



Texoma Cattlemen's Conference: The Road to Ranching Efficiency

Friday, June 15, 2018
Ardmore Convention Center
2401 N. Rockford Road
Ardmore, OK 73401

Agenda

7 a.m.	Registration and Trade Show	
8 a.m.	Welcome	Moderator: Ron Hays, Oklahoma Farm Report
8:15 a.m.	Market Outlook	Jim Robb, director and senior agricultural economist, Livestock Marketing Information Center
9 a.m.	Research Update – Part 1	Noble Researchers
9:30 a.m.	Trade Show Break	
10:15 a.m.	Stewarding Land, Cattle and Family	Donnell Brown, R.A. Brown Ranch
11:15 a.m.	Leonard Wyatt Award	Hugh Aljoe, director of producer relations, Noble Research Institute
11:30 a.m.	Lunch, Industry Updates -Oklahoma Cattlemen's Association -Oklahoma Beef Council -Texas and Southwestern Cattle Raisers Association	Kaden McCombs Heather Buckmaster Stacy Fox



12:45 p.m.	Clarity From Chaos	Colin Woodall, senior vice president of government affairs, National Cattlemen’s Beef Association
1:30 p.m.	Research Update – Part 2	Noble Researchers
2 p.m.	Trade Show Break	
2:30 p.m.	Improving Herd Efficiency Through Management	Cliff Lamb, Ph.D., department head and professor, Texas A&M University Animal Science
3:30 p.m.	Adjourn	