



# WORLD CATTLEMEN'S *Cow Efficiency Congress*

**September 1 – 3, 2017 • Dickinson, North Dakota**

We are very excited for this upcoming seminar September 1 – 3, 2017, in Dickinson, North Dakota, hosted by the NDSU Dickinson Research Center. The Dickinson Research Center has been studying their herd of Moderator females for years. The Congress will focus on signals to pay attention to when striving to become more efficient and attempting to return more net revenue to the ranch in a beef cattle enterprise. Animal scientists from several notable universities and research facilities will speak to a paradigm shift that can make us all more efficient and more profitable. We hope you will attend.

## Schedule of Events



Ringwall



Rusk



Lalman



Hanna



Furher



Dukart



Nelson



Koester

### Friday, September 1, 2017

- 2:00 p.m. Cow Efficiencies, Economics and a Rebranding Strategies Discussion
- 5:30 – 6:30 p.m. Medora Pitchfork Fondue
- 7:30 p.m. Medora Musical at the Burning Hills Amphitheatre

### Saturday, September 2, 2017

- 8:30 a.m. Welcome and Overview of the Dickinson Research Center Data  
Dr. Kris Ringwall
- 9:00 a.m. DREC Pasture Tours in Horse-Drawn Wagons
- 10:30 a.m. Type Conference, DREC Livestock Arena  
Dr. Clint Rusk, Oklahoma State University
- 12:00 p.m. Lunch sponsored by American Bank Center
- 12:30 p.m. Keynote Speaker  
Dr. David Lalman, Oklahoma State University Extension Service
- 1:30 p.m. Presentation of the NDSU "Effects of Frame Size on Efficiency and Longevity" Study Data  
Dr. Lauren Hanna and others
- 4:30 p.m. Ranch Tour and Refreshments at Shetler Cattle Company, Dickinson
- 5:00 p.m. Soil Health Presentation with Water Infiltration Demonstration  
Jay Furher and Joshua Dukart
- 6:00 p.m. Evening Meal at the Shetler Ranch
- 7:00 p.m. Nationally Known Cowboy Poet (as seen on the Tonight Show)  
Rodney Nelson

### Sunday, September 3, 2017

- 10:00 a.m. "Photography 101" Cattle Photography Workshop  
Tracey Koester, Cow Camp Promotions
- 1:00 p.m. Bully Pulpit Golf Course, Scramble Golf Tournament. Non-golfers can tour Theodore Roosevelt National Park and historic Medora, ND.

**Headquarters Hotel: Ramada Grand Dakota Lodge • Dickinson, ND • 701-483-5600**  
**Registration online at [www.americanaberdeen.com](http://www.americanaberdeen.com) • \$150 until August 1**