

# 2018 WORLD BRANGUS CONGRESS

## SCHEDULE OF EVENTS

### Tuesday, Feb. 27 *All Tuesday Events at the Royal Sonesta Hotel*

10 am - 6 pm **Registration**, Hotel Lobby  
 1 pm - 8 pm **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 4 pm - 5:30 pm **Federation of International Brangus Associations (FIBRA) Meeting**

**WELCOME RECEPTION** 6 pm - 8 pm **Cocktails & Hors d'oeuvres**  
 6:30 pm **Houston Welcome**  
 7 pm **Chamber of Commerce / Texas Department of Agriculture**  
**Music by Recording Artist John Baumann**



### Wednesday, Feb. 28

7 am - 6 pm **Registration**, Hotel Lobby  
 8 am Board buses for Texas A&M University

**TEXAS A&M UNIVERSITY** 10 am - 4 pm **Texas A&M University**, College Station, Texas (lunch included)  
 Guided Tour of the Large Animal Veterinary Center  
 Meat Science Demonstration at Rosenthal Meat Science & Technology Center  
 Tour of the Hildebrand Equine Complex  
 Beef Quality Assurance™ Vaccine Injection Site Demonstration at the Beef Center

5:30 pm Buses return from Texas A&M University  
 6 pm - 8 pm **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 7 pm **Cocktail Hour**

Free evening for participants to explore Houston

### Thursday, March 1

7:30 am - 4 pm **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 7:30 am **Breakfast in the Trade Show**, Discovery Rooms A/B, Lobby Level  
 8:30 am **Participants line up for Opening Ceremonies**

**OPENING CEREMONY** 9 am **World Brangus Congress Opening Ceremony**  
*Legends Ballroom, Lobby Level*  
 9:30 am **Keynote Speaker: Damian Mason**  
*"Ag Trends, Topics & Tomorrow"*

**Damian Mason is an entrepreneur, farm owner, writer and speaker. He delivers insights and information - in a very entertaining manner - on the two subjects he knows best: agriculture and business.**



10:30 am Coffee & Tea Break in Trade Show, Discovery Rooms A/B, Lobby Level  
 11 am **"Genetics of Coat Color, Horned Status, and Other Traits in Brangus Cattle"**  
 by Texas A&M University Department of Ag Leadership, Education and Communications Professor and Interim Head **Clare Gill, PhD.**  
 11:45 am Lunch - **"Global Cattle and Beef Outlook-2018 and Beyond"**  
 by Senior Vice President of Informa Economics IEG **David Williams**  
 1 pm **"The Value of Single-Step Genetic Estimation of Genomic Enhanced EPDs"**  
 by Livestock Genetic Services Owner **John Genho**  
 1:30 pm **"Adoption and Use of Technologies in Global Beef Production"**  
 by Texas A&M AgriLife Extension Livestock Specialist **Joe Paschal, PhD.**

### Thursday continued

2 pm **"Commercial Application of Breed Specific DNA Profiles"**  
 by Neogen GeneSeek Operations **G. Ashby Green, DVM**  
*Beef Genomics Territory Manager AL, FL, GA, MS, SC*  
 2:30 pm **"Using Genomics to Sell More Genetics"**  
 by agFRONT.com Founder **Elisa Marquez, PhD.**  
 3:30 pm Buses depart for Houston Livestock Show & Rodeo  
 4 pm **Genetic Edge Sale XXIII**, NRG Center at the Livestock Show, Rooms 201-203

6:45 pm **RodeoHouston and Blake Shelton Concert**, NRG Stadium



*Photo courtesy of Blake Shelton Facebook.*

### Friday, March 2

7 am - 9 am **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 7 am - 8 am **Breakfast in Trade Show**, Discovery Rooms A/B, Lobby Level  
 7:30 am-9:30 am Board bus to Houston Livestock Show & Rodeo  
 8 am **International Brangus & Red Brangus Bull Shows**  
 (Ultra Bull Show to follow)  
 Board buses to Royal Sonesta Hotel  
 2 pm- 3:30 pm **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 4 pm - 8 pm

### Saturday, March 3

7:30 am - 9 am **Trade Show Open**, Discovery Rooms A/B, Lobby Level  
 7 am - 8:30 am **Breakfast in Trade Show**, Discovery Rooms A/B, Lobby Level  
 7:30 am-9:30 am Board buses to Houston Livestock Show & Rodeo  
 8 am **International Brangus & Red Brangus Female Shows**  
 (Ultra Female Show to follow)  
 Board Buses to Royal Sonesta  
 3 pm

### GALA NIGHT - Cowgirl/Cowboy Chic Attire

6:30 pm **Hors d'oeuvres and Cocktails**  
 7 pm **World Brangus Show Results** - P.J. Budler  
 7:30 pm **Sale of Champions Auction** - Caesar Cantu  
 8 pm **WBC Gala Dinner and Entertainment by Chinatown**  
**Sponsored by Neogen GeneSeek**

