



## NEWS RELEASE

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### **Oklahoma Cattlemen's Association announces Speakers and Education Sessions for the 72<sup>nd</sup> Annual Convention and Trade Show**

[Oklahoma City, OK – June 19, 2024] – The Oklahoma Cattlemen's Association (OCA) proudly announces the speaker lineup for the highly anticipated 72nd Annual Convention and Trade Show on July 19-20 at the Embassy Suites Convention Center in Norman. 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.

Kicking off the Convention in the Opening General Session will be Oklahoma State University's Ferguson College of Agriculture Dean Jayson Lusk and College of Veterinary Medicine Dean Carlos Risco. They will share highlights from their respective colleges and how they are collaborating for the good of the Oklahoma beef cattle industry.

Convention Educational Sessions include:

- How Quickly Do We Dry Out From La Nina with Meteorologist Matt Makens
- The Cattle Market Outlook from Dr. Derrell Peel
- OSU Research Update with four faculty and graduate students
- Insuring your Legacy with Black Oak Alliance
- Steer Carcass Challenge Educational Session with the Oklahoma Cattlemen's Foundation and the Junior Cattlemen's Association

The Closing Session on Saturday promises to be outstanding with a family legacy panel discussion with the Jim Davis Angus Ranch family and a Washington DC update with NCBA Vice President of Government Affairs Ethan Lane.

A continued popular offering throughout the trade show schedule will be the Learning Lounges. These four short sessions are power packed with information in a more informal setting.

"We are excited about our speakers and educational sessions for our 72nd Annual Convention and Trade Show," said Dr. Troy Shelby, President of the Oklahoma Cattlemen's Association. "These folks are experts in the respective fields and are set to provide excellent information and insight to our members attending Convention."

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 of up to \$500 to cover the costs of registration and hotel for the event. The deadline to register for the grant is June 28<sup>th</sup>.

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