

# OKLAHOMA CATTLEMEN'S ASSOCIATION



## TULSA, OKLAHOMA



#BUILTBYBRAND #OKCATTLECON #THETRUSTEDVOICE #CATTLEMENOFMORROW

# Welcome FROM THE PRESIDENT



**FORD DRUMMOND**  
President

Welcome to the 74th 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, "Cattlemen of Tomorrow: Built by the Brand," celebrates the values, traditions, and people who have shaped our industry while investing in the next generation of cattle producers. The brands we carry represent more than ownership. They reflect a legacy of hard work, stewardship, and commitment to agriculture. This convention provides an opportunity to learn, connect, address industry challenges, and help shape the future of Oklahoma's beef cattle industry for generations to come.

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 74th Annual OCA Convention and Trade Show.

## OCA OFFICERS



**DR. TROY SHELBY**  
Past President



**JESS KANE**  
President-Elect



**MERRIT ARMITAGE**  
NE Vice President



**ROGER WANN**  
SE Vice President



**PAUL TULEY**  
SC Vice President



**KELLI PAYNE**  
NC Vice President



**KYLE BARBY**  
NW Vice President



**JEFF JARONEK**  
SW Vice President



**CHARLIE SWANSON**  
President's Council



**MIKE WEEKS**  
President's Council



# OCA STAFF



**MICHAEL KELSEY**  
Executive Vice  
President



**CASSIE DANIELSON**  
Director of  
Membership Services



**COLTON PRATZ**  
Director of Marketing &  
*Oklahoma Cowman* Editor



**HANNAH MCELRATH**  
Association Events &  
Sponsorship Coordinator



**MCKENZIE LAYTON**  
Association Communications  
Manager & OJCA Coordinator



**ASHTON HAWKINS**  
Office Manager



**JEANI LOGEMANN**  
State Brand Registrar



**LORI CAMPBELL**  
Northwest & Southwest  
Field Representative



**BETSY ROSS-SHROPSHIRE**  
Southeast & South Central  
Field Representative



**U.S. Premium Beef welcomes you to the 2026  
Oklahoma Cattlemen's Association Annual Convention and Trade Show.**

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

[www.uspremiumbeef.com](http://www.uspremiumbeef.com) 866-877-2525



# 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 | Milan  
**Silent Auction Donation Deadline:** 8:30 am | Venice  
*Opens 10:30 am Friday; Closes 5 pm Saturday*

**Tradeshow Hours:**  
 Friday: 8:00 am - 7:00 pm  
 Saturday: 8:00 am - 2:00 pm



## FRIDAY, JULY 24, 2026

8:00 am	<b>Nomination Committee</b>		Vienna
9:00 - 10:30 am	<b>OCA / OCW / OJCA Joint Opening Session</b>	Sponsored by	Salon 1-3
10:30 - 11:00 am	<b>OJCA Leadership Session 1</b>	Sponsored by	Seville 1
11:00 - 12:00 pm	<b>Cattlemen's Education Series: Session 1</b>	Sponsored by	Madrid 1-3
11:30 - 1:00 pm	<b>OCW Awards Luncheon</b>		Seville 2-3
12:00 - 1:00 pm	<b>OCA Past President's Council Luncheon</b>	Sponsored by	Vienna
12:00 - 1:00 pm	<b>Trade Show Visitation with Lunch</b>	Sponsored by	Outside Madrid 1-3
12:15 - 1:00 pm	<b>Learning Lounge Session 1</b>	Sponsored by	Madrid 1-3
1:00 - 2:00 pm	<b>OJCA Leadership Session 2</b>	Sponsored by	Seville 1
1:30 - 3:00 pm	<b>Joint Committee Meeting - Beef Business &amp; Production</b>	Sponsored by	Madrid 1-3
3:00 - 3:30 pm	<b>Learning Lounge Session 2</b>	Sponsored by	Trade Show Floor
3:00 - 5:00 pm	<b>OJCA Leadership Session 3</b>	Sponsored by	Seville 1
4:00 - 4:30 pm	<b>Learning Lounge Session 3</b>	Sponsored by	Trade Show Floor
4:00 - 5:00 pm	<b>OCW Past President's Reception</b>		OCW Presidential Suite
4:30 - 5:45 pm	<b>Cattlemen's Education Series: Session 2</b>		Madrid 1-3
6:00 - 7:00 pm	<b>Trade Show Kickoff Reception</b>	Sponsored by	Trade Show Floor
7:00 - 8:00 pm	<b>TCU Ranch Management Alumni Reception</b>	Sponsored by	Seville 2
7:00 - 8:00 pm	<b>Cattlemen's Leadership Academy and Top Hand Reception</b>		Seville 1
8:00 - 8:30 pm	<b>Pre-Entertainment Mix &amp; Mingle</b>	Sponsored by	Salon 1-3
8:30 - 10:30 pm	<b>The Cattlemen's Dueling Pianos</b>	Sponsored by	Salon 1-3

## SATURDAY, JULY 25, 2026

8:00 - 9:00 am	<b>OJCA Leadership Session 4</b>	Sponsored by	Seville 1
8:30 - 9:30 am	<b>OCW Board of Directors Meeting</b>		Seville 2-3
8:30 - 10:00 am	<b>Cattlemen's Education Series: Session 3</b>	Sponsored by	Madrid 1-3
9:00 - 10:00 am	<b>OCF Scholarship Interviews</b>		Vienna
10:00 - 10:30 am	<b>Learning Lounge Session 4</b>	Sponsored by	Trade Show Floor
10:00 - 12:00 pm	<b>OCW General Business Meeting</b>		Seville 2-3
10:30 - 12:00 pm	<b>OCA General Business Meeting</b>	Sponsored by	Madrid 1-3
10:30 - 12:00 pm	<b>OJCA General Business Meeting</b>	Sponsored by	Seville 1
12:00 - 1:00 pm	<b>Trade Show Visitation with Lunch</b>	Sponsored by	Outside Madrid 1-3
12:00 - 1:30 pm	<b>OJCA and OCF Scholarship and Awards Luncheon</b>	Sponsored by	Salon 1
2:00 - 3:00 pm	<b>Cattlemen's Education Series: Session 4</b>	Sponsored by	Madrid 1-3
3:15 - 4:30 pm	<b>Agricultural Themed Gubernatorial Forum</b>		Seville 1-3
5:15 - 6:30 pm	<b>OCA / OCW / OJCA Joint Closing Session</b>	Sponsored by	Madrid 1-3
6:30 - 7:00 pm	<b>Pre-Banquet Mix &amp; Mingle</b>		Salon 1-3
7:00 - 9:00 pm	<b>OCA / OCW / OJCA Awards Banquet</b>	Sponsored by	Salon 1-3
9:00 - 11:00 pm	<b>Cattlemen's Social</b>		Hotel Lounge



# SPEAKERS

## OCA / OCW / OJCA JOINT OPENING SESSION: JUST THE FACTS: NEW WORLD SCREWORM UPDATE

Session sponsored by



DR. ROD HALL, DVM

Dr. Rod Hall was raised on small beef and dairy farms near Ada, Oklahoma. After completing his pre-veterinary studies at East Central University, he earned his Doctor of Veterinary Medicine degree from Oklahoma State University in 1977. Following graduation, Dr. Hall practiced in Alva, Oklahoma, for one year before opening a mixed animal practice in Tishomingo in 1978. In 2006, he joined Animal Industry Services within the Oklahoma Department of Agriculture, Food, and Forestry, where he worked with the Brucellosis, Tuberculosis, Trichomoniasis, Johne's Disease, and Livestock Market Inspection programs. He was appointed Oklahoma State Veterinarian in June 2011.

Dr. Hall is a member of the American Veterinary Medical Association and the Oklahoma Veterinary Medical Association. In recognition of his service and contributions to the profession, he was named Oklahoma Veterinarian of the Year at the Oklahoma Veterinary Medical Association's 2016 Annual Convention.



DR. ROSSLYN BIGGS,  
DVM

Dr. Rosslyn Biggs was raised in Oklahoma as part of a farming and ranching family. She earned a bachelor's degree in agricultural economics from Oklahoma State University in 2001 and graduated from the Oklahoma State University College of Veterinary Medicine in 2004 as a second generation veterinarian. Following graduation, she spent three years in mixed animal practice in Chickasha, Oklahoma, before joining USDA APHIS Veterinary Services in 2007 as a Field Veterinary Medical Officer and Foreign Animal Disease Diagnostician. In 2015, she became Assistant Veterinarian In Charge with APHIS Veterinary Export Trade Services, managing international exports of live animals and animal products across a six state region.

Dr. Biggs joined Oklahoma State University in 2019 and currently serves as Director of the Center for Rural Veterinary Medicine, Director of Continuing Education for the College of Veterinary Medicine, and Beef Cattle Specialist for Oklahoma Cooperative Extension Service. Her professional interests include food supply veterinary issues, biosecurity, disease traceability, and beef cattle production. She and her husband have two daughters and remain actively involved in their family farming and ranching operation.



DR. JUSTIN TALLY

Justin Tally is currently the Department Head of Entomology and Plant Pathology (EPP) at Oklahoma State University. He received his PhD in Entomology in 2008 from Kansas State University under the direction of Alberto Broce. His advisor developed the wind-oriented traps for screwworms in the 70's. He received his BS and MS from West Texas A&M University where his MS research focused on pest management within beef feedyards. Previously, he served as the State Extension Specialist for Veterinary Entomology for the Oklahoma Cooperative Extension System and his appointment included Extension, research, and teaching while a faculty member. Research programs focused on pest management of important external parasites in livestock systems, animal mortality management systems and their role in attracting flies, and pathogen association with important external parasites including ticks and flies. In 2024 he was recognized for his contributions to the field by being named the Lifetime Achievement Award in Livestock Entomology recipient.

## 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.



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**SPEAKERS**

**COMING PR**



# SPEAKERS

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.

## CELEBRATING 21 YEARS TOGETHER

THE 2026 WINNER WILL BE ANNOUNCED AT THE OCA CONVENTION AND TRADE SHOW.

The winner of the Priefert SO4 Chute in 2025 was Rogers County.



**Priefert Rodeo and Ranch Equipment has been committed to helping grow OCA membership. Through their support, they have also encouraged membership growth at the local level by donating a piece of equipment to the Unified County Cattlemen's group with the greatest membership growth. Thank you, Priefert, for your continued commitment to OCA membership growth and for investing in the strength and future of our county organizations. Your generosity and dedication help ensure our association continues to thrive.**

### LONGTERM PARTNERS:



BILL PRIEFERT  
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# SPEAKERS

Session sponsored by

McAfee & Taft

## CATTLEMEN'S EDUCATION SERIES | SESSION 4: WHOSE WATER IS IT?



COLBY BYRD

Colby Byrd is a trial lawyer at McAfee & Taft, where his practice focuses on agriculture, business, and real estate litigation in state and federal courts, as well as in arbitrations and administrative proceedings. As a leader of McAfee & Taft's Agriculture and Equine Industry Group, he dedicates a significant portion of his practice to representing agricultural producers, businesses, and industry organizations in a wide range of matters affecting the agricultural sector.

His work includes representing farmers and ranchers in disputes involving private crop insurance providers and various subagencies of the U.S. Department of Agriculture, including the Farm Service Agency, Risk Management Agency, and Rural Development. Colby also devotes a substantial part of his practice to advising and representing clients on water rights issues.

An Oklahoma native, Colby earned a bachelor's degree in agribusiness from Oklahoma State University and received his law degree from the University of Oklahoma College of Law.



GARRETT REED

Garrett Reed is a trial lawyer at McAfee & Taft whose practice focuses on agriculture, business, and real estate litigation in state and federal courts, as well as in arbitrations and administrative proceedings. As a member of the firm's Agriculture & Equine Industry Group, Garrett represents agricultural entities, producers, and industry organizations in a wide range of matters affecting the industry.

His experience includes representing clients in general business litigation, landowners in condemnation actions and water rights matters, livestock owners and breed associations, agricultural producers involved in federal crop insurance and USDA farm program disputes, and landowners negotiating renewable energy agreements. Garrett also dedicates a significant portion of his practice to representing equine owners and equine breed associations.

An Oklahoma native, Garrett earned both his bachelor's degree in agribusiness and his master's degree in agricultural economics from Oklahoma State University before receiving his law degree from the University of Oklahoma College of Law. Garrett and his wife, Kinsey, also raise purebred Hereford and black baldy cattle.

## AGRICULTURAL THEMED GUBERNATORIAL FORUM

All three Oklahoma gubernatorial candidates have been invited to discuss the issues impacting Oklahoma agriculture and rural communities during the OCA, OCW and OJCA Joint Closing Session.

### THE CANDIDATES

**Gentner Drummond**  
Oklahoma Attorney  
General

**Cyndi Munson**  
Oklahoma State  
Representative &  
Minority Leader

**Mike Mazzei**  
Former Member of the  
Oklahoma Senate



# LEARNING LOUNGES

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 on the trade show floor.

## HEAD HONCHOS

FRIDAY: 12:15 PM - 1:00 PM | LOCATION: MADRID 1-3

### THE VANISHING WORKFORCE: LABOR ON THE ENDANGERED SPECIES LIST

The H2-A seasonal work visa program has become a critical solution to the growing shortage of farm and ranch labor across the country. For more than 40 years, the program has helped agricultural procedures secure a reliable workforce during demanding seasons when labor is limited. This talk highlights how thousands of farmers and ranchers are using H2-A employees to keep operations running efficiently, maintain productivity, and support the future of American agriculture in an increasingly challenging labor environment.

## AMERICA'S LAND PARTNERS

FRIDAY: 3:00 PM - 3:30 PM | LOCATION: TRADE SHOW FLOOR

### 1031 EXCHANGES: LAND TRANSACTIONS & BEYOND

Looking to protect your investment and build long term wealth? America's 1031 Exchange helps agricultural producers, landowners, and investors defer capital gains taxes through customized 1031 Exchange solutions. From rangeland and farmland to commercial and recreational properties, their experienced team makes complex exchanges simple. Visit with America's Land Partners to learn how you can transition property, preserve equity, and reinvest with confidence in the future of your operation.

## CERES TAG

FRIDAY: 4:00 PM - 4:30 PM | LOCATION: TRADE SHOW FLOOR

### AUTOMATING FEED EFFICIENCY AND REPRODUCTIVE EFFICIENCY FOR INCREASED CATTLE PROFITABILITY

CERES Tag, a direct-to-satellite, solar powered smart tag, automates the collection of unique cattle phenotypes to enhance ranch profitability. It facilitates the tracking of cattle performance and behavior data- such as pasture feed intake and estrus activity- within a comprehensive platform. This system enables ranchers in any environment to better understand the relationship between their cattle and the land, supporting more tailored management decisions. As a result, producers can optimize growth at both the herd and individual animal levels, ultimately increasing overall profitability.

## BARENBRUG USA

SATURDAY: 10:00 AM - 10:30 AM | LOCATION: TRADE SHOW FLOOR

### FROM DUST- SHAPING THE FUTURE OF FORAGES

Across the United States, producers face a harsh reality: less land, less water, and more pressure to feed growing world. It's a crisis that demands more than tradition. It demands innovation. This short documentary follows Barenbrug's partners- Curtis & Curtis Seed Company, Beattie Sales & Service, and the 6666 Ranch- as they overcome land loss, climate strain, and rising demand while increasing stocking rates and individual gain per day. Followed by a short question and answer session.



# 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 74th Annual  
OFA Convention and Trade Show!*



