



# National Cattlemen's Beef Association

Cattlemen • Leadership • Solutions

Membership

Join Today!



**NCBA** Allied Industry



"Through my Allied Industry membership, I am provided with all the information I need, but not so much that it is overwhelming. The people are knowledgeable, professional and dedicated and are truly concerned with my success. Finally, NCBA provides a strong and positive voice, as well as the leadership and guidance necessary to ensure that our industry is and will be both viable and relevant far into the future. Dedicated and determined, just like the producers they support."

**Rod Nulik,**  
*Land O'Lakes Purina Feed*



# An Invitation to Join NCBA

Simply stated, NCBA is the oldest and largest national cattle association in this industry and is vital to preserving the rights of the American Beef Producer and profitability in the beef industry. Our industry is important to the fabric of this nation – environmentally, nutritionally and economically.

The cattle industry today sits squarely in the middle of some of the most complex, controversial and challenging public policy debates. Issues relating to:

- Trade
- Food safety and nutrition
- Energy
- Taxes
- Environment

Your customers, CATTLE PRODUCERS, are directly impacted by dominate legislative and regulatory agendas. Resolution of these issues will define the future of our industry.

For NCBA to succeed, we need your support. Success on Capitol Hill requires a comprehensive and unified effort by all service providers and suppliers to the cattle industry. Every company that has a stake in the future of this industry should become a member of NCBA.

## Join Today!

To learn more about NCBA and find out how your company can get involved, please contact the Association Marketing team at 303-694-0305 or [nationalcattlemen@beef.org](mailto:nationalcattlemen@beef.org).

## The Power of Your Dollar

A Voice on Capitol Hill

Setting Industry Policy

Educational Programming



As the premier organization representing the cattle industry in the US, our NCBA membership keeps us up to date on the many challenges facing all of us, both producers and as Allied Industry members. The future of the cattle business will require all stakeholders working together and there is no other organization that can represent our collective needs better than NCBA.

**Charlie Higdon,**  
**Business Unit Manager**  
**AgriLabs**



# When business gets tough it's time to get down to business!

## TEN REASONS TO JOIN TODAY

### 1. Your Voice in the Industry

Through the committee structure NCBA Allied Industry members can take an active role in developing industry policy and identifying priority issues.

### 2. Powerful Advocacy

NCBA works to fight against excessive regulations and defend the cattle business on Capitol Hill. That puts money and time back in your pocket! NCBA Allied Industry members are kept informed with prompt regulatory and legislative alerts.

### 3. Critical News & Information

Knowledge is your best defense in this rapidly changing industry. NCBA is the nation's leading source of information for the cattle industry. NCBA Allied Industry members have a variety of ways to stay connected to industry information, including publications, e-newsletters, exclusive web site content, bulletins, special reports, e-mail alerts, and research data, among others. Up-to-date information, when you need it!

### 4. Invaluable Networking Opportunities

With a membership base of over 26,000 in all areas of the industry, NCBA is a one-stop networking shop! From the Annual Convention, summer conference and regional meetings, NCBA provide many ways for you to meet and build relationships with fellow professionals, customers and suppliers.

### 5. World Class Educational Programs

In our ever changing world the key to success for producers can be found in NCBA's world class education programs. The Cattle Learning Center offers dozens of educational programs in a variety of formats. Producers learn how to reduce costs and increase profitability. NCBA Allied Industry members have the opportunity to partner on these programs, provide educational content and input into educational topics and programs; as well as customized MBA Program and Media Training for sales people (Council Level).

### 6. Access to Expert Advisors

Wouldn't it be great to have a team of industry experts at your disposal to address your specific business questions for free? When you become an NCBA Council level member, you get instant access to our distinguished research staff and regulatory specialists.

### 7. Exposure to 26,000 of the largest cattle producers in the country

As an NCBA Allied Industry member, you be listed in each edition of *National Cattlemen* magazine and event more recognition at the Cattle Industry Annual Convention. Links to the web sites of NCBA Allied Industry member companies are prominently displayed on NCBA's web site.

### 8. Timely Industry Information

Keep your company abreast of the latest industry news. NCBA Allied Industry members receive regular communications regarding the most significant and timely legislative, regulatory and legal issues facing the cattle industry.

### 9. Priority Booth Selection

Be a part of the largest, national trade show for cattle industry. NCBA Allied Industry members receive substantial discounts to participate and priority in booth selection for the NCBA trade show, the largest and most comprehensive cattle industry show in the world.

### 10. Advertising Opportunities

Reach the entire association market through a variety of advertising opportunities available in *National Cattlemen* magazine, *Beef Resource Guide* directory, e-newsletter, [www.beefusa.org](http://www.beefusa.org), or NCBA's *Cattlemen to Cattlemen* our weekly television show.

**Join Today!**



“As a member of the NCBA, Novartis Animal Health gains access to the latest happenings and leading indicators affecting the cattle industry including marketing research, consumer trends, political issues, increased regulations, and industry statistics. Additionally, cattlemen know that as a NCBA member, Novartis Animal Health is committed to the future of the cattle industry. It also enables us to reach a broader audience through its support programs like BQA, mid-summer meetings, and various state and local organized events. ”

**Scott Morey,**  
**Senior Marketing Manager**  
**Novartis Animal Health US, Inc.**



## Allied Industry Partner Member Benefits

- Access & assistance with key issues by leadership in D.C.
- Priority sign-up for prime location at NCBA's annual trade show and discounted exhibit space (excluding island booth space).
- Special listing in the *Beef Resource Guide*.
- Listing in every issue of the *National Cattlemen*.
- A complimentary link on *BeefUSA.org*, representing the entire beef industry.
- Opportunity to utilize the Allied Industry logo.
- Fifteen subscriptions to the *National Cattlemen*.
- Receipt of other NCBA information.
- Opportunity to vote for the Allied Industry Partner board and committee representatives.
- Special Convention & Summer Conference recognition.

**Partner annual investment \$3,000**



## Allied Industry Council Member Benefits

**Council members receive ALL the PARTNER benefits, in addition to:**

- A seat on NCBA's Allied Industry Council.
- As a group, the Allied Industry Council will be eligible for a number of board and committee seats based upon total investment by Allied Industry Council members. Council members have the opportunity to vote for the AIC reps to serve on the NCBA Board and committees.
- The Allied Industry Council may appoint one representative to serve as an ex-officio member of the NCBA Executive Committee.
- Access to CEO Roundtable lunch/meeting at Annual Convention.
- Access to pre-registration and final registration for the Annual Convention.
- Opportunity to reach NCBA's membership twice a year via access to NCBA's mailing lists.
- Special paragraph listing in the Summer Directions issue of *National Cattlemen*.
- Fifty subscriptions to the *National Cattlemen*.

**Council annual investment \$25,000**



## Gold Level Member Benefits

Those companies that reach a total annual contribution level of \$100,000 (including Allied Industry dues, sponsorships, advertising – print, web, television– and trade show), will be considered a Gold Level AIC Company.

- In addition to the general AIC benefits, Gold Level companies will receive:
- “Beef Day” - NCBA can set up a program to fit each company's needs. This can be an educational session for company personnel or key customers. It may include sessions on market information, forecasting and public policy issues.
- Gold Level sponsors receive special priority in the trade show booth drawing and will be listed in each issue of *National Cattlemen* as a Gold Level AIC sponsor.
- Opportunity to provide 30 second pre-produced commercial spot to be run on your month of choice on NCBA's *Cattlemen to Cattlemen*.

**Partner annual investment \$100,000**



# Allied Industry Membership Application

68% of NCBA members say they are more likely to purchase from companies that support NCBA.

By teaming up with NCBA as an Allied Industry member, you are demonstrating to the cattle producers of America that you, too, care about the direction of the beef industry. The investment you provide with dues and sponsorships go directly back to the producers in forms of education, leadership development and furthering our political interests in Washington, D.C.

**YES!** our company would like to support the mission of the National Cattlemen's Beef Association by joining as an Allied Industry member.

### Please enroll our company at the following level:

- Council Member Benefit Package Annual Investment \$25,000
- Partner Member Benefit Package Annual Investment \$ 3,000

Those companies that reach a total annual contribution level of \$100,000 (including Allied Industry dues, sponsorships, advertising – print, web, television– and trade show), will be considered a Gold Level AIC Company.

Company Name (For publications): \_\_\_\_\_

Company Address: \_\_\_\_\_

General Phone: \_\_\_\_\_

General Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address (if different): \_\_\_\_\_

Phone: Email: \_\_\_\_\_

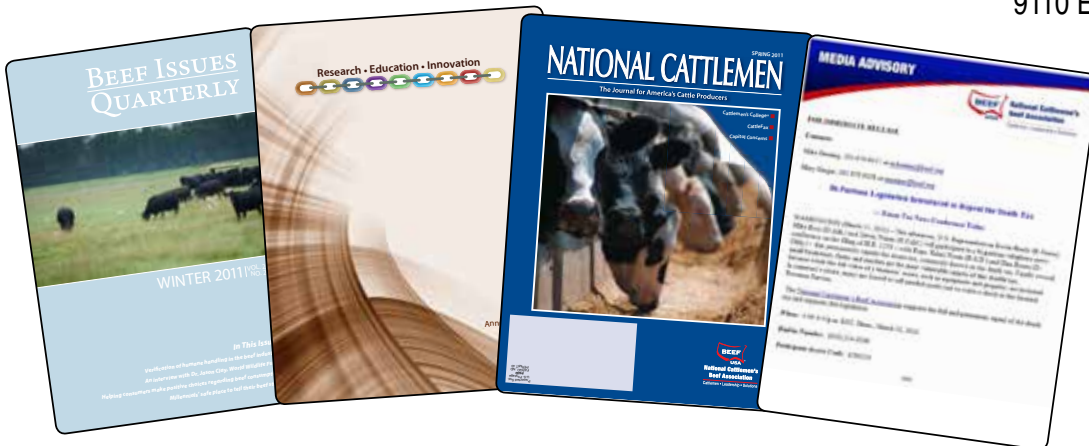
Secondary Contact: \_\_\_\_\_

Address (if different): \_\_\_\_\_

Phone: Email: \_\_\_\_\_

### Contact Information

National Cattlemen's Beef Association  
9110 East Nichols Avenue, Suite 300  
Centennial, CO 80112  
303.694.0305  
[www.BeefUSA.org](http://www.BeefUSA.org)





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