

NCBA's **Stockmanship & Stewardship** TOUR

**The Right
Message... At The
Right Time!**

Cattle Handling Demo's Offer Unique Approach to Daily Livestock Work

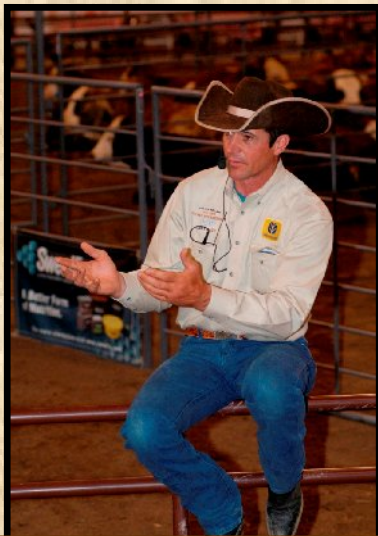
★Smooth Stockmanship

- ✓ For improved gathering, penning, chute work, loading & hauling
- ✓ Reducing stress & increasing performance

★Beef Industry Stewardship

- ✓ The cattleman's role in shaping consumers' perception of BEEF
- ✓ Put a pencil to it... the economic, personal & industry benefits

A National Cattlemen's Beef Association Special Event Presented by Three Top Clinicians



Curt Pate, Effective stockmanship instructor and livestock handling advisor, renowned horseman, former auctioneer, life long rancher and chosen as AQHA's 2007 & 2008 Regional Experience Clinician.



Ron Gill, Texas A&M Livestock Specialist and lifelong cattleman, nationally respected expert on cattle marketing, management, handling and BQA principles.



Todd McCartney, Cattlemen, cowboy and RFD-TV host, seasoned presenter on topics that impact the quality of your work and its effect on the beef industry.

Increase Your Profits... and Boost the Beef Industry!

Appearing in 20 States & 30 Towns Across the US!

Thanks to special funding through USDA's Premises Registration Promotion

For more information contact todd@thejoestewardgroup.com

NCBA's **Stockmanship** & **Stewardship** TOUR

20 States and 35 Towns!

National Cattlemen's Beef Association's *Stockmanship & Stewardship Tour* is an innovative seminar series which uses live cattle demo's to inform cattlemen about the importance and benefits of proper cattle handling – and it's critical role in increasing the consumers' confidence in beef. But not only are producers assisted, the tour includes special hands-on training sessions at livestock auction markets where employees are coached in stockmanship methods and educated on their pivotal role in sustaining beef quality for the consumer.

NCBA's *Stockmanship & Stewardship Tour* is led by 3 talented presenters who each have unique skills to share with the audience. Renowned Montana horseman, rancher and stockmanship instructor Curt Pate is joined by lifelong cattleman Dr. Ron Gill, Texas A&M Livestock Specialist and cattle handling advisor. Third team member is Texas ranch cowboy and RFD-TV host, Todd McCartney, a seasoned presenter on beef industry issues.

The *Stockman & Stewardship* sessions teach handling methods that improve gathering, penning, chute work, and hauling. Much emphasis is placed on ways to increase cattle performance by reducing handling stress. Discussions of Beef Industry Stewardship are also included showing how cattlemen can actually shape consumer's perception of beef. Other topics include how the principles presented actually have a significant economic - as well as "quality of life" - benefit when applied in one's operation.

NCBA's *Stockmanship and Stewardship Tour* seminar series is appearing in 20 states and 35 towns in 2008 thanks to special funding through USDA's Premises Registration Promotion.

For more information contact Todd McCartney 817-771-6013 todd@thejoestewardgroup.com or Ryan Rupert at NCBA 303-694-0305 ruppert@beef.org



Dates & Locations

Updated August 8, 2008 - Schedule Subject to Changes

- **April 23-24, Sweetwater TN – hosted by East Tennessee Livestock Center**
- **May 13, Stanford KY – hosted by Blue Grass South Livestock Market**
- **May 15, Terra Alta WV – hosted by Prestons Farmers Market**
- **May 19-20, Jackson's Mill, WV – hosted by Weston Livestock Market and Buckhannon Stockyards**
- **May 22, San Saba TX – hosted by Jordan Cattle Auction**
- **May 29, Riverton WY – hosted by Riverton Livestock Auction**
- **June 2, Dodge City KS – hosted by Winter Livestock Auction**
- **June 9, Goreville IL – hosted by Goreville United Producers Market**
- **June 11, St. Louis MI – hosted by St. Louis United Producers Market**
- **June 16, Worthing, SD – hosted by Sioux Falls Regional Livestock**
- **June 21, Hebron NE – hosted by Thayer County Feeders**
- **June 23, N. Fargo ND – hosted by Central Livestock N. Fargo Market**
- **June 25, Albany MN – hosted by Central Livestock Albany Market**
- **June 27, Zumbrota MN – hosted by Central Livestock Zumbrota Market**
- **July 14, Bucyrus OH – hosted by Bucyrus United Producers Market**
- **July 15, Paris KY – hosted by Paris United Producers Market**

- **July 17&18, Denver CO – Tour update & report @ NCBA Summer Conference**
- **August 1, Waukon IA – hosted by Equity NE Iowa Sales**
- **August 6, College Station TX – hosted by TX A&M Beef Cattle Short Course**
- **August 21, Lexington KY – hosted by Blue Grass Stockyards**
- **August 22, Little York IN – hosted by Little York United Producers**
- **August 29, San Angelo TX – hosted by Producers Livestock Auction**
- **September 16, Macon MO – hosted by Lolli Brothers Livestock Market**
- **September 17, Joplin MO – hosted by Joplin Regional Stockyards**
- **September 18, Maryville MO – hosted by Maryville United Producers**
- **October 20 - 25th California (TBA) - 3 California auction market trainings/events**
- **October 29 & 30, Kingsville TX – hosted by TX A&M King Ranch Institute**
- **November 13, Winnemucca NV – hosted by Nevada Cattlemen’s Association**
- **November 14, Yerington NV – hosted by Nevada Cooperative Extension**
- **November 20, Montgomery AL – hosted by Montgomery County Stockyards**
- **November 21, Meridian MS & Forest MS – private auction market staff trainings**
- **November 22, Jackson Mississippi – hosted by Mississippi Cattlemen’s Association**
- **January 8, 2009 Lexington KY – hosted by Kentucky Cattlemen’s Association**