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**FOR
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MCA ANNUAL CONFERENCE “Preparing for the Future”

OKEMOS - If you work in the cattle industry, you will want to attend the Michigan Cattlemen's Association (MCA) Annual conference, at the Kellogg Center in East Lansing, January 21, 2012. “Preparing for the Future” will be the theme throughout the day. The conference challenges beef producers to analyze the issues, look for answers and plan for the future. Educational sessions and sponsors will be providing the latest information in agriculture.

“If we are not planning for change, we are simply stagnating,” says Kathleen Hawkins, MCA executive vice president. “Change doesn't have to be bad; it's just got to be right! I am confident that both cow/calf producers and cattle feeders will learn something new at this one-day event. Attendees will hear a variety of speakers from the National Cattlemen's Beef Association (NCBA), Foster Swift, Pfizer and Michigan State University.”

The event kicks off with the Membership Annual Business Meeting starting at 9:30 a.m. on Saturday morning, where issues will be discussed and board elections will take place. Prior to lunch, Pfizer's “Cattlemen's College” will be in session. Forrest Roberts, CEO of NCBA, will focus his comments on “*How the U.S. Farmers and Ranchers Alliance is Working to Change the Perception of Modern Farming.*” Consumers are interested in food production but they are conflicted when it comes to modern agriculture.

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The afternoon session will kick off with Foster Swift's Agriculture Attorney, Todd Hoppe. He will be discussing "*Estate and Succession Planning for Family Agri-Businesses.*" The big two certainties in life – death and taxes – will influence what future generations can do with the family farm.

The third invited speaker is Dan Buskirk, PhD, Associate Professor in the Michigan State University Animal Science Department, will answer the question "*Where's the Beef?*" He and his team of colleagues are focused on boosting the amount of locally produced food on campus and creating a system of tracking beef from the farm to the plate.

John Chennault, PhD, Associate Director of Veterinary Clinical Research at Pfizer Animal Health, will complete the 2012 Cattlemen's College with his presentation on "*Advancements to Improve Reproductive Performance.*"

For more information about the 2012 MCA Annual Meeting and Conference, including program and registration, call (517) 347-8117 or visit the web site at www.micattlemen.org.

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Editorial Note: Speaker Photos Attached