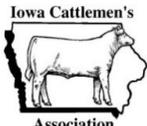


# Feedlot Forum 2020



**Tuesday, January 14, 2020 | 8:30 a.m. — 3:15 p.m.**  
**Terrace View Event Center - Sioux Center**

• **Cattle Marketing: Meeting Today's Challenges & Expectations** •

8:30 a.m.	<b>Registration, Refreshments and View Trade Show</b>	12:00 p.m.	<b>Lunch &amp; Visit with Trade Show Exhibitors</b>
9:30 a.m.	<b>Welcome and Introductions</b> <b>Craig Moss</b> , <i>NW Regional Vice President</i> Iowa Cattlemen's Association	1:30 p.m.	<b>NCBA's Role in Marketing Issues</b> <b>Colin Woodall</b> , <i>CEO</i> National Cattlemen's Beef Association
9:45 a.m.	<b>Iowa Beef Industry Council Efforts to Increase Consumer Demand</b> <b>Chris Freland</b> , <i>Executive Director</i> Iowa Beef Industry Council	2:15 p.m.	<b>Herd Expansion Ends, What's Next?</b> <b>Andrew Gottschalk</b> , <i>Senior Vice President</i> R.J. O'Brien and Associates and <i>President</i> , HedgersEdge.com LLC
10:07 a.m.	<b>Iowa Cattlemen's Association Efforts to Maintain Market Access</b> <b>Matt Deppe</b> , <i>CEO</i> Iowa Cattlemen's Association	3:15 p.m.	<b>Adjourn</b>
10:30 a.m.	<b>Customer Expectations of Today</b> <b>Kim Stackhouse-Lawson</b> , <i>Ph.D.</i> <i>Director of Sustainability</i> JBS USA	 <p><b>Brought to you by:</b>                      Sioux County Cattlemen's Association                      Lyon County Cattlemen's Association                      Plymouth County Cattlemen's Association  <b>IOWA STATE UNIVERSITY</b>                      Extension and Outreach  <b>Iowa Beef Center</b></p>	
11:15 a.m.	<b>International Customer Expectations and Your Checkoff</b> <b>Greg Hanes</b> , <i>CEO</i> Cattlemen's Beef Board	<p><small>Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, color, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran, or other protected classes. (Not all prohibited bases apply to all programs.) Inquiries regarding non-discrimination policies may be directed to the Diversity Advisor, 2150 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, 515-294-1482, extdiversity@iastate.edu. All other inquiries may be directed to 800-262-3804.</small></p>	

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Sioux County  
400 Central Ave. NW, Suite 700  
Orange City IA 51041

Checks payable to:  
ISU Extension and Outreach  
Sioux County

For more information, contact **Beth Doran**, ISU Extension and Outreach Beef Program Specialist, at 712-737-4230 or [doranb@iastate.edu](mailto:doranb@iastate.edu)

## Feedlot Forum 2020: Registration Form

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is a check for \_\_\_\_\_ (no. of registrations) x \$25 each = \$ \_\_\_\_\_  
Student fee is \_\_\_\_\_ (no. of registrations) x \$10 each = \$ \_\_\_\_\_

The fees for service will be used to off-set direct expenses and to support future ISU Extension and Outreach Beef Programs.