

OSU BEEF INDUSTRY CONFERENCE

April 2 - 3, 2012

*Cimarron Hotel and Oklahoma State University Wes Watkins Center
Stillwater, Oklahoma*

MONDAY – April 2, 2012

6:30 p.m. **Optional casual reception – Cimarron Hotel – Chaparral Room/Lounge**
Buffet Taco Bar served – cash bar available

TUESDAY – April 3, 2012

8:00 a.m. **Registration – Atrium, Wes Watkins Center**

8:15 a.m. **Welcome and Introductions – Room 108 Wes Watkins Center**
Chris Richards, OSU Animal Science

Delivering Our Great Message

Betty Thompson, Miss Oklahoma, America's Choice Semifinalist and First Runner-up to Miss America, and Dairy Advocate

Macro-Economic Outlook for the Cattle Industry

Chad Wilkerson, Federal Reserve Bank of Kansas City, Oklahoma City, OK

Break

Latest Beef Quality Audit: Results are in!

Deb Vanoverbeke, OSU Associate Professor of Meat Science

Visioning Change in Our Industries

Kenny Eng, Rancher, Consultant, Industry Advisor, San Antonio, TX

Beef Lunch – 101 Wes Watkins Center

Ag Weather Cycles: What is in store for the future?

Gary McManus, Oklahoma Associate State Climatologist, Norman, OK

Break

Pasture and Livestock Management Strategies Following Severe Drought

Monte Rouquette, Texas A&M Regents Fellow and Professor of Forage Physiology, Overton, TX

Ag Markets... Changing Paradigms in Livestock and Grain Outlook

John Michael Riley, Assistant Extension Professor, Mississippi State University, Mississippi State, MS

4:30 p.m. **Concluding Comments**

2012 OSU Beef Industry Conference



Betty Thompson – Miss Oklahoma 2011



Betty is senior Elementary Education major at Oklahoma State University that grew up on a small dairy farm near Davenport, OK. While in high school, she was active in 4-H, FFA, Student Council, Pep Club, McTeggart Irish Dancers, Oak Grove Youth Ministries and FCA. Betty served as class president all 4 years of high school as well as Northeast District 4-H President her senior year. Betty dances with the world known McTeggart Irish Dancers and represented the USA at the World Irish Dance Championships for 4 years and the All-Ireland Irish Dance Championships for 5 years where she was the first Oklahoman to medal. She is a member of the Dairy Farmers Spokesperson Network as well as a Dairy Max Classroom Educator. Betty's platform, Milk It Really

Does a Body Good encourages students to develop healthy eating choices and habits at a young age by having three servings of dairy every day. She is also part of the "New Look of Milk" campaign that focuses on schools switching to plastic bottles instead of paper cartons. Betty is also active with Fuel Up To Play 60, which encourages students to fuel up their bodies with healthy nutritious meals and be active for 60 minutes every day.

Chad Wilkerson – Federal Reserve Bank of Kansas City



Chad is Branch Executive of the Kansas City Fed's Oklahoma City Branch office. In this role, he serves as the Bank's lead officer and regional economist in the state of Oklahoma. He is responsible for recruiting and working with the branch's board of directors and for briefing the Kansas City Fed's president – a member of the Federal Open Market Committee – on economic activity in the state. His research focuses on trends in the industrial structure and labor markets of the Tenth Federal Reserve District, and he also supervises several business surveys for the Kansas City Fed. He holds a master's degree from the University of Chicago and a bachelor's degree from William Jewell College in Liberty, MO, and he studied abroad for a year at Oxford

University in England. Chad currently serves on the boards of the Economic Club of Oklahoma and Providence Hall School in Oklahoma City, as well as on the advisory board of trustees of the United Way of Central Oklahoma.

Deb VanOverbeke – OSU Meat Scientist



Deb VanOverbeke received degrees from the University of Nebraska and Colorado State University. During her graduate work, Deb worked closely with Colorado Cattlemen's and Colorado Livestock Association to develop the Colorado Beef Quality Assurance Program. She has worked for the Nebraska Cattlemen where she coordinated the Beef Quality Assurance and the Nebraska Corn-Fed Beef Program. She joined the University of Minnesota as the Meat Quality and Safety Specialist where she co-developed and taught Pre-harvest Meat Quality and Food Safety and team taught the Global Beef Systems course for the School of Public Health's Summer Institute. At

OSU, Deb is responsible for teaching three undergraduate courses and two graduate courses each year; undergraduate enrollment will top 200 students and graduate enrollment, 30 students. She also assists with numerous extension programs including the Beef Quality Summit, Pork 101, the Meat Animal Evaluation Contest, and various others.

2012 OSU Beef Industry Conference



Kenny Eng – Consultant and Industry Advisor



Kenny received his M.S. degree at the University of Nebraska, Ph.D. at Oklahoma State University and was on the staff at Texas A&M University where he designed and lectured the first Master's degree program in feedlot management. He spent a life time in beef cattle research, nutrition, and management consultation in North America and overseas. Home is San Antonio, TX, but current ranching and farming operations are in California, Oklahoma, Texas, and Nebraska. He continues limited consulting and remains active in R&D. After 30 years, he discontinued writing his Feedstuffs Magazine Bottom Line articles in May of 2011. Five years ago he and other key consultants formed the "Camelot Round Table" group which provides confidential and proprietary reviews of research, products and programs for major U.S. agriculture firms. In recent years he has also written and published seven books of poetry and seven calendars.

Gary McManus – Oklahoma Assoc. State Climatologist



Gary is the Associate State Climatologist for Oklahoma. He has been with Oklahoma Climatological Survey since 1999, joining the Climate Information Group in 2000. He has B.S. and M.S. degrees in Meteorology from the University of Oklahoma. Although he is trained to forecast the weather, he said he often tells people he chose climatology because he is better at reporting what happened than predicting it. As a climatologist, McManus studies long-term weather statistics for the Oklahoma Climatological Survey which allows him to put current weather into context.

Monte Rouquette – TAMU Professor of Forage Physiology



Monte serves as a Professor of Forage Physiology and Texas A&M University Regents Fellow. His primary research at the Texas AgriLife Research and Extension Center at Overton has been targeted at evaluation of forage persistence, forage cultivars, grazing systems, nutrient cycling, and beef production from birth-to-harvest for use in East Texas and the southeastern U.S. This area of research incorporates soil-plant, plant-animal, animal-human, and the integrated production systems and associated economic implications for peers and stakeholders. During the past five years the primary impact of science and contributions from his research includes collaborative releases of four forage varieties; carbon sequestration and plant food nutrient cycling-dynamics under grazed conditions; identification and quantifying of bermudagrass ecotype diversity under long-term stocking; defining efficiency of the grazing animal; birth-to-harvest-to-carcass attributes of breedtypes; and defined N-fixation and N-transfer from legumes as a replacement for N-fertilizer.

John Michael Riley – MSU Agricultural Economist



John Michael joined the Mississippi State University Department of Agricultural Economics in the fall of 2008. His primary Extension and research interests are commodity marketing, price analysis, risk management and agricultural policy. John Michael obtained both his B.S. and M.S. degrees from Mississippi State. He completed his Ph.D. at Kansas State University in 2008. He was raised near Quitman, MS on a small commercial cow-calf operation. He resides in Starkville, MS with his wife Jennifer and son Landon.