

## **2011 Tri-State Cow/Calf Conference Presenters**

### **Kristina Butts**

Director Legislative Affairs  
National Cattlemen's Beef Association

Kristina is originally from Pearland, Texas, and her family has a registered Black Angus cattle operation in Lincoln, Texas. She was the 1996 Texas Beef Ambassador and placed second at the National competition. Kristina attended Texas Tech University and was a member of the 2000 Meats Judging Team. She earned her undergraduate degree in Agricultural Communications with an Animal Science minor and her Master's of Science in Animal and Food Sciences from Texas Tech with an emphasis on food safety. Her graduate research project, Validation of Antimicrobial Treatments in Reducing Escherichia coli and Salmonella spp. on Beef Trim and in Ground Beef, was funded by The Beef Checkoff and published in the Journal of Food Protection.

In 2004 Kristina joined the Washington, DC staff of U.S. Congressman Lamar Smith, Texas-21. In September 2008 she joined the policy team of the National Cattlemen's Beef Association (NCBA). Kristina leads NCBA's lobbying activities and lobbies Congress on a variety of issues including food safety, nutrition, energy, animal welfare and animal health issues on behalf of cattle producers. She also works closely with the U.S. Department of Agriculture and the Food and Drug Administration.

### **Dr. Scott Greiner**

Associate Professor and Extension Animal Scientist, Beef/Sheep  
Department of Animal & Poultry Sciences  
Virginia Tech

Dr. Scott Greiner is an Associate Professor and Extension Animal Scientist in the Department of Animal and Poultry Sciences at Virginia Tech. Dr. Greiner was raised on a diversified livestock farm in Eastern Iowa, and attended Iowa State University where he earned a B.S. in Animal Science in 1989. His graduate studies included an M.S. from Michigan State University and a Ph.D. from Iowa State. In 1998, Greiner joined the faculty at Virginia Tech. As an Extension Animal Scientist, he provides leadership for the design and delivery of educational programs related to beef cattle genetic improvement, animal identification, and sheep production. Greiner's primary research interests include ultrasound as genetic improvement tool for carcass merit, beef backgrounding strategies, evaluation of hair sheep breeds, and application of animal identification technologies. Dr. Greiner is involved in numerous state and national industry committees and organizations. In 2004, he was recognized with the Achievement Award for his extension efforts by the National Association of County Agricultural Agents and in 2008 received the Extension Award from Gamma Sigma Delta. Dr. Greiner also received the 2010 Alumni Award for Excellence in Extension from Virginia Tech Alumni Association. Dr. Greiner and his wife and two daughters reside in Christiansburg, VA.

**Dr. F. Neal Schrick**  
Professor  
Department of Animal Science  
University of Tennessee

Dr. F. Neal Schrick is a Professor at the University of Tennessee in the Department of Animal Science. Dr. Schrick received his BS from Oklahoma State University, MS and PhD from Clemson University with Dr. John Spitzer and was awarded a NIH Postdoctoral Fellowship at West Virginia University with Drs. Keith Inskeep (Animal Science) and Roy Butcher (OB/GYN). Dr. Schrick was raised in southwest Oklahoma on a beef cattle, wheat and cotton family farm. Dr. Schrick participates as a speaker at numerous international, national, state and local events on causes of reproductive loss in cattle and methods for improvement. His laboratory's research focus is primarily on reproductive physiology and endocrinology with emphasis on environmental and management factors related to embryonic mortality, male fertility and deviations in estrous cyclicity.

**Dr. Gary Bates**  
Professor and Forage Specialist  
The University of Tennessee Extension

Dr. Gary Bates has been the Forage Specialist with The University of Tennessee Extension since 1993. His research and extension programs focus on the improvement of cool- and warm-season pasture, and their efficient utilization. Dr. Bates received his Ph.D from the University of Georgia, where his research focused on the use of alfalfa for grazing. He received B.S. and M.S. degrees from Louisiana State University in animal science and agronomy. Dr. Bates is a native of Greenwell Springs, Louisiana.

**Dr. Mark McCann**  
Extension Beef Specialist and Professor  
Virginia Tech

Mark A. McCann is an Extension Beef Specialist and Professor in Virginia Tech's Department of Animal and Poultry Sciences. He served from 2001-2005 as head of the department and as Associate Dean and Director of Virginia Cooperative Extension from 2005-2009. Before coming to Virginia Tech, he served on the faculty in the Department of Animal and Dairy Science at the University of Georgia from 1986-2001. While on faculty there he developed an integrated extension/research program focused on beef cattle nutrition and forages. His cattle research was instrumental in the release of Alfagraze alfalfa, Jesup improved tall fescue, and Max Q tall fescue. McCann received his B.S. and M.S. degrees in Animal Science at North Carolina State University before earning his Ph.D. in Agriculture from Texas Tech University.

**Scott Jessee**  
Extension Agent  
Russell County, VA

Scott Jessee grew up on a small beef cattle and tobacco farm in Russell County, Virginia. Attending Virginia Tech, he received his BS and MS Degrees in Crop and Soil Environmental Science. Since 1998 he has worked as an Extension Agent for Virginia Cooperative Extension in Wythe, Washington, and Russell Counties. Scott has taken an active role with the Abingdon Feeder Cattle Association in establishing the Virginia Quality Assured (VQA) Cattle Sales in Southwest Virginia. He also helped to establish the Russell County Cattlemen's Association. Along with his father and brother, Scott continues to farm and he helps to manage 140 beef cow/calf pairs and approximately 100 goats.

**Kevin Thompson**  
Director  
Middle Tennessee Research and Education Center  
and Dairy Research and Education Center  
University of Tennessee Ag Research

Kevin W. Thompson is currently employed by the University of Tennessee Ag Research as director of both the Middle Tennessee Research and Education Center located in Spring Hill, TN and the Dairy Research and Education Center located in Lewisburg, TN.

Kevin earned both Bachelors and Masters of Science degrees from the University of Tennessee at Knoxville in Animal Science.

Formerly, Kevin was coordinator of the Producer Genetics program, as well as, the Tennessee Beef Producer Alliance program for the Tennessee Farm Bureau Federation and Tennessee Livestock Producers.

**Dr. Emmit Rawls**  
Professor Emeritus and Livestock Marketing Specialist  
The University of Tennessee Extension

Dr. Emmit Rawls is Professor Emeritus of Agricultural Economics and Livestock Marketing Specialist with The University of Tennessee Extension. He joined the UT Extension staff in 1973. After official retirement in August 2010, Dr. Rawls is currently working in a post-retirement appointment.

Rawls was reared in Virginia on a livestock farm and received his formal education from Virginia Tech, Blacksburg, where he earned the B.S. in Animal Science and the, M.S. and Ph.D. degrees in Agricultural Economics.

His job responsibilities include planning, coordinating, implementing and evaluating

**Dr. Emmit Rawls**

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educational programs in the area of livestock marketing, market outlook and general agricultural marketing. He serves as Coordinator of the Tennessee Beef Cattle Improvement Initiative. He also coordinated the Tennessee Beef Evaluation Program which allows beef producers to send feeder cattle to custom feedlots and evaluate both performance and carcass information on the animals.

He is a popular speaker at local, area, regional and National meetings as well as a prolific writer on marketing. He is a member of the Tennessee Master Beef Producer Team. He has received numerous awards in recognition for his educational programs.

**Dr. Ron Plain**

D. Howard Doane Professor of Agricultural Economics and Extension Economist  
University of Missouri

Dr. Ronald L. Plain is the D. Howard Doane Professor in the Department of Agricultural Economics at the University of Missouri-Columbia. As an Extension Economist, his primary responsibility is to provide educational programming to help farmers enhance their net income.

Ron received his B.S. and Masters degrees in Agricultural Education from the University of Missouri and his Ph.D. in Agricultural Economics from Oklahoma State University. His areas of expertise include livestock marketing, farm business management and swine production.

Dr. Plain has served as President of the Extension Section of the American Agricultural Economics Association and as a member of USDA's Advisory Committee on Agricultural Statistics. He has agricultural experience in 16 foreign countries. Since coming to the University of Missouri, Ron has made over 2,000 presentations to farm audiences, authored over 400 publications, and received 19 awards of excellence including being named Agricultural Leader of the Year and receiving the Governor's Award for Quality and Productivity.

Ron grew up on a diversified crop and livestock farm near El Dorado Springs, Missouri. He taught vocational agriculture for three years at Odessa, Missouri before returning to graduate school. Dr Plain has been a faculty member at the University of Missouri since 1981. He is married and has three children.