

FOR IMMEDIATE RELEASE

Media Contact:
Oklahoma Cattlemen's Association
Chancey Hanson
405-743-7844 or chanson@okcattlemen.org

OCA Board of Director's Meeting Nov. 14 & NBQA Review by Dr. Deb VanOverbeke

OKLAHOMA CITY, OKLA., NOVEMBER 3 – The Oklahoma Cattlemen's Association invites all members to attend the Fall Quarterly Board of Directors Meeting on Tuesday, Nov. 14 at Express Ranches Sale Facility near Yukon, Okla. Lunch will be served at 11:30 a.m. and the board of director's meeting will follow. Driving directions and a link to RSVP can be found at www.okcattlemen.org.

"The OCA is a membership owned and driven organization and board meetings are open to all OCA members," said Weston Givens, OCA President. "Association Business is taken care of at board meetings, but attending is also a great way to stay up-to-date on industry issues, network with fellow cattlemen and visit about specific needs or concerns."

Additionally, Dr. Deb VanOverbeke, National Beef Quality Audit Principle Investigator will review the National Beef Quality Audit. The National Beef Quality Audit (NBQA) is a comprehensive survey that evaluates beef industry efforts to improve beef quality. Conducted every five years since 1991, the checkoff-funded Audit assesses progress the industry makes on a variety of production issues that ultimately affect consumer demand for beef.

"I am excited to have Dr. Deb VanOverbeke, and hear about progress that our industry has made improving beef quality," Givens said. "After all, the end goal of any cattleman should be to provide consumers with a product that they enjoy and trust."

Attendees are encouraged to RSVP to assist with meal preparation by calling 405.235.4391 or visiting www.okcattlemen.org.

The OCA represents more than 5,500 Oklahoma ranching families and is the trusted voice of the Oklahoma Cattle Industry. The OCA officers, board of directors and membership encourages you to join us in our advocacy efforts to ensure less government intervention, lower taxes and a better bottom line. For more information about OCA membership, the theft reward program or activities call 405-235-4391 or visit www.okcattlemen.org.

###