

# Fall Focus 2022

**Focus on You.  
Focus on Success.  
Focus on Profit.**

**August 26-30, 2022  
Roanoke, Virginia**

Co-hosted by

*Virginia Simmental  
Association*

[www.virginiasimmental.com](http://www.virginiasimmental.com)

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[www.simmental.org](http://www.simmental.org)

## Registration Information

There is no registration fee; however, pre-registration is required to plan for bus availability, meals, and refreshments. Register at

[www.fallfocus.org](http://www.fallfocus.org)

**Questions  
about Fall Focus?**

Contact Nancy Chesterfield at 406-587-2778.

Register and book your hotel rooms  
at [fallfocus.org](http://fallfocus.org)

## New this Year

**Bus tours of local farms, seedstock operations, and Virginia Tech.**

On **Friday, August 26**, we'll board buses at the Hotel Roanoke and embark on tours of local farms, seedstock operations, and Virginia Tech. Seats are limited, so pre-registration is required. The final event of the tour will be dinner, hosted by the Virginia Simmental Association, at Virginia Tech's Kentland Farm, with music provided by the bluegrass band New Standard ([newstandardbluegrass.com](http://newstandardbluegrass.com)).



## Tour Stops

### Hillwinds Farm, Dublin

Hillwinds Farm is owned by Tim and Kathy Sutphin. Hillwinds is a first-generation farm and runs 900 commercial cows and 400 stockers on approximately 1,500 acres of owned and 1,500 acres of rented land. Retained ownership has been utilized for 34 years. They have used whole-herd AI for 31 years. The cow herd is Angus and Simmental cross, and AI sires are Angus, SimAngus™, and Simmental.



## McDonald Farms, Blacksburg

McDonald Farms is an eighth-generation family farm diversified livestock operation established in 1763. Over the centuries the McDonalds have maintained a variety of enterprises to keep the farm and family viable. These include raising cattle, sheep, hogs, goats, horses and mules, crops of flax, oats, wheat, sorghum, corn, and an orchard. Currently, seedstock cattle consisting of Simmental, SimAngus™, and Angus are produced. Australian Kelpies are raised to work the cattle and puppies have been sold from coast to coast.



## Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg

Virginia Tech is a land grant university that was established in 1872 in Blacksburg and is home to the Virginia/Maryland School of Veterinary Medicine. Virginia Tech has a Corps of Cadets and is one of only three senior military colleges with both cadets and civilian students. The university, through the College of Agriculture and Life Sciences, maintains eleven Agricultural Research and Extension Centers across the state. The Future Farmers of Virginia began at Virginia Tech in 1925 and, in 1928, those founding members were instrumental in its conversion to the National FFA.



## Virginia Tech's Kentland Farm, Blacksburg

Kentland Farm is the main research and production farm at the University. Kentland Farm has beef and dairy operations along with agronomic crops and research. In addition, there is vegetable production, which supplies the student dining halls on campus.



## Educational Session and Celebration Dinner

On **Saturday, August 27**, join us at the Hotel Roanoke for a packed educational session featuring talks from both regional and nationally recognized speakers. (A detailed speaker agenda will follow on [fallfocus.org](http://fallfocus.org) and in the July/August issue of *the Register*.) In the evening, we'll share dinner and a celebration of Golden Book recipients, Lifetime Promoter awardees, and former trustees.

## Interactive Town Hall Meeting

Beginning **Sunday, August 28**, at the Hotel Roanoke, join the ASA Board of Trustees to discuss critical issues in each of the five standing committees and to hear staff presentations in various areas. Board meeting continues on Monday and Tuesday.

## Hotel Roanoke & Conference Center

The conference headquarters are located at the Hotel Roanoke & Conference Center with a block of rooms available for August 26–29. The special room rate (use the block code "American Simmental") will be available until August 1, or until the group block is sold out, whichever comes first. Book your reservations at the Hotel Roanoke by following the hotel link at [fallfocus.org](http://fallfocus.org).



## Travel Information

**Roanoke-Blacksburg Regional Airport** is conveniently located about ten minutes from the conference headquarters, and the hotel offers shuttles to and from the airport.

For further information about Roanoke and the beautiful Blue Ridge Mountains area, spend some time at [visitroanokeva.com](http://visitroanokeva.com). You'll find attractions from art to history, beer tours, restaurants, spas, shopping, and a great deal more.



O. Winston Link Museum



Blue Ridge Parkway Visitor Center



View of downtown Roanoke



Roanoke Star Overlook

**Complete program details will be available in the July/August issue of *the Register*.**