

2023 CROSSROADS CONFERENCE INFORMATION:

REGISTRATION: Conference registration is open until July 7 or until 125 registrations are received. *There are limited scholarships available upon request for those in financial need. Contact Sarah Blaney (sarahblaney@okconservation.org) or Jean Lam (jeanmlam@gmail.com) for details.*

You may register one of two ways:

- To register electronically, connect to the following page:
 - <http://events.r20.constantcontact.com/register/event?oeidk=a07ejtyz9pb04436284&llr=bpu5genab>
- To register by mail, please complete the table below, print the page, and include with a check for **\$50 per registrant** to:
 - Garfield County Conservation District
1216 W Willow Rd, Suite D
Enid, OK 73703

Name	Email	Phone	Thursday Workshop Attending			Cost (\$50/registrant)
			Farm	Ranch	Urban	

LODGING: There is a limited room block available through July 5th at \$98/night plus tax at:

Best Western GLo Enid OK Downtown/Convention Center
123 W. Maine
Enid OK 73701
580-540-4172
Link to book rooms: https://www.bestwestern.com/en_US/book/hotel-rooms.37140.html?groupId=B11HQ9E9

SPONSORS: Please consider sponsoring the Crossroads Conference. Three tiers of sponsorship are available (see sponsor flyer). You may register sponsorship one of two ways:

- To register sponsorship electronically (card fees apply), connect to the link above and complete selection.
- To register sponsorship by mail, please indicate organization name, email, phone number, and sponsorship level in a brief note along with a check for the correct amount to Garfield County Conservation District (address above).

OTHER: CEUs available upon request. Contact meg.greski@conservation.ok.gov

Wednesday, July 19

7:30-8:30 Registration, continental breakfast		
8:30 – 9:30 ROY PFALTZGRAFF comes to us from PFZ Farms in northeast Colorado. Despite a cold, dry climate, Roy has found success with continuous cropping and a very diverse crop rotation. He will share his creative ideas for replacing expensive farm inputs with biological fertility and finding buyers who pay a premium for crops that his local elevator won't take.		
9:30 – 9:45 Break		
9:45 to 10:45 Breakout sessions:		
Farm track: That WILL Work Here, Gary Hula—Farmer	Ranch track: Rethinking Weeds, Blane Stacy—OCC	Urban track: Yard By Yard Program, Cheryl Cheadle—OCC
10:45-11:00 Break		
11:00-12:00 Breakout sessions:		
Farm track: Jim Johnson (Noble Research Institute) moderates a panel of local farmers	Ranch track: Functional Genetics and How to Use Them, Dean Schneider—Bell Rule Genetics	Urban track: Marketing to Restaurants, Julia Laughlin—OSU Extension
12:00 – 1:00 Lunch		
1:00 – 2:00 DOUG FERGUSON, best known for his weekly “Doug’s Market Intel” blog at BEEF.com, will teach “sell-buy marketing”. Pioneered by the late Bud Williams, this method of planning cattle sales and purchases allows producers to lock in their profits when they buy cattle. Stop waiting until it’s time to sell and hoping the market cooperates.		
2:00-2:15 Break		
2:15– 3:15 Breakout sessions		
Farm track: Living Roots All Year, Steve Swaffar—Noble Research Institute	Ranch track: Improving Soil Health Using Grazing Management, William Payne—Destiny Ranch	Urban track: TBA
3:15-3:30 Break		
3:30-4:15 JACK TITCHENER is an NRCS/Oklahoma Conservation Commission Urban Soil Health Specialist in the Tulsa area. Prior to taking his current position, Jack was a horticulture manager at Philbrook Gardens. He is putting together a brilliant lineup of experts on urban area food production and backyard conservation from across Oklahoma. You don't have to live in a rural area to help heal our soil, feed our neighbors and preserve our natural resources.		
4:15 – 4:30 Break		
4:30-5:30 Breakout sessions:		
Farm track: TBA	Ranch track: Managing Grazing Without Electric Fence, Dr. Laura Goodman—OSU Extension	Urban track: TBA

Thursday July 20:

8:00-8:30 Continental breakfast		
8:30-11:30 Workshops at no additional cost		
Farm track: Roy Pfaltzgraff	Ranch track: Doug Ferguson	Urban track: Jack Titchener and Marcus Long