



FOR IMMEDIATE RELEASE
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Press Release

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California Cattlemen's Association Welcomes New Associate Director of Communications

Sacramento, Calif. – The California Cattlemen's Association is pleased to announce the hiring of Malorie Bankhead as the associate director of communications. As the newest member of the California Cattlemen's Association (CCA) staff, Bankhead's role will vary between assisting the director of communications, providing producer education support through the Beef Quality Assurance Program and advising the California Young Cattlemen's Committee (YCC).

CCA Executive Vice President Billy Gatlin said, "I am excited that Malorie has joined our team. As a strong advocate for the beef industry, she will serve the members of the California Cattlemen's Association and the California beef industry well. Coupled with an inborn passion for the beef community, her extensive "Learn by Doing" background in communication from Cal Poly and active participation in the beef industry makes her a great fit within our organization."

Raised on her family's cow-calf ranch in Livermore, in Alameda County, Bankhead graduated from California Polytechnic State University, San Luis Obispo, with a bachelor's degree in Agricultural Communication with an emphasis in Animal Science. Prior to graduating from Cal Poly, Bankhead served as an intern for the U.S. Department of Agriculture in Washington, D.C.; Certified Angus Beef, LLC in Wooster, Ohio; and twice for the the National Cattlemen's Beef Association at the Annual Cattle Industry Convention and NCBA Tradeshow. Bankhead is an enthusiastic and optimistic individual who served as the 2009 California Beef Ambassador and as a member of the 2010 National Beef Ambassador Team, as well.

Just before joining CCA, Bankhead traveled the East Coast this fall visiting 20 universities with HungerU, an initiative of the Farm Journal Foundation, a program that brings hunger awareness to college students on campus and discusses ways to improve the crisis using advanced agriculture through an interactive educational exhibit.

Bankhead has a long standing history with CCA as a recipient of several academic scholarships, and she served as a CCA convention intern for three years. Bankhead was also named the 2012 YCC Member of the Year for her dedication and commitment to the beef cattle industry as the YCC Publicity Chair.

"I am honored and excited to join the CCA team," said Bankhead. "The association has given so much to me as a young professional in the beef industry, that as an advocate for American agriculture, I am thrilled to be able to give back to the beef community after all it has done for me."

As associate director of communications, Bankhead will fill a brand new communication position which resulted from bringing the *California Cattleman Magazine* in-house. Bankhead, who will also be working with outside media to continue to share the legacy that California cattle producers create and maintain every day, will work full time in the CCA office where she will be readily accessible to the members of the association. For more information about Bankhead or CCA, contact the CCA office at (916) 444-0845.

Photo Available Upon Request

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$1.75 billion 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.