

# Speakers



**Art Brownlee:** JHL Ranch, a Nebraska Sandhills operation, uses AI, ultrasound, herd developed EPD's, DNA parentage, and birth to harvest production data in their decision making process. JHL has been regionally and industry recognized for their conservation efforts, meat quality, and genetic seedstock contributions. BIF Comm. Producer of the Year.



**Nick Hammett:** Marketing Manager for Circle A Angus Ranch. Circle A is a seedstock and commercial operation that markets over 450 bulls and 900 bred-heifers annually. They operate their own 5,000 head feedlot and have been selecting for improved feed efficiency as part of their overall profitability index for over 15 years.



## CONFERENCE INFORMATION

For conference information, contact one of the following representatives:

### General Information:

Jefferson Co. Extension., 641-472-4166

### Exhibit Information:

Tony Latcham, 641-799-1779

### Program Information:

Byron Leu, 641-799-2298

### Hotel/Motel Accommodations:

Ottumwa Area Convention & Visitors Bureau ,  
641-684-4303

## WELCOME TO THE CORNBELT COW-CALF CONFERENCE!

The Cornbelt Cow-Calf Conference is one of the longest running and most successful conferences of its type in the Midwest. For over forty years, the conference has provided an opportunity for producers, researchers, and over 70 industry representatives to come together to explore current topics and issues. This concentrated one-day conference focuses on management and production practices that contribute to making the cow-calf business profitable and competitive on a long-term basis.

### WHY HAVE THE CONFERENCE?

The beef industry is at a major crossroads. Production costs have escalated significantly over the past several years—challenging beef producers to address higher feed inputs, land costs, and operating expenses in order to remain cost competitive. The southern Iowa and northern Missouri area has the resources and the opportunity to again take a prominent place in the beef industry. The Cornbelt Cow-Calf Conference provides the forum for all segments of cattle production to address these issues, discuss new technology, and provide vision for the future of the cattle industry. The event is open to all persons interested in beef production without regard to race, color, sex or national origin.

### STEERING COMMITTEE

|                |                 |              |
|----------------|-----------------|--------------|
| B. J. Boender  | Pat Larkin      | Joe Sellers  |
| Dan Delaney    | Byron Leu       | Dave Skubal  |
| Dave Eberhardt | Dr. Greg Mobley | Marcus Smith |
| Craig Foster   | Dan Pidgeon     | Neric Smith  |
| Mike Gibbs     | Roman Schooley  | Don Swanson  |
| Dr. Gene Hoy   | Rick Schultz    | Bryan Thill  |
| Steve Kisling  | Allan Seim      | Dale Watson  |
|                | Bob Wells       |              |

### CONFERENCE COMMITTEE

|               |                  |              |
|---------------|------------------|--------------|
| Steve Banyas  | Tony Latcham     | Joe Sellers  |
| Mike Buchanan | Byron Leu        | Neric Smith  |
| Brian Dunn    | Darrell Limkeman | Don Swanson  |
| Chris Greiner | Greg Milani      | Dale Uehling |
| Kevin Heffron | Holly Padgett    | Jon Walraven |
| Tom Larkin    | Nicole Pasqual   | Bob Wells    |
|               | Allan Seim       |              |

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Cornbelt Cow-Calf Conference  
Ottumwa Area Chamber of Commerce  
P.O. Box 308, Ottumwa, Iowa 52501



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## FORTY-FIRST ANNUAL

# Cornbelt



# Cow-Calf Conference

**Saturday, January 21, 2012**  
**8:00 a.m. – 4:00 p.m.**  
**Bridge View Center**  
**102 Church Street**  
**Ottumwa, Iowa**

*Directions: Exit onto Church Street from Highway 34/63. The Bridge View Center is located one block north toward the downtown area.*

# Program



## 9:00 - 11:40 Morning Session

### Welcome & General Comments

*Auditorium*

### Maintaining Competitiveness with Today's High Corn Prices

- Dr. Derrell Peel  
Oklahoma State University  
*Auditorium*

### Strategies for Renewed Forage Production

- Dr. Bruce Anderson  
University of Nebraska  
*Auditorium*

### Breakout Session #1

*Attendees can choose one of the following:*

### Successful Forage - Seeding Methods

- Dr. Bruce Anderson  
University of Nebraska  
*Auditorium*

### The Current Economic Climate of the Cattle Industry

- Dr. Derrell Peel  
Oklahoma State University  
*Breakout Room*

### Applied Approaches to Cow Efficiency

- Art Brownlee  
JHL Ranch  
Ashby, NE  
*Breakout Room*

### Selection for Efficiency

- Nick Hammett  
Circle A Angus Ranch  
Ashland, MO  
*Breakout Room*

## 11:40-1:30 Lunch and Exhibit Viewing

### Sustainable Production and Distribution of Bioenergy

- Dr. Chad Hart
- Bob Wells  
Iowa State University  
*Exhibit Area*

## 1:30 – 3:00 Afternoon Session

### Corn-fed Comedy—Iowa Style

- Ed Vos  
Sponsor: John Deere Ottumwa Works  
*Auditorium*

### Using Genetics to Get More Efficient

- Dr. Bob Weaber  
Kansas State University  
*Auditorium*

## 3:05 - 3:50 – Breakout Session 2

*Attendees can choose one of the following:*

### Practical Steps to Achieving Improved Production Efficiency

- Dr. Bob Weaber  
Kansas State University  
*Auditorium*

### Applied Approaches to Cow Efficiency

- Art Brownlee  
JHL Ranch  
Ashby, NE  
*Breakout Room*

### Selection for Efficiency

- Nick Hammett  
Circle A Angus Ranch  
Ashland, MO  
*Breakout Room*



**Admission charge: \$15.00 per person**—includes lunch and a copy of the conference proceedings. No pre-registration is required.

Financial support for the 2012 Cornbelt Cow-Calf Conference was provided in part by:

**Iowa Beef Center  
John Deere Ottumwa Works  
Iowa State University Extension  
Farm Credit Services of America  
Iowa Forage and Grassland Council  
Southern Iowa Forages and Livestock Committee**

# Speakers



**Dr. Derrell Peel:** Professor and Extension Marketing Specialist at Oklahoma State Univ. Program emphasis includes market outlook and risk management education, with particular focus on the international livestock and meat industry.



**Dr. Bruce Anderson:** Professor of Agronomy and Ext. Forage Specialist at the Univ. of Nebraska. Ext. and research emphasis focuses on pasture utilization, alfalfa production, and forage quality. Nationally recognized as an authority in forage production and forage-livestock systems.



**Ed Vos:** Vos, an Iowa farm kid, has spread his corn-fed comedy around the world for over a decade. Ed began his career writing, producing, and appearing in comedy segments in the Armed Forces Radio and TV Network. Ed performs at comedy clubs, the college circuit, and corporate events.



**Dr. Bob Weaber:** Cow-calf Ext. Specialist at Kansas State University. Program emphasis focuses on genetic selection tools, performance data collection, and crossbreeding systems. Currently involved in genetics and genomics research of feed efficiency. Active in the BIF, National Beef Cattle Evaluation Consortium, and NCBA.