



Press Release

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California Ranchers Celebrate 93rd Annual Convention

SACRAMENTO – Last week, more than 700 members of the California Cattlemen's Association (CCA) and California CattleWomen, Inc. (CCW), held their 93rd Annual Convention alongside their Nevada counterparts in Sparks, Nev. At the convention, the broad group of progressive cattle producers were able to address issues pertinent to their way of life.

The successful convention, themed The Story of Beef, allowed ranchers throughout California and Nevada to address issues that impact them and provide direction for CCA through the policy-development process. The convention also brought in educational speakers aimed at helping the cattle producers make the most of their ranching operations. Producers heard from speakers regarding updates on the difficult economy, animal welfare and the importance of being a spokesperson for beef production.

According to CCA President Tom Talbot, DVM, a Bishop, Calif., cow-calf producer, the convention gave those present the chance to network, as well as help preserve their ranching operations for future generations.

“There are a lot of issues facing cattle producers in the West, but this terrific turnout of cattlemen and women shows that our way of life is alive and well,” Talbot said. “I am grateful to all of the participants at this year's meetings who helped us have a successful and productive convention that will help direct CCA in the upcoming year.”

In addition to policy-setting meetings and educational opportunities, the convention also recognized some very deserving individuals for the contributions they have made to CCA and to California's cattle producers:

University of California, Davis, Veterinary Dean Bennie I. Osburn, DVM, Ph.D., was the recipient of CCA's highest honor, the Gordon K. Van Vleck Memorial Award, for his efforts in helping drive research for the creation of a foothill abortion vaccine as well as helping producers on numerous other cattle production issues in California.

Tri-State Livestock Credit Corporation recognized California Livestock Man of the Year Bill Borrer, of Gerber, Calif., for his many contributions to agriculture on the West Coast as well as across the nation.

Randy Perry, Ph.D., of California State University, Fresno, earned the Young Cattlemen's Committee (YCC) Supporter of the Year Award for his work to further the education of upcoming ranchers in California. In addition, Fresno State's Brie Witt was awarded the 2010 Young Cattleman of the Year Award as well as the YCC's "Top Hand Award" for recruiting the most new members to CCA.

In other 2010 "Top Hand" recruiting contests: 1st place went to Joe Egan, Janesville, Calif.; 2nd place went to Jim Keegan, Williams, Calif.; and 3rd place went to Matt Pritchard, Flournoy, Calif. The local association "Top Hand" was awarded to the Lassen County Cattlemen's Association for bringing in the most new members.

The California Beef Cattle Improvement Association (CBCIA) also acknowledged their producers of the year at the membership luncheon on Nov. 12. The Seedstock Producer of the Year went to Tim and Jill Curran of Circle Ranch in Ione, Calif., while the Commercial Producer of the Year was Duane Martin Livestock, also of Ione, Calif. Ellington Peek, co-founder of Western Video Market, in Cottonwood, Calif., and owner of Shasta Livestock Market was awarded with CBCIA's 2010 Horizon Award for his unique vision and progressiveness in beef production.

CCW recognized their annual CowBelles of the Year from CattleWomen's units across the state. The convention marked the end of the officer term for CCW President Merrilee Doss, Cameron Park, Calif. Doss was replaced by Melanie Fowle, of Etna, Calif. Other new CCW officers are First Vice President Pamela Payen, Loyalton, Calif.; Second Vice President Kim Bonde, Livermore, Calif.; Second Vice President Tammy McElroy, Gridley, Calif.; and Northern California Director Cassandra Doss, Eureka, Calif.

The second vice president term of Jack Cowley, a rancher from Montague, Calif., came to and end. The CCA Nominated Committee nominated and elected public lands rancher William (Billy) Flournoy, Likely, Calif., to replace Cowley. Flournoy's term will run through 2011.

The CCA/CCW Convention would not have been as successful without the many members, speakers and sponsors who helped make it possible. The 94th Annual CCA/CCW Convention will take place Nov. 17-19, 2010, at John Ascuaga's Nugget, in Sparks, Nev.

Formed in 1917, the California Cattlemen's Association (CCA) is a statewide trade association representing California's \$1.85 billion beef industry and the beef production chain.

CCA's main objective is to represent the interests of California beef producers before both state and federal administrations, Congress, the California legislature and federal, state and local regulatory agencies. CCA is a membership driven organization and policies directing lobbying activities are solely determined by CCA members.

More information and photos about each of the award winners is available by contacting Stevie Ipsen in the CCA office at (916) 444-0845.

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