



**INDUSTRY SESSION**  
Saturday, July 14, 2018  
Virginia Tech's Alphin-Stuart Livestock  
Teaching Arena, 500 Plantation Road,  
Blacksburg, VA

Our objective with this session is to 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 speakers specific to each industry segment, providing an opportunity for speakers 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.

**SATURDAY, JULY 14TH**

- 8:30 a.m. Charolais Judging Contest  
A judging contest featuring Charolais bull calf prospects, replacement heifers and mature females will also be held onsite, with direct instruction and explanation of selecting the conformation of the ideal beef animal.
- 9:30 a.m. Introduction - Neil Orth, Executive Vice President, American International Charolais Association  
Welcome - Dan Eversole, Ph.D., Virginia Tech Department of Animal and Poultry Sciences  
Industry Segment Discussions - Moderated by Rex Ricketts, Ph.D., AICA Breed Improvement Committee Chairman
- 9:45 a.m. Segment 1-Finding Added Value for Charolais-influenced Feeder Cattle in the Southeastern U.S.  
o Austin Paul, Eugene Barber & Sons, Lexington, KY
- 10:15 a.m. Segment 2-Opportunities in Value-based Feeder Cattle Marketing & Beef Industry Trends  
o Brian Bertelsen, Vice President Field Operations, U. S. Premium Beef, Dodge City, KS
- 11:00 a.m. Segment 3-Bull Buying Selection Guide for Cow/Calf Operations  
o Bain Wilson, Ph.D., Virginia Tech Department of Animal and Poultry Sciences
- Lunch-Noon
- 1:00 a.m. Segment 4-The Importance of Individual Performance Data in a Genomic World  
o Sally Northcutt, Ph.D., AICA Breed Improvement Consultant, St. Joseph, MO
- 2:00 p.m. Segment 5-How to Collect and Input Performance Data for AICA Whole Herd Reporting  
o Maggie Smithee, AICA Assistant Recording Secretary, Kansas City, MO
- 3:00 p.m. Q&A-Featuring Combined Lineup of Guest Speakers  
Announcement of Judging Contest Results