FRIDAY, FEBRUARY 21

*This schedule is subject to change. However, those wishing to attend the Dairy & Beef Well-Being Conference are encouraged to register for Friday’s educational programs.

**Beef Quality Assurance producer continuing education credits and Veterinary Continuing Education credits with Friday’s program.

9:00 a.m. - Registration, Trade Show opens

9:30 a.m. - Welcome

9:40 - 10:30 a.m. - BOA and FARM Updates

Updates on the National Beef Quality Assurance and National Dairy Farm Programs

10:40 - 12:15 p.m. - Beef & Dairy Breakout Sessions

10:40 - 11:25 p.m. - Session 1

Dairy Session:
Dr. Charlotte Winder, University of Guelph, Canada
Taking the pain out of disbudding

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

11:30 - 12:15 p.m. - Session 2

Dairy Session:
Dr. Nigel Cook, UW-Madison School of Veterinary Medicine
Corkscrew claw syndrome - A new twist on an old hoof lesion

Beef Session:
BOA Discussion, Chase DeCoite, NCBA Director of Beef Quality Assurance

12:15 - 1:00 p.m. - Lunch

1:00 - 3:00 p.m. - General Session

1:00 - 1:30 p.m.
Dr. Henry Zerby, VP of Protein Procurement and Innovation, Wendy’s

1:30 - 2:30 p.m.
Public concerns about cattle welfare: What we know, why it matters, and implications for communication

Dr. Beth Ventura, University of Minnesota Dept. of Animal Science
Dr. Jesse Robbins, Iowa State University College of Veterinary Medicine

2:30 - 3:00 p.m. - Panel Discussion

Dr. Henry Zerby, Beth Ventura, Dr. Jesse Robbins

3:00 - 3:30 p.m. - Trade Show Break

3:30 - 5:00 p.m. - Cattle Industry Policy Updates

State Policy Updates: Jordan Lamb and WCA Legislative Committee
Federal Updates: Ethan Lane, NCBA Vice President of Government Affairs

5:00 p.m. - Checkoff Chat with Wisconsin Beef Council

Hosted by Pam Jahnke, Midwest Farm Report/Fabulous Farm Babe

5:30 - 6:30 p.m. - Tradeshow Reception

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

Hosted by Pam Jahnke, Fabulous Farm Babe, and Alice in Dairyland, Abigail Martin

7:30 p.m. - Entertainment
Down from the Hills, Bluegrass Band

SATURDAY, FEBRUARY 22

8:00 - 9:00 a.m. - Breakfast in the Trade Show

Wisconsin Cattlemen’s Association Schedule

9:00 a.m.

WCA Committee Meetings
Farm Tech Days
Scholarship
Steak Trailer
Membership
Winter Conference and Sponsorship

10:00 a.m. - WCA Annual Meeting
11:00 a.m. - WCA Board of Directors Meeting

Wisconsin Hereford Association Schedule

8:00 a.m. - WI Jr. Hereford Association Meeting
10:00 a.m. - WI Hereford Association Social
1:00 p.m. - WI Hereford Association Annual Meeting

Wisconsin Shorthorn Association Schedule

8:00 a.m. - WI Shorthorn Lassie Queen Interviews
9:00 a.m. - WI Shorthorn Lassie Meeting
10:00 a.m. - WI Shorthorn Executive Board Meeting
11:00 a.m. - WI Junior Shorthorn Association Meeting
Noon - WI Junior Shorthorn Pizza Lunch for Youth
1:30 p.m. - WI Shorthorn Association Annual Meeting

HOTEL INFORMATION

A block of rooms has been reserved at Chula Vista for a discounted rate of $119/night until January 19. Attendees are responsible for booking their own rooms and can do so in the following manner:

- Call 1-833-965-8789 to make your individual reservation.
- Refer to booking ID #G99241 when making your reservation.

Reservations for guestrooms received after January 21, 2020 will be provided on a space-available basis at rates published by Chula Vista and subject to availability.

SPONSORSHIP OPPORTUNITIES

Interested in sponsoring Winter Conference or other Wisconsin Cattlemen’s Association activities?

Please visit www.wisconsincattlemen.com or contact the WCA Sponsorship Committee for more details.

Email: winterconference@wisconsincattlemen.com
Phone: 608.228.1457
Website: wisconsincattlemen.com

NEW THIS YEAR - Wisconsin Cattlemen’s Welcomes Wisconsin Beef and Dairy Wellbeing Conference!
# Program Registration

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Price per Quantity</th>
<th>Quantity</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>Full Program Registration</strong></td>
<td>Includes access to all events during the entire conference</td>
<td>$115 each</td>
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<td>I would like to receive:</td>
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<tr>
<td>2 BQA Continuing Education Credits - $0</td>
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<td>3.5 Veterinary Continuing Education Credits</td>
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<td><strong>A La Carte Registration</strong></td>
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<tr>
<td><strong>Friday Education Program</strong></td>
<td>8am - 5pm. Includes lunch and access to all of the education sessions on</td>
<td>$60 each</td>
<td>x</td>
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<td>Friday Education Program (Student)</td>
<td>Friday before and after lunch. If you are attending the Well-Being</td>
<td>$25 each</td>
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<td>Conference, select this option.</td>
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<td><strong>Friday Evening Reception</strong></td>
<td>5pm - 9pm. Includes meal, speakers, WCA award winner recognition, silent</td>
<td>$25 each</td>
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<td>auction and entertainment.</td>
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<td><strong>Saturday Breakfast</strong></td>
<td>(Full breakfast) 8am - 9am. Includes 1 meal. Ages 12 and under are free.</td>
<td>$15 each</td>
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<tr>
<td><strong>Saturday Lunch</strong></td>
<td>(Beef entree) Includes 1 meal. Ages 12 and under are free.</td>
<td>$20 each</td>
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<td><strong>WCA Membership</strong></td>
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<td>Individual/Producer 1-Year Dues (0-100 head)</td>
<td>(Contact WCA for available sponsorships.)</td>
<td>$50</td>
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<tr>
<td>Individual/Producer 1-Year Dues (101 head &amp; up)</td>
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<td>$100</td>
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<td>Business Supporting Member 1-Year Dues</td>
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<td>$250</td>
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<td><strong>Discounts &amp; Fees</strong></td>
<td>WCA Member Discount - 20% off total conference registration fees</td>
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<td>Lates Registration - $10</td>
<td>Add $10 to total amount due for registrations submitted after the deadline</td>
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<td><strong>TOTAL AMOUNT DUE:</strong></td>
<td>Please tally all fees and discounts from registration and WCA membership here.</td>
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Please mail registration form and checks to: Wisconsin Cattlemen's Association 632 Grand Canyon Drive Madison, Wisconsin 53719

Make checks payable to Wisconsin Cattlemen's Association.

If you prefer to use a credit card, please register and pay online. On-site registration will also be available.