

**“Beef & Basketball”**  
**New Technologies & Information for the Cattle Business**

**Jan. 28**

**ISU Alumni Center in Ames**

**(Just SW of Hilton Coliseum)**

**Agenda**

- 8:30-9:00 Registration (420 Beach Ave. South of CY Stephens Auditorium)
- 9:00-9:15 Welcome & introductions, Joe Sellers, ISU Extension Beef Specialist
- 9:15-10:00 “Managing High Sulfur Diets”  
Dr. Stephanie Hansen, Iowa State University Animal Science Department
- 10:00-10:45 “Challenging BRD Treatment Paradigm”  
Dr. J.P. Pollreisz, Pfizer Animal Health Technical Services
- 10:45-11:30 “Winning By a Nose”  
Dr. J.P. Pollreisz
- 11:30-12:20 Lunch catered by Hickory Park
- 12:45-3:00 ISU Men’s Basketball vs. Kansas Jayhawks, Hilton Coliseum

Meeting sponsored by Pfizer Animal Health, the Iowa Beef Center, ISU Extension and Outreach, and the Iowa Cattlemen’s Association.

**Preregistration is required.** Limited availability – please RSVP with your local Pfizer Animal Health Beef Rep or contact the Iowa Beef Center (Joe Sellers at 641-203-1270 or Dr. Dan Loy at 515-294-1058).

Fee is \$15 per person, includes meeting, lunch and a ticket to the basketball game. There may be a limit of two tickets per operation, depending on registration numbers.