A Winning Hand
with Beefmasters
2026 BBU Convention
Reno, Nevada

Good Cattle. Good Company. Great Getaway.

THURSDAY
OCTOBER 29TH

9:00 a.m. – 12:00 p.m.
Trade Show Exhibitor Check In & Setup
Tuscany E & F

1:00 p.m.
Registration Opens
Tuscany Lobby
Convention Registration Desk

1:00 p.m. – 3:00 p.m.
BBU Board of Directors Meeting
Peppermill Tower #1735

1:00 p.m. – 7:00 p.m.
"Showcase of Winning Hands" Trade Show
Tuscany E & F

3:30 p.m. – 5:30 p.m.
BEEF Board Meeting
Peppermill Tower #1735

5:30 p.m. – 7:00 p.m.
"Jackpot Welcome Reception"
Tradeshow – Tuscany E & F

Let the good times begin!

FRIDAY
OCTOBER 30TH

8:00 a.m.
Registration Open
Tuscany Lobby
Convention Registration Desk

8:00 a.m. – 5:00 p.m.
"Showcase of Winning Hands" Trade Show
Tuscany E & F

8:30 a.m.
Cattlewomen's Breakfast
Tuscany 11

11:30 a.m. – 1:30 p.m.
President's "Full House" Luncheon
Tuscany C & D

1:00 p.m. – 2:00 p.m.
Cattleman's Classroom General Session 1
Tuscany 4 & 5

2:00 p.m. – 3:00 p.m.
Cattleman's Classroom General Session 2
Tuscany 4 & 5

3:00 p.m. – 4:00 p.m.
Cattleman's Classroom General Session 3
Tuscany 4 & 5

4:00 p.m. – 5:00 p.m.
Cattleman's Classroom General Session 4
Tuscany 4 & 5

5:30 p.m. – 6:30 p.m.
"Winning Hand" Social
Tuscany E & F

6:30 p.m. – 8:30 p.m.
"Royal Flush" Semi-Formal Foundation Dinner & Auction
Tuscany C & D

9:00 p.m.
"High Rollers Soirée" featuring Cadillac Rodeo
The Edge

SATURDAY
OCTOBER 31ST

8:00 a.m. – 9:30 a.m.
Cattleman's Classroom – Digital Beef
Tuscany 4 & 5

8:00 a.m. – 5:00 p.m.
"Showcase of Winning Hands" Trade Show
Tuscany E & F

10:00 a.m. – 11:30 a.m.
BBU Annual Membership Meeting
Tuscany 4 & 5

11:30 a.m.
Venture Out for Lunch or enjoy dining at one of The Peppermill Restaurants

1:00 p.m.
2026 Convention Sale Preview
The Edge

2:00 p.m.
2026 Convention Beefmaster Sale
The Edge

4:45 p.m. – 5:45 p.m.
Cattlewoman's Social
Sierra #1748

6:00 p.m. – 9:00 p.m.
2026 "Raising The Stakes" Awards Dinner
Tuscany C & D

SUNDAY
NOVEMBER 1ST

11:00 a.m.
Checkout

RENO
NEVADA

PEPPERMILL
RESORT • SPA • CASINO • RENO

OCTOBER 29-31
2026