

September 5, 2013

Dear Potential Sponsor:

The Beef Improvement Federation will hold its annual meeting and research symposium in Lincoln, NE on June 18-21 2014 at the Cornhusker Marriot in the heart of downtown Lincoln. This event is co-hosted by the University of Nebraska-Lincoln, Nebraska Cattlemen, and the US Meat Animal Research Center. It is no coincidence that we decided to host this event in NE in 2014. The US Meat Animal Research Center will celebrate its 50th anniversary in 2014 and we thought it appropriate to celebrate by hosting the annual BIF meeting, a meeting that USMARC scientists have contributed to since the beginning.

The Beef Improvement Federation ({ HYPERLINK "<http://www.beefimprovement.org>" }) was formed over 45 years ago as a means to standardize beef cattle performance programs and evaluation methodology and to create greater awareness, acceptance and usage of these concepts for the genetic improvement of beef cattle. BIF represents over 40 state and national beef cattle associations. The organization's three leaf clover logo represents the partnership between industry, extension and research. The annual BIF research symposium and annual meeting attracts 450 to 900 attendees. This meeting is an opportunity for the research community and industry to meet and discuss issues surrounding the genetic improvement of beef cattle and for attendees to learn about technologies and management practices that can aid in the profitability of their operations.

Meetings such as this require financial support from donors such as you. Enclosed you will find a donor form that details the various levels of support. We hope that you will seriously consider making a donation to help support this important meeting.

Sincerely,



Matt Spangler
Associate Professor, Animal Science



Pete McClymont
Executive Vice President, Nebraska Cattlemen