

January 8-10, 2021

Location:
Margaritaville
Lake Resort
494 Tan Tara Estate Dr
Osage Beach, MO 65065
Reserve a Room:
573-348-3131



NAVIGATING the FUTURE

MISSOURI CATTLE INDUSTRY CONVENTION
& TRADE SHOW

January 8-10, 2021

To Register: Online

www.mocattle.com
Check under the Events &
Meetings tab for
registration information

By Mail:

Mail in the form from the
latest *Missouri Beef
Cattlemen* magazine

Cattlemen's Education Series

- Price Discovery
- Cattle Markets
- COVID's Impact
- Risk Management Toolbox
- What is U.S. Cattle Trace?
- What the Data Says About
Your Cattle

Questions?
Call 573-499-9162

Registration is Still Open!

Whether you're just starting out or bringing your third generation into the business, learning how to better your operations, cattle, and marketing practices is always a great investment. Join us in Osage Beach this winter to meet and learn from some of the industry's top experts and network with other cattlemen and cattlewomen across the state to

MOVE MISSOURI'S BEEF INDUSTRY FORWARD.





NAVIGATING E the FUTURE

MISSOURI CATTLE INDUSTRY CONVENTION
& TRADE SHOW

January 8-10, 2021

Register for the Missouri Cattle Industry Convention & Trade Show!

Take a sneak peek at the amazing sessions organized to help you learn how to solve problems or take your operation to the next level in 2021.



SHOW-ME-SELECT HEIFER PROGRAM

Friday Session



Show-Me-Select Program Overview & Heifer Development Mini-Session Schedule

To kick off your convention experience, focus on your heifer development and take part in the Friday afternoon Show-Me-Select Program Overview and Heifer Development from 1-5 p.m.

1:10-1:20 p.m. — Show-Me-Select Program Overview and Impacts: Dr. Jordan Thomas

1:20-1:50 p.m. — Pre-Breeding Nutritional Development: Dr. Eric Bailey

1:50-2:10 p.m. — Health Program: Dr. Scott Pooch

2:10-2:40 p.m. — Sire Selection: Dr. Jared Decker

2:40-3 p.m. — Break

3:30-3:40 p.m. — Pre-Breeding Evaluation and Breeding Strategies: Dr. Jordan Thomas

3:40-4 p.m. — Pregnancy Diagnosis: Dr. Scott Pooch

4:40-4:50 p.m. — Post-Breeding Nutritional Management: Dr. Eric Bailey

4:50-5 p.m. — Genomic Testing: Dr. Jared Decker

5 p.m. — Q&A Discussion

KEYNOTE SPEAKER

Association Honors Reception



NCBA President Marty Smith

Marty Smith is a rancher and an attorney from Wacahoota, Florida. He operates Smith Brothers-Wacahoota, LLC, a cow-calf operation that has been in continuous operation since 1852. It retains ownership through feedlots in Texas, Kansas and Iowa.

Smith graduated from the University of Georgia with a BSA in agricultural economics and animal science. While at UGA, he was on the livestock judging team and served as president of Ag Hill Council. He was also active in Alpha Gamma Rho and AGHON, the highest honor a UGA student of agriculture, forestry, veterinary medicine or engineering can attain. He graduated from the University of Florida College of Law, and was admitted to the Florida Bar in 1984.

In 1997 Smith served as president of the Florida Cattlemen's Association. He was also a member of the Florida Beef Council, where he served a two-year term as treasurer. He has also been a board member of NCBA, and worked on several committees. Prior to his current appointment as NCBA president, he served as treasurer and as a member of the Finance and Audit Committee.

In addition to ranching, Smith maintains a law practice with the firm of Bond, Arnett, Phelan, Smith & Carreras in Ocala, Florida. He represents numerous farms and ranches, and specializes in business and environmental litigation.

General Session

KEYNOTE SPEAKER

Storyteller Sky Shivers

Raised among the blood-thirsty chiggers and varmint-infested persimmon thicket of Southern Oklahoma, Sky grew up in a small town helping feed the family cow herd, riding horses on the town's blacktop streets and occasionally an angry "widder" woman's manicured lawn.

In 1991, Sky started presenting "hands on" living history programs based on research, personal experiences and stories gathered from his life in the cowboy world. Now working full time across the United States and Canada as an award-winning storyteller, Sky is in demand in several different areas of education and entertainment. Trunk programs, banquet speaking, concert appearances, featured performances at cowboy gatherings, and presenting workshops at schools, colleges and public libraries have all become a part of

Sky's life as a professional storyteller. Sky has been described as a comedian in a cowboy hat. His stories have been described as clean family style and western humor. Because of his ability to paint vivid scenes in your mind's eye with his picture words and colorful phrases, ornery western sense of humor, and his knack for connecting with a wide range of folks, Sky has become Oklahoma's favorite cowboy storyteller and the keynote for the Missouri Cattle Industry Convention & Trade Show.



MBIC PANEL

Hands-On Session



Missouri Beef Industry Council Special Sessions

Hear the latest developments from the Missouri Beef Industry Council staff and board members through three special sessions.

Beef Grants for Missouri

The Missouri Beef Industry Council provides funding for local non-profit organizations to promote and educate about beef in local communities. This year we will be adding a new grant for a "What Your Dollar Does" program. The "What Your Dollar Does" meetings will focus on sharing what the Checkoff is doing here in Missouri while allowing attendees to ask questions about what their dollar goes towards to drive beef demand. Come learn more about the grant programs that the Missouri Beef Industry Council offers.

What Your Dollar Does Nationally and Internationally

The Beef Checkoff program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. The Checkoff acts as a catalyst for change and is designed to stimulate beef sales and consumption through a combination of initiatives including consumer advertising, research, public relations, and new-product development. Come learn more about what YOUR checkoff dollars are doing here in the state of Missouri and Nationally.

MO Beef MO Kids Session

More beef, more often. That is the mission of the Mo Beef Mo Kids program. We aim for more beef on the school lunch tray, while educating young people about beef production and nutrition.

Team members will be sharing program overview, new initiatives for 2021, and spotlight successes in the state. We will also share more about the Pasture to Plate education series focused on fifth grade. FFA Mo Beef Academy members will also be present to share their experiences. Join us to learn more about the program and take-home resources for your community.

CATTLEMEN'S EDUCATION SERIES

Here are just a few of this year's Cattlemen's Education Series aimed at bringing you the latest and greatest direct from industry experts in everything from selling your calves to navigating changing weather, consumer preferences and regulations.



PRIEFERT IS PROUDLY DONATING A S0191 SQUEEZE CHUTE FOR THE PAC AUCTION



S0191 SQUEEZE CHUTE

This chute is the perfect option for the economy-minded rancher looking for a few extra features. The S0191 is the S01 chute with a Model 91 Headgate. Priefert's most popular headgate, the HG91 operates in manual or automatic mode.

Call Today 844.572.1741 or Visit us at www.priefert.com

Session I

PRICE DISCOVERY IS A COW/CALF ISSUE

Cow/Calf & Stocker Operation Shelby Horn

Shelby Horn is a fourth generation, lifelong cattlemen and rancher. He grew up on a cow-calf and stocker operation in the Flint Hills of Kansas. Shelby received a bachelor's degree in economics from Brigham Young University and a master's degree in agriculture from Texas A&M University. He spent 10 years with AgReserves Inc. (Deseret) where he served as a production vice president responsible for marketing all cattle production and overseeing ranching operations in Oklahoma, Texas and Australia. After leaving AgReserves, Shelby joined Great Plains Cattle Feeders, a commercial custom cattle feeding operation, where he became the president and managing partner. After selling the feedyard three years ago, he now works for the Abell family managing cow-calf and stocker operations in Texas, New Mexico and Florida. Shelby and wife, Julie, currently reside in Fredericksburg, Texas, and are the parents of four grown children and three grandchildren.



Session I

CATTLE DISEASE TRACEABILITY

U.S. Cattle Trace Callahan Grund



Callahan Grund is the executive director for U.S. CattleTrace, the nation's leading animal disease traceability organization. Grund previously worked in policy engagement, business development and animal disease traceability preparedness at the Kansas Department of Agriculture, including sitting on the CattleTrace Pilot Project Advisory Committee. Originally from Sharon Springs, Kansas, located in western Kansas, Grund grew up on a registered Gelbvieh, Balancer and Angus seedstock cow-calf operation and is still highly involved today. Grund's involvement in the cattle industry remains his driving force to help progress animal disease traceability.

Session I

COVID-19 IMPACT ON RESTAURANTS

Satchmo's Bar & Grill Benjamin Brown

Benjamin Brown is a restaurateur, former professional mixed martial artist, activist and fierce advocate for the hospitality industry. He is the current owner and general manager of Satchmo's Bar & Grill in St. Louis County and has spent much of the last year fighting to help restaurants in his community survive the pandemic. He has successfully advocated for regulation reform to the benefit of restaurants across the state. Including spearheading the effort to reform liquor laws in order to allow restaurants to sell alcohol by way of takeout and delivery sales. Locally, he has built coalitions to combat tax increases that would unproportionately affect restaurants in the St. Louis area and pushed back against arbitrary mandates that have taken aim at his industry. Following St. Louis County's restaurant closure order issued on November 17, 2020, he was one of 40 restaurant owners that banded together to bring a suit against the county, working in conjunction with the Missouri Restaurant Association.

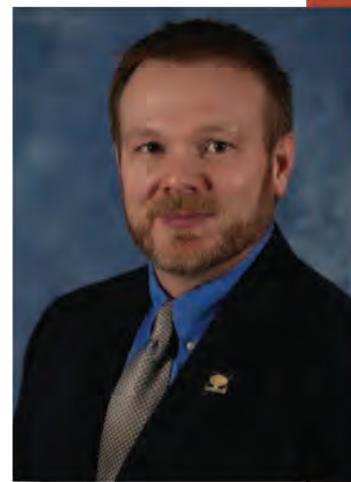


Session II

WHAT THE DATA SAYS ABOUT YOUR CATTLE

University of Missouri
Dr. Joe Parcell

Joe Parcell is the division director for the Division of Applied Social Sciences and a professor of agricultural economics at the University of Missouri. Before moving into administration, his research involved issues related to price discovery in the livestock industry and to profitability factors driving adoption of agri-management innovations throughout the value chain. Joe co-authored the seventh edition of the Global Agricultural Marketing System. He previously served as the director of the MU Extension value-added program, and his work in value added agriculture has allowed for him to provide market opportunity opinions for agricultural projects. Joe and wife, Julia, reside in Columbia, Missouri, and are parents to daughters Karly, Katy, and Jorah.



THE RISK MANAGEMENT TOOLBOX

Session II

Commodity Ingredient Hedging
Greg Brandhorst



Greg Brandhorst joined the Commodity Ingredient Hedging Team in August 2019 and is responsible for helping beef producers implement a sound risk management process. Prior to joining CIH, Greg served as a cattle buyer for IBP/Tyson Fresh Meats from 1984 until 2015. Between Tyson and CIH, Greg worked as a vice president, senior relationship manager for RABO-Agrifinance. Greg has served as the chairman of the Washington State Beef Commission and as a board member of the Washington State Cattle Feeders Association. Greg is a University of Missouri graduate, with a BS in agriculture, animal science and was on the UMC livestock and meats judging teams.

Session II

SECURING OUR BEEF SUPPLY

Missouri Department of Agriculture
Bill Pittenger

Bill Pittenger is the Emergency Manager for the Missouri Department of Agriculture. Bill graduated from The Ohio State University with a bachelor's degree in agriculture, majoring in animal sciences. Bill has been employed with the Missouri Department of Agriculture for more than six years and was the poultry health program manager for five years. Bill has extensive knowledge in biosecurity, emergency preparedness, and disease response.



HANDS-ON SESSIONS

ARTIFICIAL INSEMINATION AND NEW TECHNOLOGY



**University of Missouri Assistant Extension Professor
Jordan Thomas**

Jordan Thomas is an assistant professor and state beef reproduction specialist in the Division of Animal Sciences at the University of Missouri. Dr. Thomas maintains an active applied research program in reproductive management of beef cattle, coordinates the breeding program for cattle across the University of Missouri Agricultural Experiment Station Research Center herds, and serves as program advisor to the Show-Me-Select Replacement Heifer Program. The primary research focus of the Thomas lab is control of the bovine estrous cycle, specifically to facilitate use of reproductive technologies such as timed artificial insemination and embryo transfer. Dr. Thomas is a Missouri native and a University of Missouri alumnus.

MEAT PROCESSING: FARM TO FORK

Missouri Department of Agriculture

One bright spots amid COVID-19 has been consumers wanting to connect with farmers to purchase their beef directly. Farmers, ranchers and agribusiness owners want to know what they can do to help feed their neighbors both safely and legally. Almost all of our answers go back directly to the legislation that was created more than 100 years ago through the federal Meat Inspection Act of 1906.

Today, Missouri is one of 27 state programs that provide inspection services for meat processing establishments that perform custom exempt and state inspected processing. This team is one of the best in the nation, providing equal inspection service within the state of Missouri as USDA. Missouri's team also has a Cooperative Interstate Shipment agreement in place with USDA, meaning state inspected establishments may apply through MDA to be "selected" by USDA to sell and distribute meat over state lines.

Director of Agriculture Chris Chinn, State Veterinarian Dr. Steve Strubberg, Meat & Poultry Inspection Program Manager Dr. Marin DeBauch and Missouri Grown Program Manager Christi Miller will present what you need to know to be successful in direct marketing and understand meat inspection laws.



SEEDSTOCK AUCTION



Easily one of the highlights of the convention, the seedstock auction features some of the best seedstock producers in the state who donate credit towards the purchase of a bull or female, in their upcoming sales. The auction takes place before the banquet during the social hour. Socialize with producers and affiliates from all across the state, and you might get the winning bid on credit towards your future herd bull at the same time. The proceeds of the auction benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee and the Missouri Junior Cattlemen's Association.

Friday Session

KICKOFF PARTY

Musical Entertainment The Busted String Band

The Busted String Band is a country and western ensemble from Kirksville, Missouri. The band was formed in 2011. Since their start, they have played a diverse array of venues across the Midwest including honky-tonks, concert halls, rodeo dances, livestock auctions, and punk rock clubs. Their brand of country is unabashedly vintage fused with a youthful energy.



Thank you to our sponsors!



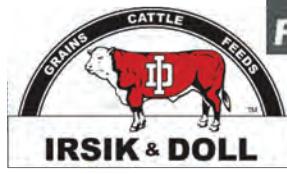
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To become a featured sponsor of the Missouri Cattle Industry Convention & Trade Show,
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JANUARY 8-10, 2021



NAVIGATING the FUTURE

MISSOURI CATTLE INDUSTRY CONVENTION

& TRADE SHOW

January 8-10, 2021

OSAGE BEACH, MISSOURI

FRIDAY, JANUARY 8

- 8:00 a.m. – Registration Opens
8:00 a.m. – 2:30 p.m. – MBIC Board Meeting
8:00 a.m. – 5:00 p.m. – Trade Show Setup
9:00 a.m. – 1:00 p.m. – Nominating Committee Meeting
10:00 a.m. – 12:00 p.m. – Council Meetings & Lunch
10:00 a.m. – 1:00 p.m. – Show-Me Select Board and Membership Meeting
12:00 p.m. – 2:00 p.m. – MCA Board Meeting
1:00 p.m. – 2:30 p.m. – CattleWomen Board Meeting
1:00 p.m. – 5:00 p.m. – Show-Me Select Special Program
2:00 p.m. – 5:00 p.m. – Policy & Resolutions Committee Meeting
5:00 p.m. – 6:30 p.m. – Association Honors Reception
6:00 p.m. – 8:30 p.m. – Trade Show Kickoff & Happy Hour
6:30 p.m. – 8:30 p.m. – Past President's Dinner
8:00 p.m. – 11:00 p.m. – 53rd Annual Convention Welcome Reception & Dance

CATTLEMEN'S EDUCATION SERIES

Price Discovery is a Cow/Calf Issue

Cattle Markets in the Information Age

COVID's Impact on the Restaurant Industry

The Risk Management Toolbox

What is U.S. Cattle Trace?

What the Data Says About Your Cattle



SATURDAY, JANUARY 9

- 6:30 a.m. – Registration Opens
6:45 a.m. – 8:00 a.m. – Breakfast and MBIC Panel/Q&A Session
8:00 a.m. – 2:00 p.m. – Cattlemen's Education Series
8:30 a.m. – CattleWomen Create Breakfast & Annual Meeting
9:00 a.m. – 5:00 p.m. – Trade Show Open
10:00 a.m. – 12:00 p.m. – Beef Queen Interviews
10:00 a.m. – 12:00 p.m. – MCA Beef Speaking Contest
12:00 p.m. – 2:00 p.m. – Cattlemen's Education Series General Session Luncheon
1:30 p.m. – 3:30 p.m. – Missouri Beef Queen Speeches
2:00 p.m. – 5:00 p.m. – Midwest Dairy Ice Cream Social
2:30 p.m. – 5:30 p.m. – MBIC Special Sessions
2:00 p.m. – 3:00 p.m. – Cattlemen's Education Series Hands On Session
3:00 p.m. – 4:00 p.m. – Missouri Dept. of Ag Special Session

- 5:30 p.m. – 6:30 p.m. – MCA Social Hour & Bull Auction
6:30 p.m. – Annual Convention Banquet
- Cattlemen's Prime Rib Dinner
- Junior Cattlemen's Awards
- Scholarship Presentation
- Legislator of the Year
- Industry Awards
- Beef Queen Coronation
- MCLC Graduation/Introduction
- Foundation Auction
9:00 p.m. – MCA & MCW Presidents Reception
9:00 p.m. – County & Breed Receptions

SUNDAY, JANUARY 10

- 7:00 a.m. – Registration Opens
7:00 a.m. – 8:00 a.m. – Annual Meeting Breakfast & Devotion
8:00 a.m. – 10:00 a.m. – MCA Annual Meeting

*Schedule subject to change

Mention the Missouri Cattlemen's Association when
making a reservation to receive discounted room rates

MARGARITAVILLE LAKE RESORT

494 Tan Tara Estate Drive

Osage Beach, MO 65065

Call for reservations: 573-348-3131

MISSOURI CATTLE INDUSTRY CONVENTION AND TRADE SHOW REGISTRATION

CONTACT INFORMATION

Name _____

Address _____

City/State/Zip_____

Phone_____ County_____

Names of those registering:

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Registration is REQUIRED for ALL Attendees

Your registration information will be used to put together a specialized packet for your convention experience. All necessary information and tickets will be waiting for you at registration upon arrival.

Please Mail/Fax To:

Missouri Cattlemen's Association

2306 Bluff Creek Drive

Columbia, MO 65201

Fax: (573)-499-9167

Phone: 573-499-9162

****NO REFUNDS****

CHOOSE COUNCIL

Cow/Calf

Stocker/Feeder

Seedstock

Dairy

Allied Industry

Livestock Marketing Association

CONVENTION PACKAGE

- Number of Packages - 1 per attendee**
 Pre-Registration - **\$150 each**
 Standard Registration After Dec. 11 - **\$200 each**

Please check here for special assistance:

- GLUTEN-FREE MEALS
 HANDICAP ACCESSIBLE NEEDS

Includes: Adult Convention Registration, Council Lunch, One Cattlemen's Education Series Registration, One Cattlemen's Education Series General Session, Luncheon & Cattlemen's Prime Rib Dinner
(lodging arrangements are NOT included)

INDIVIDUAL EVENTS & MEALS

CONVENTION	Registration	Total
Adults	\$5	_____
Students	FREE	_____
Virtual Business Meetings*	\$20	_____

*Includes access to MCA Board Meeting, Policy & Resolutions Meeting and Annual Meeting

CATTLEMEN'S EDUCATION SERIES	Registration (after Dec. 11)	Total
Adults	\$75 (\$100)	\$_____
Additional Persons	\$50 (\$75)	\$_____
Students	\$50 (\$75)	\$_____

TOTAL \$_____

Association Honors Reception (please circle):

FRIDAY	Registration	Total
Council Lunch	FREE	_____
SATURDAY	Registration	Total
Education Series General Session & Luncheon	\$35 (\$40)	\$_____
Kids Lunch (12 or under)	FREE	_____
CATTLEMEN'S EDUCATION SERIES	Registration (after Dec. 11)	Total
Cattlemen's Dinner	\$50 (\$55)	\$_____
Kid's Dinner <i>(Must be 12 or under)</i>	\$12 (\$14)	\$_____
SUNDAY	Registration	Total
Annual Meeting Breakfast	FREE	_____
Attending	Not Attending	_____

TOTAL PAYMENT

Total Convention Packages \$_____

Total Indiv. Registrations \$_____

Total Meal Tickets \$_____

TOTAL AMOUNT DUE

\$_____

Method of Payment (Please Check Below)

Cash: _____ Check (Made Payable to MCA): _____

Credit Card: _____

Number _____

Exp. Date _____ Sec. Code _____

Signature _____

TRADE SHOW EXHIBITORS

We greatly appreciate our early registrations for the trade show. Come check out these great companies plus many, many more!

AgButler
American Angus Association
Apex Financial
Biozyme, Inc.
Burlington Welding, LLC
Central Life Sciences
Energy Panel Structures
First State Community Bank
Gallagher
Green's Welding and Sales
Hatton Vermeer Sales, LLC
Heritage Tractor
Hotsy Unlimited
IMI Global
LAG Industries, LLC.
Lewis Cattle Oilers
Missouri Beef Industry Council
Mead Farms
Merck
MFA, Inc.
Missouri Cattlewomen
Missouri Dept. of Ag.
Missouri Dept. of Conservation
Missouri Farmers Care
Missouri Grown USA

Missouri Livestock Symposium
Missouri Soybean Association
Mo Pet Breeders
Multimin USA, Inc.
NCBA
Nemo Feed
Neogen
NextGen Beef Company
Ozark Farm and Neighbor
Priefert Rodeo & Ranch Equipment
Protect the Harvest
Roto-Mix, LLC.
Show-Me Genetic Services, LLC.
Sioux Automation Company
Stewart & Kiefer Real Estate
Square B Ranch & Cattle Co.
Style Dots Boutique
Sydenstricker Implement Co.
The Midwest Cattleman
Tracer Minerals
Valley Oaks Angus
Vit-A-Lix
Y-Tex
Zoetis

REGISTER FOR CONVENTION TODAY!

REGISTRATION INFORMATION AVAILABLE ONLINE AT
WWW.MOCATTLE.ORG OR
IN YOUR MISSOURI BEEF CATTLEMAN MAGAZINE

FOR QUESTIONS OR MORE DETAILS CALL OR EMAIL SYDNEY THUMMEL
573-499-9162 EXT 231 • SYDNEY@MOCATTLE.COM



JANUARY 8-10, 2021



NAVIGATING the FUTURE

MISSOURI CATTLE INDUSTRY CONVENTION

& TRADE SHOW

January 8-10, 2021

OSAGE BEACH, MISSOURI

2021 TRADE SHOW CONTRACT

COMPANY:

CONTACT PERSON:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

EMAIL:

BOOTH RATES

- | | | |
|---|--|---|
| <input type="checkbox"/> 8' x 10' = \$500 | *For pricing information on spaces | <input type="checkbox"/> Cash |
| <input type="checkbox"/> 8' x 20' = \$650 | 8' x 40' or 20' x 20' and larger, please contact | <input type="checkbox"/> Check - Make Payable to Missouri Cattlemen's Association |
| <input type="checkbox"/> 8' x 30' = \$800 | Macey Hurst at (573) 499-9162 ext. 235 | <input type="checkbox"/> Credit Card - Visa/Mastercard/Discover |

Please return by December 3, 2020

Card # _____ Exp. Date _____

Signature _____

BOOTH SPECIFICATIONS

Please indicate any special consideration you need for placement of your exhibit space:

Near Specific Exhibitor(s):

Do you need a forklift?

Distant from Specific Exhibitor(s):

Yes No

List of names attending (2 Free): _____

The Missouri Cattlemen's Association reserves the right to assign booth spaces. You will not be given a trade show booth until payment is made in full. Exhibits will be furnished with pipe and drape, 1-skirted (6 ft.) table, 2 chairs, 1 trash can & 1 professional ID sign; all other equipment and/or booth flooring must be provided by the exhibitor.

Please note: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

HOTEL INFORMATION:

Make your hotel reservations early. The telephone number for the Margaritaville Lake Resort is 573-348-3131.

For special convention room rates, mention that you are with the Missouri Cattlemen's Association Convention and Trade Show.

TRADE SHOW HOURS:

SETUP	OPEN	OPEN	TEAR DOWN
JANUARY 8 (8:00 A.M. - 5:00 P.M.)	JANUARY 8 (6:00 P.M. - 8:00 P.M.)	JANUARY 9 (9:00 A.M. - 5:00 P.M.)	JANUARY 9 (5:00 P.M.)

Signature: _____

Title: _____

Missouri Beef Queen

- CONTEST -

ENCOURAGE THE NEXT GENERATION OF BEEF INDUSTRY ADVOCATES.

A highlight of the Missouri Cattle Industry Convention & Trade Show is the Missouri Beef Queen contest. There are three great contestants vying for the title of 2021 Missouri Beef Queen. Join us in Osage Beach on the afternoon of Saturday, January 9, 2021, for the speech portion of the contest. The contestants will present speeches, each 5-8 minutes long, focused on the beef industry. Contestants will complete professional interviews with a panel of three judges earlier that morning, which will be closed to the public. Each contestant has also submitted an application and resume for scoring by the panel of judges. These

scores will be added to their speech and interview scores, and the total scores will decide the contest winner and runners-up. The Missouri Beef Queen will receive a \$1,000 scholarship, first runner-up will receive a \$500 scholarship, and second runner-up will be awarded a \$250 scholarship. Coronation will be at the awards banquet on Saturday evening.

MADE POSSIBLE BY:



Lillian Gildehaus

Franklin County Cattlemen
Washington, MO
Daughter of Kyle & Michelle Gildehaus



Krayson Leonard

St. Clair County Cattlemen
El Dorado Springs, MO
Daughter of Todd & Michele Leonard



Avery Schiereck

Cedar County Cattlemen's
El Dorado Springs, MO
Daughter of Jarrod & Amanda Schiereck



Shaye Siegel

Cooper County Cattlemen's
California, MO
Daughter of Joshua & Katie Siegel



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AVAILA 4



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SIDNEY, NE

AUCTION ITEMS

- *Sneak Peek* -

LEWIS CATTLE OILER

PRIEFERT CHUTE

HERITAGE TRACTOR

WINDROW HAY MOISTURE TESTER

AND SO MUCH MORE!

January 9, 2021, 6:30 p.m.

The live auction, held in conjunction with the Missouri Cattle Industry Convention & Trade Show, funds activities of Missouri's Cattlemen Foundation and MCA's PAC.

AWARDS *for Excellence*

THE GRAND PRIZE for this year's Overall Affiliate Award for Excellence winner will be a Gallagher TW-3 Weigh Scale & Data Collector AND Gallagher Alleyway Loadbar Set. The Runner-Up will receive a Miraco 3345, 30 gallon, 1 hole MiraFount waterer.

Awards will be given during the Association Honors event on Friday, January 8, 2021, at the Missouri Cattle Industry Convention & Trade Show in Osage Beach, Missouri.



SHOW-ME-SELECT HEIFER PROGRAM

ONE DONATED HEIFER will be auctioned off
Saturday, January 9, 2021, during the Annual Foundation
Auction in conjunction with the
Missouri Cattle Industry Convention & Trade Show.

The money generated will fund Missouri's Cattlemen Foundation scholarships.

The heifer will be a Show-Me-Select Heifer from the University of Missouri Thompson Research Farm.



*YOUR SUPPORT IS GREATLY
APPRECIATED.*

MCA would like to thank all donors for their show of commitment to Missouri's Cattlemen Foundation, MCA and the Missouri beef industry.

Contact Macey Hurst to add your donation to the auction.
macey@mocattle.com
573-499-9162

MISSOURI CATTLEMEN'S ASSOCIATION
**SEEDSTOCK
AUCTION**

SATURDAY, JANUARY 9, 2021

SEEDSTOCK AUCTION

Saturday, January 9, 2021

The 12th Annual Seedstock Auction will be held on Saturday, January 9, 2021, in conjunction with the 53rd Annual Missouri Cattle Industry Convention & Trade Show in Osage Beach, MO. Bidding begins at 5:30 pm, during the social hour before the evening banquet, so don't miss out! The proceeds of the auction benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee and the Missouri Junior Cattlemen's Association.

The following producers have graciously donated credits to their 2021 production sales.

Thank you!

MCA would like to thank all donors and buyers for their show of commitment to Missouri's Cattlemen Foundation, MCA and the Missouri beef industry.

AUCTION PREVIEW

Saturday, January 9, 2021

\$1,500 CREDIT

WRIGHT
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Excelsior Springs, MO
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www.wrightcharolais.com

\$1,500 CREDIT

MEAD
FARMS

Barnett, MO
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www.meadangus.com

\$2,000 CREDIT

SYDENSTRICKER
GENETICS

Mexico, MO
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