

Help CCA Help You Getting involved to stay ahead

Preparing for convention always brings a smile to my face when I think of the joyful gathering of fellow cattle producers and this year is no different. As you prepare for our annual convention, I would like to present you with a challenge to not just to show up to convention, but to get involved.

As if you have not been faced with enough lately – between finances, drought, land conservation, animal handling scrutiny and more – I am giving you another challenge. This challenge aims to help you improve yourself and your operation in these staggering times and continue into the future.

Before I came to work for the California Cattlemen's Association (CCA), I was working on the Black Rock Desert in northwestern Nevada, running cows on two 80,000-acre permits. I remember when we would make it into town we would hear other cattlemen talking about how things were going for them.

Making a living running cattle is not easy, is what most of the conversations boiled down to. But what can you do other than put your head down and keep working?

During these conversations, we shared our hardships with others as well, and it was not until I began working on the advocacy side of ranching that I realized there is an opportunity to speak out to someone who not only listens, but also works to fix ranchers' frustrations and fights for improvements to our way of life.

If you have made plans to attend the 93rd Annual CCA/CCW Convention, to be held this month in Sparks, Nev., you are on the right path to getting involved. The next step is even more important. There are a number of meetings throughout convention that impact your bottom line and your daily operations. It may seem

easy enough to show up and sit quietly through the meetings, but by interacting and understanding the issues, you are securing your way of life. If you do not get involved in the decision-making process today, you may not be here tomorrow.

I'm sure you would never make the decision to not feed your cows or not find pasture for them. It is too big of a risk to not take action and let your ranch go by the wayside. Have you been complaining to your friends and neighbors about the troubles in the cattle business? You are in the position to make a difference. Your membership with CCA provides you a direct opportunity to be part of addressing the challenge you face head on.

CCA cannot help you solve a problem if we do not know that it exists. As a member-directed association, CCA gives you the reins to participate in the decisions that affect your future.

Your membership with CCA is a long-term investment and insurance policy written by you and only activated when you choose to be engaged. Finding pasture or feeding your cattle this year is a short-term investment that you have made to secure your present viability. In the longer term, we all want to know if we'll have pasture in the future. Your participation in CCA is your long-term ticket to ensure your way of life will not be gone next year or in the years to come.

My hope is that you will come to convention and involve yourself. Participate in the many educational opportunities and engage yourself with the qualified beef industry experts headlining the event. For a detailed schedule of events, visit www.calcattlemen.org.

My promise is that if you do make the commitment to involve yourself,

you will be equipped with the knowledge to be a better rancher. CCA is striving to preserve your cattle, land, family and way of life now and for future generations.

Help CCA help you by meeting my challenge to get involved in November at convention and with CCA's many other activities throughout the year. If you have any questions about this year's convention or other opportunities to get involved, contact me at (916) 444-0845 or e-mail chaley@calcattlemen.org.



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