

# ***“Building on Success”***

***Wednesday, May 13, 2015***

*Straughn Extension Professional  
Development Center,  
2142 Shealy Dr.  
Gainesville, FL 32611  
Agenda subject to change!*

12:00 **Registration**

1:00 **Welcome**-*Dr. Geoff Dahl*

1:15 **Cattlemen’s Comments**-*Henry Kempfer*, President FCA, St. Cloud, FL

1:30 **What Kind of Beef Should We Be Producing-Fixing the Current Beef Industry Model** - *Bill Helming*, Bill Helming Consulting, Olathe, KS

3:00 **Refreshment Break**

3:30 **Perspectives on Production-Sustainability, Production, and Products**-*Ernie Meier*, McDonalds Corp., Oak Brook, IL

4:15 **Market Outlook**-*Dr. John Michael Riley*, Mississippi State University, MS

5:00 Panel Discussion on Beef Production

5:45 **Reception; Straughn Extension Professional Development Center**

***Thursday, May 14, 2015***

***Straughn Extension Professional  
Development Center***

8:30 **Impact of Heat Stress on Female Fertility**-*Dr. Pete Hansen*, University of Florida

9:15 **The Missing Piece of the Fertility Equation**-*Dr. Joel Yelich*, University of Florida

10:00 **Refreshment Break**

10:30 **What Does it Take to Start an AI Program**-*Dr. Cliff Lamb*, University of Florida

11:15 **Use of Early Weaning to Affect Cow Reproduction**-*Dr. John Arthington*, University of Florida

***UF/IFAS Dept. of Animal Sciences  
Horse Teaching Unit***

12:00 **Leave for lunch at UF/IFAS Horse Teaching Unit** (Sponsored by *Farm Credit of Florida*)

1:30 **Afternoon Demonstrations Session 1.**  
a. Reproductive Anatomy

2:00 **Session 2.**  
a. Use of an AI Breeding Box  
b. Selection of Synchronization Protocols for the Cow Herd  
c. Pregnancy Testing, Blood Sample Protocol

3:00 **Refreshment Break**

3:45 **Session 3.**  
a. Appropriate Bull Selection & Management  
b. Cow Body Condition & Reproduction

6:00 **Cattlemen’s Steak-Out; Horse Teaching Unit**

***Friday, May 15, 2015***

***Straughn Extension Professional  
Development Center***

8:30 **North Florida Research REC Update**

9:00 **Agronomy Research Update**

9:30 **Economics of Herd Expansion**-*Chris Prevatt*, University of Florida

10:15 **Refreshment Break**

10:30 **Gainesville Research Update**

11:00 **Range Cattle Research REC Update**

11:30 **How Long Does This Production Model Work?**-*Trey Warnock*, Amarillo Brokerage, Amarillo, TX

12:15 **Wrap and Adjourn**

***Thank you for attending!***

### **Registration Information**

Visit the 2015 Florida Beef Cattle Short Course webpage for conference updates, to register for the conference online or make a hotel reservation.

<http://www.conference.ifas.ufl.edu/beef/index.htm>

The reduced early registration fee is \$125.00 if payment is postmarked by May 1, 2015. After May 1, 2015 the regular registration fee will be \$165.00. The registration fee includes: refreshment breaks, reception, Thursday's lunch, one Cattlemen's Steak-out ticket, and proceedings. Extra Cattlemen's Steak-out tickets are available at \$16.00 each.

Requests for registration refunds will be honored if a written notification of cancellation is received on or before May 1, 2015. A \$60.00 processing fee will be deducted from all refunds. Sorry, no refunds will be honored for cancellations after May 1, 2015.

In compliance with ADA requirements, participants with special needs can be reasonably accommodated by contacting Dr. Matt Hersom at least 10 working days prior to the conference. He may be contacted by phoning (352) 392-2390 or faxing (352) 392-9059.

***Hotel Accommodations; Please visit our web page for hotel accommodations.***

<http://conference.ifas.ufl.edu/beef/hotel.htm>

### **Program Committee**

Matt Hersom, Chair  
Chad Carr  
Joe Dillard  
Ashley Fluke  
Max Irsik  
Henry Kempfer  
Cliff Lamb  
Phillip Lancaster  
Joel McQuagge  
Bob Simon  
Todd Thrift  
Jerry Wasdin  
Tim Wilson

### **Additional Information**

Questions about the conference-contact:

Dr. Matt Hersom  
University of Florida/IFAS  
Department of Animal Sciences  
Phone: (352) 392-2390  
Email: [hersom@ufl.edu](mailto:hersom@ufl.edu)

Celebrating the 64<sup>th</sup> Annual

## **Florida Beef Cattle Short Course**

Alto and Patricia Straughn Extension Professional Development Center  
2142 Shealy Drive  
Gainesville, Florida 32611

