

<<Name>>
<<Address>>
<<City>>, <<State>> <<Zip>>

Wisconsin Cattlemen's Association
632 Grand Canyon Drive
Madison, WI 53719



2017 Winter Conference

February 17-18, 2017

Wilderness Hotel & Golf Resort
Wisconsin Dells, WI





**WISCONSIN
CATTLEMEN'S
ASSOCIATION**

2017 Winter Conference Schedule

Friday, February 17th

<i>Time</i>	<i>Session</i>	<i>Speaker</i>
9:00 AM	Registration Open Tradeshow Opens <i>Begin your journey through the tradeshow with the passport incentive program.</i> Silent Auction Opens <i>Support a young beef producer to attend NCBA</i>	
9:00 AM-10:15 AM	WCA Committee Meetings <i>Policy Committee - Terry Quam, Chair</i>	
11:00 AM	Welcome and President's Address	Jena Swanson
11:15 AM-11:45 AM	Livestock Transportation <i>Navigating the laws and regulations for intrastate and interstate transportation.</i>	Steve Denzer, Fox Valley Technical College
12:00 PM-12:30 PM	Lunch	
12:30 PM-1:30 PM	Wisconsin Legislative Update <i>This session will cover the current Wisconsin legislative issues that could impact beef producers. Jordan is the WCA Legal Counsel.</i>	Jordan K. Lamb, DeWitt, Ross and Stevens Law Firm
1:30 PM-2:15PM	Tradeshow Break <i>Continue your journey through the tradeshow with the passport incentive program.</i>	
2:15 PM-3:00 PM	Beef, Sustainability, and Sharing Your Beef Story <i>The U.S. Beef industry has been challenged to share our beef story as consumers demand transparency in food production and animal production practices. With the average consumer multiple generations removed from the farm, it's time to regain consumer trust in beef and beef production at all stages of the supply chain.</i>	Greg Schneider, Vice President of Supply Chain, Culvers Franchising System, Inc.
3:00 PM-3:30PM	Sustainability of a Vertically Integrated High Quality Beef Supply Chain <i>Linz Heritage Angus is building a vertically integrated supply chain to provide high quality Angus beef to export to high-end steakhouses.</i>	Glenn Davis, Linz Heritage Angus

<i>Time</i>	<i>Session</i>	<i>Speaker</i>
4:00 PM-4:45 PM	Wisconsin Beef Producer Panel- What are the challenges and opportunities in Wisconsin beef production? How are you sustainable? <i>The panel will feature a diverse set of producers from around the state of Wisconsin. These producers have found their niche and will address how they have remained sustainable.</i>	Lance Miller, Purina- Moderator
4:45 PM-5:30 PM	Tradeshow Break <i>Continue your journey through the tradeshow with the passport incentive program.</i>	
5:30 PM-6:30 PM	Beef and Brews Reception <i>Back by popular demand! We have teamed up with Port Huron and WI Beef Council to offer pairing of beer and delicious WI Beef recipes. This will also be a time to network with fellow Wisconsin beef producers.</i>	Port Huron Brewery
6:30 PM-8:00 PM	NCBA Update and Awards Recognition <i>Update on NCBA by current president Craig Uden. Overview of YCC trip by Amy Radunz. Presentation of awards for Friend of Wisconsin Cattlemen's Association and Cattlemen of the Year.</i>	Craig Uden, President NCBA

Saturday, February 18th

<i>Time</i>	<i>Session</i>	<i>Speaker</i>
8:00 AM	Registration and Tradeshow Opens <i>Wrap up your journey through the tradeshow passport incentive program today to be eligible for prizes</i> Steak Trailer Committee Meetings	Austin Arndt.
9:00 AM-10:30 AM	WI Cattlemen's Annual Membership Meeting	Jena Swanson
10:00 AM-11:00 AM	WI Shorthorn Executive Board Meeting	
10:30 AM-11:30 AM	Tradeshow Break <i>Wrap up your journey through the tradeshow passport incentive program today to be eligible for prizes.</i>	
11:00 AM-1:00 PM	WI Junior Shorthorn Breeders Association Meeting	
11:30 AM-12:00 PM	Lunch	
12:00 PM-1:00 PM	Beef Industry Outlook by CattleFax	Marcus Brix, CattleFax Analyst
1:00 PM-1:45 PM	WI Cattlemen's Association Board Meeting	
1:00 PM-2:00 PM	WI Junior Angus Association Meeting	
1:00 PM-3:00 PM	WI Shorthorn Breeders Association Meeting	
2:00 PM-4:00 PM	WI Angus Association Meeting	
5:00 PM-7:00 PM	WI Angus Association Social Hour	

2017 Sponsor Opportunities

The Wisconsin Cattlemen's Association (WCA) is the voice of the Wisconsin Cattle Producer. Through our legislative efforts in Madison, we continue to represent and protect the beef producer's best interests. Our beef industry promotion and consumer outreach allow educational and factual information to be delivered to retail locations and households which help increase beef demand. We also work with several youth organizations to develop and mentor youth to become future beef industry ambassadors. Our membership and Board of Directors work daily to keep beef demand strong in Wisconsin and the rest of the country.

Through your partnership with WCA, you are demonstrating your commitment to beef producers in Wisconsin, and that you also are invested in the future direction of the beef industry. The investment you provide with dues and sponsorships go directly back to the producers in forms of education, leadership development, and legislative efforts at the Capitol. The members of WCA are strongly encouraged to support our partner's participation by utilizing their products and services.

As a sponsor, your name will appear on all WCA activities for the entire year, including: Winter Conference, Farm Technology Days beef tent, Steak Trailer, Cattle Trails newsletter and WCA website recognition. Should any further sponsorship events or activities occur throughout the year WCA will contact your company to discuss any sponsorship involvement.

For more information on the WCA 2017 Winter Conference or becoming a WCA Sponsor, please contact:

Mackenzie Cash	Amy Radunz
608.728.3238	608.630.7683
blscshorthorns@gmail.com	aeradunz@gmail.com

The WCA Winter Conference and Trade Show is not limited to WCA Members.

Membership Application

Name: _____
 Farm/Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 County: _____
 E-mail: _____
 Phone: _____
 Membership #: _____

Segment:
 Cow/Calf Purebred Feeder Stocker Dairy

WISCONSIN CATTLEMEN'S ASSOCIATION MEMBERSHIP DUES

INDIVIDUAL/PRODUCER DUES
 1-year, 0 to 100 head --\$50 \$ _____
 1-year, 101 head & up--\$100 \$ _____

BUSINESS DUES
 Business Supporting Member--\$250 \$ _____
 Contact WCA for available sponsorships.

AFFILIATE MEMBER ORGANIZATIONS
 Non-voting -- \$100 \$ _____
 Voting, Board Seat -- \$250 \$ _____

TOTAL WCA DUES \$ _____

NCBA MEMBERSHIP CATEGORIES

Please select the option that best describes your primary operation

Cow/Calf Producer
 1-100\$125 1001-1250\$950
 101-250\$250 1251-1500\$1,150
 251-500\$375 1501-1750\$1,350
 501-750\$550 1751-2000\$1,550
 751-1000\$750 2001+ \$1,550 + 31¢/hd over 2,001 head

Stocker/Feeder

\$125 + (31¢/hd x _____hd= _____) Total \$ _____

ASSOCIATE NCBA MEMBERSHIP

Non-cattle owning. Non-voting.
 Individual\$150
 Business\$200
 Student (24 or younger)\$50

Recruiter: _____

PAYMENT:

Cash Check

TOTAL NCBA & WCA DUES: \$ _____

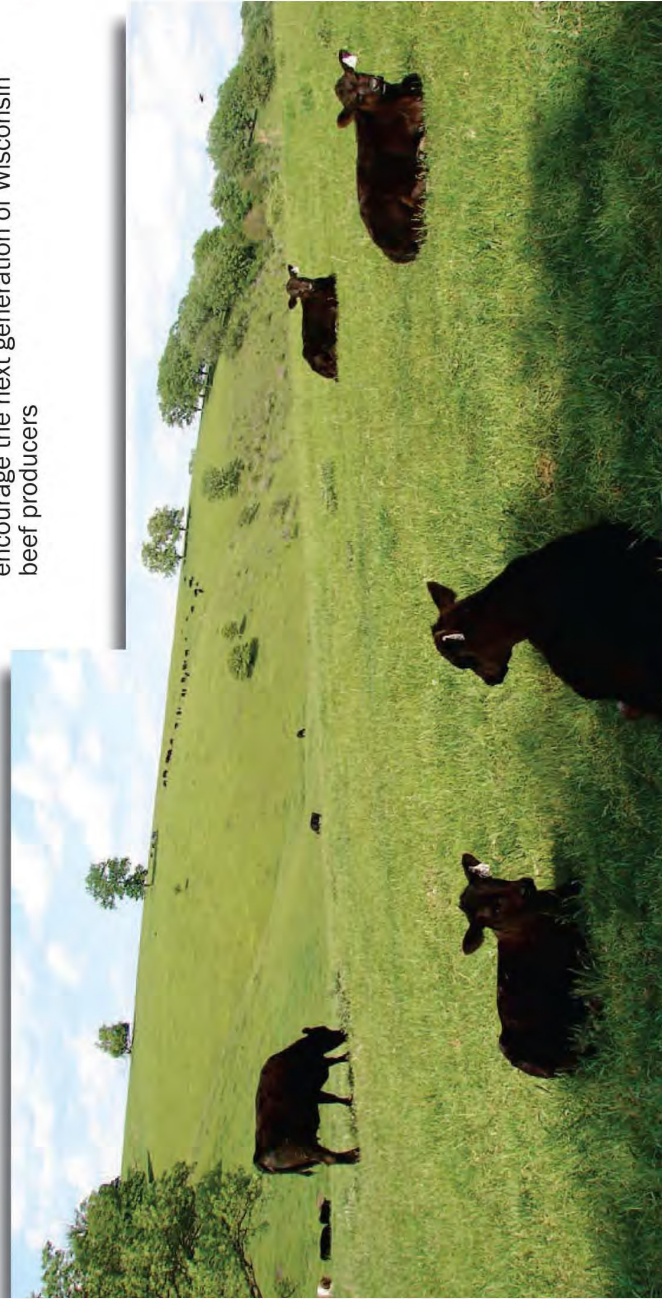
The Wisconsin Cattlemen's Association (WCA) is proud to be the voice of Wisconsin's beef producing families.

- WCA is the trusted leader of Wisconsin's beef industry and works daily on behalf of its members by:
 - Being the voice for all segments of Wisconsin's beef industry in the legislative, regulatory and industry arenas
 - Providing networking and educational opportunities amongst producers and industry professionals
 - Working closely with the National Cattlemen's Beef Association to stay informed of national issues that will affect Wisconsin beef producers
 - Build a strong network of local affiliates to allow a forum for all producers to be engaged and have a voice
 - Supporting youth in the beef industry by sponsoring scholarships and awards to encourage the next generation of Wisconsin beef producers

JOIN WCA TODAY!

"By joining you will be showing your commitment to beef producers in Wisconsin by being invested in the future direction of our industry. Your membership support will go directly back to you in the form of education, leadership development and WCA's legislative efforts in Madison. I'm personally asking you to join me as a fellow WCA member to help protect the future of Wisconsin's beef industry."

Austin Arndt
 Arndt Farms, Inc.
 Wisconsin Cattlemen's Association President
 Fourth Generation Wisconsin Beef Producer





**WISCONSIN
CATTLEMEN'S**
ASSOCIATION

2017 Winter Conference Registration

Names as they should appear on nametags:

(1)	
(2)	
(3)	
(4)	

Members of: *(check all that apply)*

<input type="checkbox"/>	Wisconsin Cattlemen's Association
<input type="checkbox"/>	WI Angus Association
<input type="checkbox"/>	WI Shorthorn Association
<input type="checkbox"/>	Other: _____
<input type="checkbox"/>	Other: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **E-mail:** _____

Please provide your e-mail address so we can keep you updated and informed.

Friday Education Program	Member**	Non-Member	Quantity
Single.....	\$35.....	\$45.....	_____
Couple.....	\$55.....	\$65.....	_____
Student.....	\$25.....	\$25.....	_____

Friday Banquet Reception	Member**	Non-Member	Quantity
Beef and Brew.....	\$35.....	\$35.....	_____

Saturday Lunch	Member**	Non-Member	Quantity
Lunch.....	\$25.....	\$25.....	_____

After February 1, 2017, please add Late Registration Fee.

Late Registration Fee.....	\$10.....	\$10.....	_____
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Total Due (please make checks payable to Wisconsin Cattlemen's Association).....

****Member rates applicable to member of the Wisconsin Cattlemen's Association**

Send completed form and registration fee by February 1, 2017 to:

Wisconsin Cattlemen's Association

632 Grand Canyon Drive

Madison, WI 53719

On-site Registration Available

info@wisconsincattlemen.com | 608.228.1457

Accomodations



Wilderness Hotel & Golf Resort
45 Hillman Road
Wisconsin Dells, WI
800.867.9453

Remember to reserve your room by January 17, 2017 to
receive Winter Conference group rate.
Use Code: 582311

Check out the **NEW**
Wisconsin Cattlemen's Association
website at
[www.wisconsincattlemen.com!](http://www.wisconsincattlemen.com)

Or Visit our Facebook Page-
Wisconsin Cattlemen's Association

Board of Directors

Executive Committee

Jena Swanson <i>President</i> 715-497-5981	Austin Arndt <i>Past President</i> 608-751-8438	Eric Johnson <i>President Elect</i> 608-516-4125	JoDee George Nifong <i>Secretary</i> 608-302-9197	Dave Delong <i>Treasurer</i> 608-751-6473
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Directors at Large

Amy Radunz 608-630-7683	David Lee Schneider 920-321-6701	Nathaniel Moll 608-434-8316	Dr. Bill Hilleman 608-647-6229
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Ex-Officio Directors

Jeff Swenson WI DATCP 608-224-5082	Dan Schaefer UW Dept. of Animal Sciences 608-263-4513
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Affiliate Directors

FarmFirst Dairy Cooperative David Cooper	Green County Beef Producers Dave Koning	Rock County Beef Producers Rob Vyvyan
Iowa County Cattlemen's Association Greg Tonkin	Midwest Pinzgauer Association Barry Page	Wisconsin Farm Bureau Wayne Staidl
North Central WI Cattlemen's Association James Carlson	Richland County Beef Producers Claudia Berres	World Beef Expo Cody Quam
WI Shorthorn Breeders Association Mackenzie Cash	Northern WI Beef Producers No Rep. At This Time	WI Angus Association Justin Diefenbach
UW River Falls Beef Management Team Adam Kramer		

Affiliate Organizations (Non-Voting)

North American Normande Association	Midwest Buelingo Association	WI Beef Council
WI Livestock Identification Consortium	Northwest WI Beef Producers	WI Hereford Association
Great Northern Texas Longhorn Association	WI Holstein Association	Grant County Cattleman
Indian Polled Hereford Association	WI Simmental Association	Valley Beef Association
North Central Highland Cattle Association		

Honorary, Non-Voting & Other

Ardel Quam WCA Staff	Terry Quam Legislative Chair	Jordan Lamb WCA Legal Counsel	Kathy Miller Scholarship Chair
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