

2017-18 CCW Executive Board

www.cattlewomen.org

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97 attend CCW Board meeting

The CCW Board of Directors meeting, with President Sheila Bowen presiding, was held Saturday December 3, 2016 at the Nugget, Sparks, NV. Past Presidents attending the Gala Convention were Jean Rosasco, Marilyn Erickson, Karen Rasmussen, Jean Barton, Dee Lacey, Lady Bug Doherty, Karen Sweet, Joan Hemsted, Judy Ahmann, Melanie Fowle. There were 97 members and guests in attendance.

Adam Blalock, Northern Beef Ambassador from Shasta County led the Pledge of Allegiance.

Treasurer Melody Lake had made a packet for each unit's treasurer. She reminded all, that the financial figures were to be sent in Excel by Dec. 15, and as of the December 3 she had received 16.

OLD BUSINESS

- ANCW Updates: Rebecca Been had redone "wow, that cow."
- Cow Palace: President Sheila thanked Debbie Hay for the cattle cut-outs used in the display window and south hall display. Melanie Fowle was honored as the Cattle Queen at a luncheon.
- Farm to Fork: Myra Davies and Adam Blalock reported there were 400 exhibitors on the Capitol Mall, and 75,000 was the attendance, while last year was 33,000.

(Continued on page 2)

Powder River Panels

Kody Hayes, Regional Representative for Powder River was thanked for the sponsorship of the panels by President Cheryl Foster. The lucky winner was Brad Colson.



(Continued)

NEW BUSINESS

Amanda Barrett reported on the Powder River Panel Raffle. \$22,000 had been sold, and Rita March of Siskiyou Co. had sold \$5,000 to her “sugar daddies”.

Tulare: World Ag Expo signup sheet was passed. Cattlewomen are needed for working in the booth.

Spring Meeting: Melanie Fowle will be beef promotion chair. She mentioned Lesson Plans for grades K-12 will be offered by Jackie Zediker, Lynda Beverlin, Rita & Lori March. Malorie Bankhead and Barbara Martin will speak, CBC will introduce BEEFabulous, and other exciting features.

CA 2017 Beef Ambassador Competition will be in Bakersfield, April 28-29, with Erin Rogers, chairman.

Brief reports were given by committee chairs.

The Weatherby Rifle Drawing lucky name drawn was Beth Castellias, Placer-Nevada.

Ag in the Classroom reaches 32K students

Debbie Torres with winners for Ag in The Classroom with 32,093 students by the 15 units: 1st SanJoaquin/Stanislaus followed by Kern, Alameda, Sonoma/Marin, Siskiyou, Placer/Nevada, San Diego, Calaveras/Tuolumne, Tehama, Modoc, Intermountain, Plumas/Sierra, Glenn/Colusa, Napa/Solano, Santa Barbara.



Media Madness winner was Lassen with their annual 3rd grade History Day, with San Joaquin/Stanislaus, Napa/Solano, Modoc, Placer/Nevada, Siskiyou, Sonoma/Marin participating.

All Star Reader winners were: Nancy Thompson, Myra Davies, Diane Estes, Debbie Hay, Lynda Beverlin, Gayle Watkins, Di Kanez, Donna Costa, Diane Egan, Jan Luiz, Erma Murphy, Mary Robinson, Edith Solori, Molly Watkins, Jeannette Bucher, Glorianne Weigand and Kathy Vignolo-Knight. Myra Davies read to 625 students in 11 hours.

California gals earn national honors

The American National CattleWomen have chosen as honorees (l-r) Celeste Settrini (SLO CW) as the ANCW Outstanding Beef Promoter of the Year, Nadette Raymond (Shasta CW) chosen as the Outstanding CattleWoman of the Year, and Candy Cook Peterson (Mid Valley Cowbells) chosen as the ANCW Educator of the Year.





California CattleWomen
Spring Meeting March 10-12, 2017

Harris Ranch Inn, Coalinga

Friday, March 10

- 6:00 pm CattleWomen Executive Board meeting

Saturday, March 11

- 7:45-8:30 Check-In (foyer of Garden Ballroom)
- 8:30 Meeting Begins

Highlights of the Day

Malorie Bankhead - Is your pasture half full? • Barbara Martin – Dairy Goddess Farmstead Cheese
 California Beef Council – Introducing BEEFabulous • Five Updated Ag in Classroom Lesson Plans
 Historical Lesson: Kern County • Shortcuts to Professional Feature Booths

Beef Ping Pong and Draw a Cow

- 4:00 CCW Networking

- 6:00 Horseradish Bistro Filet Caesar Salad & No host bar, Corkage \$15
 Make IT Fun Ladies - Entertainment

Sunday, March 12

8:00-8:30 Check-In for CattleWomen Board of Directors Meeting

8:30-noon California CattleWomen Board of Directors Meeting



Register by Feb.24: Callie Borrer: 18898 Co. Road 94B • Woodland, CA 95695 • 530-526-3070
 callie.borrer@yahoo.com

Name: _____ CCW Unit: _____

Address: _____ City/Zip: _____

Phone: _____ Email: _____

Lunch Choice: ____ Tri-Tip Sandwich ____ Flank Steak Spinach Salad

Registration \$65.00
 (includes lunch on Saturday) \$ _____

Saturday Dinner \$30.00 \$ _____

Late Registration
 after Feb. 24, \$10.00 \$ _____

Total Cost \$ _____



•• Hotel Reservations: Harris Ranch Inn, 24505 West Dorris Ave, Coalinga, CA 93210
 Room Rates start at: \$135/night + tax (559) 935-0717 or (800) 942-BEEF group: 2T30N7
 ROOM RESERVATIONS MUST BE MADE BY 2/17/17 -- CANCELATION 48 HOURS

President's Memo

by Cheryl Foster

Happy New Year CattleWomen

I am excited for the next two years as your California Cattlewomen President because I have the best team of officers and committee chairs. This group is very impressive because they care tremendously about our beef industry. They are very capable women that are engaged and engaging. Many of the women have been participating on the state level for a while. Others are new stepping up to new challenges. Others have come back once again to be willing leaders of our group. I am so pleased, they all have a lot to offer. They will make it a fun two years.

We are off to a strong start with the Spring Meeting March 10 – 12 at Harris Ranch. Malorie Bankhead will speak on how she is able to always find the positive in her work and life. Her speech *“How to Achieve a Pasture Half Full, Positive Ponderings from Mal the Beef Gal”*, is sure to bring a smile and perhaps a couple of laughs. By the end perhaps we will have learned a trick or two to find the bright side or silver linings of life. Our other guest speaker is Barbara Martin owner of Dairy Goddess Farmstead Cheese. Barbara Martin will speak to us about how she started her own cheese business. Barbara Martin blogs, tweets and posts to facebook. She is an amazing lady and we are thrilled to have her join us.

The workshop day will also introduce several new Ag in the Classroom lessons. These are a sampling of Ag in the Classroom programs used throughout the United States that concentrate the Ag message while meeting core stem requirements. We will learn more about the history of Kern County CattleWomen. They were one of the very first California CattleWomen units, established in 1948. Jill Schofield will join us and introduce the California Beef Council smart phone app “BEEFabulous”. This marvelous new app targets the consumer. It quickly allows the user to access recipes, cooking tips even helps create your shopping list etc.

My theme for the next two years is “Preserving our CattleWomen Heritage while Preparing for the Future”.

I think knowing our past is very important. During the next two years there will be programs bringing our rich history to life. California CattleWomen have been an organized group for 65 years. California CattleWomen have handed out tons of brochures and spoke with hundreds of thousands of consumers as part of our rich history. Some of our members are excellent at using social media. Others of us need more help learning to reach our consumers using the numerous social media tools available. I challenge myself and you to become Masters of Beef

Advocacy graduates. I believe then we will become more comfortable with how to use social media and how to get our positive beef message in front of our consumers.

With this strong group of women I have asked two special ladies I consider my dear friends to add some of their spark and flare to our events. When I am with these two ladies I cannot but laugh and smile and have a good time. Sharon Erickson and Debbie Hay are my very special **MAKE IT FUN** team. I have asked them to have an activity at each of our meetings over the next two years where we can relax and laugh and enjoy the time we have with each other. My hope as a side benefit, we get to know each other

better in the process. I know of no team better for this task than Debbie and Sharon.

I am a numbers person. I will be asking each unit to keep track of their numbers and report them to the state. Numbers are the way we convince our allies and potential donors of our good work. So I ask each unit president to gather their numbers. By numbers I mean the number of Scholarships and Scholarship dollars awarded. The number of people reached with Beef



Promotion media and face to face efforts and Ag in the Classroom presentations and articles in the newspaper. Start keeping track now so the task is not so difficult at the end of the year. Make these numbers part of your Round Up report. Allison Batteate will tabulate your numbers by county unit so we can show the statewide impact of CCW.

The California CattleWomen had a marvelous convention. It was the largest California Cattlemen and CattleWomen convention I have yet to attend. The 100 year celebration for CCA and 65 years for CCW brought out lots of CattleMen and CattleWomen. The trade show was full of vendors. California CattleWomen had a booth and sold items brought by various CattleWomen units. Big thank you to Erin Rogers for organizing this effort. The CCW trade show booth was the place to fill out and turn in your raffle ticket for the chance to win the Camilla Weatherby Rifle. Beth Casillas, the president of Placer /Nevada CattleWomen, was the lucky winner.

(continued next page)

The CCW nominees for three ANCW Awards were recognized at the Award Breakfast on Saturday. It was so exciting to learn not only were these ladies our nominees, but ANCW had chosen them as their honorees. Nadette Raymond (Shasta CW) was chosen by ANCW as the Outstanding CattleWoman of the Year. Celeste Settrini (SLO CW) won as the ANCW Outstanding Beef Promoter of the Year, and Candy Cook Peterson (Mid Valley Cowbelle) was chosen as the ANCW Educator of the Year.

The Powder River Panel Raffle was a tremendous success this year. Amanda Barrett organized the ticket sales and made the game changing suggestion that each unit share in the proceeds. That concept really worked because we sold a record amount of \$25,355. Brad Colson of Quail Valley Ranch Prineville, OR was the lucky winner.

Our State Beef Ambassador Contest will be taking place in Bakersfield April 28th and 29th. Erin Rogers has a great contest lined up. The competition starts Friday evening April 28th and concludes in time Saturday for a tour, dinner and awards presentation at the nearby Rankin Ranch.

Thank you for all you do for CattleWomen, with your help 2017 will be another great year. Hope to see you at the Spring Meeting at Harris Ranch we have a great line up.

INTERNATIONAL AGRICULTURE CENTER PRESENTS

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FEBRUARY 14-16, 2017

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California CowBelle and CattleWomen Past Presidents

(Front Row) Jean Rosasco - 1973-74;
Karen Rasmussen - 1977 -78;
Dee Lacey - 1997-98;
Lady Bug Doherty - 1999-2000;
Karen Sweet - 2001-2002;
Marylin Erickson -1989-1990;
Jean Barton - 1995-96.
(Back row) Judy Ahmann - 2007-08;
Joan Hemsted - 2003-04;
Melanie Fowle- 2010-12;
Sheila Bowen - 2015-16.



Bayer Beef Promotion and Educational Book winners



Bayer Beef Promotion and Educational Book contest winners were announced by Bret Davis, Bayer Healthcare, and Marsha Stevens, committee chairman. San Diego CowBelles won under 50 members, second to Modoc; San Joaquin/Stanislaus was first in 51 to 100 members, second to Mid Valley CowBelles, third to Lassen, and fourth to San Benito. Kern was first in over 100 members, second Siskiyou, and third Tehama.

Other publicity tools with first place winners were Delores Henriques, Sharon Erickson, Mid Valley CowBelles and Tehama County CattleWomen. Bayer Healthcare donated \$750.00 towards the awards. Please thank: Bret Davis, Bayer Healthcare, 31941 Success Valley Drive, Porterville CA 93257.

Davis and Stevens, are shown with award winner representatives from San Diego CowBelles, Modoc, San Joaquin-Stanislaus, Mid Valley CowBelles, Lassen, San Benito, Kern, Siskiyou and Tehama Counties.

Cattle people!

Emma Morris (left), California Beef Ambassador and USDA Intern, is shown with her grandmother, Lynn Bryan of Siskiyou County CattleWomen and Ann Nogan, American National CattleWomen President. Nogan is from Pennsylvania.



Reaching Out!

CattleWomen personally reached over 300,000 consumers in 96 reported beef promotion activities. Ann Cochrane, chair, is pictured with the winners. Santa Barbara Co. had a sleepover for a 4-H group and chaperones, where they assisted with chores, learned about low stress cattle handling and beef nutrition. Butte Co. had an interactive fair booth, "where is your favorite cut of meat from". Siskiyou Co. spiced it up with "Walking Taco's" at the Old Timers Rodeo. Plumas/Sierra served mini beef tostados nightly at the Plumas Co. Fair.



CCW CALENDAR

Jan. 29-Feb. 3 -- Cattle Industry & ANCW meetings, Nashville, TN

Feb. 14-16 ----- World Ag Expo, Tulare, CA

Feb. 17 ----- Spring Meeting hotel reservations due.

Harris Ranch Inn, group code 2T30N7 1-800-942-BEEF.

Feb. 24 ----- Spring Meeting Registration deadline.

\$65 for meetings \$30 for Saturday dinner. New address for Callie Borrer,

18898 Co Road 94B, Woodland CA 95695 callie.borrer@yahoo.com

March 10-12 --- CCW Spring Meeting, Harris Ranch Inn, Coalinga

March TBA ----- Ag Day at the Capitol

March 17 ----- Deadline for CA Beef Ambassador Competition entry,

PO Box 306, Glennville, CA 93226 661-536-8941

March 28-30 --- Legislative Conference, Washington, DC

April 15 ----- Beef Ambassador Hotel reservation deadline,

Hampton Inn Bakersfield Group code: C-BAC, 408-876-3013

April 28-29 ----- CCW Beef Ambassador Competition, Bakersfield

April 29-30 ----- ANCW Region VI Meeting, Elko, NV

June 21-23 ----- CCA/CCW Midyear Meeting

July 12-15 ----- NCBA/ANCW Summer Meeting, Denver, CO

Cowbelles of the Year



CowBelles of the Year (Alphabetical order) Wendy Howe - Alameda; Leslie Joost - AES; Kasey DeAtley, PhD - Butte; Jean Rosasco - Calaveras/Tuolumne; Kate Cochrane Horstmann - Fresno/Kings; Alycen Gobel - Glenn/ Colusa; Liz Klopper - Humboldt; Sandi Kaul - Intermountain; Gay Gardella - Kern; Cheryl Lauitsen -Lassen; Pat Guillemín - Madera; Victoria Brussow - Mid Valley CowBelles; Suzanne Nelson - Modoc; Celeste Settrini - Monterey; Carole Guertin - Placer/Nevada; Karen Rickman - Plumas/Sierra; Jamii Pura - San Benito; Delores Henriques - San Joaquin/Stanislaus; Susan Cochrane - San Luis Obispo; Tina McEnroe - Santa Barbara; Jackie Vandercook - Santa Clara; Sharon Stevenson - Shasta; Melanie Fowle - Siskiyou; Pam Michalek - Sonoma/Marin; Irene Fuller - Tehama; Dolores Fitter - Tulare; Patty Anderson - Yuba/Sutter.

Walt Rodman award winners!



Bill Dale, Executive Director and Jill Scofield of California Beef Council are pictured with the winners:

(alphabetical order) Alameda, Butte, Calaveras/Tuolumne, Glenn/Colusa, Intermountain, Lassen, Madera, Mid Valley CowBelles, Modoc, Napa/Solano, Plumas/Sierra, San Diego CowBelles, Santa Barbara, Santa Clara, Siskiyou and Tehama County CattleWomen.

First Place:

Shasta Co. Cattlewomen

“Photo Contest for Note Cards and Beef Promotion Posters”

Second Place:

Kern Co. Cattlewomen

“Kern County Fair Display and Community Presentations”

Third Place:

San Luis Obispo Co. Cattlewomen

“Central Coast Beef and Wine Festival”

Membership!

Dee Lacey of Lacey Livestock with 2016 winners, San Diego CowBelles, Calaveras/Tuolumne, Plumas/Sierra and Siskiyou Co. CattleWomen. They increased membership percentage.

