



# Alabama BCIA Seedstock Continuing Education Program **FIELD DAYS**

Saturday, October 3 at CK Cattle in Hope Hull  
*Co-hosted with Lowndes Co. Cattlemen's Association*  
Saturday, November 21 at Windy Hill Angus in Boaz

## Schedule of Events

- 9:00 AM Registration and Networking
- 9:45 AM Welcome
- 10:00 AM “The Principles of Seedstock Marketing”  
Michelle Elmore, Extension Animal Scientist/Beef Cattle Improvement
- 10:30 AM “Developing a Marketing Program for the Seedstock Business”  
Panel Discussion Moderator: Michelle Elmore
- 11:15 AM “Performance Data Collection, Interpretation & Utilization”  
Dr. Lisa Kriese-Anderson, Extension Animal Scientist
- 12:15 PM Lunch and Visiting with our Host and Sponsors
- 1:15 PM “Conformation and Phenotypic Evaluation”  
Jonathan Gladney, Animal Science & Forages Regional Extension Agent  
or Gerald Thompson, Animal Science & Forages Regional Extension Agent
- 2:15 PM Conclusion, Final Discussion, Questions, and Networking

### ALABAMA BCIA

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*The purpose of the BCIA Seedstock Continuing Education Program is to provide educational instruction and resources for seedstock producers to improve their operations. The program will provide educational tools to producers establishing businesses and for established producers who want to improve aspects of their seedstock businesses.*

## **Directions to CK Cattle**

### **232 Cruise Rd, Hope Hull, AL 36043**

- **From I-65, take Exit 164 (Hope Hull, Pintlala, US-31) and turn North onto Hwy 31**
- **Travel approximately 0.2 miles from the interstate and turn left onto County Rd 42/Wadsden Rd**
- **Travel 4.5 miles and turn right onto Mason Rd**
- **Travel 3 miles and turn left onto Cruise Rd (look for CK Cattle Sign)**
- **Travel 0.2 miles and turn right into barn area**

## **Directions to Windy Hill Angus**

### **5188 Horton Gap Rd, Boaz, AL 35956**

- **From I-59, take Exit 183 (Gadsden, Attalla, US-278, US-431) and turn northwest toward Attalla onto Cleveland Ave**
- **Go approximately 0.7 miles and turn left onto US-11, then bear right onto US-278 traveling to US-431 North**
- **Travel for 10 miles on US-431 North**
- **Turn right onto Sardis Drive and travel for 5.5 miles and turn left onto Leeth Gap Rd**
- **Travel for 0.2 miles and turn left onto Horton Gap Rd**
- **Look for Windy Hill Angus sign**