

# Mapping the MAZE

A road map through genetics, feeding & marketing.

Friday, Oct. 28, 2016

Baymont Inn, Mandan, ND • 9 a.m. to 5 p.m.

2611 Old Red Trail NW (former Seven Seas)

Free Registration • Free Noon Meal

The business of raising cattle becomes more complex every year, and with marketing decisions at each turn, it can feel like you are winding through a maze of options.

- Is your genetics program headed in the right direction?
- Are you following sound advice in feeding and marketing?
- Do your cattle qualify for value-added programs?
- How do you reduce risk while optimizing profitability?

Join us Friday, Oct. 28, for a road map through the marketing maze and learn how to add value to your calf crop through genetics, feeding and verified marketing opportunities.

In an unprecedented alliance, leaders and marketing specialist from three national beef breed associations join together to share their expertise to assist commercial ranchers in finding maximum value in their cattle. As members of International Genetic Solutions, these breeds share a common database for true multi-breed genetic evaluation and a collective vision for true profitability for cow-calf producers.

The seminar is free to attend, and ranchers will have ample opportunity to interact with speakers, explore marketing programs and find the maximum value in their calf crop.

## Red Angus



**TOM BRINK**

RAAA CEO & Founder of Top Dollar Angus®



**KATIE OCHSNER**

Commercial Marketing Specialist

"Identifying the Value in Feeder Cattle and Achieving Increased Profitability."

## Simmental



**WADE SHAFER, PhD.**

ASA Executive Vice President



**LUKE BOWMAN**

Director of Commercial & Industry Relations

"International Genetic Solutions' (IGS) Role in Commercial Cattle Profit."

## Gelbvieh



**MYRON EDELMAN**

AGA Executive Director



**ANGELA VESCO**

Director of Breed Growth

"Responsibility of Breed Associations in Cow-Calf Operations' Success."

Mapping the Maze is Sponsored by:

Red Angus Association of America & N.D. Red Angus Association  
American Simmental Association & N.D. Simmental Association  
American Gelbvieh Association & N.D. Gelbvieh Association

For More Information and to RSVP for Meal Count:

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Dennis Gustin, AGA Board of Directors • 701-663-7266 • gustindd@wildblue.net

To Reserve a Room:

Baymont Inn & Suites, Mandan, ND

701-663-7401

"Cattle Seminar" Block (\$89/night)