



**TSCRA Lubbock Regional Educational Event**  
**Thursday, October 7, 2021**  
**National Ranching Heritage Center**  
**3121 4<sup>th</sup> Street, Lubbock, Texas 79415**

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| 7:30 a.m. – 8:30 a.m.   | Registration and Breakfast   |
| 8:30 a.m. – 9:00 a.m.   | Welcome<br><i>Jason Skaggs, TSCRA Executive Vice President/CEO</i><br><i>John Bradshaw, TSCRA Special Ranger Supervisor</i><br><i>Peyton Schumann, TSCRA Director of Government Relations</i>  |
| 9:00 a.m. – 10:15 a.m.  | DNA to Dinner Plate Roundtable Discussion: Why Technology and Genetics Matter in Any Cowherd<br><i>Wesley Welch, Spade Ranches</i><br><i>Dr. Molly McAdams, Texas Beef Council</i><br><i>Max Westheimer, AgriWebb</i><br><i>Moderated by Tom Woodward, Broseco Ranch</i> |
| 10:15 a.m. – 10:30 a.m. | Break  |
| 10:30 a.m. – 11:00 a.m. | Checkoff Report<br><i>Dr. Molly McAdams, Texas Beef Council</i>  |
| 11:00 a.m. – 12:00 p.m. | Voices from the Border: Reality of the Border Crisis<br><i>Austin Skero, U.S. Border Patrol Prosecutions Unit</i><br><i>Brad Coe, Kinney County Sheriff, Brackettville</i>   |
| 12:00 p.m. – 1:00 p.m.  | Lunch, Pitchfork Pavilion<br><i>Dr. Britt Conklin, Associate Dean, Texas Tech Vet School</i><br><i>Sponsor Comments: Dr. Chris Womack, MultiMin USA</i>  |
| 1:00 p.m. – 2:00 p.m.   | Market Outlook<br><i>Spencer Prosser, MP AgriLytics</i>  |