

## **THURSDAY OCT. 21**

**Welcome / Opening Remarks** 9:00 – 9:10

President Larry Smith II

**Genetic Design: Breeding for Excellence** 9:10 – 10:00

Roger Hutton (moderator)

Gary Lake

Alan Sparger

**Marketing Texas Longhorn Beef** 10:00 – 10:50

Stan Tidwell (moderator)

Steve Mobley

Darol Dickinson

---

**Cow Sense & Common Sense Handling Methods** 11:00 – 11:40

Lizz Huntzberry

## **FRIDAY OCT. 22**

**Tools for a Successful Longhorn Operation** 9:00 – 10:15

Gary Lake - Fundamentals of Longhorn Photography

Jaymie Feldmann - Using the Internet to Build Your Business

Kelly Geurin - Utilizing A.I., E.T. and Sonagram Technology

**Survival & Success in a Hostile Environment** 10:25 – 10:50

Darol Dickinson

**Coffee Break** 10:50 – 11:00

**Market Expansion Round Table** 11:00 – 11:40

Stan Searle (moderator)

Darol Dickinson

Kelly Geurin

Gary Lake