



December 4, 2009: MCA Annual Convention and Trade Show

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Upcoming Events & Meetings

St. Clair County
Dec. 5, 4:30 p.m.
Assembly of God Church
Osceola, Mo.

Macon County
Dec. 7, 6:30 p.m.

New MCF Web site

Be sure to check out the new Missouri's Cattlemen Foundation Web site!

www.mocattlemenfoundation.org

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Dec. 11 & 12

University Plaza Hotel/Springfield Expo Center - Springfield, Mo.

For a schedule of events, visit www.mocattle.com.

See below for information on the Mellor Trailer partnership information.

We are now accepting recommendations for award recipients-

- Candidates for officers and Regional VP's for 1,3,5, and 7.
 - Regional VP's for 1 (Steve Kreuger), 5 (Gary Copenhaver) and 7 (Ben Fizette) are eligible for re-election to finish out their two year terms.
- 2nd Vice President

All nominees should be turned into the office by Nov. 30

We are now accepting donations for the MCF live auction on Friday evening and the PAC silent auction during the trade show on

Lolli Livestock Market Macon,
Mo.

Bates County

Dec. 8, 7 p.m.

MO-Kan Livestock Market,
Passaic, Mo.

Gentry County

Dec. 9, 6:30 p.m.

Community Center
Stanberry, Mo.

Monroe County

Dec. 9, 6:30 p.m.

HS Ag Building
Paris, Mo.

Polk County

Dec. 10, 7 p.m.

Smith's Restaurant

**MCA Convention and
Trade Show**

Dec. 11 & 12

University Plaza
Hotel/Springfield Expo Center
Springfield, Mo.

MCA Board Meeting

Dec. 11, 12 to 2:30 p.m.

University Plaza Hotel
Springfield, Mo.

MCA Annual Meeting

Dec. 12, 8 to 10 a.m.

University Plaza Hotel Expo
Center
Springfield, Mo.

Saturday.

2009 Awards for Excellence Program

Grand Prize: Portable Scales

Donated by MFA Inc. and Tru-Test.

The grand prize will be awarded to 2009's most outstanding county organization from the Missouri Cattlemen's Association during the Missouri Cattlemen's Association Annual Convention & Trade Show in Springfield on December 12th.

Contact the MCA office for more details at (573)499-9162.

Attention 2009 Top Hand Recruiters!

MFA is giving away a Mira Fount Waterer to one top hand recruiter! The drawing will take place during Convention and the prize will be awarded during the Awards Banquet on Saturday night.

Missouri Cattlemen's Association would like to thank MFA Inc. and Tru-Test, two long-time supporters of MCA.

Your continued support is greatly appreciated.

Thank you MFA & Tru-Test!

County affiliates may go online to print off Awards for Excellence forms. These forms are due by Dec. 1.

Pre-Registration Brochures are also available online.

Remember that members must be pre-registered to be eligible to win the one-year use of an Elite Trailer from Mellor Trailers in Boonville. See below for more information.

Cattlemen's College

- **8 to 11 a.m. on Friday, Dec. 11**
- **BVD-PI Workship - Dr. Linda Hickam, MDA**
- **International Trade - Gregg Dowd**
- **Market Outlook/Cattle Fax Update - Randy Blach**

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University Plaza Hotel/Springfield Expo Center - Springfield, Mo.

Trade Show Exhibitors

- Accu-Steel
- ADM Alliance Nutrition
- Alpharma
- American Angus Association
- American Maine-Anjou Association
- Apex Financial
- Bayer Animal Health
- Boehringer Ingelheim Vetmedica, Inc.
- Cattle Stats, LLC
- Circle A Angus Ranch
- Central Life Sciences

**Young Cattlemen's
Conference**

Feb. 23 & 24

MCA Headquarters

Columbia, Mo.

[Join Our Mailing List!](#)

- Elanco Animal Health
- FCS Financial
- Helfter Feeds, Inc.
- Hitch Feeders
- Hoop Beef Systems, LLC
- Giant Rubber Water Tanks
- Global Animal Management
- Green's Welding & Trailer Sales
- Idexx Laboratories
- Intervet/Schering Plough Animal Health
- Joplin Regional Stockyards
- Larson Farm & Lawn
- Merial
- MFA, Inc.
- The Midwest Cattlemen/The Word's Out
- Missouri Department of Ag-Animal Health
- Missouri Department of Conservation
- Missouri Ag Small Business Development Authority
- Missouri State Fair
- MultiMix-USA, Inc.
- Nemo Feed
- New Generation Feeds
- Norbrook, Inc.
- Novartis Animal Health
- Ozark Farm & Neighbor
- Pennington Seed
- Pfizer Animal Health
- Prairie Pride, Inc.
- Pioneer Hi-bred International, Inc.
- Quality Liquid Feeds, Inc.
- Quick Covered Buildings
- Ragland Mills, Inc.
- Ralco Nutrition
- Soil Works, LLC
- Stockade Brands, Inc.
- T & B Welding & Trailers, LLC
- Triple C, Inc.
- University of MO Extension-Commercial Ag Program
- University of Missouri - Food Defense Grant
- United Producers, Inc.
- USDA-Missouri Ag Statistics
- US Premium Beef
- Walco International
- Yungwirth & Forck

Convention Sponsors

- Alltech
- Benton County Cattlemen's Association
- Circle A Angus Ranch
- FCS Financial
- Hoop Beef Systems, LLC
- IDEXX Laboratories

- MFA, Inc.
- Missouri Beef Industry Council
- Missouri Corn Merchandising Council
- Missouri Soybean Association
- Missouri Wine & Grape Program
- Pfizer Animal Health
- Tru-Test
- U.S. Premium Beef

MCA Livestock Market Partners

- United Producers, Maryville
- Farmers Livestock Auction, Boonville
- Central Missouri Sales Company, Sedalia
- Green City Livestock Market
- Callaway Livestock Center, Kingdom City
- Eastern Missouri Commission Company, Bowling Green
- Joplin Regional Stockyards
- Springfield Livestock Marketing Center
- MO-Kan Livestock Market
- St. Joseph Stockyards
- Kingsville Livestock Market
- South Central Regional Stockyards, Vienna
- F&T Livestock Market, Palmyra
- Buffalo Livestock Market
- Livestock Marketing Association
- Windsor Livestock
- Unionville Livestock Market

Special Thanks to:

Convention Committee

- Lonny Duckworth
- Rose Massengill
- Dennis Meyer
- Teresa Carlson
- Thomas D. Kent
- Steve Willard
- Jimmy Long
- Jim McCann
- Glen Waters
- Lynda Blades
- Howard Hardecke
- Josh Worthington

Special Convention Help

- Mickey & Eugene Buxton
- Virginia & Dale Watson
- Amy Bellis
- Josh Worthington
- Craig Payne

- Mizzou Collegiate CattleWomen
- MJCA Board of Directors

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Dec. 11 & 12

University Plaza Hotel/Springfield Expo Center - Springfield, Mo.

Friday, December 11

6:00 a.m. - 6:30 p.m. « Registration at Hotel
 7:00 - 8:00 a.m. « Council Meetings & Breakfast
 Cow/Calf -Colorado A
 Seedstock Council - Colorado B
 Feeder/Backgrounder Council - Texas
 8:00 - 11:00 a.m. « Cattlemen's College - Kansas/Oklahoma
 9:30 - 10:30 a.m. « CattleWomen Executive Committee Meeting -John Q
 10:30 a.m. - 1:00 p.m. « CattleWomen Board Meeting - John Q
 11:00 a.m. - 12:00 p.m. « Lunch - Illinois/Colorado
 12:00 - 2:30 p.m. « MCA Board Meeting - Kansas/Oklahoma
 2:00 - 4:00 p.m. « CattleWomen programs - John Q
 3:00 - 5:30 p.m. « Legislative Update/Policy & Resolutions - Kansas
 6:00 p.m. « Doors open for Cattlemen's Dinner social hour
 and viewing of auction items - Illinois/Colorado
 7:00 p.m. « Cattlemen's Dinner and Foundation Auction
 Speaker: Steve Willard, MCA President
 Top Hand Awards Presentation

Saturday, December 12

6:30 a.m. - 6:00 p.m. « Registration at Expo Center
 7:00 - 8:00 a.m. « MCA Past President's Breakfast - Texas
 7:30 a.m. « CattleWomen Annual Meeting & Breakfast - Oklahoma
 8:00 - 10:00 a.m. « MCA Annual Meeting - Expo C
 9:00 a.m. - 5:00 p.m. « Trade Show Open - Expo A & B
 9:00 a.m. « Beef Ambassador & Beef Queen Contests begin - Expo
 10:00 a.m. - 3:30 p.m. « Silent Auction - Expo
 10:00 a.m. « Junior Cattlemen's Workshop - Expo
 11:00 a.m. « MCA Junior Point System Awards Presentation - Expo Stage
 12:00 noon « Trade Show Lunch - Expo
 1:00 p.m. « Beef Ambassador & Beef Queen Contests continue
 2:00 p.m. « Cattlemen's Jeopardy-Sponsored by Alharma - Expo Stage
 3:00 p.m. « Foundation/PAC Bull Auction - Expo Stage
 6:00 p.m. « Cattlemen's Awards Banquet - Arizona/Georgia/Iowa
 Beef Ambassador Contest Results
 Beef Queen Coronation
 Foundation Scholarship Presentations
 Award Presentations
 Presentation of New Officers
 Awards for Excellence Announcement
 9:00 - 11:00 p.m. « President's Reception - Arkansas



Members to receive discount with Mellor Trailers

Mellor Trailers in Booneville, Mo. is offering a discount to all Missouri Cattlemen's Association members (with proof of membership). Membership forms are available at the time of sale.

Discounts include:

10% discount off parts and accessories

\$100.00 off trailer purchases **upto \$5000.00**

\$200.00 off trailer purchases **from \$5000.00 to \$10,000.00**

\$300.00 off trailer purchases **from \$10,000.00 to \$15,000.00**

\$400.00 off trailer purchases **from \$15,000.00 to \$20,000.00**

\$500.00 off trailer purchases **from \$20,000.00 and up**

Discounts may not apply to certain items already discounted or on promotions. Please call for details.

PLUS! In conjunction with Elite Trailers and Mellor Trailers, MCA is rewarding one member with the free use of an Elite trailer (as shown above) for one year, which will be given at the Missouri Cattle Industry Convention and Trade show. To be eligible for this reward, an MCA member must pre-register for the MCA Convention and Trade Show. Furthermore, the member must be present at the convention awards banquet to win.

Mellor Trailer Sales

1550 West Ashley Road
Boonville, Missouri 65233
877-882-8433

Open Monday -Saturday
7:30 am - 5:30 pm

I-70 Exit #101 and
1 mile north on Hwy 5

For more information, contact MCA at (573)499-9162 or at cattleinfo@mocattle.com.



Checking in on the Checkoff



The Missouri Beef Industry Council has supplied over 200 Missouri grocery stores with Holiday Point of Purchase Materials

If your local grocery store or meat shop would like posters or brochures promoting a beef roast for the holidays, contact us at dawn@mobeef.com

Press Release: General Information

The 2009 Missouri Cattle Industry Convention and Trade Show brings cattlemen and women together

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 42nd Annual Missouri Cattle Industry Convention and Trade Show. The two-day schedule is packed with a full range of activities designed for cattlemen, cattlemwomen and youth from all parts of the state and all types of production. It's all at the 2009 Missouri Cattle Industry Convention and Trade Show, Dec. 11 and 12 at the University Plaza Hotel and Expo Center in Springfield, Mo.

Cattlemen's College will kick off at 8 a.m. Friday. The program includes a BVD-PI workshop, a discussion on International Trade and a Market Outlook/Cattle Fax Update.

The one-day trade show will be open from 9 a.m. to 5 p.m. and is sure to spark the interests of all who enter. A wide range of companies will be present, displaying the latest innovations ranging from genetics and nutrition to equipment and record keeping. The Expo Center will house many programs and demonstrations, the MJCA point system awards presentation, the Saturday luncheon and the silent auction.

MCA's annual business meeting will also be Saturday morning in the Expo Center. 2009 has already proved be a year of unity during tremendous challenges to the beef industry in Missouri and across the country. It is our goal to address any issues and to 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 an opportunity to shape the 2010 policy for Missouri Cattlemen's Association.

The first-ever Foundation/PAC Bull Auction will be at 3p.m. Saturday. Donors have given a live animal, buyer's choice or credit in their respective production sales. Proceeds of this auction will benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee, and Missouri's Junior Cattlemen.

Evening events include Friday's Cattlemen's Prime Rib Dinner and Foundation Auction and Saturday's Cattlemen's Awards Banquet. These events are sure to

draw hundreds of cattlemen and women from around the state. During the Awards Banquet, the Cattleman and CattleWoman of the Year, Industry Award winner, Pioneer Award Winner and the Award for Excellence Winner will be announced. The scholarship recipients, Beef Ambassador and Beef Queen will also be named.

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

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

Press Release: Foundation/PAC Bull Auction

Missouri Cattlemen's Association to host first-ever Foundation/PAC Bull Auction

The Missouri Cattleman's Association will hold a fundraising Bull Auction at their annual Missouri Cattle Industry Convention and Trade Show on Dec. 11 & 12, 2009. The proceeds of this auction will go toward the funding of three MCA programs: Missouri's Cattlemen Foundation, Missouri Cattlemen's Association's Political Action Committee (PAC) fund, and the Missouri Junior Cattlemen's Association.

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The following donors have graciously given a live animal, buyer's choice or credit in their respective production sales.

- Fox Run Farms
- Circle A Ranch
- Mead Farms
- Weiker Angus Ranch
- Reynolds Herefords
- Glengrove Farm
- Sydenstricker Genetics
- Wright Charolais
- Briarwood Angus Farms
- Grindstone Creek Farms

The lots will be sold randomly at the benefit auction. Each donor's offering will be displayed in a three-ring binder during the convention and will contain all necessary information, including descriptions of the farm or ranch and of lot itself.

Settlements between buyer and seller must be made immediately following the sale. The winning bidder of each lot will receive a certificate signifying the value of the offering. That certificate must be taken to the donor's production sale and presented prior to purchasing. The value of the certificate will be used towards the purchase.

MCA would like to thank all the donors for their commitment to the Missouri Cattlemen's Association, Missouri's Cattlemen Foundation and the beef industry at this inaugural event. Also, MCA encourages anyone in need of a bull to support all members of the agriculture and beef industries by participating in this sale and purchasing a lot.

Please contact us by phone, (573) 499-9162, if you have any questions about

the Missouri Cattlemen's Association Bull Sale.

Press Release: Cattlemen's College

Cattlemen's College sure to further members' knowledge of beef industry

Cattlemen's College is scheduled for Friday, Dec. 11 from 8 to 11 a.m at the 42nd annual Missouri Cattlemen's Convention and Trade Show. A lunch is included and will immediately follow Cattlemen's College.

The program includes three sessions: BVD-PI Workshop with Dan Givens, International Trade with Gregg Doud and Market Outlook/Cattle Fax Update with Randy Blach. These sessions allow our members to further their knowledge of different aspects of the beef industry.

Dan Givens: BVD-PI Workshop

Dan Givens is a professor at Auburn University's College of Veterinary Medicine, where he attained his DVM degree in 1994 and a Ph.D in 1996. He then achieved board certification in the American College of Veterinary Microbiologists (virology subspecialty) while performing NIH-funded, post-doctoral research.

Since 2000 Dr. Givens' efforts in applied research regarding infectious diseases that affect reproduction of cattle have resulted in more than 40 peer-reviewed manuscripts, four book chapters and two international patents. Simultaneously, for his classroom lectures in basic sciences and clinical instruction in the large animal teaching hospital, Dr. Givens received the Norden Distinguished Teacher Award in 2004 and a Student Government Association Outstanding Teacher Award in 2007.

Gregg Doud: International Trade

As the chief economist for the National Cattlemen's Beef Association (NCBA), Gregg Doud manages top-level economic and international trade policy issues for the beef industry in Washington, D.C. In NCBA's Government Affairs office, Doud works closely with legislative and regulatory staff, media representatives, industry groups, and cattle producers to explain and influence the outcome of beef industry economics, trade and marketing issues.

Doud is a member of U.S. Department of Agriculture's Agriculture Trade Advisory Committee (ATAC), providing input during trade agreement and WTO negotiations. He also co-staffs the policy division of the NCBA International Markets Committee and serves as an industry spokesperson on economic and international trade issues for local, national and international media outlets.

Doud was raised on a dry-land wheat, grain sorghum, swine and cow-calf operation in North-Central Kansas. His previous agricultural experience has been with the U.S. Wheat Associates, World Perspectives, Inc., ADM-Agri, LLC and the American Soybean Association. Doud graduated from Kansas State University with a B.S. in Animal Science and an M.S. in Agricultural Economics. He and his wife reside with their two children in Annapolis, Maryland.

Randy Blach: Cattle-Fax Update

Randy Blach is CEO of Cattle-Fax, an organization focused on helping member cattle producers make more profitable marketing and management decisions. Cattle-Fax is the cattle and beef industry leader on timely market information, analyses and research.

Blach came to Cattle-Fax in 1981 and served as director of market analysis for 15 years and accepted his current role in 2001. During this time, he has been a keynote speaker at hundreds of cattle and beef industry conventions, meetings and seminars.

A Colorado native, Blach and his family remain actively involved in cattle ranching with cow/calf, stocker and finished cattle. He was raised on his family's ranch in Yuma, Colo., and graduated from Colorado State University with a degree in animal science. Blach received the Honor Alumni award from its College of Agricultural Sciences in 2004.

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The Missouri Cattlemen's Association was initiated in 1911 and is dedicated to improving viability of Missouri's beef industry. MCA serves as the voice of Missouri's 65,000 beef producers. Contact MCA at 573-499-9162 or at www.mocattle.com.



Visit Missouri Farmer Today!

LAST CHANCE to take advantage of this exciting IRA opportunity!

Are you 70 1/2 or older? Do you know someone who is 70 1/2 or older? Do you or they own an IRA or other tax qualified asset? Time is running out!

You only have until December 31, 2009 to make the most tax efficient donation to the Missouri Cattlemen Foundation that the IRS has probably ever allowed.

You will probably never have this chance again to help to children of Missouri with the help of the IRS. Yes, the IRS will help you contribute to the foundation.

Call your tax preparer and call our partners at APEX Financial LLC to find out if you qualify for this exciting opportunity. Call 800-843-9429 or 573-876-6011 and tell them you want to talk about a Missouri Cattlemen Foundation Contribution.

Remember time is running out! You have until December 31 to take advantage of this opportunity.

Save your Ralgro Wheels

Wheels for Bucks: Turn those empty wheels into cash!

For every 10 empty wheels (or every 5 empty Magnum Strips) received, Schering Plough will donate a full wheel of Ralgro! These full wheels will be auctioned off Friday evening, Dec. 12 during the Cattlemen's Foundation Fund-Raising Auction.

The proceeds will be split equally between the MCF Scholarship Fund to assist young people achieve a higher education and leadership and youth development activities supported by the Missouri Cattlemen's Association.

So get with your neighbors and start saving those wheels NOW!!!
Get them to the Cattle Industry Headquarters or bring them with you to the Convention! Just don't forget to turn them in!

Member Discounts

Central Missouri Feed and Supply is partnering with Missouri Cattlemen's Association to offer a 5 percent discount to all MCA members when they purchase electronic fence supplies. Plus, every time that 5 percent discount is used, another 5 percent goes to MCA.

For more information, contact Brian Lease, owner of Central Missouri Feed and Supply.

2707 W Rt. F
Clark, MO 65243

(573) 641-5639
(800) 641-5629

threbarl@socket.net

Norbrook Inc.

December 1, 2009 through June 1, 2010

- New members of MCA will receive One 100ml unit of Noromycin 300 LA - \$15 Value
- Any MCA member that recruits three new MCA members will receive One 250ml unit of Noromycin 300 LA - \$35 Value
- First 500 MCA members that renew their MCA membership will receive One 100ml unit of Noromectin Plus - \$40 Value

For more information, contact Robert Barron, manager of MCA partnership for Norbrook Inc.
9733 Loiret Blvd
Lenexa KS 66219
(314) 805-4692
robertbarron@charter.net

As always, MCA Membership is the key to the success of the organization. Without producers who back our association our voice is not as strong. Ask your friend, neighbor and fellow cattlemen to join the thousands of cattlemen in supporting the Missouri Cattlemen's Association.

For more industry news visit:

[Missouri Cattlemen's Association Website](#)

[Missouri's Cattlemen Foundation Website](#)

[Missouri Beef Industry Council Website](#)

[National Cattlemen's Beef Association Website](#)

[Missouri Department of Agriculture Website](#)

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Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter?

If so, please contact Kaity Kerwin at (573) 499-9162 (Ext. 233) or kaity@mocattle.com.