

**Red Angus Association
of America
Commercial Cattle Symposium
Wednesday, September 9, 2015
Great Wolf Lodge, Grapevine, TX**

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| 10:00 a.m. | - Welcome - Setting the Stage - Tom Woodward and Donnell Brown |
| 10:10 - 10:30 a.m. | - Group Dynamics Survey - Dr. Bob Weaber, Kansas State University |
| 10:30 - 11:30 a.m. | -- Keynote Presentation - Tyne Morgan - Today's Consumer, Lifestyle, and Attitudes |
| 11:30 a.m. | - Brad Fjestad, Lone Star Ag Credit |
| 12:00 - 1:00 p.m. | - Lunch |
| 1:00 - 1:40 p.m. | - Dr. Ron Gill, Texas A&M - Using Stockmanship to Reduce Stress |
| 1:40 - 2:20 p.m. | - Dr. Jeff Hill, ADM Nutrition - Generational Nutrition |
| 2:20 - 2:35 p.m. | - Break |
| 2:35 - 3:15 p.m. | - Dr. John Arthington, University of Florida - Minerals: Myths And Facts and What Really Works! |
| 3:15 - 3:55 p.m. | - Dr. David Lalman, Oklahoma State University - Beef Industry Trends: Matching Cows to Forage Resources in a World of Mixed Messages. |
| 3:55 - 4:15 p.m. | - Wrap up panel discussion, questions |