



*Special Guest: LANCE PEKUS,
best known as the Cowboy Ninja
from American Ninja Warrior!*



*SYMPOSIUM HEIFER AWARDED
AT THE END OF THE EVENING!*



October 17, 2019

Compeer Financial and Minnesota State Cattlemen's Association

proudly presents

The MYBEP Beef Ideas & Insights Symposium

Where: CHS Miracle of Birth Center, Minnesota State Fairgrounds

Lance Pekus, the Cowboy Ninja, presented by: Compeer Financial

MYBEP Symposium heifer and meal provided by: Minnesota State Cattlemen's Association

The Agenda for this Evening:

- 4:00 p.m.** Pizza is served
- 4:15 p.m.** Welcome and introduction, explanation of three round-robin sessions and procedure to earn Premier Exhibitor points
- 4:30 – 5:25 p.m.** **Session #1 *Beef. It's what for Ninjas: Lance Pekus is the Cowboy Ninja who has competed for eight seasons on national television all across the United States on American Ninja Warrior*** which is a competition in a series of increasingly tough obstacle races. Lance has teamed up with the National Beef Council as ranching and beef are a big part of his life. He is proud to spread the message of healthy eating and how beef should play an important part in any person's nutritional goals. Lance will demonstrate how he uses items found on a farm/ranch to train for the very difficult Ninja competition, as well as share nutritional advice.
Premier Exhibitor Participants: Remember, your passports will be stamped as you leave.
- **Move to Coliseum concourse to attend the second session. (*Please use the Cattlemen's Code:*** If all chairs are full, move to another session. During the session, please be respectful and attentive; feel free to ask questions; thank the speakers and group leaders as you leave.)
- 5:30 – 5:55 p.m.** **Symposium Session #2 (*Choose one of eight options*)**
Attention Premier Exhibitor Participants: Remember to get your passport stamped from the group leader.
- 6:00 – 6:25 p.m.** **Symposium Session #3 (*Choose one of eight options*)**
Attention Premier Exhibitor Participants: Remember to get your passport stamped and turned in to the group leader to earn your points.
- **All MYBEP applicants and all guests return to CHS Miracle of Birth Center.**
- 6:30 – 7:25 p.m.** **Keynote: Lance Pekus: *Courage to Face Life's Obstacles Cowboy Ninja Style!*** This keynote talk is designed to motivate young people to develop the skills and courage it takes to overcome the obstacles that occur when raising and showing cattle or even just the challenges daily life can throw at a person. Lance is also dedicated to helping youth prepare for and conquer life's obstacles by being healthy and using the tools around you for your benefit.
- 7:30 p.m.** **Highlight! Announcement of the MYBEP Symposium heifer recipient. Heifer will be awarded to the MYBEP applicant with the next highest score.**
Applicant must be present to win.

Thank you for coming. We hope you enjoyed your evening!

We look forward to seeing you Saturday afternoon at the Supreme Row Social where the 11 2019 MYBEP winners and donors will be introduced!



SYMPOSIUM WORKSHOPS

1. BQA - Best Management Practices and Certification

Presenter: Ashley Kohls – BQA Coordinator, Minnesota Beef Council and Executive Director Minnesota State Cattlemen’s Association, Kohls Land and Cattle

Why get BQA certified? BQA certification is the gold standard for the cattle industry best management practices. While not mandatory, BQA certification will soon be a contingency of marketing cattle to many of the major packers and processors in the United States.

This session will teach best management practices to ensure you achieve the maximum efficiency and value for your animals. Topics range from proper injection site choices to low stress cattle handling. You will earn BQA certification at the end of these two sessions.

*(**You must be present for the full session which includes session 2 and session 3. Ashley will give you BQA certification at the end of the session. Please note: this two-part session is only being offered ONCE.)*

BOTH SESSIONS 2 & 3 (MUST ATTEND BOTH)

2. Bringing Clarity to the Impossible Confusion Generated by Beyond Burger and Impossible Burger

Presenter: Dr. Ryan Cox, Associate Professor of Animal Science, University of Minnesota

Whether a beef-eater, vegetarian or vegan, have you ever stopped to think what all the new “burger” terminology means? Are you a bit confused? No worries! First, most of us are confused by the new terms that have been rapidly creeping into our world, but Dr. Ryan Cox from the University of Minnesota will help you navigate through the origins and ingredient lists of plant-based and conventional burger options that are available today.

If you dare to walk on the wild side, Dr. Cox will have sufficient bite-size samples for brave participants willing to taste each “beef” option in a blind taste test; however, be aware that Dr. Cox will expect your feedback on what you taste! Armed with information on how well the taste-testers liked the products they bit into, Dr. Cox will describe the trends by examining what the participants pronounced after the blind taste test in each session.

SESSION 2 -OR- SESSION 3

3. The Understanding and Implementation of EPDs

Presenter: Andrew Swanson, Beef Specialist, Select Sires

This session will explore the different EPDs of Angus cattle and how they are expressed in order to use them as part of your genetic selection tool. This will be an excellent opportunity to learn the value of Expected Progeny Differences (EPDs) and how it is the fastest way to make genetic improvement in beef cattle.

SESSION 2 -OR- SESSION 3

4. Making a Positive Impact on Your Herd

Presenter: Katie and Beth Moller, Northern Genetics, Heritage Cattle Company

This session will involve discussion of current tools and processes that are available to help improve your cattle herd’s genetics and EPDs. You will examine genetic improvement through the use of embryo transfer, artificial insemination, and bull selection based on EPDs. The speakers will also briefly cover their background as former MYBEP recipients and how the generosity of other cattlemen has impacted Katie and Beth’s current cattle herd and their careers in agriculture.

SESSION 2 -OR- SESSION 3

MINNESOTA YOUTH BEEF EXPERIENCE

5. Corrective and Maintenance Hoof Trimming

Presenter: Dave Capatske, Capatske Cattle and Hoof Trimming Co.

Foot health is an extremely important issue to be knowledgeable about when showing or raising cattle. When cattle have properly trimmed hooves, they are generally healthier and happier. With proper hoof care, the functional life of an animal can be extended which means it is more productive which means it is more cost effective. In show cattle, hoof trimming is essential to ensuring the animal is walking properly to feature its best assets for the judge and audience. In this session, you will receive valuable tips on hoof care.

SESSION 2 -OR- SESSION 3

6. The Health and Contributions of a Cow

Presenter: Dr. Joe Armstrong, Assistant Extension Professor and Veterinarian, University of Minnesota

Join Dr. Joe Armstrong from the University of Minnesota for an exciting, hands-on session reviewing what defines a healthy bovine. Dr. Armstrong will explain in detail, on a live model, the vital signs of health and potential signs of disease. For anyone involved in raising cattle, either at the beginning or at advanced stages, participating in this session will answer many questions about animal health and performance on the ranch or feedlot.

Also, as cattle complete their production cycle of generating wholesome, tasty, and nutritious beef, their role changes to supply a variety of products that enrich people's lives. Spend the second half of Dr. Armstrong's session learning the origins of gelatin, buttons, tire components and many other essential products and how beef cattle play a pivotal role in the creation of these products.

SESSION 2 -OR- SESSION 3

7. Feeding with a Purpose

Presenter: Lee Ann Waugh, Beef Nutritionist with Ag Partners, Cannon Valley Ranch

This session will focus on how you can begin dialing in aspects of nutrition to ensure that your cattle reach their full genetic potential, as well as maximize show ring eye appeal for each animal. You will learn how various aspects of beef nutrition can help improve your animal's performance. Through a deeper knowledge of the science of nutrition and supplements, you will better understand how feed influences an animal's health, fitness, and appearance.

8. How to Improve Your MYBEP Application

Presenter: Claudine Goodrich, Co-owner of Goodrich Place, Inc., MYBEP Coordinator, English teacher for thirty years

New to filling out applications? This presentation is designed to provide you with valuable information to help you successfully complete a MYBEP application. We will talk about the do's and don'ts of completing an application. Armed with this knowledge, you should be well prepared to effectively and painlessly fill out an application. This information can also be utilized when you fill out any job application, scholarship form, or grant form. The 2018 winners will also be available to share insights and suggestions, as well as answer questions. ***This session is for those interested in applying to MYBEP in the future or those who were non-winning applicants for this year and would like to try applying again.***

(**You must be present for 2 full sessions which includes session 2 and session 3.)

REMEMBER:

- *Be sure to thank the Presenters as you leave.*
- *If you are competing for the Premier Exhibitor Award, be sure to have your passport stamped at the end of each session.*
- *Join us in the Miracle of Birth to listen to the Cowboy Ninja, Lance Pekus!*

WE HOPE YOU ENJOYED YOUR EVENING AS MUCH AS WE ENJOYED PLANNING IT!

