



NORTH DAKOTA STOCKMEN'S ASSOCIATION 96TH ANNUAL CONVENTION & TRADE SHOW

SEPT. 24-26 • CLARION HOTEL & CONVENTION CENTER • MINOT, ND

HIGHLIGHTS

WEDNESDAY HIGHLIGHTS

Golf Scramble and Hole-In-One Contest

The 2025 NDSA Golf Scramble and Hole-In-One Contest will be held at the Souris Valley Golf Course at 2400 14th Ave. SW in Minot. Contact Scott Ressler at (701) 223-2522 or ssressler@ndstockmen.org to pre-register for the golf outing.

Buck Wehrbein, National Cattlemen's Beef Association: "National Industry Issues Update"

National Cattlemen's Beef Association (NCBA) President Buck Wehrbein was born and raised on a small farm in eastern Nebraska, where his family raised cattle, hogs and chickens. Wehrbein has dedicated his career to cattle feeding, managing custom feedlots in Nebraska and Texas since 1984 and feeding his own cattle since 1980. An active industry servant, Wehrbein served as the Nebraska Beef Council chairman and on the Beef Promotion and Operating Committee before being tapped for NCBA's top post. He will share highlights from the organization's Policy and Federation Divisions, including updates on key tax, transportation and animal health wins; the New World screwworm; the Endangered Species Act; trade; and more.



Buck Wehrbein

Trade Show

The NDSA Trade Show is three days again this year. The more-than-50-booth Trade Show will open Wednesday with a social at 5 p.m. Convention-goers can visit booths from many of the NDSA's allied partners and have a chance at a DeWalt Digital Portable Power Station Jump Starter while doing so. The Trade Show will continue through Friday noon.

THURSDAY HIGHLIGHTS

Policy Committee Meetings

Grassroots policy-making is at the heart of the NDSA. During this year's committee meetings, members will discuss and debate policy issues and learn from industry experts who will offer information on topics such as international beef trade, foreign animal disease preparedness, noxious weed control, grazing program opportunities, electronic brand inspection, brand renewal, livestock disaster programs and the vision of North Dakota's land-grant university. Resolutions will be voted on in committees Thursday and then in the closing general session on Friday.

Cattlemen's Education Series Workshop

"Building a Business You Love to Operate: Tips to Increase Profit"

Jordan Steele, director of operations for Ranch Management Consultants, will lead the Cattlemen's Education Series workshop sponsored by the National Cattlemen's Beef Association and National Corn Growers



Association. Steele will help participants think differently about their ranching operations, teaching them the difference between economics and finance and how to break their financials down to help make timely and informed decisions. This presentation is designed for producers looking to transform their operation into a profitable business with a positive and engaging work culture. Steele grew up on a cow-calf operation near Aladdin, Wyo., before completing his master's degree in ag economics. He worked for the Kansas Farm Management Association through Kansas State University before joining the Ranching for Profit team.



Jordan Steele

"America Says" Fun Night

Following supper and a fundraising auction, convention-goers will compete in a Stockmen's-style "America Says" game, patterned after the popular television game show by the same name. Teams will guess the top answers to fill-in-the-blank survey questions for a night of fun and prizes.



FRIDAY HIGHLIGHTS

Kevin Good, CattleFax: "Cattle and Beef Industry Update and Outlook"

Kevin Good, vice president of market analysis and industry relations, has been with CattleFax since 1982, working with producers and agribusinesses to help them understand the changes taking place in the commodities industries, with an emphasis in animal proteins. Good will cover where the cattle industry is within the cattle cycle and analyze interactions between supply, demand, leverage and prices for cattle and beef, as well as the impact of weather, grain and hay markets, tariffs, trade and the economy.



Kevin Good

Joe Scheele, U.S. Customs and Border Protection: "Safeguarding Agriculture at the Border"

Joe Scheele, the California agriculture liaison for U.S. Customs and Border Protection, and his colleagues are on the frontlines protecting American agriculture at the border every day. In Scheele's role, he collaborates with numerous federal, state and local stakeholders on ag safeguarding initiatives to protect the industry from invasive pests and foreign animal diseases. He will give convention-goers a look into the agency's work and talk about some of its current endeavors, including the pushback of the New World screwworm.



Joe Scheele

Tucker Brown, Beef Advocate of the Year: "Building Your Future by Thinking Inside the Box"

Tucker Brown is a sixth-generation rancher at the R.A. Brown Ranch in Throckmorton, Texas. Brown quickly realized that, in today's world, being a good rancher isn't just about raising great cattle and horses, but telling your story. Through social media, he's been able to share the truth about American ranching in a way that is both educational and entertaining. He has earned more than a half million followers online, earning him the National Cattlemen's Beef Association's Beef Advocate of the Year Award and even a feature in *Vanity Fair*. Brown will share how ranchers can use social media to grow their businesses, tell their stories and create opportunities for future generations. Brown will highlight practical ways to build trust with consumers, advocate for the beef industry and stay competitive in a fast-changing world. This session will inspire attendees to embrace digital tools, share their values and turn tradition into traction online.



Tucker Brown

Foundation Luncheon

The North Dakota Stockmen's Foundation will salute scholarship winners, convention interns and the 2024 Top Hands Class at the Foundation Luncheon. Attendees will also hear from North Dakota Beef Commission Chairperson Joy Patten and "Dude Reviews" creator Kyle Debertin, whose creative spirit and positive outlook on life will encourage and inspire you.



Joy Patten



Kyle Debertin

Chad Greenway, former Minnesota Vikings football player: "Hunt Greatness"

In a world where competition is everywhere, how do you find your best? "Hunt Greatness" is an evolution of how to think about striving for a better version of yourself in all ways. Chad Greenway is a South Dakota farm and ranch kid who turned into a professional football player. As the banquet keynote speaker, Greenway will share how to uncover your inner best and make everyone around you better while you do it. Greenway was the no. 17 National Football League (NFL) draft pick and played 11 seasons with the Minnesota Vikings. He was named All-Pro, Pro-Bowl and a long-tenured captain of the team during his career. Since his retirement from the NFL, he has stayed active as president of his family's Lead the Foundation, which supports kids and families across the Upper Midwest.



Chad Greenway



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TENTATIVE SCHEDULE OF EVENTS

WEDNESDAY, SEPT. 24

18-Hole Golf Scramble & Hole-in-One Contest, Souris Valley Golf Course 9 a.m.
Call Scott Ressler at (701) 223-2522 to pre-register.

Board of Directors Meeting 9:30 a.m.

Registration 9:30 a.m. - 5 p.m.

Trade Show Set-Up 12:30 - 4:30 p.m.

Opening General Session 1 p.m.
Call to Order: Randy Schmitt
Presentation of Colors:
Minot Air Force Base Honor Guard
National Anthem:
Terry Ellingson & Caroline Gudknecht
Adoption of Convention Minutes
Convention Video
President's Message: Randy Schmitt
Executive Vice President Report:
Julie Ellingson
North Dakota CattleWomen Greeting:
Carol Peterson

Refreshment Break

Opening General Session Resumes
Beef Industry Long Range Plan Review:
Clark Price
Nominating Committee Reports:
Committee Chairmen
Floor Nominations of Officers & Directors
Candidates' Forum
Speaker Presentation:
"National Industry Issues Update," Buck Wehrbein, National Cattlemen's Beef Association

Trade Show Opening & Social 5 p.m.

Supper 7 p.m.
Invocation: Heather Hilger
"Riding for the Brand" Recognition
Golf Awards

Trade Show Resumes 8 - 10 p.m.

THURSDAY, SEPT. 25

Policy Committee Meetings ... 8 - 10 a.m.
Ag Policy Committee
Animal Health Committee
Environmental Issues Committee

North Dakota CattleWomen
Silent Auction 8 a.m. - 4 p.m.

Registration 8 a.m. - 5 p.m.

Trade Show 8 a.m. - 5 p.m.

Resolutions Committee Meeting ... 9 a.m.

Policy Committee
Meetings 10:15 a.m. - 12:15 p.m.
Brand & Theft Committee
Feeding & Marketing Committee
Research & Education Committee

Lunch 12:30 p.m.

Cattlemen's Education Series
Workshop 1:30 - 5 p.m.
"Building a Business You Love to Operate: Tips to Increase Profit," Jordan Steele, Ranching for Profit

Social 5:30 p.m.

Supper 7 p.m.
Invocation: Martin Peterson
Convention Fundraising Auction

"America Says" Game Night 8 p.m.

FRIDAY, SEPT. 26

Registration 7:30 a.m. - 12 p.m.

Resolutions Committee
Meeting 7:30 a.m.

Trade Show 8 a.m. - 12 p.m.

General Session 8 a.m.
Pledge of Allegiance
Convention Video
Photo Contest Winner Announcement
Speaker Presentations:
"Cattle and Beef Industry Update and Outlook," Kevin Good, CattleFax
"Safeguarding Agriculture at the Border,"

Joe Scheele, U.S. Customs and Border Protection

Trade Show Refreshment Break

General Session Resumes
Speaker Presentation:
"Building Your Future By Thinking Inside the Box," Tucker Brown, Beef Advocate of the Year

Foundation Luncheon 12:15 p.m.
Invocation: Bailey Urlacher
North Dakota Beef Commission Greeting:
Joy Patten
North Dakota Stockmen's Foundation
Scholarship Presentations: Jason Leiseth
Top Hands Class Recognition: Jade Koski
Convention Intern Recognition:
Rachelle Degner
Speaker Presentation:
"The Gate's Not Locked," Kyle Debertain, Dude Reviews

Closing Business Session 1:30 p.m.
Policy Committee Reports
Adoption of Resolutions
Officer & Director Elections

Refreshment Break

Closing Business Session Resumes
Retiring Director & Officer Presentations
Membership Drive Awards
Bull Bucks Drawing

Social 6 p.m.

Annual Banquet 7 p.m.
Master of Ceremonies: Erika Kenner
Introductions
Convention Video
North Dakota Stockmen's Foundation
Auction
Invocation: Carol Peterson
Employee Service Awards
Honorary Local Brand Inspector Award
Environmental Stewardship Award
Rancher of the Year Award
Honorary Membership Awards
Top Hand Award
Speaker Presentation:
"Hunt Greatness," Chad Greenway, former Minnesota Vikings football player

*All events will be held at the Clarion Hotel and Convention Center unless otherwise noted.



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PRE-REGISTRATION FORM

Pre-register by Sept. 10 to save \$50

Name(s) Attending _____

Organization/Ranch Name _____

Address, City, State, Zip _____

Telephone _____ E-mail _____

Cell Phone _____

Registration fee must be paid by all who attend the convention. Registration and name tags will be required to enter all meetings.

MEETING & TRADE SHOW REGISTRATION	# of People	By Sept. 10	After Sept. 10
Full Registration Fee (Per person) (2 or more days)		x \$40 =	x \$55 =
Full Student Registration Fee (Per person) (2 or more days)		x \$10 =	x \$15 =
One-Day-Only Registration Fee (Per person) Check Day: Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/>		x \$30 =	x \$35 =
SPECIAL EVENTS	# of People	By Sept. 10	After Sept. 10
Wednesday Supper — <i>Gluten Free:</i> <input type="checkbox"/>		x \$21 =	x \$28 =
Thursday Buffet Lunch — <i>Gluten Free:</i> <input type="checkbox"/>		x \$21 =	x \$28 =
Thursday Supper & Entertainment — <i>Gluten Free:</i> <input type="checkbox"/>		x \$50 =	x \$57 =
Friday Foundation Luncheon — <i>Gluten Free:</i> <input type="checkbox"/>		x \$23 =	x \$30 =
Annual Banquet & Entertainment — <i>Gluten Free:</i> <input type="checkbox"/>		x \$57 =	x \$64 =
Kids' (10 & under) Annual Banquet & Entertainment — <i>Gluten Free:</i> <input type="checkbox"/>		x \$13 =	x \$13 =
Kids' Corral (childcare provided from 5:30-10 p.m. Sept. 26)		x \$25 =	N/A
TOTAL			

Credit Card Number _____ Billing Zip Code _____

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** A credit card processing fee of 4 percent will be added to all credit card transactions. This fee does not apply to cash or check payment methods.*

Mail with payment to North Dakota Stockmen's Association, 4520 Ottawa St., Bismarck, ND 58503. For questions, call (701) 223-2522.

ACCOMMODATIONS: Blocks of rooms are available at the Clarion Hotel and Convention Center, Spark and Hawthorn Extended Stay by Wyndham. Mention the North Dakota Stockmen's Association to get the discounted rate.



4520 Ottawa Street
Bismarck, ND 58503

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**For more
information, visit
www.ndstockmen.org
or call (701) 223-2522**



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