

NEWS RELEASE
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There is no better time than the present. Leadership Development Workshop for Oklahoma Junior Cattlemen

OKLAHOMA CITY, Okla., July 6, 2020 – The Oklahoma Junior Cattlemen’s Association (OJCA) annual convention is scheduled for July 24 and 25 at the Marriot Tulsa Southern Hills Hotel in Tulsa, Okla.

There is no better time than the present. That is the theme for the two-day event held in conjunction with Oklahoma Cattlemen’s Association’s 68th Annual Convention and Trade Show.

“The theme is meant to encourage forward thinking and inspiration to cultivate leadership skills even as youth,” said Tiffani Pruitt, OJCA Program Coordinator. “OJCA members are in for a real treat! We’ve secured Kelly Barnes to facilitate the leadership development training and Amanda Radke to keynote the OJCA Annual Awards Luncheon.”

Kelly Barnes is the founder of Great Moments Keynotes and Seminars LLC. Kelly has helped to develop leadership potential in over one million people across the U.S. and Canada in the past fifteen years. He is the co-author of *Personal Leadership Insight*, a leadership development curriculum for high school and college students. He currently serves as the curriculum developer, small group trainer, and keynote speaker at one of the highest regarded leadership development camps in the nation. The OJCA members will gain insight on communication, goal setting, team building, and leadership in three different leadership development sessions.

Amanda Radke is 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. Most recently and notably, her open letter to Ellen DeGeneres went viral, leading to a media frenzy where she had the opportunity to dispel myths about beef nutrition, environmental impact, and animal welfare. When she’s not writing, ranching or chasing after her kids, Radke is traveling the country speaking to agricultural groups, reading her ranch-inspired children’s books, [Levi’s Lost Calf](#) and [Can-Do Cowkids](#) at elementary schools, or career coaching as a mentor for FFA and 4-H kids. Amanda will share career opportunities and paths within agriculture to the OJCA members and families attending the OJCA Awards Luncheon.

To view the agenda and register, visit okcattlemen.org/ojca-annual-convention-menu.

The Oklahoma Junior Cattlemen's Association (OJCA) was started in 1985 to promote the welfare of the cattle industry, to further the education and cooperation of young people interested in cattle, and to aid in the attainment of mutual goals set by OJCA members interested in all phases of their business and all possible career and leadership opportunities.

The OCA is the parent organization of the OJCA and 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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