



**VIVA
BEEFMASTER!**

2019

**BBU Convention
San Antonio
River Walk**



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Vice President - J.C. Thompson, Bedias, Texas

Secretary - Dan A. Gattis - Hutto, Texas

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Term Expires 2020

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Term Expires 2021

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Lone Star BBA - Robert Williams - Whitt, Texas

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Southeastern BBA - Neal Hiatt - Mt Ulla, North Carolina

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East Texas / Louisiana - Scott Jagers - Maud, Texas

Mid Atlantic - Chuck Perry - Rockmart, Georgia

Ozark and Heart of America - Dan Steinbiser - Hulbert, Oklahoma

Southern Alliance - Greg Thomas - Elkmont, Alabama

Texoma Beefmaster - Larry Meacham - Houston, Texas

WELCOME TO CONVENTION



Our 59th Annual Beefmaster Convention ¡Viva Beefmaster! is here and my wife, Bonnie, and I would like to welcome everyone to the River Walk in historic San Antonio. Our stay at the Wyndham San Antonio River Walk Hotel will prove to be enjoyable, relaxing and convenient to downtown activities.

The convention will kick off Wednesday, October 23 with a fun Trap Shoot. The Live Oak BBA Team consisting of Melvin Scherer, Trey Scherer, Tony Psencik and Anthony Mihalski have won the two previous events and it's about time other teams give them a run for the money. On Thursday evening we will be boarding river barges at the hotel and cruising down the river to the Rio Rio Cantina for a meet and greet reception, featuring drinks and appetizers. From there you will have the opportunity to venture out to one of the many local restaurants along the river walk for dinner.

Our Convention committee, led by Marie Welkener, has an entertaining and exciting week planned. A very informative schedule of educational sessions includes topics such as how genomics effect EPDs, a Beefmaster 101 session, a marketing panel and a BBU staff Q & A session, among other timely topics. The President's Council and BBU Board of Directors will meet Thursday morning during the convention. At our annual general membership meeting on Friday afternoon, October 25th we will elect new board members, a secretary and a treasurer.

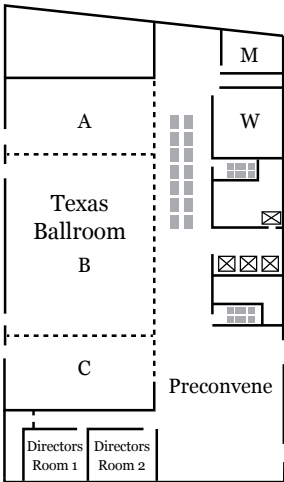
Finally, you will have the opportunity to see and purchase cattle from many of the elite programs in our breed at the President's Council Sale on Saturday afternoon. Many of you are aware of the premier Beefmaster herd being established at Texas A&M University. An elite set of the heifers will be donated to Texas A&M during the sale on Saturday.

Amidst the many scheduled activities, you will have the opportunity to meet and network with breeders from various parts of our Beefmaster Nation.

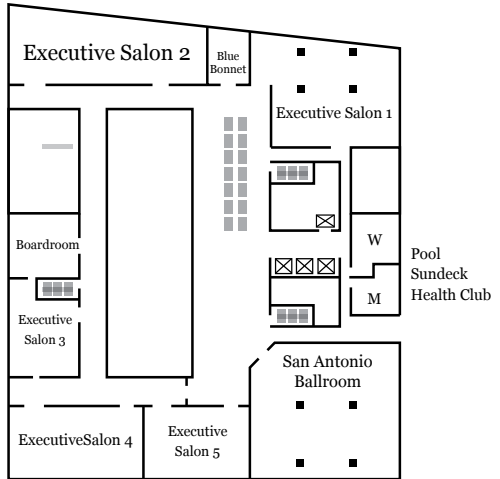
- Bob Siddons, BBU President

WYNDHAM HOTEL MEETING ROOMS MAP

Second Floor



Third Floor



Registration & Help Desk: Third Floor - Foyer

Meals: Second Floor - Texas Ballroom

Trade Show: Third Floor - Executive Salon 1

Seminars: Third Floor - San Antonio Ballroom

Cattle & Sale: Offsite at San Antonio Stock Show Expo Grounds

VIVA BEEFMASTER! CONVENTION AGENDA

WEDNESDAY OCTOBER 23

2:00pm

Trap Shoot hosted by Live Oak BBA
w/ Shrimp Boil to follow



THURSDAY OCTOBER 24

8:00 a.m. - 9:30 a.m.

President's Council Breakfast & Meeting

8:00 a.m. - 5:00 p.m.

Registration Desk Open (daily small group registry tutorials)

10:00 a.m. - 12:00 p.m.

Board of Directors Meeting

11:00 a.m. - 2:00 p.m.

River Cruise - lunch on your own - leaving from Wyndham river dock

1:00 p.m. - 4:00 p.m.

An Afternoon with Neogen/GeneSeek

1:00 - 1:45 Basics of DNA Collection & Testing

1:45 - 2:30 Why, What & How of DNA Testing

2:30 - 4:00 Basics of Genomics & How They Affect EPDs

Meet & Greet - River Cruise & Rio Rio Cantina

5:00 p.m. - 7:00 p.m.

FRIDAY OCTOBER 25

8:30 a.m. - 11:00 a.m.

Cattlemen's Annual Breakfast & Meeting

8:00 a.m. - 5:00 p.m.

Registration Desk Open (daily small group registry tutorials)

8:00 a.m. - 6:00 p.m.

Trade Show Open - Continental Breakfast

9:00 a.m. - 11:00 a.m.

Beefmaster 101 - Back to the Basics Seminar

9:00 - 10:00 Cattle Evaluation

10:00 - 11:00 EPD Basics: Collecting Data & Why We Use It

11:30 a.m. - 1:30 p.m.

Kick Off Luncheon

2:00 p.m. - 3:30 p.m.

General Membership Meeting

3:45 p.m. - 4:45 p.m.

Successful Seedstock Marketing Panel Discussion

5:30 p.m.

President's Reception, Dinner & Dance

SATURDAY OCTOBER 26

8:00 a.m. - 11:30 a.m.

Registration Desk Open

8:00 a.m. - 12:00 p.m.

Trade Show Open - Continental Breakfast

8:30 a.m. - 10:00 a.m.

CattleFax Market Outlook Seminar - Kevin Good

10:15 a.m. - 11:15 a.m.

What Can BBU Do For You? Q&A Seminar - BBU Staff

11:30 a.m. - 1:30 p.m.

Awards Luncheon

4:00 p.m.

President's Council Sale

*Sale Cattle Viewing Daily from 8 - 5 at the San Antonio Stock Show Expo Grounds

THURSDAY HIGHLIGHTS

President's Council Breakfast and Meeting

8:00 a.m. - 9:30 a.m. - *Executive Salon 5 - third floor*

An Afternoon with Neogen/GeneSeek Educational Seminars

- SAN ANTONIO BALLROOM - THIRD FLOOR -



1:00 - 1:45 pm: Basics of DNA Collection & Testing

Speaker: Leoma Wells, Strategic Account Manager Neogen GeneSeek

Leoma spent 12 years at the American Simmental Association in various roles, her favorite being in DNA services. It was this passion that drove her to join the Neogen team and help producers nationwide to utilize DNA and genomic testing technology to maximize their genetic potential.



1:45 - 2:30 pm: Why, What & How of DNA Testing

Speaker: Jill Ginn, Genomics Territory Manager Neogen GeneSeek

In 2013 Jill began working for GeneSeek, a division of Neogen, coordinating the sales and marketing of beef genomic profiles in Texas. In this position Jill consults with cattle producers on how to utilize their genomic results to make genetic improvement in their herds. She also works with breed association staff and university extension personnel to educate the beef industry on the value of genomic testing.

2:30 - 4:00 pm: Basics of Genomics & How They Affect EPDs

Speaker: Kari White, Genetic Evaluation Scientist Neogen GeneSeek

Kari White has been working as a genetic evaluation scientist for Neogen since February 2018. Her primary responsibilities include performing routine evaluations for Neogen genetic evaluation customers, as well as doing exploratory research in novel traits for selection in beef cattle.

Meet & Greet Reception

5:00 p.m. - 7:00 p.m. - *River Cruise & Rio Rio Cantina*

River boats will load at 4:30 p.m. at the hotel River Plaza - Lower Level (from hotel you will exit valet door and cross over the street, then take stairs or elevator down to the river level. The boats will take everyone to the restaurant for appetizers, drinks and mariachis. Drinks are available by drink ticket and/or cash bar at River Plaza and restaurant.

sponsored by



FLYING B RANCHES



Jones Beefmasters

mariachis
entertainment
sponsored by



FRIDAY HIGHLIGHTS

Continental Breakfast in the Trade Show

8:00 a.m. - 9:00 a.m. - Executive Salon 1 - Third Floor

Enjoy a delicious breakfast in our industry trade show! Make sure to visit with our vendors and see the great products they have to offer.

sponsored by
**Bob & Bonnie
Siddons**

Trade Show: 8:00 a.m. - 6:00 p.m. - Executive Salon 1 - Third Floor

Cattlemen's Annual Meeting & Breakfast

8:30 a.m. - 11:00 a.m. - Executive Salon 2 - Third Floor

All ladies attending the BBU Convention are invited to the Beefmaster Cattlemen's Breakfast and Annual Meeting.

Educational Seminars - Beefmaster 101 - Back to the Basics

- SAN ANTONIO BALLROOM - THIRD FLOOR -

9:00 - 10:00 am: Cattle Evaluation

Speaker: Jason J. Cleere, Texas A&M University

Dr. Cleere is an Associate Professor at Texas A&M

University and a Texas A&M AgriLife Extension Beef

Cattle Specialist. He works to coordinate statewide beef cattle extension education efforts, as well as conducting regional education programs.

This seminar will cover the basics of evaluating your cattle on structure, conformation, balance and growth.

10:00 - 11:00 am: EPD Basics: Collecting Data & Why We Use It

Speaker: Megan M. Rolf, Kansas State University

Dr. Rolf is an Associate Professor in the Kansas State University Animal Sciences and Industry Department. She currently teaches Genetics and

maintains an active research program in the use of genomics for genetic improvement in livestock. In this seminar she will review EPDs and how

they can be incorporated into your breeding objectives.

sponsored by
B.E.E.F.
Beefmaster Educational Endowment Foundation

Kick-off Luncheon - Speaker: Jeff "Tigger" Erhardt

11:30 a.m. - 1:30 p.m. - Texas Ballroom - Second Floor

This luncheon will feature the award winning speeches of the

Junior Beefmaster Breeders Association: *Lane Hendricks,*

Kayl Tassin and *Abi Hooper*. Following the JBBA speeches our

featured speaker is *Jeff "Tigger" Erhardt*. Jeff is an award winning TV

and radio personality, has started many businesses and concepts and still

continues to wow audiences young and old. Jeff's knowledge of sales,

marketing and management strategies have been implemented across

the business sector from financial services to communications to the

agriculture, livestock, land and events.

sponsored by



FRIDAY HIGHLIGHTS

General Membership Meeting

2:00 p.m. - 3:30 p.m. - *San Antonio Ballroom - Third Floor*

Educational Seminar - Successful Seedstock Marketing Panel

3:45 p.m. - 4:45 p.m. - *San Antonio Ballroom - Third Floor*

This panel will be comprised of **Charlie Wood, Clark Jones, Lorenzo Lasater** and **Jeralyn Novak**. Charlie is the General Manager/Advertising Manager for *The Beefmaster Cowman* and *The Gulf Coast Cattleman*

magazines. Clark is the owner of Jones Beefmasters in Savannah, Tennessee and has an extensive background in marketing. Lorenzo is the current president of Isa Beefmasters in San Angelo, Texas and successfully manages one of the oldest and largest production sales in the breed. Jeralyn is the Communications Coordinator at BBU and works with members and breeders to develop advertisements and marketing plans.



President's Reception, Dinner & Dance with B.E.E.F. Auction


5:30 p.m. Cash Bar - *Texas Ballroom Foyer - Second Floor*

6:00 p.m. Dinner & Dance - *Texas Ballroom - Second Floor*

Join us for a relaxing evening filled with good food, good friends and good entertainment! Enjoy a delicious dinner and scrumptious drinks. Following dinner, we will auction off items to support B.E.E.F., and then dance the night away to country music by Jason Allen - sponsored by Rancho Tres Hijos and Frenzel & Meacham.

F&M

sponsored by



WITTENBURG
BEEFMASTERS

Celebrating Over 50 Years...

We would like to thank all of our Beefmaster family and customers for your continued support over the last 50 years in the Beefmaster business.

PO Box 1005, Edna, Texas 77957
Hans Wittenburg (361) 782-8122 Joe Wittenburg (361) 782-1898

SATURDAY HIGHLIGHTS

Continental Breakfast in the Trade Show

8:00 a.m. - 9:00 a.m. - *Executive Salon 1 - Third Floor*

sponsored by
Bob & Bonnie
Siddons

Trade Show: 8:00 a.m. - 12:00 p.m. - *Executive Salon 1 - Third Floor*

Educational Seminar – CattleFax Market Outlook

Speaker: Kevin Good, CattleFax

8:30 a.m. - 10:00 a.m. - *San Antonio Ballroom - Third Floor*

Kevin Good is the Senior Market Analyst and Manager of Corporate

Accounts. His primary responsibilities include, covering the Kansas/Oklahoma fed cattle market and working with corporate partners providing information and analysis to help them make profitable management and marketing

decisions. Kevin has worked with many agricultural companies in helping them understand the changes taking place in the commodities industries, with emphasis in animal proteins, and in particular, the beef industry.

sponsored by
B.E.E.F.
Beefmaster Educational Endowment Foundation 

Educational Seminar - What Can BBU Do For You? Q&A with Staff

10:15 a.m. - 11:15 a.m. - *San Antonio Ballroom - Third Floor*

This seminar is an opportunity for members to provide feedback on programs and allow your questions to be answered about anything Beefmaster. Bring your questions and be ready to be engaged in a great Q&A!

sponsored by
B.E.E.F.
Beefmaster Educational Endowment Foundation 

Awards Luncheon: 11:30 a.m. - 1:30 p.m. - Texas Ballroom - Second Floor

During lunch award winners will be recognized for their contribution

to the Beefmaster breed and their involvement in BBU programs. Awards will be presented to New Member of the Year, Member of the Year, Breeder of the Year, Performance Breeder of the Year and the Environmental Award winner.

sponsored by
Live Oak 

Pre-Sale Gathering: 3:00 p.m. - 4:00 p.m.

San Antonio Stock Show Expo Grounds

Join us for a pre-sale gathering, where you can view the cattle one last time and socialize with new friends! Make sure to stick around for the President's Council Sale and purchase that top Beefmaster bull or female for your herd.

President's Council Sale: 4:00 p.m. - San Antonio Stock Show Expo

CONVENTION SPONSORS

HOST SATELLITE SPONSOR

- Live Oak Beefmaster Breeders Association

2019 CONVENTION RAFFLE

SPONSORED BY LOBBA

BEEFMASTER BREEDERS UNITED



>>Kubota RTV-XG850 Sidekick
4WD Gasoline
Utility Vehicle, Camo
Donated by Scherer Kubota

>>Port Royal Condo
4days/3nights
Port Aransas, Texas
3 Bedrooms Sleeps 8
Donated by Tim and Debbie Chapman

>>Wine Tasting Event



FALL CREEK WINERY

4 Guest Enjoy a Tasting of Internationally Awarded Fall Creek

Drawing to be held at Awards Banquet
Saturday, October 26, 2019
\$20 each ticket or 6 for \$100
Need not be present to Win



CORPORATE SPONSORS

- Beefmaster Educational Endowment Foundation
- Neogen
- Scherer Kubota

EVENT SPONSORS

- Ag-Pro Kerrville - Thursday Night Mariachis
- Bob & Bonnie Siddons - Continental Breakfasts
- Collier Farms - President's Gala
- Flying B Ranches - Meet & Greet Reception
- Frenzel & Meacham - Friday Night Entertainment
- Jones Beefmasters - Meet & Greet Reception
- Kito & Leti Saenz - Afternoon Refreshment Break
- L2 Beefmaster - Thursday River Cruise
- Live Oak BBA - Trap Shoot Meal
- NextGen Cattle Company - Meet & Greet Reception
- Rancho Tres Hijos - Friday Night Entertainment
- South Texas BBA - Trap Shoot
- Swinging B Ranch - Kick-Off Luncheon

EL PATRON SPONSORS

- C&M Ranches, LLC
- Elgin Breeding Service
- G4 Ranch
- Golden Meadows Ranch
- Jim and Pam Colvin
- L 2 Ranch
- Lyssy & Eckel, Inc.
- Nutrena
- Santa Ana Ranch

EL JEFE SPONSORS

- All Season Feeders
- Arkansas BBA
- B.G. Metals, Inc.
- B&L Cattle
- Central Texas BBA
- Dalton & Kathy Skinner
- Dos Amigos Ranch
- Genetic Development Center
- Heritage Cattle Company
- Hilltop Ranch, Bill & Dusty Carr
- Louisiana BBA
- Lowery Beefmasters
- Lyssy Beefmasters
- OHOA Beefmaster Marketing Group
- South Texas BBA
- Southeastern BBA
- Southern Alliance
- Southern Livestock Publishing
- *The Beefmaster Cowman*

Vaquero Sponsors

- Anthony J Mihalski
- Beefmaster Breeders Cattlewomen
- Broken b Beefmasters
- Bruce & Annette Robbins
- Dance Creek Beefmasters
- Larry & Sherri Ellis
- Three G Sales & Services
- Wayne Bryant Beefmasters

AMIGO SPONSORS

- 8R Beefmasters
- Anthony J Mihalski
- Blackland Beefmasters
- BMW Beefmasters
- Buckner Polled Beefmasters
- Cain Cattle Co.
- Collier Farms
- Dance Creek Beefmasters
- Dancing G's Farm
- Dannhaus Farm
- Double TT Ranch
- Emmons Ranch
- Farm & Ranch Beefmasters
- Frenzel Beefmasters
- Haywire Cattle Co
- Hiatt Diamond H
- Hidden Paint Ranch
- Hilltop Ranch
- i-o-c Beefmasters
- Jeff Harlow
- Jerry & Karen Davis
- Jim Colvin Beefmasters
- Jimmy & Lena Simmons
- JLH Livestock
- JO Ranch
- Kyles Beefmasters
- L2 Ranch
- Little Horn Beefmasters
- Lyssy & Sons
- McDavis Beefmasters
- McKenzie Beefmaster
- New Cut Farms
- Pam Hoff Colvin
- Rancho Tres Hijos
- Randy Cook - Cook Ranch
- Ryan & Pam Walker
- San Gabriel Beefmasters
- Siddons Beefmasters
- SM Beefmasters
- Socogee Beefmasters
- Swinging B Ranch
- TAG Land & Cattle
- Tom Hood Hidden Hollow
- V-Seven Beefmasters
- Walker Beefmasters
- Wittenburg Beefmasters
- Woelfel's Red Hollow

SPECIAL THANKS TO

Penny Bowie with Omni Advertising for donating her time and talent to help produce this year's signage.

The Wyndham San Antonio Riverwalk for their donation of a two night stay at this year's Convention.

The 2019 Convention Committee for their hard work and dedication.

TRADE SHOW EXHIBITORS

Trade Show Hours - Executive Salon 1 - Third Floor

Friday, October 25: 8:00 a.m. - 5:00 p.m.

Saturday, October 26: 8:00 a.m. - 12:00 p.m.



Continental Breakfast in the Trade Show

8:00 a.m. - 9:00 a.m. - Executive Salon 1 - Third Floor

Ag-Pro Kerrville

Ag-Pro Companies is the largest privately-owned John Deere dealership in North America. We serve the large ag, small ag, construction, and turf customer. Situated in Texas Hill Country, Ag-Pro Kerrville is proud to serve the community with a large selection of new and used John Deere equipment. Whether it be small compact tractors, riding lawn tractors or even commercial landscaping ZTrak™ mowers, you can count on Ag-Pro Kerrville to be Strong on Service. This location also carries other quality name brands like STIHL and Honda. Visit us today for a test-drive! We're right off I-10. www.agprocompanies.com

Agridyne LLC: The High Energy Liquid Feed

Mix 30™ Liquid Feed is a “high energy” protein supplement created from a combination of corn and soy-based co-products. This proprietary blend of ingredients results in a palatable, consistent, nutrient-rich product that supplies a judicious combination of both protein and energy for all ruminant diets. Most liquid fermentation co-products are lacking nutritionally in one or more aspects. Agridyne combines these ingredients in a manner that overcomes these inadequacies, and in doing so takes full advantage of each ingredient’s positive nutritional attributes. In addition to their nutritional inadequacies, these liquid fermentation co-products are also very consistent. www.Mix30.com

Arrow J Woodworking, LLC

In every project of Arrow J Woodworking, LLC., is handcrafted to allow the wood to speak for itself. Many pieces have natural cracks, voids, and rare figures that gives the final product its character, therefore, no two pieces are alike. We are located in Whitsett, Texas, but today we are in San Antonio to serve you. Owned by Troy Jambers, who is a Lifetime BBU Member with his family. Upon graduating from Texas A&M, he manages his father’s ranch in South Texas and began Arrow J Woodworking. Troy turned his passion for woodworking/turning into a business where he is not just selling the log form but also creating the finished product. Troy’s specialty is primarily working with mesquite woods, however he does enjoy using new material as well. arrowjwoodworking.com

TRADE SHOW EXHIBITORS



B.E.E.F.

The Beefmaster Educational Endowment Foundation (B.E.E.F.) is a 501(c)3 not for profit corporation formed in 2009. The Foundation is dedicated to making a great breed of cattle even better through scientific research, education of the breed's future leaders and providing valuable information to the public about the Beefmaster breed as a superior meat production animal. The Foundation is staffed 100 percent with volunteers. No salaries are paid; therefore, compared with the typical foundation, a very large portion of every dollar goes back into education and research. More details can be found at beeffoundation.org or in their trade show booth.

Beefmaster Breeders Cattlewomen

Beefmaster Breeders Cattlewomen (BBC) is an organization dedicated to assisting Beefmaster Breeders United in promoting the Beefmaster breed, educating the public to the merits of the breed, assisting the junior programs; and participating in any other projects deemed appropriate by the members. Our projects have included an annual "Scholarship Quilt" that is auctioned each year at the Convention Sale and the publication and sale of the "Beefmaster Maternal Legends Cookbook". They are proud to have the ability to give to the JBBA for their Junior National Show in numerous areas. We were able to present three \$3,000 scholarships this year to outstanding junior members for their continuing education.

Beefmaster Promotion Group

The first ever "OPEN TO THE WORLD BEEFMASTER HEIFER SHOW" held April 22, 2007 in Madisonville, Texas- marked the beginning of a new era for the Beefmaster Breed. A grass roots group known as the BEEFMASTER PROMOTION GROUP was created to organize and sponsor Open Beefmaster Heifer and Bull Shows that would enable us to educate, market and promote our cattle. In order to do so successfully, we felt it was necessary that we have a presence at the Houston Livestock Show and especially during the International Cattlemen's Week. Each year, thousands of domestic and international cattlemen congregate in Houston to watch the breed shows that showcase nearly every breed of cattle raised in the U.S. Currently, Beefmasters have been the only major cattle breed not represented by a show during International Week. We believe we have been missing out on potential customer sales and leads because of this lack of visibility and promotion.

TRADE SHOW EXHIBITORS



Bovine Elite LLC

Bovine Elite, LLC is an internationally recognized marketing agent and broker of Bovine Semen, Artificial Insemination Equipment, Embryo Transfer Supplies, Chart MVE and Worthington Industries semen tanks and TruTest™ Scales for over 27 years. Our professional services include Beef bull and Dairy bull Semen Sales from the best sires available, Semen and Embryo Warehousing, Professional Exportation and AI & Palpation Training. Our Sire Procurement Specialist is available to assist you in selecting the best semen for your specific cattle breeding program.

Collier Farms/Mike & Rhonda Collier

Collier Farms is a vertically integrated cattle business specializing in the production of registered and commercial Beefmaster cattle. Their operations are located in Washington and Dewitt Counties with various other cattle placements throughout the state of Texas. For over 20 years, Collier Farms has been committed to the development of productive and profitable cattle through use of efficient ranching practices. Though their central focus remains on producing and marketing high quality replacement females, the ranch also produces and markets large quantities of registered Beefmaster bulls, semen, and embryos on both a domestic and international market. Please visit our website for more information at collierfarmsbeefmasters.com or give us call at the ranch at (979) 251-4175.

Elgin Breeding Service Inc.

Elgin Breeding Service was established in 1954 by Dr. W.H. Cardwell and is one of the most highly respected custom semen collection companies in the world. EBS is family owned and operated by the second and third generations. EBS maintains state-of-the-art facilities, utilizing technology developed over the sixty+ year history to insure the highest quality of frozen semen available. The quality control in use at EBS is considered to be second to none and is a benchmark in the industry. This quality control standard is world renowned. EBS has experienced staff ready to help with custom semen collection, semen export services, semen shipping and storage. Three collection and housing facilities are set up for all semen collection needs. EBS is inspected by the NAAB, CSS, and USDA. At Elgin Breeding Service we have a quality control program, and we live by it. For more information, check out www.elginbreedingservice.com and [facebook.com/elginbreedingservice](https://www.facebook.com/elginbreedingservice) or call (512)285-2019.



Livestock Nutrition Center

Established in 1998, Livestock Nutrition Center continues to strive in blending specialized customized rations, supplements and premixes to meet the specific nutritional needs of many operations. We understand that management, performance objectives and feeding practices can be vastly different between operations, and that these differences dictate specific nutritional and formulation requirements. Our experienced sales and nutritionist will work with you to design a feeding program that is specific to your operation. www.lnc-online.com

Lyssy Beefmasters

Lyssy Beefmasters has been producing purebred, quality Beefmasters since 1972. We have built a program based on multi-trait selection while creating proven outcrosses with performance and predictability. We can deliver the demands of marketability and pedigree for not only the registered cattle breeders but the commercial cattleman. Our ranches are located Southeast of San Antonio, Texas in Wilson and Karnes county. www.lyssybeefmasters.com

Lyssy & Eckel Feeds

Family owned and operated since 1945, with 3-generations currently involved in the business, Lyssy and Eckel manufactures quality cattle feeds, deer feeds, show calf feeds, show lamb feeds, show goat feeds, horse feeds, cottonseed cubes, range cubes, minerals and custom formulations. We are proud to serve Texas ranchers and hunters. We also offer a complete line of agricultural products including tack, animal health and wildlife products. www.lefeeds.com

Neogen GeneSeek Beef Genomics

Neogen GeneSeek Operations provides DNA testing services for seedstock and commercial cattle producers. Our portfolio of genetic tests and genomic profiling services enhances our customers' ability to select, manage and market cattle of verified genetic merit. GeneSeek is a world leader in animal genomics. As renowned scientists explore new frontiers in DNA technology, they work with GeneSeek to develop advanced, affordable DNA testing products.

Nutrena

Whether you're feeding calves, heifers, cows, bulls, or steers, there's a NutreBeef product for each of their unique nutritional requirements. And you can rest assured that every bag of feed is high quality and nutritious, no matter which product you choose. In addition to performance requirements, stages of development, and phases of production, we also consider regional and seasonal variations in forage amongst other things when choosing ingredients. The bottom line is you get consistently high-quality feed for every class of cattle. www.nutrenaworld.com

TRADE SHOW EXHIBITORS



Scherer Kubota

Your South Texas Kubota Tractor dealer with two locations to serve you. Whether you have 2 acres or 2,000 acres, we can help you with any equipment you may need from lawnmowers to 135 hp tractors. We carry over 200 Kubota products on hand at any given time to give you the best selection at the best price. We have Kubota certified technicians to service your every need. Can't get it to the shop, we can come to you with our field service trucks. We are honored to help sponsor the Beefmaster convention by donating a Kubota RTV-XG850 Sidekick for the convention raffle fundraiser.

www.kubotausa.com/dealers/scherer-kubota-victoria

South Texas Reproductive Services

South Texas Reproductive Services specializes in bovine reproductive work. STRS was started in 2013 by Lauren Lyssy. Lauren has a masters degrees in bovine reproductive physiology and enjoys working with cattle genetics. STRS offers a range of services including AI, Embryo Transfer and Flushing. STRS works with all breeds and has tailored services to fit your needs.

Stella & Dot

Come shop with Annie Perry, your very own Stella & Dot stylist. We have a wide variety of jewelry, bags and accessories. Our award-winning design team handcrafts our pieces with care in NYC and Sausalito. We obsess over every detail, creating custom facets for each stone, beading by hand, and fabricating unique metal components you won't find anywhere else.

www.stelladot.com/annieperry

The Mule Barn Boutique

Known as The Best Little Boothouse in Texas, the Mule Barn offers many brands of boots including Anderson Bean, Black Jack and Rios of Mercedes. But their specialty is helping you custom design boots that are drawn and measured to fit your foot and made exactly the way you want them! They can be further customized with your ranch brand, company logo, your initials or whatever you wish! In addition to boots, they offer many items that have been hand selected in clothing trends, handbags and beautiful jewelry. Here at the convention, check out Dian Malouf Jewelry, Juan Antonio Handbags, ladies clothing, famous Naked Cowboy air fresheners, and of course our custom made to order boots! Register to win a Juan Antonio hand tooled wallet or a tooled leather boot jack. To be drawn for Saturday at 11:30 am. The Mule Barn is owned by fellow Beefmaster Breeders, Loren and Nancy Gilmore of Gilmore Ranch in Madisonville, Texas. Check us out online at www.mulebarnboutique.com

TRADE SHOW EXHIBITORS



Trans Ova Genetics

Trans Ova Genetics offers industry-leading embryo transfer technologies, in addition to advanced reproductive technologies, including in-vitro fertilization (IVF), sexed-semen, genetic preservation and cloning. The commitment to a team approach ensures greater success with the embryo transfer processes and has become an industry standard-of-excellence. On-going research and applied science also allow Trans Ova Genetics to develop and implement new technologies that will help move the science of bovine genetic improvement forward rapidly. www.transova.com

CONVENTION COMMITTEE

Marie Welkener, Chair Mona Scherer, Co-Chair

Kenneth & Nancy Allen - Kim Boudreau - Dusty Carr - Rhonda Collier - Pam Colvin - Jerry Davis (TX) - Steve Dodds - Sherri Ellis - Kalli Ellis - Cindy Emmons - Bub & Nancy Epley - Kris Fore - Doug Fortune - Abradella Halepeska - Jennifer Janssen - Amber Leatherwood - Sandra Lieke - Dave Loftin - Barry Parker - Amy Pritchett - Marilyn Scherer - Bonnie Siddons - Kathy Skinner - Peggy Skoruppa - Teri Thompson - Carolyn Wachsmann - Larry Wachsmann - Brenda Woelfel

TAG THE DATE!

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OCTOBER 29 - 31, 2020 IN FORT WORTH, TEXAS
@ THE OMNI FORT WORTH IN DOWNTOWN**



Congratulations

to President Bob Siddons &
the Board of Directors
on a successful
year!

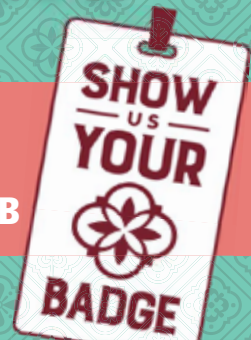
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