



**OCA & OCW 2024 Annual Convention
Pendleton Convention Center
December 5-7, 2024**

Wednesday, December 4 –

Staff & Exhibitor Set up

Thursday, December 5, 2024

7:30 – 11:00 Oregon CattleWomen General Membership Meeting (West 2 & 3)

Exhibitor Set up no later than 11:00 am

11:00 Registration Desk Opens (Lobby)

11:30 – 2:00 Convention Opening Lunch (Buffet) & General Session (Main Hall)

- Welcome – Matt McElligott, President
- Posting of Colors & Pledge of Allegiance – Pendleton FFA Chapter
- National Anthem – Dana Wirth
- Nominating Committee Report – Todd Nash, Immediate Past President
- Welcome to the District – Local elected officials to be invited
- Mark Eisele – NCBA President – Welcome & Brief NCBA Update

- Opening Session Speaker (1:15 – 2:00) Patrick Linnell, CattleFax – The latest data on the Cattle Markets

2:00 Exhibit Hall Opens

2:30 – 5:30 OCA Committee Meetings

2:30-3:30 Legislative & Private Lands Committees – (West 2)

3:30-4:30 Animal Health & Brand – (West 3)

4:30-5:30 Water – (West 4)

2:30 - 3:15 Educational Workshops (attendees choose one)

- FSA & NRCS – What's New – Gail Greenman, FSA State Director & Greg Becker, NRCS State Conservationist (East 5)

- AgriStress Helpline for Oregon – First Year Progress & Resources, Allison Myers, OSU (East 6)

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- ODA – Meat Processing Grant – Meat Inspectors, Lindsay Eng, ODA Deputy Director, COO (East 7)
- 3:30 – 4:15 Educational Workshops (attendees choose one):
 - Tax Code “What you need to Know” – Paul Neiffer, CPA (East 5)
 - AgriStress Training – Allison Myers, OSU (East 6)
 - QuickBooks For Beginners – Cassi Johnson (East 7)
- 4:15 - 5:00 Educational Workshops (attendees choose one):
 - Mentoring across Generations – (East 5)
 - Western Landowners Alliance – Ellie Gage (East 6)
 - State Vet – Disease Traceability & BioSecurity Dr. Ryan Scholz, DVM – (East 7)
- 5:00 Exhibit Hall Opens
- 5:30 Social & Reception (Main Hall)
- 6:30 Dinner and Entertainment - Louie Foxx – Magician

Heifer Auction – Donated by Kirk and Robinson Ranch - Proceeds donated to the Wildfire Fund
- 8:00 Dana Wirth – Entertainer
- 9:30-11:00 Hospitality Suite Open (Oxford Suites) – Old West Federal Credit Union

Friday, December 6, 2024

- 7:30 am Registration Desk Opens (Lobby)
- 8:00 Coffee with Exhibitors (Exhibit Hall)
- 8:30 – 10:00 General Session – (Main Hall)
 - Donna Moenning – Center for Food Integrity –
Consumer Insights Impacting Food and Farming - Today more than ever, interest in food goes beyond taste, nutrition and price. Consumers want to know how and where their food is produced, who’s producing it, and its impact on people, animals and the planet. CFI’s Donna Moenning will unpack consumer trends impacting food and agriculture today and share strategies for how the industry can leverage this insight to inspire trust and confidence.
 - Staci Simonich, OSU Dean College of Ag & Science – Updates for the Cattle Industry
- 10:15 -12:30 OCA Committee Meetings

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10:15-11:30 Public Lands – (West 4)

11:30-12:00 Marketing & Young Cattlemen – (West 2)

- 10:15 – 11:00 Educational Workshops (attendees choose one)
- OSU Cattle Research Update – Dr. Travis Mulliniks (West 2)
 - Renewable Energy Contracts – Elon Hasson (West 3)
 - Senate Bill 85 CAFO Updates – Water Supply Plans, Ground Water Management Areas – Issak Stapleton, Katie Kearney - ODA (East 5)

(11:00 am Cowboy Christmas loads into East 6 & 7 and begins set up for 12:30 pm start)

- 11:15-12:00 Educational Workshops:
- Endangered Species Act Updates and Developments – Lawson Fite and Elizabeth Howard, Schwabe, Williamson & Wyatt (West 2)
 - ODA Brand Department & Pest Management Updates – Rusty Rock, Program Director – Food Safety, Animal Health & ID, Lab Services Programs (East 5)
 - ODFW Natural & Working Lands & Wildlife Services Updates – Brian Wolfer, ODFW & Kevin Christensen, USDA-APHIS Wildlife Services (West 3)

11:15-12:00 Tour of New Equine Center with your tour guide - Pat Beard, Pendleton Convention Center Director (interested participants meet in main lobby)

12:00 Steer-a-Year Program Updates & Student Introductions – Matt Kennedy & OSU Students (Main Stage)

Lunch with Exhibitors – (Main Hall)

Exhibit Hall Open

12:30 – 6:30 Cowboy Christmas Open (East 6 & 7)

1:15-3:15 Committee Meetings

1:15-2:15 - Wolf & Wildlife – (West 3 & 4)

2:15 -3:00 - Associate Council – (West 2)

1:15 – 2:00 Educational Workshop – Succession Planning Tools – NWRT – Frank O’Leary (East 5)

2:15 – 3:00 Educational Workshop – Advanced QuickBooks – Cassi Johnson (East 5)

3:15 – 5:00 **OCA Resolution Committee – (West 2)**

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- 3:15 – 4:00 Refreshments with Exhibitors – (Exhibit Hall)
- 4:00-4:45 Educational Workshops:
- A deep dive into updates from NCBA – Ethan Lane and Mark Eisele, NCBA (West 3)
 - OWRD Managing Oregon’s Water Supply, Ivan Gall, OWRD Director (East 5)
 - Mitigating Risks Towards A Secure Beef Supply in Oregon – Sergio Arispe, OSU Extension Service
- 5:00-6:30 Social & Reception – (Exhibit Hall) – Sponsored by Baker County Livestock & Baker CattleWomen
- 6:30-8:30 Dinner – (Main Hall)
*Oregon CattleWomen - present awards/Honor outgoing President
*Oregon Cattlemen’s Association – Honor Outgoing Board Member; Industry Leaders; Outstanding Volunteers
- 8:30-9:30 Entertainment – Dana Wirth
- 9:30-11:00 Hospitality Suite Open (Oxford Suites) – AgWest (invited)

Saturday, December 7

- 6:15 – 7:45 County Presidents Breakfast with OCA Board & Committee Chairs (West 2 & 3)
- 7:00 am Registration Desk Open (Main Lobby)
- 7:30 Exhibit Hall Open – Coffee with the Exhibitors
- 8:00-9:45 **General Session** (Main Hall)
Karen Budd Fallen – Tensions Associated with Renewable Energy Projects on Private/Public Land
Ethan Lane, NCBA- NCBA’s response to the Presidential Election
- 10:00-10:30 Final Refreshment Break with Exhibitors- (Exhibit Hall)
- 10:30-12:30 **OCA General Membership Meeting (East 5, 6, 7)**
- Nominating Committee Report/Board Elections
 - Resolutions
 - Bylaws
 - Budget Review

Brown Bag Lunch served during General Membership Meeting