



# TCFA

2019 ANNUAL CONVENTION • OCTOBER 13-15 • OMNI FORT WORTH HOTEL

## AGENDA

### SUNDAY, OCTOBER 13, 2019

12:00 PM – 6:00 PM REGISTRATION

Pre-function area (Sponsored by Bayer Animal Health)

12:00 PM – 9:00 PM BEEF-PAC SILENT AUCTION

Pre-function area

1:00 PM – 4:00 PM TOPGOLF - 2201 E 4th St (Lunch and transportation provided)

5:30 PM – 7:00 PM BEEF-PAC FEEDERS 500 CLUB RECEPTION (Members only, transportation provided)

7:00 PM – 9:00 PM HOSPITALITY RECEPTION (Sponsored by TCFA & Platinum Sponsors)

### MONDAY, OCTOBER 14, 2019

7:30 AM – 8:30 AM CONTINENTAL COME & GO BREAKFAST

Texas Ballroom Foyer

7:30 AM – 6:00 PM REGISTRATION

Pre-function area (Sponsored by Bayer Animal Health)

7:30 AM – 2:00 PM BEEF-PAC SILENT AUCTION

Pre-function area

8:30 AM – 11:30 AM OPENING GENERAL SESSION

Texas Ballroom

Chairman's Address

Levi Berry, Texas Cattle Feeders Association

NCBA Update

Jennifer Houston, NCBA President

Do Real Facts Matter in a Fake News World?

Karl Rove, Republican Strategist

Jim Messina, Democratic Strategist

Raising the Steaks on Nutrition & Health

Timothy Harlan, MD

Amy Myrdal Miller, RD

Patrick Stover, PhD

Jim White, RD

Shalene McNeill, PhD, RD

12:30 PM – 2:00 PM AWARDS LUNCHEON

Texas Ballroom E

Miss Texas

Award Presentations (Sponsored by Allflex USA Inc.)

5:30 PM – 9:00 PM CATTLE FEEDERS GET TOGETHER

Texas Ballroom

BEEF-PAC Live Auction, Entertainment & Dancing

Lindsey Lane Band

## **TUESDAY, OCTOBER 15, 2019**

7:30 AM – 8:30 AM CONTINENTAL COME & GO BREAKFAST

Texas Ballroom Foyer

7:30 AM – 10:00 AM REGISTRATION

Pre-function area (Sponsored by Bayer Animal Health)

8:30 AM – 11:00 AM CLOSING GENERAL SESSION

Texas Ballroom

Ever-Changing America: How Demographics Shape Everything from Politics to Food

Ken Gronbach, Demographer

How to be a Rockstar in Life & Business

Kenny Aronoff, Drummer

TCFA Business Meeting

11:30 AM – 6:00 PM GOLF TOURNAMENT

The Golf Club Fossil Creek 3401, Clubgate Dr (Lunch and transportation provided)

## **ACTIVITY DETAILS**

### **TOPGOLF**

Topgolf Fort Worth | 2201 E 4th St | Fort Worth TX 76102

Sunday, Oct. 13 | 1:00 p.m. – 4:00 p.m.

Enjoy a friendly game of competitive topgolf at Topgolf Fort Worth. If you've never played topgolf before, you are in for a treat. Players score points by hitting balls (assigned using microchip technology) into any target. The more accurate your shot and the farther the distance, the more points you earn. Lunch and transportation will be provided.

### **BEEF-PAC AUCTION**

An exciting selection of items awaits you at the 2019 BEEF-PAC Auction. Ranging from western collectibles to fine art, hunting trips to relaxing getaways, and fine fashion to beautiful jewelry, there is sure to be something for everyone. While taking in all the TCFA Convention has to offer, enjoy the opportunity to do a little shopping and indulge in that once-in-a-lifetime purchase. Proceeds benefit BEEF-PAC, TCFA's Political Action Committee

### **BEEF-PAC FEEDERS 500 RECEPTION**

The members of the BEEF-PAC Feeders 500 Club have been the drivers and the leaders in TCFA's efforts on the political front for many years. Cattle feeders rely on TCFA to be their eyes, ears and, most importantly, their voice in the halls of government. This exclusive reception is for Feeders 500 Club members only. You can become a member today or on site at convention. For more information, contact Shannon Standley at (806) 358-3681 or shannon@tcfa.org.

### **HOSPITALITY RECEPTION**

Sponsored by TCFA & Platinum Sponsors. You'll have the chance to connect with old friends and make new ones during the Hospitality Reception sponsored by TCFA and the Platinum Sponsors. Enjoy the hospitality of TCFA's top tier of company sponsors while kicking back with an array of snacks, cold beverages and good friends.

### **CATTLE FEEDERS GET TOGETHER**

One of the most popular events at convention is the Cattle Feeders Get Together. Get your bidding arm ready as TCFA BEEF-PAC kicks the night off with a fun and exciting live auction. Spend the rest of the night dancing to all your favorite songs from decades past as the energetic Lindsey Lane Band plays into the evening.

### **ANNUAL TCFA GOLF TOURNAMENT**

The Golf Club Fossil Creek | 3401 Clubgate Dr | Fort Worth TX 76137 | Tuesday, Oct. 15 | 11:30 a.m. – 6:00 p.m. Wrap up TCFA Convention with some friendly competition at The Golf Club Fossil Creek during the annual TCFA Golf Tournament. Start practicing now; this long-standing tradition during convention promises to be one of the biggest and best yet. Lunch and transportation will be provided.