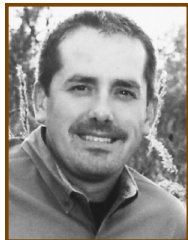


# Speakers



**Ryan Drollette:** ISUEO Farm Management Field Specialist, B.S., M.S., Utah State Univ. Background in dairy and livestock economics. Programs focus on land values, cost of production, and risk management in all forms.



**Tony Latcham:** Son Risk Management / Russell Consulting Financial Consultant and Keokuk Co. cow calf producer. B.S. Iowa State Univ. with emphasis in Finance. Work includes risk management strategies for producers, focusing on financial analysis, market advice, and crop/livestock insurance.



## CONFERENCE INFORMATION

For conference information, contact one of the following representatives:

### General Information:

Marion Co. Extension., 641-842-2014

### Exhibit Information:

Tony Latcham, 641-799-1779

### Program Information:

Patrick Wall, 515-450-7665  
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

John Crall	Byron Leu	Marcus Smith
Dan Delaney	Mark Moore	Neric Smith
Dave Eberhardt	Dan Pidgeon	Joe Sellers
Mike Gibbs	Cale Plowman	Don Swanson
Dr. Gene Hoy	Roman Schooley	Patrick Wall
Marlin Korthaus	Duane Steenhoek	Dale Watson
Pat Larkin	Stephanie Sexton	Dan Wichhart

### CONFERENCE COMMITTEE

Steve Banyas	Tom Larkin	Joe Sellers
Mike Buchanan	Tony Latcham	Neric Smith
Shaun Fritchey	Byron Leu	Don Swanson
Chris Greiner	Darrell Limkeman	Dale Uehling
Kevin Heffron	Greg Milani	Patrick Wall
Tyler Hofstatter	Holly Padgett	Jon Walraven

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



## FORTY-THIRD ANNUAL

# Cornbelt



# Cow-Calf Conference

**Saturday, January 18, 2014**

**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*



## Speakers



**Dave Robison:** Forage and Cover Crop Mgr., Legacy Seeds, Inc., Winona, Ind. B.S., Purdue Univ. Internationally recognized speaker and writer on the value of improved forages and cover crops on profit potential. Owner/author of [www.plantcovercrops.com](http://www.plantcovercrops.com)



**Lee Leachman:** Manager of Leachman Cattle of Colorado LLC. Markets Angus, Red Angus & unique Composite bulls throughout the United States. Has developed a \$Profit Index aimed at measuring true dollar generation of sires under various management conditions.



**Dr. Brian Huedepohl:** Veterinary Medical Center, Williamsburg, IA. DVM, Iowa State Univ, B.A., Concordia Univ. Works primarily with beef cow-calf and feedlot operations. Particular interest in heifer development, ultrasound and embryo transfer.

## Program

### 9:30 - 11:30 Morning Session

#### Welcome & General Comments

*Auditorium*

#### Using Cover Crops to Boost Profitability in Your Operation

- Dave Robison  
Legacy Seeds, Inc.  
*Auditorium*

#### Are Your Cows Profitable?

- Lee Leachman  
Leachman Cattle of Colorado LLC  
*Auditorium*

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

### 1:30—2:15 Afternoon Session

#### Successful Heifer Development

- Dr. Brian Huedepohl  
Williamsburg, IA Vet Clinic  
*Auditorium*



### 2:15-3:00—Breakout Session #1

*Attendees can choose one of the following:*

#### Baleage—Making & Utilizing Higher Quality Hay

Panel Discussion:

- Dave Robison, Legacy Seeds, Inc.
- Dr. Patrick Gunn, ISU
- Jeremy Erdmann, JDOW  
*Breakout Room*

#### Controlling Costs to Improve Profit Potential

- Jim Werner, Diagonal, IA  
*Breakout Room*

#### Cow-Share Agreements: Starting or Expanding a Cow Herd

- Patrick Wall, ISUEO  
*Breakout Room*

#### Managing Risk Alternatives

Panel Discussion:

- Ryan Drollette, ISUEO
- Tony Latcham, Son Risk Mgt.  
*Breakout Room*

### 3:05-3:50 – Breakout Session #2

**All Four Breakout Sessions will be repeated at the listed locations**



## Speakers



**Dr. Patrick Gunn:** Asst. Professor, Cow-calf Ext. Specialist at Iowa State Univ. PhD., Purdue Univ. Program emphasis focuses on reproductive efficiency, estrus synchronization protocols, and cow-calf nutrition.



**Jeremy Erdmann:** Senior Design Engineer for John Deere Hay and Forage Platform. World-wide experience specific to mowing and baling practices. Davis Co. cow-calf producer, commercial hay marketer, and user of alternative feeds available for small producers.



**Jim Werner:** Operates Werner Family Angus in Diagonal, IA. Three generation family operation focuses on a breeding program involving high-end genetic selection, extended grazing management and a feed efficiency evaluation center.



**Patrick Wall:** ISUEO Area Beef Field Specialist. B.S., M.S., Iowa State Univ. Career emphasis focuses on genetic selection, performance evaluation, plus ultrasound technology and carcass merit. As the newest member to the beef group, particular focus will be placed on opportunities for new producers.

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

Financial support for the 2014 Cornbelt Cow-Calf Conference provided in part by:

**John Deere Ottumwa Works  
Iowa Beef Center  
Iowa State University Extension  
Southern Iowa Forages and Livestock Committee**