

Missouri Cattlemen's Association

For immediate release:

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Cattlemen's College sure to further members' knowledge of beef industry

COLUMBIA, Mo., Dec. 1, 2009 – Cattlemen's College is scheduled for Friday, Dec. 11 from 8 to 11 a.m. at the 42nd annual Missouri Cattlemen's Convention and Trade Show. A lunch is included and will immediately follow Cattlemen's College.

The program includes three sessions: BVD-PI Workshop with Dan Givens, International Trade with Gregg Doud and Market Outlook/Cattle Fax Update with Randy Blach. These sessions allow our members to further their knowledge of different aspects of the beef industry.

Dan Givens: BVD-PI Workshop

Dan Givens is a professor at Auburn University's College of Veterinary Medicine, where he attained his DVM degree in 1994 and a Ph.D in 1996. He then achieved board certification in the American College of Veterinary Microbiologists (virology subspecialty) while performing NIH-funded, post-doctoral research.

Since 2000 Dr. Givens' efforts in applied research regarding infectious diseases that affect reproduction of cattle have resulted in more than 40 peer-reviewed manuscripts, four book chapters and two international patents. Simultaneously, for his classroom lectures in basic sciences and clinical instruction in the large animal teaching hospital, Dr. Givens received the Norden Distinguished Teacher Award in 2004 and a Student Government Association Outstanding Teacher Award in 2007.

Gregg Doud: International Trade

As the chief economist for the National Cattlemen's Beef Association (NCBA), Gregg Doud manages top-level economic and international trade policy issues for the beef industry in Washington, D.C. In NCBA's Government Affairs office, Doud works closely with legislative and regulatory staff, media representatives, industry groups, and cattle producers to explain and influence the outcome of beef industry economics, trade and marketing issues.

Doud is a member of U.S. Department of Agriculture's Agriculture Trade Advisory Committee (ATAC), providing input during trade agreement and WTO negotiations. He also co-staffs the policy division of the NCBA International Markets Committee and serves as an industry spokesperson on economic and international trade issues for local, national and international media outlets.

Doud was raised on a dry-land wheat, grain sorghum, swine and cow-calf operation in North-Central Kansas. His previous agricultural experience has been with the U.S. Wheat Associates, World Perspectives, Inc., ADM-Agri, LLC and the American Soybean Association. Doud graduated from Kansas State University with a B.S. in Animal Science and an M.S. in Agricultural Economics. He and his wife reside with their two children in Annapolis, Maryland.

Randy Blach: Cattle-Fax Update

Randy Blach is CEO of Cattle-Fax, an organization focused on helping member cattle producers make more profitable marketing and management decisions. Cattle-Fax is the cattle and beef industry leader on timely market information, analyses and research.

Blach came to Cattle-Fax in 1981 and served as director of market analysis for 15 years and accepted his current role in 2001. During this time, he has been a keynote speaker at hundreds of cattle and beef industry conventions, meetings and seminars.

A Colorado native, Blach and his family remain actively involved in cattle ranching with cow/calf, stocker and finished cattle. He was raised on his family's ranch in Yuma, Colo., and graduated from Colorado State University with a degree in animal science. Blach received the Honor Alumni award from its College of Agricultural Sciences in 2004.

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The Missouri Cattlemen's Association was initiated in 1911 and is dedicated to improving viability of Missouri's beef industry. MCA serves as the voice of Missouri's 65,000 beef producers. Contact MCA at 573-499-9162 or at www.mocattle.com.