



**Compeer Financial and Minnesota State
Cattlemen's Association Proudly Presents**



The MYBEP Beef Ideas & Insights SYMPOSIUM

THURSDAY, OCTOBER 18, 2018 • 4:00 P.M.

Where: CHS Miracle of Birth Center, Minnesota State Fairgrounds

Special Guest: Kirbe Schnoor, host of RFD TV's Superior Sunrise, sponsored by Compeer Financial

A Heifer will be given away by the Minnesota State Cattlemen's Association at the end of the night.

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Host of
Superior
Sunrise

Symposium
Heifer Awarded
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Please join us for this incredible opportunity geared towards helping youth explore the beef industry in a fun and rewarding atmosphere filled with elite cattle people! This event was initially designed to bring together youth who submitted a MYBEP application, but did not win a heifer; MYBEP staff is proud to expand this incredible experience by inviting anyone who is interested in beefing up their industry knowledge, while enjoying the company of amazing people. Adults and kids are welcome to attend this memorable night. Note: Points can be earned for the Premier Exhibitor Award.

Featuring:

**A panel discussion with elite Minnesota cattlepeople
and Kirbe Schnoor about**

“GOAL SETTING TO ACHIEVE SUCCESS IN THE BEEF INDUSTRY”

PANEL PARTICIPANTS



Kirbe Schnoor: Our featured keynote speaker is a television personality who can be seen on RFD-TV network and the Cowboy Channel as Host of *Superior Sunrise*, a 30 minute live broadcast discussing important trends in the cattle industry and the latest market news with industry leaders and cattle producers across the

country. She also hosts the Annual Fort Worth Stock Show Syndicate Sale and is producer of *The American Rancher*.

Lori Eberspacher: Lori is owner of Eberspacher Enterprises Inc., a full service livestock sale management company for 30 years with a goal to assist breeders and promote their programs to succeed for many generations. Lori was raised in the purebred industry and believes strongly in the company's slogan: "For the love of great cattle." Quality is key!



Don Schiefelbein: Don is a fourth generation seed stock producer who oversees finances and manages farm production on Schiefelbein Farms in Kimball, Minnesota. Schiefelbein has a long history of industry service as a past Minnesota Cattlemen's Association President, a member of the Board of Directors for the

American Angus Association and most recently as a 2018 NCBA Policy Division Vice Chairman.

Matt Aggen: Matt, along with his family, owns and operates Oak Meadow Farms in Harmony, Minnesota. The cow herd consists of 120 Registered Simmental and Simm-Angus. "Performance with quality" is the motto at Oak Meadow Farms which is committed to excel in all aspects of the cattle industry.



The MYBEP Beef Ideas & Insights Symposium

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 - Goal Setting to Achieve Success in the Beef Industry–Panel Discussion**
- All participants stay in the Miracle of Birth Center for a question and answer session with our special guests Kirbe Schnoor, Lori Eberspacher, Matt Aggen, and Don Schiefelbein to discuss their experiences on setting goals to achieve success in the beef industry and advise young people of the opportunities available in Agriculture today. 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: Kirbe Schnoor, host of Superior Sunrise and Producer of American Rancher: Make Yourself a Seat at the Table!**
- This keynote talk is designed to motivate young people to set goals and strive to meet them in order to prepare and make a place in Agriculture and spread the word about the importance of Agriculture in the future.