

6th Annual Cattleman's Workshop
LaGrande, Oregon
January 23, 2010

Agenda

- 9:00 - 9:15 **Workshop Introductions & Overview.**
Dr. Tom Field, Executive Director of Producer Education, National Cattlemen's Beef Association, Denver, CO
- 9:15 – 9:45 **Challenges and Opportunities for the Beef Cattle Industry.**
Forrest Roberts, Chief Executive Officer, National Cattleman's Beef Association, Denver, CO
- 9:45—10:30 **Beef in a World Market—Meeting the Challenges**
Phil Seng, President and Chief Executive Officer, US Meat Export Federation, Denver, CO
- 10:30 – 10:45 **Break** *(provided by sponsors)*
- 10:45 – 12:00 **Opportunities for the Beef Industry in the New Political Environment**
Collin Woodall, Executive Director of Legislative Affairs, National Cattlemen's Beef Association, Washington DC
- 12:00 – 1:30 **Lunch** *(provided by sponsors)*
- 1:30 – 3:00 **Cow/Calf Strategies for Uncertain Times – Thinking Outside the Gate**
Dr. Bernie Rollin, Distinguished Professor, University of Bioethics, Colorado State University, Fort Collins, CO
- 3:00 – 3:15 **Break** *(provided by sponsors)*
- 3:15 – 4:15 **What Does it Take to Stay in the Game?**
Dr. Dave Daley, Professor of Agriculture, California State University, Chico, CA
- 4:15 – 5:00 **Panel Discussion & Wrap-up.**
Dr. Tom Field, Executive Director of Producer Education, National Cattlemen's Beef Association, Denver, CO