

Missouri Cattlemen's Association News

For Immediate Release

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Succeed During Challenging Times at the 2008 Missouri Cattle Industry Trade Show and Convention

(Columbia, MO) – Calling all cattlemen! You don't want to miss the opportunity to see the best the cattle industry has to offer! Plan to attend the 2008 Missouri Cattle Industry Convention & Trade Show. This year's convention has been redesigned and condensed into a two day event in order to be more time efficient and economical for everyone. The schedule is packed with a full range of activities designed for cattlemen, women and youth from all parts of the state and all types of production. It's all at the 2008 Missouri Cattle Industry Convention & Trade Show, December 12 and 13 at the University Plaza Hotel and Springfield Expo Center in Springfield, Missouri.

One highlight of the convention is the annual Pfizer Cattlemen's College, which begins at 8 a.m. on Friday, December 12. This year's Cattlemen's College will cover a variety of issues facing producers today, with presentations on: Alternative Energy, Alternative Feed Sources, "Veterinarians as an investment, not an expense," and "Producing Cattle to Fit Industry Needs."

The new one-day trade show is sure to have something for everyone. With companies displaying the latest innovations in genetics, pharmaceuticals, nutrition, record keeping, marketing, equipment, and much more, all attendees will be learn how to succeed. The trade show will be held on Saturday from 10:00 a.m. to 5:00 p.m. at the Springfield Expo Center. Also on Saturday, the Springfield Expo Center will be the home to many educational programs and demonstrations, the MCA Junior Point System Awards Presentation, the Saturday luncheon, Missouri CattleWomen's Beef Idol competition and the silent auction.

The annual business meeting of the Missouri Cattlemen's Association will also take place Saturday morning in the Expo. 2008 has already proved to be a year of tremendous challenges to the beef industry in Missouri and across the country. It is our goal to address these issues and work together towards making our industry prosper. Many important issues are on tap for discussion during the annual meeting, including the election of producer leadership for the coming year. The annual meeting gives all members of the Missouri Cattlemen's Association an opportunity to help shape the 2009 policy for the association.

Evening events, including the Friday's Cattlemen's Prime Rib Dinner and Foundation Auction and Saturday's Cattlemen's Awards Banquet, will draw hundreds of cattlemen and women from around the state. During the Awards Banquet, the Cattleman of the Year, CattleWoman of the Year, Industry Award Winner, Pioneer Award Winner, and Award for Excellence Winner will be announced as well as the 2009 Beef Ambassador and the 2009 Beef Queen.

The Missouri Cattle Industry Convention and Trade Show is presented by the Missouri Cattlemen's Association, Missouri's Cattlemen Foundation, Missouri CattleWomen, Missouri Beef Industry Council, Mizzou Collegiate CattleWomen and Missouri Junior Cattlemen's Association.

For registration or more information about the Convention call the MCA at (573) 499-9162 or visit www.mocattle.com.

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