

**Space is limited —  
reserve your spot today!**

To register, call Marilyn Conley at  
800-225-2333, fax a completed  
registration form to 330-345-0808,  
or tear off the form and mail it  
with payment to:

Certified Angus Beef LLC  
206 Riffel Rd.  
Wooster, OH 44691-8588

This form may be duplicated  
for additional attendees.

**Past attendees have given  
the Feeding Quality Forum  
high marks:**

“The forum was outstanding  
with topics covering  
everything from nutrition to  
packing plant technologies.  
The sessions address  
issues important to today’s  
cattle industry. I would definitely  
recommend Feeding Quality Forum  
to anyone in the beef industry.”

*Mike Hunter, Manager,  
Thomas County Feeders, Inc.*

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“The information presented at  
the Feeding Quality Forum  
was excellent. My drive home was  
filled with discussion about the  
issues covered at the meeting.  
It was one of the best feedlot  
seminars I have been to in years.”

*Sam Hands, Partner,  
Triangle H Grain & Cattle Co.*

**2009 Feeding Quality Forum**  
*Ahead of the feeding curve*

November 10 – South Sioux City, Nebraska · November 12 – Garden City, Kansas



Land O'Lakes  
Purina Feed



Pfizer Animal Health



The brand that pays®



Land O'Lakes  
Purina Feed



Magazine



The brand that pays®



Pfizer Animal Health

# Agenda

## November 10

Marina Inn Convention Center  
401 B St.  
South Sioux City, NE 68776  
402-494-4000

## November 12

Clarion Inn Convention Center  
1911 E. Kansas Ave.  
Garden City, KS 67846  
620-275-7471

**9:30 a.m. Registration and breakfast pastries**

**10 a.m. Welcome**

**10:15 a.m. Protein and Feedstuff Market Outlook**  
Dan Basse, President,  
AgResource Company

**11:15 a.m. Break**

**11:30 a.m. The Economics of Quality Beef Production in the Feedlot**  
Mark McCully, Assistant  
Vice President, Production,  
Certified Angus Beef LLC

**12:15 p.m. Lunch**  
*Certified Angus Beef*<sup>®</sup>  
steak lunch



**1:15 p.m. Bringing Precision Management to the U.S. Feedlot Industry through Genetics**

Mark Allan and Kent Andersen, Associate Directors of Technical Services, Pfizer Animal Genetics

**2:00 p.m. Nutritional Strategies for Quality-Focused Feeding Systems**

Ron Scott, Director of Beef Cattle Research, Land O' Lakes Purina Feed LLC

**2:45 a.m. Break**

**3:00 p.m. Conventional Beef Production's Economic and Environmental Advantage**

Alex Avery, Director of Research and Education with the Center for Global Food Issues, Hudson Institute

**4:00 p.m. Adjourn**

## Feeding Quality Forum

Name: \_\_\_\_\_

Company/Feedlot: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

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

**Session attending:** (check one)

**November 10**  
South Sioux City, Nebraska

**November 12**  
Garden City, Kansas

Registration on or before Oct. 30:  
**\$50 per person**

Register after Oct. 30:  
**\$75 per person**

**Type of payment:**

**Check enclosed**  **American Express**

**Visa**  **Discover**

**Mastercard**

Credit Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_

(Three-digit code found printed on back of card along signature area)

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing address of cardholder if different from above:  
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