

OKLAHOMA CATTLEMEN'S ASSOCIATION



73RD ANNUAL CONVENTION & TRADE SHOW

JULY 25-26, 2025



#HERITAGE #OKCATTLECON #THETRUSTEDVOICE #INNOVATION

Welcome FROM THE PRESIDENT



DR. TROY SHELBY
President

Welcome to the 73rd Annual Oklahoma Cattlemen's Association Convention and Trade Show! Since 1953, OCA members have gathered each year to exchange ideas, explore new tools and practices, and strengthen the bonds that tie us together as cattle producers. While our meeting places and timelines have evolved, the core reason for this event remains unchanged—and more relevant than ever.

This year's theme, "A Heritage of Innovation," reflects the balance we strive for as an industry—honoring the legacy that brought us here while staying forward-focused on progress. This convention is an opportunity to discuss the latest trends, navigate challenges, and shape the policies that impact our livelihood.

OCA is proud to be a grassroots, member-led organization. Your voice matters here. I encourage every member to attend committee meetings and our General Business Meeting. The direction of our association—and our industry—is determined by those who show up and speak up.

Thank you for making OCA a part of your business strategy. Your commitment helps drive our collective success. On behalf of our officers and staff, we're glad you're here and hope you leave energized, informed, and proud to be part of the 73rd Annual OCA Convention and Trade Show.

OCA OFFICERS



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Past President



FORD DRUMMOND
President-Elect



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NE Vice President



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SE Vice President



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2025 Oklahoma Cattlemen's Association
Annual Convention and Trade Show.

Give us a call with any questions on marketing quality based finished cattle.



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SCHEDULE

Registration Desk Hours: 8:00 am - 7:00 pm | Sponsored by: The Black Oak Alliance
Media Room Hours: 9:00 am - 7:00 pm | North Park
Silent Auction Donation Deadline: 8:30 am | Trade Show Floor
Opens 10:30 am Friday; Closes 2:30 pm Saturday

Tradeshow Hours:
Friday: 8:00 am - 7:00 pm | Noble
Closes 4:00 pm Saturday



FRIDAY, JULY 25, 2025

8:00 am	Nomination Committee		PDR
9:00 - 10:30 am	OCA / OCW / OJCA Joint Opening Session	Sponsored by	University A & B
10:30 - 11:00 am	OJCA Leadership Session 1	Sponsored by	Sooner A
11:00 - 12:00 pm	Cattlemen's Education Series: Session 1	Sponsored by	Oklahoma B - D
11:30 - 1:00 pm	OCW Awards Luncheon	Sponsored by	University C
12:00 - 1:00 pm	OCA Past President's Council Luncheon	Sponsored by	PDR
12:00 - 1:00 pm	Trade Show Visitation with Lunch	Sponsored by	Trade Show Floor
1:00 - 2:00 pm	OJCA Leadership Session 2	Sponsored by	Sooner A
1:00 - 2:30 pm	Joint Committee Meeting - Beef Business & Production	Sponsored by	University A & B
3:00 - 3:30 pm	Learning Lounge Session 1	Sponsored by	Trade Show Floor
3:00 - 5:00 pm	OJCA Leadership Session 3	Sponsored by	Sooner A
3:30 - 5:00 pm	OCW Past President's Reception		Hotel President's Suite
4:00 - 4:30 pm	Learning Lounge Session 2	Sponsored by	Trade Show Floor
4:30 - 5:45 pm	Cattlemen's Education Series: Session 2	Sponsored by	Oklahoma B - D
5:45 - 7:00 pm	Trade Show Kickoff Reception	Sponsored by	Trade Show Floor
7:00 - 8:00 pm	TCU Ranch Management Alumni Reception		Sooner A
7:00 - 8:00 pm	Cattlemen's Leadership Academy & Top Hand Reception	Sponsored by	University A
8:00 - 9:00 pm	Pre-Entertainment Mix & Mingle		University B & C
9:00 - 11:00 pm	The Cattlemen's Dueling Pianos		University B & C

SATURDAY, JULY 26, 2025

8:00 - 9:00 am	OCW Board of Directors Meeting		Boomer
8:00 - 9:00 am	OJCA Leadership Session 4	Sponsored by	Sooner A
8:30 - 10:00 am	Cattlemen's Education Series: Session 3	Sponsored by	Oklahoma B - D
9:00 - 10:00 am	OCF Scholarship Interviews		Sooner B
10:00 - 10:30 am	Learning Lounge Session 3	Sponsored by	Trade Show Floor
10:00 - 11:30 am	OJCA General Business Meeting		Sooner A
10:00 am - 12:00 pm	OCW General Business Meeting		Boomer
10:30 am - 12:00 pm	OCA General Business Meeting	Sponsored by	Oklahoma B - D
12:00 - 1:00 pm	Trade Show Visitation with Lunch	Sponsored by	Trade Show Floor
12:30 - 2:00 pm	OJCA and OCF Scholarship & Awards Luncheon	Sponsored by	University B & C
1:00 - 2:00 pm	Cattlemen's Education Series: Session 4	Sponsored by	Oklahoma B - D
2:00 - 4:00 pm	Trade Show Visitation		Trade Show Floor
3:00 - 3:30 pm	Learning Lounge Session 4	Sponsored by	Trade Show Floor
4:00 - 5:30 pm	OCA / OCW / OJCA Joint Closing Session	Sponsored by	Oklahoma B - D
5:30 - 6:30 pm	Pre-Banquet Mix & Mingle		University A - C
6:30 - 9:00 pm	OCA / OCW / OJCA Awards Banquet	Sponsored by	University A - C
9:00 - 11:00 pm	Cattlemen's Concert & Social		University A - C



SPEAKERS

OCA / OCW / OJCA JOINT OPENING SESSION:

JUST THE FACTS: NEW WORLD SCREW WORM UPDATE

Session sponsored by



DR. ROD HALL, DVM

Dr. Hall was raised on small beef and dairy farms near Ada, Oklahoma. He did his pre-veterinary work at East Central University in Ada and graduated with a D.V.M. degree from Oklahoma State University in 1977. He practiced in Alva, OK for one year before opening a mixed animal practice in Tishomingo, OK in 1978.

He joined Animal Industry Services in the Oklahoma Department of Agriculture, Food, & Forestry in December 2006. As a staff veterinarian he worked mainly with the Brucellosis, Tuberculosis, Trichomoniasis, Johne's Disease, and Livestock Market Inspection programs. He was named State Veterinarian in June 2011. He is a member of American Veterinary Medical Association and Oklahoma Veterinary Medical Association where he was named Oklahoma Veterinarian of the Year at the 2016 Annual Convention.

CATTLEMEN'S EDUCATION SERIES | SESSION 1:

WEATHER OUTLOOK: IMPECCABLE RAINFALL TIMING

Session sponsored by



MATT MAKENS

You've seen his work from CattleFax and NCBA, Matt Makens has presented thousands of weather forecasts and outlooks to dozens of industries since the 1990s. With a specific focus, Matt formed Makens Weather, LLC in 2016 and grew quickly by providing actionable weather and climate information, clearly communicated. The primary focus is on long-term seasonal forecasts and short-term weather hazards for the agricultural industry. Makens Weather has served global clients from Australia to Canada and the United States.

Makens grew up outside of Castle Rock, Colorado, on a small acreage where he competed annually in the Douglas County Fair and Rodeo and was a livestock judging team member. Matt attended The University of Kansas - degreed in Atmospheric Science.

He and his wife Hillary, also serving the beef industry, live in Douglas County, Colorado, where they are raising their two children.



SPEAKERS

Session sponsored by



CATTLEMEN'S EDUCATION SERIES | SESSION 2:

FROM CARCASS TO CUT: INNOVATIONS IN RED MEAT YIELD



DR. GRETCHEN MAFI

Gretchen Mafi is a Professor and the Ralph & Leila Boulware Endowed Chair in the Department of Animal and Food Sciences at Oklahoma State University. She teaches undergraduate and graduate courses in meat science and conducts research focused on meat cutability and quality. Gretchen earned her bachelor's and Ph.D. degrees from Texas Tech University and her master's from Colorado State University. She teaches three to five courses each semester, advises students, and has published over 100 scientific articles.

In addition to her academic work, Gretchen coaches the Oklahoma State Meat Judging Team and has received several prestigious awards, including the AMSA Signal Service Award (2021), USDA Excellence in Teaching Award (2020), and AMSA Distinguished Teaching Award (2019). She has also served as President and Board Member of the American Meat Science Association. Gretchen and her husband, Jeff Mafi, live on their farm in Coyle, Oklahoma, where they raise purebred Angus cattle.



DR. DALE WOERNER

Dr. Dale R. Woerner is the Cargill Endowed Professor of Sustainable Meat Science in the Department of Animal and Food Sciences at Texas Tech University. He earned both his B.S. (2003) and M.S. (2005) degrees in Animal Science from Texas Tech University, followed by a Ph.D. in Animal Science with a focus on Meat Science from Colorado State University in 2009. Dr. Woerner served as a faculty member at Colorado State University for nine years before joining the faculty at Texas Tech University in 2018. Over his career, he has secured more than \$15 million in industry-funded research and has published over 300 scholarly works, including peer-reviewed manuscripts and technical reports in the field of meat science.



KELLY RETALLICK

Kelli Retallick-Riley currently serves as the president of Angus Genetics Inc. (AGI), a subsidiary of the American Angus Association® where she leads the company's genetic evaluation technology and research programs. Retallick-Riley previously served as the served as the director of genetic and genomic programs and the director of genetic service at AGI. Kelli is a graduate of the University of Wisconsin-Madison and earned her master's degree at Kansas State University where she also worked closely with scientists at the US Meat Animal Research Center in Nebraska.

CATTLEMEN'S EDUCATION SERIES | SESSION 3:

CATTLE MARKET OUTLOOK: CHALLENGES & OPPORTUNITIES

Session sponsored by



DR. DERRELL PEEL

Derrell Peel is the Charles Breedlove Professor of Agribusiness in the Department of Agricultural Economics. He has served as the Extension Livestock Marketing Specialist since he came to Oklahoma State University in 1989. He has B.S. and M.S. degrees from Montana State University and a Ph.D. from the University of Illinois. He previously served as the Superintendent of the Southeastern Colorado Range Research Station in Springfield Colorado. His main program areas at Oklahoma State University include livestock market outlook and marketing/risk management education for livestock producers. Derrell also works in the area of international livestock and meat trade with particular focus on Mexico and Canada and the North American livestock and meat industry. He lived in Mexico on sabbatical in 2001 and has developed an extensive knowledge of the Mexican cattle and beef industry and the economics of cattle and beef trade between the U.S. and Mexico.





ANDREW COPPIN

Andrew is a passionate advocate for the use of technology on ranches to improve productivity, profitability, and the management of natural capital.

After an extensive executive career in capital markets and funds management he has spent the last seven years in the Agritech sector mentoring emerging technology companies as an Investor, Adviser and Company Director. He is the Co-Founder and CEO of Farmbot Monitoring Solutions and Ranchbot Monitoring Solutions.



MARIA SILVEIRA

Dr. Maria L. Silveira became the Director of Research at the Noble Research Institute in June 2025, following a 19-year tenure as a Professor of Grassland Biogeochemistry at the University of Florida's Range Cattle Research and Education Center. Her research has focused on sustainable grazing land ecosystems, addressing soil health, nutrient management, water quality, carbon sequestration, and greenhouse gas mitigation. Over her career, she has published extensively, secured over \$24 million in competitive grants, and mentored numerous graduate students and postdoctoral researchers.

Dr. Silveira is an active member of several professional societies and has served in editorial roles for major journals such as Agronomy Journal and Crop Science. She has also led national research initiatives, including chairing the USDA multistate project W4170 and directing the UF/Archbold LTAR Network site. Her work has earned her numerous accolades, including being named a Soil Science Society of America Fellow and receiving the Florida Cattlemen's Association Research of the Year Award.



The winner of the Priefert SO4 chute in 2024 was Cherokee County.

FOR 18 YEARS,

Priefert Rodeo and Ranch Equipment has been committed to helping grow OCA membership. In that time, they've encouraged membership growth in local organizations as well by donating a piece of equipment to the Unified County Cattlemen's group with the most membership growth.

THE 2025 WINNER WILL BE ANNOUNCED AT THE OCA CONVENTION AND TRADE SHOW!



Thank you Priefert for your commitment to OCA membership growth!



LEARNING LOUNGE

ON THE TRADE SHOW FLOOR:

FRIDAY: 3:00 PM - 3:30 PM, & 4:00 PM - 4:30 PM

SATURDAY: 10:00 AM - 10:30 AM, & 3:00 PM - 3:30 PM

Sessions sponsored by:



Learning Lounges are 30-minute educational sessions on a topic selected by the sponsor. These sessions are designed to showcase the sponsoring company and highlight its products, services, or expertise. All learning lounges can be found in the trade show area near the Oklahoma Ballroom.

TransOva Genetics: TransOva Genetics, a Sioux Center, Iowa-based company founded in 1980 is a global leader in advanced reproductive and genetic technologies for livestock breeders. With over 40 years of experience, they offer a comprehensive “toolbox” of services- including embryo transfer, in vitro fertilization, sexed semen, genitive preservation, and cloning- for dairy and beef cattle, small ruminants, and swine. They operate through a network of regional, satellite, and on-farm centers staffed by veterinarians, embryologists, and technicians dedicated to client-focused care. Their genetic preservation and cloning programs allow breeders to multiply elite genetics, recreate prized animals, and store valuable genetic material for future use.

Black Oak Alliance: Black Oak Alliance is a Guthrie, Oklahoma- based firm specializing in comprehensive risk management and insurance solutions tailored to both businesses and individuals. They offer a wide range of services- including commercial and personal insurance, estate planning, trust and business succession planning, annuities, and group health/life coverage-all designed to protect assets, manage risk, and ensure long-term stability and peace of mind. Led by experienced professionals, including managing partners Phil Nichols and retired Air Force pilot Dave Evans, the firm emphasizes a personalized, customer-focused approach. Their goal is to safeguard legacies- through proactive planning and trusted expertise.

Head Honchos LLC: Head Honchos LLC, based in San Antonio since 2000, specializes in simplifying the legal hiring of seasonal foreign workers through U.S visa programs- H-2A for agricultural labor, H-2B for nonagricultural positions, and H-4 for workers' dependents. They manage the entire process- from paperwork and prevailing wage research to housing, transportation, and audit support- offering a “white -glove” service that ensures compliance with regulations and high client satisfaction. Head Honchos also provides extensive resources and guidance, including detailed timelines, eligibility criteria, and logistical requirements, empowering employers to efficiently address seasonal workforce needs.

Halter: Halter is revolutionizing livestock farming with its innovative, solar-powered, GPS-enabled collars designed to remotely guide, monitor, and manage beef cattle. With the Halter app, farmers can shift mobs, set virtual fences, and track animal health and behavior—all from their phone. This technology increases operational efficiency, enhances pasture utilization, and improves animal welfare. Halter’s collars eliminate the need for traditional mustering, reduce labor demands, and allow for more precise grazing management. Backed by field-tested success and farmer feedback, Halter empowers producers to save time, cut costs, and make smarter decisions—transforming the future of beef farming through smart, sustainable technology.



VETERINARY CONTINUING EDUCATION CREDITS



*Our convention has been approved for **5 hours** of Veterinary Continuing Education Credits!*

LET REGISTRATION KNOW YOU ARE A VET TO RECIEVE CREDIT.

**RECRUIT THREE NEW OCA MEMBERS EACH YEAR TO BE PART
OF THE TOP HAND CLUB!**



What is the Top Hand Club?

A membership recruitment program, created to recognize members who are committed to helping build a stronger Oklahoma Cattlemen's Association. Recruit three new OCA members each year to stay in the Top Hand Club. New members are accumulated over a lifetime. Awards are presented at the Annual OCA Convention and Trade Show.

Top Hand Club Awards are:

- 10 New Members - OCA Lone Star Buckle
- 20 New Members - OCA Mooremaker Knife
- 40 New Members - OCA Engraved Rifle



THANK YOU SPONSORS



*Thank you for attending the F3rd Annual
OCA Convention and Trade Show!*



AT THE RANCH

SATURDAY AUGUST 30TH, 2025 ~ A BAR RANCH
CLAREMORE, OK ~12 NOON

800 HEAD SELL

**CATTLE WILL BE SORTED INTO BREED TYPE AND
CALVING PERIODS.**

- 35- Angus 3-5 year old pairs. Calves are sired by Angus bulls.
- 43- Angus & Brangus pairs 3-5 year olds. Calves are sired by Angus and Charolais bulls.
- 80- Angus 3- 5 year old heavy bred cows safe to Express Ranch Angus bulls. To start 9-1-25
- 120- A Bar Ranch Angus spring bred heifers safe to Express Ranch 4-Star calving ease bulls to start calving 2-1-26. Sorted into 30-day calving periods
- 85- A Bar Ranch UltraBlack spring bred heifers safe to Express Ranch 4-Star calving ease bulls to start calving 2-1-26. Sorted into 30-day calving periods
- 42- A Bar Ranch Black Baldy spring bred heifers safe to Express Ranch 4-Star calving ease bulls to start calving 2-1-26. Sorted into 30-day calving periods
- 120- 7S Stuart Ranch Angus spring bred heifers. Safe to Express Ranch 4-Star calving ease bulls. To start calving 2-1-26. Sorted into 30-day calving periods.
- 42- 7S Stuart Ranch Black Baldy spring bred heifers. Safe to Express Ranch 4-Star calving ease bulls. To start calving 2-1-26. Sorted into 30-day calving periods
- 126- Angus 3-5 year old spring bred cows safe to Hinkson and Schilling Ranch Angus bulls. To start 2-1-26.
- 43- Brangus 3-5 year old spring bred cows safe to Angus and Charolais bulls. To start 2-1-26.
- 42- Red Angus 3-5 year old spring bred cows safe to Angus bulls. To Start 2-1-26.



SCAN ME

Sale Location

23202 S 4240 Rd

Claremore, OK 74019



For Cattle Information

Merrit 918.607.6808

Turner 918.697.6717

www.abarranch.com



martha@abarranch.com

to view sale: www.dvacution.com

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