

For Immediate Release:

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Pfizer Cattlemen's College, a staple during the Missouri Cattle Industry Convention

The annual Pfizer Cattlemen's College was held on Friday, December 12 during the Missouri Cattle Industry Convention. As a staple event during the convention each year, Cattlemen's College provides information to producers about key issues affecting the industry. This year's college was no different. The 2008 Pfizer Cattlemen's College was host to several industry leaders as they discussed four segments affecting Missouri's cattle producers.

Kicking off the morning was Steve Flick, Jim Bannerman, and John Hensley who combined their expertise to speak on alternative energy sources. Flick spoke on Cellulose, Bannerman gave a presentation on Ethanol production, and Hensley with Wind Capitol Group lectured on wind energy.

Steve Flick is currently the Chairman of the Board of Show Me Energy Cooperative, a cellulosic biomass facility owned by 400 farmers. The 7 million dollar project has been completed and is expected to be operating in July 2009, developing and processing energy crops and Agricultural residues into biomass engineered fiber fuel. This fuel is used for coal-firing at a local utility and for heating residents' homes. Steve is a graduate of University of Missouri-Columbia with a Bachelor of Science Agriculture in 1980. Steve is CEO/CFO of Flick Seed Company in Kingsville, Missouri. The company specializes in Native, Energy and Conservation Seeds. Mr. Flick is a trained Environmental Ecologist and has consulted for 20 years for EPA, D.O.D., and D.O.E. along with several state agencies. Mr. Flick lives on the farm in Kingsville, Missouri with his daughter.

Jim Bannerman is currently the U.S.A. National Accounts Manager. Jim has spent the majority of his career working for Alltech in either the feed or alcohol company divisions in both the US and Canada.

John Hensley a native of Gentry County, Missouri. Hensley received his B.A. in History and International Relations from William Jewell College in Liberty, Missouri and went on to receive his M.B.A. in International Management from the Thunderbird School of Global Management in Glendale, Arizona. Hensley gained fourteen years of experience in agricultural development and export promotion with the Missouri Department of Agriculture and traveled to eight different countries around the world for projects or on missions. Hensley began working for Wind Capital Group in July 2007.

Next in line, was a Veterinarian Panel made up of Dr. Dan Goehl and Dr. John Groves, who presented on "Using your veterinarian as an Investment, not an Expense." Dr. Dan Goehl is a 1998 graduate of the University of Missouri-Columbia College of Veterinary Medicine. Dr. Goehl and his wife own and operate Canton Veterinary Clinic in northeast Missouri. Dr. Goehl is also very involved in many organizations and sits on the board of the Academy of Veterinarian Consultants.

Dr. John Groves also received his doctorate in veterinary medicine from the University of Missouri in Columbia. Dr. Groves has been in private practice for the last 16 years and is the owner Livestock Veterinary Services in Eldon, Missouri. Dr. Groves has specialized in beef cattle production medicine focusing on large, progressive registered and commercial herds with emphasis in optimizing production efficiency in all phases of management. Also, Dr. Groves works with backgrounding operations that range from short term starting operations to grazing and retained ownership programs to help producers maximize their production capabilities.

Also, presenting on Friday morning was Dr. Justin Sexten. Sexten is a University of Missouri- Extension Beef Nutrition Specialist and addressed the college on alternative feed sources and the benefits of using distiller grains. Sexten was raised on a diversified livestock and row crop farm in Southwest Ohio. After completing his B.S. degree at the University of Kentucky in 1998 he went on to acquire a M.S. and PhD in Animal Science from the University of Illinois. Dr. Sexten joined the Animal Science Faculty at the University of Missouri-Columbia (UMC) in July of 2007 as part of the Commercial Agriculture Program.

Closing up the mornings presentations was Tom Brink. Brink will be discussing how to "Make your Cattle Work for the Consumer." Brink, a Kansas native, is currently the Senior Vice President of Cattle Ownership and Risk Management for ContiBeef and Five Rivers Ranch Cattle Company. Brink resides in Brighton, Colorado with his family.

The Pfizer Cattlemen's College lunch was sponsored by U.S. Premium Beef. Commentator for this year's college was Craig Payne from the University of Missouri.

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The Missouri Cattlemen's Association was initiated in 1911 and is dedicated to improving profitability of Missouri's cattle industry. MCA will work tirelessly to promote, preserve and protect the future of our great cattle industry and the people who depend on us. To join, contact MCA at 573-499-9162 or at www.mocattle.com.