



# HEREFORD

## *Homecoming*

**2020 CONFERENCE  
WORKBOOK SUPPLEMENT**

*Notes from Educational Sessions*

Celebrating Tradition and Progress

# EDUCATIONAL SESSION

 **MONDAY, OCT. 19 – 6:00 p.m.**



**Shane BEDWELL**  
**COO, Director of Breed Improvement**  
*American Hereford Association*

## **Utilizing the Tools for Victory** **Virtual Educational Session**

Shane Bedwell is the chief operating officer and director of breed improvement at the American Hereford Association. Through his position with the AHA, Shane oversees the Association's genetic evaluation and National Reference Sire Program. He also works to promote the breed through a variety of educational events. Prior to joining the AHA, Shane was a professor and livestock judging coach at Colorado State University for eight years. Shane grew up on a cow-calf and stocker ranch near Medicine Lodge, Kan. He is still an active part of the family's operation today.

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### KEY TAKEAWAYS:

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# EDUCATIONAL SESSION

📺 **TUESDAY, OCT. 20 – 6:00 p.m.**



**Danette AMSTEIN**  
**Managing Principal**  
*Midan Marketing*

## **Scouting Consumers & Political Climate Change** **Virtual Educational Session**

Danette is a managing principal at Midan Marketing, based in Mooresville, N.C., where she develops and carries out the strategic direction and vision for the agency. In addition, she works closely with meat industry clients to outline effective business and marketing communication strategies to ensure business goals are not just met, but surpassed. Danette's lifelong love for the meat industry started on her family's farm in Kansas, expanded as she earned a degree in animal science at Kansas State University, deepened during her involvement with the National Cattlemen's Beef Association and state beef organizations and continues today with her passionate work for clients. A well-respected thought leader in the meat industry, she speaks at conferences, develops content and is a guest columnist for industry publications. Married to Todd, she is a proud parent of a son and daughter, loves chocolate and still drives a combine when she goes home for the annual wheat harvest.

### KEY TAKEAWAYS:

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# EDUCATIONAL SESSION

 **TUESDAY, OCT. 20** – 6:00 p.m.



**Danielle BECK**  
**Executive Director of  
Government Affairs**  
*National Cattlemen's Beef  
Association*

## **Setting Up for Success – Virtual Educational Session**

Danielle Beck joined the National Cattlemen's Beef Association (NCBA) in June of 2016. As executive director of government affairs, she oversees the D.C. team responsible for business-facing policies such as trade and cattle markets. Additionally, Danielle is the lead lobbyist on all issues pertaining to tax, credit, appropriations, nutrition and alternative proteins. Prior to joining NCBA, Danielle represented clients across the food and agriculture sector as a lobbyist for The Russell Group. Before that, she spent five years on Capitol Hill working for Congressman Tom Rooney (R-FL), where she managed his work on the Agriculture Appropriations Subcommittee and House Agriculture Livestock Subcommittee Chairmanship.

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KEY TAKEAWAYS:

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# EDUCATIONAL SESSION

 **WEDNESDAY, OCT. 21 – 6:00 p.m.**



**Nolan **STONE****  
**Owner**  
*S= Cattle Company*

## **Setting Up for Success** Virtual Educational Session

Nolan has spent his career in the cattle feeding business. For 18 years, Nolan was general manager of a 100,000-head feedyard. His responsibilities included procurement of traditional and program cattle as well as commodities. In 2017, he left the cattle feeding industry and started his own cattle procurement business, S= Cattle Company. Nolan is a fifth generation Coloradoan who grew up on his family’s ranch in Karval, Colo. He received a bachelor’s degree in animal science from Colorado State University in 1998 and has been immersed in the cattle business ever since. He is the immediate past president of the Colorado Livestock Association, chairman of the Colorado Beef Council and board member for the National Cattlemen’s Beef Association. Nolan and his wife, Jodi, and their two children, Shae and Dylan, live near Eaton, Colo., where they enjoy operating their own diversified cattle operation and spending many hours playing basketball and showing cattle.

KEY TAKEAWAYS:

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# EDUCATIONAL SESSION

📺 **WEDNESDAY, OCT. 21 – 6:00 p.m.**



**Lowell T. MIDLA**  
**Cattle Veterinary Technical  
Services Manager**  
*Merck Animal Health*

## **Setting Up for Success**

### **Virtual Educational Session**

Dr. Midla was born and raised on a farm in southwestern Pennsylvania where his family raised registered polled Hereford beef cattle. He received his bachelor's degree from the University of Pennsylvania in 1988 and his VMD (Doctor of Veterinary Medicine), also from University of Pennsylvania, in 1992.

Following graduation, Dr. Midla joined a mixed animal practice in Lancaster County, Pa. In 1994, he moved on to The Ohio State University where he completed a food animal medicine and surgery residency and simultaneously earned a master's degree. His master's degree research focused on laminitis and lameness in dairy cattle. In 1996, Dr. Midla and his wife, Joanne, established a veterinary practice near Marianna, Pa. In the fall of 2001, he joined the faculty of The Ohio State University, practicing and teaching at the large animal ambulatory service in Marysville, Ohio. In 2016, he joined the cattle technical services team at Merck Animal Health.

Dr. Midla was appointed by the American Association of Bovine Practitioners to serve on the Council for Agricultural Science and Technology (CAST) Board of Representatives from which he was elected to serve as CAST president in 2013.

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KEY TAKEAWAYS:

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