To promote the Wisconsin beef business through advocacy, leadership, and education.

2020 Winter Conference
Welcomes the UW-Extension Beef and Dairy Well-Being Conference

PROGRAM
Friday, February 21st

9:00 a.m.  Registration & Trade Show opens | Riverview North
9:30 a.m.  Welcome | Riverview South
9:40 - 10:30 a.m. BQA and FARM Updates | Riverview South
  Updates on the National Beef Quality Assurance and Dairy FARM programs
10:40 - 12:15 p.m. Beef & Dairy Breakout Sessions

  10:40 - 11:25 p.m. - Session 1
  Dairy Session | Sierra Vista
  Taking the pain out of disbudding
  Dr. Charlotte Winder, University of Guelph, Canada

  Beef Session | Laguna Vista
  Exploring the behavior and management components of beef cattle welfare
  Dr. Courtney Daigle, Texas A&M University, Dept. of Animal Science

11:30 - 12:15 p.m. - Session 2
  Dairy Session | Sierra Vista
  Corkscrew claw syndrome - A new twist on an old hoof lesion
  Dr. Nigel Cook, UW-Madison School of Veterinary Medicine

  Beef Session | Laguna Vista
  Reaching Consumers with BQA
  Chase DeCoite, NCBA Director of Beef Quality Assurance Programs

12:15 - 1:00 p.m. Lunch | Riverview North
1:00 - 3:00 p.m.  General Session | Riverview North

  1:00 - 1:30 p.m. - Keynote Session
  Animal Protein in the Global Marketplace
  Dr. Henry Zerby, VP of Protein Procurement and Innovation, Wendy’s

  1:30 - 2:30 p.m.
  Public concerns about animal welfare: What we know, why it matters, and implications for communication
  Dr. Beth Ventura, University of Minnesota Department of Animal Science
  Dr. Jesse Robbins, Iowa State University College of Veterinary Medicine

  2:30 - 3:00 p.m. - Panel Discussion
  Dr. Henry Zerby, Dr. Beth Ventura, Dr. Jesse Robbins

3:00 - 3:30 p.m. Trade Show Break | Riverview South
3:30 - 5:00 p.m.  Cattle Industry Policy Updates | Riverview North
  Federal Updates: Ethan Lane, NCBA Vice President of Government Affairs
  State Updates: Jordan Lamb and WCA Legislative Committee

5:00 - 5:30 p.m.  Checkoff Chat with Wisconsin Beef Council | Riverview
  Host: Pam Jahnke, Midwest Farm Report/Fabulous Farm Babe
Friday, February 21st (continued)

5:30 - 6:30 p.m.  **Beef & Brews Trade Show Reception** | Riverview
Featuring local beef products supplied by the Wisconsin Association of Meat Processors and sponsored by the Wisconsin Beef Council

6:30 p.m.  **Awards Recognition Program** | Riverview
Hosted by Pam Jahnke, Midwest Farm Report/Fabulous Farm Babe and the 72nd Alice in Dairyland, Abigail Martin
2020 WCA Award winners announced and recognized

7:00 p.m.  **Silent Auction closes** | Riverview
Silent auction raises funds to support a young cattle producer to attend the annual NCBA Convention

7:00 p.m.  **Wisconsin Hereford Association Board Meeting** | Sierra Vista

7:00 p.m.  **Entertainment**
Down from the Hills, Bluegrass Band

7:30 p.m.  **Wisconsin Junior Hereford Association Meeting** | Laguna Vista

Saturday, February 22nd

8:00 - 9:00 a.m.  **Breakfast** | Trade Show

**Wisconsin Cattlemen’s Association Schedule**

9:00 a.m. - **WCA Committee Meetings** | Riverview South
Farm Tech Days
Scholarship
Steak Trailer
Membership
Winter Conference and Sponsorship

10:00 a.m. - **WCA Annual Meeting** | Riverview South
11:00 a.m. - **WCA Board of Directors Meeting** | Meeting Room D

**Wisconsin Hereford Association Schedule**

8:00 a.m. - **Wisconsin Jr. Hereford Scholarship Interviews** | Executive Board Room
10:00 a.m. - **Wisconsin Junior Hereford Association Meeting** | Sierra Vista
10:00 a.m. - **Wisconsin Hereford Association Social** | Trade Show
1:00 p.m. - **Wisconsin Hereford Association Annual Meeting** | Riverview South

**Wisconsin Shorthorn Association Schedule**

8:00 a.m. - **Wisconsin Shorthorn Lassie Queen Interviews** | Meeting Room AC
9:00 a.m. - **Wisconsin Shorthorn Lassie Meeting** | Meeting Room AC
10:00 a.m. - **Wisconsin Shorthorn Executive Board Meeting** | Meeting Room D
11:00 a.m. - **Wisconsin Junior Shorthorn Association Meeting** | Meeting Room AC
Noon - **Wisconsin Junior Shorthorn Pizza Lunch for Youth** | Meeting Room AC
1:30 p.m. - **Wisconsin Shorthorn Association Annual Meeting** | Meeting Room AC
2020 WINTER CONFERENCE SPONSORS

DON’T FORGET!

TRADESHOW PASSPORT PROGRAM
Complete and enter to win prizes!
Awards will be given on Friday AND Saturday.

SILENT AUCTION
Proceeds go to support a young cattle producer
to attend NCBA Convention.

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