

2007
Hereford
Young Guns
Conference



HEREFORD YOUNG GUNS REGISTER ONLINE AT *HerefordYoungGuns.com*

Hereford producers ages 22-45: mark your calendars for the third Hereford Young Guns Conference, Aug. 22-24. The event will be at Harrah's North Kansas City Hotel and Casino.

The program will feature dynamic speakers who are beef industry leaders. Topics will range from Hereford efficiency to the effect of ethanol on the beef industry, and how the Hereford breed is measuring up in research projects across the nation.

The conference will recap highlights of the first Young Guns Conference in 2001 and will focus on what the breed has accomplished in terms of regaining market share and breed direction. Conference attendees will gain valuable marketing ideas and learn from industry friends about tools and programs available to seedstock and commercial Hereford producers. Plan to be in Kansas City in August; don't miss out on this fun and educational event.

Registration and hotel reservation deadline is Aug. 1. Single registration fee: \$100. Per couple from same operation: \$170.



2007 Young Guns Registration Form

Name _____

Spouse name _____

Address _____

City _____ State _____ Zip _____

Daytime phone _____ Fax _____

E-mail address _____

Registration fee: \$100 per individual or
\$170 with spouse or individual from same operation

Total amount: _____

Credit card (only Visa or MasterCard):

Card number: _____

Exp. date: _____

Signature: _____

Make check payable to AHA

Mail to: American Hereford Association
Attention Amy Cowan
P.O. Box 014059
Kansas City, Mo. 64101-0059

TENTATIVE SCHEDULE OF EVENTS

Wednesday, Aug. 22

- 3-5 p.m. Hotel check-in and event registration
- 6-7:30 p.m. Welcome reception, sponsored by PTP Alliance
- 7:30 p.m. Keynote speaker — Mark Mayfield

Thursday, Aug. 23

- 7-8 a.m. Breakfast and event registration
- 8:15 a.m. Welcome and introductions
Craig Huffhines
- 8:30-11 a.m. Impact of Ethanol on the Hereford Industry
panel discussion
Speakers will include: Ron Plain, University of Missouri-Columbia; Kelly Bruns, South Dakota State University; and Kevin Good, Cattle-Fax
- 11 a.m. N.T. Cosby, Purina Mills
- Noon Buffet lunch, sponsored by Purina Mills
- 1 p.m. Herefords — The Efficiency Experts
panel discussion moderated by Jack Ward
Speakers will include: Mark Allan, Meat Animal Research Center; Dan Moser, Kansas State University; and Monty Kerley, University of Missouri-Columbia
- 3:30 p.m. Why Hereford?
panel discussion moderated by Dave Daley,
California State University, Chico
Speakers will include: Mark Aiken, Circle A Angus; John McGraff, Amana Farms; and a representative from Harris Ranch research project
- 6 p.m. Evening meal at Findley Farms, Pleasant Hill, Mo.,
sponsored by Gallagher Animal Management Systems

Friday, Aug. 24

- 7-8 a.m. Breakfast
- 8:30 a.m. Marketing 101 session
Speakers will include: Rance Long, Thomas Angus; Ryan Topp, Topp Herefords; Bob Harrell, Harrell Herefords; Art Wagner, National Beef Packing Co. LLC; and Danny Herrmann, Ford County Feedyard Inc.
- 11 a.m. Round-table discussions
- Noon Lunch, sponsored by Vermeer Manufacturing
Round-table reports and conference wrap-up

HOTEL INFORMATION

Harrah's North Kansas City Hotel and Casino

For reservations call (816) 427-7247

Room rate: \$89 per night (ask for group code S8HERFD.) **HW**

Thank you to PTP Alliance, Purina Mills, Gallagher Animal Management Systems and Vermeer Manufacturing for sponsoring the 2007 Hereford Young Guns Conference.

