

# 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.

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 Cowbelles) 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!