



## Managing Dynamic Change in the Beef Cattle Industry

No one can deny the past year and a half in the beef cattle business can be characterized as quickly changing and rapidly evolving. Along with rapid change come management issues many have seldom dealt with in the past. As Ohio's cattlemen look to the future, understanding and carefully managing these tumultuous times will be paramount to sustainability within the industry.

With these thoughts in mind, a series of four February meetings entitled **Managing Dynamic Change in the Beef Cattle Industry** will be hosted on consecutive Wednesday's and Thursday's in two different locations in the heart of "cow country." Insightful and Nationally recognized speakers will guide participants through the process of gaining an understanding of today's beef cattle business realities, reviewing strategies which will optimize whole herd profitability, and looking at the alternatives for buying, selling and merchandising cattle. The series will conclude with a look into planning for the future during a session entitled "Trends, habits and winds of change."

The program will be hosted on the consecutive **Wednesday evenings of February 4, 11, 18, and 25** beginning at 6 p.m. in the **Highland County Training & Employment Center, Hillsboro.**

The same program will be held again on the consecutive **Thursday evenings of February 5, 12, 19 and 26** at 6 p.m. at the **Alexander H.S. at Albany in Athens County.** Each evening at both locations will begin with supper promptly at 6 p.m. followed immediately by the program.

Registration cost is \$50 for the first person from an operation, and \$25 for each additional person from that same operation. **In order to register**, complete the form below and mail with your check to: Ohio Cattleman's Association, c/o Managing Dynamic Change, 10600 U.S. Highway 42, Marysville OH 43040



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Name of Participant: \_\_\_\_\_ \$ 50.00

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

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Name of 2<sup>nd</sup> Participant from this Farm Operation: \_\_\_\_\_ \$ 25.00

Name of 3<sup>rd</sup> Participant from this Farm Operation: \_\_\_\_\_ \$ 25.00

Name of 4<sup>th</sup> Participant from this Farm Operation: \_\_\_\_\_ \$ 25.00

Location participants will be attending (circle one):          Hillsboro                  Albany (Athens)

Total Number of Participants from this Farm Operation \_\_\_\_\_ Total dollars submitted \$ \_\_\_\_\_