

STRONG *Cattlemen*

51st Cattle Industry Convention

& Trade Show

Join us as we celebrate 51 years of Missouri cattlemen and cattlemen coming together to meet, learn and work to advance the beef industry at the
2019 Missouri Cattle Industry Convention & Trade Show.

January 4-6, 2019

Holiday Inn Executive Center - Columbia, Missouri



Industry Trade Show

Business Meetings

Cattlemen's College

BQA Certification



Trade show booths available

For more information, contact Coby Wilson at coby@mocattle.com
or (573) 499-9162 ext. 235

Register for the 51st Annual Missouri Cattle Industry Convention

Registration forms available at www.mocattle.com or in the *Missouri Beef Cattleman* magazine

Registration is Now 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 at the Holiday Inn Executive Center in Columbia, Missouri, this winter to meet and learn from some of the industry's top experts and network with other cattlemen and cattlemen across the state to move Missouri's beef industry forward. The following experts and session descriptions offer a preview of what's to come at this year's "Cattlemen Strong" Missouri Cattle Industry Convention & Trade Show.

BE CATTLEMEN STRONG.

Friday Session

BQA TRAINING

University of Missouri

Dr. Craig Payne, DVM

Major packers will no longer accept cattle that didn't come from a BQA certified feedlot, making certification more important than ever. Please make plans to get certified free of charge thanks to your checkoff investment.

Craig Payne received his DVM degree from the University of Missouri-College of Veterinary Medicine in 1993. Upon graduation he practiced at the Animal Medical Center in Marshfield, MO for one year before moving to Sedalia, MO where he became a partner at the Sedalia Veterinary Center. He practiced in Sedalia until 2005 at which time he moved to Kingsville, TX where he pursued an MS degree in Agribusiness from the King Ranch Institute for Ranch Management at Texas A&M – Kingsville. After completing his MS degree in 2007, Craig accepted a position as an extension veterinarian for the University of Missouri and is currently the Director of the Department of Veterinary Extension and Continuing Education at MU-College of Veterinary Medicine.



LIVESTOCK MARKET UPDATE

Friday Session

Brownfield Meghan Grebner

At 10 a.m. on Friday, Brownfield will record the "Weekly Livestock Market Update" straight from convention.

The program features livestock market analysis, discussion of relevant topics to the industry and how these constantly changing trends affect the agriculture industry. From cash and futures prices to exports and wholesale, Brownfield's Weekly Livestock Market Update covers all the current issues. It is hosted by Brownfield Anchor/Reporter Meghan Grebner who is joined by University

of Missouri associate extension professor Scott Brown. Find the update on the Brownfield Ag News website or delivered to your inbox each Saturday in a weekly e-newsletter.

**University of Missouri
Scott Brown, PhD**



SHOW-ME-SELECT HEIFER PANEL

Friday Session



Show-Me-Select Replacement Heifers Mini-Session Schedule

To kick off your convention experience, focus on your heifer development and take part in the Friday afternoon Show-Me-Select Replacement Heifer program from 2:30-5 p.m.

2-2:15 p.m. — Nutritional Development of Replacement Heifers: Eric Bailey, PhD

2:15-2:30 p.m. — Using Pre-Breeding Exams to Assess Development Status: Jordan Thomas, PhD

2:30-2:45 p.m. — Setting Heifer Up for Long-Term Reproductive Health: Dr. Scott Poock, DVM

2:45-3:15 p.m. — Veterinary Panel: Role of the Veterinarian in Heifer Development Programs

3:30-4 p.m. — EPD Basics and Genomic Evaluation: Jared Decker, PhD

4-4:30 p.m. — Show-Me-Select Program Overview and Impacts: David Patterson, PhD & Scott Brown, PhD

4:30-5 p.m.— Show-Me-Select Program Producer Panel

Convention Banquet

KEYNOTE SPEAKER

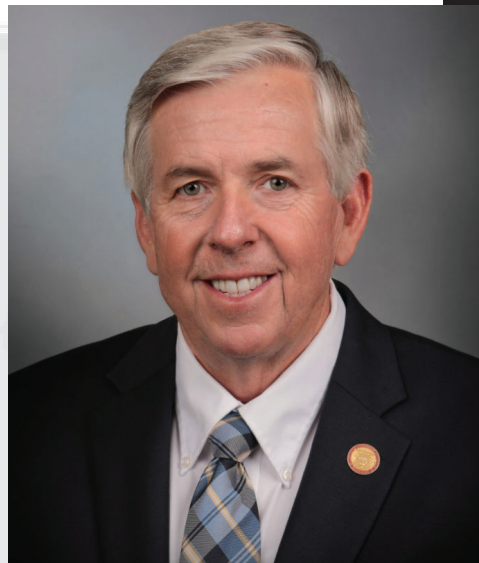
Missouri Governor Gov. Mike Parson

Mike Parson was sworn in as Missouri's 57th Governor on June 1, 2018, after a longtime commitment to serving others with over 30 years of experience in public service.

Governor Parson previously served as the 47th Lieutenant Governor of Missouri, receiving the most votes of any Lieutenant Governor in Missouri history. He has helped pass landmark pieces of legislation including Missouri Farming Rights Amendment, a piece of legislation that changed the Missouri Constitution to guarantee all Missourians the right to farm and ranch. He was also named the 2016 Cattlemen of the Year.

Governor Parson has lived in Bolivar with his wife Teresa. Together they have two grown children and five grandchildren. He was raised on a farm in Hickory

County, and graduated from Wheatland High School in Wheatland, Missouri. He is a small business owner and is a third-generation farmer who currently owns and operates a cow and calf operation near Bolivar.

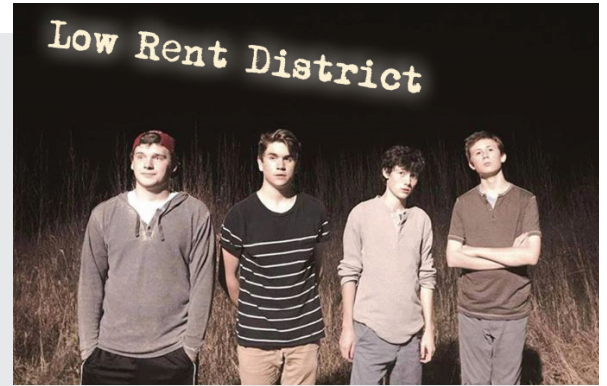


Musical Entertainment Low Rent District

Low Rent District is a cover band from Jefferson City, Missouri, specializing in crowd-pleasing classics of all genres and styles. While the band's current lineup started in the last few months, core members Daniel Bollinger (drums) and brothers Samuel and Silas Luetkemeyer (keyboards and bass guitar respectively) have been performing together for the past six years. Mutual friend

Evan Brenner (guitar) joined two years ago, and John Sommerer (harmonica, guitar) is the newest addition as of September. The band has played in locations as diverse

as the California Exposition and Dollywood, and to crowds of over six thousand and less than six. A recent highlight was opening for country music legend Charley Pride with assistance from Renick-based singer Megan Kindell. The band continues to play around the Mid-Missouri area wherever good songs are wanted.



MBIC PANEL Saturday Session



MBIC Discussion/Q&A Saturday Breakfast Panel

Join us for breakfast on Saturday morning to hear the latest developments from the Missouri Beef Industry Council staff and board members. They will share the current successes and accomplishments of the beef checkoff and take any questions you may have about programs, management, etc.

CATTLEMEN'S COLLEGE

Here are just a few of this year's Cattlemen's College sessions 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.

Session I **DROUGHT VS. CATTLEMEN**

University of Missouri Extension Eric Bailey, PhD

Being prepared for a drought is critical. Learn how to understand your options and feed alternatives to win the battle with drought. Your preparations can help mitigate the impacts that can often be devastating to even the most innovative cattlemen.

Dr. Bailey is the State Extension Beef Nutritionist at the University of Missouri. He joined the University of Missouri in June 2017 after a stint as the Endowed Chair of Cow Calf Nutrition and Management at West Texas A&M University. He was born and raised on a commercial cow-calf and stocker operation outside of Santa Rosa, Mexico. He has degrees from West Texas A&M University and Kansas State University.



Session I

GET THE MOST FOR YOUR CALVES

Tyson Foods
Kent McClary

Darr Feedlot
Craig Uden

NCBA
Jesse Fulton

Buyers are becoming picky. They are slow to bid on calves that aren't preconditioned. More recently, major packers like Tyson aren't going to accept cattle from producers not certified through the Beef Quality Assurance program. Retail chains have a slew of demands and international buyers also have their own set of requirements. Attend this session to learn how to get the most return on your investment by knowing what the buyers want.

OUR OWN BRAND Session I

Kentucky Cattlemen's Association Dave Maples



Consumers reportedly want to buy local. They want to know the farmer. Well, the Kentucky Cattlemen's Association decided to deliver. Almost a year ago, the association formed "Beef Solutions, LLC," and are currently marketing "Kentucky Cattlemen's Ground Beef" in more than 80 Kroger stores in the state. Learn about how the business got started, the hurdles and the benefits.

Dave Maples is currently the Executive Vice President for the Kentucky Cattlemen's Association. The organization also includes the Kentucky Beef Council and the Kentucky Beef Network. The Kentucky Beef Council is responsible for both the National and a Kentucky Checkoff program. In 2001 The Kentucky Beef Network, LLC was formed to administer and deliver educational and market driven programs with funding from the Kentucky Agriculture Development Board which directs tobacco settlement dollars. In addition, in 2017 Beef Solutions, LLC was formed to supply one of Kentucky largest grocery store chains, Kroger, a local, Kentucky verified ground beef product. Prior to coming to Kentucky, Dave worked with the Alabama Cattlemen's Association for 10 years. He is a native of Elkmont, AL and a graduate of Western Kentucky University with a BS in Animal Science. Dave lives in Lexington with his wife Dana and children, David and Erica Caroline. They have a small family farm in Jessamine County.

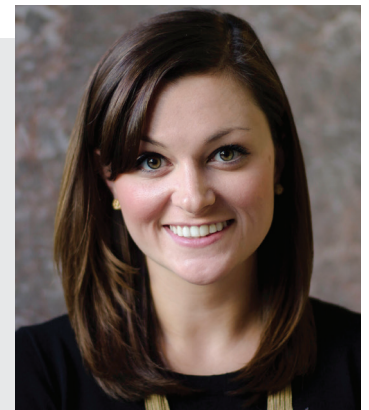
Session I

D.C. DRAMA

NCBA
Danielle Beck

There is no shortage of issues impacting agriculture in Washington, D.C. fake meat; the farm bill; electronic logging devices; and animal disease traceability are just a few hot topics that impact you. Attend this session to get in the know on the issues and where they are in convoluted policy-making process inside the Beltway.

Danielle Beck joined the National Cattlemen's Beef Association in June of 2016. As Director of Government Affairs, she is the lead lobbyist on all issues pertaining to tax, credit, appropriations, nutrition, food safety/labeling, research, and energy. Danielle also serves as the staff liaison to NCBA's Tax & Credit Policy Committee and the Key Technologies Working Group. Prior to joining NCBA, Danielle represented clients across the food and agriculture sector as a lobbyist for The Russell Group. Before that, she spent five years on Capitol Hill working for Congressman Tom Rooney (R-FL), where she managed his work on the Agriculture Appropriations Subcommittee and House Agriculture Livestock Subcommittee Chairmanship.



DON'T LET TOUGH TIMES CONTROL YOU Session II



Ohio State University Extension Jami Dellifield

This is a stressful, high-risk business. So much is out of our control. Don't let the stress get the best of you. Concern about stress for farmers and ranchers has been increasing in part because a CDC report that determined agriculture has the highest rate of suicide. This session is intended to provide ideas on ways to minimize stress for you and your family and ways to help those who are struggling.

Jami Dellifield is an Extension Educator, Family and Consumer Sciences, at Ohio State University, Hardin County. She has been employed as an Extension Educator since October of 2015. Her passion is for helping people to be the best that they can be. Jami holds a bachelor's degree in psychology and a master's degree in

Christian education. Jami is a certified Mental Health First Aid® and Youth Mental Health First Aid® instructor. She has presented at the local, state, and national levels about mental health awareness. She and Amanda Raines also co-authored the 4-H project book, *Your Thoughts Matter: Navigating Your Mental Health*, which was published in 2018. She and her husband have been married since 1995 and have two teenage children.

Session II

SHOW ME THE MONEY

Farm Service Agency Sandra Waibel

Asset rich and cash poor. Does that describe your life as a cattleman? When you are needing access to money, one of the first questions you will get from your banker is about cash flow. It's sometimes a deal breaker, but doesn't have to be. Attend this session to get creative ideas and an understanding of resources when it comes to accessing money to continue or expand your farming or ranching business.

Sandra Waibel and her husband, along with their two children currently reside on a farm in Cooper County Missouri where they run a beef cow/calf and row crop operation. Sandra started with Farm Service Agency in 2007 upon graduating from Missouri Valley College with a Bachelor of Science in ag business and minor in marketing. In May of 2015, Sandra transferred to the Missouri FSA State Office as the Guaranteed Farm Loan Specialist. Prior to being a Specialist, Sandra was a Farm Loan Officer in Cole County where they covered six counties.



SELF-DEFENSE TRAINING

Hands-On Session

Hapkido Black Belts Rusty Kahrs Matt Kahrs Danny Young

For something a little different, learn techniques about how to defend yourself when confronted by an attacker. You never know when you will wish you attended this course. Instead of wishing, join Rusty Kahrs, MCA Past President and former law enforcement officer, for a hands-on training session. Rusty is a certified Hapkido black belt instructor. His son, Matt Kahrs, and Danny Young are also black belts. Please wear comfortable clothing and do not practice these techniques on your spouse while working cattle.

Hands-On Session

RISK & OPPORTUNITIES IN THE MARKET



Custom Ag Solutions (CAS)

Brett Crosby

Today's volatile markets are full of risk and opportunity. Crosby will review recent market trends and trade issues; he will then explore key market factors to monitor in the coming months. Crosby will also demonstrate the marketing information and analytical tools available on BeefBasis.com. Finally, Crosby will discuss other market risk management tools, including those administered by the USDA's Risk Management Agency (RMA).

Brett Crosby is the president and co-owner of Custom Ag Solutions (CAS). He has 22 years of experience in economic research and ag sector consulting. A fifth-generation farmer and rancher, Crosby also owns and manages a family farming and ranching operation in Wyoming. In 2004, Crosby co-founded CAS, which specializes in agricultural economic research and education, and has since worked on over 200 projects across 49 different states. Under his direction, CAS partnered with Kansas State University to design and develop BeefBasis.com, a forecasting website that offers feeder cattle basis and price forecasts up to 18 months in the future for livestock auctions in 25 different states. He has been featured in numerous trade publications, and is regularly featured on the business network CNBC, which has used him as a source in agricultural news segments since 2007.

Hands-On Session

FAKE NEWS



Cal Poly University-Ag Communications

Scott Vernon

A journalist gets your cell number off the internet. They call in the middle of dinner. Few love the media, but they have a job to do. They have to meet their deadline and get the news out. Like it or not, the media is essential to our industry when it comes to building consumer trust, expanding awareness of our issues, and strengthening the image of Missouri farm and ranch families. Attend this session for hands-on media training.

Dr. J. Scott Vernon has spent a lifetime in agriculture. He has farmed in the San Joaquin Valley, rustled cattle in Alabama (just kidding!) and sold livestock throughout the western United States as the country's slowest auctioneer. Vernon is considered one of the nation's leaders in agricultural communications, agriculture advocacy, media training and leadership Development.

Vernon is the founder of the very popular "I Love Farmers, They Feed My Soul" movement. It is a national non-profit agricultural advocacy group targeting young urban audiences and empowering young leaders in agriculture. Vernon received his Bachelor's and Master's Degrees from Cal Poly - San Luis Obispo and his Ph.D. at Texas A&M University. He is a professor of agricultural communication in the Agricultural Education and Communication Department at Cal Poly State University in San Luis Obispo, California. Dr. Vernon works with companies and organizations nationwide to improve communications and leadership to enhance teamwork, productivity and

WHAT'S UP CHUCK?

Innovative Producer Session



NCBA & MBIC Season Solorio

Meet Chuck! The newest and most awesome AI (artificial intelligence) for our industry. Chuckknowsbest.com is the place to go and check it out. NCBA spokespersons will be available to illustrate the checkoff's national outreach, education and promotion programs to consumers and producers throughout the world. Join the session for some new and exciting work by the checkoff.

Season Solorio is the Senior Executive Director, Brand Marketing and Communications, at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. Season joined NCBA in 2010, working out of the Washington, D.C. office and leading the issues management and crisis planning programs for NCBA. In that time, she managed a variety of issues and crisis situations, ranging from cases

of bovine spongiform encephalopathy (mad cow disease) to lean finely textured beef to preparing for possible foot-and-mouth disease (FMD) outbreaks and working with producers, state partners and other industry stakeholders to plan and actively prepare for issues that could damage consumer confidence and consumption of beef. Season and her team over the past year have helped relaunch the Beef. It's What's For Dinner. brand, resulting in more than 160 million consumer touchpoints in one single year and increasing the percentage of consumers who say that beef is their number one protein.

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.

MASTERS OF BEEF ADVOCACY

Innovative Producer Session

NCBA Ryan Goodman

Ryan Goodman with NCBA will "jazz up" and invigorate our Master's of Beef Advocacy (MBA) leaders in Missouri, with updates and media training for the coming year. Join Ryan and, if you are curious, come and learn more about what MBA is all about and how you too can become an industry advocate.

Ryan Goodman is Director of Grassroots Advocacy and Spokesperson Development for the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. Ryan directs the national Masters of Beef Advocacy program (beef.org/MBA), a network of over 12,000 agriculture advocates, empowering others to utilize their strengths to share the

stories of the beef community. Ryan is no stranger to agriculture, having worked in cow-calf, stocker and feeder sectors of the cattle business across the country. He is a proud alumnus of Oklahoma State University and has been recognized as Advocate of the Year and a Top 10 Industry Leader under 40 by several organizations.



KEYNOTE SPEAKER

Cattlemen's Award Luncheon

NCBA President Kevin Kester

Kevin Kester is a fifth generation California rancher. He was born and raised in the Parkfield area of southern Monterey County where his family has lived for over 125 years. They have a yearling stocker and an Angus-based commercial cow-calf operation. They also farm wine grapes on their 22,000 acre ranch. Kester attended California Polytechnic University, San Luis Obispo where he obtained a Bachelor of Science degree in Agriculture Management. He then later returned to Parkfield with his wife June. They have three grown children: Kayleen, Kody, and Kara, and have welcomed the 7th generation into the family with their grandchildren Kelsee and Levi Abate.



At NCBA, Kevin is currently the 2018 President. Kester is a past Vice President and Policy Division Chairman, after serving as the Policy Division Vice Chairman. Kevin has served as Chairman of the Joint International Markets and the Tax and Credit Committees. He has also served on the Board of Directors since 2007.

TRADE SHOW EXHIBITORS

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

Linn Post & Pipe, Inc. MFA, Inc. Missouri Livestock Symposium Central Life Sciences First State Community Bank American Aberdeen Association Missouri Forage & Grasslands Council Greenfield Contractors, LLC. Lewis Cattle Oilers Ozark Farm and Neighbor Gallagher Green's Welding and Sales USDA-NRCS American Angus/MO Angus	Roto-Mix LLC. DNR Soil & Water Powder River Irsik & Doll Feed Services, LLC. Zeitlow Distributing Company Circle A Angus Gibson Insurance Group Rush-Co Summit Livestock Facilities The Mid-west Cattleman FCS Financial NCBA Show-Me Select Replacement Heifer, Inc.	Missouri Department of Conservation Bobcat of Columbia Silveus Insurance Group Jake's Wire Tighteners Kent Feeds Missouri Beef Industry Council Operation BBQ Barger Drone Briarwood Angus Apex Financial Graham Insurance Elanco Missouri CattleWomen
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