

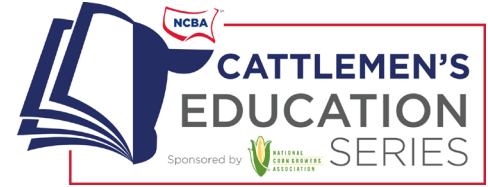


**WISCONSIN
CATTLEMEN'S
ASSOCIATION**

2019 Winter Conference Schedule

Friday, February 8th

Time	Session
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9:00 AM	Registration and Tradeshow Opens
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9:15 AM	Welcome
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9:30 AM	Cattlemen's Educational Series
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- **When is the best time to calve in Wisconsin?**
- **Taxes - Schedule F and more for Beef Farmers**
- **Treatment of lameness disorders in Cow/Calf and Feedlot Cattle**

12:00 PM	WCA Annual Meeting
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1:00 PM	WI Legislative Update
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Jordan Lamb, Dewitt, Ross and Stevens Law Firm and Terry Quam, Chair WCA Legislative Committee

NCBA Update

WCA Delegates to NCBA will provide updates from convention

2:00 PM	Trade Show Break
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World Beef Expo Annual Meeting

3:00 PM	Sustainability and Beef: Beyond the headlines & towards the facts
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Dr. Sara Place, Senior Director, Sustainable Beef Production Research, NCBA

Sustainability is a hot topic and food is no exception. Headlines around beef and sustainability sometimes include misrepresentations of beef's environmental impact and simplify the complex topic of sustainability down to a carbon footprint. This talk will separate fact from fiction regarding beef's environmental impact and highlight the unappreciated positive role that cattle play in a sustainable food system. Sustainability is a new word for what cattle producers have been doing all along: taking care of their land, waters, cattle, being good members of their community, and being economically viable to pass on the operation to the next generation.

4:00 PM	Using Cover Crops with Beef Cattle
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WI Beef Cattle Producer Panel, hosted by UW Extension

This panel will feature producers in Wisconsin that are using cover crops to extend their grazing season, produce more forage for winter feeding, or integrated with a crop operation.

5:00 PM	Beef and Brews Trade Show Reception and Ice Cream Social
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Beef Check off Chat - Tammy Vassen, Executive Director WBC

Sponsored by Wisconsin Beef Council

6:00 PM	2019 WCA Recognition Program
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Fabulous Farm Babe, Pam Jahnke

WCA Awards, scholarship recognition, and silent auction.

- WI Hereford and WI Jr. Hereford Association Board Meetings

7:00 PM	Entertainment - MilkHouse Radio
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A Madison, Wisconsin string band, specializing in bluegrass, but ringing the rafters with country, blues, and fusion covers of whatever strikes them right.



**A Family-Friendly event and Fellowship with
Cattle Producers and Industry.
You don't want to miss this night!**

Saturday, February 9th

General Program

8:30 AM Coffee Bar and Trade Show Opens

9:00 AM **BQA Certification Meeting, hosted by UW Extension**

For a separate fee of \$15 to the WI BQA Program, individuals or farms can be certified during this 2.5 hour session. Why become BQA Certified? Because practicing BQA is the Right Thing! Also, BQA Certification helps keep markets available to you, as beginning January 2019, buyer representatives for several packers and processors are only bidding on finished cattle from farms with BQA certification.

10:00 AM **Trade Show Morning Social**

11:30 AM Tradeshow Closes

12:00- 1:00 PM **Buffet Lunch (2 options)**

1. Cattle Producer Lunch (children under 12 are free): A buffet lunch will be provided to anyone attending the conference. Enjoy fellowship of WCA, WI Angus, Shorthorn, and Hereford Producers.

2. Youth Leadership Lunch (12 - 22 yrs old): Youth will be networking with producers, Industry professionals, and learn about career opportunities in the beef industry.

Wisconsin Cattlemen's Association Schedule

9:00 AM WCA Committee Meetings

- Farm Tech Days
- Scholarship
- Steak Trailer
- Membership
- Winter Conference and Sponsorship

10:00 AM **WCA Board of Directors Meeting**

Wisconsin Hereford Association Schedule

8:00 AM WI Jr Hereford Association

10:00 AM WI Hereford Association Social

1:00 PM **WI Hereford Association Annual Meeting**

Wisconsin Shorthorn Association Schedule

8:00 AM WI Shorthorn Lassie Queen Interviews

9:00 AM WI Shorthorn Lassie Meeting

10:00 AM WI Shorthorn Executive Board Meeting

11:00 AM WJSA meeting and Pizza Lunch for Youth

1:30 PM **WI Shorthorn Association Annual Meeting**

Wisconsin Angus Association Schedule

11:00 AM WI Angus Association Board of Directors

1:00 PM WI Junior Angus Association Meeting

2:00 PM **WI Angus Association Annual Meeting**

5:00 PM Social

Why should you attend winter conference?

"WCA's Winter Conference is the place to go to interact with fellow cattlemen and catch up with the current happenings in the beef business in two short days. A must for all in the beef business."

Jerry Huth, Huth Polled Herefords

"The Winter Conference has something for everyone...from larger scale producers to those involved with show cattle to people who have a few head of cattle as a hobby. The conference provides a great blend of education, exposure to new and innovative products via the trade show, and plenty of opportunities to learn something new from the speakers and producer panels."

Matt Ludlow, Rush Creek Ranch, Virquoa