



BEEF *Profit* ALLIANCE

Connecting in Kansas - Red Angus & Simmental

Simmental/Red Angus Combined National Meeting



Manhattan, Kansas • July 22-24, 2012

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BEEF Profit ALLIANCE

Connecting in Kansas - Red Angus & Simmental

Sunday, July 22, 2012

2:00 pm — 5:00 pm

Pick up meeting materials

5:00 pm

- ◆ **Opening Reception and Official Welcome to KSU Weber Hall lawn.**
- ◆ **Pull up a straw bale and join the group for dinner.**
- ◆ **Welcome Ceremony — Why are we here?**
Dr. Ken Odde, Emcee
 - KSU President Dr. Kirk Schulz
 - ASA Board Chairman Bill McDonald
 - RAAA Board President Joe Mushrush
 - Kansas Red Angus Association President Travis Janssen
 - Kansas Simmental Association President John Irvine
 - RAAA Executive Officer Greg Comstock
 - ASA Executive Vice President Dr. Jerry Lipsey
- ◆ **Predicting Carcass Value on the Hoof**
Dr. Michael Dikeman, KSU
Test your skill at estimating carcass measures in live cattle through viewing Red Angus and Simmental steers that will be harvested Monday morning at the KSU Meat Lab.

Monday, July 23, 2012

All events at KSU Student Union

8:00 am

- ◆ **“Genetic Improvement from Peas to DNA”**
Moderator: Willie Altenburg, Genex
Speakers: Dr. Jennifer Bormann, KSU Faculty
Dr. Dan Moser, KSU Faculty
We begin with two outstanding teachers reviewing our historical progress of understanding genetic selection.

8:45 am

- ◆ **RAAA and ASA’s Strategic DNA Plan —**
Moderator: Willie Altenburg, Genex
Speakers: Larry Keenan, RAAA
Dr. Lauren Hyde, ASA
Our shared vision of how DNA will advance genetic evaluation.

9:30 to 10:00 am

Break sponsored by Kansas Department of Agriculture

10:00 am

- ◆ **Profit Simplified — the role of Economic Indexes**
Moderator: Dr. Wade Shafer, ASA
Speakers: Jim Butcher, Gateway Simmental, MT
Donnell Brown, RA Brown Ranch, TX
Dr. Mark Enns, Colorado State University
Profit isn’t just about heavier pay-weights ...
So, how can selection for traits of economic relevance be simplified?

11:15 am

- ◆ **Daren Williams, NCBA, Executive Director, Communications**
Communication is his business and Beef, his passion. Daren Williams turns everyday ranchers, chefs, animal science professors and food trade execs into industry spokespeople, who are able to deal effectively with industry issues ranging from beef’s safety, nutritional value and carbon footprint to animal rights.

Noon — 1:15 pm

Lunch in KSU Student Union
(vouchers are included in registration)

Noon to 5:00 pm

Full-session Moderator: Donnell Brown, RAB

1:30 — 3:30 pm

Concurrent sessions (attend 3 of the 4)

- ◆ **How will Disease Control impact our Seedstock Businesses?**
Moderator: Dr. Gordon Jones, Red Hill Farm
Speaker: Dr. Larry Hollis, KSU Vet
Disease control and herd/flock health status dominate the pig and poultry seedstock businesses. What are the future impacts on cattle seedstock enterprises?
- ◆ **Should we database conformation traits?**
Moderator: Jennifer Noble, RAAA
Speaker: Lorna Marshall, Genex
Is Conformation Economically Relevant?
How do we collect data?
Should breeds calculate structural EPDs?
- ◆ **Profit Drivers in the Feed Yard**
Moderator: Dr. Gene Rouse,
Retired Professor Iowa State University
Speaker: Tom Brink, JBS SA
If you want to know what Red Angus and Simmental genes must provide to the largest cattle finishers in the US, don’t miss this one.

◆ **Fertility and Heterosis, it's a Fact.**

Moderator: Lynn Pelton,
Pelton Simmental/Red Angus, KS
Speaker: Dr. Patsy Houghton, Heartland Cattle Co., NE
More first-service conceptions, fewer embryonic death losses and at least 10% greater fertile longevity, why would any non-seedstock cowherd have anything but crossbred cows?

3:30 — 4:00 pm

Coffee Break

4:00 — 4:45 pm

◆ **Survive or Thrive:
The future of Breed Associations.**

Moderator: Dr. Ronnie Green

- Will Associations diverge into divisions of service?
- Will Land Grant Universities remain close to cattle seedstock?
- How will bio-security, animal welfare and corporate alliances impact us?

5:00 pm to 6:00 pm

Shuttle Bus Service to hotels

6:00 pm

Buses depart hotels for an "Evening in the Flint Hills" at KSU Research Pasture.

8:30 pm

Buses depart for hotels

Tuesday, July 24, 2012

Weber Hall

**COLLEGE AT KSU —
GO WILD CATS!**



8:00 to 11:00 am

Rotating sessions

◆ **Can we really blend shows and ERTs?**

Moderator: Marty Ropp, Allied Genetic Resources
Speaker: Dr. Scott Greiner, Virginia Tech
Both ASA and RAAA feature shows with genetic information. Do these have impacts on our current and future market shares?

◆ **Carcass Evaluation**

Dr. Michael Dikeman evaluates carcass qualities from the cattle you saw on the hoof Sunday night.

◆ **Cutting costs in cowherds with genetics.**

Moderator: Mary Ann Kniebel, Kniebel Cattle Co., KS
Speaker: Dr. Bob Weaver, KSU
How do mature size and lactation impact cowherd feed costs? And, how does heterosis shift the balance of revenue and expense traits?

◆ **Do Premium Branded Beef Programs want my cattle?**

Moderator: Myron Edelman, RAAA
Speakers: Brian Bertelson, US Premium Beef
John Butler, Beef Marketing Group
Blake Angell, Meyer Natural Angus
Targeting Premiums in added-value programs. Industry leaders discuss opportunities for Superior Genetics, through branded beef programs.

◆ **So, you aspire to be an elite seedstock producer?**

Moderator: Dr. Scott Schaake, KSU
Speakers: Mike Henderson, HRM Simmentals
Ryan Ludvigson, Ludvigson Stock Farm, MT
These successful programs share the decision-making processes, which leads to the development of their genetic product, market saturation, and ultimately, their operation's sustainability.

11:15 to 11:45 am

Dr. Ken Odde, wrap up and send off.

Pre-Conference Tours



Saturday, July 21, 2012, evening.

◆ **Joe Mushrush and Family offer a "Red Angus Evening" at the ranch.**

Head south to Strong City, approximately an hour from Manhattan, and visit the Mushrush Red Angus Ranch. The tour will begin in the late afternoon/early evening and will be followed by a supper.

Sunday, July 22, 10:00 am to 3:30 pm.

◆ **Manhattan Simmental Breeders will offer a tour and lunch.**

Visit Simmental operations close to Manhattan. Tour kicks off at 10:00 am at River Creek Farms and then travels to Irvine Simmental Ranch at noon, lunch will be provided. At 1:30 pm the tour will head to the Kansas State University Purebred Unit. The afternoon will wrap up at 3:00 pm and Beef Profit Alliance activities will start at 5:00 pm.

The tours are free of charge; however, you will need to RSVP no later than July 13, 2012.

For Saturday's tour contact the Red Angus Association of America, or call Joe and Connie Mushrush at 620-273-8581.

For Sunday's tour contact the American Simmental Association or call Ralph Brooks, treasurer of the Kansas Simmental Association, at 785-537-1214.

Meet Your Speakers

Ken Odde

Dr. Odde is Professor and Head, Department of Animal Sciences and Industry, Kansas State University. He is a member of several associations, including American Society of Animal Science, American Veterinary Medical Association and American Association of Bovine Practitioners and is a frequent speaker at veterinary and cattle producer meetings.



Dr. Ken Odde received a bachelor's degree in animal science from South Dakota State University, a master's degree in reproductive physiology, a doctor of veterinary medicine and a doctorate in physiology from Kansas State University. Dr. Odde served as Assistant Professor, Associate Professor and Professor at Colorado State University from 1983 to 1994. He taught and conducted research in beef cattle reproduction and health. In 1994, Dr. Odde returned to his home area in South Dakota and joined the technical services team at SmithKline Beecham Animal Health. He was a member of the technical services team at Pfizer Animal Health following their acquisition of SmithKline Beecham Animal Health. In 2000, Dr. Odde left Pfizer to become Vice President of Veterinary Operations at AgSpan and then had his own consulting business. Dr. Odde joined North Dakota State University as Professor and Head, Department of Animal & Range Sciences in January of 2003. Starting in June, 2005, he served as Professor and Director, Beef Systems-Center of Excellence, a public-private partnership designed to grow cattle feeding and processing in ND, and the research and education support to the beef industry.

Donnell Brown

Donnell Brown is a 5th generation seedstock producer, and with his wife, Kelli, manages the seedstock component of R.A. Brown Ranch in Throckmorton, Texas. Donnell works with multiple beef breed associations and serves the industry through the development of Red Angus, Angus, Simmental, SimAngus™ and Hotlander (4-way composite) genetics.



Donnell also brings the unique perspective of having a father, Rob, who served as Chairman of American Simmental Association while his wife, Kelli, served as President of the Red Angus Association of America. Perhaps it is his multi-breed family life that makes Donnell such an effective communicator, and one that can capably discuss genetic selection tools "across languages".

A graduate of Texas Tech, and former National FFA President, Donnell serves both Red Angus and Simmental as Chair of their joint Technical Advancement Committee (TAC) which oversees changes to the Multi-Breed Genetic Evaluation (MBGE) Model. Donnell and Kelli have two sons, Tucker and Lanham, and are avid/fanatical supporters of Throckmorton High School Athletics. Donnell serves as the Play-by-Play commentator for the 2011 Texas Six-Man Football State Champion, Throckmorton Greyhounds, for whom Tucker was the starting quarterback.

Kirk H. Schulz

Dr. Kirk H. Schulz is serving as the 13th president of Kansas State University since February 2009.

In his first two years as president, he has spearheaded visionary campus-wide goal-setting to move K-State forward — to be recognized as a Top 50 Public Research University by 2025. At the end of the K-State 2025 planning process the goal is to have a visionary plan that is inclusive of the K-State family, is exciting and innovative, and most important, is a plan that has enjoyed campus-wide involvement and participation.

Prior to his appointment as president, Kirk served as vice president for research and economic development at Mississippi State University. He has also served on the faculty at Michigan Technological University and the University of North Dakota.



Jim Butcher

Jim Butcher is a partner in Gateway Simmental, a diversified ranching and farming operation located just north of Lewistown, Montana. Gateway calves out 850 to 900 cows annually and backgrounds bulls and females in their own small feedlot located on the ranch. The Butcher family produces and markets only Simmental-influenced seedstock, including "Lucky Cross" hybrids. A former president of the Montana Simmental Association, Butcher carcass and feedlot-tests all bulls, submitting data to ASA. The farming operation, which involves approximately 3,500 acres of wheat and barley and 1,000 acres of hay, including 800 irrigated acres, provides most of the feed for herd maintenance. Gateway is a third generation ranch established in 1968, when Jim's late father, Emmet, introduced Simmental. Breeding stock is sold primarily through two annual production sales, held on the ranch. Jim currently serves on the ASA Board of Trustees and is a member of the Executive Committee.



Jennifer Bormann

KSU's Dr. Bormann specializes in Beef Cattle Breeding and Genetics and has worked on a number of projects including collaborations with the NCBA and the American Angus Association. Currently, she teaches Genetics, Animal Breeding Principles, Advanced Animal Breeding, Equine Genetics and Introductory Horse Lab, as well as advises undergraduate students. She also is the head advisor for the KSU Pre-Vet Club. She has a 75% Teaching and 25% Research appointment in the department. Dr. Bormann's personal interest and love for showing horses has also allowed her to branch out into teaching some equine courses, including the introductory horse labs and an equine genetics course.



Larry Hollis

Since 2002 he has served as the Extension Beef Veterinarian at Kansas State University. In addition to his extension responsibilities he also teaches ASI 540, Principles of Animal Disease Control and 1/2 of ASI 515, Beef Science. He currently holds a 10% teaching, 20% research, and 70% extension appointment in the department.

Dr. Hollis' areas of emphasis include health management and biosecurity of beef cattle, and beef quality assurance.

A graduate of Texas A & M University's College of Veterinary Medicine, Dr. Hollis spent four years in private practice first as an employee and later as a clinic owner in the Texas Panhandle where he was heavily involved in cow/calf and stocker production medicine and feedlot consultation. He then joined the staff of the Texas Veterinary Medical Diagnostic Laboratory — Amarillo, where he served as Case Coordinator and later Head of Diagnostic Services. He taught stocker and feedlot production medicine for Texas A & M University, the University of Tennessee, and the University of Nebraska. He received a Master of Agriculture degree in Beef Management and Nutrition from West Texas A & M University. He worked as a Technical Service Veterinarian for Syntex Animal Health and Pfizer Animal Health, working exclusively with beef cattle.



Mike Henderson

Mike Henderson, Anita, Iowa, is a partner in HRM Simmentals, a 150-head spring-calving Simmental and SimAngus™ operation located in southwest Iowa, just between Des Moines and Omaha. Mike has been in partnership with his dad and uncle since HRM Simmentals was founded in 1999, although the herd's roots date back to an Angus herd belonging to Mike's grandfather. Mike serves as owner and manager of breeding, genetics and sire acquisition. The family-owned operation relies upon a clear breeding plan to provide its customers with sound production attributes, leading performance traits and a desire to increase customer profitability.

Mike was instrumental in founding the Iowa Beef Connection (IBC), a consortium of four other progressive Iowa Simmental breeders, which markets quality, performance tested bulls that have complete performance, carcass and breeding soundness data. To support the customer service efforts for IBC, Mike is both an owner in and board member of Allied Genetic Resources. As one of the founding Allied Advisory Board members, Mike offers insight gained from his years in ag industry sales and marketing to this progressive group of breeders. Mike balances his duties with HRM with his role as National Sales Manager for United Suppliers, Inc., an agricultural crop protection distribution company based in Eldora, Iowa. Mike received his bachelor's degree in Animal Science from Iowa State University.



Michael Dikeman

Dr. Michael Dikeman is a Professor of Meat Science at K-State where he began his research career in 1971. He currently holds a 40% teaching and 60% research appointment in the department. He has taught 13 different courses at K-State ranging from Introductory Animal Science to graduate courses in Meat Science. He also coached the Meat Judging Team for eight years. He has won two K-State research scholar awards and nine college, regional or national teaching awards, including an USDA-NASULGC award.

Michael cooperated on the cattle Germ Plasm Evaluation and Utilization research programs at the U.S. Meat Animal Research Center for 15 years. Nearly 7,000 cattle of 38 breed combinations were evaluated under his direction for carcass and/or meat traits. His research program has included production/management systems for bulls, single-calf-heifers, and different biological types of steers; muscle protease differences in *Bos indicus* and *Bos taurus* cattle; ultrasound cooking and computer modeled cooking of beef; animal stress affects on meat quality; vascular infusion of cattle at slaughter; and genetics of beef tenderness.

Michael is past Chair of the Reciprocal Meat Conference, past president of the American Meat Science Association and the Federation of American Societies of Food Animal Sciences (now FASS), and Executive Committee of the American Society of Animal Science, and has served on the Board of Trustees for the American Simmental Association.



Bob Weaber

Dr. Bob Weaber, joined the faculty of the Department of Animal Sciences and Industry at Kansas State University in August of 2011 as Cow-Calf Extension Specialist. Previously, Weaber served in the Division of Animal Sciences at the University of Missouri (MU) as Extension Specialist-Beef Genetics and was responsible for educational programming in the area of beef cattle genetics. Dr. Weaber also serves as central regional secretary of the Beef Improvement Federation, is a co-coordinator of the National Beef Cattle Evaluation Consortium education programs and has served as a member of the National Cattlemen's Beef Association Policy Division Board of Directors. The focus of his extension and research programs have been to broaden the availability, use and understanding of genetic selection tools (Expected Progeny Differences, DNA markers and selection indexes) as well as performance data collection schemes implemented by cattle producers. Dr. Weaber grew up on a cow-calf operation in southern Colorado and went on to earn a BS in animal science followed by a Master of Agriculture degree in the Beef Industry Leadership Program at Colorado State University. He completed his doctoral studies in the Animal Breeding and Genetics Group at Cornell University. While there, he served as the Interim Director of Performance Programs for the American Simmental Association for three and a half years. Previously, Weaber was Director of Education and Research at the American Gelbvieh Association.



Patsy Houghton

Dr. Patsy Houghton was reared on a large cow-calf operation near Tipton, KS. She received her B.S. and M.S. degrees from Kansas State University, taught two years at California State University-Fresno, served two years as Youth and Education Manager for the American Simmental Association, and then obtained her Ph.D. from Purdue University. She held the KSU NW Extension Beef Specialist position four years, and then started Heartland Cattle Company near McCook, NE where she pioneered the concept of 'Professional Heifer Development.' More than 80,000 beef heifers have been developed and bred at Heartland Cattle from 1990 to 2011, making her company the premier heifer development program in the U.S. Patsy served as co-chair of NCBA's Cattlemen's College for 11 years; received the 2011 KSU Distinguished Animal Science & Industry Alumnus Award; Purdue's Outstanding Animal Sciences Alumni Award and Distinguished Ag Alumni Award; and was selected for Purdue's prestigious Old Masters Award Program. Patsy also serves on the Board of Directors for the KSU Livestock and Meat Industry Council.



Ryan Ludvigson

A native of Iowa, it's no surprise that Ryan's Ludvigson's roots are in the cattle (and hog) finishing business. It was almost 30 years later, in the early '80s after seeing success of using Simmental genetics on Angus cows, that Ludvigson Stock Farms (LSF) entered the beef seedstock business. While his brother, Park, and Parents, Lars and Joan Ludvigson built a prominent Simmental seedstock herd, young Ryan served on the American Junior Simmental Association Board during the late 80s and early 90s, before graduating from Iowa State in 1992 with a degree in AgriBusiness.



Red Angus was added in 1992, following a dispersal of most of the Simmental herd. Over the past 20 years, the Ludvigson herd has placed numerous bulls in AI studs, but more significantly grown to market nearly 200 bulls annually to commercial ranchers. In 2009, LSF moved its operations to Montana, and has hosted an annual spring bull sale in Park City, which grew to include a fall sale in 2011. Ryan works closely with his family in the marketing and breeding management of the LSF operation. In 2011, the Ludvigson family was voted Red Angus Seedstock producer of the Year.

John Butter

The Beef Marketing Group (BMG) is a producer cooperative consisting of 15 cattle feeding and growing operations located in states of Kansas and Nebraska. The cooperative formed in 1987, harvests 500,000 cattle annually and has been focusing on consistently producing value added beef and beef products that meet customer demands. The group has developed a number of initiatives that have provided end-users differentiated value-added products. These include securing a USDA Quality Systems Assessment certification for source and age verification, a verified Food Safety, Animal Care and Sustainability program. Under the guidance of the BMG each of these programs uniquely aligns the entire beef supply chain.



Ronnie Green

Dr. Ronnie Green became the Harlan Vice Chancellor for the Institute of Agriculture and Natural Resources on July 19, 2010. His position also serves as University of Nebraska Vice President.



Green was previously Global Technical Services senior director at Pfizer Animal Health. From 2003-08, he was national program leader in Food Animal Production at the U.S. Department of Agriculture's Agricultural Research Service after serving as vice president of cattle operations and assistant vice president and director of genetic operations for Future Beef Operations. From 1994-2000, he was professor of animal science at Colorado State University and assistant professor of animal science at Texas Tech University (1988-94). He also is the incoming 2010-11 president of the American Society of Animal Science.

Green earned a bachelor's degree in animal science at Virginia Polytechnic Institute and State University, a master's in animal science at Colorado State, and a Ph.D. in animal science at UNL. He was a graduate assistant from 1985-88 at UNL.

Blake W. Angell

Blake grew up in northern Colorado and graduated with a bachelor's degree in Ag Business from Colorado State University where he was an active member of Alpha Gamma Rho Fraternity, CSU Meats Judging Team and CSU Block & Bridle Club.



Blake joined the staff of Meyer Natural Angus (MNA) as a cattle buyer in 2006, where he works with producers to document that cattle have been raised from birth to slaughter without the use of antibiotics, animal by-products or synthetic hormones; are a minimum of 50% Red or Black Angus and have been raised using humane handling practices. Blake is responsible for contracting and scheduling fat cattle that meet the MNA program requirements from feed yards located in western Nebraska, western Kansas and northeastern Colorado.

Prior to joining MNA, Blake spent nearly eight years as the Commercial Marketing Director for the Red Angus Association of America.

Blake lives in the western Kansas town of Ellis with wife Kirsten. They are also involved in Lundgren Angus Ranch — a family owned and operated registered Angus operation.

Brian Bertelsen

Brian is originally from Illinois and holds degrees in animal science and ruminant nutrition from the University of Illinois. Previously, he has worked as a cattle nutritionist and a beef specialist with Cooperative Extension.



His current position is Vice President of Field Operations with U.S. Premium Beef, a producer-owned beef processing company that is an owner of National Beef Packing Company, the nation's fourth largest beef processor. Brian provides technical service and education to producers on genetics, management, production and carcass data of the cattle they deliver to further develop their integrated beef production system. National Beef is a leader in marketing value-added, branded beef, in addition to natural, commodity boxed-and case-ready beef.

Dan Moser

Dr. Moser's recent research has focused on the use of ultrasound measures in national cattle evaluation for carcass traits, and the impacts of selection for carcass traits on cow reproduction and efficiency. He served as Breed Association Liaison for the National Cattlemen's Beef Association's Carcass Merit Project, studying the genetics of beef tenderness and other carcass traits in fourteen breeds of cattle. He was also a member of the Ultrasound Guidelines Council that oversees certification of beef cattle ultrasound technicians and technology, and is a former board member of the National Beef Cattle Evaluation Consortium.

A native of Effingham, KS, Moser received his B.S. in Animal Sciences & Industry from Kansas State University in 1991, then earned his M.S. (1994) and Ph.D. (1997) in Beef Cattle Genetics from the University of Georgia. He returned to K-State in 1999, and currently serves as Associate Professor with a 50% teaching, 50% research appointment. His teaching responsibilities include undergraduate and graduate courses in genetics and animal breeding. He serves as advisor to 55 undergraduates and one graduate student.



Daren R. Williams

Executive Director, Communications
National Cattlemen's Beef Association

For more than 20 years, Daren Williams has helped American agriculture promote and defend the world's safest and most abundant food supply. As executive director of communications at the National Cattlemen's Beef Association, he helps develop and deliver the story of modern beef production to media, consumers and policymakers.

Williams also is "Dean of Students" of the beef checkoff Masters of Beef Advocacy (MBA) program, a nationwide grassroots advocacy network. In this role, Daren conducts hands-on grassroots advocacy training workshops for farmers, ranchers, and other beef industry advocates.

Prior to joining NCBA in July 2006, Daren was a senior vice president in the Kansas City office of Fleishman-Hillard, one of the world's largest public relations firms. In ten years at FH, he handled food safety, environmental, labor relations and other communications challenges for major food and agribusiness clients such as Applebee's, Dairy Farmers of America, Omaha Steaks, Ocean Spray and Welch's.



Lorna Marshall

Lorna is the North American Beef Account Manager for Genex/CRI. She lives in Burlington, CO with her husband, Troy, and three children, Wyatt, Justis, and Wynn where they own and operate Marshall Cattle Company, a 250-head Angus and SimAngus™ seedstock operation. Lorna is a graduate of Kansas State University and Colorado State University and worked for ABS for 16 years in sire procurement.



Scott P. Greiner

Dr. Scott Greiner is a Professor and Extension Animal Scientist in the Department of Animal and Poultry Sciences at Virginia Tech. Dr. Greiner was raised on a diversified livestock farm in Eastern Iowa, and attended Iowa State University where he earned a B.S. in Animal Science in 1989. His graduate studies included an M.S. from Michigan State University and a Ph.D. from Iowa State. His graduate work at ISU was fundamental in the incorporation of ultrasound as a genetic improvement tool in beef cattle. In 1998, Greiner joined the faculty at Virginia Tech. As an Extension Animal Scientist, he designs and delivers educational programs in beef cattle and sheep to adults and youth, and conducts applied research. Greiner is nationally recognized as an educator and livestock evaluator, having judged national, regional, state, and local livestock exhibitions in over 30 states. He is currently Superintendent of the National Collegiate Livestock Judging Contest held annually at the North American in Louisville, KY.



J. Tom Brink

Tom Brink knows science, seedstock, and cattle feeding better than 99.9% of all of us. His responsibility for getting more than one million head bought, fed and marketed each year for Five Rivers Feedyards puts him in a perfect position to suggest how Red Angus and Simmental genetics must position to be part of the beef business.

Kansas Native, Cow/Calf Background
Education: B.S. Animal Science (Production Option), Kansas State University, 1983; M.S. Animal Science (Reproductive Physiology), Kansas State University, 1985; M.S. Agricultural Economics (Livestock Marketing), Kansas State University, 1987

Employment History: Instructor/Research Assistant, Ag Economics, Kansas State University, 1987-1988. Research Analyst, Cattle-Fax, 1988-1992. Director, Market Research, Cattle-Fax, 1992-1996. Executive Director, American Gelbvieh Association, 1997-1999. Director, Analytical Services, Emerge Interactive, 1999-2000. Manager, Market and Performance Analysis, ContiBeef, LLC, 2000-2003

Senior Vice President, Cattle Ownership and Risk Management, ContiBeef/Fiver Rivers Ranch Cattle Feeding, LLC, 2003- 2008. President and COO of J & F Oklahoman Holdings, Inc. 2008 to present. J & F is the cattle ownership arm of JBS Five Rivers, owning a majority of cattle fed in Five Rivers Feedyards



Mark Enns

Dr. Mark Enns, Assistant Professor of Animal Sciences, Colorado State University oversees the operations of the CSU Center for Genetic Evaluation. Mark's research focuses on methods to genetically evaluate and select animals that fit their production environment both biologically and economically. These efforts include development of new methods for evaluating and improving cow and heifer fertility, cow maintenance requirements, time to finish in the feedlot; and development of methods to better use economic information in selection decisions for increased profitability of beef production.

Mark also teaches Principles of Animal Breeding (AN 330), Selection Index Theory (AN 631); co-teaches Livestock Production Systems (A 634) as part of the graduate program in Western Center for Integrated Resource Management; and guest lectures in several other courses.



Welcome to the Flint Hills, Kansas State University and Beef Profit Alliance



Dr. Jerry Lipsey



Greg Comstock

There may not be two more industry-focused, science-based beef breed associations in the world than Red Angus Association of America and the American Simmental Association. We combine our databases for genetic evaluations, and we share databasing programming and technologies. Our combined multi-breed database of more than nine million animals, including thousands of common sires, has improved the reliability of selection tools available to Simmental and Red Angus breeders, as well as our commercial customers.

Multi-Breed Genetic Evaluation demonstrates that both of our breeds become more competitive through working together, and leads us to explore other ways we can increase efficiency, combine resources and achieve more for Red Angus and Simmental stakeholders:

- Sharing database technology will result in faster, smoother data merging for more accurate EPD and Economic Index Development.
- The beef industry has been asking for EPDs to be comparable across breeds for 30 years — we're not surprised that Red Angus and Simmental will be the first to provide this service.
- Using 50K DNA technology to allow Simmental and Red Angus seedstock producers to offer yearlings with the same EPD accuracies currently seen in much older bulls.

These advancements, and the next wave that will surely follow increase the rate of change our stakeholders must assimilate. At Beef Profit Alliance, leaders from industry and academia will prepare Simmental and Red Angus stakeholders to lead industry evolution in the service our nation's cowherds, feedyards, and beef consumers. Join us and the world-class faculty of Kansas State University, and leave prepared to compete.

Registration

Cost of registration is \$85.00.

Please visit the websites for update information and registration form.

www.simmental.org
www.redangus.org

Registration includes conference program, dinner on Sunday, July 22, lunch on Monday, July 23, and transportation for Monday evening.

Hotel Accommodations

Manhattan, Kansas

Attendees, to make your hotel reservation use "Simmental/Red Angus" or "Red Angus/Simmental" for the room block.

Clarion Hotel
530 Richards Road
785-539-5311
Rate: \$79.00

Fairfield Inn
300 Colorado Street
785-539-2400
Cutoff date: June 22
Rate: \$102.00

Hilton Garden Inn
410 South 3rd Street
785-532-9116
Cutoff Date: June 22
Rate: \$104.00

Holiday Inn At The Campus
1641 Anderson Avenue
785-539-7531
Cutoff Date: June 21
Rate: \$99.95

Parkwood Inn & Suites
505 S. 17th
785-320-5440
Cutoff Date: July 6
Rate: \$81.00