



FOR IMMEDIATE RELEASE

December 15, 2014

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Press Release

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Copperopolis Rancher Elected New California Cattlemen's Association Treasurer

SACRAMENTO, Calif., – Copperopolis rancher, Rob von der Lieth, was recently elected as Treasurer 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.

Von der Lieth has previously served as the chairman of the California Beef Council and was recently appointed to the National Beef Council Federation Board as the California representative. Running a winter stocker operation in Oakdale and a summer stocker operation in Big Piney, Wyo., von der Lieth also works as a field representative for Tri-State Livestock Credit Corporation.

"It is an honor to serve the California Cattlemen's Association as Treasurer," von der Lieth said. "Although my roots didn't start on a ranch, I have always been very passionate about the beef industry. I am committed as treasurer to work diligently to build a stronger beef industry and increase consumer demand for our products."

During his six year term as treasurer, von der Lieth will help ensure that the California Cattlemen's Association remains in good financial standing and will help to oversee the annual budget.

Von der Lieth was among four newly elected officers at the convention including Billy Flournoy, Likely, CCA President; David Daley, Ph.D., Oroville, CCA First Vice President; Jack Lavers, Glennville, CCA Second Vice President, and Mark Lacey, Independence, CCA Second Vice President. 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.