



Education, Information, Connections, Fun

THE LARGEST RANCHING EVENT OF THE YEAR

March 23-25, 2018

Fort Worth Convention Center

JOIN US

LISTEN

To Discussions of
State and National
Issues

LEARN

New Skills to
Improve Your Ranch
Management

SHOP

The Largest
Ranching Expo
in the Region

ENJOY

Live Music,
Entertainment and
Fantastic Beef Meals



**www.cattleraisersconvention.com
#CattleRaisers2018**

Supplement to *The Cattleman* magazine

YOU ARE INVITED!

High-Powered, Practical Education

Choose from a powerful lineup of educational sessions and seminars on topics that matter to you:

- **School for Successful Ranching:** 35 hours of practical instruction, for beginners and advanced operators, that will provide you with the practical, real-world information you need to help improve your cattle operation.
- **Demonstration Area:** Live demonstrations will showcase tools and techniques you can take home and put to work.
- **Livestock Handling Workshop:** A special Thursday night workshop featuring in-depth livestock handling instruction from stockmanship and stewardship expert Curt Pate.
- **Ranch-to-Retail Workshop:** A special Friday night workshop showcasing how beef carcasses are transformed into the retail cuts valued by consumers.



Cattle Raisers Expo

This year will feature the largest Expo in the history of the Cattle Raisers Convention. With acres of equipment, technology and information under one roof, it's a true showcase of the latest and greatest from the region's leading agribusiness companies. From our indoor shooting range to world-class exhibitors, the Expo has something for everyone.



Information for Your Operation

Industry experts will deliver relevant updates on issues that have a direct impact on your cattle operation:

- Washington, D.C. Legislative Update
- CattleFax Market Outlook
- NAFTA and International Trade
- Changing Consumer Preferences
- Update on Eminent Domain Reform



The 2018 Cattle Raisers Convention and Expo brings the best education and information to cattle industry participants. The event is open to all ranchers, landowners and cattle industry participants. You're guaranteed to walk away with ideas and energy that will have a profound and profitable impact on your ranching operation.

That's why cattle raisers from across the region come back year after year.

Get Motivated

Be inspired by the unique perspectives of our opening and closing session speakers:

- U.S. Secretary of Agriculture **Sonny Perdue** (invited) will provide his perspective on the state of U.S. agriculture.
- The Power of One: How One Attitude, One Action and One Person Can Change the World, with **John O'Leary**.
- **Nick Adams**, CEO of the Foundation for Liberty and American Greatness, will discuss efforts to ensure the next generation of American leaders understands what it means to be an American.



Sonny Perdue



John O'Leary



Nick Adams

Have Fun

- **Cattle Raisers Dinner and Dance:** A delicious meal and entertainment from Jake Hooker and Summer Dean will bookend the TSCRA PAC Live Auction.
- **Welcome Reception:** catch up with old friends and make new friends while enjoying drinks and great beef in the Cattle Raisers Expo.
- **Cow Camp:** Young cattle raisers will have a blast at the Cattle Raisers Museum.



Schedule at a Glance

Thursday, March 22

| | |
|-----------------------|--|
| 6:00 p.m. – 8:00 p.m. | Livestock Handling Workshop with Curt Pate NEW!  |
|-----------------------|--|


Friday, March 23

| | |
|------------------------|--|
| 8:00 a.m. – 9:00 a.m. | School for Successful Ranching Opening Session |
| 9:30 a.m. – 4:30 p.m. | School for Successful Ranching Sessions |
| 10:00 a.m. – 6:00 p.m. | Cattle Raisers Expo |
| 12:00 p.m. – 1:30 p.m. | Lunch  |
| 1:30 p.m. – 3:30 p.m. | Board of Directors Meeting and Association Promotion Committee Meeting |
| 4:00 p.m. – 5:00 p.m. | Information Session: Washington, D.C. Legislative Update |
| 5:00 p.m. – 6:00 p.m. | Welcome Reception |
| 6:00 p.m. – 8:00 p.m. | Ranch-to-Retail Workshop NEW!  |

Saturday, March 24

| | |
|-------------------------|---|
| 8:30 a.m. – 4:30 p.m. | School for Successful Ranching Sessions |
| 8:30 a.m. – 9:30 a.m. | CattleFax Market Outlook |
| 9:00 a.m. – 6:00 p.m. | Cattle Raisers Expo |
| 9:00 a.m. – 3:00 p.m. | Cow Camp at the Cattle Raisers Museum |
| 10:00 a.m. – 12:00 p.m. | Opening General Session with Sonny Perdue (invited) and John O'Leary |
| 12:00 p.m. – 1:30 p.m. | Lunch  |
| 2:00 p.m. – 4:00 p.m. | Young Leadership Series Meeting |
| 2:00 p.m. – 3:00 p.m. | Information Session: NAFTA and International Trade |
| 2:00 p.m. – 3:00 p.m. | Information Session: Changing Consumer Preferences |
| 3:30 p.m. – 4:30 p.m. | Information Session: Update on Texas Eminent Domain Reform |
| 7:00 p.m. – 11:00 p.m. | Cattle Raisers Dinner and Dance  |

Sunday, March 25

| | |
|------------------------|--|
| 7:30 a.m. – 8:30 a.m. | Cowboy Church with Jeff Gore |
| 9:00 a.m. – 11:30 a.m. | Closing General Session Brunch with Nick Adams  |



*Ticket required for these events

Opening General Session: Saturday, March 24, 10:00 a.m.

Special Guest: Sonny Perdue, U.S. Secretary of Agriculture (invited)



We're pleased to welcome U.S. Secretary of Agriculture Sonny Perdue to the Cattle Raisers Convention. Secretary Perdue will provide his perspective on the state of U.S. agriculture.

Secretary Perdue came by his knowledge of agriculture the old-fashioned way: he was born into a farming family in Bonaire, Ga. From childhood, and

through his life in business and elected office, Perdue has experienced the industry from every possible perspective. Uniquely qualified as a former farmer, agribusinessman, veterinarian, state legislator and governor of Georgia, he became the 31st U.S. Secretary of Agriculture on April 25.

Perdue's policies are guided by four principles: maximize the ability of American men and women in agriculture and agribusiness to create jobs, produce and sell the foods and fiber that feed and clothe the world, and to reap the rewards of their labor; prioritize customer service every day for American taxpayers and consumers; continue to ensure that our food meets strict safety standards; remember our agricultural bounty comes directly from the land.

Perdue recognizes that American agriculture needs a strong advocate to promote its interests to international markets and has pledged to be that man. He is a strong believer in good government, operating efficiently and serving the needs of its customers: the people of the U.S. He is recognized as a leading authority on issues including energy and utilities, agriculture, transportation, emerging technologies and economic development.

The Power of One: How One Attitude, One Action and One Person Can Change the World



Expected to die, John O'Leary now teaches others how to truly live.

O'Leary was a curious nine-year-old boy. Playing with fire and gasoline, he created a massive explosion in his garage and was burned on 100% of his body. Given less than 1% chance of survival, John is proof of the power of the human spirit.

His unlikely recovery meant a journey of pain and loss that could have easily been insurmountable. However, far from being an example of someone who simply endured tragedy, O'Leary is a luminous example of thriving through adversity.

Surprisingly, this "survivor" story isn't focused on O'Leary — rather, it is a celebration of heroes who intimately served him and his family. From a dedicated Hall of Fame sports announcer to a visionary burn nurse (and countless others), every individual involved in this 1987 fire teaches us this truth: one person can make a profound difference in the lives of others.

With emotional storytelling and unexpected humor, O'Leary reminds us of the significance of daily attitudes, the power of gratitude, and the impact of serving others with courage. He will reawaken you to realize the gift of today and the possibility of tomorrow.

John O'Leary is the author of the #1 bestselling book *ON FIRE – The 7 Choices to Ignite a Radically Inspired Life*. He will be signing books after his presentation.



CattleFax Outlook: Saturday, March 24, 8:30 a.m.

Speaker: Randy Blach, CEO, CattleFax

2017 saw a favorable profit profile for cow-calf producers, even against a backdrop of increased supply. Retail beef prices have remained relatively flat and competing proteins supplies are plentiful. As herd expansion slows and cattle and beef production grow, what is the profitability outlook for cow-calf producers in 2018?

All this information will be part of the 2018 CattleFax Outlook. Randy Blach, one of the leading cattle marketing experts in the industry, will discuss how cattle raisers need to position themselves for the remainder of this decade. Join us at the CattleFax Outlook to find out the answers to these questions and many more.

CattleFax

WWW.CATTLEFAX.COM

Closing General Session Brunch: Sunday, March 25, 9:00 a.m.



Nick Adams: CEO, Foundation for Liberty and American Greatness (FLAG)



Whether your views are right wing or left, few would argue that political correctness has changed American thinking in recent years, turning life, liberty and the pursuit of happiness into buzzwords that we can shape to mean almost anything we choose. The mainstream media has embraced the term and often used it to shape public opinion. In our efforts to offend no one, we offend everyone.

Nor is Europe immune to political correctness at any cost; we see the news stories every day.

Australian Nick Adams believes that only America has the cure for what he calls the political correctness “disease.” But the race is on. Will America be able to save itself in time and lead a stunning turnaround — or will it become more like Europe?

With creativity, flair and his trademark wit, Adams deftly exposes why political correctness is behind every problem in America today, and why it is every American’s patriotic duty to defy politically correct mandates. He explains how Americans face a momentous choice in this election year and lays out a roadmap for an American renaissance.

Adams is the author of *Retaking America: Crushing Political Correctness*. He will be signing copies of his book after the presentation. We will also have copies of the “Student Constitution” available for purchase.

About Nick Adams

Born and raised in Australia, Adams immigrated to America in 2016, with the U.S. government recognizing his ‘extraordinary ability.’ While studying at the University of Sydney, he was publicly elected the youngest Deputy Mayor in Australian history in Sydney, at the age of 21.

Nick is a best-selling author, columnist and commentator, all achieved before he turned 30. He also serves as a surrogate for the White House. Nick has appeared on virtually every major television and radio program, and his work has appeared in newspapers around the world.

Information Sessions

Washington, D.C. Legislative Update Friday, March 23, 4:00 p.m. – 5:00 p.m.

Colin Woodall, Senior Vice President, Government Affairs, NCBA

As we conclude the first year of the Trump administration, dozens of key issues affecting agriculture are in various states of change: tax policy, international trade, transportation, WOTUS and more. As a leading Capitol Hill lobbyist, Colin Woodall plays a key role working on behalf of ranchers. Come hear his update on how these federal policy changes will affect your cattle operation.

NAFTA and International Trade Saturday, March 24, 2:00 p.m. – 3:00 p.m.

Since the North American Free Trade Agreement (NAFTA) was implemented more than 20 years ago, beef exports to Mexico and Canada have increased from less than \$700 million to more than \$2 billion. We will discuss the role NAFTA and international trade play in helping the beef industry add value to the domestic beef supply chain.

Changing Consumer Preferences Saturday, March 24, 2:00 p.m. – 3:00 p.m.

Consumer preferences are changing rapidly. Online food sales are growing. Prepared meal kit delivery services such as Blue Apron and Hello Fresh are changing how urban consumers plan meals and purchase beef. Plus, the consumer wants to know, more than ever, about the beef products they consume. This presents a challenge and an opportunity to the beef industry. Our panelists will talk about this challenge and how the industry can respond.

Update on Eminent Domain Reform Saturday, March 24, 3:30 p.m. – 4:30 p.m.

Jason Skaggs, Executive Director, Government and Public Affairs, TSCRA

The 2017 Legislative Session was frustrating for those who support eminent domain reform. Against a backdrop of an increasing population and the need for land for public resources such as energy and transportation, the property rights of landowners must be better protected. This session will discuss the ongoing efforts for eminent domain reform and how landowner groups are preparing for the 2019 Texas legislative session.

School for Successful Ranching

Opening General Session: Friday, March 23, 8:00 a.m.

School Sessions: 9:30 a.m. – 4:30 p.m.

All sessions will be at the Fort Worth Convention Center

Friday Sessions



OPENING SESSION

Three Rules of Profitable Cow-Calf Production

Help us kick off the 2018 School for Successful Ranching as Donnell Brown of R.A. Brown Ranch shares his experiences to help make you more profitable. R.A. Brown Ranch won the prestigious NCBA Cattle Business of the Century Award and Brown serves

as the 2018 Beef Improvement Federation president. What better way to kick off the event than learning from his experience?



CATTLE
HEALTH



LEGAL



RANGE AND
PASTURE
MANAGEMENT



GENETICS AND
SELECTION

Learning Levels

The School for Successful Ranching provides you the time to explore what is relevant to you, offers information you can use at home right away, and has classes that will help you stretch and develop better ranching skills. Use this guide to choose School sessions that will benefit you the most and be appropriate to your level of experience and learning goals.

Beginner (B): We welcome School attendees who have limited experience with the subject area and those who need an introductory understanding of the topic.

Intermediate (I): If you have some experience, these sessions are designed to build and enhance your existing knowledge.

Advanced (A): Appropriate for those with significant experience and those who wish to learn up-to-date information and heighten their expertise.

CATTLE HEALTH TRACK



Developing a Herd Health Plan - B

It can be challenging to sort through mountains of information to develop an effective herd health plan and apply it to your own operation. This session will address the what, when and how questions you have about developing a herd health plan for your operation.

Identifying and Treating Common Illnesses - B

Any illnesses you're seeing in your cattle are most likely common ones. Learn how to spot the warning signs and what to do if you have an animal health concern.

No Vet? Now What? - I

Sometimes, it can take a few days for a veterinarian to make it out to your operation. In the meantime, what should you have on hand to help you treat the animal for injury or illness? This session will help you build your cattle health arsenal.

Value of Proper Injection Sites - B

This popular program is back in 2018! Injection location, route of administration and product used can affect how injection sites react. Join Dr. Joe Paschal and Dr. Thomas Hairgrove for a demonstration of how proper and improper injections can affect beef cuts.

Herd Health Plan Workshop (Two-Hour Session) - B

Did you attend the Developing a Herd Health Plan session and want more in-depth information? Join us for this extended workshop and walk out with your own herd health plan! Oh, and there will be homework before the event to get the most out of your time!

LEGAL TRACK



Ask an Ag Lawyer (Two-Hour Session) - B

This interactive session will feature agriculture lawyers answering your questions! This is a unique opportunity to get personalized answers to questions on a variety of critical issues like water law, oil and gas law, eminent domain, property issues and much more.

Ranch Estate Planning - I

Join Jacqueline Davie of Lincoln Financial Agribusiness Services for a unique perspective on some of the top estate planning mistakes. Using classic game shows to illustrate the points, the session will cover topics like how a "Family Feud" can be avoided; how to keep from playing "The Newlywed Game" with a new family member; and how to negotiate with a sibling who wants to cash out of the business by "The Price is Right."

Negotiating and Drafting Grazing and Hunting Leases - I

Join Tiffany Dowell Lashmet as she breaks down the key considerations when entering a grazing or hunting lease. Topics covered will include an overview of common legal issues, the importance of a written lease agreement, setting lease rates and landowner liability laws.

Human Resources - A

As your operation grows, you may need to hire additional people to help run your business. It is critical to hire and keep the best people to help reach your operation's goals and keep you out of trouble! This session will cover how to hire and motivate your employees.

FRIDAY-ONLY

Registration Includes:

- Friday School for Successful Ranching Sessions
- Friday Information Session: Washington, D.C. Legislative Update
- Admission to Cattle Raisers Expo
- Demonstration Area in the Expo
- Welcome Reception in the Expo
- Livestock Handling and Ranch-to-Retail Workshops

NEW!



\$90

Member pricing,
on or before
March 12, 2018

Friday

GENETICS AND SELECTION TRACK



Using Genomics to Make Management Decisions – A

The use of genomic data is still intimidating to some but has potential to make significant herd improvements. We're here to shed some light on this topic in terms you can understand. No talk of SNPs (snips) and chips here — just straight talk about how you can utilize the data. If used correctly, genomic data can help you make better management decisions for your operation. We all know that due to the time it takes to breed a cow and raise its calf, it's not a fast process to change characteristics in your herd. Why not give yourself a head start?

Bull Selection Panel - B

Do you sit there on sale day and still wonder which bull to buy? Have you found the right breeder to buy your bulls from? Join this interactive session presented by well-known bull producers to get some inside tips on what you should be looking at when it's time to buy your next bull.

Making Genetics Work for You - I

Beef genetic prediction (and sale catalogs!) are becoming more complex. Join Dr. Jared Decker as he discusses why genetic prediction technology can be trusted and used. You will also learn how economic selection indexes simplify breeding decisions.

Breed Characteristics: An Overview - B

This session will help you understand the characteristics, strengths and weaknesses of each breed to help you determine what breed, or combination of breeds, will help you reach the goals of your operation. We'll discuss purebred and crossbred applications.

Genomic Data Review Workshop - I

Review data from multiple herds with different goals to learn how to better interpret genetic information. Depending on the goals of your operation, you may select for completely different traits than would the person sitting next to you. Come learn how to apply the information to your operation.

Liability, Worker's Comp, Agritourism and Other Legal Issues – I

Did your neighbor come to help you work cattle and break an arm? Did one of your employees hurt himself working on your tractor? Did you lease out part of your land for hunting and one of the hunters stepped into a hole and broke an ankle? If you've ever experienced something similar (or want to be prepared if it happens!), this session will address those issues and give you tips on how to protect yourself.

RANGE AND PASTURE MANAGEMENT TRACK



Start at the Beginning: Soil Health (Two-Hour Session) - I

Without the proper soil foundation, you can't be successful with your range and pasture management. Focusing on soil health will help you get the most out of your best resource — your land. Learn why soil health is important, the benefits of healthy soil, and how to you can impact your soil health.

Forages: What Does It All Mean? – B

There are several types of forages and understanding what's best for you can be challenging. This session will get to the bottom of this topic and discuss everything from nutritional quality to how to grow and maintain forages.

Stocking Rates: The Same for Everyone? - B

One of the most asked questions when evaluating pasture is: "How many cows can I run?" Well, this question isn't as easy to answer as some might think! The appropriate stocking rate is critical to the overall health of your land, but the answer is different for everyone based on location, forage quality, cover, soil health and other factors. Bring your calculator, because this session will give you the tools to determine your own stocking rate.



School for Successful Ranching

School Sessions: Saturday, March 24, 8:30 a.m. – 4:30 p.m.

All sessions will be at the Fort Worth Convention Center

Saturday Sessions



**CATTLE
NUTRITION**



**RANGE AND
PASTURE
MANAGEMENT**



BUSINESS



MARKETING

CATTLE NUTRITION TRACK

Developing a Herd Nutrition Plan - B

By starting with basic animal nutrition, we'll help you piece together everything you need to develop your own cow-calf nutrition plan. Dr. Stephen Blezinger will simplify the process and help you understand the key components to making good, cost-effective decisions for your herd's nutrition.

Supplementation: When, How and What - B

When to supplement? How much to supplement? What type of supplement to use? These questions will be answered during this informative session. Though every operation is different, there are some basics to choosing the right supplementation and you'll leave this session with that information.

Nutritional Requirements at Each Stage - B

Do bred cows need different nutrition? What about cows with calves, or bulls? Understanding the nutritional requirements of your cattle at different stages and in different environments will help you tailor your nutritional program to your operation.

Cattle Nutrition Plan Workshop (Two-Hour Session) - B

Did you attend the Developing a Herd Nutrition Plan session and want more in-depth information? Join us for this extended workshop and walk out with your own herd nutrition plan! Oh, and there will be homework before the event to get the most out of your time!



RANGE AND PASTURE MANAGEMENT



Developing a Job Description for a Cow - B

Many of the problems cow-calf producers face are the result of cows not matching well with the acreage, forage supply and quality, or environment. This session will get you thinking about what really fits your operation and how to make sure your cows are working for you, not against you.

Year-Round Sustainable Grazing - I

Join Dr. David Bade as he teaches you how to develop year-round grazing systems in a sustainable and economical way. Learn the varieties, management and utilization of improved pastures to work for your operation.

Grazing Systems Explained - B

Rotational grazing, mob grazing, year-round grazing. These are just some examples of grazing systems. Understanding the mechanics of each of these systems will help you determine which is the best fit for your operation and how to maximize the use of your land while maintaining its health.

BUSINESS TRACK



Creating Cash Flow and Developing Wealth with Cattle - I

Creating wealth with a cow herd is not just about producing calves. Herds also produce inventory value with retained heifers as they become bred heifers and cows. These cows will maintain value until they are five years old. As the cow ages, the value drops until they reach market cow value. Capturing the appreciation of the heifer calf and stopping the depreciation of the cow can greatly increase the cash flow of the cow herd.

Using Key Performance Indicators to Manage Your Ranch - A

Don't be intimidated by the title. Stan Bevers of Ranch KPI is one of our most popular speakers and will help you interpret your ranch data to make decisions on the operation. As the national beef herd expands, the possibility of lower prices is apparent. Learn to review your production and financial performance to set yourself up to weather anything that comes your way.

Ranch Record Keeping - B

Record keeping is an essential for beef cattle producers. However, many fail to keep records or are not collecting the information needed to help achieve management goals. This session is designed for producers at all stages of record keeping and will start with the basics. Whether you use a pencil and paper or herd management software, this session will start you on the right track.



SATURDAY-ONLY

Registration Includes:

- Saturday School for Successful Ranching Sessions
- Saturday Information Sessions: NAFTA and International Trade; Changing Consumer Preferences; Update on Eminent Domain Reform
- Admission to Cattle Raisers Expo
- Reception in the Expo
- Demonstration Area in the Expo
- Opening General Session
- CattleFax Market Outlook
- Young Leadership Series meeting
- **NEW!** Livestock Handling and Ranch-to-Retail Workshops 

\$110

Member pricing,
on or before
March 12, 2018

Saturday

MARKETING TRACK



Working Together to Market Better – B

Many owners of small herds are unable to get the most from their calves because they can't market the number of calves needed to leverage the higher prices. You can work together, though! By working with comparable herd owners on calving time, genetics, and animal health plans, you can begin to put loads together to receive higher prices. Learn how to move from a price taker to a price maker!

Marketing Your Cattle: Insider Tips – B

Do you want to get the most for your calves? We're betting that the answer is yes. To get there, Ken Jordan of Jordan Cattle Auction will share his years of experience in a practical discussion based on millions of cattle marketed. Learn tips that can help you maximize the value of your cattle.

Niche Markets Explained – I

You may often hear about niche marketing, but what do terms like organic, natural, and grass-fed really mean? Each program has its own guidelines and requirements. This session will try to unravel some of the information in a way that will help you determine if that program fits your operation.



School for Successful Ranching Presentations

Presentations made at the School for Successful Ranching provide a lasting educational resource that you and your family can reference for years to come. Presentations will be made available two ways:

Free Download:

One week prior to Convention, all registrants will be provided with a link to download all presentations. You are welcome to print the presentations on your own or reference them on your mobile device.

Proceedings Book:

If you prefer a hard copy for your bookshelf, pre-order a bound copy of the presentations.

Special Early Registration Proceedings Book Price \$25
Available only to those who register by March 12, 2018.

Limited quantity will be sold on-site at full price.

For the full schedule and details on School and Information Session programs, please go to cattleraisersconvention.com and click on the "Schedule" button.

Priefert Demonstration Area

Presented by:



Attendees will feel right at home as the Expo floor is transformed into a dirt arena, complete with cattle, panels and cattle handling equipment. Open to all attendees, the cattle handling sessions are very popular and the stands will be packed with your fellow ranchers.

Sessions below will be repeated on Friday and Saturday during the Expo.

What Are My Cattle Worth? Cattle Buyers Give Their Opinions

Have you ever wondered why two animals at the livestock market can look identical yet bring very different prices? This is your opportunity to understand why. A panel of order buyers and livestock marketing professionals will evaluate different types of cattle, give you their opinions on what each is worth and help you top the market the next time you sell your cattle.

Cattle Branding 101

TSCRA Special Rangers and Market Inspectors view millions of cattle and horse brands annually. Done properly, brands can help permanently identify your animals and prevent cattle theft. Stop by to learn how to design and apply your cattle brand in a safe, effective manner.

Selecting the Right Cattle Handling Equipment

Did you know that your choice of cattle handling equipment and panels can have a dramatic impact on your cattle and taxes? Come and learn from the experts at Priefert Ranch Equipment as they show you how to right-size your cattle handling equipment to fit your operation. You'll also learn how to plan for future expansion in your facility while minimizing the tax consequences of permanent facilities.



Calving Demonstration

Calving can be one of the most stressful times for cattle producers. Knowing what is happening during calving and how you can assist your cows and heifers can be invaluable. This session will demonstrate the calving process and what you can do to have more successful live births.

Why Weigh?

One of the most basic tools to improve herds is a simple scale. This simple upgrade to your cattle management plan can help you better monitor cattle performance, make better decisions and ultimately lead to greater profit. You'll see firsthand how easy it can be to weigh cattle and set yourself up to gather the right kind of information on your cattle.

Conformation Matters

What do you know about animal conformation and structure? Come learn how the structural properties of a calf or cow can have an impact on your herd and the animal's health, movement, and quality as a beef product.

Arrowquip Chute Out



ARROWQUIP

A good squeeze chute is a big investment for any cattle producer. But how do you know which to choose? The Arrowquip Chute Out will feature different equipment manufacturers demonstrating how to process cows and calves through their manual squeeze chutes. Attendees will be able to learn which brands have the features they are looking for and which chute is right for them.



Workshops

Note – these are new events for Thursday and Friday

These events are included in the full or daily registration options.

For those with an Expo Pass, workshop tickets may be purchased for \$20.

Livestock Handling Workshop with Curt Pate

Spend an evening learning stockmanship and stewardship techniques from renowned clinician Curt Pate. He will address gathering, sorting, processing, loading, treating and moving cattle in an effective manner. He'll provide examples of how to safely work cattle on foot or horseback. This special, in-depth livestock handling clinic will take place at the Fort Worth Convention Center, a fantastic learning environment for anyone involved in handling livestock on your operation.

Pate has personal experience incorporating effective stockmanship principles that support a "for profit" mindset. He focuses on highlighting the increased economic benefits of handling stock correctly.



Ranch-to-Retail Workshop

Friday, March 23, 6:00 p.m. – 8:00 p.m.

The Ranch-to-Retail program will demonstrate the importance of producing a more consistent and high-quality beef product through a series of hands-on lessons presented by various meat scientists.

Attendees will view live cattle (through video) and then follow those cattle through grading and a hands-on cutting session which will break the carcass into retail cuts. Participants will experience first-hand the differences encountered in carcass composition and see the retail value differences between animals.

If you've ever wondered how your animals are valued in a meat case, this is a can't-miss session.



Cattle Raisers Expo

Cattle Raisers Expo – Plenty of Free Time for Shopping and Learning

Come ready to buy at the Expo. Exhibitors will bring supplies available for purchase on the spot. Wander through more than 250 display booths of commercial goods, services, jewelry, clothing and more while you enjoy light hors d'oeuvres.



Grab a seat in the bleachers to watch any of the cattle handling demonstrations.

Stop by the indoor shooting range to test out a wide selection of guns.

Come Prepared to Buy!

Our exhibitors are ready to do business with you.

Cattle Raisers Expo participants include:

- Animal Health Products*
- Apparel and Jewelry*
- Boots*
- Breeders*
- Buildings*
- Chutes*
- Consulting Services*
- Feed Additives*
- Feedlots*
- Finance and Insurance*
- Furniture*
- Hats*
- Hay Equipment*
- Herd Management*
- Irrigation*
- Real Estate*
- Scales*
- Seed Products*
- Software*
- Trailers*
- Veterinary Services*
- Weed/Pest Control*
- Western Art*



Stroll among more than 250 booths at the largest beef cattle expo in Texas and the Southwest.

For a complete list of exhibitors, and to plan your Expo schedule, visit cattleraisersconvention.com. Interested in becoming an exhibitor? Call 800-242-7820.



2018 Cattle Raisers Expo Hours

Friday, March 23

10:00 a.m. to 6:00 p.m.

Saturday, March 24

9:00 a.m. to 6:00 p.m.

Cattle Raisers Expo Welcome Reception

Cattle Raisers' families, friends and acquaintances always enjoy the festive spirit of the Welcome Reception in the Expo, Friday, March 23, at 5:00 p.m. Stroll through the displays of commercial goods, live animals, services, jewelry, clothing and more while you enjoy light hors d'oeuvres and beverages.





Expo Drawing

Attendees will be able to enter in a drawing for one of 24 items. Simply come to the Expo and fill out your raffle card at participating exhibitors. Turn the card in and you could win one of 24 incredible prizes. From merchandise and gift cards to equipment and ranch services, there is something for everyone.



Schedule Learning Levels: Beginner (B) - Intermediate (I) - Advanced (A)

| Thursday, March 22 | | | |
|------------------------|--|---|--|
| 6:00 p.m. – 8:00 p.m. | Livestock Handling Workshop with Curt Pate NEW!  | | |
| Friday, March 23 | | | |
| 8:00 a.m. – 9:00 a.m. | School for Successful Ranching Opening General Session: 3 Rules of Profitable Cow-Calf Production, Donnell Brown | | |
| 9:30 a.m. – 12:00 p.m. | Ask an Ag Lawyer - B | Developing a Herd Health Plan - B | Start at the Beginning: Soil Health - I |
| | | Identifying and Treating Common Illnesses - B | |
| 2:00 p.m. – 3:00 p.m. | Ranch Estate Planning - I | No Vet? Now What? - I | Forages: What Does It All Mean? - B |
| 3:30 p.m. – 4:30 p.m. | Negotiating and Drafting Grazing and Hunting Leases - I | Value of Proper Injection Sites - B | Stocking Rates: The Same For Everyone? - B |
| 4:00 p.m. – 5:00 p.m. | Washington, D.C. Legislative Update: Colin Woodall, Senior Vice President, Government Affairs National Cattlemen’s Beef Association | | |
| 6:00 p.m. – 8:00 p.m. | Ranch-to-Retail Workshop NEW!  | | |

| Saturday, March 24 | | | |
|-------------------------|--|--|---|
| 8:30 a.m. – 9:30 a.m. | Developing a Herd Nutrition Plan - B | Developing a Job Description for a Cow - B | Creating Cash Flow and Wealth with Cattle - I |
| 10:00 a.m. – 12:00 p.m. | Opening General Session: Special Guest Sonny Perdue, U.S. Secretary of Agriculture (invited) The Power of One: How One Attitude, One Action and One Person Can Change the World, John O'Leary | | |
| 2:00 p.m. – 3:00 p.m. | Supplementation: When, How and What - B | Year-Round Sustainable Grazing - I | Using Key Performance Indicators to Manage Your Ranch - A |
| 3:30 p.m. – 4:30 p.m. | Nutritional Requirements at Each Stage - B | Grazing Systems Explained - B | Ranch Record Keeping - B |

*All scheduled classes and events are current as of Dec. 4, 2017. Please refer to cattleraisersconvention.com or your printed handbook for updated times and locations.



**TSCRA Special Ranger Law Enforcement
Silent Auction in the Expo**
Opens Friday, March 23
Bidding Closes Saturday, March 24, at 5:00 p.m.

2018 Cattle Raisers Expo Hours

Friday, March 23
10:00 a.m. to 6:00 p.m.

Saturday, March 24
9:00 a.m. to 6:00 p.m.

| | |
|---|--|
| | |
| Using Genomics to Make Management Decisions - A | |
| Bull Selection Panel - B | Human Resources - A |
| Making Genetics Work For You - I | Liability, Worker's Comp, Agritourism and Other Legal Issues - I |
| Breed Characteristics: An Overview - B | Genomic Data Review Workshop - I |
| | |
| | |

Learning Levels

The School for Successful Ranching provides you the time to explore what is relevant to you, offers information you can use at home right away, and has classes that will help you stretch and develop better ranching skills. Use this guide to choose School sessions that will benefit you the most and be appropriate to your level of experience and learning goals.

Beginner (B): We welcome School attendees who have limited experience with the subject area and those who need an introductory understanding of the topic.

Intermediate (I): If you have some ranching experience, these sessions are designed to build and enhance your existing knowledge.

Advanced (A): Appropriate for those with significant experience and those who wish to learn up-to-date information and heighten their expertise.

| | | |
|--|--|---|
| Working Together to Market Better - B | CattleFax Market Outlook Randy Blach, CattleFax CEO | |
| Marketing your Cattle — Insider Tips - B | Cattle Nutrition Workshop - B | NAFTA and International Trade Changing Consumer Preferences |
| Niche Markets Explained - I | | Update on Eminent Domain Reform; Jason Skaggs, Executive Director, Government and Public Affairs, TSCRA |

Learn more at
Cattle Raisers
Convention!

NEW!

WORKSHOPS:

Thursday: Livestock Handling Workshop with Curt Pate
Friday: Ranch-to-Retail Workshop

*These events are included in the full or daily registration options.
For those with an Expo Pass, workshop tickets may be purchased for \$20.*



Parties

Welcome Reception Friday, March 23 5:00 p.m. – 6:00 p.m.

The opening night of the Cattle Raisers Convention starts with a lively reception inside the exhibit hall. Food, drinks, and local entertainment create a setting that allows you to catch up with old friends and make new friends as you make your way through the Cattle Raisers Expo. Beef served during the Welcome Reception will be provided by HeartBrand Beef.



Young Cattle Raisers After Party Thompson's Bookstore Friday, March 23

For the young and young at heart, the Young Cattle Raisers After Party is open to all convention attendees. This is a come-and-go event, so make plans to drop by Thompson's and experience good conversation and unique drinks. Thompson's will be offering drink specials for convention attendees. But get there early as the venue will be open to the public and will reach capacity.

About Thompson's Bookstore

Thompson's Bookstore revives the speakeasy tradition of signature and classic cocktails to be enjoyed in a hospitable and mysterious ambiance. With a prohibition style vibe Thompson's will expand your horizons with our cocktails and spirit collection.



Cattle Raisers Dinner and Dance Saturday, March 24 7:00 p.m. – 11:00 p.m.



Enjoy the largest party of cattle producers held each year. A great beef dinner, decadent desserts, and plentiful beverages will help you relax after a full day at the Cattle Raisers Convention. Entertainment will be provided by Jake Hooker and the Outsiders and Summer Dean.

Jake Hooker is best known for packing dance floors across Texas with his traditional western swing sounds. Jake's graceful and professional image on the bandstand, along with his voice and talented band, make his show unbeatable.

Summer Dean is a singer/songwriter best known for her soulful AmeriTonk sound. She has a distinctly thoughtful approach to writing music; raw lyrics, a bare-boned and honest voice, and an approachable confidence you see on stage as well as her sultry timelessness...she puts on a heck of a show.

Wear your western finery and enjoy the music and dancing. Beef served during the event will be provided by 44 Farms.



TSCRA PAC Auction

Saturday, March 24, during the Cattle Raisers Dinner and Dance

No. 1 Engraved PAC Pistol

The first in an exclusive series of only 40 custom engraved TSCRA 140th Anniversary Edition Kimber Gold .45 caliber pistols. The one-of-a-kind pistol, retained especially for this auction, features custom grips and hand engraving. There is space to engrave your brand on the grip and slide.

No. 40 Engraved PAC Pistol

The last in an exclusive series of only 40 custom engraved TSCRA 140th Anniversary Edition Kimber Gold .45 caliber pistols. The one-of-a-kind pistol, retained especially for this auction, features custom grips and hand engraving. There is space to engrave your brand on the grip and slide.

140th Anniversary Bowie Knife

A one-of-a-kind item, this bowie knife is custom hand engraved to celebrate TSCRA's 140th anniversary.

Rodeo Ticket Package (Fort Worth and Las Vegas)

Package includes box seat tickets for the 2018 National Finals Rodeo in Las Vegas and box seats for the 2019 Fort Worth Stock Show and Rodeo.

Jockey Club Seats for the AQHA All American Futurity

Donated by the 6666 Ranch, this package provides a once-in-a-lifetime opportunity to attend the richest Quarter Horse race in the world. It includes jockey club seats for two, for two days of racing at Ruidoso Downs, parking, and accommodations for three nights. Mark your calendar for Sept. 1-3, 2018. Food and drink not included.

Caribbean Yacht Trip

Five-day, four-night Caribbean adventure on the Llano del Mar for two couples, departing from the Nassau, Bahamas area. Buyer must provide transportation to the departure point.

Vail, Colorado Condo (Spring/Summer)

Lots of room for family or friends to enjoy a one-week (6 nights) stay during the spring/summer season in an incredible, comfortable, fully furnished and decorated condo/duplex overlooking Vail. A stroll to the clubhouse and tennis courts is only a few steps from the door. Awesome view of the majestic Vail Mountain and Valley unfolds before your eyes. Great place to relax — no matter the season.

Vail, Colorado Condo (Winter)

Lots of room for family or friends to enjoy a one-week (6 nights) stay during the winter season in an incredible, comfortable, fully furnished and decorated condo/duplex overlooking Vail. Ski lifts and the town are a five-minute drive away. A great place to relax and enjoy the incredible views after your day on the slopes.

Wayne Baize Original Oil Painting

The specific original oil painting has yet to be decided, but this is an amazing opportunity to own an original, one of a kind oil painting from renowned cowboy and western artist Wayne Baize. View photos of his work at www.waynebaizeca.com.

Texas Ranger Tickets

Four front row tickets to a 2018 Texas Rangers regular season baseball game. In addition to seats on the dugout, the package includes a parking pass plus a one-night stay, two rooms, at the Courtyard by Marriott, within walking distance of the ballpark.



The pistols shown above are examples of the items being auctioned.

TSCRA Law Enforcement Silent Auction in the Expo Bidding Opens Friday, March 23 Closes Saturday, March 24, at 5:00 p.m.



The TSCRA Law Enforcement Silent Auction helps raise funds for the advanced training the special rangers need to remain current in law enforcement techniques. Funds also provide the special rangers with better equipment, such as communications and surveillance devices.

In 2017, special rangers were deployed to assist with wild-fires, floods, blizzards and hurricanes. They need your

support at the Silent Auction to help generate funds to be used to train and prepare for the next disaster.

The TSCRA special rangers are solely supported by TSCRA member dues and do not receive state or federal funding. Take advantage of this fundraiser auction and the opportunity to bid on some great items for your ranch family and support TSCRA law enforcement.



Past donations to the TSCRA Law Enforcement Silent Auction include:

- Big Bend 16' single-axle trailer
- Domestic hunts
- Award-winning wines
- Handmade leather chaps, portfolios and rifle scabbards
- Framed art
- Tools and toolboxes
- Cattle feed, mineral and hay
- Animal health products
- Equipment such as round bale feeders, brush guards, sprayers and branding irons
- Custom-made boots
- Handmade bits and spurs



FIVE-MINUTE FRENZY!

Plan your time in the Cattle Raisers Expo to experience the five-minute-frenzy of final bidding!
Saturday, March 24, 4:55 p.m. to 5:00 p.m.

Additional Events

Texas Beef Council Fun Run Saturday, March 24, 6:30 a.m. - 7:30 a.m.

Join fellow TSCRA members, Texas Beef Council staff, and Texas BEEF Team members for a fun walk/run. Distances from one to three miles are available for all ability levels. Start and finish at the Omni Fort Worth Hotel and enjoy a safe, marked course. Those who pre-register and attend will receive a Beef Loving Texans gift pack.

The Texas BEEF Team is a group of beef-loving fitness enthusiasts supported by the Texas Beef Council and 130,000 cattle ranchers across Texas. These athletes are

committed to living active, healthy lifestyles and are dedicated to serving their community and helping others lead healthier lives. Search “Texas BEEF Team Video” on YouTube to learn more about the BEEF Team.

Learn more about Beef Loving Texans and the exciting promotional programming being done by the Texas Beef Council at the TSCRA Board of Directors Meeting, Friday, March 23, 1:30 p.m. to 3:30 p.m., or visit the Texas Beef Council booth in the Cattle Raisers Expo.



Texas CattleWomen Annual Meeting Saturday, March 24 8:30 a.m. - 9:45 a.m., Board of Directors Meeting 1:00 p.m. - 5:00 p.m., General Session

Thanks to the good work of the Texas CattleWomen, the facts about beef's nutritious contributions to a healthy diet and lifestyle are being told to consumers and young people are supported in their agricultural educations. Make plans to join the Texas CattleWomen for a weekend of fun and information.



Young Leadership Series Meeting Saturday, March 24, 2:00 p.m. - 4:00 p.m.

Calling all young attendees! Hosted by the Young Leadership Series (YLS) Steering Committee, the YLS annual meeting will feature a discussion on the options for a young person to start a business. A discussion of different business models and opportunities for young producers will be followed by a workshop to put that knowledge to use.

About the Young Leadership Series

The YLS program is designed for producers age 19 to 40 who want to learn and network within the cattle industry. Meetings are held throughout the year to cultivate the next generation of TSCRA leaders.



Reconnect With Your Classmates!

Cattle Raisers are proud of their alma mater and the major universities help their alumni gather at the Cattle Raisers Convention.

Be sure to look for your classmates at:

Texas A&M University Reception

Texas Tech University Reception

TCU Ranch Management Alumni Reception



Cowboy Church Sunday, March 25, 7:30 a.m. - 8:30 a.m.

Join your friends for singing and encouragement with Jeff Gore, cowboy minister.

Meet the TSCRA Staff

Stop by the TSCRA booth to visit with staff from *The Cattleman*, Cattle Raisers Insurance, Special Rangers, update or renew your membership, get PAC info or buy TSCRA merchandise from Cattle Raisers Trading Company.



The Cattleman magazine will have a handy charging station for your electronic devices.

While your devices charge, spend a few minutes with *The Cattleman* staff.



Crystal Hinshaw
Client Service/Operations
Manager



Michele Woodham
Executive Director,
Insurance Services



Jeanette Ortega
Group Account Manager



CATTLE RAISERS
INSURANCE™

Hardworking Insurance for Hardworking Families™

The Cattle Raisers Insurance team will be on hand to help you find a plan that's right for the way you live and the challenges you face on the ranch every day.



Need a TSCRA jacket or cap?
Find TSCRA merchandise at the
Cattle Raisers Trading Company.



GET SOCIAL

Share your experiences with your friends and catch up on the latest information at the Cattle Raisers Convention.

We're online and hope you will be too!

#CattleRaisers2018



Join Us For Cow Camp at the Cattle Raisers Museum

Hosted by the Texas and Southwestern Cattle Raisers Foundation

Saturday, March 24
9:00 a.m. – 3:00 p.m.
Ages 5 to 10



Just \$35 per child before March 13

Young members will get to explore the newly renovated Cattle Raisers Museum and participate in fun activities when they join us at this year's Cow Camp.

Registration can be completed when registering for the Cattle Raisers Convention.

Register your youngster early. Space is limited to the first 50 cowpokes. Registration includes lunch, snacks, and camp supplies.

The Cattle Raisers Museum is located in close proximity to Convention headquarters at 1600 Gendy Street, inside the Fort Worth Museum of Science and History.



Young Artists, Writers and Photographers Invited to Compete

TSCRA will host several contests for youth. Stop by the Cattle Raisers Expo to see the contest entries and enter your vote for Best of Show.

Youth will compete by age groups – 5 to 8 years, 9 to 13 years and 14 to 18 years.

*For more information on the
Youth Contests and Cow Camp,
call 800-242-7820.*



Hotel Information

The reservation cutoff date for all hotels is **Feb. 28, 2018**. Please make your reservations by this date to secure the preferred rates.

Omni Fort Worth Hotel

1300 Houston Street
Fort Worth, TX 76102
817-535-6664, refer to Texas and Southwestern
Cattle Raisers Association
Room Rates: \$199 per night
Please book by Feb. 28, 2018

Fairfield Inn and Suites Downtown

1010 Houston Street
Fort Worth, TX 76102
817-529-9200, refer to the Texas and Southwestern
Cattle Raisers Association
Room Rates: \$169 per night
Please book by Feb. 28, 2018

Sheraton Fort Worth Downtown

1701 Commerce Street
Fort Worth, TX 76102
888-627-8556, refer to the Texas and Southwestern
Cattle Raisers Association
Room Rates: \$169 per night
Please book by Feb. 28, 2018

All meetings and educational programs will be held at the Fort Worth Convention Center and Omni Fort Worth Hotel.

Please note that all rates shown here are based upon the availability of rooms at each property and the reservation cutoff dates at each hotel. Rates may be higher depending upon when you book your room.

Beware of Housing Pirates - We would like to make you aware that there are various companies, going by a number of names (such as Global Housing Services or Convention Housing Unlimited, etc.), that are representing themselves as the housing vendor for the Cattle Raisers Convention or authorized by TSCRA.

These companies reach out to exhibitors and attendees and disguise themselves as our housing entity. They are claiming they can get better rates or they often use pressure tactics implying a housing shortage or impending deadline. They are careful what they claim in writing and often want to make arrangements by phone to avoid a paper trail. Beware of such unsolicited or unofficial housing claims because they often confuse and disappoint attendees and exhibitors and can lead to hidden penalties or no reservations at check-in as well.

We strongly recommend you do not book housing from any company that calls you directly. We do not release attendee names to any third parties to contact attendees for housing.

Cancellation, Refund and Substitution Policy: All registration cancellation and refund requests must be made in writing by Monday, March 12, 2018. A refund of all fees will be given for cancellations received by March 12, 2018. No refunds will be granted for requests received or post-marked on or after March 13, 2018.

Transfers of registrations are permitted prior to the convention by written request to registration@tscra.org. On-site transfers must be accompanied by proof of the original confirmation letter or email. The individual submitting the transfer request is responsible for all financial obligations and balances due associated with that substitution. Badge sharing, splitting, and reprints are strictly prohibited. TSCRA regrets that refunds will not be given for no-shows.

Early and Advance Registration Payments: All early registrations must be paid in full by Wednesday, March 14, 2018. If full payment for a registration is not received by March 14, 2018, the registration will be canceled. If the attendee registers after their registration is canceled due to non-payment, the attendee will be charged the registration fee assessed for the new registration date. All online registrations made after March 14, 2018, will require a credit card to complete the registration.

Special Offers/Discount Codes: Use of discount codes is only valid at the time of the initial purchase/registration. Non-members using a discount code are not eligible for discounts in conjunction with their registration. Refunds will not be authorized for existing registrations where the special offer was received after the initial purchase.

Discount codes cannot be applied to already reduced/discounted registrations. Limit one (1) special offer/discount code per registration.

Consent to Use Photographic Images: Registration and attendance at or participation in TSCRA meetings and other activities constitutes an agreement by the registrant or attendee to TSCRA's use and distribution (both now and in the future) of the registrant or attendee's image.

Confirmation: If you register online, you will immediately receive an electronic confirmation of your registration from TSCRA. If you fax or mail your registration form and do not receive a confirmation letter within 10 business days, please contact TSCRA at 800-242-7820 or registration@tscra.org.

Registration Information

Based upon attendee input and growth of the Cattle Raisers Convention, we have made several changes to the registration process:

- School and Convention programs are now open to all attendees. You will no longer be required to register for School programs separate from Convention. School attendees may attend all convention programs and convention attendees may attend all school programs.
- Meal tickets are not included in Friday-only or Saturday-only packages. See registration options.
- To ensure your registration is received and entered accurately, all registration is now online. You may register individuals, groups and students online. If you require a paper registration form, please contact our office at 817-332-7064 or registration@tsra.org.
- If you are paying by check you can still register online. Simply select the "Check" payment method and an invoice will be emailed to you.

Registration Sponsored by



Registration Options

Attendees may register for convention by selecting one of three options:

1. **Full Registration:** Includes all convention events, meals, and social functions. If you select this option, you will not need to purchase any additional tickets.
2. **Daily Registration:** Includes all convention programs for either Friday or Saturday. *NOTE: Meal tickets are not included in Daily Registration packages. You may purchase lunch tickets, explore the many dining options in close proximity to the Convention Center or purchase from the concession stand.
3. **Individual Tickets:** You may purchase individual tickets to ticketed events such as lunches or the Cattle Raisers Dinner and Dance.

Student Discounts

- **Students 18 and Under:** These students will receive 50% off the selected registration options.
- **Students 19 and Over:** Full-time college students will receive 25% off the selected registration options.

Group Discounts

- **For groups of three or more people:** For groups of three or more people, an additional 10% discount will be applied to each registration starting with the third registrant.

REGISTER TODAY!!

Online: www.cattleraisersconvention.com Phone: 800-242-7820

If you want to pay by check, please register online and select the "Check" payment method. An invoice will be emailed to you.

To request a paper registration form, please email registration@tsra.org or call 800-242-7820

Registration

Full Registration

The full registration package offers access to all Cattle Raisers Convention events and sessions:

- School for Successful Ranching Sessions
- Information Sessions
- Opening General Session
- CattleFax Market Outlook
- Admission to the Cattle Raisers Expo
- Demonstration Area in the Expo
- 2 Lunches in the Expo
- 2 Receptions in the Expo
- Young Leadership Series Meeting
- Cattle Raisers Dinner and Dance
- Closing General Session Brunch
- Livestock Handling and Ranch-to-Retail Workshops

NEW!



TSCRA members will receive discounted pricing on the **Full Registration**.

Discounts will be applied when registering online.

Member Registration

Before March 12

\$350

March 13-19

\$400

On-site (After March 19)

\$450

Non-Member Registration

Before March 12

\$400

March 13-19

\$450

On-site (After March 19)

\$500

Friday-Only Registration

- *Lunch Tickets Are Sold Separately*
- Friday School for Successful Ranching Sessions
- Friday Information Session: Washington, D.C. Legislative Update
- Admission to the Cattle Raisers Expo
- Demonstration Area in the Expo
- Welcome Reception in the Expo
- Livestock Handling and Ranch-to-Retail Workshops

NEW!



Before March 12

\$90

March 13-19

\$100

On-site (After March 19)

\$110

**Non-Members add \$50*

Saturday-Only Registration

- Lunch Tickets and Cattle Raisers Dinner and Dance Tickets Are Sold Separately
- Saturday School for Successful Ranching Sessions
- Saturday Information Sessions:
NAFTA and International Trade;
Changing Consumer Preferences;
Update on Eminent Domain Reform
- Admission to Cattle Raisers Expo
- Demonstration Area in the Expo
- Reception in the Expo
- Opening General Session
- CattleFax Market Outlook
- Young Leadership Series meeting
- NEW!** • Livestock Handling and Ranch-to-Retail Workshops

\$110
Per Person
When you purchase
before March 12

Before March 12

\$110

March 13-19

\$120

On-site (After March 19)

\$130

*Non-Members add \$50

Individual Tickets:



| | Early Registration Until March 12 | Advance Registration March 13-19 | On-site After March 19 |
|---|--------------------------------------|-------------------------------------|---------------------------|
| Friday Lunch & Drink Tickets | \$40 | \$60 | \$80 |
| Saturday Lunch & Drink Tickets | \$40 | \$60 | \$80 |
| Cattle Raisers Dinner and Dance – Saturday | \$110 | \$135 | \$160 |
| Closing Session Brunch – Sunday | \$60 | \$85 | \$110 |
| Cow Camp (Ages 5 to 10) | \$35 | \$45 | \$55 |
| Expo Pass (Friday or Saturday) | \$10 | \$10 | \$10 |
| School for Successful Ranching Proceedings Book | \$25 | \$30 | \$35 |
| NEW! Livestock Handling Workshop (Thursday night) | \$20 | \$20 | \$20 |
| NEW! Ranch-to-Retail Workshop (Friday night) | \$20 | \$20 | \$20 |

YOU ARE INVITED!

Cattle Raisers Convention Is a Great Investment in Your Ranch

If you own land or livestock in Texas and the Southwest, I invite you to the 2018 Cattle Raisers Convention, March 23 to 25, at the Fort Worth Convention Center.

This event is hosted by Texas and Southwestern Cattle Raisers Association (TSCRA) as a service to the ranching community in Texas and the Southwestern region of the U.S.

The Cattle Raisers Convention is a great investment of your time in your ranching business. I encourage you to study this booklet. I am confident you will find opportunities to further your education, gain industry information, make useful business connections, and have some fun at the Cattle Raisers Convention.

We will learn how private property rights are being defended in cases involving eminent domain. We'll talk about international trade and other federal regulatory issues that affect landowners. We will hear from those directly involved in the issues.

This annual Convention includes the School for Successful Ranching that offers classes designed for beginning ranchers and those with intermediate and advanced information needs.

Our Cattle Raisers Expo is the largest ranching expo in the region and offers 2 days to meet with more than 200 companies offering the products and services ranchers need. This year we are bringing a unique opportunity to the Expo — an indoor firing range where you can try out a variety of firearms.

I encourage you to attend the entire Cattle Raisers Convention to get the most out of the weekend, but if you can spare only a day away from your obligations, we offer daily packages that are exceptional values.

This convention is especially important to the Thorpe family. I will pass the gavel to the next TSCRA president at the Closing General Session on Sunday, March 25. It has been an honor and privilege to serve as president of TSCRA. I thank my wife, Karen, for her support during my term and for taking on the tough job of keeping our ranch running.

Please join us at the 2018 Cattle Raisers Convention to learn more, grow more, connect with valuable partners and peers and enjoy the fellowship of ranchers.

*Sincerely,
Richard Thorpe
TSCRA President*



Key Dates

Event: Friday – Sunday, March 23 - 25

Registration Opens: Tuesday, Jan. 2

Hotel Cutoff: Wednesday, Feb. 28

Early Registration Ends: Monday, March 12

Advance Registration: Tuesday, March 13 - Monday, March 19

Cancellation Deadline for Full Refund: Monday, March 12

Full Payment Deadline: Monday, March 12



March 23-25, 2018

Fort Worth Convention Center

JOIN US

LISTEN

To Discussions of
State and National
Issues

LEARN

New Skills to
Improve Your Ranch
Management

SHOP

The Largest
Ranching Expo
in the Region

ENJOY

Live Music,
Entertainment and
Fantastic Beef Meals

www.cattleraisersconvention.com

[#CattleRaisers2018](https://twitter.com/CattleRaisers2018)