

Minnesota State Cattlemen's Association Annual Convention and Trade Show Final Agenda

As of November 28, 2011

Thursday, December 1

2:00 p.m.-5:00 p.m. MSCA Policy and Resolutions Committee Meeting, *Grand Eagle 3*
6:00 p.m. Social Hour and Exhibitor/Sponsor Appreciation Dinner, *Crossed Arrows*
8:00 p.m. Hospitality Room, *Royal Suite 154*

Friday, December 2

8:00 a.m.-6:00 p.m. Registration Open, *Dacotah Expo Center*
8:00-11:00 a.m. Trade Show Set-up, *Dacotah Expo Center*
9:30-10:00 a.m. Council Meetings, *Crossed Arrows*
10:30-11:30 a.m. MSCA Quarterly Meeting, *Crossed Arrows*

11:30 a.m.-1:00 p.m. **Lunch and Trade Show Opens**, *Dacotah Expo Center*
Special Sponsors: Midwest PMS and Minnesota Soybean Growers Association/R&PC

Noon-12:30 p.m. **Welcome from MSCA President Don Schiefelbein and MCW President Penny Zimmerman**, *Dacotah Expo Center*

1:00 p.m.-2:30 p.m. **The Future of Animal Identification and Disease Traceability**

- Neil Hammerschmidt, Project Manager of Animal Disease Traceability, USDA-APHIS
- Bill Hartmann, Executive Director, MN Board of Animal Health
- JD Alexander, President-Elect, National Cattlemen's Beef Association
- Billy Bushelle, Market Manager, Bagley Livestock Exchange

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
- JD Alexander, President-Elect, National Cattlemen's Beef Association
- Wesley Spurlock, Board of Directors, National Corn Growers Association
- Grant Crawford, Associate Extension Professor, University of Minnesota
- Don Carlson, Commodities Risk Manager, Bushmills Ethanol

5:00 p.m.-6:00 p.m. **Social Hour**, *Dacotah Expo Center*
Sponsored by Form-A-Feed Inc.

6:00 p.m.-7:00 p.m. **Steak Dinner**, *Dacotah Expo Center*
Special Sponsors: Blue Hilltop Inc., ROTO-MIX, and Minnesota Corn Growers Association/R&PC

7:00-8:30 p.m. **MSCA Benefit Auction**, *Dacotah Expo Center*

Saturday, December 3

8:00 a.m. Registration Open, *Dacotah Expo Center*

7:30 a.m.-8:30 a.m. Minnesota Beef Alliance Breakfast (by invitation only), *Crossed Arrows A*

7:30 a.m.-9:00 a.m. **Breakfast**, *Dacotah Expo Center*
Special Sponsor: Midwest PMS

8:15 a.m.-9:00 a.m. **Breakfast Speaker: Advocacy, Now or Never!**

- Barbara Jackson, Vice President, American National CattleWomen

9:00 a.m. Trade Show Open, *Dacotah Expo Center*

9:00 a.m.-10:30 a.m. MSCA Annual Meeting & Legislative Report, *Dacotah Expo Center*

10:00 a.m.-11:00 a.m. Minnesota CattleWomen Annual Meeting, *Crossed Arrows D*

10:30 a.m.-Noon Dedicated Trade Show Time

Noon-1:30 p.m. **Lunch and Keynote Speaker, Trent Loos**

Special Sponsors: AgStar Financial Services and Heritage Ranch/Unger Meat Company

1:30 p.m.-3:00 p.m. **What should I know about Identifying and Source-Age Verifying Livestock?**

- Tod Adams, Great Plains Regional Manager, Allflex USA Inc
- Adam Raml, Northern Midwest Territory Representative, Global Animal Management
- Billy Hall, Director of Cattle Operations, Heritage Ranch/Unger Meat Company
- Travis Edeal, Regional Account Manager, IMI Global
- Alfredo DiCostanzo, Professor, University of Minnesota

3:15 p.m.-3:45 p.m. **What Consumers Want: Talking to Consumers about Beef Production**

- Bob Giblin, Manager of Food Industry Communications, 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, *Prairie Winds Ballroom***

Special Sponsor: Minnesota Board of Animal Health

5:00 p.m. **Dinner and Awards Ceremony, *Prairie Winds Ballroom***

- Michelle Rook, WNAX Radio, Master of Ceremonies