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TENNESSEE CATTLEMEN'S ASSOCIATION TO HOLD 33rd ANNUAL CONVENTION AND TRADE SHOW

Murfreesboro, TN – The Tennessee Cattlemen's Association (TCA) will celebrate 33 years of serving the state's cattle producers with its annual convention and trade show in Murfreesboro, Tenn. on January 26-27. Nearly 1,000 attendees will hear from top livestock industry speakers addressing topics like herd health, forage systems, sustainability, and the current state of the beef business.

Members will have the opportunity to vote on two TCA resolutions and Board of Directors appointees at the Delegate Session on Friday, Jan. 26.

Informational breakout sessions called, "Cow Colleges" will be held on both Friday and Saturday. The speakers at these sessions include: Craig Uden, president of the National Cattlemen's Beef Association (NCBA); Ashley Lyon McDonald, Senior Director of Sustainability for NCBA; Tom Short with Zoetis, who will discuss adding value to Tennessee feeder calves; Gregg Braun, USDA Grazing Specialist, who will discuss maximizing forage use; Hannah Thompson-Weeman, vice president of communications for the Animal Agriculture Alliance, who will discuss how animal agriculture is under attack; and finally, representatives from the Tennessee Department of Agriculture, Tennessee Beef Industry Council and Center for Profitable Agriculture will share updates on their program areas.

"I am excited about our speaker line up this year," said Steve Anderson, TCA's president and cattle producer from Smith County. "Attendees are going to learn a lot of valuable information for their farms. They'll also have a chance to network with other cattle producers and vote on association policy which gives us all a voice at the capitol."

In conjunction with TCA events, the Tennessee Dairy Producers Association (TDPA) will also meet. TDPA will hold its own meetings, but will come together for general sessions.

Additionally, UT Agriculture Extension Veterinarian Dr. Lew Strickland is once again arranging for a Veterinarian Continuing Education Seminar to be held in conjunction with the meeting.

Beginning at 8 a.m. on Friday, attendees can visit the trade show to talk with more than 100 exhibitors. Vendors will be showing off new products, services, and the latest technology for the beef and dairy industries. Also in the trade show, there will be a live cattle video auction, followed by an analysis from UT's Agricultural Economist Dr. Andrew Griffith and Jodee Inman from the USDA.

Also on Friday, TCA will be presenting several scholarships to youth and honoring outstanding members during the awards luncheon.

On Saturday, there will be a special opportunity for the youth to participate in activities including a quiz bowl, scavenger hunt, and workshops led by some of Tennessee's brightest young agriculture advocates.

Pre-registration is \$20 for Friday or \$15 for Saturday. It is \$30 for both Friday and Saturday. This includes admission to all Cow Colleges, the trade show, and the Best of Beef Reception. Lunch is extra. Pre-registration ends Jan. 19. Late registration and registration at the door will be an additional \$10 over pre-registration fees.

Attendees should register by calling the TCA office at (615) 896-2333 or by downloading and mailing in the online form which can be found at www.tncattle.org. A full schedule of events can also be found on the TCA website. If attendees would like to register for the TDPA sessions, they need to register with Stan Butt. If they are attending the Veterinarian sessions, they'll register with Dr. Strickland. For hotel reservations, call the Embassy Suites Hotel at (615) 890-4464 or online: www.murfreesboro.embassysuites.com.

TCA was founded in 1985 and has nearly 7,000 members from across the state and the southeast. The organization works to provide the cattlemen of Tennessee with an organization through which they may function collectively to protect their interests and work toward the solution of cattle industry problems and to build the necessary goodwill that will bring both governmental esteem and recognition to the industry.

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