

NEWS RELEASE
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“Hold Fast, Stay True” is the Theme for the 2021 Oklahoma Cattlemen’s Association Convention and Trade Show. Registration is now open.

OKLAHOMA CITY, Okla., June 2, 2021 – The Oklahoma Cattlemen’s Association’s (OCA) 69th Annual Convention and Trade Show will take place on July 23 and 24 at the Embassy Suites Hotel and Conference Center in Norman, Okla. and registration is now open.

“We have a great line-up of speakers on the agenda and some timely topics to learn about in the Cattlemen’s Educational Series,” said Mike Weeks, OCA President. “I always look forward to meandering through the trade show, connecting with industry partners and visiting with fellow cattlemen along the way.”

While OCA Convention has long been noted for a large trade show and a great line-up of educational speakers and workshops, the most important elements of this event are the policy making opportunities during committee meetings and the OCA General Business meeting. The culmination of the two-day event is the awards banquet where outstanding cattlemen and their accomplishments will be recognized and celebrated.

The convention theme is, "Hold Fast, Stay True" - the mantra of Navy Seals. The phrase has an origin from an old storm story, where sailors had to hold onto something connected, tied down to a deck. And the person at the wheel had to stay true to the direction, despite not being able to see the stars. Cattlemen face storms too and must stay the course despite the weather, markets or all the other challenges that they might encounter. Like an anchor, cattlemen dig in, stand firm, and hold fast. The rope depicts your connection to fellow cattlemen and the idea of unifying to create strength but allows some flexibility.

To view an agenda and register, visit okcattlemen.org/oca-annual-convention-and-trade-show. Trade Show booths are still available. If you are interested in participating as a trade show exhibitor call Taylor at 405.235.4391.

The OCA is the trusted voice of the Oklahoma Cattle Industry and works to protect and empower Oklahoma cattlemen today, to serve tomorrow. 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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