

Here's what you'll learn at the TCFA Annual Convention:

- *The latest legislative and regulatory actions in Washington D.C.*
- *How to identify and address vulnerabilities in your business*
- *A city-girl's view of beef production*
- *An update on critical beef industry issues*
- *What trends affect your daily lives*
- *The market outlook from CattleFax*

SUNDAY, OCTOBER 30

1:00 p.m. to 6:00 p.m.

REGISTRATION
Ambassador Hotel

2:00 p.m. to 6:00 p.m.

**SPORTS LOUNGE &
"TEXAS HOLD 'EM" POKER TOURNAMENT**
Ambassador Hotel

6:00 p.m. to 8:00 p.m.

BEEF-PAC FEEDERS 500 CLUB RECEPTION
AQHA Hall of Fame & Museum
By Membership Only
Special Guests -
Senator Pat Roberts
Congressman Frank Lucas



MONDAY, OCTOBER 31

All Meetings held at the Amarillo Civic Center

8:00 a.m. to 6:00 p.m.

REGISTRATION

8:00 a.m. to 5:00 p.m.

BEEF-PAC SILENT AUCTION
MARKET INFORMATION DESK
Pre-function Area

9:00 a.m. to 11:30 a.m.

OPENING GENERAL SESSION
Heritage Room

**Washington Insights on the Next Farm Bill, the
2012 Congress and the Obama Administration**

U.S. Senator Pat Roberts
Ranking Member, Senate Ag Committee

U.S. Representative Frank Lucas
Chairman, House Ag Committee

Chairman's Address
Bo Kizziar - TCFA

NCBA President's Address
Bill Donald - NCBA

CBB Chairman's Address
Wesley Grau - CBB

Door Prize Drawing

12:00 p.m. to 1:30 p.m.

AWARDS LUNCHEON
Grand Plaza

Food, Think!

Cassie Payne
Kendall Morris, Miss Texas 2011

Awards Presentations

Fed Beef and Junior Fed Beef Challenge Awards
Best Safety Practices Award
Education Foundation Scholarship Recipients
Beef Merchandiser Award

ARRIVE ON TIME AND WIN!

TCFA will give away a great door prize at the conclusion of the three main sessions. To be eligible, just arrive to the sessions on time and be in your seat at the end of the session when the lucky number is drawn.

2:00 p.m. to 4:00 p.m.

CATTLE FEEDERS ISSUES FORUM
Heritage Room

Currencies, Cattle & Global Capital Markets
Dennis Gartman - Gartman Letter, CNBC,
Bloomberg

Avoiding Legal & Financial Pitfalls & Potholes

John Huffaker - Sprouse Shrader Smith P.C.
Allie Devine - Kansas Livestock Association
David LeBas - Naman, Howell, Smith & Lee, LLP
Jay O'Brien - Rancher
Dal Reid - Friona Industries
Shawn Twing - Sprouse Shrader Smith P.C.

TCFA Issues Update

Door Prize Drawing

6:00 p.m. to 11:00 p.m.

CATTLE FEEDERS GET TOGETHER
Grand Plaza

BEEF-PAC Live Auction

Entertainment & Dancing

Jake Hooker and The Outsiders



TUESDAY, NOVEMBER 1

All Meetings held at the Amarillo Civic Center

7:30 a.m. to 11:00 a.m.

REGISTRATION

8:00 a.m. to 11:00 a.m.

MARKET INFORMATION DESK
Pre-function Area

8:30 a.m. to 11:00 a.m.

CLOSING GENERAL SESSION
Heritage Room

Analyze, Innovate, Thrive ... The Future!
Jim Carroll

Market Outlook
Randy Blach - CattleFax

TCFA Business Meeting

Door Prize Drawing

11:30 a.m. - 6:00 p.m.

GOLF TOURNAMENT AND SPORTING CLAYS
Tascosa Golf Club
Cactus Gun Club
Lunch and refreshments will be provided