



INDUSTRY SESSION
Wednesday, September 13, 2017
Noble Research Institute
Ardmore, Oklahoma

OBJECTIVE:

This Industry Session will illustrate the added value of utilizing Charolais genetics through the various phases of the beef industry, while developing more marketing options for producers using Charolais genetics. This event will feature an opportunity for producers and industry stakeholders to discuss the value of innovation and the most effective ways of utilizing Charolais genetics in today's beef industry. The format will include an open forum meeting featuring panels specific to each industry segment, providing an opportunity for panelists to describe the role they see Charolais genetics playing in the industry coupled with the ability for attendees to pose questions and receive feedback for their thoughts.

- Each Session will be videoed and made available on the AICA website.
- Individual interviews of the speakers will be conducted to illustrate the key values of Charolais Genetics.
- Video and print resources will be packaged for individual breeder use.

For Additional Information & RSVP–

www.charolaisusa.com

Cody Beck • AICA Southwest Representative

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RSVP requested by August 18

Hotel Information

Host Hotel- Holiday Inn Ardmore

2207 N Rockford Rd, Ardmore, OK 73401

(580) 226-3333

Ask for the AICA Charolais Block

Block closes August 18

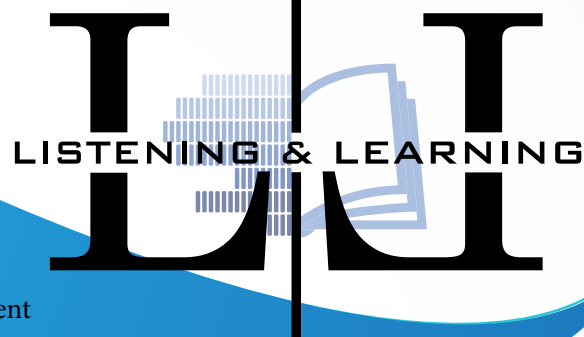
Session Location

Noble Research Institute Pavilion

2510 Sam Noble Parkway

Ardmore, OK 73401

SESSION SCHEDULE



Wednesday, September 13th

- 8 a.m. Introduction** - Neil Orth, AICA Executive Vice President
- 8:10 a.m. Welcome** - Larry Ludeke, AICA Board of Directors President
- 8:15 a.m. Noble Research Institute Introduction & History** - Hugh Aljoe, Director of Producer Relations, Noble Research Institute
- 8:45 a.m. Integrity Beef Overview** - Robert Wells, Ph.D., Livestock Consultant, Noble Research Institute
- Industry Segment Discussions** - Moderated by Rex Ricketts, Ph.D., AICA Breed Improvement Committee Chairman
- 9:15 a.m. Segment 1-Utilizing Genomics in Genetic Predictions & Opportunities for the Use of Genomics to Advance Profit in the Commercial Sector**
- o Bill Bowman and Sally Northcutt, Ph.D., AICA Genetic Consultants
- 10:00 a.m. Segment 2-Positioning Cow/Calf Operations for Added Profit and Efficiency**
- Profit for commercial producers depends on several factors-genetics, management, industry know-how and marketing. Commercial cow/calf producers share their thoughts and strategies for how they manage the risk and maximize the rewards in the commercial sector, and how Charolais genetics can be advantageous.
- o Max Martin, Loving, Texas
 - o Barron U. Kidd, Dallas, Texas
 - o Rusty Daniel, Coleman, Oklahoma
- 10:45 a.m. - Break**
- 11:00 a.m. Segment 3-Tips and Tools for Adding Value to Feeder Calves**
- Commercial producers invest a considerable amount of time and resources in creating a great product. This panel of industry professionals will walk you through how to get the most for your efforts to ensure your success.
- o Dennis Metzger, Superior Livestock
 - o Tom Jones, Hy-Plains Feedyard
- 12:15 p.m. - Lunch**
- 1:15 p.m. Segment 4-Producing More Pounds of Beef with Better Utilization of Cuts and Value Addition: Innovative Beef Cuts and Cutting Methods**
- o Gretchen Mafi, Meat Sciences Professor, Oklahoma State University
- 2:00 p.m. Segment 5-Merchandising and Creating Charolais Seedstock to Meet the Needs of Today's Beef Industry**
- Why should commercial cattlemen utilize Charolais genetics? These speakers will discuss the important seedstock aspects of genetic selection, tools, and customer service methods necessary to communicate the value of Charolais genetics to commercial cow/calf producers.
- o Galen Fink, Fink Beef Genetics, Kansas
 - o Vern Suhn, Genetrust, Kansas
 - o Michael Sturgess, Double S Cattle Company, Texas
- 3:00 p.m. Segment 4-Q&A-Featuring Combined Lineup of Guest Speakers**

