



Press Release

California Cattlemen's Association
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FOR IMMEDIATE RELEASE

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California Cattlemen's Association Welcomes New Administrative Assistant

Sacramento, Calif. (March 10, 2009) – The California Cattlemen's Association announced today the hiring of Annie Maddalena as administrative assistant. As an integral part of the team at CCA, Maddalena's role will be communicating with members and assisting other CCA staff members in their ongoing efforts to promote and protect California's beef producers.

CCA President Tom Talbot, DVM, a rancher from Bishop, said, "I am very pleased with the decision to bring Annie on board with our staff. In addition to having a college education that complements her position with us, she has grown up in the California ranching community and will be a great asset to our membership."

Raised on a ranch near Sierraville, Maddalena graduated from California State University, Chico, with bachelor's degrees in agriculture business and liberal studies, Maddalena worked for University of California Cooperative Extension where she compiled and analyzed data for the Beef Video Marketing Trends Project among other projects for the extension service. Most recently, she worked in documentation development for AgInfoLink, USA.

"I am honored to be given the opportunity to work in the cattle industry, particularly in an office as knowledgeable as the CCA. As CCA's Administrative Assistant, I look forward to interacting with members from throughout the state and providing them with the information needed to make the most of their ranching operations."

Maddalena replaces part time CCA Administrative Assistant Bonnie Cotton who served CCA members for the past two years. Maddalena, who will also be assisting, the California Wool Growers and the California Pork Producers, will work full time in the CCA office where she will be readily accessible to the members of these three organizations. For more information about Maddalena or CCA, contact the CCA office at (916) 444-0845 or www.calcattlemen.org.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion-dollar beef cattle industry on legislative and regulatory affairs and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.