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**FOR
IMMEDIATE
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**Class is in Session: MCA Annual Conference and
Michigan Cattlemen's College® to be held Saturday, January 24**

OKEMOS, MI. —Michigan cattlemen and women won't want to miss the Michigan Cattlemen's Association (MCA) Annual Conference and Cattlemen's College, at the Kellogg Center in East Lansing January 24, 2015. "Seizing Opportunity" will be the theme throughout the day. The event, which is sponsored in part by Zoetis, will feature speakers and sessions encompassing a variety of topics important to farm and ranch owners and managers.

"The MCA Annual Conference and Cattlemen's College promises to be an excellent opportunity for Michigan cattlemen and women to learn more about the most current management practices, as well as industry issues and opportunities that could impact their beef business," says George Quackenbush, MCA executive vice president. "We know cattle producers must be experts in many areas in order to continue to be successful and that's why we strive to provide a variety of relevant topics and interesting speakers at our annual event."

The conference kicks off with the MCA annual business meeting starting at 9:00 a.m. on Saturday morning, where issues will be discussed, policy will be approved and board elections will be held. Jamie Clover Adams, Director of the Michigan Department of Agriculture and Rural Development will discuss Opportunities for Growing Michigan Agriculture.

Following the business meeting, Cattlemen's College will be in session. Topics will include *The Future of Antibiotic Usage and Availability*, *Communicating with the Beef Consumer*, *Decision Making and Economics of Heifer Development* and *A Mult-Dimensional Approach to Cattle Business Management - Balancing Work and Life*. The program will include a lunch and will provide attendees a chance to interact with and ask questions of speakers.

Dr. Les Anderson, University of Kentucky, T. Robin Falkner, DVM, Veterinary Operations, Zoetis, Dr. Dan Grooms, DVM, Michigan State University, and Karli Millspaugh, Director of Outreach and Engagement, National Cattlemen's Beef Association will serve as speakers for the Cattlemen's College sessions.

“The Michigan Cattlemen’s College not only provides producers with an opportunity to learn more about efficient and practical ways to run their businesses, it also is an excellent networking opportunity,” Quackenbush says. “Attendees have the chance to speak with fellow producers and speakers about farm management and marketing practices that can benefit their own operations.”

Quackenbush says producers interested in attending the event should register on the Michigan Cattlemen’s Association website, www.micattlemen.org, or contact the MCA office at 517-347-8117.

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Editorial Note: Speaker Photos Attached