

Friday November 11, 2011

6:30 - 8:00 a.m.           **Continental Breakfast in the Tradeshow**

7:00 a.m.                   **Registration Desk Open**

7:00 - 3:00 p.m.           **Tradeshow Open**

7:00 - 10:00 a.m.       **Livestock ID/ Trade & Marketing Committee Meeting**

*30 min – WSDA LID Brand Program Update*

*60 min – Greg Hanes, Assistant Vice President, U.S. Meat Export Federation, Update on Japan Relief efforts and ASV and the role it plays in export markets*

*60 min – Briefing on USDA Proposed Animal Traceability Rule, Neil Hammerschmidt, USDA APHIS and Dr. Leonard Eldridge, WSDA, State Veterinarian*

8:00 - 1:30 p.m.       **WCW Silent Auction**

8:00 – 11:30 a.m.       **WCW Annual Meeting**

9:30 a.m. - 10:30 a.m   **ETF Committee Meeting**

10:00 - 10:30 a.m.       **Visit Tradeshow**

10:30 - 11:30 a.m.       **Panel: Beef Industry's Leaders discuss how to improve the Beef Checkoff**

*Speakers: Bill Donald, President, National Cattlemen's Beef Association*

*Chuck Kiker, Vice President, US Cattlemen's Association*

*Weldon Wynn, Vice Chair, Cattlemen's Beef Board*

*Sid Viebrock, Past President, WCA: Past Chairman, WSBC; Director, Federation of State Beef Councils; Director, Beef Promotion Operating Committee Member*

*Moderated by Pete Guglielmino, Past President WCA and current Cattlemen's Beef Board Member*

11:30 - 12:45 p.m.       **Lunch:**

*Washington State Beef Commission (WSBC) Presentation:*

***State and National Cooperation, Putting Your Checkoff to Work for You***

*Forrest Roberts, CEO, National Cattlemen's Beef Association;*

*Polly Ruhland, Interim CEO, Cattlemen's Beef Board;*

*Patti Brumbach, Executive Director, WSBC*

*American National CattleWomen (ANCW) Update from Jill Ginn, ANCW President, Granbury, Texas*

12:45: - 1:15 p.m.       **Visit Tradeshow**

1:15 - 6:00 p.m.      **WCA Annual Meeting**

1:30 - 5:00 p.m.      **WCW Annual Meeting**

3:00 p.m.              **Early Tradeshow Teardown**

6:00 p.m.              **Social**

6:30- Midnight:        **Banquet and Entertainment**

Featuring: *Bill Barwick 2009 Western Music Assn. Male Performer of the Year*

*Followed by WCA favorites Jesse Fletcher, Dave McClure and others*