2023 Tennessee Cattlemen’s Association Annual Convention

July 21-22, 2023

Sevierville, Tenn.

**YOUTH AGENDA**

**FRIDAY, JULY 21, 2023**

**8:00** Trade Show Opens

**8:00** County Chase Activity Opens *(winners will be announced at 10:30 a.m. on Saturday)*

**9:00-10:00** **“Shifting Your Mindset & Shaping New Opportunities in Challenging Times”** – Amanda Radke, South Dakota Rancher and Ag Advocate

**11:00-12:00** **“Meaningful Ag Advocacy Begins with Building Relationships”** – Amanda Radke

**12:00-1:30** TCA’s Awards Luncheon *(ticket required)*

**1:30-2:30** **Livestock Judging Workshop** – Taylor Langford, Univ. of Tennessee Livestock Judging Team Coach

**2:30-3:30** **Animal Traceability and Identification Activity**—Aaron Fisher, Univ. of Tennessee Youth Livestock Specialist

**3:30-4:30** **“Beef Up Your Advocacy,”** *How to take your advocacy to the next level with some easy tips and tricks, AND a special panel discussion and Q&A featuring Farm Moms from the Tennessee Beef Industry Council (TBIC) Farm Mom Series* – Emily Haskew, TBIC *Director of Marketing & Communications.* ***Tennessee CattleWomen’s Session – Youth are encouraged to attend.***

**5:15** Trade Show Closes

**SATURDAY, JULY 22, 2023**

**8:00** Trade Show Opens

**8:30-9:30** **TCA Convention Scavenger Hunt**

**8:30-10:30** **Tennessee CattleWomen’s Association Youth Public Speaking Contest**

**9:30-10:30** **“Beef Breakdown,”** *Interactive workshop that highlights the beef process from pasture to plate, and where the different cuts come from.* – Emily Haskew, TBIC *Director of Marketing & Communications*

**10:30** County Chase Activity Winners Announced

**11:00** Trade Show Closes

**12:00** Lunch *(ticket required)*