

**UF|IFAS**  
UNIVERSITY of FLORIDA

*Florida Fall  
Cattlemen's Conference  
& Allied Trade Show*

*"Foundations  
of  
Profitability"*



**November 20, 2014  
8:00 AM**

**Southeastern Livestock Pavilion  
2232 NE Jacksonville Road  
Ocala, Florida 34470  
352-671-8400  
<http://cflag.ifas.ufl.edu>**

**Register Now To Win !**



**Each paid participant will have  
a chance to win a YETI cooler.**

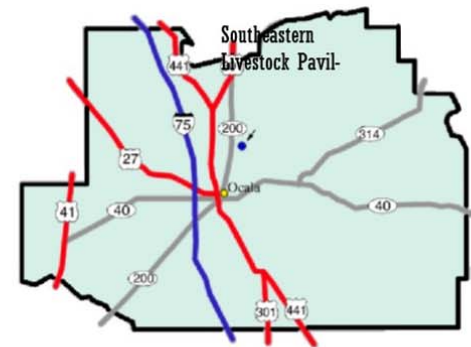
*\*Sponsored By Alltech*

**Registration includes admission to  
all seminars, trade show, a printed  
copy of the speakers' papers, re-  
freshment breaks and catered  
lunch.**

*The Foundation for The Gator Nation  
An Equal Opportunity Institution*

**Directions to  
Southeastern  
Livestock Pavilion**

From I-75: Go east on US 27  
to US 441, turn north onto  
US 441, go to first traffic  
light and turn east onto 200A  
continue for approximately  
1 mile, the Southeastern  
Live-stock Pavilion is on the  
north side of 200A.



**For more information:  
phone: 352-671-8400  
email: [jmsh@ufl.edu](mailto:jmsh@ufl.edu)**



**UF | IFAS**  
UNIVERSITY OF FLORIDA

**PROGRAM PLANNING  
COMMITTEE**

Cindy Sanders - Alachua County  
Tim Wilson - Bradford County  
Mark Warren - Flagler County  
Mark Shuffitt - Marion County  
Ed Jennings - Pasco County  
Matt Hersom - UF Dept. An. Sci.  
Brent Lawrence - Alltech  
Kurt Pipenbrink - Zoetis



[www.extension.org](http://www.extension.org)

**“FOUNDATIONS  
OF  
PROFITABILITY”**

**AM**  
**8:00** *Registration / Trade Show Opens*

**9:00** *State of Florida Cattle Industry*

**Henry Kempfer**  
President  
Florida Cattlemen’s Association

**9:15** *Beef Economics -  
Foundations of Profitability*

**Chris Prevatt**  
Regional Specialized Agent  
Livestock & Forage Economics  
UF/IFAS Range Cattle Research  
& Education Center, Ona, FL.

**10:00** *Trade Show Break*

**10:30** *Does Your Hay Make The Grade?*

**Matt Hersom, PhD.**  
UF/IFAS Beef Cattle Specialist  
Department of Animal Sciences  
University of Florida  
Gainesville, FL.

**11:00** *Pregnancy Diagnosis &  
Breeding Season Management*

**Cliff Lamb, PhD.**  
UF/IFAS Beef Cattle Specialist  
North Florida Research & Education  
Center, Marianna, FL.

**PM**  
**11:45** *Lunch / Trade Show Break*

**12:45** *Chute Side Manners  
& Handling*

**Todd Thrift, PhD.**  
UF/IFAS Beef Cattle Specialist  
Department of Animal Sciences  
University of Florida  
Gainesville, FL.

**1:45** *Feed Tag Math For Cattle*

**Matt Hersom, PhD.**  
UF/IFAS Beef Cattle Specialist  
Department of Animal Sciences  
University of Florida  
Gainesville, FL.

**2:15** *Evaluation & Door Prize  
Drawing for YETI Cooler*

**Register on Eventbrite:**

**Search:**  
**Florida Fall Cattlemen’s Conference**



**Participant Registration**

**2014**

**Florida Fall Cattlemen’s  
Conference & Allied Trade Show**

November 20  
Southeastern Livestock Pavilion  
Ocala, Florida

**PLEASE PRINT**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

email \_\_\_\_\_

**Payment Type: Credit Card or Check #**

**Credit Card #** \_\_\_\_\_

**Exp Date:** \_\_\_\_\_ **V Code** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Billing address if different from above:**

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

\_\_\_\_\_ **\$25 Early Registration**  
(Postmarked on or before 11/7/14)

\_\_\_\_\_ **\$15 Student Registration Fee**  
(Postmarked on or before 11/7/14,  
Student ID required)

\_\_\_\_\_ **\$50 Late Registration**  
(postmarked after 11/7/14 or on-site)

**Make check payable to:**

Marion County EAC

**Mail to:**

Mark Shuffitt  
2232 NE Jacksonville Road  
Ocala, Florida 34470-3615