

**27th Annual
Florida Cattlemen's Institute and
Allied Trade Show
January 21, 2010**



Please RSVP to your County Agent if you plan to attend

Osceola Heritage Park,
1921 Kissimmee Valley Lane
(off highway 192) East of Kissimmee

Special thanks are extended to the Allied Trade Show Exhibitors. Without their support the Florida Cattlemen's Institute would not be possible

Hotel Information

Ramada Heritage Park
2145 E Irlo Bronson Memorial Hwy.
Kissimmee, FL 34744
(407) 846-4646

Reservations: 1-800-2Ramada Room
Rate: \$52.95 per night plus tax. Please mention group code:
(Florida Cattle Institute)

Participants requiring special accommodations should contact Randy Bateman (321) 697-3000, 48 hours before the event

**Producing Quality Beef to Increase Value -
A Day at the Market**

- 8:30 a.m. Trade Show Opens
- 9:30 a.m. Welcome - Wade Grigsby, FCA President
- 9:45 a.m. Intro to Marketing Calves
Curt Lacy - Associate Professor, Ph.D.
Rural Development Center
College of Ag & Life Sciences, UGA
- 10:15 a.m. Why Cattle Cost What They Cost
Terry Harris
Georgia-Florida; Federal-State Livestock Market
News & Grading Service Officer - In-Charge
- 10:45 a.m. Auction/Market Calf Evaluation
Carl McKettrick - Owner/Manager
Arcadia Stockyard
- 11:45 a.m. Charles Bronson, FDACS - Commissioner of Agriculture
- 12:00 p.m. Award Presentation & Lunch
- 1:00 p.m. Cowboy Math - Terry Harris
Georgia-Florida; Federal-State Livestock Market
News & Grading Service Officer - In-Charge
- 1:30 p.m. Trade Show Break
- 2:00 p.m. Effects of Temperament on Production
John Arthington - Professor & Center Director, Ph.D.
Range Cattle REC - Ona
- 2:30 p.m. Beef Council/Check-off - George Kempfer - Chairman,
Kempfer Cattle Company, Member of the NCBA
Federation Division Board of Directors.

Program Planning Committee

Chairman	Ed Jennings	Allied Trade Committee
Sumter/Pasco/Citrus/Hernando		Terry Weaver
Brevard	Joe Walter	Greg Woodard
Glades	Courtney Davis	Tommy Martin
Hendry	Lindsey Wiggins	
Highlands	Randall Gornto	Extension Specialist
Lake	Martha Thomas	Dr. Todd Thrift
Manatee	Christa Kirby	Dr. Jason Ferrell
Marion	Mark Shuffitt	Dr. Matt Hersom
Okeechobee	Pat Hogue	
Orange/Seminole	Dennis Mudge	Founder
Osceola	Randy Bateman	Charlie Williams
Polk	Bridget Carlisle	
Volusia	Sharon Gamble	

"Pursuant to Section 503 of the Rehabilitation Act of 1973 and the Vietnam Era Veterans Readjustment Assistance Act of 1974 (As Amended) this University of Florida Affirmative Action Plan ensures equal employment opportunity and advancement opportunity to all individuals. The University does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex (including pregnancy, childbirth or related medical conditions), national origin, ancestry, age, disability, family care status, protected veterans status, marital status, sexual orientation or any other characteristic protected by law."