



ANNUAL CONVENTION
& Trade Show

NOVEMBER 14-16, 2022

SUN VALLEY RESORT

WELCOME!



WELCOME TO THE 2022 *Annual Convention!*

We'd like to take the opportunity to welcome each of you to the 2022 Idaho Cattle Association Annual Convention! This is truly an event that we look forward to annually, both for gaining member input to set ICA's direction in the coming year, as well as to enjoy the company of our friends in the industry while providing a consistent environment to learn, network and conduct business. It's our hope that you find value in each of the sessions, breakouts and trade show and that you leave with a strong understanding of what ICA is doing to support members and producers in Idaho. We welcome your input and feedback and look forward to interacting with you throughout the event.

—The Idaho Cattle Association Staff & Leadership



MONDAY, NOVEMBER 14

10:30am-12:00pm Student Session (Sage)

A session specifically for our student attendees! Hear from a panel of beef industry representatives on opportunities for those looking to learn about options available to them after graduation, as well as network with other college students in Idaho.

SPONSORED BY PERFORMIX NUTRITION

10:30am-7:00pm Registration Opens (Limelight Promenade)

SPONSORED BY MERCK ANIMAL HEALTH

10:30am-9:00pm Trade Show opens (Limelight Ballroom)

Visit our allied industries partners to learn about opportunities for your operation!

1:00pm-2:15pm General Session - Hugh Aljoe (Continental Room)

No matter the location, size or scope, any ranch can improve soil health and its bottom line by basing management decisions on the six soil health principles. In this session, Aljoe will discuss how producers can integrate this simple framework focusing specifically on managing for increased plant diversity and adaptive grazing management. In addition, he will explain how to conduct "Safe to Learn" trials and will share firsthand accounts of rapid improvement from Noble Ranches.

SPONSORED BY BANK OF COMMERCE

BREAKOUT SESSIONS

2:15pm-3:15pm Political Outlook (Continental Room)

Join Idaho's Rib-eye Caucus to discuss the upcoming legislative session and an outlook following the general election.

SPONSORED BY KEYAG

2:15pm-3:15pm Partners in Action (Sage)

Listen & look at rancher/agency partner projects completed on operations across the West.

SPONSORED BY MERCK ANIMAL HEALTH

3:15pm-3:30pm Refreshment Break (Limelight Ballroom)

SPONSORED BY SELECT SIREs

CONVENTION AGENDA

3:30pm Council Sessions

Cow/Calf & Purebred Council (Continental Room)

SPONSORED BY MERCK ANIMAL HEALTH

Feeder Council (Sage)

SPONSORED BY AGPROFESSIONALS

4:00pm-6:00pm Cattlewomen's Social (Symphony Cottage)

4:30pm-6:00pm Cattlemen's College (Continental Room)

SPONSORED BY ZOETIS

6:30pm-9:00pm Strolling Supper & Auction (Limelight Ballroom)

SPONSORED BY NORTHWEST FARM CREDIT SERVICES

The Allied Industry Hospitality House will open in the Symphony Cottage following the conclusion of the dinner & auction. All are welcome to join!

TUESDAY, NOVEMBER 15

7:00am-4:00pm Trade Show opens (Limelight Ballroom)

7:30am-9:00am Breakfast - NCBA Update (Limelight Ballroom)

Hear an update from NCBA on current events and issues at the national level.

SPONSORED BY ENVU

GENERAL SESSION

9:00am-10:15am True West Beef (Continental Room)

Idaho is expanding its processing capacity. Listen in on an update on the facility and how it can impact the entire beef industry in our state.

SPONSORED BY PERFORMIX NUTRITION

10:15am-10:30am Refreshment Break (Limelight Ballroom)

SPONSORED BY STONEBRAKER MCQUARRY

10:30am-11:30am Resolution/Policy Session (Continental Room)

Join the membership to discuss policy that will guide our organization in 2023.

11:30am-Noon Trade Show Break (Limelight Ballroom)

12:00pm-1:30pm Beef Council Lunch (Limelight Ballroom)

Hear updates from the Idaho Beef Council around trends and education efforts promoting Idaho beef!

SPONSORED BY THE IDAHO BEEF COUNCIL

BREAKOUT SESSIONS

1:30pm-2:30pm **Feed Stuffs & Efficiencies** (Continental Room)

Half off something you don't need still isn't a good deal. An opinion on how to make decisions when considering what feeds to purchase for your cattle.

SPONSORED BY KEYAG

1:30pm-2:30pm **Myths, Misnomers and Misinterpretations in Regenerative Ranching** (Sage)

A brief overview of some frequently asked questions and misunderstandings about regenerative ranching followed by an open Q&A forum for producers to learn from and share with others their personal knowledge and experiences.

SPONSORED BY HYDROGREEN

2:30pm-3:30pm **Idaho Public Lands Council** (Continental Room)

ICA & IPLC host an annual session to update and discuss operating on Public Lands.

SPONSORED BY AGRISK ADVISORS

2:30pm-3:30pm **University of Idaho Research** (Sage)

Hear from U of I CALS Dean Michael Parella, as well as Dr. John Hall on U of I Beef research impacting the Idaho beef industry, as well as graduate student in Meat Science on "Investigating alternative fabrication styles of the beef top sirloin butt"

SPONSORED BY THE RISING B

3:30pm-3:45pm **Refreshment Break** (Promenade)

SPONSORED BY NORTHWEST FARM CREDIT SERVICES

3:45pm-5:30pm **Annual Membership Meeting** (Continental Room)

Attend our annual membership meeting for officer elections and input on policy approval!

5:30pm-6:30pm **President's Reception** (Ram Bar)

Join fellow attendees in raising a toast of appreciation to outgoing President, Mark Pratt.

SPONSORED BY INTERMOUNTAIN BEEF & STERLING MARKETING

6:30pm-9:00pm **President's Banquet** (Limelight Ballroom)

Join us for a celebratory dinner honoring outgoing ICA President, Mark Pratt and welcoming 2023 incoming president, Kim Brackett.

SPONSORED BY DL EVANS

Following the banquet, all are invited to stay & enjoy musical entertainment, by Barton & Bollar! Join us in the Hospitality House after the conclusion of the evening events as well.

CONVENTION AGENDA

WEDNESDAY, NOVEMBER 16

8:00am-10:00am Refreshment Break (Limelight Ballroom)

SPONSORED BY ALLFLEX

GENERAL EDUCATION

8:30am-10:00am Global Markets Outlook (Continental Room)

The cattle market has changed over the course of past months. Hear from Brett Stuart & John Nalivka on the global scenario, as well as outlooks for producers in Idaho.

SPONSORED BY IDAHO AG CREDIT

10:30am Convention Adjournment

MEET THE SPEAKERS

HUGH ALJOE

Aljoe serves as the director of producer relations providing oversight to the 13,500 acres of Noble ranches and the consultation program that serves producers primarily in the Southern Great Plains. He is also a pasture and range consultant. Aljoe joined the Noble Research Institute in 1995. Before coming to the Noble Research Institute in 1995, Aljoe served 10 years as the ranch manager of Belvedere Land & Cattle Corp., a 3,900-acre, 1,500-head purebred and commercial cow-calf operation in East Texas that utilized adaptive multi-paddock grazing. Aljoe attended Texas A&M University where he received his BS and MS degrees.



ERICA HANSEN

Erica Hansen has worked as Science to Implementation Specialist for the Intermountain West Joint Venture (IWJV) since May 2022. In this role, she connects science to on-the-ground work that supports healthy landscapes, communities, and wildlife. Before joining the IWJV, Erica worked as the Land Protection Specialist for the Jackson Hole Land Trust, helping landowners preserve the working lands and open spaces of northwest Wyoming. She holds a B.S. in Zoology with Honors from Colorado State University, and an M.S. in Wildlife Biology from Utah State University.



KENT ANDERSEN

Kent Andersen was raised on a diversified livestock and farming operation in central Nebraska. Following graduation from the University of Nebraska (B.S., 1985) and Colorado State University (M.S., 1987 and Ph.D., 1990), Andersen served as Director of Education and Research (1990 to 1999) and Executive Vice President (2000 to 2009) for the North American Limousin Foundation (NALF). In his position with Zoetis, Andersen serves as Director of Beef Genetic Technical Services, Precision Animal Health. Andersen remains active in his family's commercial cow-calf operation in Nebraska. He and his wife Wendy, along with eighteen-year-old daughter Claire, reside in Windsor, Colorado.



JOHN HOEHN POLLREISZ, D.V.M.

Dr. John Hoehn Pollreisz, D.V.M. is the managing veterinarian for SmithKline Beecham, with his focus being on feedlot medicine and support. He earned his Doctor of Veterinary Medicine from University of Illinois at Urbana/Champaign in 1985 and has gone on to work as a staff veterinarian for a variety of feedlots and ranches throughout his time in practice. Dr. Hoehn Pollreisz served on NCBA's Beef Quality Assurance Task Force from '91-'93 and his research focus is on BVD/BRSV dual challenge, production feedlot studies with One Shot, as well as BSRV, and he has also completed work on the Dectomax grazing trials.



ETHAN LANE

Ethan Lane leads NCBA's Washington office as the Vice President of Government Affairs. He is a fifth generation Arizonan with more than two decades of experience in natural resources, land use issues, and advocacy on behalf of the cattle industry. Prior to his current role, he was the Executive Director for the Public Lands Council, and Senior Executive Director of the NCBA Federal Lands portfolio. Ethan has also operated a consulting firm where he worked on multiple high-profile political campaigns and advised clients in a variety of industries on regulatory and legislative issues. Before moving to Washington, Ethan spent 10 years managing and helping to grow a large real estate and ranch portfolio in Arizona.

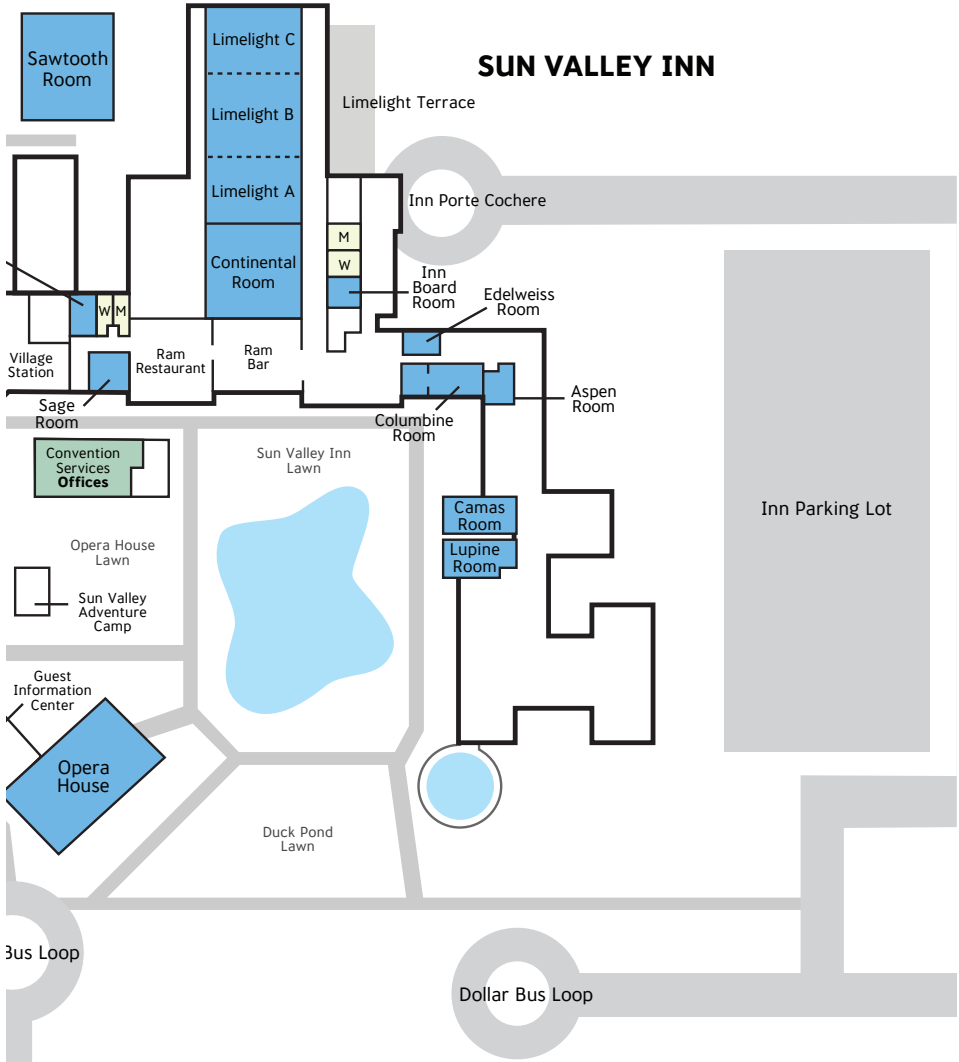


CONVENTION MAP



SUN VALLEY LODGE

SUN VALLEY INN



SUN VALLEY RESORT

Convention Meeting Spaces

MEET THE SPEAKERS

JAY THEILER

Jay Theiler joined Boise-based Agri Beef Co. in 2001. Prior to joining Agri Beef, he held various marketing and management positions with Jacobs-Suchard, HJ Heinz's Ore-Ida potato division, and Syngenta. Since joining Agri Beef, he has had various responsibilities with the company and his marketing background was helpful in developing and launching the company's branded beef programs including Snake River Farms American Wagyu Beef and Double R Ranch Northwest Beef. Jay serves on the US Meat Export Federation's Board of Director's and is Chairman of the Exporter committee. He is also a current Director for the Bogus Basin Ski Resort and Recreational Association, a non-profit 501(c)(3) and a past Director of the Idaho Beef Council. He has been consistently involved with the cattle industry through the National Cattleman's Beef Association's serving as an advisor to their strategic Long Range Planning Committee twice.



WADE SMALL

Wade Small is the Executive Vice President of Business Development at Agri Beef. He joined Agri Beef in 2004 following completion of his Master's degree in Animal and Veterinary Science at the University of Wyoming. Since then, Wade has held a variety of positions, including Director of Procurement and President of AB Livestock. As Executive VP of Business Development Wade handles development and management of partners for True West Beef.



BOONE CARTER, D.V.M.

Dr. Boone Carter concentrates on nutritional management of feed yard and cow-calf operations with an emphasis on feeding for efficiency. He specializes in feedlot growing and finishing, heifer and bull development, managing cows for peak efficiency, and low-stress animal handling techniques. Outside of work he enjoys training cow horses and spending time with his family hunting and fishing in the backcountry.



KAITLYNN GLOVER

Kaitlynn Glover serves as the Executive Director of the Public Lands Council and the leader of NCBA's Environment and Natural Resources Team. Prior to joining NCBA, she worked for five years as a policy advisor on agriculture, natural resources, and Tribal policy issues for a western U.S. Senator. Before moving to Washington, Kaitlynn spent several years working for Teagasc, the agriculture semi-state authority in Ireland. During that time, she earned a Masters of Agriscience in Innovation Support from University College Dublin. Originally from Wyoming, Kaitlynn has strong ties to grazers, recreationalists, and many other users of public land resources.



BRETT STUART

Brett Stuart is the president of Global AgriTrends. The firm was organized in 2006 and provides global market research, analysis and forecasting to a variety of clients around the world. He was formerly the lead economist for the U.S. Meat Export Federation. He has conducted numerous research and analysis projects in the global meat trade area as well as advising government representatives on international protein trade issues. Mr. Stuart has conducted on-the-ground agriculture industry research for a variety of clients on six continents. Brett was raised on a cattle ranch operating in Utah and Wyoming. He received an undergraduate degree in accounting at Utah State University and a Master of Business Administration degree from the University of Nebraska. He and his wife Amanda live with their 5 kids on a farm near Preston, Idaho.



JOHN NALIVKA

John Nalivka is the president and owner of Sterling Marketing, an agricultural economic research & advisory firm based in Vale, OR. He is a member and advises the North American Meat Institute, is marketing committee chairman for the Idaho Cattle Association, and is a trustee on the Vale FFA Scholarship Board. Nalivka has provided ranch & resource economic analysis & testified on behalf of many ranches in public lands disputes in federal court, as well as in front of the Idaho Land Board.



Annual Convention

TRADE SHOW PASSPORT

Visit tradeshow booths in each category to receive a sticker to complete your passport. Drop your entry for a raffle prize to be drawn Wednesday morning!



Animal Health



Equipment



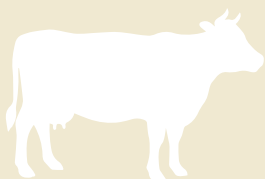
Financial/ Insurance/
Legal



Nutrition



Industry Advocates



RealEstate/
Entertainment

Name:

Phone Number:

*MUST BE PRESENT TO WIN

TRADE SHOW VENDOR DIRECTORY

AgRisk Advisors	Idaho Livestock
Allflex	Knipe Land Company
American Angus Association	Laird Manufacturing
Animal Health International	Merck
BioWest Ag Solutions	Multimin USA
Bison Pipe & Supply	MWI Animal Health
Boehringer Ingelheim	NCBA
Cattl Active	Neogen
Champion Animal Health	Northwest Farm Credit Services
Cody's Cowboy Hats	Northwest Livestock Supplements
Conquest Insurance	Performance Livestock Analytics
Corteva Agriscience	Ramaekers Nutrition
CowBos	Real Tuff Cattle Equipment
Datamars	Scales NW
Endovac Animal Health	Scales Unlimited
Envu	Shaw Cattle Co.
Farm Bureau Insurance Company of Idaho	Simplot Western Stockmen's
Fay Ranches	Sloan-Leavitt Insurance Agency
Frosted Cowgirls	Superior Livestock
Gateway Realty Advisors	University of Idaho
Gold Handle Coffee	USDA/NASS
Hall and Hall	Valley Wide Cooperative
Holloway Livestock Rio Nutrition	Vitalix, Inc.
HydroGreen	Western Livestock Journal
Idaho Beef Council	WSR Insurance
Idaho Cattle Association	Zoetis

Thank you Sponsors!



CONVENTION SPONSORS!



www.AGRISKADVISORS.COM





CONTACT US

email: info@idahocattle.org

Mailing address: P.O. Box 15397, Boise, ID 83715

Location: 2120 Airport Way, Boise, ID 83705

Phone: 208-343-1615