



2018 Winter Conference Schedule

Friday, February 9th

Time	Session
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9:00 AM	Registration and Tradeshow Opens
9:15 AM	Welcome , WCA President Jena Swanson
9:30 AM	<p>Cattlemen's College, Sponsored by Zoetis & UW Extension</p> <ul style="list-style-type: none"> • UWEX Beef Business Tool Box, Bill Halfman, UW Extension • Beef Cow Herd Management – Avoid the Complications, Dr. Dan Schaefer, UW-Madison • What We Have Learned (and in some cases already forgotten) About Raising Healthy Calves, Dr. Mike Nichols, Zoetis • Ag Law 101 for Beef Producers
12:00 PM	WCA Annual Meeting and Lunch
1:30 PM	Trade Show Break
2:00 PM	WI Legislative Update , Terry Quam, WCA Legislative Committee
2:45 PM	NCBA Update , President Kevin Kester
3:15 PM	<p>Encounter at the Meat Counter Janeal Yancey, Mom at the Meat Counter and Meat Scientist</p> <p><i>Janeal has a Ph.D. in Meat Science, but she is also just a Mom trying to raise two crazy little girls. She uses her blog "Mom At the Meat Counter" to help other moms feel more knowledgeable about the meat they feed their families.</i></p>
4:00 PM	<p>Lessons Learned Through Advocacy Ryan Goodman, NCBA Grassroots Advocacy & Spokesperson Development</p> <p><i>Ryan is no stranger to agriculture, having grown up and worked on many different farms and ranches, including cow-calf, stocker and feedlot operations in several areas of the country. Ryan has been recognized as Advocate of the Year by several ag organizations and has a popular blog, AgricultureProud.com.</i></p>
5:00 PM	<p>Beef and Brews Tradeshow Reception Sponsored by Wisconsin Beef Council and Sandcreek Brewing Co.</p> <p>Bull Session - Seedstock producers will display information about upcoming bull sales</p>
6:00 PM	<p>2018 WCA Awards Recognition WCA Cattlemen of the Year and Friend of Cattlemen honored</p>
7:00 PM	<p>Entertainment - Soggy Prairie Boys Silent Auction to raise funds for a young cattle producer to attend NCBA</p>



**National Cattlemen's
Beef Association**





WISCONSIN
CATTLEMEN'S
ASSOCIATION

2018 Winter Conference Schedule

Saturday, February 10th

Wisconsin Cattlemen's Association Schedule

- 8:30 AM Strategic Planning Session
9:00 AM Tradeshow Opens
10:00 AM Trade Show Closes
WCA Committee Meetings
- Membership
 - Farm Tech Days
 - Scholarship
 - Steak Trailer
 - Winter Conference and Sponsorship
- 11:00 AM **WCA Board of Directors Meeting**

***"Winter Conference
elevates my bovine IQ."***

**Scott Hoffman,
Cow-calf producer,
Soliders Grove, WI**

Wisconsin Shorthorn Association Schedule

- 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 Meeting
12:00 PM WI Junior Angus Association Meeting
2:00 PM **WI Angus Association Annual Meeting**
5:00 PM Social

Hotel and Registration

Book early to save money!



CONFERENCE REGISTRATION:

Early registration ends Feb. 1 and new WCA members receives a discount!

Find information at <http://www.wisconsin cattlemen.com/>

HOTEL INFORMATION: Chula Vista, Wisconsin Dells

Block of rooms available from 2/8-2/10 : Reserve your room at **844-801-9359** with Booking ID: F88615

Before Jan. 9: \$109

After Jan. 9: \$179 for Th/Fri and \$199 for Sat.

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