

**Registration Form**

**Fee is \$135.00 per person**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Additional names for tags and folders

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\_\_\_\_\_

\_\_\_\_\_

Number Attending \_\_\_\_X \$135.

Amount enclosed \_\_\_\_\_

Complete & return to:

American Herbataurus Society  
1680 Maple Road  
New Bethlehem, PA 16242

Phone 814-256-3707

Email: herbataurus@gmail.com

There is also a registration form online. To get more information about the seminar and see the sale catalog or to learn more about American Herbataurus cattle visit [www.americanherbataurus.com](http://www.americanherbataurus.com)

**Location**

Holiday Inn, Rock Falls  
2105 First Avenue South  
Rock Falls, Illinois, 61071  
Phone: 815-626-5500  
Fax: 815-626-5501

[www.holidayinn.com/rockfallsil](http://www.holidayinn.com/rockfallsil)

**Be sure to make reservations by August 26, 2010 under the AHS room block name to get discount.**

**Driving Directions**

East: Driving west on Interstate 88, take Sterling-Rock Falls Exit 41. Turn left at stop sign. Hotel is 1/2 mile down 1<sup>st</sup> ave.

North: Driving south on Rt 40, the hotel will be on the left side of the road on 1<sup>st</sup> ave. in Rock Falls

Airports – distance to hotel  
Chicago 120 miles  
Peoria 85 miles  
Rockford 70 miles  
Moline 50 miles

**Circle K (Devons) Farms  
Kendall Shrock  
25493 400 East Street  
Tampico, Ill 61283  
Cell 309-314-5577  
Home 815-542-6214**

Directions from Holiday Inn to Circle K Farms

Travel south on route 40 until you come to route 92, about 13 miles. Turn right, traveling west on 92 for approximately 4-5 miles until you come to 400 East Street. Go left onto 400 East Street traveling south about 3 1/2 miles. Farm is on the right.

Directions to Circle K Farms from all points

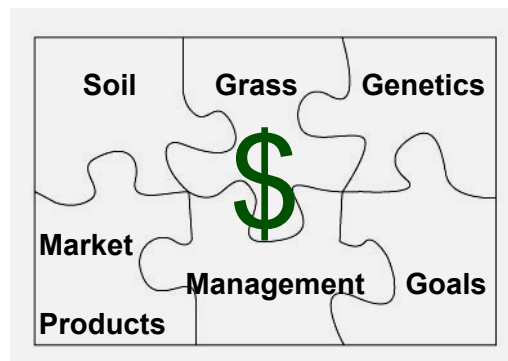
From route 92 take 400 East Street and go south 3.5 miles and turn right onto farm lane (west side of road).

From the East – From interstate 80 travel 40 North to route 92 and follow directions above.

From the West – Take interstate 80 to route 78. Travel north on 78 to route 92 and follow directions to 400 East street

**American Herbataurus Society  
And  
Circle K Farms  
Present**

**Putting the Grass-fed  
Beef Puzzle Together  
When Your Vision is  
Producing **Quality**  
Food PROFITABLY**



Seminar  
September 16 & 17, 2010  
Rock Falls, Illinois

Our All-star Speakers:  
**Gearld Fry**  
**Doug Gunnink**  
**Todd Churchill**

**Cattle Sale at Circle K**  
Featuring  
**Certified Grass-genetics**  
**American Herbataurus**  
**Herd building Females**

**Pre-registration required by 9/6/2010**  
[www.americanherbataurus.com](http://www.americanherbataurus.com)

Producing grass-fed beef is more than just cattle on grass. To see it as being that simple can only lead to frustration and the commodity market. There are several pieces to the puzzle that have to fit together in order to achieve sustaining success. While many industry professionals teach about grass and grazing, very few talk about beef quality. It seems to be a piece of the puzzle that is missing.

**Gearld Fry** of Bovine Engineering & Consulting defines "Cattle Expert". He has extensive experience with both dairy and beef production including operating his own embryo transfer and herd bull fertility business. He is the founder of the American Herbataurus Society, Co-founder of the Bakewell Reproductive Center and North American Devon Association.

Just like any industry there are many facets to producing grass-fed beef. How do you see your operation fitting in? It is important to have a vision of what you plan to accomplish. This vision becomes a valuable tool that defines where you are going and how to develop the skills to get there. Not having a vision is like traveling long distance without a road map

**Doug Gunnink** is a consultant specializing in soil and animal health, animal nutrition, and "whole farm management." In addition to his busy consulting schedule he runs a cow/calf operation on 170 acres and produces grass-fed beef.

**Todd Churchill's** farming background, Speech -Communication degree along with working as a public accountant was instrumental in his forming multiple companies. As the President/CEO of Thousand Hills Cattle Company he works closely with existing and new farmers and ranchers teaching them how to raise high quality 100% grass fed beef. THCC is a major supplier of grass-fed beef in the Midwest.

Do you have the right equipment to harvest your grass? Your cows should produce a calf every year, nurse it for ten months, and maintain body condition all year on grass, hay and minerals. Do you know what that cow looks like and where to find them? The American Herbataurus Society is here to help. Our vision is to help both the commercial and direct marketing beef producer establish genetic quality and stability, and grass-based functionality in his/her herd.



American Herbataurus Cow/calf

## Program Agenda

### Thursday, September 16, 2010

AM  
 10:00 - 10:30 Registration  
 10:30 – 12:00 **Todd Churchill**  
**What are the Pieces of the Puzzle?**  
 PM  
 Lunch – on your own  
 1:00 – 1:30 Welcome from Gearld Fry  
 1:30 – 3:00 **Doug Gunnink**  
**Are You Growing the Best Grass Possible?**  
 3:00 – 3:30 Break with refreshments  
 3:30 – 5:00 **Doug Gunnink**  
**Build Your Soils, Build Your Future**  
 6:00 – 7:00 Dinner (included with registration)  
 6:45 – 7:30 Entertainment  
 Cowboy Poet – pending  
 7:30 – 9:00 **Gearld Fry**  
**What is Your Herd Improvement Program?**

### Friday, September 17, 2010

AM

7:30 – 8:00 American Herbataurus Society meeting (members' guests welcome)

8:15 – 9:15 **Doug Gunnink**  
**Can Cows on Grass Be Profitable?**

9:15 – 10:15 **Gearld Fry**  
**Do You Know What Quality Looks Like on the Hoof?**

10:15 – 10:30 Break

10:30 – 11:30 **Todd Churchill – Grass-fed Beef Puzzle, Part II**

11:30 – 12:00 **Gearld, Todd and Doug**  
 Final comments and answering questions

Seminar continues following lunch at Circle K Farms

PM

12:00 – 1:30 Lunch on your own  
 Food stand setup at the farm

1:30 – 2:30 **Live animal demonstration:** Join Gearld, Todd and Doug as they critique a selected group of animals that exhibit the physical traits for quality beef, efficiency on grass, reproductive performance.

2:30 – 2:45 **Gearld Fry**  
**Introduction to American Herbataurus cattle.**

**3:00 O'clock SALE OF AMERICAN HERBATAURUS CATTLE**