

CCA

# 2019 CALIFORNIA CATTLEMEN'S & CATTLEWOMEN, INC.

## Convention



## AND CALIFORNIA CATTLE INDUSTRY

## Tradeshow

# PEPPERMILL RESORT

**2707 S. VIRGINIA ST.  
RENO, NEVADA 89502**

This year, the Peppermill Resort Reno welcomes the CCA & CCW Convention for the first time! To make your reservation and for more information please visit [calcattlemen.org/convention2019](http://calcattlemen.org/convention2019) or call (866) 821-9996. Be sure to mention "ACCA19" for the discounted group rate. Reservations must be made by November 3, 2019 to receive the convention group room rate.

*Hotel  
Accommodations*





# DR. FRANK MITLOEHNER

UC DAVIS DEPARTMENT OF  
ANIMAL SCIENCE PROF. & AIR  
QUALITY EXTENSION SPECIALIST



@GHGGURU

**4-5:30PM  
WEDNESDAY  
DEC. 4<sup>TH</sup>**

Join us for the  
Opening General  
Session as the  
world-renowned  
climate change  
expert, Dr.  
Mitloehner,  
tackles the  
question of  
“can we eat  
our way out  
of climate  
change?”

Get an  
overview  
from two  
terrorism  
analysts on  
a few of the  
domestic &  
international  
terrorist threats  
relevant to  
California's food  
and agricultural  
industry today.

*General Sessions*

## JAYDEEP BHATIA AND JOSEPH TICE

TERRORISM ANALYSTS  
STATE THREAT ASSESSMENT CENTER  
GOVERNOR'S OFFICE OF EMERGENCY SERVICES

**1-2PM  
THURSDAY  
DEC. 5<sup>TH</sup>**



# PRODUCER EDUCATION SERIES

8-10 AM  
THURSDAY  
DEC. 5<sup>TH</sup>

*Animal Disease  
Traceability*



**UTILIZING  
VOLUNTARY  
TRACEABILITY  
TO ACCESS  
CURRENT  
& EMERGING  
MARKETS**

# **ERIN BORROR**

**U.S. Meat Export Federation**

Beef export markets: An overview of the current economic situation & the projected forecast

# **JENNIFER & HERB HOLZAPFEL**


**Ranchers Connecting Ranchers**

Maximizing the use of value added programs: A practical guide to voluntary third-party verified traceability programs


# **DR. TINA SAITONE**

**U.C. Davis Cooperative Extension**

The value behind value added programs: "What's the data say?"




Understand economic factors impacting current and future export markets for U.S. beef




Learn how to enroll and comply with third-party value added programs to improve the marketing potential of livestock



See the value export markets provide for U.S. cattle producers



Understand traceability & age-and-source verification requirements for value added programs



Examine industry data to determine when best to invest in voluntary traceability and value added programs

# NFR WELCOME PARTY

WEDNESDAY  
6:30-9:30PM



# BREAKFAST & LUNCH

THURSDAY  
7-8AM & NOON-1PM



## WINE & CHEESE RECEPTION

WEDNESDAY  
5:30-6:30PM

# Tradeshow

WEDNESDAY  
& THURSDAY

BLOODY  
MARY  
BAR  
THURSDAY  
7-10AM

BUCK  
FORD

WEDNESDAY  
6:30-9:30PM



## LMRF RAFFLE

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FARM CREDIT WEST



COBANK™



American AgCredit

# Registration

Register today at  
[calcattlemen.org](http://calcattlemen.org)  
or mail form to:  
CCA, 1221 H Street,  
Sacramento, CA  
95814.

# \$  
Tickets Amount

<b>Full Registration (CCA/CCW Member) \$200</b> Includes policy meetings, tradeshow access, Allied Industry Council Wine and Cheese Reception, Welcome Party, Cattlemen's College Sessions, breakfast & lunch in the tradeshow on Thursday & the CattleFax Breakfast <u>or</u> CCW Awards Breakfast.		
<b>Full Registration (Non-CCA Member) \$250</b> Includes policy meetings, tradeshow access, Allied Industry Council Wine and Cheese Reception, Welcome Party, Cattlemen's College Sessions, breakfast & lunch in the tradeshow on Thursday & the CattleFax Breakfast <u>or</u> CCW Awards Breakfast.		
<b>Young Cattlemen's Registration \$75</b> Includes policy meetings, tradeshow access, Allied Industry Council Wine and Cheese Reception, Welcome Party, Cattlemen's College Sessions, breakfast & lunch in the tradeshow on Thursday & the CattleFax Breakfast <u>or</u> CCW Awards Breakfast.		

## THURSDAY A LA CARTE REGISTRATIONS

CCW Cowbelle of the Year Lunch	<b>\$35</b>		
CCA & CCW Awards Banquet	<b>\$75</b>		

## FRIDAY A LA CARTE REGISTRATIONS

CCW Awards Breakfast	<b>\$25</b>		
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## SUPPORT THE CATTLE -PAC

2019 Cattle-PAC Membership	<b>\$200</b>		
Please write separate check to CCA Cattle-PAC			

**PLEASE NOTE REGISTRATION  
REFUNDS WILL NOT BE GIVEN  
AFTER OCTOBER 31<sup>ST</sup>, 2019!**

**TOTAL**

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Name(s) attending:


Local affiliation: \_\_\_\_\_

Payment Method: ☐ Check made payable to the  
Calif. Cattlemen's Association



Card #: \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Phone: \_\_\_\_\_

Billing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_



# SCHEDULE

## TUESDAY, DECEMBER 3<sup>RD</sup>

11 am - 5 pm CCA Scholarship Interviews

## WEDNESDAY, DECEMBER 4<sup>TH</sup>

8 am - 6:30 pm Registration Open  
8 am - Noon Western Video Market Sale  
8 am - 5 pm CRT Board Meeting  
10 am - Noon CCA Officer's Meeting  
11 am - Noon YCC Networking in the Tradeshow  
Noon - 9:30 pm Tradeshow Open  
Noon - 2 pm California Cattlemen's Foundation Board of Directors Meeting  
1 - 2 pm CBCIA Finance Meeting  
2 - 3 pm CCA Finance and Membership Meeting  
2 - 5 pm CBCIA Board Meeting  
2:30 - 4 pm CCW Executive Committee  
3 - 4 pm Cattle-PAC Meeting  
4 - 5 pm YCC Meeting  
4 - 5:30 pm Opening General Session  
5:30 - 6:30 pm Allied Industry Wine & Cheese Reception  
6:30 - 9:30 pm Tradeshow Welcome Party

## THURSDAY, DECEMBER 5<sup>TH</sup>

6:30 am - 5 pm Registration Open  
6:30 - 7:30 am Prayer Gathering  
7 am - 2 pm California Cattle Industry Tradeshow  
7 - 8 am Breakfast in the Tradeshow  
7 - 8 am LMRF Meeting  
7 - 10 am Bloody Mary Bar  
8 - 9 am CCW WIRED Committee Meeting  
8 - 10 am Producer Education Series  
9 - 10 am CCW Heritage Meeting  
10 - 11 am CCW Meet and Greet with Standing Committee Chairs  
10 am - Noon CCA Cattle Health & Well-Being/Cattle Marketing and International Trade  
10 am - Noon CCA Federal Lands  
11:15 am - 1:30 pm Cowbelle of the Year Lunch  
Noon - 1 pm Lunch in the Tradeshow  
Noon - 1 pm Past Presidents Lunch  
1 - 2 pm General Session #2  
2 - 4 pm Cattlemen's Poster Session  
2 - 4 pm CCA Property Rights & Environmental Management  
2 - 4 pm CCA Agriculture & Food Policy/Tax and Credit  
2 - 4 pm CCA Federal Lands (Policy Meeting)  
2 - 4:30 pm CCW Board Meeting  
4 - 5 pm Cattlemen's College Session  
4 - 6 pm CCA General Resolutions  
5 - 6 pm CCW President's Reception  
5 - 6 pm CCA President's Reception  
6:30 - 10 pm CCA & CCW Reception & Awards Banquet

## FRIDAY, DECEMBER 6<sup>TH</sup>

6:30 - 7:30 am CCA Nominating Committee  
7 - 9 am CCW Awards Breakfast  
8 - 9:15 am CattleFax Breakfast  
9:30 am - Noon CCA Board and Membership Meeting

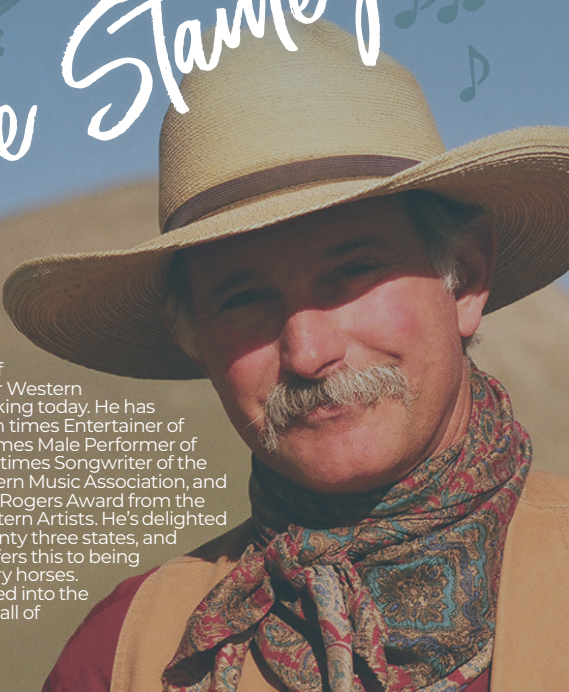


# CCA/CCW RECEPTION & AWARDS BANQUET

6:30-10PM  
THURSDAY  
DEC. 5<sup>TH</sup>

Come celebrate outstanding people in the California beef cattle industry for 2019 on the last night of convention, then stay late to enjoy entertainment on from one of the best in the west!

 Dave Stamey



Dave Stamey has been a cowboy, a mule packer, a dude wrangler, and is now one of the most popular Western entertainers working today. He has been voted seven times Entertainer of the Year, seven times Male Performer of the Year and five times Songwriter of the Year by the Western Music Association, and received the Will Rogers Award from the Academy of Western Artists. He's delighted audiences in twenty three states, and finds that he prefers this to being stomped by angry horses. Dave was inducted into the Western Music Hall of Fame in 2016.

# CATTLEMEN'S COLLEGE

SPONSORED BY



4-5PM  
THURSDAY  
DEC. 5<sup>TH</sup>

Dr. Alison  
Van Eenennaam

UC DAVIS  
EXTENSION SPECIALIST:  
ANIMAL BIOTECHNOLOGY &  
GENOMICS, DEPARTMENT  
OF ANIMAL SCIENCE

## ALTERNATIVE MEATS AND ALTERNATIVE STATISTICS: WHAT DOES THE DATA SAY?

The alternative animal product arena, also known as “fake meats,” has received a lot of media attention and venture capital hype this year. Most of the analysis and discussion has focused on bovine alternatives (e.g. “Impossible” and “Beyond” hamburgers) because of the iconic position of cattle in many climate and sustainability discussions. This presentation will provide an overview on the technologies that are used to produce the various alternative meat products, who has invested, who is selling it, who is buying it, how it is currently regulated and analyze some of the claims being made in the context of documented sustainability metrics.

**THURSDAY  
2-4PM**

## **POSTER SESSION**

Attend the Cattlemen's Poster Session hosted by the California Beef Cattle Improvement Association on Thursday to learn about the latest beef cattle and natural resource research being conducted by researchers throughout the state. If you are interested in having a poster at this year's session please contact Kasey DeAtley via email at [kdeatley@csuchico.edu](mailto:kdeatley@csuchico.edu).

## **CATTLEFAX BREAKFAST**

**FRIDAY  
7-9AM**

*Duane Lenz*

Duane has been a Market Analyst at CattleFax since 1989 and works primarily with Texas, California and Arizona feedlots. Prior to working with CattleFax, Duane spent nine years as a lamb buyer for Farmstead Foods Corporation (formerly Wilson Foods Corp.). Duane is a graduate of Colorado State University and was raised 30 miles south of Denver on a diversified livestock operation.

## **FEATURED SPEAKERS**

**CHRIS CARR**

BAKER BOTTS, LLP

**WANDA PINNOW**

AMERICAN NATIONAL CATTLEWOMEN

**LEN NIELSON**

CAL FIRE SOUTHERN REGION

**SHAWN DARCY**

NATIONAL CATTLEMEN'S BEEF ASSOCIATION