



**2017 Joint Annual NCA Convention  
& Tradeshow  
Registration Packet**

December 4-6, 2017  
Elko Convention Center  
Elko, Nevada

# **Nevada Cattlemen's Association 2017 Joint Convention & Trade Show Tentative Schedule**

## **Monday, December 4**

6:00 – 10:00 a.m.	Exhibitor Move-In
6:00 a.m. – 5 p.m.	Registration Open
7:00 – 11:00 a.m.	NV WoolGrowers Breakfast
7:00 – 11:00 a.m.	NV CattleWomen's Breakfast & General Membership Meeting
9:00 – 10:00 a.m.	Private Lands, Wildlife & Environmental Management Committee Meeting
10:00 a.m.	Trade Show Opens
10:00 – 10:30 a.m.	Break in the Tradeshow – Snacks and coffee to be provided
10:30 – 11:45 a.m.	Cattlemen's College
11:00 a.m. – 12:00	Rangeland Resources Commission
12:00 – 1:30 p.m.	Nevada Beef Council Lunch
1:30 – 2:00 p.m.	Nevada Land Action Association Committee Meeting
2:00 – 4:00 p.m.	NCA Federal Lands Committee Meeting
2:00 – 5:00 p.m.	NV CattleWomen's Executive Committee & CattleWomen's Board of Directors Meeting
4:00 – 7:00 p.m.	Opening Tradeshow Reception – Hors d'oeuvres, Wine & Beer Tasting
5:30 – 7:00 p.m.	Presidents Reception
7:00 p.m.	Night on the Town

## **Tuesday, December 5**

7:00 a.m. – 5:00 p.m.	Registration Open
7:30 – 9:00 a.m.	Inspirational Breakfast – With Keynote Speaker, Amberley Snyder
7:00 a.m. – 6:00 p.m.	Allied Industry Council Trade Show Bloody Mary Bar Open 7:00 – 10:00 a.m.
9:00 – 9:30 a.m.	Break in the Tradeshow
9:30 – 11:00 a.m.	Legislative Affairs Committee Meeting – “Cattlemen and Politics for the Future”
10:00 a.m. – 1:00 p.m.	Central Grazing Committee Meeting w/Lunch
11:00 – 12:00 a.m.	Cattlemen's College Session– BQA Certification by Zoetis Animal Health
12:00 – 1:15 p.m.	CattleFax Lunch: Troy Bockelmann, International Trade and Grain Analyst
1:15 – 1:30 p.m.	Break in the Tradeshow
1:00 – 4:00 p.m.	QuickBooks by Pacific Intermountain Mortgage
1:30 – 2:30 p.m.	Research & Education Committee Meeting
2:30 – 4:00 p.m.	General Session – With Keynote Speaker, John Ruhs
4:00 – 4:30 p.m.	Break in the Tradeshow
4:30 – 6:00 p.m.	Animal Health & Livestock Issues Committee Meeting
6:00 p.m.	Trade Show closes
6:00 – 7:00 p.m.	Cocktail Hour
7:00 – 11:00 p.m.	NCA Annual Awards Banquet

## **Wednesday, December 6**

7:00 – 11:00 a.m.	Registration Open
7:30 – 9:00 a.m.	Responsible Ranching Breakfast
9:00 – 10:00 a.m.	General NCA Membership Meeting
10:00 – 1:00 p.m.	NCA Board of Directors Meeting w/lunch

## INSPIRATIONAL BREAKFAST

### Featuring Keynote Speaker Amberley Snyder



Amberley was born in California as the second to six children. Amberley fell in love with horses at a young age and began barrel racing when her family moved to Utah at her age of 7. She competed in junior rodeos and up into high school winning multiple titles and awards. Her senior year she finished as the National Little Britches Finals and World All Around Cowgirl.

Amberley was also serving as the Utah FFA State President in 2009. In January of 2010, Amberley was involved in a rollover car accident, leaving her paralyzed from the waist down. Eighteen months after that day, with a seatbelt on her saddle, she returned to competing in rodeo. She now competes in the Women's Professional Rodeo Association in the barrel racing. Amberley has earned her place competing amongst professional barrel racers and has won multiple awards with the Cowboy and Cowgirl Hall of Fames. She shares her story of triumph over tragedy hoping she can motivate others to believe in themselves and get back on the horse.

## CATTLEFAX LUNCH

### Featuring Troy Bockelmann, International Trade and Grain Analyst

Troy joined CattleFAX as an analyst in January 2016. His primary responsibilities include research and analysis in feed grains as well as the domestic and global protein markets. Troy grew up in the small farming communities of southwest Minnesota – receiving a bachelor's degree in agribusiness management with a farm management concentration from Southwest Minnesota State University. In fall 2014, he attended Colorado State University to complete a master's degree in agricultural and resource economics. Troy's research focused on agricultural finance, agricultural marketing, production economics and transportation cost analysis. He was also a teaching assistant for farm and ranch analysis and commodity marketing courses.



## GENERAL SESSION

### Featuring Keynote Speaker John Ruhs, BLM Acting Deputy Director of Operations



Join us for updates from BLM Acting Deputy Director of Operations, John Ruhs. John has an extensive background in Nevada, having served as Ely District Manager and Winnemucca District Fire Management Officer. In

addition to his work in Nevada, Ruhs has also served as BLM's Senior Special Assistant in Washington, D.C., and District Manager of the High Desert District in Wyoming. He has also worked for the BLM in Colorado, Idaho, and Oregon.

Ruhs a native of Iowa and served in the Marine Corps. He received his Bachelor of Science degree in Animal Science from the University of Idaho. He and his wife, Amy, have seven daughters. He enjoys outdoor activities including riding horses, camping and playing golf.

## ACCOMMODATIONS

### **Red Lion Hotel & Casino:**

\$79.00 Per Night

Reservations: (775) 738-2111 or (800) 545-0044

Book online:

<https://reservations.redlion.com/ibe/details.aspx?hotelID=13734&group=NCTL1204&hgID=280&dt1=6546>

GROUP ID: "NCTL1204"

### **Gold Country Inn & Casino:**

\$69.00 Per night

Reservations: (775) 738-8421 or (800) 621-1332

### **High Desert Inn:**

\$49.00 Per Night

Reservations: (775) 738-8425 or (888) 394-8303

### **Ramada @ Stockmen's Casino:**

Reservations: (775) 738-5141

Group Code: "CG04CA\_002"

**PLEASE MAKE SURE TO TELL THE RESERVATIONIST YOU ARE WITH THE NEVADA CATTLEMEN'S ASSOCIATION FOR THE DISCOUNTED RATE**



ALONG WITH  

**quickbooks.**

BRINGS YOU QUICKBOOKS FOR RANCHERS!

For Beginner and Advanced Users  
 Join us during the annual convention to  
 learn how to make QuickBooks work better  
 for your ranch

TUESDAY, DECEMBER 5th 1:00PM

## **ZOETIS CATTLEMEN'S COLLEGE**

### **BQA Certification by Zoetis Animal Health**

You have the opportunity to become BQA certified during the 2017 NCA Annual Convention on December 5<sup>th</sup> from 11:00 a.m. to noon at the Elko Convention Center. Zoetis Animal Health will be conducting a one hour BQA training at which time you will have the opportunity to take the Nevada Cattlemen's open book BQA test and become certified.

## **ALLIED INDUSTRY TRADE SHOW**

Don't miss your opportunity to get into the trade show and find out about up and coming products and services from Allied Industries. The booths are filled with great businesses and agencies that support and enhance our industry. The trade show will be open Monday 10 – 7 p.m. and Tuesday from 7 a.m. – 6 p.m.

## **COMMITTEE MEETINGS**

Committee meetings are open to everyone. During the meeting, Nevada Cattlemen's Association members will set priority direction for the Association. In these meetings you will get the latest on Legislative Affairs, Research and Education updates, Private Lands, Federal Lands and Animal Health and Livestock issues.

## **ANNUAL AWARDS BANQUET & ENTERTAINMENT**

Following Tuesday night's NCA Awards Banquet dinner, attendees will hear from the Runnin' for Cover Band.

The Runnin' for Cover Band has been together for almost seven years and they play for the love of music and they play what they like, old country, old rock and roll and some new country. The lead singer and guitar player, Brian Collett, is a 5th generation rancher. The ranch where he currently lives and works on is in Oreana, Idaho with his wife Chris and two boys Bryce and Sean. This ranch was bought by his Grandfather and was also run by his Dad and Mom, it was a part of the original place bought in 1894. The bass player and singer, Tom Foreman, cousin of Brian, is an electrician by trade and worked over the years in the ranching business. Tom lives in Star, Idaho and has three daughters, Stacey, Jessica and Megan. Drummer and singer, Aaron White, is an electrician by trade and is currently serving as a union rep for the Electrician Union. Aaron lives in Eagle, Idaho with his wife Tracy and their two boys, Morgan and Jake.



## **Tom Marvel/Jim Andrae Scholarship Award**

We are eager to announce that the Nevada Cattlemen's Association and the Agri Beef Company have joined together to form a Scholarship honoring the legacies of Tom & Rosetta Marvel and Jim & Sharon Andrea. We plan to release the first scholarship award(s) to a graduating high school senior in 2018 pursuing a degree in Agriculture.

Agri Beef has contributed \$50,000 in seed money; they have also pledged an additional \$25,000 in matching funds. In an effort to take advantage of the matching funds, NCA is trying to raise \$25,000. We are asking for your generous support in helping reach that goal. By donating to this fund you will be making a contribution that will go on thru perpetuity. As the endowment grows, so shall the scholarship award(s).

***Contributions can be made to this scholarship fund by sending a check made out to the "Nevada Cattlemen's Association"***

2017 Joint Annual  
NEVADA CATTLEMEN'S ASSOCIATION  
**CONVENTION**  
and *TRADE SHOW*  
DECEMBER 4-6, 2017  
*Elko Convention Center - Elko, Nevada*

### Monday, December 4

- 6:00 a.m. – 10:00 a.m. Exhibitor Move-In
- 6:00 a.m. – 5 p.m. Registration Open
- 7:00 a.m. – 11:00 a.m. NV WoolGrowers Breakfast
- 7:00 a.m. – 11:00 a.m. NV CattleWomen's Breakfast & General Membership Meeting
- 9:00 a.m. – 10:00 a.m. Private Lands, Wildlife & Environmental Management Committee Meeting
- 10:00 a.m. Trade Show Opens
- 10:00 a.m. – 10:30 a.m. Break in the Tradeshow
- 10:30 a.m. – 11:45 a.m. Cattlemen's College Session
- 11:00 a.m. – 12:00 Nevada Rangeland Resources Commission
- 12:00 p.m. – 1:30 p.m. Nevada Beef Council Lunch
- 1:30 p.m. – 2:00 p.m. Nevada Land Action Association Committee Meeting
- 2:00 p.m. – 4:00 p.m. NCA Federal Lands Committee Meeting
- 2:00 p.m. – 5:00 p.m. NV CattleWomen's Executive Committee & CattleWomen's Board of Directors Meeting
- 4:00 p.m. – 7:00 p.m. Opening Tradeshow Reception:  
– Hors d'oeuvres, Wine & Beer Tasting
- 5:30 p.m. – 7:00 p.m. Presidents Reception
- 7:00 p.m. Night on the Town

### Tuesday, December 5

- 7:00 a.m. – 5:00 p.m. Registration Open
- 7:30 a.m. – 9:00 a.m. Inspirational Breakfast
- 7:00 a.m. – 1:00 p.m. Allied Industry Council Trade Show  
Bloody Mary Bar Open 7:00 – 10:00 a.m.
- 9:00 a.m. – 9:30 a.m. Break in the Tradeshow
- 9:30 a.m. – 11:00 a.m. Legislative Affairs Committee Meeting –  
"Cattlemen and Politics for the Future"
- 10:00 a.m. – 1:00 p.m. Central Grazing Committee Meeting w/Lunch
- 11:00 a.m. – 12:00 p.m. Cattlemen's College Session  
– BQA Certification by Zoetis Animal Health
- 12:00 p.m. – 1:15 p.m. CattleFax Lunch
- 1:15 p.m. – 1:30 p.m. Break in the Tradeshow
- 1:00 p.m. – 4:00 p.m. QuickBooks by Pacific Intermountain Mortgage
- 1:30 p.m. – 2:30 p.m. Research & Education Committee Meeting
- 2:30 p.m. – 4:00 p.m. General Session:  
– Keynote Speaker, John Ruhs
- 4:00 p.m. – 4:30 p.m. Break in the Tradeshow
- 4:30 p.m. – 6:00 p.m. Animal Health & Livestock Issues Committee Meeting
- 6:00 p.m. Trade Show closes
- 6:00 p.m. – 7:00 p.m. Cocktail Hour
- 7:00 p.m. – 11:00 p.m. NCA Annual Awards Banquet

### Wednesday, December 6

- 7:00 a.m. – 11:00 a.m. Registration Open
- 7:30 a.m. – 9:00 a.m. Responsible Ranching Breakfast sponsored by Nevada Rangeland Resources Commission
- 9:00 a.m. – 10:00 a.m. General NCA Membership Meeting
- 10:00 a.m. – 1:00 p.m. NCA Board of Directors Meeting w/lunch

## PRE-REGISTRATION

	#	\$
	TICKETS	AMOUNT
<b>Cattlemen's All Inclusive Registration</b> \$270 <small>*denotes inclusion, save \$20.00</small>		
<b>*Full Registration</b> \$110 Includes Meetings, Tradeshow, Opening Tradeshow Reception, Cattlemen's College and General Session. <small>(All meals may be purchased separately below)</small>		
<b>Non-NCA Member Full Registration</b> \$135 Includes Meetings, Tradeshow, Opening Tradeshow Reception, Cattlemen's College and General Session. <small>(All other meals may be purchased separately below)</small>		
<b>Young Cattlemen Registration</b> \$155 Includes a Full Registration, NV Beef Council's Beef Promotional Lunch, Inspirational Breakfast, CattleFax Lunch, and NCA's Annual Awards Banquet.		
<b>Individual Meeting Registration</b> \$15 Please provide name of the meeting:		

### Monday, December 4

NV WoolGrowers Breakfast (Sponsored)		<input checked="" type="checkbox"/>
NV CattleWomen's Breakfast \$25		
*NV Beef Council: Beef Promotion Lunch \$35		

### Tuesday, December 5

*Inspirational Breakfast \$25		
*CattleFax Lunch \$35		
*NCA Annual Awards Banquet \$60		

### Wednesday, December 6

*Responsible Ranching Breakfast \$25		
Board of Directors Meeting Lunch \$15		

PRE-REGISTRATION CLOSING NOVEMBER 28, 2017.  
ON-SITE REGISTRATION COSTS WILL INCREASE.

**TOTAL** \$

Name(s) attending: \_\_\_\_\_

Local Affiliation: \_\_\_\_\_

Payment Method:

Payment Amount: \_\_\_\_\_

**CHECK** *Please make checks to Nevada Cattlemen's Association*

Card #: \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Phone Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Please submit completed registration forms by any of the following ways:

Email: [nca@nevadabeef.org](mailto:nca@nevadabeef.org) Phone: 775-738-9214

Fax: 775-738-5208

Mail: Nevada Cattlemen's Association  
PO Box 310, Elko, NV 89803