

# 2023 ACA ANNUAL CONVENTION & TRADE SHOW

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JULY 28-29, 2023  
Hot Springs, Arkansas



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*You're invited to*

# **TIME IS MONEY**

*How can you make the most of yours?*

Cattlemen's College Class

10:00 am | Saturday, July 29 | Hall E

presented by



Premier Convention Sponsor



**FREE GIFT FOR FIRST 100 ATTENDEES!**



**RON CARTER**  
**ACA Convention**  
**Committee Chair**

I am glad you have joined us in Hot Springs for the 65th Annual ACA Convention & Trade Show! Vendors from across the region are set up to provide valuable information about their products and services. As cattlemen, we support these businesses daily, and in turn, they support us in meeting sponsorships and by providing the inputs we need in our operations. It is a good time to visit with them one-on-one, and also a great time to schedule them to come to one of your local meetings as a sponsor and present their program to your association.

Once again our Premier Convention Sponsor is Greenway Equipment and we offer them a great big THANK YOU for their continuing support of our association.

Also returning this year as Premier

Trade Show Sponsor is Kubota Equipment. We're excited to partner with them again this year and greatly appreciate their support.

We are excited about the lineup of speakers for the Cattlemen's Colleges and expect to learn something from each of them to help us in our everyday business. For the ACA Awards Banquet on Friday night, we will have our awards presentations to those who have gone above and beyond with their time and talents to help our association to be what it is.

This year, as a convention keynote, we will have Amanda Radke, a fifth generation rancher from Mitchell, South Dakota who has dedicated her career to serving as a voice for the nation's farmers and ranchers. Radke regularly tackles industry issues as a blogger, columnist, investigative journalist, speaker, and entertainer. Amanda will also be speaking at the Saturday night ACLC Reception.

On Saturday, we welcome all FFA members and 4-H'ers to attend the trade show. This is a great opportunity to expose these youth to our organization and make them the leaders of tomorrow.

*Ron Carter*

# SCHEDULE OF EVENTS



## FRIDAY, JULY 29

<b>9 AM - 5 PM</b>	<b>REGISTRATION OPEN</b>	<b>HALL C</b>
<b>9 AM - 5 PM</b>	<b>TRADE SHOW OPEN</b>	<b>HALLS B-D</b>
<b>9:30AM - 10:30 AM</b>	<b>CATTLEMEN'S COLLEGE I</b> UNDERSTANDING CARBON BASICS <i>Sponsor: Agoro Carbon Alliance</i>	<b>HALL E</b>
<b>10 AM</b>	<b>LIVESTOCK &amp; POULTRY</b> <b>COMMISSION MEETING</b>	<b>ROOM 209</b>
<b>11AM - 12 PM</b>	<b>CATTLEMEN'S COLLEGE II</b> JOIN THE GRAZE CRAZE: TOOLS TO BRING GRAZING EDUCATION TO YOUR COUNTY <i>Sponsor: Arkansas Grazing Lands Coalition</i>	<b>HALL E</b>
<b>12 PM - 1 PM</b>	<b>ALLIED INDUSTRY LUNCH</b> <i>Sponsor: Farm Credit Associations of Arkansas</i>	<b>HALLS B-D</b>
<b>1 PM - 2 PM</b>	<b>STATE BOARD MEETING</b>	<b>ROOM 209</b>
<b>2 PM - 3 PM</b>	<b>CATTLEMEN'S COLLEGE III</b> BEEF UP YOUR MARKETING PROGRAM <i>Sponsor: The Communications Group</i>	<b>HALL E</b>
<b>3 PM - 4 PM</b>	<b>CATTLEMEN'S COLLEGE IV</b> HOW KUBOTA CAN HELP PUT UP HIGHER QUALITY HAY <i>Sponsor: Kubota Tractor Corporation</i>	<b>HALL E</b>
<b>5:30 PM - 6:30 PM</b>	<b>HOSPITALITY HOUR</b>	<b>GRAND LOBBY</b>
<b>6:30 PM - 8:30 PM</b>	<b>ACA AWARDS BANQUET</b> <i>Sponsor: Farm Credit Associations of Arkansas</i>	<b>ROOMS 207 &amp; 208</b>

# SATURDAY, JULY 30

8 AM - 12 PM	REGISTRATION OPEN	HALL C
8 AM - 2 PM	TRADE SHOW OPEN	HALLS B-D
8 AM	AR. BEEF COUNCIL MEETING	ROOM 206
9 AM - 10 AM	ACWA MEETING	ROOM 207
9 AM - 10 AM	COWBOY CAPERS	HALL B
10AM - 11 AM	CATTLEMEN'S COLLEGE V <i>TIME IS MONEY – HOW CAN YOU MAKE THE MOST OF YOURS?</i> <i>Sponsor: Greenway Equipment</i>	HALL E
11AM - 12 PM	CATTLEMEN'S COLLEGE VI <i>UTILIZING VALUE-ADDED MARKETING SYSTEMS</i> <i>Sponsor: Joplin Regional Stockyards</i>	HALL E
12:15 PM - 1:30 PM	GENERAL SESSION & LUNCH <i>FEATURING AMANDA RADKE</i> <i>Sponsors: Arkansas Beef Council &amp; Arkansas Department of Agriculture</i>	HALLS B-D
2 PM	EXHIBITOR MOVE OUT	HALLS B-D
2 PM - 3 PM	ACA BUSINESS MEETING	ROOMS 201-202
6 PM	ACLC/YCLC RECEPTION	EMBASSY SUITES

*\*Schedule is subject to change*

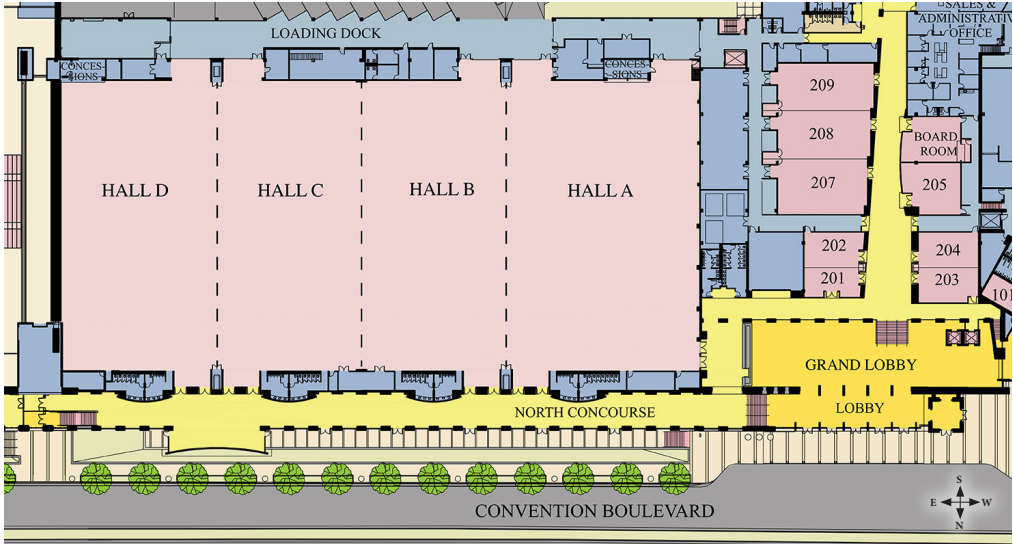


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# HOT SPRINGS CONVENTION CENTER MAP



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# FEATURED



## Amanda Radke

### *Keynote Speaker*

Amanda Radke is a fifth generation rancher from Mitchell, SD. Alongside her husband, Tyler, and their four children, they operate Radke Land & Cattle, a Limousin and Angus feedstock operation.

Radke has spent the last 15 years on the road fighting for the agriculture, rural America, and the western way of life. She's gone head-to-head against animal rights activists, environmental extremists, politicians, and celebrities who seek to eliminate animal agriculture.

She believes food security is national security, and her work is focused on keeping producers on the land and ensuring every citizen has access to safe, affordable and nutritious food in this country. She currently serves as an appointee on the National Agriculture Campaign Advisory Council, where she provides industry insights to the U.S. House of Representatives Agriculture Committee.

Radke is also the author of eight children's books, and her goal is to help promote agricultural literacy in schools and to teach the next generation about where their food comes from.

Amanda's keynote speech will focus on, "Shifting our mindset & shaping new opportunities in challenging times".

Her speech will hit topics of difficult challenges we've faced in agriculture and as a nation over the last couple of years. She will also discuss how folks are finding new ways to connect with each other and how to serve our communities better, lift each other up, lead with positivity, and how to find new pathways to profitability.



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# GUESTS



## Wes Ward

### *Secretary of Agriculture of Arkansas*

Wes Ward serves as the 3rd Secretary of Agriculture for the State of Arkansas. Wes was appointed to the position in March 2015 by Governor Hutchinson. He earned a Bachelor of Science degree in Agricultural Business with an emphasis in Agricultural Finance from Arkansas State University. Wes earned a law degree and has also completed the joint LL.M. /M.S. degree program at the University of Arkansas for a Master of Laws degree in Agricultural and Food Law and a Master of Science degree in Agricultural Economics. Wes has been serving in the United States Marine Corps for over 15 years and has completed deployments to Afghanistan and Jordan with the 1st Marine Division and 1st Battalion, 1st Marines. He currently serves in the Marine Corps Reserves as a Civil Affairs Officer and Team Leader with the 3rd Civil Affairs Group in Great Lakes, Illinois.



## Steve Shepard

### *Greenway Equipment*

Steve Shepard is the Senior Vice President of Greenway Equipment Inc. Steve has been involved with Greenway and associated with John Deere for over 23 years.

Today he is responsible for Marketing, Customer Experience, eCommerce, Training and Safety for the organization. Steve currently resides in Jonesboro, Arkansas with his wife Renee.

# CATTLEMEN'S



## Will Hightower

*Agoro Carbon Alliance*

Based out of Greenbrier, Arkansas, Will Hightower has over 18 years of sales, management and research experience serving the agriculture industry throughout the mid south and southeastern regions of the country. His diverse background includes soil health and remediation projects, production/distribution of biosolid soil amendments, agtech SaaS and

digital farm management solutions, as well as crop input production and distribution.

His focus is producer centric, with an emphasis on impacting soil quality and farm profitability. Will is passionate to broaden the understanding and implementation of regenerative ag practices, and the benefits they bring to the production system.



## Arkansas Grazing Lands Coalition

*Carson Horn*

Join Executive Director Carson Horn, APR to learn about the benefits that grazing can have on your beef operation, and the mission of the Arkansas Grazing Lands Coalition (AGLC) to

help producers start, maintain and improve their grazing program. Attendees will leave this presentation equipped with knowledge about the tools and resources available to them to assist them in their own grazing journey—and how to bring grazing education opportunities to their communities. ACA members responsible for scheduling programming at their county association meetings are encouraged to attend this session to learn about the free educational resources available to their county members.

# COLLEGE



## Carson Horn

*The Communications Group*

Inflation. Recession. Taxes. Regulation. Weather. Let's face it, cattle producers have a lot to consider when it comes to managing their businesses, let alone tuning a profit. While some producers have gotten creative and ventured into alternative business models such as direct-to-consumer freezer beef, agritourism, and consulting services—many are still relying solely

on word of mouth to promote their businesses, carrying the belief that modern marketing tools are too complicated, expensive, or simply out of reach. Luckily, this couldn't be farther from the truth. Producers attending this session will hear from Carson Horn, an award-winning agricultural communications and marketing professional, who will share his playbook of practical, actionable steps to take your marketing to the next level, and the tools with which to do it.



## Kubota Tractor Corporation

*Clay Young & Wyatt Castor*

Join Clay Young, Regional Sales Manager for Kubota Tractor Corporation and Wyatt Castor, Ag Product Specialist for Kubota Tractor Corporation when they discuss methods to help cattlemen produce higher quality hay year after year.



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# CATTLEMEN'S COLLEGE



## Greenway Equipment

*Tyler Cantrell, Rocky Morgan, & Ryan Maloch*

As we all know, time is money. Production costs are high—but the cost of inefficiency is higher.

Join our Greenway team members as they share ways producers can find savings and efficiency in their operations. Presenters include Tyler Cantrell, Precision Ag Specialist for Greenway; Rocky Morgan, Sales Professional for Greenway Russellville and Owner/Operator of C.L. Morgan Farms in Lamar, AR; and Ryan Maloch, Location Manager for Greenway – Russellville and Owner/Manager of Maloch Cattle Farm in Russellville, AR.

Discover how our presenters (and their customers) are saving time and money by adopting and utilizing new technologies across all generations of producers, upgrading their current equipment to current technologies, anticipating evolving industry and equipment trends, and understanding the value your dealer can (and should) provide.



## Billy Ray Mainer

*Joplin Regional Stockyards*

Join Billy Ray Mainer from Joplin Regional Stockyards (JRS) to discuss ways to avoid leaving money on the table when it comes to your calf crops by using a value-added marketing system. He will also explain how Arkansas JRS receiving stations work to help customers get their cattle into a different marketing system.

Billy Ray Mainer runs a cow/calf and

poultry operation in Branch, Arkansas, with his wife Carmen, parents Bill and Peggy, and son Zach. Their property has been a family farm since 1888. They background their Angus-based calves in the Joplin Regional Stockyards value-added program. They have utilized JRS to capture the recognition and reputation of their value-added calves to buyers for 18 years. Billy Ray has been a JRS Field Representative for 15 years, and has operated the receiving station for 10 years to help assist customers in marketing one head to semi loads. He also coordinates trucking to keep the cost as low as possible per animal.

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WHO UNDERSTANDS  
YOUR OPERATION.**



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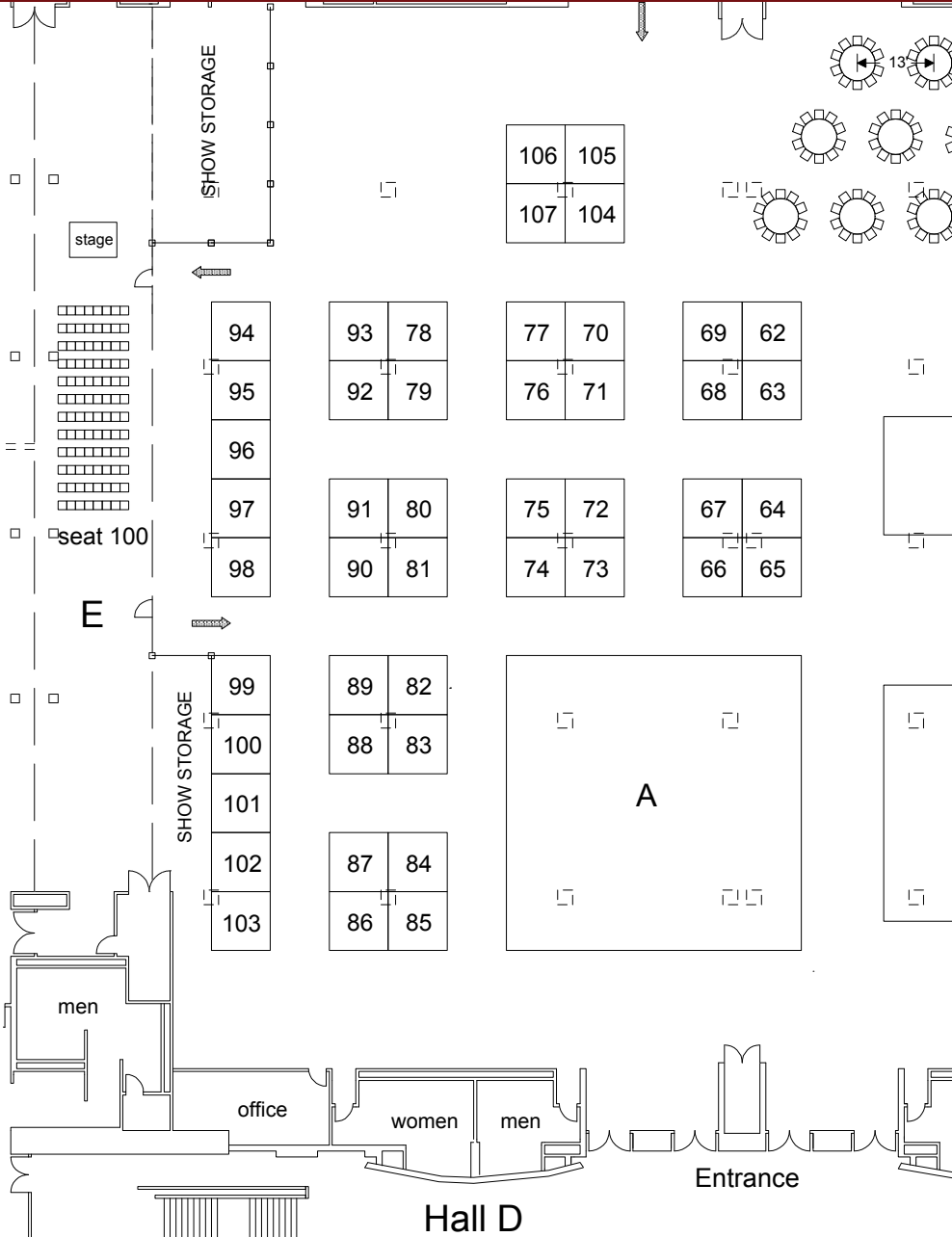
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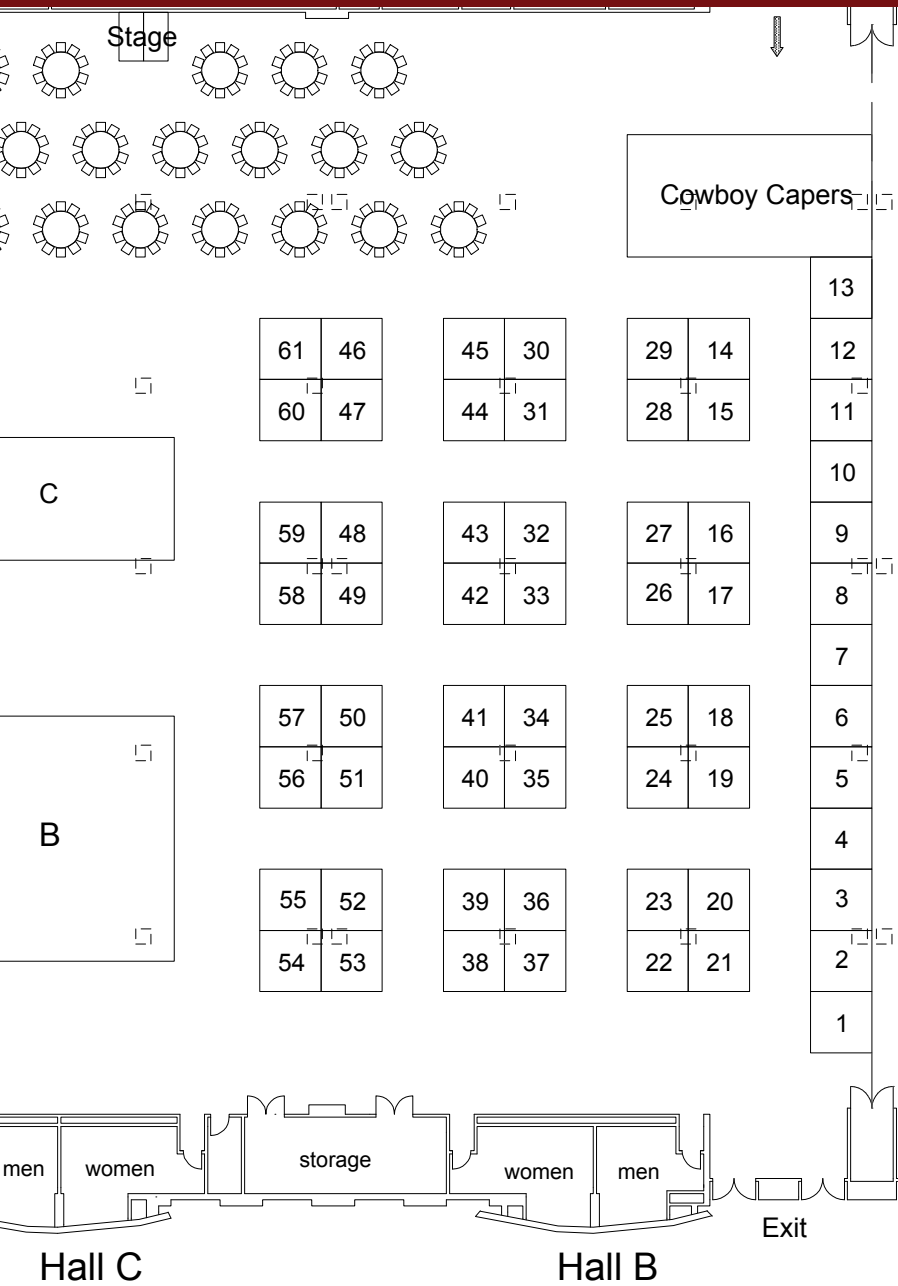


# 2023 ACA TRADE





# SHOW LAYOUT



# TRADE SHOW

- 87. 101 LIVESTOCK AUCTION
- 50-51. 4 RIVERS RANCH EQUIPMENT
- 56-57. 4 RIVERS RANCH EQUIPMENT
- 62-63. 4M/MCLEHANEY EQUIPMENT
- 68-69. 4M/MCLEHANEY EQUIPMENT
- 7. 777 FARMS
- 60. ADAMS & CREASY INSURANCE
- 85. ADM ANIMAL NUTRITION
- 92-93. AG-MEIR INDUSTRIES
- 90. AGORO CARBON ALLIANCE
- 38. AZAGA
- 45. AMANDA RADKE
- 70-71. AMERICAN BRAHMAN BREEDERS OF ARKANSAS
- 1. ARKANSAS 811
- 48. ARKANSAS ANGUS ASSOC.
- 49. ARKANSAS BEEF COUNCIL
- 98. ARKANSAS CATTLE AUCTION
- C. ARKANSAS CATTLEMEN'S GRADUATE COURSE (ACGC)
- C. ARKANSAS CATTLEMEN'S LEADERSHIP COURSE (ACLC)
- 2. ARKANSAS CATTLEWOMEN
- 78-79. AR. DEPT. OF AGRICULTURE
- 4. ARKANSAS FFA
- 37. ARKANSAS GRAZING LANDS COALITION
- 13. AR. HUNGER RELIEF ALLIANCE
- 3. ARKANSAS HUNTERS FEEDING THE HUNGRY
- 36. ARKANSAS SOYBEAN PROMOTION BOARD
- 26. ARKANSAS STATE UNIVERSITY
- 12. ARKANSAS WOMEN IN AG
- 94-97. BIG BEND TRAILERS
- 18. BIG BRANCH - COOPER CATTLE
- 58. BIG D RANCH
- 16. BIOZYME
- 25. BOEHRINGER INGELHEIM
- 17. BRADLEY COUNTY LIVESTOCK BARN
- 19. CALDWELL AGENCY LLC
- 24. CALLICRATE BANDERS
- 22. CORNERSTONE CAPITAL
- 77. CORTEVA
- 28. COY'S SOUTHERN EATS
- 5. D. BULL FARM
- 75. ELANCO ANIMAL HEALTH
- 10-11. FARM CREDIT ASSOCIATIONS OF ARKANSAS
- 81. FARMERS' ASSOCIATION
- 72-73. FBN INSURANCE LLC
- 59. GALLAGHER
- B. GREENWAY
- 84. GWS LIVESTOCK EQUIPMENT
- 14. HOPE LIVESTOCK AUCTION
- 47. JOPLIN REGIONAL STOCKYARDS
- 86. K&K VET SUPPLY
- A. KUBOTA
- 23. LEAFFILTER
- 31. LIVESTOCK NUTRITION CENTER
- 35. LIVESTOCK RISK SERVICES
- 67. MERCK ANIMAL HEALTH
- 46. MIDCONTINENT LIVE STOCK SUPPLEMENTS
- 91. MULTIMIN USA, INC.

# VENDOR KEY

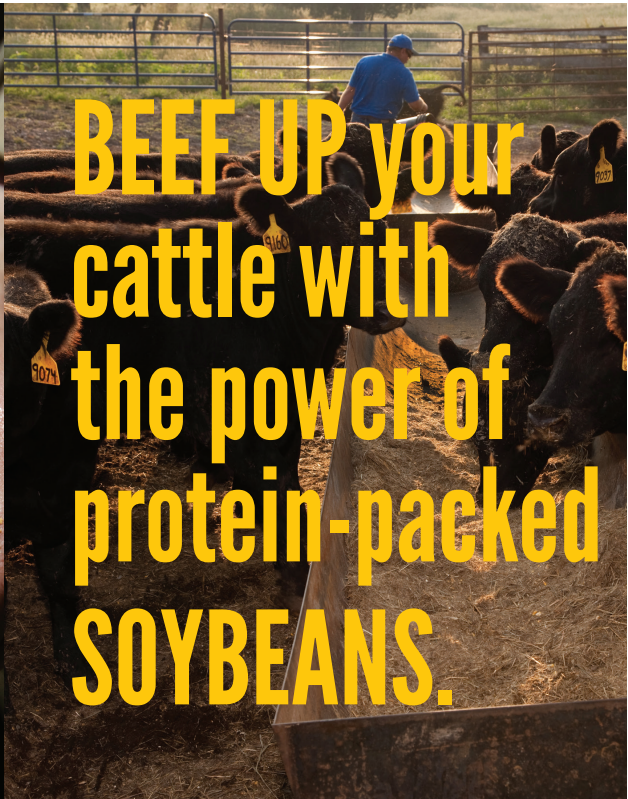
- 66. NAH LIVESTOCK CONSULTING
- 44. NORBROOK
- 30. OKLAHOMA NATIONAL STOCKYARDS
- 6. ON POINT REALTY
- 21. PINNACLE LEGACY LAW
- 74. PLYLER & SON CHAROLAIS
- 55. PREFERRED LIVESTOCK PRODUCTS
- 41. PREMIER SELECT SIRES
- 64-65. PRIEFERT
- 80. PURINA ANIMAL NUTRITION
- 82. QUALITY LIQUID FEEDS, INC.
- 27. RANGEWARD
- 15. RCK GENETICS
- 52-53. RISK ASSOCIATES INC.
- 83. ROGERS BAR HR
- 32-33. ROSS ROGERS EQUIPMENT
- 42-43. ROSS ROGERS EQUIPMENT
- 8. SANTA GERTRUDIS BREEDERS INT'L
- 61. SILVEUS INSURANCE GROUP
- 20. SOUTHERN ARKANSAS UNIVERSITY
- 29. SOUTHWEST AG CENTER
- 34. SUPERIOR LIVESTOCK AUCTION
- 39. THE COMMUNICATIONS GROUP
- 9. TRANSOVA
- 40. TRI-L MANUFACTURING
- 102. UADA FARM STRESS MANAGEMENT & RESILIENCE
- 88. UNIVERSITY OF ARKANSAS MONTICELLO
- 99-101. UNIVERSITY OF ARKANSAS SYSTEM DIVISION OF AG
- 76. USDA - WILDLIFE SERVICES
- 103. USDA - NASS
- 54. WATKINS CATTLE COMPANY
- 89. WSR INSURANCE
- 104-107. WT EQUIPMENT



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