

# Harrell Hereford Ranch

Invites you to the 11th Annual Cattleman's Workshop:  
*"Achieving Sustainable Beef Cow/Calf Production"*



Saturday, January 24th, 2015  
at the Blue Mountain Conference Center - 404 12th St., La Grande, OR

11th Annual

## Cattleman's Workshop

*"Charting a Course for the Future"*

- **Workshop Introductions & Overview**
- **The March Towards Continuous Improvement**  
*Cameron Bruett; Chief Sustainability Officer, JBS, Windsor, CO*
- **Beef Industry Sustainability**  
*Kim Stackhouse-Lawson; Director of Sustainability Research, NCBA*
- **Outlook for Agriculture and Rural Interests in Washington, DC**  
*Todd Van Hoose; Senior Vice President, Government Affairs, CoBank*
- **Weather and Climate, Past, Present & Future in Oregon & Beyond**  
*George Taylor, President, Applied Climate Services*
- **Value Based Marketing for Feeder Cattle**  
*Tom Brink; Founder/Owner, Brink Consulting/Trading, Brighton, CO*

**FREE EVENT!**  
No Pre-registration required.  
Lunch included.

Stamp

Label

**Harrell-Mackenzie Performance Quarter Horse Preview**  
- Sunday, March 1, 2015 -  
**Harrell Hereford Ranch Annual Bull & Horse Sale**  
- Monday, March 2, 2015 -  
for more information call Bob Harrell Jr. at 541-403-2210