

## 2015 CCW Executive Board

[www.cattlewomen.org](http://www.cattlewomen.org)

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Immediate Past President

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## Summer board meeting attracts 74 members, 2 CattleWomen honored by Common Threads

The CCW Board of Directors meeting, with President Sheila Bowen presiding, was held June 12, 2015, at the Double Tree by Hilton in Sacramento. Past presidents attending were Judy Ahmann, Karen Sweet and Jean Barton. Past President Gretchen Johnson was remembered with a moment of silence. There were 74 members and guests present.

Treasurer Melody Lake reviewed the financial report. She asked that when checks are sent to her, let her know what it is for with accompanying letter, and write on check in Memo line with identification. Every unit must have a budget, and income/expenses are balanced. Record all payments in check register, either handwritten in checkbook or Excel or quickbooks. Unit must have backup documentation for audit transparency. An invoice should be attached to reimbursement form. The fiscal year ends October 31, and the county report sent to Melody by November 30. She will send county treasurer an Excel form for report. Each unit files under CCW, Inc., and they have a Tax ID number. Kern and Tehama Counties need to file 90EZ form 110 because more than \$5,000 net in fundraising requires a full tax return.

Dina Moore (Humboldt) and Melanie Fowle (Siskiyou) were recognized with certificates from CCW congratulating them on their Common Threads awards. CCW member Connie Watson (Placer/Nevada) also received the award.

### OLD BUSINESS

- By-laws - Membership dues will be delinquent after Nov. 15th, was presented by Sherry Maltby. Motion approved. Policy & Procedures were also approved.
- County units will need to change their By-laws and P & P to comply with CCW.

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## Madame Speaker!

President Sheila Bowen with CCW Workshop speakers: Treasurer Melody Lake, Bayer Beef Promotion & Education Book Marsha Stevens and Membership Karen Moller.



- ANCW Region VI meeting was reviewed by Paula Bassett. Attending were Sheila Bowen, Tammie McElroy, Debbie Torres, Paula Bassett and Julie Barnett.
- Powder River Panels – Amanda Barrett reported that \$ 2,300 had been sold, and goal is \$20,000. She proposed an incentive program to help sell more tickets. Motion carried.
- Constant Contact. Paula Francis mentioned an email had been sent to 1254 members with email addresses, 456 opened it and 99 were returned for incorrect address.
- WIGGY Contest: President Sheila reported CCW made goal with 2.65% increase in CCW members, and ANCW membership increased 6.3%. Over \$100,000 was given in scholarships by CCW units in 2015.
- Silent Auction of a Napa Valley Package for ANCW Summer Meeting. In past CCW donated a \$100 gift certificate, and Board of Directors voted to increase amount to \$ 125 since 2015 was a themed “basket” from Region VI. Judy Ahmann and Anna Reed with help of others, secured 21 bottles of wine, three wine tastings, two nights at Napa River Inn, tickets for two at SF Giants game, and the Napa Valley Wine Train for two.

#### **NEW BUSINESS:**

- Membership chair Karen Moller reported on the changes to membership due dates that are a result of our by-laws changes. Membership is now due October 1st and delinquent Nov. 15th. Remember to send Karen your membership list and copy of check with membership fee @ \$20 per member. 7592 Silver Bridge Road, Palo Cedro CA 96073. vacacreek ranch km@gmail.com. 530-547-5424.
- Lifeline Rebate Program – CCW will get \$ 10 for any rebate forms for equine supplement submitted due to our efforts. Kelsey Cheda from Lifeline gave a presentation at the CCW workshop.
- Beef Ambassador – Jill Bright reported on the contest. 24 contestants with 10 seniors and 14 juniors. Senior Abby Grisedale, Kern Co. and Angelee Dowling, Siskiyou Co. junior will compete in national competition to be held in Denver.
- Outstanding Educator Barbara O’Connell, Glenn/Colusa Co. and Outstanding Promoter Glenda Rankin, Kern Co. were selected to represent California in the ANCW awards program. The women received the awards at the ANCW Mid-Year meeting in Denver.
- Cow Palace Barbeque - Anna Reed is seeking volunteers to serve for the two weekends, Oct. 16-17 and Oct. 23-14.
- ANCW Update was presented by President Sheila. The National Beef Ambassador program will be discontinued, with no regional contest in 2016.
- San Luis Obispo Brands Project – A museum near the mission has received 1,000 leather brands on leather, and they want to tell the ranching story of SLO County. They are looking for ranch histories from SLO.

#### **STANDING COMMITTEE REPORTS**

- Ag in Classroom. Debbie Costa and Julie Barnett are developing a reporting form for county units to use on the survey monkey, on CCW website.
- Bayer Beef Promotion & Education books – Marsha Stevens asked for 2 copies of correct entry form for each entry. A separate entry needed for each category.
- Beef Promotion – Ann Cochrane received 47 surveys this week on the Survey Monkey, with cattlemen spending 3,252 hours directly contacting 5,290 consumers with a media impact of 406,870 for the months of March – June. Reports were received from Tehama, Placer/Nevada, Siskiyou, Plumas/Sierra and Fresno Counties.
- Ag Day at the Capitol – A successful event with Buckhorn Grill preparing 120 Tri Tips for nine cattlemen to hand out 3,500 beef samples to attendees. This was a joint event with California Cattlemen.
- CowBelle of the Year – Amanda Barrett had information in the packets. Check for \$60 made payable to CCW, nominee’s biography in Microsoft Word, emailed to cabeefgirl@aol.com, with digital photograph are due before Sept. 15. A special luncheon will be held in Sparks, NV during the annual convention.
- Legislation report was in the Board of Directors packets.
- Membership – Karen Moller asked county units to use Excel format in landscape, with first name first followed by last name. No abbreviations, using full street and avenue name. No periods with PO Box. Not all upper case, or lower case. Phone number and e-mail address. We desperately need zip codes with the address. Remember: Send membership check and copy of roster to CCW Treasurer, and copy of check with membership roster in Excel format to Karen. The county roster is due Nov. 15th, but members can still join but won’t count for county delegate.
- Memorial Scholarship – Nancy Hawkins reported since Jan. 1, 2015, \$1,230 in donations have been received from Ken & Melanie Fowle, Phillip & Judith George, Jerry & Sherry Maltby, Jeff & Sheila Bowen, Darrel & Karen Sweet, Alameda CattleWomen, Glenn/Colusa CattleWomen, Napa/Solano CattleWomen, Shasta Co. CattleWomen, Fresno/Kings CattleWomen, Jean Rosasco, Margaret Duflock and annual donation of \$ 100 from Alameda CattleWomen.
- 2015 CCW/Heritage Foundation Memorial Scholarships awarded to Katie Roberti, Cal Poly, SLO; Samantha Werth, U. C. Davis; Jennie Mullen, U.C. Chico; Kelsie Raulino, U.C. Fresno. No response from Cal Poly, Pomona.
- Nominations – Debbie Costa, and nomination committee of Plumas/Sierra Sharon Abrams, Siskiyou Cheryl Foster, San Diego Christine Snyder, San Luis Obispo Colleen Hayes,

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Calaveras/Tuolumne Marcia Whittle, and Mid-Valley CowBelles Millie Krause presented Debra Cockrell, Modoc Co. as 2nd Vice President for three year term. Cockrell was elected, replacing Anna Reed after installation at annual meeting in November.

- Round-Up Reminder from Debra Cockrell was in packets. County report is due Sept. 1 in an e-mail WORD Document using 12 point size font. Also include an activity photo, and a recipe.
- Web Site report – Julie Barnett, gangacows@yahoo.com. The password is “cowgirl”. Still lacking membership application forms for county units. Many of the forms are available on the website, and survey monkey is available for Beef Promotion reports.

Meeting adjourned 11:34 a.m.



Dina Moore (left, Humboldt), and Melanie Fowle were honored with Common Threads, recognizing women in agriculture at a luncheon at the Sierra Nevada Brewery, Chico.



Judy Ahmann (above) announced the ANCW Outstanding Educator and Promoter of the Year at the ANCW Board of Directors meeting in Denver. It was a California sweep as Barbara O'Connell (with Dan, at right ) was named the Educator of the Year, and Glenda Rankin (with Bill) was named Outstanding Promoter of Year.



Jerry & Sherry Maltby accepting the 2015 Seed Stock Producer of the Year Award presented by the American International Charolais Association

## *California Wins the WIGGY*

### *ANCW Outstanding CattleWomen Awards Go To California Gals*

California returned from the Beef Industry Summer Conference with three prestigious awards. The ANCW Board of Directors Meeting began with the announcement by Brad Stouwie, from Powder River, that California CattleWomen had won the WIGGY Contest. This contest measured growth in membership at the state and national level as well as spotlighting beef promotion and education activities within the state and our participation at the national level. California's application was over thirty pages in length with most of it highlighting the work that is done by the thirty local CattleWomen Units around the state of California. A big thank you goes out to each unit for all you do within your



CCW President Sheila Bowen with Powder River's Brad Stouwie. California won the calf table with 1957 members, increasing CCW memberships 2.5%, and a 6 % increase in ANCW membership. There were also many Ag in Classroom and Beef Promotion reports from county units.

Below - American National CattleWomen President Melanie Fowle with National Cattlemen's Beef Association President-Elect Tracy Brunner of Kansas and Steve Scott, NCBA VP of Policy from Tennessee. They attended the Cattle Industry Summer Conference.



communities. Mr. Stouwie was impressed with the extensive amount of work that gets done by California CattleWomen volunteers.

CCW would like to thank American National CattleWomen and Powder River for the opportunity to participate in this contest and for the award of the Powder River Calf Table.

It was announced at The Beef Industry Summer Conference in Denver that Barbara O'Connell, a Glenn/ Colusa CattleWoman, was named the ANCW Outstanding Educator of the Year, and Glenda Rankin, from Kern County, was named the ANCW Outstanding Promoter of the Year. Both of these ladies use their ranches as outdoor classrooms to teach others and promote ranching. Both hosted ANCW "Mom's Day on the Farm" events at their ranches in 2014. Their resumes of beef promotion and education efforts are truly impressive.

## **CCW CALENDAR**



**Sept. 25-26** - National Beef

Ambassador Competition, Denver, CO

**Oct. 1** CCW Dues are payable, delinquent Nov. 15th.

**Oct. 1** ANCW Dues are due, \$60.00, mail to ANCW, 9110 E Nichols # 302, Centennial, CO 80112.

**Oct. 5** Bayer Beef Promotion & Education Books due, Marsha Stevens, 3745 McCourtney Rd; Lincoln, CA 95648, [Stevensranch3s@gmail.com](mailto:Stevensranch3s@gmail.com), 916-717-3441.

**Oct. 13** Walt Rodman Beef Promotion entry due

**Oct. 31** CCW fiscal year closes.

**Oct. 31** Ag in Classroom reports due. Debbie Torres, 2632 Live Oak Park Rd; Fallbrook CA 92029

[kndshorthorns@live.com](mailto:kndshorthorns@live.com) 760-728-6078.

**Nov. 15** CCW membership due to

Karen Moller, 7592 Silver Bridge Road, Palo Cedro CA 96073. [vacacreekbranchkm@gmail.com](mailto:vacacreekbranchkm@gmail.com). 530-547-5424.

**Nov. 19- 21** CCA/CCW Convention, John Ascuaga's Nugget, Sparks, NV

**Nov. 30** County unit financial report due to CCW Treasurer Melody Lake,

791 Sparrow Drive, Fernley NV 89408,

[Melodylynn128@yahoo.com](mailto:Melodylynn128@yahoo.com),

916-835-6025.

**Jan. 27-29** ANCW Cattle Industry Convention, San Diego, CA

**March 11-13** CCW Spring Meeting, Harris Ranch Inn, Coalinga

**April 29-May 1** ANCW Region VI, Las Cruces, NM



# 99th CCA/CCW Convention

**Date:**  
November 19-21

**Location:**  
John Ascuaga's Nugget  
1100 Nugget Ave,  
Sparks, NV 89431

Convention registration deadline is November 4. **Full registration \$100** – includes access to meetings, trade show, happy hour, Wake Up! Coffee Break, Lunch on Saturday and Wine & Cheese Reception

**CCW Presidents Breakfast...** \$15.00  
**CowBelle of the Year Lunch** \$25.00  
**CCA Beef Promo Lunch .....** \$25.00  
**CCA Cattlemen's Dinner .....** \$55.00  
**CCW Awards Breakfast .....** \$25.00  
**Cattle Fax Breakfast.....** \$25.00  
**CCA/CCW Awards Banquet..** \$55.00

## Hotel Information

West Tower Deluxe Rooms = \$76\* per night  
 East Tower Premier Rooms = \$82\* per night  
 \* Single or Double Occupancy; Rates excludes 13.5% tax & \$9 per night resort fee. Resort fee includes parking & guest room internet.

**Reservations** : must be made by **October 28** for discounted room rate. By Phone: 800-648-1177 *Mention Group Code: GCCA15 (California Cattleman/ Cattlemen)* for discounted rate

Online: <http://booking.ihotelier.com/istay/istay.jsp?groupID=1219704&hotelID=96145>

A credit card is required for your hotel reservation. Cancellation must occur at least 48 hours prior to arrival to avoid penalties. Check-in is 3 pm, check out is at 11 am.

**DIRECTIONS** - Travel East on I-80 towards Reno/Sparks. Take the Rock Blvd./Nugget Avenue (exit 17) exit, stay right (Nugget Ave.) and follow the signs.

## TENTATIVE SCHEDULE

### THURSDAY, NOVEMBER 19

12 – 5 p.m.	Registration Open
11 a.m. – 5 p.m.	CCA Scholarship Interviews
11 a.m. – 5 p.m.	California Rangeland Trust Board Meeting
1 – 2 p.m.	CBCIA Finance Meeting
1 – 4 p.m.	YCC Officer Interviews
1 – 4 p.m.	Media Training
2 – 5 p.m.	CBCIA Board Meeting
4 – 7 p.m.	CCA Officers Meeting
6 – 7 p.m.	CCW Executive Committee
7 – 9 p.m.	CCA Local Presidents' Reception

### FRIDAY, NOVEMBER 20

6:30 – 7:30 a.m.	Prayer Gathering
7 a.m. – 6 p.m.	Registration Open
7 a.m. – 3 p.m.	Exhibitor Move-In
7:30 – 8:30 a.m.	CCA Finance Meeting followed by Convention Committee
7:30 – 9:30 a.m.	CCW President's Breakfast
8:30 – 9:15 a.m.	Cattlemen's Breakfast
9:45 – 10:30 a.m.	CCW Heritage Meeting
10:00 – 11:30 a.m.	CCA Cattle Health & Well Being/BQA
10:00 – 11:30 a.m.	CCA Cattle Marketing & International Trade
10:00 – 11:30 a.m.	CCA Federal Lands Committee
11 a.m. – 1 p.m.	California CowBelle of the Year Lunch
12 – 1 p.m.	Beef Promotion Lunch
1:30 – 2:30 p.m.	General Session
1:30 – 4 p.m.	CCW Education Workshop
2:30 – 4 p.m.	CCA Property Rights & Environmental Management
2:30 – 4 p.m.	CCA Agriculture & Food Policy
2:30 – 4 p.m.	CCA Tax & Credit
4 – 5 p.m.	YCC Networking in Tradeshow
4 – 5 p.m.	Cattlemen's College Session #1
4 – 6 p.m.	CCA General Resolutions Meeting
5 – 6 p.m.	Cattle PAC Reception
5 – 6:30 p.m.	YCC Meeting
5:30 – 6:30 p.m.	CCW President's Reception
6 – 7 p.m.	Allied Industry Council Wine & Cheese Reception
7 – 8:30 p.m.	CCA Cattlemen's Dinner
9 – 11 p.m.	Reception & Entertainment By the California Rangeland Trust

### SATURDAY, NOVEMBER 21

7 a.m. – 6 p.m.	Registration Open
6:30 – 7:30 a.m.	CCA Nominating Committee
7 – 9 a.m.	CCW Awards Breakfast
7 a.m. – 1 p.m.	Allied Industry Council Trade Show
	Wake Up! Coffee Break 7 – 8 a.m.
	Bloody Mary Bar Open 7 – 10 a.m.
	Lunch in the Trade Show 12 – 1 p.m.
8 – 9:15 a.m.	Cattle-Fax Breakfast
9:30 – 10:30 a.m.	LMRF Meeting
9:30 – 12:15 p.m.	CCW Board Meeting
10:15 – 11:15 a.m.	Cattle PAC Meeting
10:30 – 11:30 a.m.	Cattlemen's College Session #3
11:15 a.m. – 12:15 p.m.	CCA Membership Committee
11:15 a.m. – 12:15 p.m.	POSSEE Meeting
12 – 1:30 p.m.	Lunch in the Trade Show
1 – 4 p.m.	CCA Board & Membership Meeting
5 – 6 p.m.	CCA President's Reception
7 – 10 p.m.	CCA/CCW Awards Banquet

## Region VI attendees

California CattleWomen attended the Region VI conference in Tucson, Arizona. Show here are (from left) Tammi McElroy, Debbie Torres, Paula Bassett, Julie Barnett, Sheila Bowen





## Beef Ambassadors chosen

The 2015 California State Beef Ambassador competition, held in April, was inspiring. There were 14 Juniors and 10 Seniors from all over the state competing. They all did an amazing job. All contestants were well spoken, articulate and knowledgeable.

Our Senior Beef Ambassador is Abby Grisedale, Kern Co; attending Oklahoma State University in Stillwater, OK majoring in Animal Science and Business. She is fifth generation of the Grisedale Ranch, Granite Station, CA. She was CA Jr Beef Ambassador in 2011.

The 2015 Junior Beef Ambassador is Angelee Dowling from Siskiyou County.

The state, and the beef industry as a whole, will be well represented in the year to come.

### ***LIFELINE EQUINE OFFERS EXCITING FUNDRAISING OPPORTUNITY!***



You can partner with LIFETIME Equine for a fundraiser that directly benefits California CattleWomen! This referral program with high earning potential allows you to raise money for important initiatives by simply encouraging people in your circle to try LIFETIME Equine performance supplements.

#### **HOW IT WORKS:**

1. Contact your unit president who will supply you with rebate flyers.
2. Write "CALIFORNIA CATTLEWOMEN" in the "COMPLIMENTS OF" box on the front of every flyer.
3. Give a flyer to anyone you know that owns, trains or takes care of horses.
4. Explain to them that LIFELINE is offering a **\$20 rebate** on the purchase of a 30-day pail or a 100-day bag and point out the tear-off form at the bottom of the flyer, which must be completed and mailed in, along with the purchase receipt, to claim a rebate.

***Don't worry***—you do not have to be a LIFELINE product expert to participate. The flyer contains educational messaging and refers readers to our website if they wish to dig deeper. Your job is to get a rebate flyer into the hands of every horse person you know!

#### ***QUESTIONS?***

For more information about the fundraiser contact your Unit President. To learn more about LIFELINE Equine performance supplements, visit [watchthemthrive.com](http://watchthemthrive.com) or call Kelsey Cheda, LIFELINE Regional Sales Manager, at (209) 201-9344



# President's Memo

by Sheila Bowen

I hope you all had a fantastic summer. As an organization, CCW has had a rewarding year.

California CattleWomen won the ANCW Wiggy Contest sponsored by Powder River; we will receive a calf chute that can be raffled, sold, or auctioned as a fundraiser for our organization. This award was announced by **Brad Stouwie** from Powder River at the Beef Industry Summer Meeting in Denver, Colorado.

**Barbara O'Connell**, a Glenn/ Colusa CattleWoman, was named the ANCW Outstanding Educator of the Year.

**Glenda Rankin**, from Kern County, was named the ANCW Outstanding Promoter of the Year.

These ladies both have very strong resumes and generously use their ranches as outdoor classrooms to teach others and promote ranching.

**John and Judy Ahmann** (Napa/Solano) were honored with the first annual Environmental and Economic Equilizer Award. California State Board of Equilization member, Fiona Ma, presented the Award at the CCA legislative breakfast.

**Jerry and Sherry Maltby** (Glenn/Colusa), owners of the Broken Box Ranch, were named the Seed Stock Producer of the Year at the spring meeting of the American International Charolais Association.

**Dina Moore** (Humboldt), **Connie Watson** (Placer/Nevada), and **Melanie Fowle** (Siskiyou) received Common Threads North Awards for their contributions to agriculture and the communities in which they live.

CCW has a new fundraising opportunity. During the CCW Midyear Meeting, Kelsey Cheda from Lifeline explained that Lifeline is offering a coupon to customers for two of their equine supplements. CCW has the opportunity to earn money for each of the coupons turned into Lifeline that were provided by California CattleWomen. Contact me, or one of the local unit presidents for more information.

The CCW Bylaws and Policies and Procedures were updated by a unanimous vote of the Board of Directors at the Midyear Meeting. An important change is the new deadline for units to turn in their CCW memberships to the state. **The roster and dues need to be into the CCW membership chair and treasurer by November 15th.** The updated Bylaws and Policies and Procedures can be found on the [cattlewomen.org](http://cattlewomen.org) website under Members Only.

This past summer, I toured two meatpacking facilities: Harris in California and JBS in Colorado. It was impressive to see how clean and efficiently run they are, and how important each job inside the plant is to the success of the operation. After seeing first-hand how U.S. meat is processed, I am reassured that the United States has the safest food supply in the world. Great effort and attention to detail go into insuring food safety and quality at both of these packing plants.

I hope to see many of you at the convention in Sparks, Nevada November 19th – 21st. We will learn how to use Constant Contact as a communication tool, have a leadership presentation by Susie Magnusen, and get a legislative update from Justin Oldfield to name just a few of our scheduled events.

**Did You Know?** American National CattleWomen leaders are working hard to make the national organization bigger and better than ever. ANCW will begin offering monthly educational webinars. The first webinar will be September 21st and veal will be the topic. The webinars will be the third Monday of each month. All ANCW members are invited to log on and join in on the webinars.

**Condolences:** Nadette Raymond Ott's husband, Walter, passed away on July 5th. Nadette was the CCW treasurer for sixteen years. Anyone wishing to send Nadette a note can send it to Nadette at:

Nadette Raymond Ott, 5078 Balls Ferry Rd; Anderson CA 96007

**On a personal note...** On January 27 and June 7th my family welcomed Luke Michael and Ellie Rose into the world. Luke is the sixth and Ellie is the seventh of our grandchildren. They are part of the seventh generation of California cowboys and cowgirls in our family. As CattleWomen, our kids and grandkids are a reminder of why we, as ranchers, do what we do. Our efforts help to insure the longevity of cattle ranching for our posterity and for our state. Welcome to the outfit, Luke and Ellie!!!



## ***Woodsey gals!***

California CattleWomen from Napa, Tehama and Siskiyou Counties are shown at the Yamsi Ranch, during the ANCW Region V meeting in Oregon.



# **California CattleWomen, Inc.**

*An Affiliate of the California Cattlemen's Association*