

CONFERENCE HIGHLIGHTS

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.

PROGRAM COMMITTEE

Johnny Rogers, Chairman, NCSU
Members of Animal Science Beef Interest Group
John Langdon, President, NCCA
Bryan Blinson, Executive Director, NCCA

NCCA COMMITTEE CHAIRMEN

Michelle Boyles, Beef Promotions
Paige Smart, NC Forage & Grasslands Council
Fred Smith Jr., Legislative
Jeremy Lee, Membership
Jim Davis, NC BCIP
Alexis Eudy, Purebred Breeders Council
Ethan Henderson, Stocker and Cattle Feeders

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

69TH ANNUAL NORTH CAROLINA CATTLEMEN'S CONFERENCE



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](http://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**

Afternoon Session

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/
Harward 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