

NEWS RELEASE

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Duane Lenz of CattleFax to Kick Off the 66th OCA Convention and Trade Show

OKLAHOMA CITY, Okla., May 8, 2018 – Duane Lenz, the general manager of CattleFax, will be the keynote speaker during the opening general session of the 2018 Oklahoma Cattlemen’s Association Convention and Trade Show. The 66th Annual event will be held July 20 and 21 at the Embassy Suites in Norman, Okla.

“Our convention committee wanted this year’s convention to focus on business. CattleFax is the global leader in beef industry research, analysis and information and seemed like a perfect fit for an opening session speaker,” said OCA President Weston Givens.

According to Givens, Duane is a high energy speaker that is good at engaging an audience. Duane grew up in Colorado on a diversified livestock operation. He graduated from Colorado State University with a Bachelor of Science degree in animal science and began working with CattleFax in 1989 as a market analyst. In addition to serving as General Manager for CattleFax, Duane is responsible for Texas, Arizona and California feedlot members, as well as being involved in protein analysis.

Merck Animal Health is the sponsor of the opening general session speaker.

“We appreciate the great partnership we have with Merck Animal Health and the significant amount of sponsorship dollars they give to provide unique opportunities to our members – their customers,” Givens said.

Convention attendees will enjoy a large trade show along with the opportunity to attend five sessions of Cattlemen’s College with varying topics for cattlemen to gain knowledge and new ideas. Discussion around OCA policy and an OCA General Business meeting will also take place. The final event of convention is the awards banquet where outstanding cattlemen and their accomplishments will be recognized and celebrated.

OCA Convention registration is now open. To register, visit www.okcattlemen.org. The first 66 registrants will get a free limited-edition convention t-shirt sponsored by BancFirst and Whole Heart Creations. Trade Show booths are still available. If you are interested in participating as a trade show exhibitor call Shari at 405.235.4391.

The OCA is the trusted voice of the Oklahoma Cattle Industry. OCA is the only voice that speaks solely for the cattlemen of Oklahoma and represents beef producers in all 77 counties across the state. 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.

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