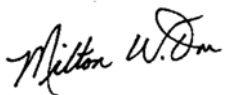


Welcome to the 2014 Northeast Tennessee Beef Expo! It has been a challenging year thus far with weather, cow numbers and economic conditions heading the list of challenges and opportunities. In light of that fact, we are addressing some key issues facing the beef industry not only in East Tennessee, but the nation itself. Questions such as how do we repopulate the cow herd without glutting the market, dealing with disease such as pinkeye controlling external parasites, facilities that are safe and efficient, weed control following a dry season, using electric fencing to stretch tight forage and feed supplies and many others will be addressed through this year's event.

We are especially proud to have two very special and renowned speakers to address an orderly repopulation of the beef herd. Dr. Steve Isaacs and Dr. Kenny Burdine will address key issues of an orderly increase in cow numbers while protecting the market composition. Dr. Steve Isaacs serves the University of Kentucky College of Agriculture in the department of Agricultural Economics. An East Tennessee native, he grew up on a hillside farm and continues his involvement in a diversified family farm in Kentucky. Steve has conducted more than 700 educational events and has written more than 250 publications. With experience spanning state, regional national and international events he brings great expertise and understanding in the marketing and production arena.

Dr. Kenny Burdine is a Kentucky native growing up on a part-time tobacco, sheep, and beef cattle farm. His expertise include price risk management, livestock marketing, market outlook, forage economics, and profitability. Dr. Burdine has experience necessary to plan a cow herd expansion that is favorable to market conditions. With his forage experience, he is prepared to address issues related to drought management and feed cost management.

We hope you plan to attend this year's event to glean knowledge and expertise from all our presentations as we move forward in our industry. Technology and resources are changing fast and it is imperative that we stay abreast of new technology and embrace it's use to remain profitable and sound in the coming years.



Milton Orr,  
Northeast Tennessee Beef Expo Chairman

### UT Research & Education Center at Greeneville

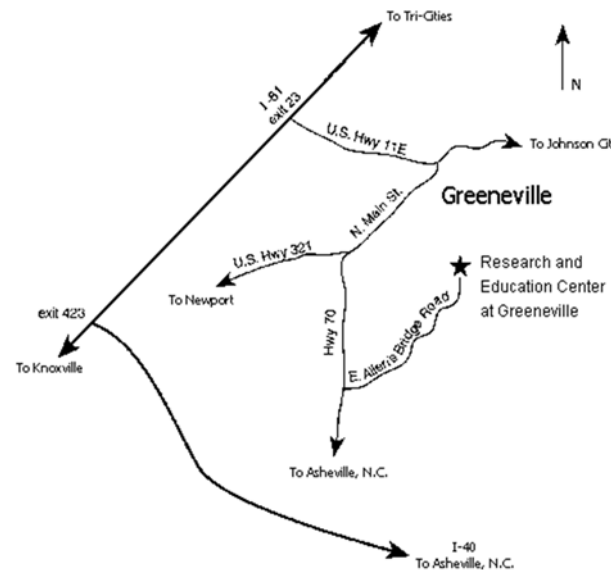
#### Directions:

From Knoxville, take I-40 East. At I-40/I-81 split, take Interstate-81 North toward Bristol, take Exit 23 and follow Highway 11-E toward Greeneville (approximately 11 miles), then exit onto Highway 321/70 South.

From Johnson City, take Highway 11-E south to Greeneville. On the west side of Greeneville exit 11-E Business onto Highway 321/70 South.

At the Hwy 321/70 exit bottom of ramp, go toward Greeneville to the first traffic light and turn right. Go 2 miles, cross railroad tracks and go straight through traffic light. You are now on Highway 70 South. Travel approximately 5 miles on Highway 70 South. Turn left onto East Allen's Bridge Road. There is a University of Tennessee sign on the right hand side of the road at this turn and a greenhouse on the left.

Stay on East Allen's Bridge Road for 2 miles. The Research and Education Center is on the left.



Programs in agriculture and natural resources,  
4-H youth development, family and consumer sciences,  
and resource development.  
University of Tennessee Institute of Agriculture,  
U.S. Department of Agriculture and county governments cooperating.  
UT Extension provides equal opportunities in programs and employment.



**NORTHEAST TENNESSEE BEEF EXPO**

## Thursday, October 9, 2014

*Learn first hand from Extension Specialists,  
Industry Leaders, and Researchers.*

*Hear about new methods and techniques  
that can help you achieve a more efficient  
and profitable operation and enjoy a delicious lunch!*

**TRADE SHOW**

*View exhibits from numerous agricultural  
sponsors and talk to various vendors about their  
products and services available to you!*

**Win 2 tons of  
Beef Feed**

**UT Extension**

**UT AgResearch**

THE UNIVERSITY of TENNESSEE **UT**

INSTITUTE of AGRICULTURE

# Sessions Include:

*Electric Fencing Done Right - Jason Jones, Tru-Test Corporation*

*Get Control of Flies and Pinkeye - Dr. Lew Strickland, University of Tennessee*

*Cow GPS - Dr. Scott Hagood, Virginia Polytechnic Institute*

*Fall Pasture Weed Control Opportunities & New Herbicides for Pastures - Dr. Neil Rhodes & Trevor Israel, University of Tennessee*

*Essentials of Working Facilities - Dr. Jim Neel & Dr. David Kirkpatrick, University of Tennessee*

*Repopulation of the Cow Herd - Dr. Steve Isaacs & Dr. Kenny Burdine, University of Kentucky*

*Special Message from - Dr. Neal Schrick, University of Tennessee*

*Fencing Demonstration - Jason Jones, Tru-Test Corp. & Gary Satterfield, Tennessee Farmers Coop*

Pre-Registration \$10 Per Person / Includes Lunch

\$15 Per Person on Site / Lunch Available, but not guaranteed

Register At Your Local UT Extension Office

Check in at 7:30 AM / Program Begins at 8:30 AM

Expo Location:

University of Tennessee Research & Education Center at Greeneville

2255 East Allen's Bridge Road, Greeneville, TN 37743 Phone: (423) 638-6532



**Pre-Registration: Due by September 24, 2014**  
**Northeast Tennessee Beef Expo - Thursday, October 9, 2014**

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

County \_\_\_\_\_

**Pre-Registration Fee \$10 per person - Includes Lunch.**

**On-Site Registration \$15 - Lunch Available, but not guaranteed.**

**Register at your local Extension office or mail registration slip and check payable to  
UT Extension. Mail to: 204 North Cutler Street, Suite 105, Greeneville, TN 37745**

**Total amount enclosed \_\_\_\_\_**