

2025 Plains Nutrition Council Spring Conference
Plaza San Antonio Hotel & Spa, Autograph Collection
555 S Alamo St | San Antonio, TX 78205
April 9th – 11th, 2025

PROGRAM OVERVIEW: The 2025 Plains Nutrition Council Spring Conference will begin with a closed-door session for Professional members only at 2:00 PM on Wednesday, April 9th. The Professional members-only session is expected to conclude around 5:00 PM, followed by a market outlook presentation that is open to all members at 5:15 PM, and a pre-conference reception hosted by Merck Animal Health from 6:00 – 8:00 PM. Merck will then host a pre-conference symposium that is open to all on the morning of Thursday, April 10th. The general session will begin at 1:00 PM on the afternoon of April 10th and conclude around 5:30 PM, followed by a reception hosted by Cargill Branded Feeds. The Friday morning session will begin at 8:00 AM and adjourn around noon on April 11th. General and detailed agendas can be found on the following pages.

LODGING: A block of rooms will be available for the nights of April 7th, 8th, 9th, 10th, and 11th at the Plaza San Antonio Hotel & Spa, Autograph Collection at the group rates of \$249.00/night and above. These rooms will be available on a first-come, first-served basis. The block can be accessed at the following link:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1718811271688&key=GRP&app=resvlink>

While online reservations are preferred, reservations within the block can also be made over the phone by calling (210) 229-1000, dialing 0 to be directed to the operator, and asking for Dionne Price in sales. Certain nights within the block may fill prior to others, which may result in block rate unavailability for a portion of the stay. It may be necessary to book a portion of the nights outside of the block and the remainder within the block if rooms are available, which may require a phone call to the hotel. In the event that the block fills, all efforts will be made to increase the number of rooms available within the block, however the addition of rooms cannot be guaranteed and is unlikely. The Executive Committee requested that the maximum number of rooms permitted by the hotel be included in the block. Please do not make reservations that are likely to be cancelled, as that may prevent others from accessing the group rates.

TRAVEL: San Antonio is serviced by most major airlines. The conference will be held within the Plaza San Antonio Hotel & Spa, therefore there will be no shuttle service provided by the conference hotel. Downtown airport shuttles, ride-shares, and taxi services are expected to run throughout the days of the conference. On-site parking is expected to be limited, so please plan off-site parking ahead of time.

GRADUATE STUDENT POSTER COMPETITION AND LUNCHEON: A graduate student poster competition and luncheon will be offered at this year's Spring Conference. Graduate student poster submissions must be received no later than 2:00 PM CST on Thursday, February 13th, 2025. Submissions must be completed at https://agrilife.az1.qualtrics.com/jfe/form/SV_cuohbODyhUgfSMS. A luncheon will be available for graduate students and Legends of Feedlot Nutrition inductees that attend the Plains Nutrition Council Spring Conference. Spring Conference speakers will also be invited to join graduate students, LOFN inductees, and the PNC Executive Committee members during this luncheon, which will begin at 11:30 AM on Thursday, April 10th. Students should indicate their intent to attend the luncheon on their registration.

REGISTRATION FEE: Membership fees will be included in the conference registration fee, therefore there is no need to become a member or pay annual membership dues separately if also registering for the conference. Those not registering for the conference should pay membership dues in order to continue to receive PNC correspondence. Registration information can be found on the PNC website at

<https://theplainsnutritioncouncil.com/conference-registration/>. Registration fees have not been increased for 2025, and will be as follows:

- Early registration – *guaranteed a printed copy of the proceedings*
 - Professional members: \$175.00 per person no later than Wednesday, March 12th
 - Allied members: \$225.00 per person no later than Wednesday, March 12th
- Late registration – *NOT guaranteed a printed copy of the proceedings*
 - Professional members: \$225.00 per person no later than Wednesday, April 2nd
 - Allied members: \$275.00 per person no later than Wednesday, April 2nd
- On-site registration – *NOT guaranteed a printed copy of the proceedings*
 - Professional members: \$325.00 per person on or after Thursday, April 3rd
 - Allied members: \$375.00 per person on or after Thursday, April 3rd

Registration is free for undergraduate and graduate students; however, students must register online using their official university email address no later than Wednesday, March 12th. **Professional members** include private and commercial nutrition consultants, university faculty, non-university researchers working in the area of beef cattle nutrition or management, as well as technical service or research and development industry representatives with a Ph.D. **Allied members** include sales associates, veterinarians, international visitors, chemists, laboratory affiliates, engineers, producers, and all other representatives of the allied cattle feeding industry that are not considered professional members. Please select the appropriate affiliation when registering for the conference. The Executive Committee reserves the right to change membership type of an individual if the individual does not meet the requirements outlined for the respective membership type.

PROFESSIONAL COURTESY: The Spring Conference is a success because it is a great place to gain useful knowledge, network with other professionals in the industry, catch up with friends, and make business contacts. We do not wish to stifle these activities. However, some have expressed concern over the amount of “cold-calling” that occurs at the conference. Please respect the time of those attending the conference. On behalf of those concerned, thank you for your consideration.

QUESTIONS OR REQUESTS FOR ADDITIONAL INFORMATION can be submitted via email to info@theplainsnutritioncouncil.com.

THANK YOU TO OUR 2024 SPONSORS FOR YOUR SUPPORT!

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General agenda (tentative)

Wednesday – April 9th, 2025

12:00 to 4:00 PM	Check-in and registration table open, graduate poster setup
2:00 to 5:00 PM	Professional member only closed-door session
5:15 to 6:00 PM	Beef industry market outlook
6:00 to 8:00 PM	Pre-conference reception hosted by Merck Animal Health

Thursday – April 10th, 2025

7:00 AM to 5:30 PM	Check-in and registration table open
7:00 to 8:00 AM	View graduate student posters
8:00 to 11:30 AM	Pre-conference symposium presented by Merck Animal Health
11:30 AM to 1:00 PM	Lunch
1:00 to 5:00 PM	Plains Nutrition Council Spring Conference opening session
5:00 to 5:30 PM	View graduate student posters
5:30 to 7:30 PM	RAMP and Sweet Bran reception hosted by Cargill Branded Feeds

Friday – April 11th, 2025

7:45 to 10:00 AM	Check-in and registration table open
8:00 to 8:30 AM	Plains Nutrition Council business meeting
8:30 AM to 12:00 PM	Plains Nutrition Council Spring Conference closing session

2025 Plains Nutrition Council Spring Conference detailed agenda
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Detailed agenda (tentative)

Wednesday – April 9th, 2025

12:00 to 2:00 PM	Check-in table open in La Villita Foyer and graduate poster setup in Mission and La Boveda
2:00 to 5:00 PM	<u>Professional member only</u> closed-door session in La Villita Ballroom
2:00 to 3:15 PM	<i>“Consulting unveiled” Consulting Nutritionist panel discussion I, moderated by Kevin Ochsner</i>
3:15 to 3:45 PM	Break and open bar sponsored by Huvepharma in La Villita Foyer
3:45 to 5:00 PM	<i>“Consulting unveiled” Consulting Nutritionist panel discussion II, moderated by Kevin Ochsner</i>
5:00 to 5:15 PM	Break
5:15 to 6:00 PM	Mr. Lee McGlamery of MP Agrilytics – <i>Beef industry market outlook</i> in La Villita Ballroom, <u>all members welcome</u>
6:00 to 8:00 PM	Pre-conference reception hosted by Merck Animal Health on the Oasis Lawn

Thursday – April 10th, 2025

7:00 to 8:00 AM	View graduate student posters in Mission and La Boveda
8:00 to 11:30 AM	Pre-conference symposium presented by Merck Animal Health in La Villita Ballroom
11:30 AM to 1:00 PM	Participant boxed lunch sponsored by Merck Animal Health in La Villita Foyer
	Graduate student, Legend of Feedlot Nutrition, and speaker luncheon in the Anaqua Pavilion, sponsored by Kemin
1:00 to 5:30 PM	Spring Conference opening session in La Villita Ballroom
1:00 to 1:10 PM	Dr. Abe Turgeon of Turgeon Consulting, LLC – <i>Welcome and introductions</i>
1:10 to 2:00 PM	Dr. Terry Engle of Colorado State University – <i>Vitamin requirements and factors influencing the activity and stability of vitamins</i>
2:00 to 2:30 PM	2024 Legends of Feedlot Nutrition induction and Legacy Award presentation
2:30 to 3:00 PM	Break -and view graduate student posters in Mission and La Boveda
3:00 to 3:50 PM	Dr. Steph Sammes of Feedworks Australia – <i>Nutritional and management strategies to mitigate heat stress</i>
3:50 to 4:40 PM	Speaker TBD – <i>academic research update</i>

Thursday – April 10th, 2025 (continued)

4:40 to 5:00 PM	Ms. Kasi Schneid of West Texas A&M University – <i>Presentation of last year's winning graduate student poster – Inducing liver abscesses in finishing steers with high dietary starch and erratic feed management and their effects on growth performance, rumen buffering characteristics, and carcass outcomes</i>
5:00 to 5:30 PM	View graduate student posters in Mission and La Boveda
5:30 to 7:30 PM	RAMP and Sweet Bran reception hosted by Cargill Branded Feeds in the Anaqua Pavilion

Friday – April 11th, 2025

7:45 to 10:00 AM	Check-in and registration table open in La Villita Foyer
8:00 to 8:30 AM	Plains Nutrition Council business meeting in La Villita Ballroom
8:30 AM to 12:00 PM	Spring Conference closing session in La Villita Ballroom
8:30 to 9:20 AM	Dr. Stephen Smith of Texas A&M University – <i>Nutritional control of marbling development</i>
9:20 to 10:10 AM	Dr. Dave Harmon of University of Kentucky – <i>Site and extent of starch digestion and contributions to quality grade</i>
10:10 to 10:40 AM	Break and view graduate student posters in Mission and La Boveda
10:40 to 11:00 AM	Dr. John Richeson of West Texas A&M University – <i>Graduate student poster awards presentation</i> , sponsored by Kemin Animal Nutrition and Health
11:00 to 11:50 AM	Dr. Marshall Streeter of Merck Animal Health – <i>Factors influencing the composition of gain</i>
11:50 to 12:00 PM	Dr. Lee-Anne Walter of Merck Animal Health – <i>Closing remarks and adjourn</i>