



**DOUG FERGUSON: "Doug's Market Intel" blog**



**ROY PFALTZGRAFF: PFZ Farms of Colorado**



**JACK TITCHENER: Urban & Backyard Soil Health**

*...and many more presenters!*

# "MIND OVER MARKET" Crossroads Conference

**JULY 19: Conference**

**JULY 20 (AM):**

**Intensive Workshops**

**AUTRY TECH CENTER**

**1201 W. Willow Rd**

**Enid, OK**

*\$50/person for both days, must register by July 7, limited to first 125 people*



*Join us as  
a sponsor!*



"MIND OVER MARKET"  
*Crossroads*  
*Conference*

**JULY 19-20**  
**AUTRY TECH**  
**CENTER**  
 1201 W. Willow Rd  
 Enid, OK

Keynote Speakers: will present at conference on July 19, followed by 3-hour workshops on July 20 at no extra cost.

DOUG FERGUSON, best known for his weekly “Doug’s Market Intel” blog at BEEF.com, will teach “sell-buy marketing”. This approach to the commodity cattle market was 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, instead of waiting until it’s time to sell and hoping the market cooperates.

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.

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, soil health 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.

Breakout session speakers to be announced soon!

Meals provided: continental breakfast, snacks and refreshments both days. Lunch on July 19 only.

How to register: Registration will close on either July 7<sup>th</sup>, or as soon as 125 registrations are received. (The venue is only able to accommodate that many).

Tear off the bottom portion of this page and mail with a check for **\$50 per registrant** to:

**Garfield County Conservation District**  
**1216 W Willow Rd, Suite D**  
**Enid, OK 73703**

-----tear here-----

**CROSSROADS CONFERENCE REGISTRATION**

Name	Phone and/or email (best way to contact you)	Attending a workshop? Circle one if so		
		Crops	Livestock	Urban
		Crops	Livestock	Urban
		Crops	Livestock	Urban
		Crops	Livestock	Urban
		Crops	Livestock	Urban
		Crops	Livestock	Urban