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TENNESSEE CATTLEMEN'S ASSOCIATION TO HOLD 34th ANNUAL CONVENTION AND TRADE SHOW

Murfreesboro, TN – The Tennessee Cattlemen's Association (TCA) will celebrate 34 years of serving the state's cattle producers with its annual convention and trade show in Murfreesboro, Tenn. on January 25-27. Attendees will hear from top livestock industry speakers addressing topics like herd health, forage systems, sustainability, and the current state of the beef business.

Informational breakout sessions called, "Cow Colleges" will be held on both Friday and Saturday. The speakers at these sessions include: Kendall Frazier, executive director of the National Cattlemen's Beef Association (NCBA); Dr. Darrh Bullock, the Extension Beef Cattle Specialist for the University of Kentucky; Dr. Scott Brown of the University of Missouri will discuss the cattle market outlook; Dr. Mark Alley from Zoetis will share tips on transitioning to stocker cattle; Specialists from the University of Tennessee Extension will present on current research; and finally, representatives from the USDA and FSA will offer insights on Pasture, Rangeland, and Forage programs.

"At this year's convention, I had over the reins to a new president," said Steve Anderson, TCA's president and cattle producer from Smith County. "I am proud to offer these great speakers to our attendees as my last leadership activity. No one will leave our event without a vast array of new ideas and new friends."

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 9 a.m. on Friday, attendees can visit the trade 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 that morning, there will be a live bull and heifer sale in the trade show area held by the University of Tennessee.

Later that day, TCA will be presenting several scholarships to youth and honoring outstanding industry leaders and members during the awards luncheon.

On Saturday, there will be a special opportunity for the youth participate in activities including a quiz bowl, scavenger hunt, and a Youth for the Quality Care of Animals Training Session. The Tennessee CattleWomen will also meet on Saturday morning where they will hear a presentation from Sharon Beals, the Vice President of Food & Safety for CTI Foods. All convention-goers are welcome to attend this meeting.

Pre-registration is \$20 for Friday or \$15 for Saturday. It is \$30 for both Friday and Saturday. Lunch cost is extra. Pre-registration ends Jan. 18. Late registration and registration at the door will be an additional \$10 over pre-registration fees.

Attendees can register online 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 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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For more information visit www.tncattle.org, email info@tncattle.org or call (615) 896-2333. Be sure to follow the TCA on our Facebook page: www.facebook.com/tncattle and Twitter account: @TennesseeCattle.