

IOWA STATE UNIVERSITY

University Extension



Dr. Daryl Strohbahn
Iowa Beef Center
313 Kildee Hall
Iowa State University
Ames, IA 50011
515-294-BEEF
stroh@iastate.edu

www.iowabeefcenter.org

Dear Iowa Seedstock Producer:

You're invited!

The Iowa Beef Center wishes to extend an invitation to you for our upcoming beef seedstock conference, "Applying Old Rules to New Technology Production." We'll start at 12:30 p.m. on Dec. 10, 2009, in the Ames Quality Inn and Suites, just off I-35 at the 13th Street Exit. Registration starts at 11:30 a.m.

Challenges (genetic defects) and changes (genomic information) abound for bull breeders lately and we realize it's a challenge to keep up with all the new developments. Additionally, electronic and internet methodologies are here and now, so how can we incorporate these technologies into our marketing strategies? This one-day program is packed with leaders and experts who can help you better understand how to deal with these issues.

We've included a convenient registration form at the bottom of this letter, and a complete agenda for the conference is located on the back. If you pre-register by December 4, you'll receive the reduced registration rate of \$25 - anytime after that, including at the door, it's \$35. REMEMBER, we start at 12:30, so have your lunch done and be ready to go for a great afternoon and evening. See you December 10!

Daryl Strohbahn
Extension Beef Specialist
Iowa Beef Center

REGISTRATION

Information

Please return your registration form by the **December 4** pre-registration deadline to receive the reduced registration rate of \$25. After that and at the door, the rate is \$35.

Please return your registration form via fax or mail to the following individual:

Taylor Gerling Shore
313 Kildee Hall
Ames, IA 50011
Phone 515-294-9124
Fax 515-294-3795

Make checks payable to the Iowa Beef Center.

Name: _____

Address: _____

Phone number: _____

Payment:

included (check or money order)

not included (cash, check, or money order at the door)

Iowa Beef Center Seedstock Conference Agenda

December 10, 2009, 12:30p.m.-8:30p.m.

Quality Inn, Ames, IA

11:30 – 12:30 Registration, View Displays

12:30 – 2:30 Session One

"The New Era of Higher Prices and Higher Costs: Do the Old Beef Production Rules Apply?"
John Lawrence, Iowa State University

"New Technologies in Genomics, Their Capability and What We've Learned So Far"
Jim Reecy, Iowa State University

"I'm Itching to Use Gene Markers: With the Current Technology, Can An Operation Play by the Old Rules?"
Darrh Bullock, University of Kentucky

2:30 – 3:00 Break

3:00 – 5:30 Session Two

"Clean Genes - Are You Supplying Them? Defects and Tips on Handling Them"
Jonathan Beever, University of Illinois

"Handling BVD-PI, Johne's Disease and Trichomoniasis: Are There New Technologies for Production and Sales?"
Kris Clothier, Iowa State University

"Can the Seedstock Industry Learn Anything from the Old Methods of Progeny Feedouts?"
Darrell Busby and Daryl Strohbehn, Iowa Beef Center at Iowa State University


5:30 – 6:30 Social Hour, View Displays

6:30 – 7:15 Dinner

7:15 – 8:30 Evening Session

"Can New Internet/Electronic Technologies Enhance Your Marketing Strategies?"
Eric Grant, Angus Production Inc.; Ed Tlach, Edje Technologies; and Mark Core, Core Family Farm Seedstock

DECEMBER 10, 2009 • 12:30-8:30 P.M. • AMES, IA



Iowa Beef Center
SEEDSTOCK CONFERENCE
"Applying Old Rules to New Technology Production"