

NEWS RELEASE
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Keynote Speakers Announced for the 68th Annual Oklahoma Cattlemen's Convention & Trade Show

OKLAHOMA CITY, Okla., July 2, 2020 – The Oklahoma Cattlemen's Association (OCA) is excited to announce the keynote speakers during the 68th Annual Oklahoma Cattlemen's Convention and Trade Show scheduled for July 24 and 25 at the Marriot Tulsa Southern Hills Hotel in Tulsa, Okla.

"The speaker line-up this year is fantastic. Whether you seek information, inspiration, myth-busting facts, or pure entertainment, we have got the bases covered with a diverse set of keynote speakers and socials," said Mike Weeks, OCA President.

Kent Bacus will keynote General Session I where the topic will be beef trade. Bacus serves as the Senior Director of International Trade and Market Access for the National Cattlemen's Beef Association and is based in Washington, DC. Kent is NCBA's lead advocate on trade priorities such as the renegotiation of NAFTA, restoring access to China, and expanding access to the European Union, Japan, and other Pacific-Rim markets. In this position Kent works with Congress, the Trump Administration, and foreign governments to advance the U.S. beef industry's trade priorities. General Session I is sponsored by CKP Insurance.

General Session II will feature, Sara Place, the Chief Sustainability Officer at Elanco. Place will speak to the sustainability of beef cattle production. Additionally, Place will help separate fact from fiction regarding issues like greenhouse gas emissions and other arguments which play out in the mainstream media encouraging consumers to eat less beef to lessen environmental impacts. General Session II is sponsored by Hargrove Ranch Insurance.

General Session III will feature Amanda Radke, a fifth-generation rancher from Mitchell, S.D., who has dedicated her career to serving as a voice for the nation's farmers and ranchers. Since 2008, Radke has written every Monday through Thursday on the BEEF Daily blog, where she tackles hot industry issues and provides tools and strategies for producers to effectively engage with consumers and deflect negative media articles on social media. Amanda plans to address innovations, challenges, and solutions in her keynote address during General Session III sponsored by Corteva Agriscience.

2020 has many searching for inspiration and motivation. The Saturday morning Inspirational Breakfast will feature Ridge Hughbanks, Oklahoma's newest National FFA Officer alumnus. Hughbanks is a fifth-

generation farmer and rancher from Alva, Oklahoma. He is a Senior at Oklahoma State University majoring in Agricultural Business with a Pre-Law option. He is a product of and advocate for agricultural education and FFA. A lifelong student, Ridge believes honesty is the foundation to building trust with others, ignorance is prison, and coffee is only coffee when it is served hot and black. The Inspirational Breakfast is sponsored by BancCentral.

“Typically, OCA Convention ends with the annual awards banquet. 2020 is proving to be a bit different – and thankfully, in a positive way – this time,” Weeks said. “Because of support from Central Life Sciences, Paul Bogart will entertain attendees live after the banquet.”

Paul Bogart’s music radiates authenticity, a core component of country music. With the heart of a cowboy and the spirit of a gentleman, Bogart also possesses an unrivaled work ethic displayed with passion and integrity. Bogart knows the agricultural life firsthand, having grown up in Northeast Oklahoma to a family of truckers, team ropers and musicians; his title track, “Leather,” harkens back to those Heartland roots and homegrown values.

The 68th Annual Oklahoma Cattlemen’s Convention and Trade Show is a two-day, family friendly event and the largest gathering of cattlemen in the state. The convention is scheduled for July 24 and 25 at the Marriot Tulsa Southern Hills Hotel in Tulsa, Okla.

To view an agenda and register, visit okcattlemen.org/oca-annual-convention-and-trade-show.

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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