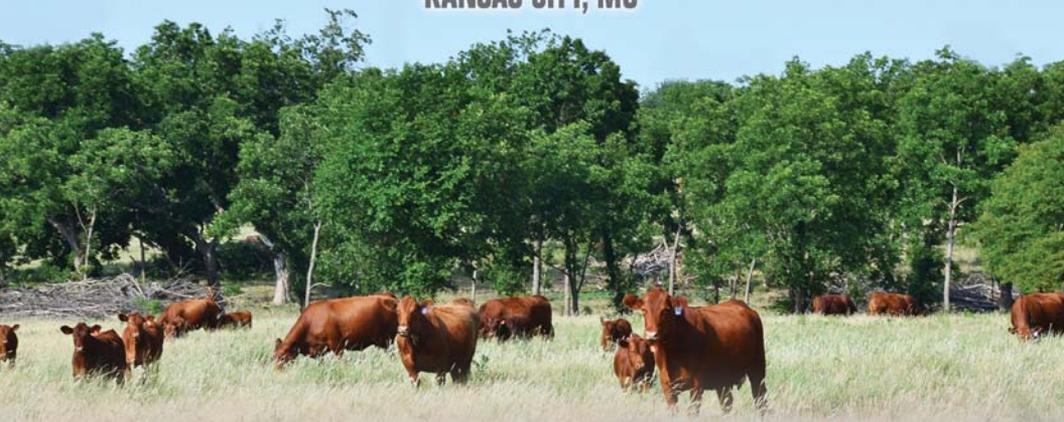




**RED ANGUS  
SUMMIT**

**JULY 19 – 21, 2015**  
KANSAS CITY, MO



**There is NO BETTER time than now to take advantage of the changing dynamics in the beef industry by attending the first-ever Red Angus Summit.**

**Whether you are a seedstock or commercial cattleman, you will benefit from this unique opportunity to be exposed to industry leaders and experts that will influence your decisions in the future.**

**Summit Headquarters:**

Embassy Suites - KCI  
Kansas City, Missouri  
(816) 891-7788





### Sunday, July 19, 2015

- 12 – 4 p.m.      **Registration**
- 4 – 5 p.m.      **Summit Session One, Salon E**  
J.J. Jones, Senior Project Manager, Center for Food Integrity
- 5:15 p.m.      **Load Buses, South Side of Embassy Suites**
- 5:30 p.m.      **Depart for Windy Wine Co. and KK Farms Red Angus**  
*Dinner and Fun*
- 11:00 p.m.      **Return to Hotel**

### Monday, July 20, 2015

- 7:00 a.m.      **Complimentary Breakfast On Your Own, Hotel Courtyard**
- 7:50              **Load Buses, South Side of Embassy Suites**
- 8:00 a.m.      **Depart for Tours**  
**Sysco Distribution**  
**The Local Pig**
- 12:00 p.m.      **Return from Tours**
- 12:00 p.m.      **Lunch, Embassy Suites Courtyard**
- 1:00 p.m.      **Summit Session Two, Salon E**  
Mark Kinoff, President, Ceres Hedge Inc.
- 1:45 p.m.      **Summit Session Three, Salon E**  
Ryan Ruppert, Sales Director, GeneSeek
- 2:30 p.m.      **Break, Hallway, Sponsored by Missouri Red Angus Association**
- 3:00 p.m.      **Summit Session Four, Alternate Sessions**  
**Grid Mechanics and Basics, Salon E**  
*John Butler, CEO Beef Marketing Group*  
*Frank Wedel, Owner and Manager, Wedel Red Angus*
- REDSPro Database, Salon D**  
*Larry Keenan, Director of Breed Improvement, RAAA*  
*Kenda Ponder, Database and Registration Consultant, RAAA*
- 3:45 p.m.      **Summit Session Five, Alternate Sessions**  
**Grid Mechanics and Basics, Salon E**  
*John Butler, CEO Beef Marketing Group*  
*Frank Wedel, Owner and Manager, Wedel Red Angus*
- REDSPro Database, Salon D**  
*Larry Keenan, Director of Breed Improvement, RAAA*  
*Kenda Ponder, Database and Registration Consultant, RAAA*



**Monday, July 20, 2015 (continued)**

- 5:00 p.m. Load Buses, South Side of Embassy Suites  
5:10 p.m. Depart for the Legends Area  
Dinner On Your Own  
7:05 p.m. Kansas City T-Bones Baseball, Community America Ballpark  
11:00 p.m. Return to Hotel

**Tuesday, July 21, 2015**

- 7:00 a.m. Complimentary Breakfast On Your Own, Hotel Courtyard  
8:00 a.m. **Summit Panel Discussion One, Salon E**  
*Indices, HerdBuilder and GridMaster*  
*Craig Bieber, Owner and Manager, Bieber Red Angus*  
*Dr. Bob Weaver, Associate Professor and Extension Specialist, K-State*  
*Donnell Brown, Owner and Manager, R.A. Brown Ranch*  
*Kirk Sours, Manager, Tailgate Ranch*  
9:30 a.m. Break, Hallway, Sponsored by Missouri Red Angus Association  
10:00 a.m. **Summit Panel Discussion Two, Salon E**  
*Demands for High-Quality Beef*  
*Dale Moore, Owner and Manager, Cattlemen's Choice Feedyard Inc.*  
*Angelo Fili, Executive Vice President, Greater Omaha Packing*  
*Lorin Fahrmeier, Owner, Fahrmeier's U-Pick & Produce Market*  
11:30 a.m. **Summit Session Six, Salon E**  
**Charlie Hopper, Marketing Specialist, Missouri Department of Agriculture**  
12:30 p.m. Lunch, Embassy Suites Courtyard  
1:00 p.m. Depart Red Angus Summit



## J.J. Jones

Senior Project Manager, Center for Food Integrity



*Jones*

J.J. Jones joined the Center for Food Integrity (CFI) in September 2014. A self-proclaimed “Product of Northwest Kansas,” he has enjoyed a career in agricultural communications and marketing that began during his experiences as an active member of both 4-H and FFA.

Jones believes there are no problems – only opportunities to find solutions – a philosophy that guided him to work with CFI to build trust in today’s food system. He is no stranger to food and agriculture, and feels a sense of purpose in working with food system stakeholders to share their story.

Whether it was Jones’ time serving as a National FFA Officer, working for the Kansas Beef Council or leading the Agriculture Marketing, Advocacy & Outreach team at the Kansas Department of Agriculture, he has enjoyed sharing the story of food and agriculture in the U.S. and around the world.

Jones brings tremendous communications and organizational skills to the CFI team. He has organized and led over 30 international trade missions on behalf of farmers, ranchers and agribusinesses throughout Asia, Europe and the Americas; has facilitated conferences and conventions and presented to groups as small as five and as large as 50,000.

Jones is a farm kid transplanted to Kansas City so, in his spare time he enjoys working in the yard digging in the dirt, staying active in his church, serving on the American Royal Board of Governors and Agribusiness Council of Kansas City. He received degrees from Kansas State University in animal science and industry, as well as international agriculture.



## Windy Wine Co. and KK Farms Red Angus

Osborn, Mo.



KK Farms of Osborn, Mo., has been in continuous ownership by the Keesaman family since 1877, and has been recognized as a Missouri Century Farm. Owners Ken and Brenda Keesaman began their Red Angus herd in 1972, and are joined by son Kody and grandson Kolten in the operation of KK Farms. Kolten is the seventh generation to work the land. The Red Angus herd includes private treaty bull and heifer sales to a seven-state area.

Windy Wine Co. of Osborn, Mo., opened in 2009, and is operated by Kraig and Becky Keesaman. Located on the family's Century Farm, the winery boasts several award-winning vintages that are served within sight of the farm's original windmill.

Windy Wine Co. also retails local, all-natural Red Angus beef from KK Farms. The Keesaman's recently added a microbrewery, serving three flavors brewed on site.

## Sysco Distribution

Olathe, Kan.



Sysco is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home.

Its family of products also includes equipment and supplies for the foodservice and hospitality industries. The company operates 194 distribution facilities serving approximately 425,000 customers. For Fiscal Year 2014 that ended June 28, 2014, the company generated sales of more than \$46 billion.

## The Local Pig Charcuterie

Kansas City, Mo.



The Local Pig, a whole-animal meat shop, opened in February 2012. Purchasing animals from small farms within a 100-mile radius of Kansas City, The Local Pig offers free-range, drug-free and dry-aged products. They believe in local farms, humanely raised meats and damn good eating. Local Pig provides the people of Kansas City with a wide selection of steaks, roasts, chops, sausages, burgers and charcuterie.

## Mark Kinoff

President, Ceres Hedge, Inc.



Kinoff

J. Mark Kinoff has traded futures and stocks for over 30 years. His extensive background includes broker assistant, floor broker, floor trader, private account manager, consultant and CTA, giving him immeasurable experience of all facets of the trading arena.

A technical specialist with emphasis on wave patterns, market psychology, classical technical analysis and chart pattern recognition, Kinoff has earned a reputation as a top technician in the futures trading industry. Proficient in the design of proprietary trading systems, he has developed a number of computerized “black box” trading programs he utilizes in hedging strategies.

Kinoff also serves as a private consultant to commercial grain marketers, livestock and grain farmers, Fortune 500 companies and medium-sized businesses to provide guidance and education for implementing new and optimizing current hedge strategies. He has written extensively for academic papers, and has had a number of his articles published in *Active Trader Magazine*, *Working Money* and *Technical Analysis of Stocks and Commodities* magazine, in addition to being frequently quoted in the newswires.

Kinoff is a current member of the Chicago Board of Trade and a registered commodity trading advisor with the Commodity Futures Trading Commission. He serves as president of Ceres Hedge, Inc.

## Ryan Ruppert

Beef Sales Director, GeneSeek



Ruppert

Ryan Ruppert is GeneSeek’s U.S. Beef Sales Director. He is well-known across the industry for his work in building and expanding the Beef Quality Assurance program at NCBA, as well as many other association activities.

His involvement in his family’s cow-calf operation in western Nebraska, along with his work at a large feedyard, adds depth to his experience.

He has a master of science degree in animal breeding and genetics plus a master’s degree in business administration, both from Colorado State University.

## John Butler

CEO, Beef Marketing Group



*Butler*

John Butler is the CEO of the Beef Marketing Group, a producer cooperative consisting of 19 cattle feeding and growing operations located in states of Kansas and Nebraska.

The cooperative formed in 1987 and harvests 600,000 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 BMG, each of these programs uniquely aligns the entire beef supply chain.

## Frank Wedel

Wedel Red Angus, Leoti, Kan.



*Wedel*

Frank Wedel, Wedel Red Angus, of Leoti, Kan., along with his wife Susan, have been raising Red Angus since 1988. Today their operation encompasses both registered and commercial cowherds as well as a feedlot enterprise.

Wedel's backgrounding lot has a 2,500-head, one-time capacity through which they annually rotate 5,000 head of customers' cattle and his own commercial feeders.

He retains ownership of his own cattle in the custom-finishing lot and markets them on the Red Angus Choice+ Grid at Tyson's Holcomb, Kan., plant. Wedel believes Red Angus cattle are the perfect fit for grid marketing as their attributes fit very well with the programs that adhere to quality beef. The cattle he markets on the grid produce lower yield grade carcasses with a higher percentage grading Choice. This combination works very well with quality programs and he is rewarded with a premium over market price.

Frank and Susan have one son, three daughters, and four grandchildren. They host their annual production sale each March at their ranch where they market yearling bulls and commercial replacement heifers as well as commercial bred heifers. In addition to Red Angus, Wedel breeds hybrid Red Angus-Charolais and Red Angus-Simmental bulls.

He served as RAAA president from 2004 to 2006 and has been awarded the coveted Red Angus Grid Master Award for cattle of superior carcass quality.

## Bob Weaber

Associate Professor and Extension Specialist, K-State



*Weaber*

Bob Weaber's nationally recognized Extension programming has resulted in more than 145 publications and more than \$13 million from 42 awards of grants and gifts for research and Extension programming. His Extension program leadership has been recognized with MU Provost's Innovative Extension Programming by New Faculty, the MU CAFNR J.W. Burch State Extension Specialist Award, and the Beef Improvement Federation's Continuing Service Award.

Weaber grew up on a cow-calf operation in southern Colorado and went on to earn a bachelor's degree 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. Bob, his wife, Tami, and their young children, Maddie, Cooper and Wyatt, reside near Wamego, Kan.

## Kirk Sours

Tailgate Ranch, Tonganoxie, Kan.



*Sours*

Kirk Sours is the ranch manager for the Tailgate Ranch of Tonganoxie, Kan. Originally from Olsburg, Kan., he is a first-generation rancher. He began his career by working for Dick Robbins of the Anchor D Ranch at his Olsburg satellite ranch at age 13. After graduating from high school, he attended Colby Community College and earned an associate's degree and went to work for the University of Nebraska at the Gudmudsen Ranch station.

He moved back to Kansas and began working for the Tailgate Ranch in 1987 and became ranch manager in 1996. The ranch made an eventual shift from a stocker operation to a cow-calf ranch, and began using Red Angus bulls in 1996, purchasing their first bulls from Schuler Red Angus at Bridgeport, Neb.

They incorporated Simmental genetics into the operation several years ago. The ranch has retained ownership in their calves several years, and was the 2003 Beef Improvement Federation Commercial Producer Award Winner.

## Craig Bieber

Bieber Red Angus, Leola, S.D.



*Bieber*

Bieber Red Angus has focused on Red Angus genetics since 1968. They currently run 900 registered Red Angus cows and host two production sales annually. The November sale features 120 2-year-old Red Angus bulls, 100 bred Red Angus cows and 500 of Bieber customers' commercial Red Angus heifers. Their March sale features 450 yearling Red Angus bulls and 100 open yearling Red Angus heifers.

Biebers have been consistent in their approach to cattle breeding using the latest proven technology in selection to improve performance and carcass traits. They use EPDs, carcass ultrasound and the latest in DNA technology to improve performance and eating quality of the genetics they produce. Bieber Red Angus genetics are utilized worldwide.

The involvement of the operation includes projects like the NCBA Carcass Tenderness project, RAAA carcass progeny testing, and the more recently, the RA50K research project, have given them a unique insight in how genetics affect profitability and a satisfying eating experience.

Bieber Red Angus is owned by Craig and Peggy Bieber. Co-founders Ron and Lois Bieber are retired but still participate in the ranch on a limited basis.



## Donnell Brown

R.A. Brown Ranch, Throckmorton, Texas



*Brown*

Donnell Brown and his wife Kelli are the fifth generation to own and manage the R.A. Brown Ranch in Throckmorton, Texas, a family business since 1895. They raise registered Red Angus, Angus and SimAngus cattle, and sell 600 bulls each October.

Their mission statement says, “We are continually striving to improve the efficiency of converting God’s forage into safe, nutritious and great-tasting beef to better feed his people.” The R.A. Brown Ranch has been honored with numerous awards including the Cattle Business of the Century Award from the National Cattlemen’s Beef Association.

Browns use technology such as A.I., embryo transfer, ultrasound and DNA testing to produce superior genetics that fit the needs of the beef industry. The strength of their program is shown by the high percentage of repeat bull customers, as well as having more than 25 bulls in major A.I. studs. Donnell Brown was trained to use selection index models in the late 1980s and considers it a major contribution to the strong genetic merit of their herd.

Brown is a graduate of Texas Tech University. Prior to that, he served as President of the Texas FFA and as the National FFA President. He has served in a Strategic Planning capacity for four different breed associations as well as the National Cattlemen’s Beef Association. Donnell’s wife Kelli served as the National FFA President in 1988 and President of the Red Angus Association of America in 2009 and 2010.

They are blessed with two sons – Tucker and Lanham. Together they are living their dream of raising cows, kids and Quarter Horses.



## Dale Moore

Owner and Manager, Cattleman's Choice Feedyard, Inc.



*Moore*

Dale Moore owns and manages Cattleman's Choice Feedyard, Inc., near Gage, Okla., along with his wife Mary. A native of Missouri, Moore earned a degree in farm and ranch management and began working at feedyards in Missouri and western Kansas, earning a management position at a Missouri feed yard.

After a lot of hard work and determination, sweat and tears, Dale and Mary purchased a small grower yard near Gage and, over time, grew the yard into a 7,500-head feedyard that specializes in retained ownership and cattle that qualify for many different natural beef markets, including NHTC and GAP cattle for Whole Foods.

Moore works diligently with customers to go above and beyond in the field of customer service, helping them analyze their breeding programs and making management decisions that will provide more net return to their operations.

## Angelo Fili

Executive Vice President, Greater Omaha Packing



*Fili*

Angelo Fili is an Omaha, Neb., native, attending Omaha South High then moving to the University of Nebraska. He has held positions as journeyman butcher, several training and supervisory positions, field representative, boxed beef sales and is currently the executive vice president of Greater Omaha Packing.

Throughout his nearly 40 years in the packing industry, Fili has worked for American Beef, Kane Miller Beef, Union Packing Co., Circle C Beef, Peppertree Beef, BeefAmerica and, since 1992, Greater Omaha Packing.

Fili believes, "The current evolution of beef marketing in the form of branded marketing such as breed-based formats (Certified Angus and Certified Hereford), feed-based formats (organic, grass fed) and health-based formats (non-hormone for Europe, and N3 or Never/Never cattle) and now creating E-commerce marketing programs, all add to the very bright future of providing protein to the world."

## Lorin Fahrmeier

## Fahrmeier's U-Pick & Produce Market



*Fahrmeier*

Lorin Fahrmeier of Fahrmeier's U-Pick & Produce Market, lives in Lexington, Mo., with her husband Bret and son, Murphy.

Working side-by-side with her husband on their family farm, they grow close to 40 acres of fresh fruits and vegetables. Their U-Pick business features strawberries, blackberries, pumpkins and a market stand.

With a focus on selling their diverse crops direct to customers, Fahrmeiers sell at the City Market in Kansas City and to restaurants, and grow for around 300 Community Supported Agriculture (CSA) subscriptions.

Fahrmeier works diligently to help educate their customers about how their food is grown and, more importantly, how to prepare it for their families.

In the spring of 2014, Fahrmeier competed on the Food Network show, "America's Best Cook," and shares that experience in cooking classes featuring farm-fresh produce.

The Fahrmeier family welcomes visitors to the farm for tours and agricultural experiences.

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