

FOR IMMEDIATE RELEASE

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For more information, contact:

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Cattle U Comes to Dodge City, Kansas July 31 & Aug. 1 *Practical, useful learning for cattlemen on agenda.*

Dodge City, KANSAS—*High Plains Journal* is hosting a two-day learning opportunity, Cattle U, July 31 and Aug. 1 at the United Wireless Arena.

The event will feature keynote sessions and breakouts aimed at cow-calf, stocker and feeder producers. Topics are set to include animal health, genetics, marketing, nutrition, reproduction, forage and range management, and finance.

Speakers will help cattlemen and women learn practical ways to improve cattle health on their operations while sustainably maximizing profits on every head. They will also help producers unleash the power of marketing.

One of the first confirmed speakers is vice president of beef genetics for Select Sires of Plain City, Ohio, Lorna Marshall. Marshall's breakout session will detail how commercial cattlemen can better use expected progeny differences in their breeding programs to improve profitability. For Select Sires, Marshall aids domestic and international cattlemen to improve their herds and shows how AI can fit in to their practices.

"The benefit of AI to commercial producers is just as much about the benefit to the reproduction management of the cow herd as it is about us changing or improving the genetics of the animals," Marshall said in a recent interview. "The value of reproductive management can add money to your bottom line."

Marshall will be joined by other experts during the two-day program. Events will kick off July 31 at 10 a.m., and the last speaker will take the stage Aug. 1 for the closing general session at 3:30 p.m. There is a special social event planned for Cattle U attendees July 31 at the Dodge City Roundup Arena from 6 p.m. to 7:15 p.m. Roundup Rodeo starts at 7:45 p.m. Rodeo tickets are available as an add-on to registration for \$17 for adults 13 and older and \$8 for children 12 and under.

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Registration is now open at \$125. *High Plains Journal* subscribers look in your issue for a \$30 discount code. The discount code is applicable until July 20. Registration includes two days of Cattle U keynote speakers, sessions and panels; access to the Cattle U trade show; a one-year subscription to HPJ (for non-subscribers); online access to all presentations; access to the Cattle U Roundup Rodeo Tent Social; post-event coverage and video access; complimentary lunch on Aug. 1, snacks and beverages provided both days.

Questions? For general event and registration contact Tammy Cork at 620-227-1823 or tcork@hpj.com; for exhibitor sales contact Zac Stuckey, 316-516-3670 or zstuckey@hpj.com; for exhibitor services and trade show information contact Will Trowbridge, 314-488-1918.

For more event information visit www.cattleu.net.

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