



IDAHO CATTLE ASSOCIATION

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Idaho Cattle Association Seeks to Energize Industry's Message with New Hire, Jessie Thompson

Jessie Thompson of King Hill will join the Idaho Cattle Association (ICA) to fulfill the new position of Communications Director. As the official voice for all segments of the beef cattle business in Idaho, the ICA is committed to bolstering the industry's positive presence in media and coffee table discussions across the state of Idaho. Thompson, who was born and raised on her family's southern Idaho cow-calf operation, will control, create, and moderate the organization's communications to better serve the interests of Idaho's cattle producers. She will begin her fulltime duties at the Idaho Cattle Association office in Boise on January 2, 2012.

"Ms. Thompson is a great addition to our team. Her energy, experience, and passion for the industry are just what the organization needs," explains Wyatt Prescott, Executive Vice President of the ICA. "I am excited to have her on board and looking forward to being able to better tell the stories of Idaho's cattle industry; the jobs we bring to Idaho's economy, the nutritious product cattlemen work so hard to put on the dinner table and our industry's unwavering commitment to the environment."

Thompson is a recent graduate of the College of Idaho with a Bachelor of Arts degree in Business Administration and has also completed the National Cattlemen's Beef Association's Masters of Beef Advocacy program. Prior to accepting her position with the ICA, Thompson interned with the Idaho Cattle Association and the Idaho Beef Council.

"This is an industry I am really passionate about," says Thompson. "I'm looking forward to working for an organization that has such a positive impact on cattle producers."

The Idaho Cattle Association works on behalf of the more than 10,000 cattle producers in the state of Idaho and has a membership of nearly 1,000 members. It is the only organization in the state that deals exclusively with the needs, interests and welfare of Idaho's cattle industry.



Idaho Cattle Association Communications Director, Jessie Thompson