



FOR IMMEDIATE RELEASE  
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# Press Release

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## **Speakers Announced for CCA/CCW Convention Educational Forums Impressive Lineup of Industry Professionals to Highlight Annual Meeting**

SACRAMENTO – During the 92<sup>nd</sup> Annual Convention of the California Cattlemen's Association (CCA) and California CattleWomen, Inc., (CCW) attendees will be given the opportunity to hear from industry experts from throughout the nation.

As the largest annual policy-making and educational event for California beef producers, CCA is pleased to present a knowledgeable lineup of agriculture experts to the CCA and CCW membership. This year, as a preface to annual committee meetings, two educational forums are scheduled with prominent speakers addressing Cattle Health and Marketing Issues from 8:30 to 11:30 a.m., and Environmental, Tax and Land Use Issues from 10:10 to 11:30 a.m.

"This year's convention features an array of speakers second to none." said CCA President Bruce Hafenfeld. "In addition to learning from these industry leaders, participants have the opportunity to set policies and direction for our valuable association. I encourage my fellow cattlemen and women to attend and take advantage of the offerings of this year's convention and play a proactive role in keeping our way of life alive and well in California."

Duane Lenz, manager of analyst services, Cattle Fax, Englewood, Colo., will headline Forum One with an in-depth market presentation and discussion that is free for all attendees. Lenz will be followed by a presentation and discussion about Tuberculosis in California and the national Tuberculosis program. Concluding Forum One will be Deputy Administrator Craig Morris, Ph.D., of the Livestock and Seed Program for the Agricultural Marketing Service of the U.S. Department of Agriculture. Morris will lead a discussion and presentation on the new Country of Origin Labeling program.

Attendees will also have the unique opportunity to hear from Chief Mike Jewell of the U.S. Army Corp of Engineers' Regulatory Branch in Sacramento. He will provide direction on compliance updates on wetlands regulation and other habitat matters. Following Jewell will be Ed Burton, state director, Natural Resources Conservation Service, Davis, who will highlight new opportunities for ranchers under the Conservation Title of the 2008 Farm Bill.

The convention will take place Nov. 19-21 at John Ascuaga's Nugget in Sparks, Nev. The registration and reservation deadlines for the meeting are quickly approaching. Hotel reservations at John Ascuaga's Nugget must be made by Friday, Oct. 24 by calling 1-800-648-1177. The convention registration deadline is Nov. 10. Registration can be done online or by faxing in the form found on the CCA Web site [www.calcattlemen.org](http://www.calcattlemen.org). For more information contact the CCA office at (916) 444-0845.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion- dollar 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.