



Annual CONVENTION

SAVANNAH, GEORGIA

SAVE THE DATE

JANUARY 28-30, 2021



The Georgia Cattlemen's Association invites you to our Annual Convention to be held in Savannah, Georgia at the Marriott Savannah Riverfront on January 28-30, 2021 as GCA is celebrating a very special milestone! This is GCA's 60th anniversary and we hope that you can join us to celebrate. This year's convention will have a different feel than in years past and will feature a slightly different convention schedule to highlight exhibitors, provide an additional opportunity for our committees to meet and allowing more opportunity for fellowship and free-time in Savannah. We're also bringing back the ever-competitive Silent Auction and the live auction during our Cattlemen's Ball!

We know that 2020 has been a year of challenges and concerns for everyone and hope that 2021 is not just more of the same. We will do our best to hold a safe and socially distanced convention. Masks will be mandatory as the City of Savannah has an ordinance requiring their use. The Savannah Marriott Riverfront, the official hotel of our convention, will be spacing everything out to ensure that we're following social distancing protocols. Additionally, we ask that the traditional form of greeting, handshaking, not take place so that we can help prevent the spread of COVID-19. Hand sanitizer will be available throughout the convention. We ask for your help in putting on a great event and patience as we do our best to keep everyone safe.

Be sure to check our website for registration forms, hotel information and a full schedule of events. We have included the deadlines for registration forms, as well as information about sponsorship opportunities and auction item donations. If you have any questions or concerns, please contact the office at (478) 474-6560. We hope you'll make plans to join us in Savannah for a great and safe convention.

Sincerely,



Tammy Cheely
2020-2021 GCA President-Elect



Dale Sandlin
Executive Vice President

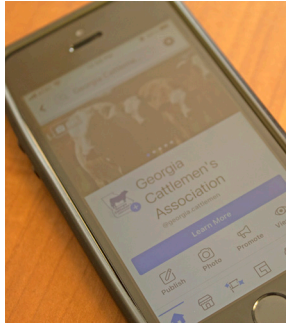
CONVENTION FEATURES



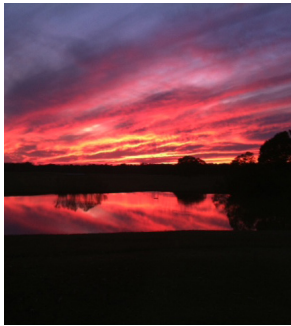
FORUM



SELLING BEEF TO CONSUMERS



BEING SOCIAL MATTERS TO CONSUMERS



WEATHER OUTLOOK

CattleFax

SOUTHEAST MARKET OUTLOOK



DEDICATED TRADESHOW HOURS

AUCTION DONATIONS

We will have a silent auction on Thursday and Friday and a live auction during the Cattlemen's Ball. These auctions raise a significant portion of funds that support our scholarship programs and provide for special initiatives within our industry.

We look forward to many of the unique items that have been graciously donated for the auction in the past. Please complete the auction donation form prior to December 10th so that we can make arrangements to include your item.

IMPORTANT DEADLINES

FORMS DUE TO GCA'S OFFICE

Attendee Registration Form, Booth Registration Form, Sponsorship Form & Auction Donation Form

12/10/20

HOTEL RESERVATIONS

Booked through hotel reservation site

See GCA Website For Details

12/27/20

TENTATIVE AGENDA

Thursday, January 28, 2021

- 8:00 am Registration Opens
- 8:30 am Committee Meetings
- 9:45 am UGA Animal Dairy Science Department Forum
- 11:45 am Break
- 12:00 pm Awards Luncheon
- 1:30 pm Committee Meetings
- 2:30 pm Tradeshow Opens
- 3:30 pm Mr. Ernie's Reception Inside Tradeshow
- 5:00 pm Tradeshow Closes & Recess
- 5:00 pm GCWA Annual Meet & Greet

Friday, January 29, 2021

- 8:00 am Registration Opens
- 8:30 am Membership Meeting
- 9:30 am Board of Directors Meeting
- 9:45 am Milk/Ice Cream Break
- 10:00 am Selling Beef Direct To Consumers
- 11:00 am Break
- 11:15 am Continuing Education: Pesticide Training
(Includes Credit Hours)
- 11:15 am GCWA - Hoof-N-Mouth Communications
- 12:00 pm Industry Luncheon
- 1:15 pm How Being Social About Your Operation Matters To Consumers
- 2:15 pm Tradeshow Opens
- 2:15 pm GCWA - Where Does My Steak Come From?
- 5:00 pm Tradeshow Closes
- 6:00 pm Cattlemen's Ball Cocktail Reception
- 7:00 pm Cattlemen's Ball
- 8:30 pm Concert

Saturday, January 30, 2021

- 9:00 am Call To Order, Welcome, and Introduction of Special Guests
- 9:15 am Weather Outlook – Pam Knox
- 10:00 am Break
- 10:15 am CattleFax: Southeast Industry Outlook
- 11:30 am Break
- 11:30 am Convention Wrap-Up & Drawing
- 12:00 pm Adjournment