



Wisconsin Cattlemen's Association
& Wisconsin Cattlewomen's Association

WINTER CONFERENCE

2012

February 10-11

Wintergreen Resort
Wisconsin Dells, WI

We Welcome:

The Wisconsin Angus Association
The Wisconsin Hereford Association
The Wisconsin Shorthorn Association

Accommodations

Wintergreen Resort Conference Center

60 Gasser Road
Wisconsin Dells, WI
(608) 254-2285

A block of rooms is being held for the WCA Conference until January 25, 2012. When making reservations, be sure to mention the WCA Conference, Block Number 301000, to receive the special WCA rate ... \$69+tax on Thursday and Friday night, \$79+tax on Saturday night.

All meetings and meals will be held on-site. The hotel is located just off Interstate 90/94, right next to the always popular Tanger Outlet Center. You will be minutes from downtown Wisconsin Dells and the many activities that Wisconsin Dells is known for.

For more conference information:

Martha Olson | Arin Crooks
(608) 228-1457 | (608) 723-2580
wisbeef@yahoo.com | aecrooks@wisc.edu

The WCA Conference and Trade Show
is not limited to WCA members.

THANK YOU!! To Our 2012 Sponsors

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Huth Polled Herefords
Wisconsin Livestock
Identification Consortium

2012 WCA Winter Conference & Trade Show Schedule

Friday, February 10

9:00 a.m.

Trade Show Opens
Registration

9:15-10:45 a.m.

WCA Committee Meetings

- A. Farm Technology Days
- B. Wisconsin Cattlewomen
- C. WCA Policy Development

10:45 a.m.

Welcome

J. Scott Hoffman, President, WCA

11:00 a.m.

Dr. Amy Radunz, UW Beef Extension Specialist
John Freitag, Executive Director, WI Beef Council
Cattle are What They Eat: How the Diet of Cattle Affects Palatability Traits and Nutrient Composition of Beef – Featuring a beef tasting!

12:00 p.m.

Lunch

12:30 p.m.

Dan Basse, President, AgResource Company
The Economic Landscape of World Cattle and Grain Markets

1:00 p.m.

Dr. Kurt Vogel, Asst. Professor of Livestock Welfare & Behavior, UW-River Falls
Animal Welfare for Beef Producers: What to Measure and How to Use It.

2:00 p.m.

Andy Vance, Ag Journalist for Feedstuffs and Beef Producer
YouTube-Proofing Agriculture: Lessons learned from HSUS and Oprah

3:00 p.m.

Trade Show Break

3:15 p.m.

Chad Zehnder, Beef Specialist, Land O'Lakes
Purina Feeds LLC
Opportunities and Challenges with Current Feed Costs

4:15 p.m.

Virtual Tours of Wisconsin Beef Cattle Operations featuring a Cow/Calf Farm and a Feedlot
Hosted by Dr. Amy Radunz, UW Beef Extension Specialist

5:30 p.m.

Social Hour

6:00 p.m.

Awards Banquet

*Friend of the Cattlemen
Communicator of the Year
Cattlemen of the Year*

Speakers

Grant County 4-H Livestock Judging Team
Experiences and Perspectives from an International Trip to Europe

Entertainment

Music by The Soggy Prairie Boys

Saturday, February 11

8:00 a.m.

Trade Show Opens

Concurrent Sessions:

8:30 a.m.

**WI Cattlemen's Association Annual Meeting
WI Hereford Women's Meeting**

10:00 a.m.

**WI Angus Auxiliary Meeting
WI Junior Hereford Association Meeting
WI Shorthorn Association Executive Board Meeting**

11:00 a.m.

WCA Legislative Update
Moderated by: Terry Quam, WCA Legislative Committee Chair and Ben Brancel, Secretary, WI DATCP
WI Shorthorn Breeders Junior Association Meeting

12:00 p.m.

Lunch

12:30 p.m.

Speaker: Andy Vance, Ag Journalist for Feedstuffs and Beef Producer
It's On the Internet, So It HAS To Be True
WI Junior Angus Association Meeting

1:00 p.m.

**WI Hereford Association Meeting
WI Shorthorn Association Meeting**

2:30 p.m.

WI Angus Association Meeting

5:00 p.m.

WI Angus Association Social Hour

6:00 p.m.

WI Angus Association Banquet