



Texas and Southwestern Cattle Raisers Association

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The
Cattleman



Young Leadership Series Meeting

Agenda

July 28 - 29, 2017
San Antonio, Texas

Due to the nature of the tours, we strongly encourage all meeting attendees to use the provided transportation.

Friday, July 28, 2017

10:00 AM

Depart Hotel for H-E-B Tour

Holiday Inn Riverwalk
217 N. Saint Mary's
San Antonio, TX 78205

Transportation provided. For those not staying at the hotel, valet and self-parking is available at the hotel for a fee. Please meet in the hotel lobby.

10:30 AM

H-E-B Tour

- Overview of H-E-B company history
- Company goals and outlook on the future of retail protein sales
- Discussion of future protein purchasing strategies
- How do programs like natural, NHTC, Certified Angus, Organic fit with modern consumers?
- Discussion of the role of ranchers and farmers in providing products
- Tour the H-E-B store

12:00 PM

Lunch Provided

1:30 PM

Depart for Whataburger Corporate Headquarters

2:00 PM

Whataburger Corporate Headquarters

- Overview of Whataburger company history
- Company goals and outlook on the future
- Discussion of future protein purchasing strategies
- Discussion of the role of ranchers and farmers in providing products

4:30 PM

Depart for Hotel

6:30 PM

Dinner

Dinner provided, cash bar available.

Iron Cactus
200 River Walk Street, #100
San Antonio, TX 78205

Saturday, July 29, 2017

9:00 AM

Depart Hotel for Dean & Peeler Meatworks

Holiday Inn Riverwalk
217 N. Saint Mary's
San Antonio, TX 78205

Transportation provided. For those not staying at the hotel, valet and self-parking is available at the hotel for a fee. Please meet in the hotel lobby.

10:00 AM

Tour Dean & Peeler Meatworks

12:00 PM

Lunch Provided

1:00 PM

Feedyard Tour (*Tentative*)

2:30 PM

Depart for Hotel

3:30 PM

Return to Hotel and Adjourn

This Young Leadership Session will be valuable for ranchers to learn how their product is marketed and how retail makes their purchasing decisions. You don't want to miss this event!

Special Thanks to our YLS Sponsor!

