



MA 103: Alliances – How to Fit your Operation

Speakers



Ken Conway

Dr. Ken Conway received his B.S. and M.S. degrees from Kansas State University.

Ken developed and managed a large Angus seedstock operation in Texas called R&J Ranch for 18 years that marketed breeding cattle nationally and internationally. R&J Ranch was one of the first and largest in the U.S. to develop and use embryo transfer. Ken worked under Dr. Bill Mies and received a PhD degree in 1996 from Texas A&M University. His area of study included Alliances, Feedlot Management, Packer Relationships and Retail Meat Marketing.

Since 1996 he has developed several nationally known alliances and today is owner and President of GeneNet, LLC. GeneNet, started in 1998, is an integrated marketing alliance that is working with over 1800 producers and feeders, ranging from seedstock and cow-calf producers to feeders and feedlots to help them get the maximum value for their cattle, harvesting over 850,000 head to date. GeneNet has an exclusive agreement with Swift & Co., with plants at Grand Island, NE, Greeley, CO and Dumas, TX.



Patsy Houghton

Patsy Houghton is the owner/general manager of Heartland Cattle Company, a professional heifer development and research center, located near McCook, Nebr. Since 1990, the primary objectives of the yard include custom and contractual heifer development and AI breeding programs. Additional objectives include an active research and development program and calf weaning program. As of July 2006; Houghton became sole owner of Heartland Cattle Company.

The Kansas native holds a PhD in ruminant nutrition from Purdue University as well as bachelors and master degrees from Kansas State University.

Prior to joining Heartland Cattle Company, Houghton worked as the beef cattle extension specialist at Kansas State University and as the youth and education manager with American Simmental Association.



Bill Mies

Bill Mies is a member of the Global Beef Group of Elanco Animal Health. Dr. Mies received his B.S. Degree from the University of Illinois, his M.S. degree from Montana State University, and his Ph.D. from the University of Missouri. He then worked in research and development of new animal drugs, experiment station management, commercial feedyard management and general management of an integrated beef production company. Dr. Mies spent 14 years at Texas A&M University teaching livestock marketing and feedyard management. He joined Elanco in January of 2007.

Dr. Mies has worked with the National Cattlemen's Beef Association as Chairman of the Research and Education Committee and advisor to the Value Based Marketing Task Force. He has been the technical advisor to the Beef Quality Assurance Task Force for the past 20 years. Dr. Mies designed and implemented the Strategic Alliances Demonstration Project for NCBA which has been the template for many of the current day beef alliances. Dr. Mies has judged a number of livestock shows and worked as a consultant in a number of foreign countries.

Dr. Mies has received the Outstanding Teacher award for the College of Agriculture at Texas A&M and the Honor Professor award given by the students of the College of Agriculture. He is married to Elaine and has two children and two grandsons.



John Paterson

Dedicated to the beef cattle industry for three decades as an educator, a researcher, and an extension specialist, Dr. John A. Paterson has focused his career on training the industry's next generation of professionals, expanding the knowledge of cattle nutrition, and communicating with producers. An active leader in the industry, having learned from some of the best leaders in the industry, Dr. Paterson works to build bridges between the different segments of the beef industry. Able to work with other academics, industry representative, association leaders, and producers, Dr. Paterson finds ways to promote and enhance the industry's goals and image. As a result, Dr. Paterson is sought after by groups across the continent for presentations and input, giving over 55 invited presentations since 1996 on a variety of topics. John's greatest joy is working with producers in small groups or individually to answer questions and assist the producers in enhancing their operation. Not one to maintain the status quo, John has been influential in initiating new cutting-edge programs, such as the Montana Beef Network. In addition to his extensive Extension commitments, John continues educating graduate students and sustains an active research program. John believes that his greatest influence on the livestock industry is the successful careers of his former graduate students in research, education, and industry.

John was raised on a cattle ranch in southwestern New Mexico and is currently an Extension Beef Specialist for Montana State University in Bozeman. He received his B.A. degree in Chemistry from Western New Mexico University, his M.S. from Utah State University in Animal Science under John Butcher, and his Ph.D. in Ruminant Nutrition from the University of Nebraska under Terry Klopfenstein.



Tom Woodward

Tom Woodward is Vice President of Broventure Company and General Manager of Broseco Ranch. The commercial cow/calf and Red Angus seedstock operation is located in northeast Texas.

Broseco was a founding member of Ranchers Renaissance that has worked with Cargill Meat Solutions to develop and market a branded product (Ranchers Registry) which is currently marketed by several major foodstore chains. Broseco has used EID technology to track its production to the carcass since 1996.