

# YOU ARE INVITED!

## R-CALF USA's 18TH ANNUAL CONVENTION & TRADE SHOW

AUGUST 25 & 26, 2017

BEST WESTERN RAMKOTA HOTEL - RAPID CITY, S.D.

### FIGHTING FOR THE INDEPENDENT CATTLE PRODUCER:

- ◆ R-CALF USA is funded solely by membership dues and donations.
- ◆ Learn how we will reinstate mandatory country-of-origin labeling (COOL).
- ◆ Learn how we will stop the USDA's second round effort to impose a mandatory animal identification system on U.S. cattle producers.
- ◆ Learn how R-CALF USA's pending lawsuit is beginning to reform the beef checkoff program.
- ◆ Learn how we will begin reining in the beef packer cartel and restore competition to the marketplace.
- ◆ Learn how we can stop the beef packers and retailers from imposing unreasonable terms of production under the so-called Global Roundtable for Sustainable Beef.
- ◆ Learn how we can more effectively reinstate import restrictions to better prevent the introduction of foreign animal diseases into the United States.
- ◆ Learn how the U.S. can adopt trade policies that promote domestic supply chains, balance trade, and properly recognize the supply-sensitive nature of the cattle industry.
- ◆ Learn the status of the investigation by the U.S. Comptroller General into the cause of the disastrous cattle price collapse of 2015-2016.

### CONVENTION ATTENDANCE:

Hundreds of independent cattle producer members from across the United States will be attending. These members are the backbone of the cattle industry. They are the men and women responsible for the day-to-day operational decisions on their ranches.

**This convention will be pivotal in identifying the specific changes needed to  
"Make Our U.S. Cattle and Sheep Industries Great Again!"**

### HOTEL RESERVATIONS

- Best Western Ramkota Hotel, Rapid City, S.D.
- Call 605-343-8550 and ask for the R-CALF USA group rate of \$109.99 plus tax/night. Executive Suites available for \$159.99 plus tax/night
- Guaranteed room block on reservations made by July 1, 2017.
- The Ramkota offers a complimentary airport shuttle call 605-343-8550 when you arrive for pick-up!

*Fighting for the U.S. Cattle Producer!*



R-CALF United Stockgrowers of America  
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# CONVENTION REGISTRATION

(Please complete as you would like it to appear on registration material. And include all persons requiring a name tag.)

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

<b>Registration:</b>	<b>Cost</b>	<b># of Attendees</b>	<b>Sub-total</b>
Full Conference Registration (includes lunch* and dinner* Fri. and all three meals* Sat.)	\$180.00 X	_____ =	\$ _____
One day registration (including lunch* and dinner*) - Circle: Friday or Saturday	\$100.00 X	_____ =	\$ _____
Student Rate (Ages 18-24) Per Day:	\$50.00 X	_____ =	\$ _____
<b>Membership Dues (Optional)</b>	\$50.00 X	_____ =	\$ _____
<b>Additional Sponsorship (Optional - See below for specific packages.)</b>			\$ _____
		<b>Total</b>	\$ _____

\*Meals are guaranteed prior to the conference. Extra meals may not be available for late registrants.

## MEMBER ONLY SPONSORSHIP PACKAGES (OPTIONAL)

**Riding For the Brand Sponsor - \$1,000** - Sponsorship includes ranch logo and/or name listed in the convention program, on the R-CALF USA website and in the *Cattlemen's Newsletter*. Riding for the Brand Sponsorships will submit a 500-word description of their ranch history and/or current ranch life photos for publication in the 1st edition "**We Ride For The Brand, Ranches of R-CALF USA**" coffee table book. Ranches will be showcased via electronic slideshow throughout convention highlights. *Sponsorship also includes Convention Registration and meals for 2 people.*

**Legacy Sponsorship - \$5,000** - Limited to only 5 sponsorships. Sponsorships can be dedicated to the memoriam or honorarium of a special person. VIP reserved seating during all of convention. Ranch name will be listed in the convention program and on R-CALF USA's website and in the *Cattlemen's Newsletter*. Legacy Sponsorships will submit a 500-word description of their ranch history and/or current ranch life for publication in a 1st edition "**We Ride For the Brand, Ranches of R-CALF USA**," coffee table book. Sponsorship includes exclusive recognition via placard, electronic slideshow, or photo during Friday or Saturday, Lunch, Dinner or the Saturday morning inspirational breakfast. Events will be randomly assigned unless otherwise specified. Sponsorship includes a one-time approved promotional e-mail blast up to 500 words about your ranch to be sent directly to R-CALF USA's members via e-mail. (This can be used to promote annual production sales, etc.) *Sponsorship also includes Convention registrations and meals for 4 people.*

### PAYMENT

Check (R-CALF USA) OR Credit Card

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code\* \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

**Return completed application with payment to:  
R-CALF USA, P.O. Box 30715, Billings, MT 59107**

\*usu. 3 digit number found by signature box

### SILENT/LIVE AUCTION DONATION

**YES! I/We would like to donate a product/service to the Auction.**

This donation is for the (circle one): Silent Auction\* Live Auction\*

Item(s) Donated \_\_\_\_\_

Retail Value \$ \_\_\_\_\_ Minimum Bid \$ \_\_\_\_\_

Ship item to R-CALF USA, P.O. Box 30715, Billings, MT 59107 by July 31, 2017, or bring your item to the registration desk at convention.

\*R-CALF USA reserves the right to make final placement decisions.

**THANK YOU, AND SEE YOU IN RAPID CITY!**

*While attending R-CALF USA's Annual Convention, you may be photographed or videotaped, and these images may be used in future public relations and educational materials and/or by news outlets covering the event. Your registration serves as permission for the image use. R-CALF USA reserves the right to restrict literature, conduct, persons, and/or anything not in line with the organization's standards.*