Cattle Baron’s Bash
Kick off the Idaho Cattle Association’s centennial celebration at the annual Cattle Baron’s Bash, featuring live music from Triple Shot and a Doctor Bill. This is the night for the J.R. Simplot Golf Tournament calcutta, and will feature a semen sale. Let’s get this party started!

1:00p Money Can’t Buy Happiness, But it Can Buy Cows (and that’s basically the same thing)
We’ve been the benefactors of incredible and record-breaking cattle markets for more than a year, but what does the future of livestock markets look like now? Tom Brink, former Senior Vice President Chief Risk Officer for JBS-Five Rivers Cattle Company will address these topics.

2:30p Skinny Jeans, Faux-hawks, and Hashtags: Understanding Today’s Consumer
This session is sure to make every attendee a little more hip! Learn from Brooks Dame, founder and CEO of Proof Eyewear, how to market to and communicate with today’s urban consumer.

Esto Perpetua:
God, Cows, and Country
As we celebrate our heritage and patriotism, and thank the good Lord for making us cattlemen, we welcome Governor C.L. “Butch” Otter to kick open the conference, and keynote speaker Mike Schlappi, a Paralympic gold medalist who overcame surprising odds to reach his goals.

9:30 am
Staged in Julia Davis Park, this Idaho ag palooza brings cattle producers and consumers together for a night of fun! Featuring music from Boise’s own New Transit and the Jeff Palmer Band. The evening will also provide Idaho Preferred food vendors, a western art silent auction, and the debut of Payette Brewing Company’s Idaho Cattle custom ale.

11:30a Starter Ration
It’s the grand opening of the trade show! Stroll about the trade show and visit with more than 65 vendors across the industry as you feast on finger steaks.
**Thursday**

8:00a **Graze It, Don’t Blaze It Rangeland Tour**
Catastrophic wildfires in Idaho continue to pose a significant threat to the state’s rangeland and wildlife. Livestock grazing plays an important role in reducing the fuel loads. Our annual range tour will explore the benefits grazing has on the control of wildfire as we explore BLM’s new Paradigm Project, which is designed to establish a system of innovative firebreaks from Boise to Glenns Ferry. We’ll spend the afternoon discovering how fires are managed on the large scale as we visit the National Interagency Fire Center.

9:30a **J.R. Simplot Memorial Golf Tournament**
For the first time ever, we are allowing you to pick your own team for this annual golf tournament. So polish your clubs and recruit your ringer, or grab your three best friends — whether you’re playing to win or just for fun, this old tradition is back for another round. The tournament will begin at 9:30am at Quail Hollow golf course just a few miles away in Garden City. Don’t miss the calcutta on Tuesday night at the Cattle Baron’s Bash.

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**For the CowBelles**

*Some Special Events Just For You*

12:00n **Beauties and the Beef**
It’s our own version of fashion week as you visit with fellow industry women, enjoy lunch, and view the Western Woman Fashion Show featuring styles from American Clothing Gallery, Inc., Fancy Pants, Ruby Lou, Piece Unique & Shoez Clothing Co., and Mimi Marie Boutique.

2:00-5:00p **Ladies Traveling Happy Hour**
Take a trolley tour of downtown Boise or wander the shopping districts of 8th Street and BoDo for a fun and relaxing afternoon post-lunch.

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**Friday**

8:00a **Bunk Broke Trade Show Breakfast**
Start your day with breakfast in the trade show as you mingle with vendors and learn who’s who and what’s new.

9:00a **Agency Update**
Do you want to know what is happening with the state and federal political issues that impact your ability to raise cattle in Idaho? Come to this session to hear members of Idaho’s congressional delegation and other elected officials fill us in on their efforts.

10:00a **Feeder Council Meeting**
Environmental policy and nutrition technology are always changing in our industry. Meet with other feedlot owners and operators in the state and stay up-to-date on the issues that affect your operation the most.

10:00a **Cow-Calf & Purebred Council Meeting**
The landscape impacting Idaho’s cow-calf producers is constantly evolving, and yet the issues seem to remain the same. Join fellow cow-calf and purebred producers to hear the most recent updates on key issues, from sage grouse and wolf control to state lands grazing fees and the Owyhee 68 litigation, just to name a few.

11:00a **Committee Sessions**
Members of the Cattle Health and Well-Being Committee, Federal and State Lands Committee, Marketing Committee, Membership Committee, Wildlife Committee and Private Lands and Environment Committee will meet to discuss resolutions that will be presented to the membership of ICA. ICA is a member-driven organization, and your decisions chart the course staff and leadership takes for policy in the future.

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**Rodeo Joe and the Snake River Stampede**
The Snake River Stampede Rodeo is celebrating its centennial this year, too, and we will be right there with them! Join us Thursday evening for a social and dinner before the rodeo with the University of Idaho. Buses will be on hand to transport you to and from the Idaho Center in Nampa. It’s the loudest, fastest show on Earth!
12:00n Beef Industry Centennial Luncheon
brought to you by the Idaho Beef Council
Always educational, the Idaho Beef Council is once again bringing valuable information to the table and serving how chefs decide on item to menu or the challenges department where beef? Hear from an expert panel of grocery retailers, food service personnel, and health professionals about their involvement with and perceptions of the beef industry.

Education Station
Idaho Cattlemen’s College
brought to you by zoetis
2:00-5:00p
Picking Replacements for Your Herd
Visual evaluations v. GMX advantage scores
Bull selection not only affects your weaning weights, but also the daughters he leaves behind. We will give you some pointers on how to utilize the data to make solid choices for herd maximization.

Nutritional Development
From weaning to pre-breeding and pre-breeding to preg checking, nutritional programs make all the difference for heifer performance. You have questions? We have answers.

Animal Health Protocols
What is the advantage of Fetal Protection Vaccines? Are they really necessary, or a pharmaceutical trap? Find out which antigens need to be covered and what needs to be done up to Parturition.

Heifer Marketing
Dr. Neil Rimby and Dr. Scott Jensen from the University of Idaho will wrap up the Idaho Cattlemen’s College with tips on the marketing aspects of your non-replacement heifers. This session will help you weigh the options of retaining ownership or selling your heifers to the highest bidder.

Great Steak Gala
After a day of educational seminars and hands-on, interactive workshops, we wind down with elegance at a semi-formal cattlemen’s ball. The silent auction you’ve seen all week will be closed out tonight, and several high-end, big ticket items will be featured in the live auction. You will enjoy a steak dinner, live music, and good company at this event, which will feature the father and son duo of Glen and Brian Klippenstein. Because everybody knows Idaho Cattle Make Great Steak!

Saturday
9:30a Centennial Cattle Drive
Cattle drives are iconic of our heritage and way of life. You won’t want to miss this one, as Texas Longhorn cattle are wrangled through town by our ICA president and past presidents, led by Governor C.L. “Butch” Otter.

5:00p Idaho Beef Day at the Races
We’re wrapping up our week at Les Bois Racetrack for the annual Beef Day at the Races, brought to you by the Idaho Beef Council.
Governor C.L. “Butch” Otter

has been serving as Idaho’s governor since 2007. During his time in office, Governor Otter has exemplified his commitment to the cattle industry; constantly going to bat for Idaho’s cattle producers. Prior to taking office, Governor Otter served three terms in Congress representing Idaho’s 1st District from 2001 to 2006. When elected to Congress, Governor Otter was serving his fourth term as Idaho’s Lieutenant Governor. Governor Otter is a father of four and a grandfather of six. He is married to the former Lori Easley of Kimberly. Governor Otter and the First Lady live on their ranch near Star.

Mike Schlappi

inspires real people with real problems to respond to their circumstances with a new approach. Mike insists that attitude is not a mood, but a position we take regardless of circumstances. Mike has had a few challenges in his life, having endured a tragic accident as a teenager that left him paralyzed. But he also has a few Olympic gold medals, a few college degrees, has written a few books, and runs a few successful businesses. Mike is a Hall of Fame athlete, Paralympic gold medalist, world champion, MBA, and father of five. Mike will leave you with workable strategies, tools, and mindsets to enrich your life.

J. Tom Brink

is a Kansas native with a cow-calf background who loves to talk about the economics of the industry. Tom is the former President and COO of J & F Oklahoman Holdings, Inc., the cattle ownership arm of JBS Five Rivers owning the majority of cattle fed in Five Rivers feedyards. Tom has also held the position as Director of Market Research for CattleFax and the Director of Analytical Services for Emerge Interactive. Tom is the founder of Top Dollar Angus, which was introduced to the beef industry in the summer of 2014. He and his wife reside in Brighton, CO.

Brooks Dame

grew up in Ontario, Oregon. He started his company, Proof Eyewear, in his garage in 2011 and grew the business from a laptop and a few pairs of sunglasses to what it is today. Just four years later, Proof Eyewear is an international success with retail outlets in more than 20 countries and celebrity customers that include Beyoncé and Karl Malone. Proof products are hand-made, eco-friendly, philanthropic, and hugely popular around the globe. Brooks continues to devote his time to Proof Eyewear as the CEO, whose global headquarters and flagship store are located in Boise.

Glen and Brian Klippenstein

Glen was the founder and operator of Glenkirk Farms for 27 years, showing and selling seed stock in 50 states and 22 countries. Glen was CEO of the American Chianina Association, Chairman of the National Beef Promotion and Research Board, and served as Director of the National Cattlemen’s Beef Association. Glen was appointed by President George W. Bush to serve on the Federal Agricultural Mortgage Corporation Board. Brian has worked in the cattle business from Canada to Argentina. After earning his degree in Business, Economics, and Public Policy from George Washington University Brian spent 26 years on Capitol Hill. He is currently the Executive Director of Protect the Harvest.