Elects New President, Concludes 50th Annual Meeting

PARK CITY, UTAH (September 29, 2018) – The Public Lands Council (PLC) wrapped up its Annual Meeting and 50th Anniversary Celebration Saturday in Park City, Utah, where it set policy priorities for the upcoming year, elected new officers, and celebrated the organization’s historic milestone. The four-day meeting attracted one of the highest numbers of attendees in the organization’s history, including federal lands ranchers, top leadership of western cattle and sheep associations, national affiliate associations, and top agency and congressional staff.

“To me, this past week was a testament to the next year ahead. The entire western cattle and sheep industry was well represented, bringing key voices together. Ranchers are eternal optimists, and that energy resonated throughout all of Park City – It’s this mindset and dedication that will take our organization far,” said Dave Eliason, who served as the PLC president from 2016-2018.

PLC reviewed policy and issues facing the industry including efforts to modernize the Endangered Species Act, grazing regulations, and the National Environmental Policy Act.

Bob Skinner, a fifth-generation cow-calf producer from Oregon, was elected as the new PLC President during the annual meeting. Skinner noted the momentum gained this year provides a great foundation to build on.

“Our policy priorities are big asks, but we know they are possible,” said Skinner. “We have an Administration that is willing to listen – a big change from previous years, and an opportunity we won’t let slip by. Ensuring public lands ranchers can operate and are provided the resources to succeed is PLC’s main priority.”

Skinner, who has held leadership roles within the PLC and the Oregon Cattlemen’s Association, will serve a two-year term with the PLC. Other elected leaders for PLC include Wyoming rancher Niels Hansen as Vice-President and Mark Rob-er as Secretary. Eliason handed off the reins during the Friday afternoon board meeting.

“I have confidence the PLC is in exceptional hands with our new leadership,” Eliason said. “PLC is about more than just advocating for grazing on public lands. We are raising grSave as Templeteas, cows, wool, and a new generation that can take the reins.

In addition to policy and leadership updates, the PLC recognized individuals who were instrumental in the PLC’s success. Jim Magagna received the President’s Award and Caroline Lobdell received the Friend of PLC Award, both being recognized for their exceptional contributions to the industry and the organization.

The annual meeting also provided an opportunity to explore public grazing land in Utah during a range tour Saturday, which visited Rowdy Fitzgerald’s allotment and John Blassard’s allotment.

Celebrating 50 Years
The PLC Annual Meeting brought past presidents and leadership together to reminisce on the legacy of western ranching and the organization’s 50th anniversary. This push was guided by the Jim Magagna, the PLC 50th Anniversary Committee Chair.

“I can remember early conversations of the organization that helped advocate for needed policy for western ranching over the years,” said Magagna, who served as president of the PLC from 1989-1990. “This week I witnessed over 200 cattle and sheep industry leaders come together in Park City filled with that same excitement for the future of the Public Lands Council that we saw those many years ago.”

PLC was founded in 1968 by western cattle and sheep ranchers who held federal grazing permits. The focus of the organization was to provide a voice for the public lands ranching industry in Washington, D.C.

“Without the constant voice of PLC, we can’t imagine where the public lands ranching industry would be,” said Magagna. “We spent this week recognizing the value of this organization. I know I’m not alone in thanking those ranchers who came before us and spoke loud enough to ensure our industry is still here today.”

Various events throughout the week helped celebrate the organization’s anniversary. One such event brought past-presidents and leaders to the spotlight for an on-stage panel. Panelist included: K.L. Bliss, 2002-2004 PLC President; Mike Byrne, 2004-2006 PLC President; John Fallen, 2010-2012 PLC President; and Lt. Governor Brad Little.

Friday evening’s President’s Banquet had a major focus on PLC history. The agenda featured a program looking at the past 50 years of the PLC and the presentation of a custom painting commissioned for the special anniversary of the organization.

“I can’t think of a better way to recognize our success over the past five decades. We have reflected on past leaders, caught up with old friends, made new connections, and looked ahead. PLC has found its voice and it continues to get louder. I look forward to seeing where PLC finds itself in another 50 years.”
Back to School with Beef. It’s What’s For Dinner.

As the summer ended and children returned to school this fall, Beef. It’s What’s For Dinner. highlighted a new recipe collection to provide inspiration and ideas for easy and nutritious school lunches and weeknight meals. Throughout the month of August, the checkoff-funded brand helped get the school year off to a healthy start by highlighting its “Best. School. Lunch. Ever!” recipe collection through all social channels, such as Facebook, Instagram, and Pinterest.

The recipe collection features a variety of simple yet nutritious recipes with nutrition-packed beef as the main ingredient. The collection can be found at www.BeefItsWhatsForDinner.com, with nutritional and serving information for each dish.

“Beef is the perfect addition to any school lunch,” said Shalene McNeill, Ph.D., R.D., executive director of nutrition research for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “Beef is packed full of ten essential nutrients, including protein and iron, giving kids the fuel they need to thrive in the classroom. As a registered dietitian and mom, beef is my go-to protein for my kids’ lunchboxes.”

One standout recipe from the collection are Mediterranean Beef and Veggie Wraps. Not only are they easy to prepare thanks to a simple ingredient list, but they also allow for ultimate customization. In a crunch for time? Packaged hummus will do the trick. Have a few minutes to spare? The Garlicky White Bean Spread (included in the recipe) makes for a super tasty treat.

Mediterranean Beef and Veggie Wraps

Ingredients:
- 12 ounces cooked beef (such as steak, roast, pot roast or deli roast beef), thinly sliced
- 4 medium whole wheat flour tortillas (8 to 10-inch diameter)
- Hummus, any variety or Garlicky White Bean Spread (recipe follows)
- Fresh salad greens (such as baby spinach, arugula, mixed salad greens or thinly sliced Romaine)
- Grape tomatoes halves, shredded carrots, red bell pepper strips, thinly sliced cucumber, thinly sliced red onion

Spread each tortilla evenly with hummus or garlicky white bean spread, as desired, leaving 1/4-inch border around edge. Top with equal amounts salad greens and vegetables, as desired. Top evenly with and beef slices. Roll up tightly.

Garlicky White Bean Spread: Combine 1 can (15-1/2 ounces) great Northern or cannellini beans, rinsed, drained, 2 tablespoons water, 1 tablespoon lemon juice, 1 tablespoon olive oil, 1 teaspoon white wine vinegar, 1 small clove garlic, minced and ¼ teaspoon salt in blender or food processor. Blend until smooth.

Report for Consumers, Influencers Notes Key Improvements Being Made by Cattle Industry

A beef checkoff-funded report released earlier this year highlights the commitment cattle producers demonstrate in the areas of animal welfare, beef quality, sustainability and community involvement. The Cattlemen’s Stewardship Review (CSR) gathers data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today.

The report and survey were coordinated by the National Cattlemen’s Beef Association (NCBA) as a contractor to the Beef Checkoff Program.

The report compares to a 2010 checkoff-funded benchmark survey. It shows that improvements have been made in all four of the cattle industry areas studied. In addition to a national news release to national media outlets, the report and information from it are being presented to key national media by the NCBA communications team, as a beef checkoff contractor.

Among the findings of the survey, conducted by Aspen Research of a proportionate number of producers to the Agricultural Census, are:
- The well-being of cattle is the top priority for 95 percent of producers. That commitment is demonstrated by the fact that the Beef Quality Assurance (BQA) program influences more than 80 percent of the U.S. fed cattle supply, according to BQA managers;
- Ninety-seven percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry. Producing the best beef possible is supported by nearly a century of research-based improvements funded by the industry in nutritional value, beef quality and safety assurance;
- About 95 percent of producers say conservation of land is extremely important to them, while 86 percent manage their operations in a way that protects the quality of natural resources, including wildlife and biodiversity; and
- Beef is produced in all 50 states by a diverse group of men and women of all ages who have different backgrounds and production methods, but who share the same core values. The CSR found that more than nine of ten cattle operations are family owned, and 78 percent of farmers and ranchers say they intend to pass their operations on to future generations – with 58 percent of current operations being in the family for at least three generations.

For the full report, visit www.BeefItsWhatsForDinner.com and enter “Cattlemen’s Stewardship Review” in the search bar.

About the Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses $1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Learn more about your beef checkoff at www.mybeefcheckoff.org, or visit www.BeefItsWhatsForDinner.com.
Nevada Cattlemen’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen’s Association offers an affordable workers’ compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

Created for the sole purpose of providing Nevada’s Agricultural community with a viable workers’ compensation option, the Nevada Agricultural Self Insured Group provides employers with:

- Lower Stable Rates (20% to 60% savings over standard market)
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