**Northwest Florida Beef Conference**

**Wednesday, February 8, 2017**  
Jackson County Extension  Agriculture Conference Center  
2741 Pennsylvania Ave, Marianna, FL – 850-482-9620

**2017 Focus:** *Crucial Management in Challenging Times*

<table>
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<th>Schedule of Events (all Central Time)</th>
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<tr>
<td>7:30 – Trade Show &amp; Registration Opens</td>
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<td>8:15 – Welcome &amp; Program Introduction</td>
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| **8:30** – **Riding Out the Cow Cycle:** *What to Do When the Wheels Come Off?*  
  Jed Dillard, Jefferson County Agriculture Agent |
| 9:00 – *Essential Reproductive Management Considerations*  
  Cliff Lamb, UF/IFAS Beef Reproduction Specialist |
| 9:45 – Trade Show & Snack Break         |
| 10:30 – **Essential Nutrition:** *Put Your Money Where Her Mouth Is*  
  Matt Hersom, UF/IFAS Beef Extension Specialist |
| 11:15 – **Strategies to Reduce Fertilizer Costs in Forage Systems**  
  Charles Mitchell, Emeritus Auburn Soil Specialist |
| 11:45 – **Crunching the Numbers to Improve Ranch Efficiency**  
  Doug Mayo, Jackson County Extension Director |
| 12:15 – Grilled Steak Lunch             |
| 12:45 – 1:30 Trade Show Open          |

**Registration:** Advanced ticket sales - $5 per person, $10 per person at the door
Last Year’s Trade Show Exhibitors

AFG Feed ......................... Jack Newberry
AgriLabs .......................... Dana Ankerstar
Altha Agronomy - AGRI-AFC  
Animal Health International . Jessica Iwanowski
Barber Fertilizer Co .......... Ronald Barber
Brickyard Feed & Seed ........ Justin Griffin
Buckwild Innovations ........ Evan Clark
Cargill Animal Nutrition ...... Pete Dola & Randy Langston
Central Life Sciences ........ Phil Jaquith
CGR Diagnostic Laboratory ...... Celia Russell, Gary Russell & Mark Fowler
Chipola Cattle Equipment ... Andy Andreasen
Datamars - Livestock ID ...... Chad Johnson
Dow AgroSciences ................ Jacee May
Farm Credit of NW Florida ... Emily Lowe & Stephen Roach
FDACS-Animal Industry ...... Stephen Monroe & Larry Warden
FDACS-Ag Water Policy ....... Dave Cambron, Tom Batey, & Buck Carpenter
Gallagher ........................ Brad Stewart
Merck Animal Health .......... Josh Churchwell
Merial .............................. Dr Clay Reynolds
MWI Animal Health .......... Travis Wiygul
NFREC-Beef & Forage Research . Darrell Henry
Petcher Seeds ..................... Richard Petcher
Southern Silage Supply ...... Jim Waite & Ronnie Hales
Southern States Cooperatives .. Jeff Powell & Rex Holley
Stay-Tuff Fence Mfg .......... Michael Taylor
T-L Irrigation ...................... Bubba Ivey
Westway Feed Products ...... Josh McInturf
YTEX/JDJ ......................... Evan Clark

Panhandle Beef & Forage Extension Team

Jed Dillard - Jefferson County
Les Harrison – Wakulla County
Molly Jameson – Leon County
Shep Eubanks - Gadsden County
Ray Bodrey- Gulf County
Judy Ludlow – Calhoun County
Doug Mayo - Jackson County
Mark Mauldin – Washington County
Kalyn Waters - Holmes County
Mike Goodchild - Walton County
Jennifer Bearden - Okaloosa County
John Atkins - Santa Rosa County
Nick Simmons – Escambia County

Cliff Lamb – UF/IFAS NFREC Beef
Reproduction Specialist
Ann Blount – UF/IFAS NFREC Forage
Breeder & Extension Specialist
Nicholas DiLorenzo - UF/IFAS NFREC Beef
Nutrition Specialist
Cheryl Mackowiak – UF/IFAS NFREC Soil
Fertility Specialist
Jose Dubeux – UF/IFAS NFREC Forage
Management Specialist
Matt Hersom – UF/IFAS Beef Extension
Specialist