

Oklahoma Cattlemen's Association

BUILDING  
OUR BEEF  
*Legacy*

Annual Convention & Trade Show

July 19 - 20, 2024

*72nd Annual Convention  
and Trade Show*



Oklahoma Cattlemen's Association

#leavealegacy #okcattlecon #thetrustedvoice #empoweringcattlemen

# Welcome from the President



**Dr. Troy Shelby**  
President

Welcome to the 72nd Annual Oklahoma Cattlemen's Association Convention and Trade Show! In 1953, OCA members hosted the first annual convention creating a tradition of meeting to discuss important issues, learn about new technologies, management practices and network with our fellow cattle producers. While the venue and date has changed over the years, the purpose of our event has become more important. Our theme of "Building Our Beef Legacy" could not be more appropriate. Now, perhaps more than ever, we must be focused on the success of our past and prepare for the present. Throughout this important meeting, we will learn and discuss trends, lessons, and policies as we work together for the good of our industry.

OCA is a member-led, member-driven organization that represents beef producers of all sizes. OCA policy is set by members. I encourage you to attend the committee meetings and the OCA General Business Meeting to voice your concerns and create OCA policy. After all, decisions are made by those who show up. I certainly appreciate the role each of you play in the beef industry and am so proud you have chosen to make a business investment through your OCA membership. On behalf of the OCA officers and staff, we sincerely hope you enjoy and greatly benefit from your participation in the 72nd Annual Oklahoma Cattlemen's Convention and Trade Show!

## OCA OFFICERS



**Byron Yeoman**  
Past President



**Ford Drummond**  
President-Elect



**Merrit Armitage**  
NE Vice President



**Jim Dismukes**  
SE Vice President



**Zac Pogue**  
SC Vice President



**Kelli Payne**  
NC Vice President



**Jesse Bierig**  
NW Vice President



**Jeremy Kinder**  
SW Vice President



**Weston Givens**  
President's Council



**Bob Drake**  
President's Council

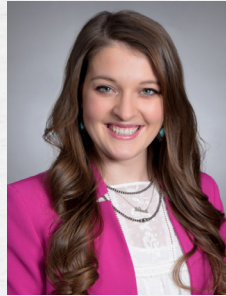
# OCA STAFF



**Michael Kelsey**  
Executive Vice  
President



**Cassie Danielson**  
Director of  
Membership & CLA



**Sydnee Gifford**  
OJCA Coordinator



**Colton Pratz**  
Oklahoma Cowman  
Editor



**Tina Fleming**  
Office Manager



**Hally Parks**  
Oklahoma Cattlemen's  
Foundation



**Jeani Logemann**  
State Brand Registrar



**Lori Campbell**  
Northwest &  
Southwest Field  
Representative



**Lori Henderson**  
Northeast & North  
Central Field  
Representative



**Betsy Ross-  
Shropshire**  
Southeast & South  
Central Field  
Representative

U.S. Premium Beef welcomes you to the  
2024 Oklahoma Cattlemen's Association  
Annual Convention and Trade Show.

*Give us a call with any questions on marketing quality based finished cattle.*



**866-877-2525**

**[www.uspremiumbeef.com](http://www.uspremiumbeef.com)**

**Registration Desk Hours:** 8:00 am - 7:00 pm | sponsored by: AIS  
**Media Room Hours:** 9:00 am - 7:00 pm | North Park  
**Silent Auction Donation Deadline:** 8:30 am | Trade Show Floor  
*Opens 10:30 am Friday; Closes 2:30 pm Saturday*

**Tradeshow Hours:**  
 Friday: 8:00 am - 7:00 pm | Noble  
*Closes 4:00 pm Saturday*

## Friday, July 19, 2024

8:00 am	<b>Nomination Committee</b>	PDR
9:00 - 10:30 am	<b>OCA / OCW / OJCA Joint Opening Session</b>	University A & B
● 10:30 - 11:00 am	<b>OJCA Leadership Session 1</b>	Sooner A
	<b>Joint Committee Meeting - Beef Business &amp; Production</b>	University A & B
12:00 - 1:00 pm	<b>OCA Past President's Council Luncheon</b>	PDR
	<b>Trade Show Visitation with Lunch</b>	Trade Show Floor
●	<b>OCW Awards Luncheon</b>	University C
	<b>Friends of Oklahoma State Meet &amp; Greet</b>	Sooner B
● 1:00 - 2:00 pm	<b>OJCA Leadership Session 2</b>	Sooner A
1:30 - 2:30 pm	<b>Cattlemen's Education Series: Session 1</b>	Oklahoma B - D
2:30 - 3:00 pm	<b>Learning Lounge Session 1</b>	Trade Show Floor
● 3:00 - 5:00 pm	<b>OJCA Leadership Session 3</b>	Sooner A
3:00 - 4:00 pm	<b>Cattlemen's Education Series: Session 2</b>	Oklahoma B - D
● 3:45 - 5:30 pm	<b>OCW Past President's Reception</b>	Hotel President's Suite
● 4:00 - 5:00 pm	<b>OCF/OJCA Steer Carcass Challenge Reception</b>	Sooner B
4:00 - 4:30 pm	<b>Learning Lounge Session 2</b>	Trade Show Floor
4:30 - 5:45 pm	<b>Cattlemen's Education Series: Session 3</b>	Oklahoma B - D
5:45 - 7:00 pm	<b>Trade Show Kickoff Reception</b>	Trade Show Floor
7:00 - 8:00 pm	<b>TCU Ranch Management Alumni Reception</b>	Sooner A
	<b>Cattlemen's Leadership Academy &amp; Top Hand Reception</b>	University A
8:00 - 9:00 pm	<b>Pre-Concert CKP Mix &amp; Mingle</b>	University B & C
9:00 pm - 12:00 am	<b>Central Life Sciences Presents Paul Bogart LIVE</b>	University B & C

## Saturday, July 20, 2024

● 8:00 - 9:00 am	<b>OCW Board of Directors Meeting</b>	Boomer
● 8:30 - 10:00 am	<b>Cattlemen's Education Series: Session 4</b>	Oklahoma B - D
● 9:00 - 10:00 am	<b>OCF Scholarship Interviews</b>	Sooner B
9:00 - 11:00 am	<b>OJCA Leadership Session 4</b>	Sooner A
● 9:45 am - 12:00 pm	<b>OCW General Business Meeting</b>	Boomer
● 10:00 - 10:30 am	<b>Learning Lounge Session 3</b>	Trade Show Floor
10:30 - 11:45 am	<b>OCA General Business Meeting</b>	Oklahoma B - D
● 11:00 - 12:15 pm	<b>OJCA General Business Meeting</b>	Sooner A
12:00 - 1:00 pm	<b>Trade Show Visitation with Lunch</b>	Trade Show Floor
12:30 - 2:00 pm	<b>OJCA and OCF Scholarship &amp; Awards Luncheon</b>	University B & C
1:00 - 2:00 pm	<b>Cattlemen's Education Series: Session 5</b>	Oklahoma B - D
2:00 - 4:00 pm	<b>Trade Show Visitation</b>	Trade Show Floor
3:00 - 3:30 pm	<b>Learning Lounge Session 4</b>	Trade Show Floor
4:00 - 5:30 pm	<b>OCA / OCW / OJCA Joint Closing Session</b>	Oklahoma B - D
5:30 - 6:30 pm	<b>Pre-Banquet Mix &amp; Mingle</b>	University A - C
6:30 - 9:00 pm	<b>OCA / OCW / OJCA Awards Banquet</b>	University A - C
9:00 pm - 12:00 am	<b>Cattlemen's Concert &amp; Social</b>	University A - C

# SPEAKERS

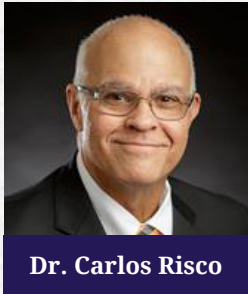


Dr. Jayson Lusk

## OCA / OCW / OJCA Joint Opening Session: OSU Ferguson College of Agriculture & College of Veterinary Medicine Update

Session sponsored by  


Dr. Jayson Lusk is the Vice President and Dean of Agricultural Programs at Oklahoma State University, where he also holds the rank of Regents Professor. He leads the Ferguson College of Agriculture and oversees OSU Extension and OSU Ag Research. Dr. Lusk re-joined OSU after serving as department head at Purdue University and was previously a faculty member in OSU's Department of Agricultural Economics from 2005 to 2013. His extensive scholarly work includes over 270 peer-reviewed scientific journal articles and six books, with expertise in food policy, emerging food issues, consumer behavior, and livestock and meat technology and marketing. He has served on numerous boards, testified before both houses of the United States Congress, and is a sought-after speaker and expert media source. Dr. Lusk earned his Ph.D. in agricultural economics from Kansas State University and his undergraduate degree in food technology from Texas Tech University. He and his wife, Christy, have two adult sons, Jackson and Harrison, and they are happy to call Stillwater, Oklahoma their home.



Dr. Carlos Risco

Dr. Risco received his DVM degree in 1980 from the University of Florida and advanced clinical training as an intern in private dairy practice at the Chino Valley Veterinary Associates, Ontario, California. He is a diplomate in the American College of Theriogenologists. From 1982 to 1990, he was a full partner at Chino Valley Veterinary Associates, a 9 veterinarian dairy practice. In 1990, he joined the faculty as an Assistant Professor at the University of Florida College of Veterinary Medicine. He became full Professor in 2002, was Chair of the Department of Large Animal Clinical Sciences from 2012 to 2018, and named Professor Emeritus in 2018. He is currently Dean of the Oklahoma State University, College of Veterinary Medicine.



Matt Makens

## Cattlemen's Education Series | Session 1: Weather Outlook: How Quickly Do We Dry Out From La Niña

Session sponsored by  
  

We will look at the arrival of La Niña and how quickly drought will spread across our region in the weather outlook now through the winter. We will answer questions like: is this another multi-year event, should we be buying feed now, how this year's corn is affected by these changes, and much more.

## Cattlemen's Education Series | Session 2: Steer Carcass Challenge Educational Session

Session sponsored by



The Steer Carcass Challenge Education Session and Reception will serve as an informational time for our Steer Carcass Challenge and Steer Feedout. The Oklahoma Cattlemen's Foundation and Oklahoma Junior Cattlemen's Association will come together with key businesses and supporters of the Steer Carcass Challenge to give a brief overview of our event and answer any questions our producers may have! Join us from 3:00 - 4:00 p.m. on Friday for this educational session, with our reception following. The Steer Carcass Challenge Reception is a time for members to meet with OCF, OJCA, and other cattle contributors to have any questions answered, or find out more information on how to become involved!

# SPEAKERS

## Cattlemen's Education Series | Session 3: OSU Research Education Session

Session sponsored by



Faculty and graduate students from Oklahoma State University will present recent and ongoing research applicable to Oklahoma producers. Projects presented will reflect work from the College of Veterinary Medicine and Ferguson College of Agriculture including the following departments: Animal and Food Sciences, Agricultural Economics, and Veterinary Clinical Sciences.



Keayla Harr



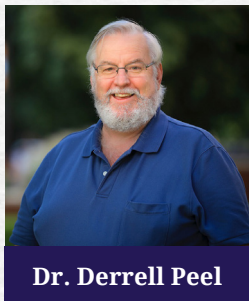
Dr. Gilliam, D.V.M



Amy D. Hagerman



Dr. David Lalman



Dr. Derrell Peel

## Cattlemen's Education Series | Session 4: Cattle Market Outlook

Session sponsored by



Derrell Peel is the Charles Breedlove Professor of Agribusiness in the Department of Agricultural Economics. He has served as the Extension Livestock Marketing Specialist since he came to Oklahoma State University in 1989. He has B.S. and M.S. degrees from Montana State University and a Ph.D. from the University of Illinois. He previously served as the Superintendent of the Southeastern Colorado Range Research Station in Springfield Colorado. His main program areas at Oklahoma State University include livestock market outlook and marketing/risk management education for livestock producers. Derrell also works in the area of international livestock and meat trade with particular focus on Mexico and Canada and the North American livestock and meat industry. He lived in Mexico on sabbatical in 2001 and has developed an extensive knowledge of the Mexican cattle and beef industry and the economics of cattle and beef trade between the U.S. and Mexico.

Visit the  
**Kids**  
Corral

Located in the trade show.

Ranching is a family affair  
and so is OCA Convention!

Presented by



# SPEAKERS

Session sponsored by



Phil Nichols

## Cattlemen's Education Series | Session 5: Insuring Your Legacy

Phil Nichols is a Veteran, Senior Executive, Entrepreneur, and Advisor with over 30 years of experience in the military, financial services, estate planning, and outsourcing industries. He is Managing Partner of Black Oak Alliance, the preferred estate planning provider for the Oklahoma Cattlemen's Association, and also manages Exsin, a business consulting firm. Additionally, he founded HR Benefit Planners, an employee benefit and HR outsourcing organization. Phil studied Human Resources at Bellevue University and served as a Special Tactics Operator in the U.S. Military. He serves on several nonprofit boards and is a speaker, writer, and podcaster dedicated to helping Veterans, individuals, and business owners succeed. Phil has been married to Tonya Nichols for 36 years, with several adult children and grandchildren.



Dave Evans

Dave Evans is a retired Air Force Officer, Pilot, Entrepreneur, and Mentor with over 30 years of experience in leadership, risk management, process improvement, and strategic planning. He is Managing Partner of Black Oak Alliance, the preferred estate planning provider for the Oklahoma Cattlemen's Association, and also manages Exsin, a business consulting firm. Previously, he served as Executive Director for a local nonprofit and Managing Director for Ocean's NG. Dave holds a Bachelor of Science from the United States Air Force Academy, where he was a football starter for three years. A former combat pilot and commander of three Air Force squadrons, he directed combat operations globally. Dave lives in Edmond, Oklahoma with his wife Andrea, son, and daughter.



*The winner of the Priefert SO4 chute in 2023 was the Pittsburg County Cattle Producers.*

## FOR 18 YEARS,

**Priefert Rodeo and Ranch Equipment has been committed to helping grow OCA membership. In that time, they've encouraged membership growth in local organizations as well by donating a piece of equipment to the Unified County Cattlemen's group with the most membership growth.**

**THE 2024 WINNER WILL BE ANNOUNCED AT  
THE OCA CONVENTION AND TRADE SHOW!**



*Thank you Priefert for your commitment  
to OCA membership growth!*



# SPEAKERS

## OCA/OCW/OJCA Joint Closing Session: OCA Legacy Member Panel

Session sponsored by



**Davis Family**

Davis Angus began in 1973 when Bud Davis purchased ten registered Angus cows, which formed the foundation of the herd that Jim and his wife, Debbie, later expanded with cattle from various sources. By 1995, they introduced artificial insemination, leading to cattle with desired carcass traits and show ring appeal. Shifting from cotton farming to registered seed stock sales, they started the annual Value Genetics Bull and Female Sale. Partnering with Buffalo Feeders allowed them to receive detailed data on their cattle, aiding in continuous improvement. Jordan Davis's involvement in showing cattle further propelled their focus on quality beef production. Now, with the addition of their son-in-law Nocona Cook and two grandsons, the family tradition continues. Davis Angus remains dedicated to enhancing their herd through advanced techniques, aiming to leave a lasting heritage for future generations on the red hills of Western Oklahoma.

## OCA/OCW/OJCA Joint Closing Session: NCBA D.C. Legislative Update



**Ethan Lane**

Ethan Lane is the Vice President of Government Affairs at the National Cattlemen's Beef Association. Ethan is a 5th generation Arizonan with more than 20 years of experience in natural resources, land use issues, and advocacy on behalf of the cattle industry. Prior to his role as the Vice President of Government Affairs, Ethan was the Executive Director for the Public Lands Council and Senior Executive Director of the NCBA Federal Lands portfolio. Before joining PLC and NCBA, Ethan operated a consulting firm where he worked on multiple high profile political campaigns and advised a variety of private companies and industries on regulatory and legislative issues impacting their businesses. Prior to moving to Washington, Ethan spent ten years helping to grow and manage a large real estate and ranch portfolio Arizona. His diverse background gives him a unique perspective on the challenges producers face on a daily basis.



**Michael Kelsey**

Michael is the Executive Vice President of the Oklahoma Cattlemen's Association. His responsibilities include serving as the registered lobbyist for OCA at the State Capitol and administering all communication with Oklahoma's federal congressional delegation. In addition to regular communication with the federal delegation offices, Michael travels to DC representing OCA three times a year.

*Learning Lounge* on the Trade Show Floor:

**FRIDAY: 2:30 PM - 3:00 PM, & 4:00 PM - 4:30 PM**  
**SATURDAY: 10:00 AM - 10:30 AM, & 3:00 PM - 3:30 PM**

Sessions sponsored by:



**FerAppease**<sup>®</sup>  
Maternal Bovine Appeasing Substance



**OKBRAND**  
FENCING PRODUCTS



# DROUGHT = Extra Expense and Loss of Income



Contact  
**Cody Lewis**  
**765-617-3900**  
clewis@ckpinsurance.com

## The USDA Risk Management Agency helps protect your Pasture, Rangeland, and Forage (PRF) from the elements.

- Very affordable – Government subsidized
- No adjusters needed
- Rainfall monitored by NOAA
- Premiums are not due until October 1st
- No claim forms
- Protects your cash flow



# CKP

SPECIALIZING IN PRF & LRP

PART OF THE BROWN & BROWN  
INSURANCE SERVICES, INC. TEAM

**CONTACT YOUR CKP PRF SPECIALIST TODAY!**

Cody Lewis 765-617-3900

[ckpinsurance.com](http://ckpinsurance.com)

# Veterinary Continuing Education Credits



*Our convention has been approved for 5 hours of Veterinary Continuing Education Credits!*

**LET REGISTRATION KNOW YOU ARE A VET TO RECEIVE CREDIT.**

**RECRUIT THREE NEW OCA MEMBERS EACH YEAR TO BE PART OF THE TOP HAND CLUB!**



## *What is the Top Hand Club?*

A membership recruitment program, created to recognize members who are committed to helping build a stronger Oklahoma Cattlemen's Association. Recruit three new OCA members each year to stay in the Top Hand Club. New members are accumulated over a lifetime. Awards are presented at the Annual OCA Convention and Trade Show.

## *Top Hand Club Awards are:*

- 10 New Members - OCA Lone Star Buckle
- 20 New Members - OCA Mooremaker Knife
- 40 New Members - OCA Engraved Rifle

# THANK YOU SPONSORS



*Thank you for attending the 72nd Annual  
OCA Convention and Trade Show!*

# YOUR DOLLAR CREATES BEEF LOVERS FROM BITE ONE



**Davis-Cook Ranch  
Foss, Oklahoma**

Leading pediatric and nutrition associations, including the Dietary Guidelines for Americans, now recommend introducing meats like beef, among other nutrient-dense foods, to infants and toddlers. Your Checkoff dollar supports the research and raises awareness of new guidelines that prove beef's 10 essential vitamins and minerals, including protein, iron and zinc, help promote growth and development, creating new generations of beef lovers before their first step.

**Your Dollar Does**

[YourDollarDoes.com](http://YourDollarDoes.com)

OKLAHOMA  
**BEEF**  
COUNCIL  
Funded by Beef Farmers and Ranchers