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# Press Release

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## **CALIFORNIA CATTLEMEN'S ASSOCIATION NAMED 2010 GOLDEN BEAR AWARD RECIPIENT Past and Present Leadership on hand to Accept Award from State Fair**

SACRAMENTO, CALIF. – As a longtime, active supporter of the California Exposition and State Fair, the California Cattlemen's Association (CCA) was recognized as a 2010 Golden Bear Award Recipient at the State Fair's opening Gala on Friday, July 9. Past and present leadership from CCA was on hand to accept the award on behalf of California's cattlemen and cattlemen who have shown support for the fair since its inception in 1854.

During the award presentation, many of CCA's contributions to the fair were highlighted. In the State Fair's beginning, CCA was influential in the beef shows, auctions and promotion of the fair and, over time, changes and trends within the beef industry were tied closely to fairs and the State Fair became an integral element for genetic evaluation, marketing, promotion and celebration – all of which CCA had a stake in.

"The California Cattlemen's Association has been an active participant in the Fair's long history since the early part of the 20th century," said Norbert J. Bartosik, State Fair CEO & General Manager. "The group plays an important role in youth programs, public education activities, the Open Beef Show and the Fair's innovative DNA testing program and Quality Assurance trainings. The California State Fair is proud to recognize the California Cattlemen's Association with the honor of the Golden Bear Award."

Over the years, CCA leadership has also provided important direction to the fair relative to the Agricultural Advisory Board. CCA members were instrumental in establishing the Performance Bull Program as well as Cattlemen's Day, a celebration which CCA has worked to support and preserve during tough economic times.

At the award presentation, a video was shown featuring current CCA President Tom Talbot, DVM, a cow-calf producer from Bishop, Calif., who spoke of the symbiotic relationship between CCA and the State Fair.

"It is an honor to accept this award which recognizes the countless hours of volunteer work by cattlemen and cattlemen who've taken on projects – big and small – to support our fair, our industry and agriculture in our great state," Talbot said. "As we look to the future, and our growing population becomes further and further removed from understanding much about the food they eat every day, the fair's agricultural underpinnings and the ability to put cattle, along with other crops and livestock, and the stories of the ranchers and farmers who raise them into the spotlight has never been more important. CCA is honored to accept this award and looks forward to continuing our relationship with the state fair for years to come."

Prior to the award ceremony, framed commendations were presented to CCA by Secretary A.G. Kawamura of the California Department of Food and Agriculture and Congressman John Garamendi.

The Golden Bear Award was presented by State Fair Chief Executive Officer Norbert Bartosik, Sacramento, Calif., and Fair Board Chair Gil Albiani, Elk Grove, Calif. Those accepting the award on behalf of CCA members were CCA President-elect Kevin Kester and his wife June, Parkfield, Calif.; former CCA Executive Vice President Bill Staiger, Folsom, Calif.; current CCA Executive Vice President Matt Byrne, Sacramento, Calif.; and Past CCA President Mark Nelson and his wife Abbie, Wilton, Calif.

For more information contact Stevie Ipsen in the CCA office at (916) 444-0845.

PHOTO AVAILABLE UPON REQUEST

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**Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$1.78 billion beef cattle industry on legislative and regulatory affairs and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.**