

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



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

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

- 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

Sumter/Pasco/Citrus/Hernando
Brevard
Glades
Hendry
Highlands
Lake
Manatee
Marion
Okeechobee
Orange/Seminole
Osceola
Polk
Volusia

Ed Jennings

Joe Walter
Courtney Davis
Lindsey Wiggins
Randall Gornto
Martha Thomas
Christa Kirby
Mark Shuffit
Pat Hogue
Dennis Mudge
Randy Bateman
Bridget Carlisle
Sharon Gamble

Allied Trade Committee

Terry Weaver
Greg Woodard
Tommy Martin

Extension Specialist

Dr. Todd Thrift
Dr. Jason Ferrell
Dr. Matt Hersom

Founder

Charlie Williams