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Red Angus Convention to spotlight excellence and progress in the beef industry

Denton, Texas – “Oklahoma, where the Red Angus Roam” is the theme for the 2016 National Red Angus Convention planned for Sept. 7 – 9, 2016, in Oklahoma City. With the spotlight on excellence and capturing additional dollars in the marketplace, Red Angus cattle raisers will not want to miss this information-packed, three-day event.

The Commercial Cattlemen’s Symposium, “Putting Dollars in Your Pocket,” on Wednesday, Sept. 7, will feature leading experts addressing opportunities in the beef industry to capture additional value through innovative marketing, nutritional considerations of the cowherd and the use of additional technology to improve profitability. Clint Rusk, head of the Oklahoma State University Animal Science Department, will serve as emcee for the session. Attendees will also hear from RAAA CEO Tom Brink , as he delivers the keynote address.

There is no charge for the Commercial Cattlemen’s Symposium, although registration is requested to plan for the event. Lunch will be provided to Commercial Cattlemen’s Symposium attendees, and the Convention Trade show will be open to visit with vendors. Please register online at <http://redangus.org/calendar/national-convention> to attend.

The convention business session begins Thursday morning and includes the annual Red Angus Association of America update, committee reports and a keynote message from Dr. Tom Field, director of the Engler Agribusiness Entrepreneurship Program at the University of Nebraska-Lincoln. Friday, the RAAA business session will conclude with the election of the Board of Directors as well as honor excellence at the annual awards banquet that evening.

Full convention registration is \$295 per person and includes most meals, socials and meeting breaks. Registration is available online <http://redangus.org/calendar/national-convention>. Hotel headquarters is the Renaissance Oklahoma City Convention Center Hotel, 10 North Broadway Avenue, Oklahoma City, Oklahoma 73102. Room rate is \$139 per night. Room reservations should be made directly with the hotel and be requested in the Red Angus room block. Rooms can be reserved online (<http://bit.ly/2984ZvZ>) or by calling the hotel at (405) 228-8000.