



Minnesota State Cattlemen's Association

1011 Minnehaha Ave West, Saint Paul, MN 55104 Phone (651) 756-7351
Fax: (651) 756-7354 Email: ruralstrategies@gmail.com MSCA Website: www.mnsca.org

Dear Beef Industry Partners:

The Minnesota State Cattlemen's Association invites your participation in the 2011 Minnesota State Cattlemen's and Minnesota State Cattlewomen's Annual Convention and Beef Industry Trade Show at Jackpot Junction near Morton, MN on December 1-3.

This convention is the biggest cattle industry function of the year and will provide you access to all types of cattle producers from across the State of Minnesota and the Midwest.

The two-day event includes presentations by beef industry leaders on a variety of topics, coupled with a trade show dedicated to bringing cattle producers and beef industry partners together.

Participation opportunities include:

- Registering to attend
- Purchasing a booth to exhibit your products and services at the Trade Show
- Sponsorship of one of the meals, breaks or speakers
- Donate items for the MSCA Annual Benefit Auction on December 2

We hope you can join us at Jackpot Junction. If you have questions, don't hesitate to call. Your continued support is very much appreciated.

Sincerely,

Joe Martin, Executive Director
MN State Cattlemen's Association
651-756-7351
ruralstrategies@gmail.com

P.S. We hope you can join us on Thursday evening at 6:00 p.m. for an **Exhibitor/Sponsor Appreciation Dinner and Social Hour**. If you plan on attending this function, please RSVP to me at your earliest convenience so we can have an accurate headcount.

Jackpot Junction Hotel and Conference Center

39375 County Hwy 24
Morton, MN 56270

Located just off Highway 19 & 71 on Redwood County Road 2

Room Reservation Rates: Thu.=\$40.00 plus tax; Fri.=\$56.00 plus tax; Sat.=\$66 plus tax

For Reservations Call: 800-946-2274 or 507-697-8000. When making reservations please mention that you will be attending the Minnesota State Cattlemen's Annual Convention.



Exhibitor/Sponsor Registration Form

Basic Trade Show Booth (\$350) _____

Standard booth size = 8' by 10' floor space. Call for rate on a larger booth space. We can accommodate a limited amount of indoor large displays (i.e. equipment).

General Sponsorship (\$350) _____

Your business or organization name will be listed on signage during the entire Convention and Trade Show thanking you for your support.

Special Recognition Sponsorship Opportunities (Check Preferred)

Your business or organization will be listed on stand-alone signage during the chosen event. You will be given special thanks during the event and be granted the opportunity to say a few words.

- Friday Lunch (\$500) _____ Saturday Breakfast (\$500) _____
- Friday Dinner (\$1,000) _____ Saturday Lunch (\$1,500) _____
- Trade Show Break (\$350) _____ Saturday Dinner (\$1,000) _____

One Complementary Convention Registration is included with a Display Booth or Sponsorship. Each additional attendee is charged \$75.00

Name for Complementary Registration. _____ (Complementary)
 Name of Additional Attendee(s) _____

Total Amount: \$ _____

Auction Item Donations

On Friday evening at the conclusion of the dinner MSCA conducts a benefit auction. Donations of products and services are greatly appreciated and provide an additional way to spot-light your support for the beef industry. Auction Item Donation(s):

- 1) _____ 3) _____
- 2) _____ 4) _____

Name: _____ Company _____

Address: _____ City _____ State _____ Zip _____

Email _____ Phone _____

Payment Method: Check Enclosed ("MSCA Convention") Send Invoice Credit Card

Credit Card: __ MC __ Visa __ Discover Credit Card Number _____

Authorizing Signature _____ Expiration Date _____

Name on Credit Card (Exactly as listed) _____

Tentative Agenda

As of November 9, 2011

Thursday, December 1

2:00 p.m.-5:00 p.m.

MSCA Policy and Resolutions Committee Meeting

6:00 p.m.

Social Hour and Exhibitor/Sponsor Appreciation Dinner

Friday, December 2

8:00 a.m.-6:00 p.m.

Registration Open

8:00-11:00 a.m.

Trade Show Set-up

9:30-10:00 a.m.

Council Meetings

10:30-11:30 a.m.

MSCA Quarterly Meeting

11:30 a.m.-1:00 p.m.

Lunch and Trade Show Opens

Noon-12:30 p.m.

Welcome from Don Schiefelbein and Penny Zimmerman

12:30 p.m.-1:00 p.m.

Barbara Jackson, Vice President of American National CattleWomen

1:00 p.m.-2:30 p.m.

The Future of Animal Identification and Disease Traceability

- Neil Hammerschmidt, USDA-APHIS (Confirmed)
- Bill Hartmann, MN Board of Animal Health (Confirmed)
- JD Alexander, President-Elect, NCBA (Confirmed)
- Billy Bushelle, Bagley Livestock Exchange (Invited)

2:30 p.m.-3:30 p.m.

Dedicated Trade Show Time

3:30 p.m.-5:00 p.m.

How Can Cattle and Ethanol Co-exist?

- Dave Frederickson, Commissioner, MN Dept of Agriculture MDA (Confirmed)
- JD Alexander, President-Elect, NCBA (Confirmed)
- Wesley Spurlock, National Corn Growers Association (Confirmed)
- Grant Crawford, University of Minnesota (Confirmed)
- Don Carlson, Bushmills Ethanol (Confirmed)

5:00 p.m.-6:00 p.m.

Social Hour

6:00 p.m.-7:00 p.m.

Steak Dinner

7:00-8:30 p.m.

MSCA Benefit Auction

Saturday, December 3

- 7:30 a.m.-9:00 a.m. Breakfast
- 7:30 a.m.-8:30 a.m. Minnesota Beef Alliance Breakfast (by invitation only)
- 8:30 a.m.-9:00 a.m. **Breakfast Speaker**
- Barbara Jackson, Vice President, American National CattleWomen
- 8:00 a.m. Registration Open
- 9:00 a.m. Trade Show Open
- 9:00 a.m.-10:30 a.m. MSCA Annual Meeting & Legislative Report
- 10:30 a.m.-11:30 a.m. Minnesota CattleWomen Annual Meeting
- 10:30 a.m.-Noon Dedicated Trade Show Time
- Noon-1:30 p.m. **Lunch and Keynote Speaker, Trent Loos**
- 1:30 p.m.-3:00 p.m. **What should I know about Identifying and Source-Age Verifying Livestock?**
- Neil Hammerschmidt, USDA (Confirmed)
 - Tod Adams, Allflex USA Inc (Confirmed)
 - Adam Raml, Global Animal Management (Confirmed)
 - Alfredo DiCostanzo, University of Minnesota (Confirmed)
 - IMI Global/Unger Meats (Invited)
- 3:15 p.m.-3:45 p.m. **What Consumers Want: Talking to Consumers about Beef Production**
- Bob Giblin, Merck Animal Health
- 3:45 p.m. Trade Show and Silent Auction Closes
- 4:00 p.m.-5:00 p.m. Social Hour & TB-Free Recognition Ceremony
- 5:00 p.m. Dinner and Awards Ceremony
- **Michelle Rook, WNAX, Master of Ceremonies**