



# Succeeding During Challenging Times

Michigan Cattlemen's Association Annual Conference  
Kellogg Center ~ 55 S. Harrison Road, East Lansing, MI

**Saturday, January 23, 2010**

9:00 – 10:45 a.m.

***MCA Annual Business Meeting***

11:15 – 4:00

***Cattlemen's College*** ~ Sponsored by Pfizer Animal Health  
"Meeting Today's Consumer Needs"

Ray Bozzacco, former VP of Meijer, Inc. Meat/Seafood

***Lunch***

"Managing NCBA Through a Challenging Year"

Gary Voogt, NCBA President

"Behind the Meat Counter (concurrent session)"

Ray Bozzacco, formerly of Meijer, Inc.

"What's Ahead For Our Land Grant College"

Dean Jeff Armstrong, MSU College of Agriculture and  
Natural Resources

"Decisions You Make Affect Your Bottom Line"

Dr. Sue DeNise

Director of U.S. Research and Development, Pfizer Animal Genetics

"BVD Eradication in the U.P."

Dr. Dan Grooms, DVM, Michigan State University



**Bozzacco**



**Voogt**



**Grooms**



**Armstrong**



**DeNise**

## Registration 2010 MCA Annual Conference, Lansing

Registration Fees:

Complete Package:

Business Meeting, Cattlemen's College, Lunch

\_\_\_\_\_ x \$45 = \$\_\_\_\_\_ (\$55 on-site)

Youth Lunch (under 18)

\_\_\_\_\_ x \$10 = \$\_\_\_\_\_ (\$15 on-site)

Age (s) \_\_\_\_\_

TOTAL (All Registrations) \$\_\_\_\_\_

Attendee Names for Name Tags:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send registration form and fee to:

Michigan Cattlemen's Association:

2145 University Park Drive, Suite 300

Okemos, MI 48864

Phone 517-347-8117

*MCA block rate available until December 22. Call 800-875-5090 for reservations.*