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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 21**

OKEMOS, MI. —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 21, 2017. "*Delivering Value Through Information*" will be the theme throughout the day. The event, 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 is an excellent opportunity for cattlemen and women to learn about modern technologies and issues that are impacting their businesses," says George Quackenbush, MCA executive vice president. "The beef industry is changing rapidly. Producers need to know what's in store and how to make increasingly complex production and marketing decisions."

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. Following the business meeting, Cattlemen's College will be in session. Topics will include:

- *A Cattlemen's Role in Growing Consumer Trust*, presented by Daren Williams, National Cattlemen's Beef Association
- *Economic Trends & Forecasts for the Cattle Industry*, presented by James Robb, Agricultural Economist at the Livestock Marketing Information Center
- *Getting the Most from Superior Genetics*, presented by Dr. Mark Alley, Beef Technical Services Veterinarian, Zoetis
- *Merit-Based Cattle Marketing*, presented by Duane Gangwish, Chief Operations Officer with Reputation Feeder Cattle

The program will include a lunch and will provide attendees a chance to interact with and ask questions of speakers and other producers.

"We're very excited about Cattlemen's College this year," Quackenbush says. "Experts will deliver information that producers can immediately put to use and attendees will be able to network, ask questions and learn from one another."

Cattlemen and women 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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