

2010 GCA CONVENTION & BEEF EXPO TENTATIVE SCHEDULE



WEDNESDAY, MARCH 31, 2010

8 a.m. Cattle & Heavy Equipment move-in – Multi-Purpose Bldng & Outside Vendors

THURSDAY, APRIL 1, 2010

9 a.m. Registration Opens – Registration Office
10 – 11 a.m. Livestock Marketing Seminar, Dr. Curt Lacy – Beef & Dairy Arena
11 – 12 p.m. Live Cattle Video Tele Auction – Beef & Dairy Arena
12 – 1 p.m. Pfizer's Cattlemen's College - NCBA Update Luncheon w/Steve Foglesonhg – Beef & Dairy Arena
12 p.m. All cattle in place
12 - 5 p.m. Trade Show Open – Multi-Purpose Building & Outside Vendors
1:30 to 3 p.m. Pfizer's Cattlemen's College - PI/BVD Animal Health Session – Beef & Dairy Arena
2 p.m. Georgia Farm Bureau Beef Commodity Meeting – Hoof & Horn Room
3 p.m. Commercial Heifer Pen Show Judging – Beef Barn
3 - 4:30 p.m. Pfizer's Cattlemen's College – Dennis Hancock “Forages” – Beef & Dairy Arena
5:30 – 7 p.m. ABAC Reception – Roquemore Building
7 – 9 p.m. Membership Awards Dinner – Miller, Murphy, Howard Building

FRIDAY, APRIL 2, 2010

8 a.m. Registration Opens – Registration Office
9 a.m. – 4:30 p.m. Trade Show Open – Multi-Purpose Building & Outside Vendors
9 - 10:30 a.m. GCWA Education Seminar – Roquemore Building
9 – 10:30 a.m. Pfizer's Cattlemen's College - Cliff Lamb “Developing heifers for reproductive success” – Beef Barn Bleachers
9 – 10:30 a.m. Pfizer's Cattlemen's College – Increasing Revenue through Branded Beef – Beef & Dairy Arena
10:30 – 11:30 a.m. GCA General Membership Meeting – Beef & Dairy Arena
10 a.m. Milk & Cheese Break – Multi-Purpose Building
11:30 a.m. Georgia Cattlemen's Foundation Hall of Fame Court of Honor Ceremony – GNF Court of Honor
11:30 a.m. – 1 p.m. Tradeshow Luncheon – Beef & Dairy Arena
12 p.m. Angus Sale in Multi-Purpose Building
1 – 2:30 p.m. Pfizer's Cattlemen's College – NRCS and Environmental Stewardship Presentation – Beef & Dairy Arena
2 p.m. GCCPA Annual Meeting – Multi-Purpose Bleachers
2 p.m. GCWA Meeting and Dessert Social – Roquemore Building
3 p.m. Commercial Heifer Sale in Beef Barn

4 p.m. Beefmaster E6 Commercial Heifer Sale in Beef Barn
4:30 p.m. Club Calf Sale Preview in Multi-Purpose Building
5:30 p.m. Georgia Hereford Association Annual Meeting – Roquemore Building
6 p.m. Southeast Brangus Association Annual Meeting – Holiday Inn
7 p.m. Cattlemen’s Ball including the GCA Foundation and Magazine Back Cover
Auction – Miller, Murphy, Howard Building
7 p.m. Georgia Hereford Association Banquet – Roquemore Building
7 p.m. Georgia/Florida Charolais Association Social – Holiday Inn
7 p.m. GJCA Western Roundup – Beef & Dairy Arena

SATURDAY, APRIL 3, 2010

7 a.m. Registration Opens – Registration Office
7:30 a.m. Breakfast w/Beef Check-R-Dee sponsored by Purina Mills – Beef & Dairy Arena
8:30 a.m. Beef Ambassador Contest Registration – Roquemore Building
9 - 11:00 a.m. Beef Ambassador Contest - Roquemore Building
9 a.m. to 12 p.m. Trade Show Open – Multi-Purpose Building & Outside Vendors
9:30 a.m. Charolais Sale in the Multi-Purpose Building
9:30 – 11 a.m. Local Leaders Issues Update and Communications Training – Beef & Dairy
Arena
11:30 a.m. - 12:30 p.m. New Products & Junior Awards Luncheon (including Scholarships and Beef
Ambassador) – Beef & Dairy Arena
12 p.m. Hereford Sale in Multi-Purpose
12 p.m. Brangus Sale in Beef Barn
2 p.m. Club Calf Sale in Multi-Purpose