

## CONFERENCE HIGHLIGHTS

### A Message From Your NCCA President Brian Warren, Newton Grove, NC

I would like to extend an invitation to each of you to attend the 67<sup>th</sup> annual N. C. Cattlemen's Conference. The Cattlemen's Conference is a great event where people in the cattle industry can join together to find out about the latest innovations and to learn more about what is occurring in the cattle business. We also take this time to take care of association business and make contact with fellow cattlemen from across the state.



It has been an honor and privilege to serve as President of the N. C. Cattlemen's Association this past year. I have never been involved with such a cohesive organization where everyone works together for the greater good and a common vision. It is apparent

that in unison we want to advocate and advance the livelihood of the cattle industry in North Carolina. It seems that people in this business are always willing to help a fellow cattleman whenever anything is needed; it is a bond that is not seen in any other industry.

The annual conference is always a highlight of the year in the working of the NCCA. This year should prove to be yet another chance for those who raise cattle in North Carolina to meet in Hickory and take advantage of the educational programs and workshops, to learn about the newest products and services in the trade show, and to participate in committees to chart the course for the future of our organization. Most importantly, however, will be the chance to visit with old friends from throughout the state and to hopefully meet some new friends along the way.

Saturday will again be Family Day as we strive to make the conference available to more people. We look forward to concluding our business on Friday afternoon to allow us to welcome new faces on Saturday morning. I look forward to meeting those who may not have been able to attend on Friday in the past due to school or work. Our educational committee has put together numerous family-friendly programs for Saturday after the Youth Breakfast, many of which are a result of the investment in research, education, and youth programs made possible by your N. C. Cattle Industry Referendum. The educational programs on Saturday will be held in the trade show so everyone has a chance to meet our sponsors.

As my tenure as President of this Association ends and new leadership begins, I would extend a heartfelt thank you to all of those who have supported me and my efforts to advance the organization. I wish the new President much success in the year ahead. Join us at this year's conference as we continue to embrace our mission.

## 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: \$124.00+tax for King or Double  
[www.marriott.com/hkycy](http://www.marriott.com/hkycy)

Best Western (Exit 125) - 828/323-1150

\$87.00+tax for King or Double (interior)  
\$85.00+tax for King or Double (exterior)  
[www.bestwestern.com](http://www.bestwestern.com)

Fairfield Inn & Suites (Exit 125) - 828/431-3000

\$114.00+tax for King or Double  
[www.marriott.com/hkyfy](http://www.marriott.com/hkyfy)

Hampton Inn by Hilton (Exit 125) - 828/624-2000

\$129.00+tax for Double Quenn  
\$139.00+tax for King  
[www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com)

Crowne Plaza (Exit 125) - 828/323-1000

\$99.00+tax for King or Double  
[www.crowneplaza.com/hickorync](http://www.crowneplaza.com/hickorync)

Hilton Garden Inn (Exit 125) - 828-327-1000

\$124.00+tax, King or Double Queen  
[www.hickory.hig.com](http://www.hickory.hig.com)

LaQuinta Inn & Suites (Exit 128) - 828-465-1100

\$89.00+tax, King or Double  
[www.laquintahickorync.com](http://www.laquintahickorync.com)

### PROGRAM COMMITTEE

Carrie Pickworth, Chairman, NCSU  
Members of Animal Science Beef Interest Group  
Brian Warren, President, NCCA  
Bryan Blinson, Executive Director, NCCA

### NCCA COMMITTEE CHAIRMEN

Michelle Boyles, CattleWomen  
Adam Ross, NC Forage & Grasslands Council  
David Migala, Legislative  
John Langdon, Membership  
Will Thompson, NC BCIP  
Wes Carpenter, Purebred Breeders Council  
Will Thompson, Stocker and Cattle Feeders

## 67TH ANNUAL NORTH CAROLINA CATTLEMEN'S CONFERENCE



February 23 - 24, 2018

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

NCCA Welcomes the  
67th Annual N.C.  
Dairymen's Conference

Visit our website at  
[www.nccattle.com/  
news-events/annual-conference](http://www.nccattle.com/news-events/annual-conference)

FRIDAY, FEBRUARY 23, 2018

7:30 a.m. Board of Directors Breakfast  
8:00 a.m. Registration - Sponsored by  
Snipes Insurance Service, Inc.  
8:30 a.m. Trade Show Opens

Morning Session

Chairman: Dr. Carrie Pickworth, NCSU

8:45 a.m. Welcome - Dr. Todd See, NCSU  
9:00 a.m. National Beef Quality Assurance Audit  
Presentation  
10:00 a.m. N. C. Cattle Industry Assessment Update  
10:20 a.m. Morning Break - Sponsored by  
Mycogen Seeds  
10:30 a.m. Concurrent Breakout Sessions  
◆ Beef Cattle Weaning Management  
◆ Power of One Wire for Beef Cattle  
◆ Alternative Feed, Forages and Forage Management  
Systems for Growing Cattle  
◆ Working to Improve Health and Immunity in Beef Cattle  
◆ Explaining Technology and Dealing with Public  
Misconceptions

12:00 noon Awards Luncheon - Sponsored by  
First Bank & Trust Company  
Comments from the N. C. Dept. of Agriculture and  
Consumer Services  
Comments from the National Cattlemen's Beef  
Association

Comments from the N. C. Farm Bureau  
Comments from N. C. State University

Afternoon Session

1:30 p.m. Trade Show Continues  
2:00 p.m. Committee Meetings  
CattleWomen  
Forage and Grasslands Council  
Stocker and Cattle Feeders  
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/Stanyl  
Co. Livestock Market/Chesnee Livestock  
Market

SATURDAY, FEBRUARY 24, 2018  
(FAMILY YOUTH DAY)

7:00 a.m. Registration - Sponsored by  
Snipes Insurance Service, Inc.

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

Demonstration Stations in the Trade Show

- ◆ Dairy Industry Demo
- ◆ Soil Your Underwear (Amazing Grazing)
- ◆ Clover Sprouts (Amazing Grazing)
- ◆ Nutrition Hands-On
- ◆ Reproduction Hands-On
- ◆ Rumen Rocks!
- ◆ Advocacy for Beef Ambassadors
- ◆ Dairy Cow Milking Demo
- ◆ Flying High Drones
- ◆ What's Inside a Cow
- ◆ Predator Workshop

Additional Youth Activities

- ◆ Beef Focused Skill-A-Thon Contest (with winners  
announced at noon)
- ◆ Forage Quiz Bowl Demonstration

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

12:00 noon Adjourn