

NEWS RELEASE

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Taylor Shackelford Transitions to Director of Organizational Outreach for the Oklahoma Cattlemen's Association

OKLAHOMA CITY, OK. June 11, 2021 – Oklahoma Cattlemen's Association (OCA) is pleased to announce a staff reorganization, which builds on the momentum of the Oklahoma Cattlemen's Foundation along with the Association's strategic direction to offer more educational opportunities to members. Taylor Shackelford will transition to Director of Organizational Outreach and be responsible for increasing producer educational programming, advancing charitable stewardship, grant seeking, and fundraising for the Oklahoma Cattlemen's Foundation, expanding engagement of the Oklahoma Beef PAC, while still maintaining his lobbyist duties with OCA.

OCA's Executive Vice President Michael Kelsey shared, "The 2021-2024 Strategic Plan outlines the commitment to build our Foundation and offer our members more educational opportunities to the benefit of their cattle businesses. OCA is blessed with a dynamic staff, and the opportunity for Taylor to cultivate these focus areas will establish long-term benefits for the membership and simultaneously meet demands of worthy Strategic Plan objectives."

Taylor continues leading the Oklahoma Cattlemen's Foundation, which continually expands and increases scholarship opportunities for rural and agricultural Oklahomans, fundraises to protecting the heritage of the West through disaster relief, memorials, and endowments, and houses a library of resources from educational seminars, workshops, and certification courses. Since 2018, Taylor's charge has been positioning OCA and OCF for success through marketing strategy, strategic partners, and sponsorship. Reorganizing in this manner affords him greater flexibility during regular sessions of the Oklahoma Legislature and more aggressive pursuit of Foundation priorities, consequently offering greater versatility within OCA membership services.

"I grew up an FFA kid, born of educator parents – I am the direct product of support from organizations like the Oklahoma Cattlemen's Foundation," said Taylor. "I'm excited, and honored, to achieve the asks of OCA members while pursuing my passion of relating beef production to naïve publics and impacting the future of agriculture through legislative affairs."

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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