

2010 Wisconsin Cattlemen's Association Winter Conference

Friday, February 5

- 9:00 a.m. Trade Show Opens and Registration**
- 9:45 a.m. Welcome Address**
Kevin Nysse, President, WCA
- 10:00 a.m. Molds – Concerns and Considerations**
Randy Asher, Animal Science Consulting
- 11:00 a.m. Enjoying the Delicious Power of Nutrient-Rich Foods: A Positive New Approach for Achieving Better Health**
John Freitag, Wisconsin Beef Council
- 12:00 p.m. Lunch**
- 12:30 p.m. What Is the Beef Improvement Federation?**
Brian McCulloh, Woodhill Farms and Beef Improvement Federation National President

1 p.m.–3 p.m. Breakout Sessions:

Cow-Calf:

- 1:00 p.m. Impacts of Cow Gestation Nutrition on Her Offspring's Productivity**
Dr. Amy Radunz, UW Beef Extension Specialist
- 2:00 p.m. 2010 Cattle Outlook and Marketing Tools for Cow/Calf Producers**
Dr. Brenda Boetel, UW Extension Livestock Marketing Specialist

Feedlot:

- 1:00 p.m. Implant Strategies for Feedlots**
Dan O'Connor – Nutritionist - Big Gain Feeds
- 2:00 p.m. What Is the Cost of a Poor Receiving Program?**
Dr. Steven Rust, Michigan State University Beef Cattle Nutrition and Management Specialist
- 3:00 p.m. Conference Committee Meetings**
A. Farm Technology Days
B. Wisconsin Cattlemen
C. Breed Meetings
D. WCA Policy Development

- 4:15 p.m. WCA Legislative Update Covering All the National and State Agricultural Issues**
Moderated by Terry Quam, WCA Legislative Committee Chair
- 5:30 p.m. Social Hour**
- 6:00 p.m. Banquet with Awards**
Friend of the Cattlemen
Communicator of the Year
Cattleman of the Year

Entertainment: The Soggy Prairie Boys

-over-

Saturday, February 6

- 8:00 a.m. Trade Show Opens and Registration**
- 8:30 a.m. Rules and the Cattle Industry: And You Thought it Couldn't Get Any Worse**
Dennis Frame, Co-Director of Wisconsin Discovery Farms

9:30 -11:30 a.m. Breakout Sessions:

Cow-Calf:

- 9:30 Ways to Improve Pasture Productivity**
Randy Welch, Croplan Genetics Forage Specialist
- 10:30 Back to the Basics**
Jay Watje – Beef Tech Service – Big Gain Feeds

Feedlot:

- 9:30 Getting the Most Out of a Poor Corn Crop**
Dr. Steven Rust, Michigan State University Beef Cattle Nutrition and Management Specialist
- 10:30 Controlling Metabolic Problems in the Feedlot**
Chad Zehndner, Land O'Lakes Purina Feed

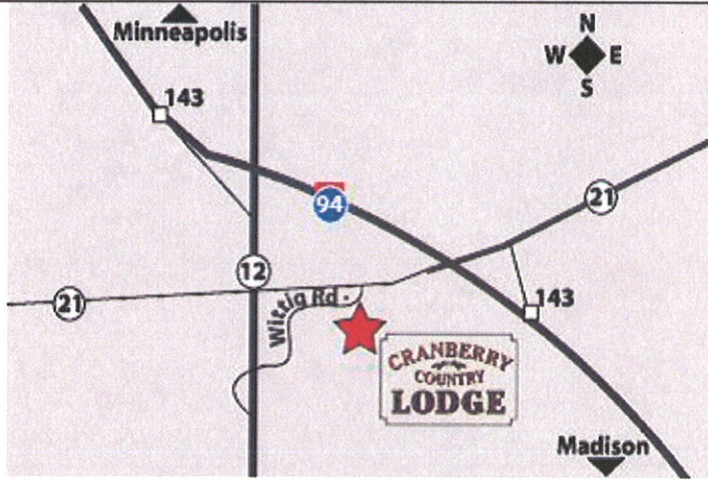
- 11:30 a.m. Trade Show**
- 12:00 p.m. Lunch**
- 12:15 p.m. 2010: The Need for Marketing**
Chris Lehner, Equity Livestock

The Wisconsin Cattlemen's Association cordially invites you to attend the 2010 Winter Conference to be held at the Cranberry Country Lodge in Tomah, Wisconsin on February 5 & 6, 2010.

Rooms are available at the Cranberry Country Lodge a discounted price. Please book your room early to guarantee a space. **Please book your room no later than January 12, 2009.**

Cranberry Country Lodge
319 Wittig Road Tomah, WI 54660

Reservations: (800) 243-9874 – please reference #4437 for conference rate



From the West - La Crosse - From I 90 East
Take I 94 W Exit – Exit # 45 (on the left side towards Eau Claire)
Take exit 143 (Tomah, US 12, WI 21)
Take a left onto Hwy. 21
Go approximately 1/4 mile and turn left onto Wittig Rd.
Turn left into the Cranberry Country Lodge

From the West - Minneapolis/St. Paul - From I - 94 East
Take exit 143 (Tomah, US 12, WI 21)
Take a right onto US 12
Left at the first light onto Hwy. 21
Go approximately 1/4 mile and turn right onto Wittig Rd.
Turn left into the Cranberry Country Lodge.

From the East - Milwaukee, Madison - From I - 90 West
Merge onto I 94 West (towards Eau Claire)
Take Exit # 143 (Tomah, US 12, WI 21)
Turn left onto WI 21, go approximately 1/4 mile
Turn left onto Wittig Rd.
Turn left into Cranberry Country Lodge