A Message From Your NCCA President  
Mike Cox, Elon, NC

It has been an honor to serve the cattle families this past year as the President of the North Carolina Cattlemen’s Association. The year 2019 presented some challenges to all of agriculture and the future will certainly do the same. Fortunately, we have an Association like the N. C. Cattlemen’s to help us to work with each other to face these challenges together.

I look forward to seeing all of you in Hickory to help us learn how to do the best with our farms and to help shape the future policies and direction of the Association. I am sure that we can all learn during the educational program and see new products in the trade show. But maybe the most important part of the conference is spending time with other beef producers from around the state to find ways that we can all be stronger together.

HOTEL INFORMATION

IMPORTANT: You must mention the N. C. Cattlemen’s Association to get special rates.

Courtyard By Marriott (Exit 125)  
828/267-2100  
Rates: $129.00+tax for King or Double  
www.marriott.com/hkycy

Best Western Hickory (Exit 125)  
828/323-1150  
$92.00+tax for King or Double (interior)  
$87.00+tax for King or Double (exterior)  
www.bestwestern.com

Fairfield Inn & Suites (Exit 125)  
828/431-3000  
$119.00+tax for King or Double  
www.marriott.com/hkyfy

Hampton Inn by Hilton (Exit 125)  
828/624-2000  
$134.00+tax for Double Queen or King  
www.hickorync.hamptoninn.com

Holiday Inn Express (Exit 125)  
828/328-2081  
$109.00+tax for King or Double  
www.hiexpress.com/hickory-mart

Hilton Garden Inn (Exit 125)  
828-327-1000  
$134.00+tax, King or Double Queen  
www.hickory.hgi.com

LaQuinta Inn & Suites (Exit 128)  
828-465-1100  
$109.00+tax, King or Double  
www.laquintahickorync.com

February 28 - 29, 2020
Hickory Metro Convention Center  
(1960 13th Avenue Drive, SE - located off I-40 at Exit 125)  
Hickory, NC

Visit our website at  
www.nccattle.com/news-events/annual-conference
**FRIDAY, FEBRUARY 28, 2020**

7:30 a.m. Board of Directors Breakfast

8:00 a.m. Registration

8:30 a.m. Trade Show Opens

**Morning Session**

Chairman: **Dr. Deidre Harmon**, NCSU

8:45 a.m. Welcome - **Dr. Todd See**, NCSU

9:00 a.m. NCDA Veterinary Update - **Dr. Doug Meckes**, NCDA Veterinary Division

9:15 a.m. Beef Cutout Demonstration - Matching the Hoof to the Cut - **Dr. Phil Bass**, Assistant Professor and Meat Specialist, Univ. of Idaho

10:20 a.m. Morning Break

10:30 a.m. Concurrent Breakout Sessions

- Supplementation and Management Strategies for Stocker Cattle - **Dr. Kim Mullinax**, Associate Professor and Beef Specialist, Auburn University

- Fetal Programming and the Implications on Beef Cattle Production - **Dr. Rick Funston**, Professor Beef Cattle Reproductive Physiology, University of Nebraska

12:00 noon Awards Luncheon - Sponsored by First Bank & Trust Company

Comments from the N. C. Dept. of Agriculture and Consumer Services - Commissioner Steve Troxler

Comments from N. C. State University - **Dean Rich Linton**

Comments from the National Cattlemen’s Beef Association - **Marty Smith**

Comments from N. C. Farm Bureau - **Shawn Harding**

1:30 p.m. Trade Show Continues

2:00 p.m. Committee Meetings

Beef Promotions - Review of Feed the Dialogue cattle farm tour and discussion panel

Forage and Grasslands Council

Stocker and Cattle Feeders - From the Pasture To the Rail - **Alex Teague**, Area Extension Agent and Animal Science Graduate Student, Auburn University

3:00 p.m. Afternoon Break

3:00 p.m. Committee Meetings

Purebred Breeders Council

3:30 p.m. Committee Meetings

NC BCIP

Joint Legislative / Membership*

*Membership Award - Sponsored by Carolinas Animal Health

5:00 p.m. NCCA Joint Board of Directors and Annual Business Meeting

6:00 p.m. Social - Sponsored by Alltech

NCBA PAC Auction

7:00 p.m. Cattlemen’s BBQ - Hosted by Catawba Valley Cattlemen’s Association, Inc.

Sponsored by Mid-Atlantic Cattle Sales/ Harvard Bros. Livestock Market/Stanly Co. Livestock Market/Chesnee Livestock Market

**SATURDAY, FEBRUARY 29, 2020**

(FAMILY YOUTH DAY)

7:00 a.m. Registration

7:30 a.m. Youth Recognition Breakfast - Sponsored by Farm Credit Associations of NC (AgCarolina, Cape Fear, Carolina Farm Credit)

9:00 a.m. Trade Show Opens

9:15 a.m. Reproduction Tools - Dr. Tom Van Dyke, NC State University Vet School

9:30 a.m. Morning Break - Sponsored by Performance Livestock & Feed Company

**Demonstration Stations in the Trade Show** - Sponsored by N. C. Dept. of Agriculture & Consumer Services - Marketing

10:00 a.m. Reproduction Hands-On Tools

10:30 a.m. Understanding Forage and Root Development with Root Tubes - **Ethan Henderson**, Haywood County Livestock Extension Agent, and **Kendra Phipps**, Graduate Student, Dept. of Animal Science, NC State University

10:45 a.m. Cattlemen’s/Forage Quiz Bowl

Dairy Cow Milking Demo - Courtney Bumgarner

**Additional Youth Activities**

- Beef Focused Skill-A-Thon Contest (with winners announced at noon)

- Forage Quiz Bowl Demonstration

- N. C. Beef Ambassador Program

12:00 noon Adjourn