

Manage for Profit

Selection and marketing strategies to maximize calf value

June 12, 2013 • Renaissance Oklahoma City Convention Center Hotel
Great Halls D&E • 10 North Broadway Avenue • Oklahoma City, OK 73102



While cattle producers are forced to play the hand they are dealt, it's important to realize that a strategically played trump card can win the game. The drought-stricken, high-input-cost environment in which producers are currently operating results in profitability being determined by how successful producers add value to their calf crop.

Join leaders of all segments of the beef supply chain to discuss current and futuristic strategies that producers of all sizes can implement now to ensure a profitable future.

The free 'Manage For Profit' symposium will be held on the afternoon of Wednesday, June 12, 2013, in Oklahoma City, Okla., at the Renaissance Oklahoma City Convention Center Hotel and will kick off the annual Beef Improvement Federation (BIF) Research Symposium and Convention from June 12 to 15.

To register for the annual BIF convention in Oklahoma City, Okla., visit www.beefimprovement.org.

Schedule of Events

11:00 – 12:00	Registration
12:00 – 12:30	Join us for a FREE LUNCH
12:30 – 1:00	Okie Welcome - Ron Hays, Radio Oklahoma Network
1:00 – 1:45	Cowherd Building Strategies - Bob Weaber, Kansas State University
1:45 – 2:15	Capturing Value at Market Time - Gant Mourer, Oklahoma State University
2:15 – 3:00	Cattle Markets Situation and Outlook - Troy Applehans, CattleFax
3:15 – 4:45	Driving Profit through the Supply Chain Moderator: Matt Spangler, University of Nebraska - Lincoln Frank Wedel, Seedstock Producer Tom Woodward, Commercial Cow/Calf Wes Sander, Stocker Operator/Order Buyer Dale Moore, Feedyard Operator John Butler, Beef Marketing Group (BMG)
4:45 – 5:00	Closing Remarks - Donnell Brown, R.A. Brown Ranch

The Red Angus Association of America, OKC West Livestock Market, Inc., Oklahoma Red Angus Association, Temple Tag and the Oklahoma Cattlemen's Association/Oklahoma Cowman are generously sponsoring the 'Manage for Profit' symposium.

REGISTER ONLINE for the free symposium at RedAngus.org,
MAIL THE COMPLETED COUPON BELOW to RAAA or **CONTACT RAAA** at (940) 387-3502.

If you wish to register by mail, please return this completed coupon to: RAAA • 4201 N I-35 • Denton, TX 76207

First Name: _____ Last Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Number of Participants: _____ Additional Names: _____