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PRESS RELEASE

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Siskiyou County Rancher Elected California Cattlemen's Association Officer

SACRAMENTO -- Longtime cattle producer Jack Cowley of Montague will serve the California Cattlemen's Association as second vice president after he was elected to the two-year term at the 91st annual CCA/CCW convention in Reno, Nev.

Cowley, who has been ranching in northern California for nearly four decades, owns and operates a family ranch in Siskiyou County. Over the course of that time, he has been heavily involved in both the purebred and commercial cattle industries. Along with his wife, Barbara and their seven children, Cowley has become one of Little Shasta's most recognized producers. In 1990, Cowley was honored as the California Beef Cattle Improvement Association's Seedstock Producer of the year and in 2007, was named the Siskiyou County's Cattleman of the Year.

Having held past leadership roles on the local, state and national level, Cowley said he is looking forward to his new position and believes he has something to add to the broad experience of the other officers. Cowley currently serves as president of the Siskiyou County Cattlemen's Association. He has also served on the Cattlemen's Beef Board, as well as on committees for National Cattlemen's Beef Association.

Along with the rest of the officer team, Cowley will guide the association in executing the policy direction set by CCA's members, who represent a cross section of the state's \$1.6 billion beef cattle industry. In addition, Cowley will assist in uniting industry members and allies.

"I am excited to get things underway," Cowley said. "I know the good this association does for ranchers. I plan to involve many producers to tackle the issues that affect us all in order to maintain California's ranching heritage."

CCA President Bruce Hafenfeld said he is grateful to have someone with Cowley's experience and background helping him and the other officers make important decisions that will impact California's cattlemen.

"In addition to his expertise as a producer, Jack also brings much experience as a leader," Hafenfeld said. "We are glad to have him on-board and we know he will do great things for CCA."

Cowley replaces former second vice president Carolyn Carey of Alturas, who reached the conclusion of her term this past fall.