



Press Release

California Cattlemen's Association

1221 H Street * Sacramento, CA 95814

Phone 916-444-0845 * Fax 916-444-2194

www.calcattlemen.org

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CONTACT:

Malorie Bankhead

Associate Director of Communications

Malorie@calcattlemen.org

Likely, Calif. Rancher Elected New California Cattlemen's Association President

SACRAMENTO, Calif., – Fourth generation Likely, Calif. rancher, Billy Flournoy was recently elected the newest president of the California Cattlemen's Association (CCA) among more than 600 members of the California cattle ranching community who met at John Ascuaga's Nugget in Sparks, Nev. for the 98th CCA and California CattleWomen, Inc. (CCW) Annual Convention.

Flournoy operates Likely Land and Livestock Company with his wife Athena in Modoc County alongside his brothers, John and David. Previously serving as the president of the Modoc County Cattlemen's Association, a member of the Public Lands Council, and a long-time member of CCA's public lands committee, Flournoy brings valuable experience to CCA.

"Though it will be hard to fill the post held by so many men before me whom I respect, I am thankful for this opportunity," Flournoy said. "As president, I hope to continue the good work that CCA does on behalf of its members, especially in the public lands arena and maintain good relationships with the organizations that will help us make progress."

During his two year term as president, Flournoy will travel the state to ensure that cattlemen are well represented in Sacramento and in Washington, D.C.

"Billy Flournoy not only has a great love for California's ranching heritage, but he also understands every aspect of the ranching business stretching between the Oregon and Mexico borders," said Billy Gatlin, CCA Executive Vice President. "He is, and will continue to be, a great advocate and leader for California ranchers, and I am excited to work under his leadership."

Flournoy was among four newly elected officers at the convention including Dave Daley, Ph.D., Oroville, moving from his position as CCA Second Vice President to first vice president; Jack Lavers, Glennville, CCA Second Vice President; Mark Lacey, Independence, CCA Second Vice President; and Rob Von Der Lieth, Copperopolis, CCA Treasurer. Those continuing to serve their term in office are Rich Ross, Lincoln, CCA Second Vice President, Bill Brandenburg, El Centro, CCA Feeder Council Chair, and Mike Smith, Selma, CCA Feeder Council Vice Chair.

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