



# Press Release

**FOR IMMEDIATE RELEASE**

December 2, 2009

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## **Modoc County Cattleman Selected to Serve as California Cattlemen's Association Second Vice President**

SACRAMENTO – At the 93<sup>rd</sup> Annual California Cattlemen's Association (CCA) Convention in Sparks, Nev., William (Billy) Flournoy, a public lands rancher from Likely, Calif., was nominated and elected to serve a two-year term as a second vice president for CCA.

As a progressive Northern California rancher, Flournoy brings with him much beef production experience that will benefit the association over the next two years. Throughout his term, Flournoy will travel the state to promote California beef production and share with cattlemen and women the importance of speaking up for cattle production and supporting the membership-driven grassroots organization.

CCA President Tom Talbot, DVM, a cow-calf producer from Bishop, Calif., said, "We are lucky to have a knowledgeable public lands rancher from the northern end of the state serving on the officer team. Billy Flournoy is a full-time cattleman from a tough part of the state with a long history of service to California's producers and I am looking forward to working with him to help move CCA and cattle production in California forward."

Flournoy and his wife, Athena, run Likely Land and Livestock Co., Inc., in Modoc County, alongside Billy's brothers, John and David, and their father, Don. Flournoy has also served as president of the Modoc County Cattlemen's Association, member of the Public Lands Council, and as a long-time member of the CCA's Public Lands Committee. As second vice president, Flournoy replaces Jack Cowley a cow-calf producer from Montague, Calif.

Flournoy 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.**