

Featured Speakers:



Dr. Peter R. Cheeke
Professor Emeritus,
Animal Nutrition
Oregon State University



Dr. Scott Williamson,
ARBA Judge
Professor of Animal Science
California State University



Dr. Jay Hreiz
ARBA Judge
Veterinarian



Dr. Chris Hayhow
ARBA President
ARBA Judge



Tex Thomas
ARBA Judge
ARBA Hall-Of-Famer



Sandy Tusukiyama
Master Rabbit Chef
Columnist



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through the industry's leading experts.**

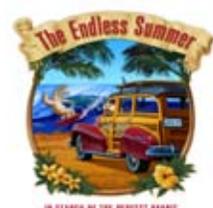
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86th ARBA Convention and Show
October 31- November 1
San Diego, California
San Diego / Del Mar Hilton Hotel





| Room A | Saturday October 31, 2009 | Room B | Saturday October 31, 2009 |
|------------|--|------------|--|
| 9:00 a.m. | <p>Create Effective Ads to Market Your Rabbitry by Sandra Wight (CA)</p> <p>Learn the basics of designing an effective rabbitry ad from Sandra Wight and Randy Hall. Topics include: beginning ad layout, design, font selection, photo editing software, tricks for cutting realistic paths on rabbits and cavies, photography, appropriate print resolution, background selection, design flaws to avoid. At the close of this course you will have the tools you need to help you create a successful ad that will generate results.</p> | 9:00 a.m. | <p>Mythbusting the Electric Tattoo - Get Perfect Results Every Time by Jennifer Whaley (CA)</p> <p>Say goodbye to illegible, light, hard-to-do, and boring tattoos! Learn about the best equipment and supplies, techniques on how to make legible, lasting, easy-to-do, and even fancy tattoos, administer after-tattoo care, touch up old tattoos, and equipment maintenance. You will want to sell your old pliers-type set as scrap metal after attending Jennifer's class.</p> |
| 10:00 a.m. | <p>How To Turn Rabbit Wool Into A Cottage Industry by Dr. Betty Chu (CA)</p> <p>Betty will show how to make wool and fiber rabbits an at-home, cottage industry. Grading, packaging, and handling of raw Angora wool will be stressed, as well as pricing of finished products such as yarns, scarves, sweaters, and scrunchies. Other topics discussed will include American Fuzzy Lops and Jersey Woolies, and how to give demos at fairs and art festivals.</p> | 10:00 a.m. | <p>Making Better Rabbits Through Environmental Management by Dr. Scott Williamson (CA)</p> <p>Many of the problems or successes that a show rabbitry experiences are linked to the quality of its environmental management of the herd. Environmental factors can directly affect the stress conditions that contribute to body condition and even disease. Based on a course that he built at California State University, Fresno, <i>Environmental Management of the Farm Animal</i>, Dr. Williamson will delve deeply into the pivotal management skills all rabbit breeders must know to be successful show breeders. All aspects of the rabbit's physical environment will be covered with an emphasis on establishing best management practices. Topics and discussions will include feeding strategies, conditioning, rabbitry construction, cage size and rabbitry density, natural and artificial ventilation, waste management, sanitation, traveling considerations, foodstuff storage and spoilage, temperature, air quality, water quality, as well as reproduction variables. Bring your questions and problems for open class discussion.</p> |
| 11:00 a.m. | <p>Secrets of A Master Rabbit Chef: Cooking Rabbit Island Style by Sandi Tsukiyama (HI)</p> <p>Sandy promises to pull her surfboard beachside in Del Mar for two healthy rabbit teriyaki cooking demonstrations. A dash of Japanese-in honor of her ancestors, with a bam of beach for our San Diego guests! Healthy basics in cooking rabbit and plenty of hands-on learning (and taste-testing) are also in store. Her demonstration will change your thinking about cooking.</p> | 11:00 a.m. | |
| 12:00 p.m. | Lunch Recess | 12:00 p.m. | Lunch Recess |
| 1:00 p.m. | <p>Applications of Yucca and Quillaja as Feed Additives for Rabbits by Dr. Peter Cheeke (OR)</p> <p>The applications of yucca and quillaja products in rabbit feeding will be discussed. Yucca schidigera is harvested and processed in northern Mexico (Baja California); Quillaja saponaria is native to Chile. Whole plant yucca and quillaja powders contain a number of active constituents, including saponins, oligosaccharides and polyphenols. Some of the effects of yucca when used as a feed additive include lowered environmental ammonia, improved respiratory tract health, suppression of protozoa (e.g. coccidia), growth promotion, and improved feed conversion efficiency. Yucca contains polyphenolic compounds (resveratrol, yuccaols) which have anti-inflammatory activity, and improve gut health. Quillaja is a new feed additive for rabbits. It stimulates the immune system, with favorable effects on respiratory and digestive health. Quillaja saponins stimulate production of a healthy intestinal mucosa. A new feed supplement containing a unique blend of yucca and quillaja will be introduced to the rabbit industry at the San Diego Convention.</p> | 1:00 p.m. | <p>10 Tips For Creating Professional-Looking Club Newsletters by Sandra Wight (CA)</p> <p>From the smallest four-page newsletter to guide books, Sandra Wight and Randy Hall will help you be more effective when producing your publications. Topics include: working backwards, setting deadlines, article selection, publishing software, effective communication, template creation, and more. This course will help you work more effectively, save your sanity, and create a fantastic end product.</p> |
| 2:00 p.m. | | 2:00 p.m. | <p>Showing Rabbits Around The World by Derek Medlock (UK)</p> <p>Derek Medlock, noted rabbit judge from the United Kingdom, will be comparing and contrasting the shows and judging methods he has experienced not only in Britain, but also those from shows he has had the opportunity to attend in countries such as Belgium, Holland, Australia, and the tiny nation isle of Malta (off the coast of Italy). He was one of the first importers of Lionhead rabbits in the UK. Come take a tour with Derek!</p> |
| 3:00 p.m. | <p>Eeny Meeny Miny Mo, Do I Save the Buck or the Doe? A Rabbit Culling Primer by Chris Zemny (CA)</p> <p>Chris will focus deeply on the basics of successful culling and evaluating rabbits. Whether you raise Flemish Giants, Netherland Dwarfs, or any breed in the middle, you will learn the concrete fundamentals of selecting progeny that will help to escalate your breeding program. She will discuss recognizing positive and negative dominant traits for breeding, checking for disqualifications, as well as establishing selection goals.</p> | 3:00 p.m. | <p>Nutritional Management of Rabbits & Principles of Rabbit Nutrition by Dr. Peter Cheeke (OR)</p> <p>We will cover the nature of the rabbit digestive tract, considering both the positive aspects and the negative consequences such as the high susceptibility of rabbits to enteritis and other digestive tract disorders. Plus, diet-related disorders such as feed refusal and spillage, enteric diseases caused by carbohydrate-overload of the hindgut, fur chewing, hypercalcemia, and nutrient deficiencies and toxicities.</p> |
| 4:00 p.m. | <p>Advanced Rabbit Culling by Chris Zemny (CA)</p> <p>Advanced culling is an acquired skill. Culling is critical to a rabbitry that wants to compete successfully at rabbit shows. Without effective culling the chances of success on the show table are mediocre. Here she will discuss the importance of the <i>Standard of Perfection</i> and its application in your barn as well as learning the optimal developmental stages for culling. A question and answer session will allow participation.</p> | 4:00 p.m. | <p>Principals of Rabbitry Design: Building The Ultimate Rabbitry by Kevin Whaley (CA)</p> <p>The discussion will cover site planning, building design and layout, cage systems, corrosion resistance, manure removal, feeding options, watering systems, lighting, ventilation and climate control, plus grooming area, feed storage and other ancillary improvements. If you have an existing barn or plan on building one, no matter how large or small, be sure to attend. Avoid the 3 most common mistakes. Plans will be provided.</p> |

| Room A | Sunday, November 1, 2009 | Room B | Sunday, November 1, 2009 |
|------------|--|------------|---|
| 9:00 a.m. | How To Turn Rabbit Wool Into A Cottage Industry by Dr. Betty Chu (CA) Betty will show how to make wool and fiber rabbits at-home, cottage industry. Grading, packaging, and handling of raw Angora wool will be stressed, as well as pricing of finished products such as yarns, scarves, sweaters, and scrunchies. Other topics discussed will include American Fuzzy Lops and Jersey Woolies, and how to give demos at fairs and art festivals. | 9:00 a.m. | Caring for a Ninety-Nine Year Old - The ARBA: The Past, The Present, and The Future by Dr. Chris Hayhow (KS) Dr. Chris Hayhow has brought leadership and professionalism at its best to the ARBA for many years, and will speak on the ARBA that he loves, sharing association history and cherished recollections of his time in our American Rabbit Breeders Association. He will discuss the current challenges and his vision for the future. |
| 10:00 a.m. | The Zen Experience: Understanding the ARBA Standard of Perfection by Tex Thomas (MO) With an eye for quality animals and an understanding of the <i>ARBA Standard of Perfection</i> like no one else in the ARBA, Tex Thomas will give a presentation that looks under the hood and helps you understand and apply the text of this invaluable document like never before. With an undying commitment to quality, he brought to the ARBA a no-nonsense approach on the wording, consistency, and design of the Standard. An analysis of specific breed wording and interpretations will be made. Case examples will demonstrate what the meaning conveyed by the Standard is and what it is not. Tex will bunk common myths and misconceptions. Whether you are a judge, aspiring judge, or simply an aspiring rabbit breeder, this rare chance to see the Standard through the eyes of Tex is truly an opportunity not to miss. Bring your questions and get answers from a top expert and gain a better perspective of the book we all turn to in order to produce the best animals for the show tables. | 10:00 a.m. | At-Home Rabbit Healthcare by Dr. Jay Hreiz (NC) Providing quality health care for a rabbit breeder should not be restricted to simply monetary issues. There are many inexpensive, practical solutions for the typical breeder that may not require veterinary intervention. This lecture will focus on practical health care for the average rabbit breeder with emphasis placed on prevention. Indulge in Dr. Hreiz's valuable presentation! |
| 11:00 a.m. | (Continuation of 10:00 a.m. session) | 11:00 a.m. | Rabbit Fever: Making The Documentary Film by Amy Do (CA) Amy will discuss the making of her ground-breaking film about the rabbit hobby, which has taken nearly three years to complete. She will talk about the future for the film including upcoming film festivals. She will share clips and insight into some of the interesting moments along the way. Don't miss this behind-the-scenes peek! |
| 12:00 p.m. | Lunch Recess | 12:00 p.m. | Lunch Recess |
| 1:00 p.m. | Secrets of A Master Rabbit Chef: Cooking Rabbit Island Style by Sandi Tsukiyama (HI) Sandy promises to pull her surfboard beachside in Del Mar for two healthy rabbit teriyaki cooking demonstrations. A dash of Japanese-in honor of her ancestors, with a bam of beach for our San Diego guests! Healthy basics in cooking rabbit and plenty of hands-on learning (and taste-testing) are also in store. Her demonstration will change your thinking about cooking. | 1:00 p.m. | Making Better Rabbits Through Environmental Management by Dr. Scott Williamson (CA) Many of the problems or successes that a show rabbitry experiences are linked to the quality of its environmental management of the herd. Environmental factors can directly affect the stress conditions that contribute to body condition and even disease. Based on a course that he built at California State University, Fresno; <i>Environmental Management of the Farm Animal</i> , Dr. Williamson will delve deeply into the pivotal management skills all rabbit breeders must know to be successful show breeders. All aspects of the rabbit's physical environment will be covered with an emphasis on establishing best management practices. Topics and discussions will include feeding strategies, conditioning, rabbitry construction, cage size and rabbitry density, natural and artificial ventilation, waste management, sanitation, traveling considerations, foodstuff storage and spoilage, temperature, air quality, water quality, as well as reproduction variables. Bring your questions and problems for open class discussion. |
| 2:00 p.m. | Mastering the Art of Body Type Evaluation by Mike Avesing (IA) Mike Avesing has a passion for superior rabbits, first and foremost. There are few people that understand type the way Mike Avesing can. He will teach the way to inspect the curvilinear and spatial qualities that make body type. Get your feet wet, jump in, and learn from the eyes and hands of one of the ARBA's most respected men. | 2:00 p.m. | (Continuation of 1:00 p.m. session) |
| 3:00 p.m. | Feny Meeny Miny Mo, Do I Save the Buck or the Doe? A Rabbit Culling Primer by Chris Zemny (CA) Chris will focus deeply on the basics of successful culling and evaluating rabbits. Whether you raise Flemish Giants, Netherland Dwarfs, or any breed in the middle, you will learn the concrete fundamentals of selecting progeny that will help to escalate your breeding program. Chris will discuss recognizing positive and negative dominant traits for breeding, checking for disqualifications, as well as establishing selection goals. | 3:00 p.m. | Nutritional Management of Rabbits & Principles of Rabbit Nutrition by Dr. Peter Cheeke (OR) We will cover the nature of the rabbit digestive tract, considering both the positive aspects and the negative consequences such as the high susceptibility of rabbits to enteritis and other digestive tract disorders. Plus, diet-related disorders such as feed refusal and spillage, enteric diseases caused by carbohydrate-overload of the hindgut, fur chewing, hypercalcemia, and nutrient deficiencies and toxicities. |
| 4:00 p.m. | Secrets For Success: Inside Tips For Mastering Youth Contests by Jennifer Whaley (CA) Get the inside scoop on how to compete successfully in youth contests. Youth Contest Judge and former competitor Jennifer Whaley shares tips and secrets to give youth competitors, parents, and adult leaders the tools to go beyond the basics to the winning track! This class will cover tips and training for showmanship, royalty contests, judging contests, skill-a-thons, breed ID contests, and even poster competitions. | 4:00 p.m. | Genetics and the Environment: The True Double Helix by Dr. Scott Williamson (CA) Proper herd management is fundamental in breeding show rabbits. However, without a concrete genetic blueprint, an animal only has so much potential. Dr. Williamson will bring elements from his California State University, Fresno teachings to Rabbitcon. He will be discussing basics of genetics, including easy-to-use Punnett Squares and mapping of color genetic matrices. |

rabbitcon



2009 Faculty

Dr. Peter R. Cheeke is Professor Emeritus of Animal Science at Oregon State University, former Director of Research of OSU Rabbit Research Center, and Editor of the *Journal of Applied Rabbit Research*. Author and co-author of numerous books, including *Rabbit Production, Rabbit Feeding and Nutrition, Applied Animal Nutrition: Feeds and Feeding*, and *Comparative Animal Nutrition and Metabolism* (in press). Scientific Advisor to Desert King International.



Dr. Scott Williamson is a Professor of Animal Science at California State University, Fresno. Scott earned a B.S. in Animal Science from Purdue University, and went on to gain a Ph.D. in Meat Sciences from the University of Illinois. One step into his classroom and his inspirational power as an educator is certain. He's been winning for over forty years ever since showing rabbits as a boy with his dad. He had Reserve In Show with his very first rabbit, a tort Dutch.



Dr. Chris Hayhow is the President of the American Rabbit Breeders Association, Inc. and a judge and a member for over 40 years. He received a B.S. in Agriculture with honors and distinction. He earned his DVM and PHD degrees from The Ohio State University. Chris is also a Board Certified Microbiologist. His career spans private veterinary practice, academia, and the pharmaceutical and biologics industries. In 2003, he authored *Care of the Domestic Rabbit*.



Dr. Jay Hreiz is a practicing veterinarian in North Carolina. Jay was introduced to the rabbit hobby and ARBA through 4-H. He was honored with a T.E. "Doc" Reed Memorial Scholarship and studied rabbit science at Purdue University moving on to veterinary school. His sincere interest in rabbit and cavy medicine is a true asset to the ARBA. He is the chairman of the ARBA Rabbit and Cavy Health Committee and writes a column in *Domestic Rabbits*.



Dr Betty Chu has unquestionably the most celebrated line of Angora rabbits in the history of our industry worldwide. She captured the first ever convention Best In Show by an Angora in 1992. As a fiber artist, Betty has been marketing her English Angora wool products for years. Possessing a Ph.D. in Economics and having spent over 20 years as a professor of economics at San Jose State University in California, she is versed in the mechanics of business management.



Tex Thomas Few rabbit careers are as decorated as that of well-known ARBA Judge Tex Thomas. While many rabbit breeders can only dream of an ARBA Convention Best In Show win, Tex has in fact won two in his many years in the industry. He has served as the ARBA Vice President and Standards Committee Chairman and is a frequent and popular speaker at conferences and judging academies. Tex was inducted into the ARBA Hall of Fame in 2000.



Chris Zemny There is no surprise why Chris Zemny has been hailed the "Holland Lop Diva." Since the natal years of the Holland Lop in the United States, Chris Zemny has helped make it the powerhouse breed that it is today. During her twenty-nine years in the rabbit industry, Chris has made her mark and is one of the most respected judges at home and in Japan. Professionally, Chris works in the pharmaceutical and medical industry and has a decorated resume.



Sandy Tusukiyama Hawaii's most recognized rabbit breeder is used to hitting the beach to grill up a delicious tropical dinner! Sandy Tsukiyama is a Hawaiian native as well as a famous chef in the ARBA. She has tempted our taste buds for years with her delectable dish recipes in her Creative Cook articles in *Domestic Rabbits* magazine. In fact, the late Mr. ARBA, Oren Reynolds, inspired Sandy to create the column after he learned of her rabbit cooking talent.



Kevin Whaley is the founder and CEO of KW Cages. He has been a life ARBA member for over 30 years and has outfitted hundreds of rabbitries, introducing many innovative products and concepts to the rabbit industry. He helped found the ARBA Hall of Fame Library and is a regular contributor to *Domestic Rabbits*. His firm recently furnished tiger cages for ABC's *Extreme Makeover: Home Edition* and guinea pig cages for Disney's blockbuster movie *G Force*.



Mike Avesing has been a name synonymous with top ARBA judges for over two decades. With his meticulous eye and keen evaluation skills, it is no surprise that he has been voted to judge Best In Show honors at ARBA Conventions time and time again. Mike has also had an incredible influence on the *Standard of Perfection* with his many years of service on the Standards Committee. Professionally, Mike serves as General Manager of Muscatine Power in Iowa.



Amy Do Filmmaker Amy Do, who has previously worked on the behind-the-scenes documentaries for *Star Wars: Episode III*, talks about her upcoming feature-length documentary, *Rabbit Fever*. Filmed over the course of five years, *Rabbit Fever* marks the first film that explores the world of the ARBA and passionate hobby of rabbit showing in the North America. Get an exclusive first look at footage from the film, along with the passion and hard work that went into Amy's first directorial debut.



Jennifer Whaley has raised rabbits and competed since she was a youth member, and currently focuses on the Mini Rex and Polish breeds. She is a Youth Contests Judge, Chair of the ARBA Airlines Committee, and Secretary/Treasurer of the National Mini Rex Rabbit Club. Jennifer holds a BS Degree in Theatre Management and Organizational Communication/Public Relations. She is a Marketing Director by trade, but currently works as a full-time mom.



Sandra Wight, along with Randy Hall, has extensive experience publishing rabbit-related periodicals, as well as international full-color publications. Together they have over 35 years of combined experience in the design and advertising field. They run Bullseye Advertising, whose clients include the Los Angeles Dodgers, Disney Corp., American Girl, Brio, Milton Bradley, and Anheuser Busch. Their work has been featured in *Photoshop User*, *Mac Today*, & *Mac Design*.



Derek Medlock is known throughout the world for his expertise in rabbits. He started breeding and showing in the 1960s, has been a judge for over 30 years, and has judged internationally extensively. Aside from being a popular judge at home in his native England, he has judged in the Czech Republic, the island nation of Malta, Belgium, Holland, Ireland, Germany, and Australia. His main breeds include Tans, Beverens, and Polish (UK's Britannia Petite).



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Registration is for Rabbitcon Educational Conferences only, the ARBA Show admission is free to ARBA members.

Register Early to Save!

Registration

- Non ARBA Member All-Access Badge**
Advance: \$88 On-Site or after October 10, 2009: \$99
- ARBA Member All-Access Badge**
Advance: \$68 On-Site or after October 10, 2009: \$79
- ARBA Youth Member All-Access Badge**
Advance: \$38 On-Site or after October 10, 2009: \$49

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