



NEWS RELEASE

Contact: Michael Kelsey, OCA Executive Vice President
405.235.4391 or mkelsey@okcattlemen.org

Oklahoma Cattlemen's Association announces registration opening for the 72nd Annual Convention and Trade Show

[Oklahoma City, OK – May 1, 2024] – The Oklahoma Cattlemen's Association (OCA) proudly announces the opening of registration for its highly anticipated 72nd Annual Convention and Trade Show. Themed "Building our Beef Legacy," this year's event promises to be a dynamic gathering of industry leaders, producers, and enthusiasts eager to celebrate and advance Oklahoma's vibrant cattle industry.

Schedule to take place from July 19-20, the convention will be held at the Embassy Suites Convention Center in Norman, providing an ideal setting for networking, education, and collaboration. Attendees can expect a comprehensive program featuring a diverse array of educational sessions, engaging speakers, and interactive workshops tailored to address key issues facing the beef industry today.

A highlight of the convention will be the expansive trade show, boasting over 100 exhibitor booths showcasing the latest innovations, technologies, and services in the cattle industry. From equipment and technology demonstrations to product showcases and networking opportunities, the trade show offers attendees invaluable insights and connections to support their operations and businesses.

"We are thrilled to open registration for our 72nd Annual Convention and Trade Show," said Dr. Troy Shelby, President of the Oklahoma Cattlemen's Association. "This event serves as a cornerstone of our commitment to advancing the interests of Oklahoma's cattle producers and fostering a strong and legacy oriented beef industry. With an engaging lineup of educational sessions, a dynamic trade show, and unparalleled networking opportunities, attendees can look forward to a rewarding and enriching experience."

OCA is proud to once again partner with the National Cattlemen's Beef Association through a partnership with the National Cattlemen's Foundation and Cargill Protein to provide the Rancher Resilience Grant for qualified attendees. Members can receive the grant to cover the costs of registration and hotel for the event. Application information is available when attendees register for the Convention.

Registration for the 72nd Annual Convention and Trade Show is now open, with early bird discounts available for those who register before July 1st. To learn more and secure your spot at this premier event, visit www.okcattlemen.org/convention-trade-show.

The OCA is the trusted voice of the Oklahoma Cattle Industry and works to protect and empower Oklahoma cattlemen today, to serve tomorrow. OCA is the only voice that speaks solely for the cattlemen of Oklahoma and represents beef producers in all 77 counties across the state. The OCA officers, board of directors and membership encourages you to join us in our advocacy efforts to ensure less government intervention, lower taxes, and a better bottom line. For more information about OCA membership, the theft reward program or activities call 405-235-4391 or visit www.okcattlemen.org.