

# 2013 California Cattlemen's Annual Round-Up Reports



©Whip & Spur Photography By: Debra Cockrell



# A Golden Opportunity



California Cattlemen

1951— 2013

62 Years Promoting the Beef Industry

&

Working to Save Ranching

Front Cover: “Fall Round-Up” for a Branding

Chosen By: Modoc County Cattlemen

Photo By: Debra Cockrell

Whip & Spur Photography

# Cattlegwomen's Creed

Believing that the livestock industry is of basic  
Importance to world existence,  
We, the California Cattlegwomen, dedicate ourselves  
To support it with our labor and finances;  
To promote it through information and publicity;  
To encourage it's producers with our  
Understanding and love;  
To do all in our power to instill in the  
Coming generation the love of the land and  
Of life, the humility and awe before nature and  
The hope and faith in the future that is inherent  
In Cattlemen and Cattlegwomen.

Mrs. Willard Sobak, Fairdale, North Dakota  
Mrs. Jerry Hemsted, Cottonwood, California

# California CattleWomen Goals

## 2013-2014

### PROMOTE BEEF

Promote beef through positive messages.

Educate people of all ages on the benefits of beef in your diet

Educate and equip CattleWomen on the current talking points and information.

Educate the public on beef's impact on the environment and the concerns of farmers and ranchers in the care of their animals.

Increase membership in both the California CattleWomen and the American National CattleWomen.

Work alongside the California Cattlemen's Association to keep the membership informed on political issues and to assist the Cattlemen's Associations in any of their projects where our expertise can be of use to their organization.



## *California Cattlegwomen ~ Past Presidents*

Mrs. Carl Carver – Helen	1951 - 1952
Mrs. Jake Schneider – Jean	1953 - 1954
Mrs. Jim Owens – Freda	1955 - 1956
Mrs. J. B. Williams – Nona	1957 - 1958
Mrs. Frank Giorgi – Florence	1959 - 1960
Mrs. Russell Peavey – Florence	1961 - 1962
Mrs. Edison Foulke – Esther	1963 - 1964
Mrs. Mona Chisholm	1965 - 1966
Mrs. Jack Probert – Hazel	1967 - 1968
Mrs. Howard Burton – Milli	1969 - 1970
Mrs. Jim Bardin – Mary	1971
Mrs. Joe Russell – Chicken	1971 - 1972
Mrs. Otis Rosasco – Jean	1973 - 1974
Mrs. Juanita Gardner	1975 - 1976
Mrs. Gordon Rasmussen - Karen	1977 - 1978
Mrs. Elbert Wilcox - Dorothy	1979 - 1980
Mrs. Sterling Rhoades – Rosalie	1981 - 1982
Mrs. Thorson Bailey – Sharon	1983 - 1984
Mrs. Leo Fitzgerald - Dorothy	1985 - 1986
Mrs. Perry Smith - Colleen	1987 - 1988
Mrs. Roger Erickson - Marylin	1989 - 1990
Mrs. Vic Lund – Pat	1991 - 1992
Mrs. Sam Avila – Margaret	1993 - 1994
Mrs. Bill Barton – Jean	1995 - 1996
Mrs. John Lacey - Dee	1997 - 1998
Mrs. Lady Bug Doherty	1999 - 2000
Mrs. Darrel Sweet – Karen	2001 - 2002
Mrs. Jerry Hemsted – Joan	2003 - 2004
Mrs. Bert Johnson – Gretchen	2005 - 2006
Mrs. John Ahmann- Judy	2007 - 2008
Mrs. Bill Doss – Merrilee	2009
Mrs. Ken Fowle – Melanie	2010 - 2012
Mrs. Bill McElroy – Tammie	2013-



## *2013 CCW County Presidents as of 12/12*

**Alameda ~ Dana Rivinius** - 3723 Bairn Ct. Pleasanton, CA. 94588 • Cell: 925- 918-0063 [drivinius@aol.com](mailto:drivinius@aol.com)  
**Amador/El Dorado/Sacramento ~ Nancy Hawkins** - PO Box 70, Fiddletown, CA. 95629 • 209-245-3541 [owhawk@aol.com](mailto:owhawk@aol.com)  
**Butte ~ Diane Avrit** - 432 Vance Ave, Biggs, CA 95917 • 530-868-1048 [standiavrit@yahoo.com](mailto:standiavrit@yahoo.com)  
**Calaveras/Tuolumne ~ Kathy Scutt** - 4286 Penon Blanco Rd; Coulterville, CA. 95311 • 209-878-3059 [scuttlbut@yahoo.com](mailto:scuttlbut@yahoo.com)  
**Fresno/Kings ~ Julie Brown** - 2273 Sierra Madre, Clovis, CA. 93611 • 559-392-5995 [juliebrown@me.com](mailto:juliebrown@me.com)  
**Glenn/Colusa ~ Sherry Maltby** - P.O. Box 760, Williams CA 95987 • 530-473-2830 [maltby@citlink.net](mailto:maltby@citlink.net)  
**Humboldt ~ Melanie Satterlee**, - 2315 F St; Eureka CA 95501 • 707-444-2796 [melaniesatterlee@gmail.com](mailto:melaniesatterlee@gmail.com)  
**Intermountain ~ Leslie Joost** - P.O. Box 266, Adin, CA 96006 • 530-260-1174 [lesliejoost@yahoo.com](mailto:lesliejoost@yahoo.com)  
**Kern ~ Amanda Barrett** - 23500 Walker Basin Rd; Caliente CA 93518, • 661-867-2005 [cabeefgirl@aol.com](mailto:cabeefgirl@aol.com)  
**Lassen ~ Cheryl Lauritsen** - 469-440 Lambert Lane, Standish CA 96128, • 530-254-6853 [napacheryl2@aol.com](mailto:napacheryl2@aol.com)  
**Madera ~ Nancy Mattrocce** - 30882 James Ave; Madera CA 93636 • 559-674-7040 [agreg@hughes.net](mailto:agreg@hughes.net)  
**Mendocino ~ Kay Beeson** - 14000 Eel River Rd; Potter Valley CA 95469 • 707-743-1630 [lovina@dishmail.net](mailto:lovina@dishmail.net)  
**Modoc ~ Missy Davies** - PO Box 112, Davis Creek CA 96108, • 530-233-6417 [mlmerrill@ucdavis.edu](mailto:mlmerrill@ucdavis.edu)  
**Monterey ~ Ann Brown** - 2280 Sapaque Rd; Bradley CA 93426 • 805-472-9664 [atb2280@aol.com](mailto:atb2280@aol.com)  
**Napa/Solano ~ Anna Reed** - 1301 Milton Rd; Napa CA 94559 • 707 287-1575 [areed@silveradovineyards.com](mailto:areed@silveradovineyards.com)  
**Placer/Nevada ~ Bev Solis** - 2302 Fruitvale Rd; Lincoln CA 95648 • 916-521-1165 [bevipa@psyber.com](mailto:bevipa@psyber.com)  
**Plumas/Sierra ~ Kathleen Vignolo-Knight** - P.O. Box 1618, Portola CA 96122 • 530-832-0395 [dakagolf@sbcglobal.net](mailto:dakagolf@sbcglobal.net)  
**San Benito ~ Martha Tobias** - 5786 Santa Ana Valley Rd; Hollister CA 95023 • 831-637-8657 [mtobias6@razzolink.com](mailto:mtobias6@razzolink.com)  
**San Diego ~ Janet Tulloch** - 28383 Hwy 78, Ramona CA 92065 760-789-8163 • Cell: 760-315-3538 [tulloch@gobrainstorm.net](mailto:tulloch@gobrainstorm.net)  
**San Joaquin/Stanslaus ~ Linda Murdoc** - 16831 Sycamore Ave; Patterson CA 95363 • 209-892-626 [lmurdock23@frontier.com](mailto:lmurdock23@frontier.com)  
**San Luis Obispo ~ Ann Cochrane** - P.O. Box 4653, Paso Robles CA 93447 • 805-431-7086 [anncochrane@gmail.com](mailto:anncochrane@gmail.com)  
**Santa Barbara ~ Brandy Branquinho** - P. O. Box 8, Los Alamos CA 93440 • 805-344-4565 [brandy521@verizon.net](mailto:brandy521@verizon.net)  
**Santa Clara ~ Jill Bright** - 1019 Branbury Way, San Jose CA 95133 • 408-561-9648 [chipnjill@yahoo.com](mailto:chipnjill@yahoo.com)  
**Shasta ~ Peggy Kite** - P.O. Box 414, Anderson CA 96007 • 530-524-0277 [Pak0277@gmail.com](mailto:Pak0277@gmail.com)  
**Siskiyou ~ Heidi Martin** - 12539 Tablerock Rd; Montague CA 96064 • 530-459-3396 [heidimartin529@gmail.com](mailto:heidimartin529@gmail.com)  
**Sonoma/Marin ~ Joyce Dought** - 5844 Mathilde Dr, Windsor CA 95492 • 707-838-3034 [winecountrylimo@comcast.net](mailto:winecountrylimo@comcast.net)  
**Tehama ~ Danielle Zane** - 30405 Paynes Creek Loop, Paynes Creek CA 96075 • Cell: 530-515-0773 [ddzane@yahoo.com](mailto:ddzane@yahoo.com)  
**Tulare ~ Sherri Bennett** - Rt 4 Box 199, Porterville CA 93257 • 661-548-6176 [Sbennett975@gmail.com](mailto:Sbennett975@gmail.com)  
**Yuba/Sutter ~ Bev Tipton**, 5299 Fruitland Rd; Marysville CA 95901 • 530-742-5010 [botipton@sbcglobal.net](mailto:botipton@sbcglobal.net)

## *California Cattle Women Board of Directors*

### **President**

Tammie McElroy  
P.O. Box 362  
Gridley, CA. 95948  
530-518-7787  
[tjmranch@cattlemen.net](mailto:tjmranch@cattlemen.net)

### **Treasurer**

Nadette Raymond  
5200 Los Altos Parkway #48  
Sparks, NV. 89436  
530-227-6649  
[nadettebonjour@yahoo.com](mailto:nadettebonjour@yahoo.com)

### **1st Vice President**

Sheila Bowen  
HC 1 Box 10  
Glennville, CA. 93226  
661-536-6526  
[sbowen1958@earthlink.net](mailto:sbowen1958@earthlink.net)

### **Parliamentarian**

Melaine Fowle  
2300 E. Callahan Road  
Etna, CA 96027  
530-467-5104  
[mfowle96027@gmail.com](mailto:mfowle96027@gmail.com)

### **2nd Vice President, 1 yr**

Dana Hunt  
590 Hunts Drive  
McKinleyville, CA. 95519  
707-839-0546  
[dana@alsb.com](mailto:dana@alsb.com)

### **Northern Director**

Leslie Joost  
P.O. Box 266  
Adin, CA. 96006  
530-260-1174  
[lesliejoost@yahoo.com](mailto:lesliejoost@yahoo.com)

### **2nd Vice President, 2 yr.**

Melody Lake  
119 Ina Way  
Lincoln, CA. 95648  
916-835-6025  
[melodylynn128@yahoo.com](mailto:melodylynn128@yahoo.com)

### **Central Director**

Kathy Scutt  
4286 Penon Blanco Rd  
Coulterville, CA 95311  
209-878-3059  
[scuttlbut@yahoo.com](mailto:scuttlbut@yahoo.com)

### **2nd Vice President, 3 yr.**

Anna Reed  
1301 Milton Road  
Napa, CA. 94559  
707-287-1575  
[areed@silveradovineyards.com](mailto:areed@silveradovineyards.com)

### **Southern Director**

Amanda Barrett  
23500 Walker Basin Rd.  
Caliente, CA. 93518  
661-867-2511  
[cabeefgirl@aol.com](mailto:cabeefgirl@aol.com)

### **Secretary**

Claudia Johnson  
716-800 Blickenstaff Rd.  
Janesville, CA. 96114  
530-253-2148  
[Claudia.Johnson@hp.com](mailto:Claudia.Johnson@hp.com)

### **Immediate Past President**

Melaine Fowle  
2300 E. Callahan Road  
Etna, CA 96027  
530-467-5104  
[mfowle96027@gmail.com](mailto:mfowle96027@gmail.com)

## *California Cattle Women Standing Committees*

### **Ag In The Classroom**

Debbie Torres  
2632 Live Oak Park Road  
Fallbrook, CA. 92028  
760-728-6078  
[kndshorthorns@live.com](mailto:kndshorthorns@live.com)

### **Co-Cowbelle of the Year**

Helen Albaugh  
P.O. Box 373  
Adin, CA 96006  
530-299-3261  
[halbaugh@hdo.net](mailto:halbaugh@hdo.net)

### **Beef Ambassador**

Sarah DeForest  
612 Acacia Lane  
Chico, CA. 95926  
530-520-2102  
[sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu)

### **Credentials**

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

### **Beef Promotion**

Susan Cochran  
4880 Lamplighter Way  
Paso Robles, CA 93446  
831-809-6947  
[scyardscape1@aol.com](mailto:scyardscape1@aol.com)

### **Legislative**

Celeste Settrini  
250 Natividad Rd.  
Salinas, CA. 93906  
831-320-1527  
[csettrini@freshnetwork.com](mailto:csettrini@freshnetwork.com)

### **Budget**

Joan Hemstead  
17330 Auction Yard Rd.  
Cottonwood, CA 96022  
530-527-7145

### **Membership**

Di Kanz  
11718 Warnerville Rd.  
Oakdale, CA. 95361  
209-847-4977  
[indyfarm@clearwire.net](mailto:indyfarm@clearwire.net)

### **By-Laws**

Sherry Maltby  
P.O. Box 760  
Williams, CA 95987  
530-473-2830  
[maltby@citlink.net](mailto:maltby@citlink.net)

### **Newsletter**

Jean Barton  
23446 Volcano Way  
Red Bluff, CA. 96080  
530-527-4793  
[jbarton2013@gmail.com](mailto:jbarton2013@gmail.com)

### **Co-Cowbelle of the Year**

Rebecca Albaugh  
P.O. Box 241  
Adin, CA 96006  
530-299-3261  
[beckyalbaugh@yahoo.com](mailto:beckyalbaugh@yahoo.com)

### **Nominations**

Debbie Costa  
12359 N. Cadle Rd.  
Lodi, CA. 95240  
209-327-2742  
[debcosta@sbcglobal.net](mailto:debcosta@sbcglobal.net)



## *California Cattle Women Standing Committees*

### **Publicity / Chimes**

Cheryl Foster  
9900 Ager-Bewswick Rd.  
Montague, CA. 96064  
530-459-3270  
[Cheryl.Foster@pacificcresttrans.com](mailto:Cheryl.Foster@pacificcresttrans.com)

### **Bayer Beef Promotion & Education**

Marsha Stevens  
3745 McCourtney Rd.  
Lincoln, CA. 95648  
916-717-2866  
[stevensranch3s@gmail.com](mailto:stevensranch3s@gmail.com)

### **Round-Up**

Debra Cockrell  
HC01 Box 11-A  
Cedarville, CA 96104  
530-640-2209  
[debcockrell@gmail.com](mailto:debcockrell@gmail.com)

### **Website & Web Mistress**

Heidi Hansen  
5540 Quiet Place  
Lincoln, CA. 95648  
916-434-9678  
[heidiehansen@gmail.com](mailto:heidiehansen@gmail.com)

### **Memorial Scholarship**

8806 Wamble Rd.  
Oakdale, CA 95361  
209-848-2525  
[coyotekk@aol.com](mailto:coyotekk@aol.com)



## American National CattleWomen Vice President 2013

Sometimes it is “out of the frying pan and into the fire.” However, to put the last six months in a positive perspective this is what I must tell myself daily, “Change is inevitable; growth is optional.” In February, Tampa, Florida, I had the opportunity to interview for ANCW Vice President position which ultimately led to my election, a step that has been challenging and at times a bit overwhelming.

Looking back at the list of past ANCW Presidents, I see the names of only two: Marion Guthrie, Tulare, 1954, and Florence Giorgi, Santa Barbara 1971. With your support and love, I will move on to President Elect next February and ultimately ANCW President in San Antonio, Texas, in 2015.

Before committing to this office, I had applied to be a member of the ANCW Beef Speaker’s Bureau. When accepted, in late February I undertook extensive training with 12 other ladies in Denver. I committed to five presentations as I didn’t want to feel pressured. Today I have completed 41 presentations to 1107 folks in California and Southern Oregon: Rotarians, Kiwanians, Lion’s, Junior League children, Etna and Yreka High students, Samuel Kennedy Elementary 5<sup>th</sup> graders in Sacramento, and CA State Fairgoers. I used a power point entitled, “Beef: a Healthy Choice” in the classrooms, and with four other Siskiyou ladies the MBA wheel at State Fair.

Right before Tampa, ANCW President Barbara Jackson asked Beth Anderson, Utah, Gwen Geis, Wyoming, and me to design an ANCW and State form to encourage membership and participation. It is now known as the WIGGY(Wildly Import Goals, Go Yahoo!) and is designed to create some specific marketing activities that will reach out and engage more cattlemen. It’s set up to provide friendly competition among states in the region and then among regions. Some of the components include 1% increase in state and ANCW membership, minimum of 20 adult and youth presentations, etc. Of course California submitted a contract; in fact all of Region VI except for Hawaii, did so. The grand prize is a Powder River calf chute, something I was able to negotiate with Powder River reps.

ANCW Executive Committee training was four days the second week in March. Three of these days were spent with ANCW Director Sarah Bohnenkamp presenting Franklin Covey’s 7 HABITS OF HIGHLY EFFECTIVE PEOPLE and the last day we planned the coming year, an intense commitment.

As Vice President, my major assignment was the ANCW Silent Auction at the July Summer Convention in Denver. California, you gave me such support. These folks contributed items to the auction: Karen Moller, Tammie McElroy, Millie Krause, Sheila Bowen, Rebecca Been, former student and Giants Board Member Rob Dean, and California CattleWomen. Then there were my faithful troopers who set up and stayed with the booth: Jean Barton, Karen Sweet, Tammie McElroy, Debbie Torres, Sheila and Alicia Bowen. Co-ordinating this endeavor with ladies across the U.S. was a learning experience in itself.

In June ANCW President Barbara Jackson and I traveled to Wooster, Ohio, to reinvigorate cattlemen in Region I. We met at the Certified Angus Beef headquarters, where we participated in a number of educational presentations, and then followed up with ANCW committee work. Since Barbara could not attend the Oregon CattleWomen meeting in Baker City, OR, I went in her place and presented at their meeting.

In closing, I encourage you to join ANCW. If you don’t have time to work in the ANCW CattleWomen booth at the Metropolitan Food Show in D.C. or the energy to represent cattlemen in a store beef promotion, you could at least do some ANCW guided tweets, FB, or utilize some of the other social media tools to communicate with the consumer. Yes, “Change is inevitable” – growth is your choice.

## CALIFORNIA CATTLEWOMEN: A Golden Opportunity

It is hard to believe it has been almost a year since I began my presidency. I have been blessed with an outstanding set of officers and committee chairs. As a team we have accomplished some great things, one being that we have tried to stay to our budget and several of the ladies have stepped up and we have had some great meetings with lots of information. Our membership for the year has been a little short this year from the previous year with 1804 members as of our June meeting.

My year began with trying to increase membership, so I started a membership contest for the Top Cowgirl Buckle for the member who has brought in the most CCW members and a buckle for the member who has brought in the most ANCW members. I also included a buckle for the number of activity reports sent in. Membership is important with any organization as it shows unity; remember the old saying 'there are safety in numbers'.

I also took the booth to California Rangeland Summit in Davis this year. Because the summit ran during the Red Bluff Bull Sale it was hard to get anyone to help but I had a booth with our information on it for the 2 day meetings. I had the opportunity to meet with a lot of new people as well as touch base with friends.

Again this year we attended the World Ag Expo in Tulare where our booth was once again well received. The Kern County CattleWomen did a great job on putting together a great booth. We again had our wheel of knowledge and engaged about 2000 people in dialogue regarding beef. Our prizes this year were a copy of the Ranch History Book. This event is well attended and it was estimated to be just over 100,000 people there this year from 70 different countries.

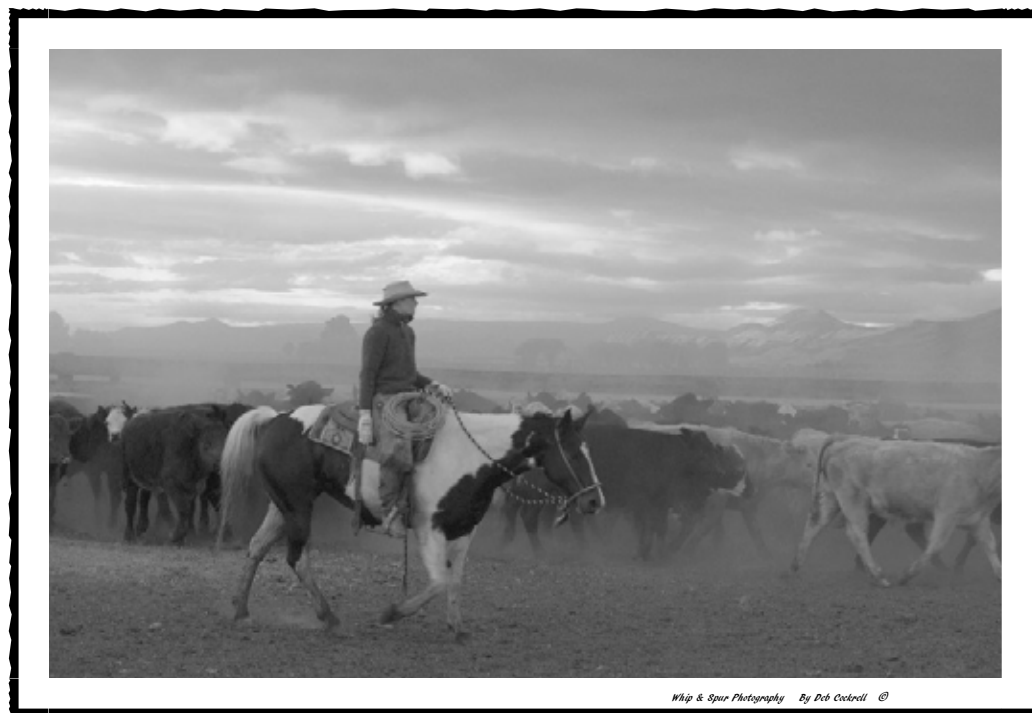
I was unable to attend the Legislative Breakfast and Ag Day at the Capital this year due to a surgery, but the California CattleWomen was well represented. We again served tri tip sandwiches and had the opportunity to interact with the public on the beef story.

The spring meeting held in March was a large success, our Beef Promotion Chair; Susan Cochrane did an outstanding meeting with guest speakers such as Jeff Fowle, Janel Fisher from the Beef Council and several cattlemen. She had cattlemen share their beef promo successes. It is great that we have so many talented women in the state that we do not have to pay for speakers. The midyear meeting also went well, we were able to meet with our accountant and learn more about the way the Heritage Foundation should work.

We had a successful Beef Ambassador Contest with contestants going to Arkansas this year to compete for a place on the team. This year we had a booth at the California State Fair during

when the cattle were showing. This was a new opportunity but it was important for us to be there do to the fact that P.E.T.A. had a booth at the fair. I had the honor of working a couple days at the booth and had several people thank me for being there because they had seen the P.E.T.A. booth. The San Joaquin/Stanislaus group got the booth together and did a magnificent job.

As I have stated some many other times I am so honored to have been chosen to represent this great group of ladies not only here in California but at ANCW meetings. We are fortunate in California that we have 6 ladies representing us; Melanie Fowle – ANCW Vice President, Jean Barton – newsletter, Rebecca Been – Co Chair Ag Education and Curriculum, Debbie Torres – Education and Curriculum, Sheila Bowen – membership and myself as our state delegate and Chair of By-Laws, Policies and Procedures, and Resolutions. Remember your membership help these ladies show the rest of ANCW how engaged and knowledgeable the California CattleWomen are.





## California Beef Ambassador Program

The objective of the National Beef Ambassador Program is to provide an opportunity for youth to educate consumers and students about beef nutrition, food safety, and stewardship practices of the beef industry. Beef Ambassadors serve as wonderful advocates for the beef industry at the local, state and national levels. The California CattleWomen and California Beef Council team up to sponsor a state contest each spring.

The 2013 California Beef Ambassador Contest was held on Saturday, April 27<sup>th</sup> at Chico State. Twenty four contestants competed; twelve in the senior division, and twelve in the junior division. Both divisions competed in three categories: Mock Consumer Event, Media Interview, and Issues Response. The results were as follows:

### Senior Division

**1<sup>st</sup> Place and \$400 – Emma Morris (Siskiyou County)**

**2<sup>nd</sup> Place and \$300 – Kayla Welcher (San Luis Obispo County)**



Also competing: John Murray (Alameda); Travis Billows (Almadore-El Dorado- Sacramento); Hannah Neville (Butte); Max Schmidt (Humboldt); Ruben Carver (Kern); Ashley Taylor (Napa-Solano); Alexis Leann Anderson (Placer-Nevada); Ashley Cropper (San Joaquin/Stanislaus); Jaime Beckwith (Santa Clara); Taylor Collins (Tehama)

### Junior Division

**1<sup>st</sup> Place and \$200 – Anne Marie Belden (Butte County)**

**2<sup>nd</sup> Place and \$100 – Garrett Ramsour (Placer-Nevada)**



Also competing: Loren Benedict (Butte); Shayne Myers (Glenn-Colusa); Callie Bassett (Kern); Rylie Egan (Lassen); Emily Marie Ennis Brewen (Monterey); Kendall Brazil-Bloche (Placer-Nevada); Anna Miller (San Joaquin-Stanislaus); Gabrielle Schord (Santa Clara); Allen Williams (Shasta); Danielle Mueller (Tehama)

All participants received \$50, an "I Heart Beef" polo shirt, and a beef advocacy guidebook from the California Beef Council. They were encouraged to return to their counties and continue to promote the beef industry.

Emma Morris and Anne Marie Belden will represent California at the National Beef Ambassador Contest in Springdale, Arkansas September 27-28, 2013. The top five contestants in the senior division at the national competition become part of the National Beef Ambassador Team and will travel throughout the country in late 2013 and 2014 promoting beef and the beef industry.



# 2013 CALIFORNIA BEEF PROMOTION ACTIVITIES

SUBMITTED BY SUSAN COCHRANE

Wow, almost a year. On the way to convention last November I got THE CALL, "Could you please be Beef Promotion Chair for CALIFORNIA, you don't have to do much". The rest of the story is history. Last year at this time I had no idea I would be associated with such a great bunch of hard working Cattlewomen.

To start, Beef Promotion Reports were due March 1st, so a lot of you ladies got phone calls. It sure was fun visiting with you and learning about your interesting lives, my favorite was the calves bawling in the background. I sure hope everyone is healthy as I write this. Ok, my begging paid off, out of 29 units we got 28 responses.

Have you ever tired to keep eighty ladies attention for eight hours??? Spring Meeting was held in Sacramento on March 9th. The theme was "GETTING YOUR BOOTS IN THE DOOR". There was a lot of information and a lot of fun in one day. Topics were on communication, food safety, reasons to eat beef, some ice breakers, and some things flying around the room.

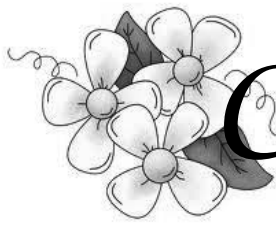
March 20, 2013, Ag Day at The Capitol. We served 1400 tri-tip samplers and handed out 3900 pamphlets. Thanks to the Buckhorn Grill for preparing the meet from start to finish. Also thanks to California Cattlemen who cost shared the meat. Beef got a lot of attention with our Cattlewomen decked out in cowboy hats, beef aprons, and our state shirts.

Thank you to all units that submitted Walt Rodman entries that were due October 11.

November 1st all Beef Promotion Reports are due for the year! Please submit the reports if you haven't had the time. I am sure I will be visiting with a lot of you wonderful ladies soon....begging.

PS.....SEE YOU AT SPRING MEETING, 2014





2013

# Cattlegwoman of the Year

*Each year an outstanding woman is chosen in each unit.*

Alameda

Amador-Eldorado-Sacramento

Butte

Calavera-Tuolumne

Fresno-Kings

Glenn- Coulusa

Humbolt

Intermountain

Kern

Lassen

Madera

Mendocino

Modoc

Monterey

Napa-Solano

Placer-Nevada

Plumas-Sierra

San Benito

San Diego

San Joaquin-Stanilaus

San Luis Obispo

Santa Barbara

Santa Clara

Shasta

Siskyou

Sonoma-Marin

Tehama

Tulare

Yuba-Sutter

Allison Batteate

Jill Currin

Valerie Gurney

Lynn Tweedy

Maudrie Smith

Lauren Sizemore

Marilyn Coe

Amanda Barrett

Claudia Johnson

Barbara Spillane

Linda Nelson

Beth Casillas

Flinda France

Helen Matulich

Debbie Torres

Candy Cook-Peterson

Lorraine Clark

Robyn Christian-Moon

Sally Miller

Peggy Kite

Michelle Wheeler Murphy

Julie Tunzi

Jeannie Smith & Betty Peek

Loni Holt



Chimes / Publicity  
2013 Round up Report

This was a learning and growing year for me as Chimes/Publicity chair. We got some articles in California Cattlemen, however we did not get an article in every issue.

Special thanks go to those who have submitted articles. A great thank you to Stevie for having the patience to train new people. The difficulty is thinking ahead so the articles are timely.

Next year will be a better year.

Please think of the activities that your units do that would be of interest to other Cattlewomen. Write them up and share your successes with the entire state.

Best regards,  
Cheryl Foster



# Legislative Report

To follow is a brief update of the bills that are currently being worked on and followed by the California Cattlemens Association. This very brief list is the most current of those tracked with the most up to date information. Please keep in mind that some may be actually voted on at submission of this report so it is possible things may change. Providing the best information is very important to me so I have asked Justin Oldfield from California Cattlemen to assist with the update. Since CCW mirrors CCA I felt it was best to work together in providing all of you the most accurate information.

## **SB 25 (Steinberg) – Farm Labor Contracts \*CCA Opposed**

Currently, mandatory mediation involving a third party negotiator may be requested by either the recognized union or the employer if voluntary collective bargaining cannot be reached. This bill would allow mandatory mediation to occur for labor contract renewals as well and virtually require a union to do little work to represent the wishes of their constituents.

Passed Senate & Assembly, Enrolled for Governor's Signature or Veto

## **AB 924 (Bigelow) – Livestock Theft \*CCA Sponsored**

This bill increases penalties for livestock theft by allowing a court to impose a fine of up to \$5,000 per incident to be paid to the Bureau of Livestock Identification. This bill increases the allowable fine for a conviction that is plead as a misdemeanor and generally is higher than fines currently assessed for felony convictions. Currently, fines are distributed to local jurisdictions and the state general fund and are not recovered as additional resources to prevent future livestock theft.

Passed Assembly & Senate, Enrolled for Governor's Signature or Veto

## **AB 976 (Atkins) – California Coastal Commission \*CCA Opposed**

Current law requires the California Coastal Commission when seeking an enforcement action, including the levy of fines, to be done through the district attorney's office for a violation of a regulation adopted pursuant to the California Coastal Act. This bill would allow the California Coastal Commission to directly initiate fines or an enforcement action against an individual or business with a simple majority vote of the board.

Passed Assembly, Waiting Senate Floor Vote

## **AB 1213 (Bloom) – Bobcat Protection Act \*CCA Opposed**

This bill makes it illegal to trap bobcats on public and private lands. This bill also makes it a crime for any individual to offer a bobcat for sale; historically done for the sale of fur. Limited provisions have been granted under the bill to provide depredation permits for the protection of livestock and private property. Data presented by the Department of Fish and Wildlife provides no indication that bobcats are endangered and the data actually demonstrates a thriving and healthy bobcat population statewide.

Passed Assembly, Waiting Senate Floor Vote

**SB 53 (De Leon), SB 374 (Steinberg), SB 396 (Hancock) - Life-saving Intelligent Firearms Enforcement (LIFE) Act** *\*CCA Neutral (Working with NRA, other gun organizations and CCA members directly to rally staunch opposition)*

SB 53 – Bans online purchases of ammunition and requires all transactions for purchasing ammunition to be conducted through a licensed dealer. Beginning July 1, 2015, all persons purchasing ammunition will need to apply for a permit from the Department of Justice. A list will be compiled recognizing approved purchasers by driver's license number. All transactions must first consult this list to ensure purchasers are approved.

SB 374 – Redefines an assault weapon as any center-fire semiautomatic rifle that will accept a detachable magazine regardless of the features or characteristics of the rifle (pistol grip, telescoping stock, flash suppressor, etc.) Requires any assault weapon legally owned to be registered with the Department of Justice and bans future sale or transfer of assault weapons in California.

SB 396 – Requires anyone legally possessing a magazine with the capacity to accept more than 10 rounds to 1) destroy the magazine, 2) surrender it to law enforcement, 3) sell it a registered dealer or 4) sell the magazine to an out-of-state resident.

**Passed Senate, Waiting Assembly Floor Vote (All Bills)**

Submitted by Celeste Settrini

With the assistance of Justin Oldfield ~ California Cattlemens Association



## CCW Membership Chairman

Di Kanz

11718 Warnerville Road

Oakdale, CA 95361

209-847-4977 Home

209-996-9372 Cell

[indyfarm@clearwire.net](mailto:indyfarm@clearwire.net)



As of 9/1/2013 2013 Dues paid by CCW Members 1,806

As of 9/1/2012 2012 Dues paid by CCW Members 1,923

I want to start off by thanking Michele Murphy, Jean Barton, Melanie Fowle, and all of the wonderful ladies who helped me with your patients and words of wisdom. Wow what a job! Extremely high maintenance! I have learned a lot, taken many, many notes, and am ready to take on next year.

Please remember for the rest of 2013 and 2014:

- CCW dues are due October 1-December 31, 2013 and are delinquent January 1, 2014
- 2014 Delegate numbers are calculated by the numbers in each unit as of December 31, 2013. (This includes monies and membership list for each county, postmarked/e-mailed by December 31, 2013)
- CCW dues are \$15.00
- ANCW dues are \$60.00

Remember, our goal is to promote Beef thru education and knowledge. This is done by members who support, labor and encourage others about our industry!

I am looking forward to working with you to increase our membership numbers this next year!

Thank you,  
Di Kanz

# MEMORIAL SCHOLARSHIP REPORT

2013

## HONERIES

Sandra Gay Phillips  
Luis Felkins

Sara Laughlin  
Unit donation

Lloyd A Wells  
Gary Gregory  
Cliff Hunt  
Jerry Forest

Sam Payen

Millie Meders

## SCHOLARSHIPS GIVEN

### STUDENT

Nicole Paulden

Chad Bower

Lauren Christensen

Sara Jo Avlia

Bryan Welly

Committee members

Chico State: Sarah DeForest, Diane Avrit, UC Davis Virginia Coelho, Fresno State: Brooke Prewitt  
San Luis Obispo: Julie Diffenbaugh, Dana Lundy San Luis Pomona: Julie Bennett

Respectfully Submitted  
Millie Krause Chairperson

## CONTRIBUTERS

Judy & George Phillips

Alameda County CattleWomen

Glenn – Colusa CattleWomen

Ken & Melanie Fowel

Adele Bartholomew

### UNIVERSITY

Cal Poly Pomona

Fresno State

Cal Poly San Luis Obispo

Chico State

UC Davis

**2013 NEWSLETTER**  
**Jean Barton, Chairman**

**This committee offers its warmest thanks to all the units who have sent in complete and correct membership reports, and to Di Kanz, state Membership Chair, many thanks. We hope each unit will include member phone numbers and e-mail addresses as well as mailing addresses.**

**The Newsletter has been printed since 1963, with three mailings a year. Through this media the general membership has been kept informed on all issues of importance acted upon by the Board of Directors, and information on coming meetings. Those with email also receive additional news about ANCW and CCW.**

**Thanks to Tehama County CattleWomen members Shirley Davis, Marge Kutz, Linda Walker, Carol Enos, Ruth Flory, Laurel Walker, Joyce Bundy, Linda Borrer, Kelly Mouton, Peggy Marengo, and Joan Hemsted for helping at the “lickem ‘n stickem” meeting when we put on the address labels and the 46 cent US Postage stamp. These talented ladies have the 1800 plus newsletters ready to mail within two hours, plus having a delightful visit.**

**We use first class postage in order to have the newsletters returned, if an incorrect address was given to our membership chair. Selling ads in the newsletter has been explored or going e-mail.**

**January issue included Santa Clara Convention report with CowBelles of the Year, Bayer Scrapbook, Ag in the Classroom, Beef Promotion & Education, Membership winners. ...a list of officers and the committee chairs with contact information ..... Spring Beef Promotion meeting information.**

**May issue included March Board of Directors report....Rebecca Been nominated for 2<sup>nd</sup> VP ... Exciting Beef Promotion & Education meeting chaired by Susan Cochrane and daughters Ann, Kate and Jane....World Ag Expo with over 2500 personal contacts, 100,000 visitors including 70 foreign countries...2013 Beef Ambassador contest with Emma Morris and Anne Marie Belden....Ag Day at the Capitol .... CCW was represented at ANCW convention by Melanie Fowle elected to ANCW Vice President and Judy Ahmann, ANCW Region VI Director, CCW President Tammie McElroy, Rebecca Been 2013 chairman of ANCW Beef Education & Curriculum, Jean Barton Media Relations Coordinator, Malorie Bankhead was working as college intern, and National Beef Ambassador Katie Stroud was fulfilling her NBA duties....Mid-year meeting information.**

**October issue included June Board of Directors minutes.... 2014 National Beef Ambassador competition in Arkansas....Convention agenda, registration information at the Nugget in Sparks, NV.**



## 2013 ROUND-UP CHAIRMAN REPORT



I have enjoyed putting the round-up together. It was somewhat challenging because so many units did not send in their unit Information to the state which included the officers, directors and committee chairman. I can see where this is very important when it comes to convention time and just to have the contact info for all State Committee Chairman. I worked very hard at keeping the costs of printing down and to stay within budget. I have some suggestions which will be brought up at the executive meeting during convention.

I thank Di Kanz for helping me with contact information. The membership database was very helpful.

Also, a BIG thank you to Jean Barton and Amanda Barrett for their help in enforcing with a second e-mail to get units to respond.

SOCIAL MEDIA.....Yes, I did use facebook as an additional contact tool with our own ( Modoc ) facebook page and the California Cattlemen Page. It is my suggestion that if you are on facebook, like each county unit's page that has one. Everyone should like the California Cattlemen's facebook page as well as being a friend with Jean Barton on facebook. I found that helps to get announcements out the best, along with e-mail.

Three counties did not respond at all or provide Round-Up reports, Mendocino, Monterey and Yuba Sutter this was my biggest frustration because I wanted a complete book for all the units to enjoy.

This cost of this round-up is approximately \$6.60 per book it is 73 pages. An electronic version is also available to anyone who wants it to share with your unit. It is my suggestion that we use this method as well. Also would like to see us fill the ½ page blank areas with ads with industry vendors which could help pay for costs of the round-up or use Unit photos. This will be brought up at the executive meeting at fall convention as well.

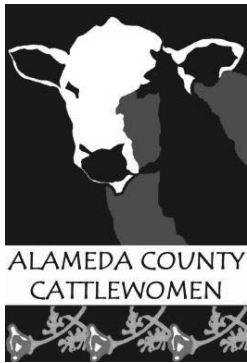
Now that I am more organized with this project, next year should be much easier and look forward to it.

Thank you,

*Debra Cockrell*, (Modoc)

CCW Round-Up Chairman 2013-14





Dana Rivinius  
President

Annie Warner  
Vice President

Patricia Castoreno  
Secretary

Allison Batteate  
Parliamentarian

Michelle Sweet  
Historian

Kim Bonde  
Treasurer

**Directors:**  
Debbie Bradford  
Nancy Mueller  
Marianne Roundtree  
Polly Stonich

## Alameda County CattleWomen 2013 Round-Up Report 88 Members

P. O. Box 97  
Livermore, CA 94550

Alameda County was off to a positive start with a booth at Sunol Pioneer Days sponsored by East Bay Regional Parks on November 4<sup>th</sup>. There were kids and adults alike waiting in line at our booth before the event started until after the close at the end of the day. Barbara Anderson was tireless answering questions, helping with the leather stamping activity, and passing out pamphlets and jerky samples.

Marianne Roundtree and Nancy Mueller developed a sustainable lesson plan and visited several elementary classrooms presenting their educational program. While Marianne and Nancy were educating the younger kids, Annie Warner teamed with local high schools to provide home economics instructors with nutritional information about beef and funds to purchase beef for use in their cooking classes.

ACCW was fairly quiet during the holidays with members busy with family, calving, and branding; however, once spring arrived we were back in high gear. April came in like a Stampede, rather than a lamb as ACCW volunteers fired up the CattleWomen's Cookhouse for the CSHA 20<sup>th</sup> Annual Spring Stampede in Livermore. It was a busy weekend and one of our annual fundraisers. From the Stampede we galloped to the CowKids Rodeo. This was the third year ACCW has been a sponsor of this event which enables disabled children from urban cities to experience ranch life. ACCW donated and BBQ'd tri-tip for sandwiches, and served lunch to all. It is a very rewarding experience to watch these children pet a goat, ride a horse, or throw a lasso for the first time. In April we also selected our Beef Ambassador, John Murray. John represented Alameda County at the State Beef Ambassador competition and while he didn't win, we were extremely proud of his knowledge and presentation at the state competition.

From the CowKids Rodeo we traveled to the Livermore Rodeo—"the fastest rodeo in California" which is another of our annual fundraisers. We helped kick off Rodeo Week by participating in the Livermore Downtown Association Chili ShootOut. Our Beefy Cheesy Chili was a big hit. Then on to serving 4,000 all beef hot dogs on Family Night, cooking and serving BBQ tri-tip lunch to the Rotary, and serving breakfast and lunch to volunteers and contestants. It was a crazy week!

We had a few days to catch our breath before it was time to construct our Alameda County Fair booth. The theme of the fair was Farm Fresh Family Fun at the Fair. Our booth focused on the I Heart Beef theme and combined aspects of nutrition, by products, and of course educational materials with pictures of members involved in ranch life. Between building and manning the booth, two beef cooking demonstrations, two days of kids activities and education, the Beef is King competition, and the Cattlemen's BBQ, the fair kept everyone busy—especially those members who were also showing cattle.

Now the end of summer has arrived and we are very pleased to honor Allison Batteate as our Cowbelle of the Year. Allison, a past president, has been instrumental in promoting beef throughout California. She developed *CattleWomen President's Guide for Dummies* during her term as President as an evergreen guide for future presidents. The guide was such a success, she prepared a copy for every county President. As the current President, I have to give Allison a huge thank you for the time and effort she put into this manual. It has been a lifesaver for me.

CattleWomen donate their time and energy because we all believe in the importance of promoting agriculture and the beef industry. I wish to send a special thank you to all the ladies of ACCW who have spent untold hours over the last year in this very worthwhile endeavor.

## Amador-El Dorado-Sacramento County's Cattlewomen

Members- 46 Local and State - 5 Associate      Members, Local, State, and National

Officers and Committee Chairmen

President- Nancy Hawkins

Vice President- Jacqueline Olsen

Treasurer- Jeannie Varozza

Secretary- Camille Borba

Membership- Jenn Euer

Past President- Shamarie Tong

Scholarship Chair- Ginger Appleton

Fundraising- Jacqueline Olsen

Fair Ultrasound contest- Cathy Jauch

Trail Ride Chair- Kathy Mehrten

Scrapbook- Glory Tong

The main purpose and focus of the AES Cattlewomen is to promote Beef and support young cattlemen through Scholarships and youth programs.

We try to have a board meeting once a month and our regular membership meetings are with luncheons and are held in the spring and fall.

The majority of our funds go to scholarships. In 2013, we gave three \$2,000. Scholarships. The rest of our budget goes for Beef Promotion and related activities.

Our big fundraising activity in 2013 was preparing and serving lunch at the Cattlemen's Jackpot show in Plymouth. Our main item was Tri-Tip sandwiches. We served over 300 contestants and parents each day and made a profit of over \$3200. We had 12 members that took shifts in the kitchen to help on Saturday and Sunday. We also put together gift bags for each contestant that contained a variety of beef related fun items, such as Tattoos, pencils, and bumper stickers. Our chairman, Jill Curran did an excellent job putting it all together and making it happen. Jill was our Cattlewomen of the Year for her efforts.

Our Beef Promotion included a Beef By-Products Booth at the Sacramento County Fair and a 75<sup>th</sup> Anniversary Theme booth at the Amador County Fair, which we won first place on. With both booths we reached thousands of children and adults and had recipes and Beef facts brochures given out and available. The last week end in March, our past President, Shamarie Tong, took a Beef cooking demonstration to Oak Ridge High School's Culinary cooking class. She talked about Beef handling and safety, cooking techniques and

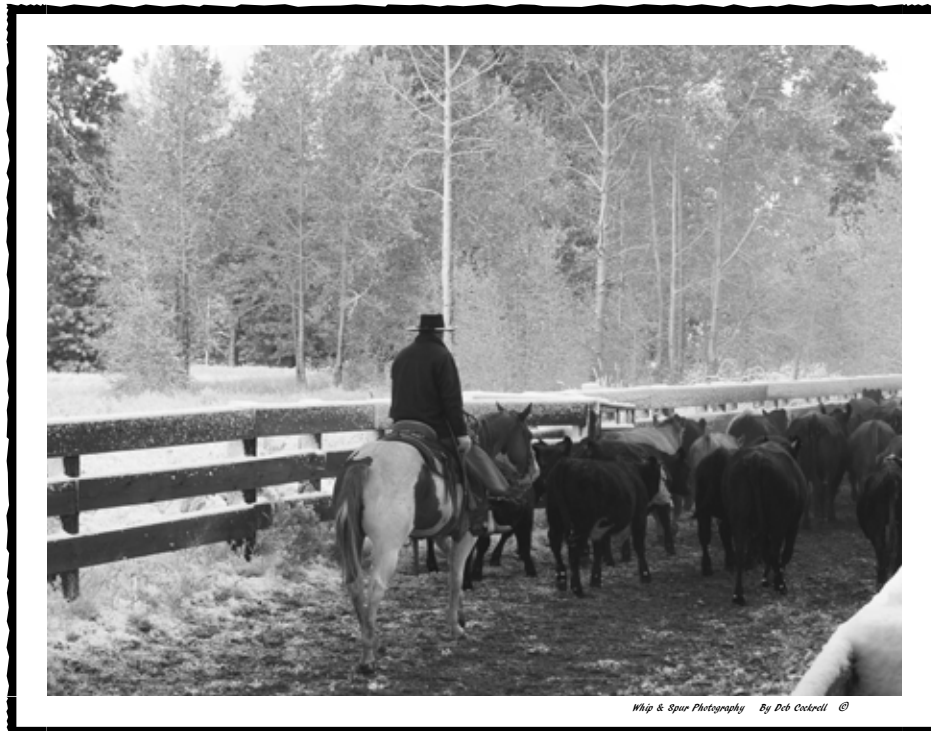
nutrition. In April, our unit donated money to the Ponderosa FFA for the Beef used in their Iron Chef cooking contest .

In March we also took part in Ag. In the Classroom by being part of the El Dorado Farm Day held at the fairgrounds in Placerville. The event hosted 1,000 3<sup>rd</sup> graders from 10 a.m until 2 p.m. Our "Life on a Ranch" presentation was very popular. They learned about a kid's life on a ranch, taking care of cattle, branding cattle and the popular brands. Each student got to create his own ranch brand. They got to sit on a real saddle and ring a real cow bell. They took home recipes and beef facts for their parents. We are looking forward to taking part in the Amador County Ag. Day in October.

This year we added a Trail Ride Chairman. Kathy Mehrten agreed to put together rides for us for the next year. Our first ride was at Commanche Lake Park in Ione in May. Our second ride was in June and held at Sly Park recreation area above Placerville and was also a day ride. Our next and last ride for the season will be a four day camp out at the beautiful Euer Ranch out of Truckee. This promises to be the highlight of an already enjoyable and productive year.

Respectfully submitted,

Nancy Hawkins, President



## 2012 -2013 CCW ROUNDUP REPORT

BUTTE COUNTY CATTLEWOMEN  
432 VANCE AVENUE  
BIGGS CA 95917

32 MEMBERS

PRESIDENT	DIANE AVRIT
1 <sup>ST</sup> VICE PRESIDENT	GAIL TOZIER
2 <sup>ND</sup> VICE PRESIDENT	GAIL TOZIER
SECRETARY	LA VERNE DALEY
TREASURER	DIANA SHERWOOD
PAST PRESIDENT	TAMMIE MC ELROY

DIRECTORS: SHARON OPENSHAW, LA NELL LITTLE, BELINDA STARR, SARAH DE FOREST, ANDREE' EARLEY

**Ag in the Classroom:** We participate in Butte County Farm City Celebration. We do a "Create a Cow project. Third grade teachers have a choice of doing a poster or creating a cow from a wooden frame (a saw horse with a board for a head attached). Each Teacher is given a folder with information on By Products, Branding, Nutrition and other livestock information. The "Cows and or Posters", were judged by Butte County CattleWomen and monetary awards are given. By participating in the "Create A Cow" project the teacher is entitled to bring her class to "Kids Day at the Farm". At "Kids Day at the Farm, BCCW do 10 to 16 presentations on Beef By Products and also have a center to show livestock items such as saddles, branding equipment, ropes, etc. The children have the opportunity to sit on the saddles and rope a dummy steer head. We also had one of our members visit her granddaughters classroom and use some of the same materials that we use for "Create A Cow Project.

In conjunction we also participated in the Farm City Celebration Harvest Festival. This even is held on the Bidwell Mansion grounds. The CattleWomen used the Livestock question wheel, gave out Beef information and had saddles and roping for the children.

**Fund Raising:** We held a silent auction in conjunction with the Cattlemen's / CattleWomen's Red Meat Dinner. Each member is asked to donate an item for this auction. We also used Brand Mugs as a fund raiser this year.

**Fair Participation:** We donate silver trays to the Champion 4-H and FFA steers at both the Silver Dollar Fair and the Butte County Fair. At the Butte County Fair we also participate in The Taste of Butte County. We serve pieces of flat steak and hand out information and recipes.

**Other Participation:** We participated in the Oroville High School Diversity Day. We served meatballs and handed out nutritional information. We participated in Ag Day on Campus at CSUC. We talked about branding and gave information to each class so the teachers could have the students make their own brands.

**Scholarships:** We gave two \$500.00 scholarships to graduating seniors in Butte County.

# Calaveras Tuolumne Cattle Women

4286 Penon Blanco Road  
Coulterville, CA 95311

President: Kathy Scutt  
Vice President: Laura Baker  
Treasurer: Lindsay Rosasco  
Secretary: Stacy Brantley

Directors: Gwen Harris  
Doni Rosasco  
Karen Riley  
Sherri Smith

Members: 39

The Calaveras/Tuolumne Cattlewomen have had an eventful year and it's still evolving. The most pressing is the Rim Fire that has burned in excess of 237,000 acres as I write this report. Many Cattlemen and Cattlewomen were affected and sustained losses. At this point, it is still not known how many cattle were overcome by the fire but we know it's in the hundreds. We've heard about groups of 20-30 cows in an area all dead; tallied by desperate ranchers looking for their cattle. One rancher has stated he lost at least 200 head. Needless to say many allotments were also destroyed which means no place for the surviving cattle next year. When adding up the costs of lost barns, fences, cattle and feed the estimate quickly reaches into the millions of dollars. It has been officially determined that a careless hunter allowed an illegal fire to escape causing one of the largest fires in our state.

As far as our scheduled events are concerned they have all gone off without any hitches. We chose a Cowbelle of the Year, Ms. Valerie Gurney. She enjoyed being honored at Convention. Eleven of us went to support her and partake in the festivities. We were lucky too having been drawn for four baskets at the Cowbelle Luncheon. That's a record for us.

We've continued our tradition of giving out \$500 scholarships to students who will make a difference in the Ag world in the future.

County Fairs in both counties were well attended and our booths were award winning again.

Our Unit voted to merge our riding group with that of Stanislaus/San Joaquin County. We gained 6 members that way. All of the riders looked outstanding while spreading our message about the benefits of BEEF to audiences at three parades in Stanislaus and Tuolumne Counties.

We educated hundreds of children with our outreach programs like Farm Day, Ag in the Classroom, and even helped with the TUCARE, Tuolumne County Alliance for Resources and Environment's Ranch Day activities teaching 3<sup>rd</sup> graders about the benefits of eating beef, how cattle are raised, and which everyday products come from cattle.

Several of our members signed Christmas cards for our Troops so show our support for their valiant efforts and personal sacrifice.

We hope to have our Facebook page up and running before the end of the year so that as we share post from the California Beef Council, among others, we can add them to our page for future reference.

Respectfully submitted,

Kathy Scutt  
President – Calaveras/Tuolumne Cattlewomen

## FRESNO-KINGS COUNTIES CATTLEWOMEN

President: Julie Brown  
Vice President: Kate Cochrane

Secretary: Brenda Armstrong  
Treasurer: Michelle McDonald

Board of Directors: Terrie Valdero, Suzanne Ward, Robin Rogers-Dale, Peggy Rocha, Jana Triffon, Lynn Tweedy.

Standing Committees: Ag in Classroom & Beef Ambassador & Scholarship – Brooke Prewitt; Beef Promotion & Legislation – Robin Rogers-Dale; Membership & Sunshine – Marilyn Dale.

2014 Cowbelle of the Year is Lynn Tweedy.

We have 42 local members, 1 Associate member, 1 ANCW member.

Fresno-Kings County awarded \$8,000 in scholarships for 2013.

\$1000 each to: Justin Winter, Selma High School, Animal Science/Pre Vet; David Schultz, Lemoore High School, Crop Science; Katelyn Carroll, Sierra High School, Ag Business/Animal Science Management; Kenna Sandburg, Sanger High School, Ag Education; Corrie Toombes, Central West High School, Animal Science/Vet Tech; Jessie Brazil, Sierra Pacific High School, Pest Control Advisor; Kayla Cardoza, Sierra High, Ag Business/Outdoor Rec Administration.

\$500 each to: Demi Spadier, Bullard High School, Farming; Taylor Schmiederer, San Joaquin Memorial High School, Farming.

At our March meeting, we helped out a fellow CattleWoman (Tulare County's Jalisca Thomason) with her Selma High Ag team by listening to a presentation by the team on ag issues for their contest. They did an excellent job.

We were everywhere in March. MaryLou Slender and Brooke Prewitt presented at the Fresno County Farm & Nutrition Day. Kate Cochrane and Lynn Tweedy presented at the Kings County Third Grade Farm Day. We helped at the Central California Blood Center fundraiser, "Cowgirl U" by providing a headstall and breast collar for their silent auction (brought in BIG BUCKS for them!) and also provided beef jerky treats for each guest – 380 of them!

We were back at it again in April, serving beef chili to 410 donors at the Clovis Rodeo Blood Drive for the Central California Blood Center. This is the largest single-day blood drive and we're proud to be a part of it each year.

In May, Lynn Tweedy and Brenda Armstrong presented at the Harvest of Knowledge in Lemoore.

We held our "Westward Ho" roundup at the Clovis Rodeo building this year, inside air-conditioned comfort - a blessing in the valley with this heat! We served 325 people a delicious tri-tip dinner with all the fixings. Our 2013 Cowbelle of the Year, Jana Triffon, presented Lynn Tweedy with her bouquet, naming her our 2014 Cowbelle of the Year. Also honored were Shirley Jennings, Peggy Rocha, and Marilyn Dale with honorary memberships for their long-standing membership in the unit and all the hard work over the years. The fundraiser was a HUGE success, grossing a tad over \$19,000. Hopefully we'll be able to increase the amount of scholarships we award next year.

## 2013 Roundup Report



**Founded: 1960**

**Sherry Maltby – President**

**Rebecca Klein – Vice President**

**Jill Egly, Secretary**

**Kara Alvernaz, Treasurer**

**Maudrie Smith, CowBelle of the Year**

**Current Membership: 62**

Getting a new 2 year term setup with a new board was made easier by the fact that our Treasurer, Kara Alvernaz, for the last 20 years has agreed to stay on. Also secretary, Jill Egly, will serve another 2 years. Even though she is young and only been a member for a couple of years, Rebecca Klein is our VP and will work on membership. For me this is my 3<sup>rd</sup> term as President having served the last time from 1996 to 2000. Our Unit has a total of 62 members, but only about 15 active members. How to attract younger and more involved members is a problem many units around the state struggle with, but we are happy to have the support of so many in our communities.

**BEEF PROMOTION:** We put out recipes and poster when the new owners took over the Shop & Save Market in Williams. We filled 350 Vendor bags for the Colusa County Farm Show, with recipes and information on Cattle Ranching. In February we hold our annual Holiday Topper Dinner/Dance where we serve Prime Rib to over 400 people. In April we organize the Rib Cook Off at Colusa Western Days; the ribs are judged and then served to the public for lunch. This year we served over 250 lunches, we advertised on the radio and in the local newspapers. We also have a Western Trade Show as part of Colusa Western Days. Our booth sells hats, visors; I love Beef mugs and hands out lots of free recipes. There was a Taste of Home show at the Colusa Casino and we gave our recipes to the 400 people who attended. We continue to give out Beef Buyer thank you gifts to all the buyers at the Glenn and Colusa Fairs, this year it was I Love Beef travel mugs. We entered 3 parades this year with our Cow and Horse train. We volunteered to man the CCW/SSJC booth at the state fair, talking to over 100 consumers.

**AG IN THE CLASSROOM:** Last fall we showed the Life on a Ranch video to 350 4<sup>th</sup> graders who attended the Glenn County Farm Day in Orland. Several cattlemen participated in the Pathways to Nature field trip at the Vogt ranch in Glenn County, where we gave out ZIP pencils. We had an information and recipe table at the 4-H field day at the Morrell ranch in Willows. We provide pencils and handout for kids during the special reading days the Young Farmers and Rancher held at Glenn County Libraries. We sponsored a lunch for all the percipients in the Summer Ag Seminar held in Colusa this summer. We were able to give out material and tell our personal ranch stories to the attendees.

**SCHOLARSHIPS AND AWARDS:** We had 3 scholarship recipients this year for a total of \$1,500. We also gave a \$200 grant to a student going to the RCD Range Camp in Half Moon Bay. We sponsor a total of \$700 in prizes and cash to our local fair for Beef classes.

**BEEF AMBASSADOR** - Our contest was held in Glenn County in April. We had 2 Jr contestants and both attended the State Contest in Chico. Our winner was Shayne Myers.





# Humboldt County CattleWomen Round Up Report

PO Box 915  
Fortuna, Ca 95540

President: Melanie Satterlee

1<sup>st</sup> VP: Lauren Sizemore

2<sup>nd</sup> VP: Heather Peugh

Treasurer: Susan Moranda

Secretary: Emily Scilacci

Past President: Terrie Ridenhour

Directors: Dana Hunt, Catherine Sundquist, Johannah Rohdoni, Susan Combs, Tia Dimmick, Ani Knight, Sarah Mora, Monica Wilburn

Cowbell of the year: Lauren Sizemore

Members: 79

Activities:

Annual Spring Dinner Dance: Served dinner to 680 people, which also included live music and a silent auction.

Taco Tuesday: Ground beef tacos were served to all the schools in the Humboldt County School District (7,000 Students). We provided our BRAND NAPKINS to be served along with the tacos.

Cinco De Mayo: We Served Ground beef tacos to the Fortuna Elementary School (200 Students) on Cinco De Mayo

Fish Derby: We donated beef Hotdogs and gave out brochures to 600 people who participated in the annual Willow Creek Fish Derby for youth.

Oyster Festival: We Served Tri Tip Sandwiches and Rocky Mountain Oysters to 11,000 people.

Thrill of the Grill: Promotion and beef education as 500 people learned about grilling all kinds of different foods at our local Co-Op grocery store.

Chili Cook off: Participated and served Chili for the Fortuna Chili cook off to 1,500 people.

Fortuna Rodeo: Served Tri Tip Sandwiches to 17,000 People.

Humboldt County Fair: We had our Red Barn open during the fair to sell sweatshirts, jerky and other beef related products as well as give out brochures and bumper stickers to the 60,000 people who attended the Humboldt County Fair.

# *Intermountain Cattlewomen*

Leslie Joost	President
Kathy Banwarth	Vice President
Helen Albaugh	Secretary
RoseMarie Thompson	Treasure
Members	53

We started out in November inducting our newly elected officers. On Veteran's Day we held our Yearly Veteran's Day Luncheon. We served a Beef lunch of Beef Burgundy tips. The lunch was served by the local 4-H and FFA kids. After the meal each person got up and told their military story, which unit they were with, when, where and how long they served. Not a dry eye in the room. We served over 130 people.

Next on our agenda was the Fall CCA/CCW convention held in Santa Clara, Ca. We were very honored to be there to see our Cattlewomen of the year 2012 Jeannette Ciriello receive her beautiful bracelet at the Cattlewomen of the year luncheon. At the fall meeting Leslie Joost was appointed the Regional Director Northern Calif. What an honor this is to be up with these wonderful ladies for the next two years. I look forward in working with you. Wrapping up our Nov, the ladies cooked over 65 cherry-apple and pumpkin pies that were pre-sold and the remaining pies sold at Adin Supply. The pies sold for \$10.00 each.

December~ quiet time with family.

## 2013

January~ Getting together to get the year mapped out.

February~ BEEF Promotion Month. We usually do a crock pot seminar this month but instead we changed it up to BEEF On a Budget!!!! A Beef demo was given every Thurs for the whole month. We demonstrated different cuts of BEEF, how to cook it, what to do with the leftovers. We started out with about 15 people the last one we had over 35. Thank you Adin Supply for letting us hold these seminars at your store. We also served lunch to the Fall River/Big Valley Cattleman's Spring Meeting.

March~ The Spring CCW Beef promotion meeting was held in Sacramento, CA. "Getting your Boots in the Door"!! Sharing your Beef story with Everyone. Get's your blood rushing to promote BEEF!!!!

We held our Spring Auction in conjunction with the Fall River/Big Valley Cattlemen's Spring dinner and dance. The proceeds that we make from our Silent and Live Auction go towards our scholarship fund. This year we raised over \$6100.00. Thank you Janette for a wonderful job....

April~ Fall River schools, going into the classrooms and teaching students on Beef cuts,. Beef by-products and cooking meatballs.

Big Valley we had a Beef by-product/Ranch items scavenger hunt with the kids. What a hoot the kids loved it and want to do it again..

We also have our local Brand Quilt for sale again this year. Our ladies do such a wonderful job. We do this every other year.

May~ The Bruce ranch held their Kindergarten day on May 3<sup>rd</sup> in the Fall River area and Frosty Acres held Big Valley's Kindergarten day on May 22<sup>nd</sup>. The Kids all had fun riding a horse, roping steer heads, making their own brands, petting cows, sheep. Eating lots of BEEF Hamburgers!!!

June~ The 1<sup>st</sup> weekend in June we sold tri tip sandwiches at the Fort Crook Museum Day.

Mid year CCA/CCW Meeting was held at Thunder Valley Resort in Lincoln, Ca.

These meetings really get you jazzed for what's coming up...

We had a booth at the 1<sup>st</sup> annual Cowgirl Jubilee held in McArthur, Ca. We sold our grocery bags, Afghans and dish towels. On Friday we also Tri tip sandwiches. On Saturday we sold out!!!!

July and August~ Getting the animals ready for all the upcoming fairs.

The most fun is seeing the Create a Cow contest held during the Intermountain Fair. We also served Beef Appetizers for Cattleman's Day at the fair.

I would also like to say Congratulations to our Cattlewomen of the Year for 2013 Marilyn Coe!!!!!! Not only does this wonderful Lady tackle our Quilt every other year, she is just a JOY to be around. Thank you Marilyn for all your many years of hard work.

We would also like to put a BIG THANK YOU to Katie Stroud. Not only did this young lady represent us as our California Beef Ambassador she went on to become 1 of the 5 chosen as NATIONAL BEEF AMBASSADOR. Thank you for being such wonderful BEEF Advocate. We are all very PROUD of you!!!!!!

Well, here's to the first year and I am looking forward to the next year.

I would like to take this time to thank all the great ladies we have in our Intermountain Cattlewomen group. Without all of your hard work and dedication to Promote the Beef Industry it wouldn't have taken place. I thank you all from the bottom of my heart.

Respectfully submitted by  
Leslie Joost  
Intermountain Cattlewomen President  
And your  
Regional Director, Northern California



# Kern County CattleWomen

## ROUND-UP REPORT



P.O. Box 81436 - Bakersfield, CA 93380 [www.KernCattleWomen.org](http://www.KernCattleWomen.org)

<b>President</b>	Amanda Barrett	<b>Board of Directors</b>
<b>Vice President</b>	Kathy Williams	Patti Crouse
<b>Treasurer</b>	Erin Rogers	Sylvia Chavez
<b>Recording Secretary</b>	Becky Beagle	Rebecca Been
<b>Corresponding Sec.</b>	Lorraine Harris	Sheila Bowen
<b>Parliamentarian</b>	Glenda Rankin	Betty Taylor
		Diane Chapman
		Roxanne Sasia

**Number of Members: 121**

**Leadership in California CattleWomen:** Sheila Bowen – 1<sup>st</sup> Vice President, Rebecca Been – 2<sup>nd</sup> Vice President Elect, and Amanda Barrett – Southern Director

**Leadership in American National CattleWomen:** Rebecca Been – Beef Education & Curriculum Co-Chair and Sheila Bowen – Membership Chairwoman for Region 6

### KCCW Mission Statement

**The Kern County CattleWomen shall strive to preserve ranching in our county, and work to secure a viable and prosperous future for our beef industry through education.**

Our GOAL for 2012-2013 was to “Share Our Story”. The events which we participated in have been included in this **ROUND UP-REPORT** - Year beginning October 2012 and ending September 2013. In addition to our monthly membership meetings, we participate in a variety of activities to promote beef to all ages. Our KCCW members have worked hard to accomplish our goal. Our group is full of many talented and hardworking ladies spread over 8,100 square miles throughout our large county.

### Activities

**October 30-31, 2012** – KCCW members handed out beef sticks and brochures to “Trick or Treaters” at the Safe Halloween at the Kern County Museum reaching approximately 6,000 people.

**October 2012** - Christmas Cards for the Troops (500 cards and notes sent to our troops)

**November 3, 2012** - Martha Twisselman and her family cooked and served BBQ Steak lunches at the Cattlemen’s Annual Clay Shoot fundraiser. Other KCCW members helped serve lunch.

**December 2012** - Donation to Bakersfield Assistance League from the Silent Auction at our Christmas Meeting and Party.

**February 22, 2013** - We celebrated with Amanda Barrett honoring her as our 2013 Kern County CattleWoman of the Year at the Petroleum Club. Dr. Gerald Woody was honored as the Kern County Cattleman of the Year. Both honorees were given an inscribed pewter tray.

**March 21, 2013** - Our 2<sup>nd</sup> annual fundraiser was held at **BUCK OWEN’S CRYSTAL PALACE**. We had over 400 people in attendance. Tickets were sold by our membership for dinner and a chance to win \$5,000. We also had both silent and live auctions with items that were donated by local businesses. The fundraiser was very successful.

**August 17, 2013** - We held our annual scholarship luncheon. We had eleven outstanding applicants. We were delighted to be able to give seven deserving young students a total of \$10,000 in scholarships. Our scholarship recipients were – Jacob Rogers, Victoria Warner, Shannon Barnett, Abby Grisedale, Taylor Williams, Mallory Harrison, and Lee Yantis.

### Ag in the Classroom

**December** - Rebecca Been represented KCCW in a 3<sup>rd</sup> grade class at Bimat Elementary for their “textbook challenge” discussing the effects of agriculture.

**January** - Rebecca Been and son, "Cowboy Zachary", presented to 65 Kindergartners at Bimat Elementary School for their annual "Cowboy Day".

**February/March** - Sheila Bowen presented to 140 students at Lakeside School.

**March/April/May** - Rebecca Been presented to 88 students at Bimat Elementary School on three separate occasions.

**May** - KCCW members participated at the Farm Day at Shafter High School reaching 115 students.

**July 22 - 24** - The Kern County Teachers' Ag Seminar is one of our most important events that we participate in and sponsor - educating teachers to take the story of agriculture back to the classroom. It is a three day program. The teachers are delighted with all the information that they take home with them, and they enjoy visiting the ranches, farms, and agriculture related facilities. Beef has a strong presence at the seminar with a tour of Famoso Auction Yard, small group tours of 2 local ranches, and of course a few good beef meals.

### **Beef Promotion**

**January** - We purchase 17 subscriptions to Range Magazine each year for local businesses, libraries, and doctor's offices. We feel this provides good reading material for their visitors.

**February** - World Ag Expo - KCCW members helped design and "woman" the booth.

**March 19-20** - Over 2,400 students attended Farm Day in the City at the Kern County Fairgrounds. Students were taught about the beef industry. The video "Life on a Cattle Ranch From a Child's Perspective" was shown, and several of the young ranchers who were in the video were there to answer questions.

**March-September** - Guests at Rankin Ranch enjoyed watching the cowboys work and learn more about life on the ranch. Various groups go to see them gather, sort, weigh, ship, and pregnancy check the cattle.

**April 13** - Our Beef Ambassadors and several KCCW members represented us at Wild West Day at the Kern County Museum. The ambassadors set up a table with recipe brochures and information, a roping dummy, and paint branding. KCCW members had our beef promotion items available for purchase. Rankin Ranch also provided a calf for "Cow Patty Bingo" which generated conversation about ranching.

**May** - Midnight Pewitt Rodeo - Beef Promotion items sold with recipe handouts

**May** - Rankin Ranch spoke to a group of 40 French Farmers about their cattle ranch. They were scheduled to visit the ranch for a full tour, but were unable to make it as their tour bus broke down.

**May 27-29, 2013** - A group of 13 Chinese Teachers stayed two nights at Rankin Ranch during a tour through California. They watched the cowboys gather, sort, weigh, and ship two loads of cattle.

**June** - Glennville Rodeo - Beef Promotion items sold with recipe handouts

**June** - Beef for Father's Day Promotion on KUZZ

### **Kern County Fair - September 18 - 29, 2013**

**Community Booth** - We anticipate 400,000 people attending our Kern County Fair again this year. Our booth will be saluting Alice Rankin Beard. She was a charter member of the Kern County Cowbelles and served on the board of directors up until her passing on February 1<sup>st</sup> at the age of 97. The booth will feature photos from her life, her watercolor paintings, and a video interview where she talks about living on a cattle ranch. Beef recipes and literature will be available for fair visitors to take home with them.

**Spread the Word to the Herd** - This year the Kern County CattleWomen have created a new contest for beef exhibitors. We want to give the exhibitors an incentive to share educational information in their stall displays. KCCW will provide judges to score displays for their educational value, but also overall attractiveness. We have pledged \$350 for the awards for this new contest. We provided exhibitors with the Explore Beef website as an excellent source of information for their displays.

**Award Sponsorship** - We will sponsor the awards for Leather Lead and another beef show again this year.

Respectfully submitted,

Amanda Barrett  
KCCW President



## Lassen County CattleWomen

### FY'13 ROUND-UP REPORT

Lassen County CattleWomen  
Susanville, California 96130

#### Officers:

Cheryl Lauritsen, President  
Teri Bertotti, Vice President  
Della Smith, Treasurer  
Lisa Parks, Secretary  
Claudia Johnson, Immediate Past President

#### Directors:

Darcy Hanson  
Nancy Hemphill  
Lacy Wellborn  
Nancy Satca  
JoEllen Wood

Number of Members: FY12, 45 Members

#### **Activities:**

##### • **Scholarship**

- Thanks to our Taste of Beef Sip of Wine event and generous donations, scholarship monies increased in FY13 allowing us to give out a total of \$5500.00 to 7 deserving students. \$2200.00 went to Ag Scholarships and \$3300.00 went to Memorial Scholarships. The recipients are furthering their education in areas such as: Ag Business, Business Management/Marketing, Ag Education, Ag Communications and Illustration.

##### • **Ag in the Classroom**

- Third Grade History Day: This event is held to provide third graders with the opportunity to experience some of the history of Lassen County. Our contribution enabled 200 students to actually use a rope to lasso a roping dummy as well as learn a little about why ranchers use ropes to catch cattle. A by-products display also allowed children and adults to better understand how cattle contribute to our everyday life. Students received sour licorice candy, beef pencils, and beef brochures.
- Mother's Day Recipe Contest: 3rd graders are invited to write a story about their favorite beef recipe and how it is prepared for them at home. This is a fun contest, especially for the members who judge the creative and often imaginative essays! Two schools participated and for the first time, the winning student and teacher where mother and daughter. Our winner received a certificate of recognition, a \$15 gift certificate for

Burger King, a “Beef, It’s What’s for Dinner” T-shirt and a “Cowgirl Up! Let’s go Ranching” book. The mother of the winner child received a gift certificate for beef at the local grocery store. Students from the both classrooms received “Beef Man Activity booklets, Power Up With lean beef, Beef from Pasture to Plate, Wow that Cow, Fight Bac-Four Simple Steps to Food Safety Brochures and BEEF Gives You ZIP pencils. Both mother and daughter were featured in the local newspaper.

- Kiddies Day: See Below under County Fair Activities

- **Beef Promotion**

- CowaBunga Contest: This contest is the lead-in into our Taste of Beef/Sip of Wine Event. The LCCW Ladies create new appetizers with approximately 25 people competing. We select the Top 3 Winners and present awards. The Top 3 Winning Appetizers go into our Recipe Book and they are show-cased at the Event.
- Taste of Beef / Sip of Wine Event: The Event is held the 1<sup>st</sup> Friday of February each year. We served approximately 300 people. As this year was the 25<sup>th</sup> Anniversary of our event, we went all out. Silver balloons and rope vases made by one of our members adorned the tables. The local brewery added their special brews to the event delighting the non-wine drinkers. Our ladies prepared and presented approximately 15 favorite appetizers all showcasing various cuts of beef. Local businesses and Members donated 35 items which were presented for the silent auction. From mugs featuring our LCCW logo and Lassen County Brands paired with Cowboy Roast Coffee to wine, jewelry, rope vases with fresh western-style bouquets, handmade meat/turner BBQ forks, artwork and overnight stays, bidders had a wide variety to choose from. Additionally, a local gun shop donated a Winchester SX3 compact 20 Gauge shotgun to help celebrate the 25<sup>th</sup> Anniversary. Over all the silent auction and gun raffle brought in \$3700 and we netted over \$6,000.00 for the total wine tasting. A very successful event given our attendance was lower due to the economy.
- Rails to Trails Festival and Chili Cook-Off Event: The Lassen County CattleWomen competed for the second time in this annual event. This year’s scrumptious beef chili featured smoked beef brisket and locally grown chilies to give our “Pistol Pack’n, Rib Stick’n, Better than Chick’n, BEEF Chili new twist. Many people stopped at our booth to fill out raffle tickets for a chance to win beef gift certificates to our local grocery store. This fun filled event provides a great promotion opportunity for us. Approximately 1100 people attended.
- Father’s Day Beef Promotion: This annual contest awards a \$25 beef gift certificate to purchase beef at local grocery stores to the baby’s father that is born on or nearest to Father’s Day at our local hospital. This year, our award actually went to a very grateful mother who is temporarily playing the role of both mother and father to the new baby and her older brother. We also sponsored a Beef Trivia contest on Radio for a 25\$ beef gift certificate.



- Day at the Diamond Mountain Speedway: This new venture in beef promotion was prompted by one of our members whose husband participated at the Diamond Mountain Speedway races throughout the summer. With our logo racing around the track and “Beef, Its What’s for Dinner” announced every time our own “Ricky Bobby” got recognition, the Lassen County CattleWomen reached a new audience. Beef gift certificates, insulated cooler bags and LCCW logoed beer cozies were given out to lucky ticket holders. In addition to race days, our local radio station promoted our organization when promoting the races. Approximately 3,735 people attended the races throughout the season.

- **County Fair Activities**

- Fair Booth: This year’s theme was “Stars and Stripes and Fair Delights”. Our booth took first place in the adult category.
- Red Barn: The Lassen County Fair booth features beef and our industry. The booth is centered around our “Red Barn” trailer on wheels. New this year was the “Beef Wheel of Facts” which was a huge success with correct answers winning a sample of beef jerky. Thursday evening, our current Beef Ambassador served grilled ground beef tidbits to passersby who thoroughly enjoy this treat. Each day, people sign up to win one of three \$50 beef gift certificates and one of three “Healthy Beef Cookbooks”. Recipes, bumper stickers, kids’ activity books are available to pick up. Approximately 300 tickets were filled out for the prizes.
- Kiddies Ag Day: Kiddies Ag Day enables children to learn and experience agriculture activities. The Lassen County CattleWomen are heavily involved in this event. Approximately 150 children participated ranging from Pre-school through 7<sup>th</sup> grade. We hosted 6 stations: face painting; farm animal, Beefman and I Love Farmers tattoos, steer roping, a by-products table (complete with a hide for kids to brush and touch), patriotic duck ring toss and branding (children creating their own brands using water soluble markers and velcroing them to a felt covered steer). Each participant received a beef jerky treat and red, white & blue gummy treats with beef fact stickers on the label.
- Best Beef Carcass: Following the Auction from the Fair, we recognize the top 3 students who have the best beef carcass by awarding each with a check. In the end, this is really what it is all about: the beef product. Pictures are taken and shared in the Lassen Times Newspaper

- **Other**

- **Radio Ag Report:** This year, we were invited to participate in our local radio Ag Report (JDX Radio Station). The Ag Report airs weekly and we rotate amongst the many agriculture organizations across Lassen County in writing and presenting the Ag Report. The Lassen County CattleWomen sponsored two Ag Reports since it began this past July. The Ag Report reaches approximately 75,000 listeners spanning the multiple counties that KSUE/JDX reaches.
- **Food for Families:** We donated cash for the purchase of beef food items to the Lassen County District Attorney’s Victims Assistance Program, during the winter holidays.

- **Lassen County Favorite Foods Day:** The Lassen County 4-H Youth Program put on the first 4-H Favorite Foods Day this year. The purpose of this event is to give 4-H members a chance to exhibit a favorite food, plan a balanced menu around the food and develop an appreciation of the relationship between good health and good nutrition. The Lassen County CattleWomen sponsored the Theme Food: Beef category. Five 4-H members prepared beef recipes: Dylann's Famous Tri-Tip, Hobo Dinner, Empanadas, Swedish Meatballs and Stuffed Mushrooms. Those competing in the "Beef" category were awarded prizes totaling \$100. A total of 90 4-Hers and their parents were present for this event.
- **Sober Graduation:** Approximately 300 students participated in the Sober Grad Night and the Lassen County CattleWomen donated \$50 as a prize donation.
- **Summary:** In total, our beef promotion and Ag in the Classroom reached approximately 5,566 plus fair attendance and radio and newspaper reach.





## Madera County CattleWomen 2013 Round up Report

### Officers

President – Nancy Mattrocce  
First Vice President – Adele Bartholomew  
Second Vice President – Stacy Miles  
Treasurer – Cori Meyers  
Secretary – Nedra Craig  
Parliamentarian – Roberta Anderson

### 2013-2014 Directors

Gay Wright  
Betty Samper  
Pat Guillemín  
Darlene Calhoun

**SEPTEMBER:** Our year starts right after the Labor Day holiday and it is a busy week for us. Tuesday was the 35<sup>th</sup> Annual Bull Sale at Producer's Livestock in Madera. Again our team of Raymond ladies served over 150 dinners.

On the very next day was the Madera Fair Beef Show and we sponsored awards for both the 4H & FFA Beef Showmanship awards plus the Commercial Heifer classes. We award a cash prize for the carcass winners. The regular recipe contest is always anticipated, we sponsored a casserole.

Friday is the Kid's Day at the Madera Fair! 3000 children from grades K – 3<sup>rd</sup> grade literally swarm through the fair barns guided by their chaperones and we were prepared for them! We had a 30 foot section of tables filled with touchable beef by-products, western attire, and cattle equipment such as boots, saddles, ropes and chaps. Having a few real cowboys and cowgirls wearing western garb makes us very real to these youngsters, especially when some got to sit on a saddle with a rope in their hand. The teachers were happy to get great pictures of their happy students sitting on the saddle or petting the pony or miniature cow. Teachers love the pictures that they later incorporated in their lesson plans and were grateful for the kid's pencils and class handouts.

**October:** This is when we name our Cowbelle of the Year! For 2013, Barbara Spillane was chosen. Barbara has a long history riding the Sierra Nevada Range and our beautiful Yosemite Valley. She is proud of showing her "Cowgirl Style" for over 80 years.

October ends with our fashion show fundraiser. It's great fun with a wonderful beef luncheon and raffle prizes donated by members. We show off our cowgirl and non-cowgirl fashions, creams, candles, and furniture to 125 attendees. Our president, Nancy, showed her technique for catching a rattlesnake while wearing stylish clothes from our local department store. It made a great shot in our Madera Tribune. Yes, dealing with rattlesnakes is considered a real part of the Madera Cattlewoman's "Western Way of Life" and the audience loved our way of sharing it.

**November:** We installed our new officers and then headed to the CCW convention!

**December:** Our meeting tends to be short so we can get to the holiday festivities. Our members filled the back of a pick-up truck with food and toiletries for the Madera Women's Shelter.

**January:** We have a long standing donation to the Academic High School Decathlon and the Madera Arts Council. We are so proud to support the Beef Division winners participating in the annual 4H Favorite Foods Day, a ground beef tortellini recipe was a big hit with the taste judges.

**March:** We are so proud of our oldest running fundraiser, over 40 years! Our MCCW Chuckwagon Luncheon is famous and people wait in line to come. Our luncheon's goal was to sell 600 tickets and we did that. We had great publicity in our local Madera Tribune; why, because we cowgired up with great cowgirl hats that made a great photo shots. We promoted our new logo, we are proud to show we are classy ladies!

**April:** In conjunction with the Madera County Cattlemen, this year we gave \$1000 scholarships to 4 Madera County high school seniors majoring in agricultural fields. This year it was Joshua Tyler Dowell of Minarets High, Daphne Rose Norman of Yosemite High School, Olivia Fernandez of Sierra High and Jennifer Zenteno of Liberty High.

**May:** The Chowchilla Fair is our 2nd Fair! Once again we sponsor the 4H Beef Showmanship and Commercial Heifer classes. We received a 1st place ribbon with new banners showing the beef cuts, beef by-products, and rangeland ecology. Amanda Jensen designed them for eye-catching kid education projects. Lots of recipes and handouts were available for both the English and Hispanic visitors! We also had another beef recipe contest that was popular.

**June:** We also helped the Wagon Train of Mariposa with their fundraiser. Approximately 100 people were there to participate in maintaining the old road from Yosemite to Mariposa and are a great way to help promote our western way of life and ideals to visitors who participate. Than we were serving again and this time it was the Feeder Sale; our Raymond ladies smiles are important when we serve those beautiful plates of beef.

**August:** This brings another fair, the Mariposa Fair! We again had our new banners flying in our beef promotion booth Lots of recipes and handouts were available for both the English and Hispanic visitors!

Because of the few hard working members, we have been able to cover 3 fairs and we have made a greater effort to outreach into the press. We hope that our 57 adult members and 11 juniors do continue to show that "Beef is a vital industry important to the counties of Madera and Mariposa".

In memorials: Betty Jo Miller - Juanita Black – Pierre Anderson - Christopher Hillerman  
Louise Fike

Nancy Mattrocce, President 2012-2013



## 2012 –2013 Round-Up Report

The 2012-13 year has flown by for the Modoc County Cattlewomen. We began the year with a change in the officers. With the stepping down of Deb Cockrell as president big shoes were left to President Missy Davies. However, she has an outstanding young officer team to keep up the energy of the past two years- Nicole Hinton, 1<sup>st</sup> Vice President; Deb Nelson, 2<sup>nd</sup> Vice President; Gina Nelson, Secretary; and Wanda Rhoades, Treasurer. We also have three Directors- Linda Nelson, Cassie Oaryzun, and Freida DuBois.

The new year for MCCW begins in the Fall, with the Fall meeting, induction of officers, and the announcement of the Cattlewoman of the Year. This year's recipient of the award was Deb Nelson. Deb has been the Scrapbook chairman for many years, has done Cards for the Troops, the Fall Feeder Sale, and is always willing to lend a hand in a bind. She is an outstanding member of the Association.

We had our annual silent auction fundraiser in conjunction with the Modoc County Cattlemen's Association, this event was chaired by Diane Zimmerman and Sharon Crabtree. This day turn out to be extremely busy as we took on a new event- the Fall Festival held the same day. The event chairmen Deb Cockrell and Lynne Schluter sold beef based food products including: loaded baked potatoes, nachos, and beef hot dogs.

Also in the fall, the Cattlemen hold a Fall Feeder Sale at the Modoc County Auction Yard. The Cattlewomen use this opportunity to promote beef by giving away free lunch at the Auction Yard, this year we served over 100 beef sandwiches, with beef laced beans, and homemade cookies, donated by our members.

The unit does many projects in conjunction with the Cattlemen but possibly one of the most rewarding is the Bret Hill Memorial Heifer Scholarship. The two Modoc groups give away a heifer to a promising 4-H or FFA youth; the heifer must be shown at one of the local venues and again as a pair after having her first calf. This year's recipient was Grady Ingraham.

The next activity was a food booth at the Annual Craft Faire in Cedarville. We use this opportunity to showcase some of our Ways and Means wares along with serving beef-based food to people who attend. This year we added a couple of new products which were very popular- aprons, serving forks and knives, cutting boards, and the bibs we purchased from the state association.

The Modoc County Cattlewomen participated in the Alturas Chamber of Commerce Christmas Tree fundraiser this year. The ladies of the association created a beautiful tree with a Western Theme and beef recipes for ornaments.

Usually as we head into Winter the group slows down, however this year it seems like we just picked up steam. The Cattlewomen participated in the Taste of Modoc fundraiser for the Humane Society, donating 20 lbs of sliced top round for the dining pleasure of event goers. We used the down time to set-up recipes in five major beef food stores in the area for the entire month of February to celebrate Beef Month, and February is also, our month to recognize the birthdays at the convalescent home. JoAnne White, along with Sharon Crabtree, did a great job.

In addition, we used this down time to work on a few continuing projects and start a new one. We have continued with the beef slips a project that started last year and are still trying to gather enough recipes to complete a tri-county cookbook. In addition, we have been placing ads in the local newspaper at regular intervals with either fun facts about beef, beef recipes, or upcoming events for the local unit. We started a new Ways and Means project replacing our old



ceramic brand cups with an updated, elegant glass version containing local brands.

The group kept up the momentum in the Spring. Under Chairperson Gina Harris, we co-hosted Ag in the Classroom for over 250 students from 3 states. The group added several new stations this year- including bees, wild horses and burros, rabbits and maple syrup. These were great additions to the traditional favorites of beef byproducts, dummy roping, ranch work, and a showcase of other species in Modoc County. Additionally, Chairmen Linda Nelson and the members along with Cattlemen gave away \$2500 in scholarships this year to deserving seniors from the area.

Summer didn't slow down the ladies at all. The Cattlewomen sponsored the first carcass contest for the Junior Livestock Show and Sale along with the other awards. This event helped to inform the general public and youth of the area about the actual quality of the animals sold at this event. We also had great participation in this year's beef for Father's Day as chair Nicole Hinton added a grill to the group of prizes that could be won.

In July, we chose a new beef princess to represent the industry- Anna Estill along with the first and second runner-ups will do a great job educating others. Thanks to JoAnn White who put together the contest to help young ladies perfect public speaking and poise. In addition, Deb Nelson chaired a food booth serving beef nachos to the public at Fandango Days.

August is the month of our County Fair. Fair Booth chair Deb Nelson did a spectacular job putting together a booth showcasing pride in our heritage. In addition, Kendra Frutuoso and a myriad of other members hosted the Kid's Day Rodeo at the Fair. This is a very popular event with over 50 kids participating in stick horse racing, cow ball herding, milk can catching, and cow poop Frisbee toss. Kids were awarded with beef jerky, ropes, t-shirts, and other tools of the trade.

In October, our 2013-14 Cattlewoman for the year was Linda Nelson.

As we round out our year, we are actively searching new members, reaching out to old, and trying to get ready for our Fall meeting and the annual state meeting. We look forward to a new year filled with beef promotion and education.

In closing, all these events would not be possible without the active membership, support and the leadership within the Modoc County Cattlewomen. I cannot find words to express my gratitude for their hard work, encouragement, and organization.

Respectfully Submitted,

Missy Davies  
Modoc County President



**Napa-Solano Cattlewomen**  
**1301 Milton Road, Napa, CA 94559**  
**(707) 287-1575**

### **2013 ROUND UP REPORT**

- **February 7<sup>th</sup> was the Farm Bureau sponsored Teacher Appreciation Dinner- Packets were given to the farm bureau for their teacher appreciation event. We have been putting in the Kern county kids activity booklet which has been a useful tool for this event.**
- **March 8<sup>th</sup> was Day at the Farm (put on by the farm bureau) at the Napa Expo. We brought our brochures, bumper stickers and gum to pass out There were around 1200 kids in attendance.**
- **Napa was the first unit to do Earth Day some years ago and we did not participate this year as we feel it has become more a food and wine event and not revolve around “earth day” and the meaning of it.**

**Napa-Solano used to have a huge membership (270 members approximately) and since the vineyard industry, the membership has depleted but we are trying our best to keep it alive, promote it, and make people aware we are here.**

#### **Scholarships:**

- **We went in with Napa-Solano Cattlemen on a scholarship together totaling \$1000.00.**

#### **Names of Officers and Directors:**

- **Anna Reed – President**
- **Christina Roberts – Treasurer**
- **Karen Baker – Secretary**

#### **Number of members**

- **9**



## 2013 ROUND-UP REPORT

### PLACER-NEVADA CATTLEWOMEN

16393 Bush Road, Nevada City, CA 95959

PRESIDENT – BEV SOLIS  
1ST VICE PRESIDENT - KARIN SINCLAIR  
2ND VICE PRESIDENT - BETH CASILLAS  
TREASURER - CAROL SILICZ  
SECRETARY – MYRA DAVIES-REWINKLE

DIRECTORS:  
MEGAN ANDERSON  
LAURA BARHYDT  
JEANNE REAUME  
MEMBERSHIP CHAIR - ELLY BUTTON

CATTLEWOMAN OF THE YEAR – BETH CASILLAS

The 2013 Placer Nevada Cattlewomen officer team was installed at the elegant Christmas luncheon meeting held at Turkey Creek Country Club in December. Nancy Martin led an elegant ceremony for outgoing and incoming officers. A fine time was had by the best attended meeting to date. The Placer Nevada Cattlewomen was formed as the auxiliary to the Tahoe Cattlemen's Association in 1964 – our President, BevSolis and her team are busy planning our 50<sup>th</sup> year celebration for next year. We take great pride in representing, displaying and serving the products of our industry. The PNCW bi-county membership grew to 74 members this year with at least 9 of those being ANCW members. We make a noticeable presence in our communities with our many BEEF related activities:

Ag in the Classroom, headed up by Laura Barhydt, Myra Davies & Megan Larkins; Beef Ambassador program - Myra Davies; Beef Promotion – Beth Casillas & Jeanne Latimer; Blood Bank - Dee Killam; Cookbook - Jan Myers; Cowbelle of the Year – Beth Casillas; Fundraising – Carol Guertin, LoisTripp, Maxine daCosta, Kathy Dombrowski; Legislative – Karin Sinclair; Membership - Elly Button; Newsletter - Bev Solis; Publicity/Chimes - Carol Silicz; Rate of Gain - Marsha Stevens; Red Barns at 3 fairs - Nancy Martin; Scholarships –Megan Larkins; Scrapbook/Historian - Jan Myers; Sunshine - Nancy Martin and the Wiz Web Master - Kathy Dombrowski.

In February we kicked off our Ag in the Classroom presentations with 1st, 3<sup>rd</sup> and 4th graders in Nevada County. We also did a nutrition and ranching/farming presentation to two 7<sup>th</sup> grade classrooms at the Grass Valley Charter School utilizing our new Beef Information Spinning Wheel Game and the “Caretakers of the Land” that Kern County made that fits this age group perfectly, hats off to Kern County. 3 of our members attended the Ag Expo in Tulare reporting what a huge and exciting event it was; also in February the Beef Ambassador committee selected 3 Beef Ambassadors: Alexis Anderson, Senior Beef Ambassador, from Placer County; for the 2<sup>nd</sup> year, Garrett Ramsour, as our Sr. Jr. Beef Ambassador, President of Bear River FFA and Kendall Brasil-Bloche, raising the Supreme Champion in 4H steer, as our Jr. BA representative. They have had a tremendous year representing our club and the beef industry well: telling The Beef Story to other youth, helping out at local TCA and PNCW events, all three of our fairs and Garrett even joined us on Channel 6, KVIE TV when we hosted a segment of their pledge drive...he was the star! They are always willing and ready to help out at a moments notice.

March is a big month for our gals: attending the CCW Spring Meeting; serving beef at Celebrity Chefs; Jan Myers serving the Fuzzy Wuzzy Arabian Horseshow; some of our members were able to join in with other CCW members at Ag Day at the State Capital and last but not least we joined in with the Tahoe Cattlemen for their Spring Roundup dinner dance where we auction desserts for our club, quilt tickets for our scholarships enjoy a fabulous prime rib dinner prepared by Cow Camp and dance the night away;)

April is the TCA Steer and Heifer Show that we help sponsor, serve breakfast and a tri-tip lunch to those showing their animals and families, friends, judges, etc...those that come from near and far (Oregon, Idaho). It was record crowd this year. Our Beef Ambassadors participated in the show and helped out everywhere. Also in April our Beef Ambassadors competed in the State Beef Ambassador competition in Chico.



May was wild: We had our 1<sup>st</sup> Ranch & Rummage Sale hosted by Carol Guertin at her Running Star Ranch, May 4<sup>th</sup>; beef promo and beef & ice cream served at Lincoln Hills Golf Tournament; Sinclair Family Farm Field Day, Blue Goose Extravaganza...we were just everywhere.

In June we lost one of our long and dear members Jeanne Latimer, who many will remember well. She served as our President several terms and was always a positive addition to each and every event she participated in. We will miss her energizer bunny spirit of the cattle industry and beef promotion! We were honored to serve at, and be a part of her Celebration of Life in July.

Member, Jane Harvey, her husband Dennis and Jim Mahon, prepared and served tri tip at the 4th annual Welcome Home Vets Bike Run in June. This fundraiser serves veterans and their families in the local community.

It is one of our main objectives to support the youth of agriculture which we fund by raffling a beautiful quilt, a half of beef, and \$100.00 dinner certificate, with the drawing at the conclusion of the Gold Country Fair in September; we also raise additional scholarship funding through donations for catering at various events throughout the year and from the proceeds of our cookbook sales.

This year we were able to give out over \$5,200.00 in Scholarships to students majoring in Agriculture:

- **Placer Nevada Cattlewomen Scholarships - Totaling \$5200**
  - \$1,000 PNCW University Student Scholarship – Kim Rounds, Colorado State
  - 3 additional \$1,000 PNCW University Student Scholarships – Brenna Klauer, Paige Riolo & Hannah Ramey
  - \$600 Phil and Johanna Personeni Memorial – Elizabeth Payne, Bear River High School
  - \$600 Sierra College PNCW Continuing Scholarship – Alexis Anderson
- **Tahoe Cattlemen's Association Scholarships – Totaling \$2000**
  - \$1000 TCA Junior College Scholarship – Kaycee Granholm, Modesto Junior College
  - \$1,000 TCA University Student Scholarship – Maddison Easley, Cal Poly State-SLO

Our scholarships are mostly funded by the extraordinary efforts of one member, Lois Tripp, who tirelessly organizes the making of a beautiful quilt, acquiring a steer, and selling raffle tickets at every event. This year's beef was again donated by Jake Parnell of the Cattlemen's Livestock Market, EchoValley Feed provided the feed, member Beth Casillas (Danny Casillas TCA Pres & Jud Tripp) fed out this fine angus steer this year, Mike Smith of Mtn. Mike's Butchering and Allen's Custom Meat donate the processing. Jan Myers is chair for our latest cookbook that also funds our scholarship program.

Beth Casillas, Cowbelle of the Year, is very busy with many new and exciting ideas revamping, modernizing, ordering our new beef promotion items. We are excited as it all is coming together.

We remain a favorite host at the Lincoln Blood Bank...where they say some come to donate just to get one of our delicious home baked cookies! Last year we served about 40dozen cookies at our quarterly hostess time and 115 pints were donated on our watch!

This has been the year of media, media, media for us. Two of our members, Penny Coey and Connie Watson host KaHi Corral, which has featured many of our members, beef ambassadors and issues of our industry on their bi-weekly Saturday morning show. Our Beef Ambassadors have been busy at the local fairs speaking about the Beef Industry and their jobs as Beef Ambassadors with interviews on KVMR and KNCO radio stations. Maxine daCosta arranged for our club to host a segment of our local public television station, KVIE Channel 6, Sacramento. Check out our web site at [pncw.org](http://pncw.org) created by our web master Kathy Dombrowski.

Respectfully submitted by

Myra Davies-Rewinkle  
PNCW Secretary

## PLUMAS-SIERRA CATTLEWOMEN

### Round-Up Report 2013

President – Kathleen Vignolo-Knight

Vice President – Karen Rickman

Secretary – Petie Olivieri-Carr

Treasurer – Juanita Holley

Directors – Pamela Payen, Claudia Barnes, Patricia Ramelli, Doris Goss

Members: 97 (includes: 10-national and 14-new)

Cowbelle of the Year: Flinda France

Our unit holds eleven luncheon meetings per year, excluding the month of December. Our meeting in November is our Annual Auction/Luncheon at which time we draw the names of our scholarship brand quilt and lap quilt winners. Each year, entrants wait with “bated breath” hoping that they will be the winner of one of our beautiful handmade quilts!

Scholarship- The total monies received throughout the year from the sale of our brand quilt tickets goes into our Scholarship Fund. This year we had four new scholarship recipients that were awarded \$1,000.00 each and three returning scholarship recipients that were awarded \$500.00 each. Each of the scholarship recipients were so deserving of their award!

Beef Promotion- Our unit participated in the Yuba Pass Chili Cook Off and served a beef based chili as well as handed out beef related brochures. We held our “B.E.E.F.” (Best Ever Educator Forever) essay contest for 4th, 5th, and 6th graders again this year. Packets were sent to all the elementary schools in our counties. Students were to write in 150 words or less why they thought their current teacher, or a teacher in the past, was the “B.E.E.F”. The two winning teachers each received \$100.00 for classroom supplies and the two winning students each received \$25.00. We set up a booth and sold items as well as handed out beef related brochures and recipes at the following events: Cowboy Poetry, Rotary 4th of July Picnic, Calpine Marketplace, Nervino Fly-In, and the Historical Society. A local grocery store places beef related brochures in each customers bag and at each of our monthly meetings we hand out a beef recipe.

Fundraisers- This year we held two fundraiser dinners: a Beef Enchilada buffet style dinner in the fall; and, a Beef Bourguignon sit down dinner in the spring. Both were very very successful!

*Ag In The Classroom-* Our ladies went above and beyond the call of duty this year to bring a wealth of information into the classrooms in our counties! Many hours of reading took place in a variety of grade levels and schools. Our co-chair dressed up as Annie Oakley and gave a short history of “Annie’s” life, read a book and had props that related to the story. We have taught about the following: nutrients in beef, cooked a variety of beef dishes, beef and beef by-products, ruminants, breeds of cattle, dairy cows and dairy products, as well as taught students how to make butter. We did a lesson on, “Is Earth The Apple of Your Eye?”, to demonstrate the small amount of earth which we can use to plant crops. In November, we participated in Apple Day at one of the local high schools and taught students how to do the following: make apple cider, apple head dolls, applesauce; and, canning crabapples. At a variety of elementary schools we showed the video of “Life On A Cattle Ranch” and then had the students rotate through stations pertaining to ZIP, beef by-products, brands, vocabulary, and what cattle eat. Each teacher received a “Guide to Ranch Life”, activity brochures and pencils for their students. We did an Earth Day presentation on the Water Cycle and made water cycle bracelets with different colored beads to represent the parts of the water cycle. At “Pioneer Living History Days”, a three day event in Quincy, we taught local students how to make beef jerky and why it was made by the pioneers. Our “Ranch Day”, for third and fourth graders, has been held at the ranch of Dave and Doris Goss for the passed 36 years. Along with their help, that of our cattlemen, and a few of our husbands, the students rotate through six stations: history of ranch/wagon ride; beef cattle care; beef by-products; branding; sheep and sheep dog demonstration; and, the chicken/egg cycle. Dave and Doris’s generosity has made it possible for many students to participate in such a wonderful “first-hand experience”!

*Fair-* The theme this year was “Fun, Family, and Friends”, and we set up our booth accordingly. We had a “Name That Tool” contest (old farm tools, etc.), which brought about much interest and discussion; displayed our scholarship brand quilts; had a “Kids’ Korral”; sold beef promotional items; handed out beef related brochures and recipes; and, served tri-tip samples every evening. We helped set up and serve approximately 160-165 tri-tip dinners at the Cattlemen’s BBQ.

I cannot begin to thank the ladies in our unit enough for all of their time, effort, and devotion in order to promote beef and get our message out into the classrooms and to the public! They are our natural resources and without them, it couldn’t be done!!!!

# San Benito County Round Up Report 2013

**Unit Mailing Address:** San Benito County CattleWomen

PO Box 539

Tres Pinos, CA 95075

**Number of Members:** 90 (12 American National CattleWomen Members)

## Officers and Directors:

President	Martha Tobias	Vice President	Sharon Hawkins
Secretary	Charlotte Cabral	Treasurer	Marie Pera
Parliamentarian	Jessica Brem	Reporter	Nenette Corotto
Social Secretary	Kori Hitchcock	Historian	Margaret Prewett
Delegate	Helen Matulich	North Director	Janet French
South Director	Heather Callens	East Director	Jae Eade
West Director	Dianne Rodrigues		

## Annual Activity Summary

Each month of the year the San Benito County CattleWomen support the **Red Cross** as they hold their monthly blood donations. Margaret Prewett and Sharon Hawkins are on-hand to provide warm **beef broth** to donors and visit with folks about why beef is a great way to keep iron levels strong.

In mid-December our **Holiday Social and General Membership Meeting** was held at the home of Janet and Mitt French. New board members were installed for their two year terms by out-going President Jessica Brem who cleverly selected a pre-recorded musical selection to compliment the office or personality of each new board member. In the Holiday spirit our members contributed canned goods for our local **Community Pantry** and **two families were “adopted”** by the Unit to help provide financial support during the holiday season. The enjoyable evening ended with our traditional ornament exchange.

The New Year started-off with a **Board of Directors Retreat** to familiarize members about the unit and their responsibilities. Information reviewed included the CattleWomen’s Creed, our annual operating budget, assignment of Standing Committee Chair positions, newly revised By-laws and Policy & Procedures and various forms. A light meal of homemade soup, bread and salad capped-off the evening.

Have you heard of **Range** magazine? Our **Beef Promotion Committee** purchased five subscriptions and distributed them to various locations about town to help us share the message that Beef is good for you and Ranchers are good stewards of the land they love.

Our annual **Pedro Card Party** was held in mid-February and is a favorite local community event. Chairperson Charlotte Cabral and her team corralled the needed items to have a fun evening playing Pedro. Over 75 people joined us and enjoyed a wide variety of appetizers and desserts provided by our Members. This fun evening contributed over \$1,500 to our **Scholarship Program**.

Jae Eade, Legislative Chairperson has done a great job keeping our board aware of **topics that affect us** at the County, State and Federal level such as possible changes to Williamson Act contracts, the California Foothill Legacy Area proposal and various topics addressed by our County Supervisors like the draft Master Plan for San Benito County.

**Farm Day** in our county is held in March and organized by our local Farm Bureau Farm Day Committee. The event is held at our county fairgrounds where 950 third graders along with teachers and parents participate in various presentations hosted by ag-related businesses and non-profit organizations. This year the CattleWomen's Beef Promotion Committee provided teachers with the "Beef Man" comic book and pencils for all the kids. In addition, over **225 bags of jerky** were provided to the food stand where students had the opportunity to "shop" for their morning snack. Of course, the jerky was the first thing to sell-out. CattleWomen Carolyn Renz and Martha Tobias provided an **interactive presentation** to the Farm Day students about the value of eating lean beef (ZIP = zinc, iron and protein) and the many uses of beef by-products utilized in our economy. The teachers and parents were listening and learning too.

Our Cattlemen's Association held their annual **Dinner Dance** the last Saturday of March. This sold-out event was a great time for neighbors to visit and enjoy a delicious steak dinner and dancing on into the evening. Our CattleWomen crew headed-up by Carolyn Renz **decorated the dining tables** to help make the evening shine.

April was a very busy month for our Unit. Our **Spring General Membership Meeting** was held in conjunction with our very popular **Heritage Night**. This year's presentation by Diane Rianda Barr shared the history of Rural Post Offices. The presentation was followed with a top-notch Rib Eye Steak dinner with all the trimmings. Janet French and her posse always do a great job with this event. Charlotte (Punky) Tranberg was the lucky winner of the GIANT gift basket donated as a door prize.

Our local **YMCA** sponsor a **Healthy Kids Day** every April. Kim DuPont, Cheryl Holiday and Sandy Williams hosted the joint Cattlewomen and Cattlemens' tent. Participants had to toss bean bags through the "target cow" to win their prize of Gummy Bears (beef by-product) and "I love Beef" tattoos and stickers. Some of the many examples of beef-by- products were on display as a fun way to educate the general public. Brochures about nutrition and beef preparation and recipes were also made available.

A local non-profit organization called **San Benito Leadership** received support from both the CattleWomen and Cattlemen in April. This year, this organization had 14 students who are being educated about all aspects of San Benito County economy. Sandy Rose spoke about operating a beef cattle business and why horses will always be needed. John Eade from our Cattlemen's Association contributed to the presentation. Sonya Lee provided the group with a lively demonstration of how a horse "works" cattle. The presentation and traditional branding meal (steaks, beans, bread and salad) were hosted at the home and arena of Jamii and Stan Pura. We received rave reviews from the participants who greatly enjoyed this ag- business orientation day.

As part of the **Ag in the Classroom** program organized by our local Farm Bureau, a workshop (Educational Ag Tourism) is held every year to educate teachers about agriculture in our County. The CattleWomen and Cattlemen sponsored a table at the luncheon which was held at the Paicines Ranch. We used that opportunity to visit with teachers about the business of ranching and that being good stewards of the land is critical for us to operate effectively. Participants at our table received several brochures about nutrition and recipes for

preparing great beef meals. In addition, a bottle of local BBQ sauce, a basting brush and a meat thermometer were included in their gift bag. A delicious tri-tip steak was the centerpiece of the meal.

In April our local **High School Rodeo Organization** requested assistance from the community to host their District eliminations at our Fairgrounds rather than travel to another County. The CattleWomen and Cattlemen were able to provide financial support this year and hope to see this event stay in our community in the future. We have some really talented High School Ropers and Riders!

In mid-May, the CattleWomen were pleased to be able to provide **Scholarships** to five deserving high school seniors heading off to college. Thanks to Jessica Brem and Margaret Prewett for co-chairing this committee.

To celebrate **National Hamburger Day** at the end of May, our Beef Promotion Committee targeted four local restaurants to help them highlight hamburgers as a great menu choice. A color poster was designed and posted at the host stand where entering diners would be reminded that it was National Hamburger Day. Parties with children were given a set of crayons (beef by-product) wrapped in a Beef Man comic book.

Our annual **Ranch Tour** held at the beginning of June snaked from Tres Pinos to Paicines, down Panoche Road, up over into Brown's Valley Road and finished-up on Santa Anita Road. Given the dry grass conditions, the tour was done from the county roads to avoid fire danger. There were a variety of stops...a corral tour, beautiful vistas, history of homesteads, birding, old-time picket fences and telephone poles with glass insulators. Members brought their own picnic lunch and shade was provided by a 300 year old white oak tree. Thanks to the Tobias Family for hosting the day.

As the school year was coming to a close, we were able to share our **Beef Story with three classes of 4<sup>th</sup> grade students** at the Ladd Lane Elementary School. We shared information about eating balanced meals, what products (besides meat) come from a cow when it is harvested and finally, we talked about why we brand cattle. Each of the kids were able to design their own brand.

August started-up with a bang as we had our **summer BBQ and General Membership Meeting**. Sharon and Jim Hawkins hosted this event...what a beautiful setting! Our **CattleWoman of the Year**, Helen Matulich was announced. Helen still lives on the ranch her Grandfather started in 1892 and has been a long-time CattleWomen member. She is actively involved in the day-to-day ranch operations and is passionate about Ranching and the Beef Industry.

The CattleWomen will again be sponsoring a hole for the Farm Bureau's annual **golf tournament** in September. A beef sandwich is just what's needed at the 12<sup>th</sup> hole.

September will also see our Unit gear-up for our annual **County Fair** which will be held the first week of October.

- The week before the Fair, the CattleWomen sponsor the first place award for the winners of the **Ladies Calf Branding** at the Ranch Rodeo.

- Prior to the Fair opening, we will provide a **great tasting tri-tip sandwich on Tuesday and Wednesday** before the Fair opens for the 4-H and FAA members and their families. Nenette Corotto will be the Trail Boss for this event.
- CattleWomen will again present a **Feature booth** at the Fair utilizing the opportunity to share our story with a large cross section of the general public. DeeCee Donati and Tina Bourdet are our Artistic Directors.
- On the final day of the Fair, the CattleWomen have been long-time sponsors of the **Livestock Judging Contest**. This contest is open to 4-H and FAA members and requires them to judge Beef, Swine, Goat and Lamb categories. Cash prizes are awarded to highest scoring individuals and Club. Charlotte Cabral is the Contest Boss who keeps us organized and in the right place at the right time. Head 'em up Charlotte.
- CattleWomen and Cattlemen sponsor the annual **Carcass Competition** for beef animals sold through the Livestock Auction. After the beef animals are processed, the carcasses are graded and owners of the best are presented cash awards.

Our fall **Fashion Show** will be held on November 3rd at the San Juan Oaks Golf Club. Jayme Stewart and Lainy Watkins will be heading-up this event. This **General Member Meeting** is always a lot of fun with local stores providing clothing for the models to wear and share. A delicious luncheon featuring a mouthwatering steak salad and dessert will be served. Many prizes are awarded so everyone gets in on the wonderful time.

## Wrap-up of the Round-Up

- ❖ A **special shout-out to our Beef Promotion Chairperson, Jamii Pura** who has done an outstanding job these past three years. Thank you for your vision and leadership.
- ❖ Nenette Corotto, our Reporter is starting to post CattleWomen events online at [www.benitolink.com](http://www.benitolink.com).
- ❖ You can also find us on **Facebook** thanks to the efforts of Marie Pera, our Treasurer and Charlotte Cabral, our Secretary...look for us at **San Benito County CattleWomen**.
- ❖ We have a **great Board of Directors** who are passionate about sharing the great story of beef. Thank you for all you do!

## Mount-up ladies...it's time to ride!

We have included our **Membership form** as our fiscal year closes on October 31<sup>st</sup>. We would greatly appreciate receiving your **2013-2114 dues by September 30th or sooner**...mail them today!

We encourage you to share this Round-Up Report and our Membership form with others. The CattleWomen are a fun-loving group of gals who need your help in sharing the good news about eating beef and promoting the Beef industry. Get involved a little or a lot...

Respectfully Submitted,  
Martha Tobias  
President, San Benito County CattleWomen

# San Diego County CowBelles

---

## ***1953 – 2013*** ***60 years of Ridin', Ranchin' and*** ***Educatin'***

### **2013 Round up Report**

President – Janet Tulloch

Vice President – Debbie Torres

Treasurer – Margaret Drown

Secretary – Christine Snyder

The San Diego County CowBelles began 2013 with the installation of new officers at our December 2012 meeting. At our February 2013 meeting we started our celebration for our 60<sup>th</sup> Anniversary year. We have now been officially Ridin', Ranchin' and Educatin' since 1953!

On March 22<sup>nd</sup> the CowBelles participated in the 13<sup>th</sup> Annual Valley Center Ag Day event at the Gang Ranch. This year the theme was "Salute to Agriculture". During this event we had 400 students grades K thru 5<sup>th</sup> come by our booth and learn more about beef and it's by products. The event was a success with an invitation to participate in next year's event.

At our May 1<sup>st</sup> Founder's Day meeting we selected Debbie Torres to be our "CowBelle of the Year". Debbie has been such an asset to our group and is greatly appreciated for her enthusiasm and hard work on the CowBelles behalf. Also at this meeting, two of our members Carolyn Alford and Marilyn Schupp put together a very touching tribute for our sole surviving founding member Betty Anne Tulloch. She is one of the original twenty-one Charter members from January 1953. She has been an instrumental part of the San Diego County CowBelles ever since and is continuing the tradition with her three daughters Margaret Drown, Janet Tulloch and Lucy



Bryson as well as her daughter-in-law Kelly Tulloch and two of her granddaughters Allison Tulloch and Lindsey Tulloch. All proud to be CowBelle members.

The CowBelles take pride in supporting our local fairs, so once again our group sponsored the Beef Carcass class at the East County Jr. Fair in Lakeside, California. This fair ran from May 13<sup>th</sup> to May 18<sup>th</sup>.

The San Diego County Fair in Del Mar, California is one of the largest fairs in the state and the CowBelles were there to support and participate in this fair. The CowBelles booth was in the same location as last year in the Agri Fair Building. Our booth is larger and more visible than before and is visited by large amounts of people. Every year we go through more and more recipes and brochures. We hand out thousands of them and even had to order more mid way through the fair. This year's fair attendance was 1,425,200 which was the 2<sup>nd</sup> highest attendance ever for the fair. The theme for the fair was "Game On" which focused on all kinds of games such as board games, video games, etc. Our group also sponsored a beef showmanship class. Every Tuesday was kid's day and members Debbie Torres, Christine Snyder and Margarita Herrera took part in the ABC's of the Farm presentations. Our presentation was heard throughout the Agri Building and was watched by a lot of families and kids. The CowBelles have had a booth at this fair since the 1970's.

At the National Day of the Cowboy on July 27<sup>th</sup>, our group had a booth with information and items for sale. During the day, members Christine Snyder and Debbie Torres went on stage and did a presentation on the CowBelles and beef education. We then supported our local cattle rancher Steve Tellam as he did a talk on cattle ranching in today's world. Both presentations were well received and appreciated.

The next event was the Ramona Jr. Fair which was from July 27<sup>th</sup> to August 4<sup>th</sup>. The CowBelles had a booth at the fair on Auction Day, Saturday, August 3<sup>rd</sup>. We provided a lot of information and free items such as

bumper stickers for the kid's buyer's baskets. We also had several items for sale including our beef hats which were a big hit. We sponsored the Bred n Fed class which member Christine Snyder gladly presented at the awards ceremony on Sunday, August 4<sup>th</sup>. The RJF board greatly appreciates our group's participation and support and invited us back again next year.

The CowBelles currently has 28 paid members and 2 honorary members.

Respectively submitted by:  
Christine Snyder  
Secretary  
619-247-4750

San Diego County CowBelles  
855 Brightside Way  
Ramona, CA 92065  
csnyder2@sbcglobal.net





## San Joaquin Stanislaus Cattlewomen 2013 Round Up Report

### *Officers*

President – Linda Murdock  
1<sup>st</sup> VP – Millie Krause  
2<sup>nd</sup> VP – Paula Bassett  
Jr. Past President – Doreen Dumlao  
Secretary – Candy Peterson  
Corresponding Secretary – Debbie Costa  
Treasurer – Sheryl Morris  
Stanislaus Director – Judy Elam  
San Joaquin Director – Donna Costa

### *Standing Committee Chairs*

Beef Promo-Pat Shepherd, Doreen Dumlao  
Budget & Audit – Tammy Flood  
Bylaws – Gayle Watkins  
Cheers – Judy Elam  
Hospitality Stanislaus-Theresa Becchetti  
Hospitality San Joaquin-Mary Robinson  
Legislative – Judy Scheppmann  
Membership – Debbie Costa  
Publicity – Judy Scheppmann  
Scholarship – Lana Casey  
Scrapbook – Beverly Berridge  
Ways & Means-Colette Wright, Paula Bassett  
Web Site – Linda Fields Stiehr

Membership: 63

**Scholarships** – We presented two \$1,000 scholarships to students enrolling in Ag related studies: Jana Colombini of San Joaquin County and Lauren Rivera of Stanislaus County.

**Cattlegirl of the Year 2013** – Candy Cook-Peterson is our well-deserved recipient. Candy is our Secretary and has dedicated countless hours and endless energy to many Beef Promotion events including demonstrations at Ag Ventures, Ag in the Classroom presentations, riding in our new Color Guard Parade Unit (which placed in all 3 parades entered), and is always ready to support our unit whenever needed. Candy's positive attitude and generous contributions to the Cattlewomen are above and beyond any expectations.

**Beef Ambassadors** – We sponsored Ashley Cropper in the Senior division and Anna Miller in the Junior Division to travel to Chico and participate in the state competition. They both had a great experience and learned more about the beef industry and consumer awareness. Anna plans on competing again next year!

**Beef Promotion** – Distributed beef brochures to all Logan Steakhouses in California. Booths at Ag Venture events in Lodi and San Joaquin County to contact hundreds of students, teachers and parents. Numerous Ag in the Classroom presentations were made at schools in both counties. Member Molly Watkins spearheaded the Beef Display Booth in the Livestock Barn at the July California State Fair. There were volunteers from CCW chapters all over the state to talk to visitors, display information on cattle herds in California, beef by-products, animal fact, meat facts, and how to read a brand, along with Oreo, a friendly weaned haltered calf who had the attention of all who passed by. We had a booth at La Grange Rodeo and gave out brochures and beef stickers. We partnered with Calaveras/Tuolumne unit in a CCW Color Guard Riding Unit at Ripon, Oakdale and Sonora parades where we also passed out Beef

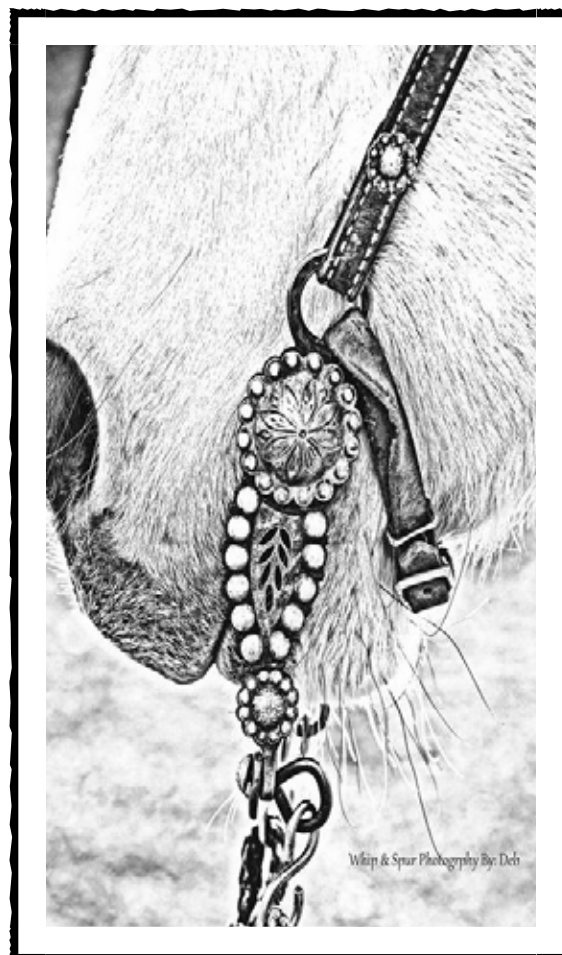
bumper stickers. We donated subscriptions of "Range Magazine" to the Libraries in San Joaquin and Stanislaus counties. We have a website at [www.sjscattlewomen.com](http://www.sjscattlewomen.com) and a Facebook page which is getting more hits daily thanks to Linda Stiehr's web savvy.

**Fund Raisers** – We had a fantastic time at our first Bunko party. It drew a big crowd with lots of uniquely decorated tables, generous donations for raffle prizes and it turned out to be our biggest fund raiser of the year through the creative efforts of Colette Wright and Vickie Thompson. A beautiful handmade Quilt with local brands, sewn and donated by Doreen Dumlao, is being raffled off with the drawing to be held at the November State meeting. We made and served beef lunches at the Oakdale Livestock Forum, the West Side Ranchers Forum and other events. T-shirts, aprons and hats were sold at a booth at the LaGrange Rodeo.

All in all we have had a great year for the San Joaquin Stanislaus Cattlewomen thanks to the commitment, passion for cattle and the land, and donation of time, energy, and creativity from our members who work tirelessly without expectation for personal recognition. Thank you to all of you!

Respectfully submitted,

Linda Murdock  
President San Joaquin Stanislaus Cattlewomen



# San Luis Obispo County CattleWomen

## 2013 Round-Up Report

<u>Officers</u>		<u>Directords</u>	
President:	Ann Cochran	Margaret Avila	Joanie Ketcham
1 <sup>st</sup> VP:	Susan Cochran	Caroline Bello	Alberta Lewis
2 <sup>nd</sup> VP:	Lori Gill	Marilyn Britton	Fran Pritchard
Secretary:	Lorraine Clark	Justine Dunn	Carla Young
Treasurer:	Fran Tognazzini	Taryn Green	



**Number of Members: 224**

**2013 CattleWomen of the Year**, Lorraine Clark, received her award at California Mid-State Fair Cattlemen's & Farmer's Day. Members helped serve up two delicious beef meals over the course of the day's activities. During the following week of the fair our group sponsored the local bred and fed contest for Replacement Heifers and Market Steers. In each category the showman, and the local breeder, were awarded custom belt buckles. Our booth was proudly displayed for the duration of the California Mid-State Fair; we ran out of many Hispanic materials and Bumper Stickers!

The CattleWomen played an integral part in the 10<sup>th</sup> Annual Great AGVenture. The Great AGVenture is headed up by our very own, Lorraine Clark. Each October, More than 1,300 fourth-grade students throughout San Luis Obispo County are given the opportunity to explore the industry that produces our food and fiber. In May, jointly with F. McIntock's Dinning Hall we hosted over 500 4<sup>th</sup> Grade Students for our **Ag In the Classroom**. The students went through five fun and educational stations and finished with a beef lunch prior to heading back to their classrooms with lots of additional classroom learning materials.

February is National Meat Month and National Heart Health Month – What a great pairing! The Board of Supervisor's presented our group with a proclamation for San Luis Obispo County. We presented the SLO County Food Bank with "Beef Bucks" in each of our five Supervisors' names in thanks.

The "I ❤️ Beef" add campaign lent our group a hand with the AHA Heart Walk Kick-Off Party. We were in full **Beef Promotion** mode as we served heart healthy beef appetizers to the attendees at the party.

In April, twenty of our CattleWomen, and friends, made up our Heart Walk Team. We completed the 5k Heart Walk proudly all wearing our "I ❤️ Beef" shirts and striking up conversations along the route about all the benefits of beef. All the participants received the brochure *"Adding Flavor to Heart Health"* in their gift bags. The walk was a great success for the American Heart Assoc and the CattleWomen with numerous live news stories, newspaper articles and social media stories.

Keeping up with technology and taking advantage of the inexpensive virtual marketing opportunities, we completely redesigned our web-site. We have updated many stale sections, included links to beef.org products and made this site a working site with documents you might need to renew your membership or apply for a scholarship. We also continue to use Facebook as a way to keep in touch with our fans and other CattleWomen units across the state. The new site has already served as a valuable **Beef Promotion** tool.

Kayla Welcher was awarded the 2013 SLO County **Beef Ambassador**. In addition to Kayla practicing at her own pace she arranged a day to interact with consumers. On a toasty April afternoon Kayla Welcher, alongside chair Olivia Wenger, past beef ambassador Malorie Bankhead, AgAdvocate Megan Silcott and Ann Cochrane served Harris Ranch Beef Samples to wine tasters at Opolo Vineyards. The day was a great success with many people interested in conversing with Kayla as she served the samples and offered recipes. Kayla went on to the state competition where she placed 2<sup>nd</sup>.

Sale of our county merchandise continues to be an integral part of **Fundraising** for our group. This year we decided to start a new production of brand merchandise. Most of our members were eager to send in the fee with the Brand Merchandise Application. We can't wait for our newest brand merchandise to be released!

**Fundraising** continues into November when a custom made western quilt will be raffled off at our Annual Fashion Show & Luncheon Meeting at Madonna Inn.

Beef Promotion and Education have always been the backbone of our organization and we have worked to show support for our local youth through the Ag In the Classroom, Bred and Fed and Scholarships. This year the Scholarship committee reviewed 32 applications and was pleased to award nine county scholarships and one state scholarship for a total of \$10,000.

Respectfully Submitted,



Ann L. Cochrane

Check out our newly re-designed website: [www.cattlewomen-slo.org](http://www.cattlewomen-slo.org)

Like us on Facebook: San Luis Obispo County CattleWomen



SANTA BARBARA COUNTY CATTLEWOMEN

P.O. Box 8  
Los Alamos, CA 93440

ROUND UP REPORT

President: Brandy Branquinho

Vice-President: Janet Kraus

Treasurer: Jackie Jaenicke

Secretary: Joanna Signorelli

Editor: Robyn Moon

Past President: Linda Williams

Directors: JoeAnn Branquinho, Pam Doiron, JoAn Jessup, Sherry Scheller, Gail Tomasini, Barbara Wilson

97 Members

Beef Education & Ag in the Classroom

Participation in Ag Day at elementary schools, educating students on nutritional values and the management of beef, reached out to approximately 355 students.

Beef Promotion

Prepare and serve beef dinners to our County's Senior Centers three to four times a year. Reached out to approximately 125 people

County Fair Activities

Clerked Heifer Sale, Provided Beef Barn Awards, Assembled an Educational Booth for Display and a sales booth to promote our unit and our items.

Fundraisers

Held a Silent Auction at the annual Cattlemen's Dinner, Provided a beef dinner for Rancho Santa Ynez Estates, had a Sales Booth at the County Fair, held a Treasure Sale at our Spring meeting.

Ways & Means

Conducted a Cattle Drive for Toys, collected and submitted Christmas Cards to our Soldiers, Donated to the Elks Mini Rodeo for the transportation of 6000 kids.

Cowbelle of the Year

This year's Cowbelle of the Year Award will be presented during our September Dinner Meeting by past Cowbelle, Janet Kraus to Robyn Christian-Moon.

Santa Clara County Cattlewomen

1019 Branbury way

San Jose, Ca 95133

## ROUND- UP REPORT

President- Jill Bright

Vice President- Vera Gomes

Treasurer- Sally Miller

Secretary- Cheryl Beckwith

Membership- Kathy Towle

Members= 29

Cowbelle of the year- Congratulations to Sally Miller, our 2013 Cowbelle of the year and a Cattlewoman member since 1985.

Scholarship- Congratulations to our 2013 Scholarship recipients: Melanie Bright, Cole Foreman, Caroline Graham and Steven Baird

Santa Clara County Fair- The knowledge wheel was a huge success and a big draw to our booth.

Beef Promotion- This year we set up a Beef Promotion table at several 4H and County Fair events. The recipes were very popular along with the bumper stickers and tattoos.

Beef Ambassador- This year we had 1 Senior and 1 Junior Beef Ambassador. This was the first time for our unit to have participants. A great time was had by all and we look forward to next year.

Fundraisers- We will hold our annual scholarship golf tournament September 7<sup>th</sup> 2013. On October 5<sup>th</sup> 2013 we will be selling Tri-Tip Sandwiches at the Prusch Farm Park Harvest Festival.

Respectfully Submitted,

Jill Bright

President

Santa Clara County





## *Shasta County Cattle Women*

AN AFFILIATE OF SHASTA COUNTY CATTLEMEN ASSOCIATION

P. O. Box 414

Anderson, Ca.96007

### Round Up Report 2013

#### Officers:

President – Peggy Kite

1<sup>st</sup> Vice Pres. – Norma Comnick

2<sup>nd</sup> Vice Pres. – Dottie Long

Treasurer – Maxine Morgan

Secretary – Della Dunham

Jr. Past Pres. – Cindy Scott

#### Executive Committee:

Zettie Aldridge , Teresa Albaugh, Betty Stephenson, Ginger Fowler, Sharon Stevenson

Membership- 69    22 active members

January : Our brand new year started with installation of officers presented by Joan Hemsted, CCW Budget Chairman at the Shasta Co. Cattlemen's annual meeting /luncheon. Cattlewomen served lunch and had Beef Promotion items displayed.

February: Our unit has very busy month of activities. We cooked & served a tasty Tri Tip and BBQ beef sandwiches with drinks & chips during the Sierra Cascade Logging Conference 4 days at the Shasta District Fairgrounds in Anderson. Our profit was a little over \$3000 to go toward our scholarship fund. Next, our 2013 Beef Princess/Beef Ambassador Contest & Dinner crowned our winners Nina Tucker, Beef Princess and Allen Williams, Beef Ambassador. Two wonderful young people raising & talking about beef. Much needed asset to our beef industry. We had raffle items, donations and an auction of ranch items which we deposited \$1046 into our Scholarship fund.

March – May: March is National Agriculture Month. Cattlegirls were invited by Holiday Market's Tri Tip Sandwich Day to hand out beef recipes, thanks to our Treasurer, Maxine Morgan. In April, Shasta County Farm Bureau Spring Social invited our Beef Princess Nina Tucker to give her winning "Why Beef" entertaining speech and presentation. During Cottonwood Rodeo Week in May, we had Ag In The Classroom at North Cottonwood School kindergarten classes, 6 groups of 20 children for 15min. each and gave a demonstration "Cattlegirls's Day On The Ranch." We had poster cows corralled for feeding, vaccination, sorting by brands, clothing and tools of the trade. Great fun. Our Sunshine Chairman, Geneva Toms gave a reading, "Tools Of The Trade" at the Cottonwood Library during Rodeo Week. Our scholarships were awarded: \$1000 for Shasta College agriculture student, Ashton Hubbard of Orland and \$500 to Justine Henderson of West Valley High School in Cottonwood.

June- Shasta District Fair was four days. Our Red Barn was full of beef promotion items to sell. Recipes and videos were on display with lots of information on beef cuts. We also had an exhibit booth, "Let Freedom Ring For USA Beef", how to cook and cookery to use for many cuts of beef. We placed 2<sup>nd</sup> next to Cottonwood Garden Club for 1<sup>st</sup> place. Nice choice- fruits, nuts, vegetables, flowers, grasses and beef next door! Our Beef Princess and Beef Ambassador helped hand out awards and ribbons in the judging ring for many classes. We have 2 prizes of \$25 given to 4-H members of Grand Champion Heifer and Reserve Champion Steer. A Fit & Show prizes given 1-4<sup>th</sup> place by SCCW and Sullivan Livestock Supply for 4-H and FFA members. There were 10 teams of 3 people. The Carcass Contest sponsored by Shasta Co. Cattlemen Association winners was held August 5<sup>th</sup>. Shasta Co. Cattlegirls presented cash awards, 1<sup>st</sup> - \$100, 2<sup>nd</sup> -\$75, 3<sup>rd</sup> -\$50, 4<sup>th</sup> \$25.

September- December

SCCA/SCCW Fall Barbeque and Membership Drive at Anderson River Park is a wonderful get-together function. We sell beef promotion items & tickets for the CCW raffle of the panels. September meeting, we selected Peggy Kite our President "The Cowbelle Of The Year." Farm/City Day at the Shasta District Fairgrounds is serving BBQ beef sandwiches, chips, watermelon and brownies. October is time for distributing tickets for the CCW Powder River Panels raffle fundraiser and putting up posters at the Shasta Co. Cattlemen's Feeder Sale at the Shasta Livestock Auction Yard. Also we set up beef promotions items and baked goods to sell. November meeting is our scholarship fund raiser presented by Pampered Chef representative. Cattlegirls get 30% of the sales. Shasta Bull sale held at Shasta Livestock Auction Yard is another beef promotion item table with yummy baked goods to sell and the CCW Powder River Panels Raffle tickets on hand. December meeting, Shasta Co. Cattlegirls donate food baskets and checks to Shasta Co. Women's Refuge and Family Justice Center. All this year we have a very hard working and dedicated group of gals that are so much fun to work with. I am so proud to be among them. We make beef the best product and tell our story to as many consumers we can reach.

Respectfully Submitted,

Peggy Kite, President

## Siskiyou County CattleWomen

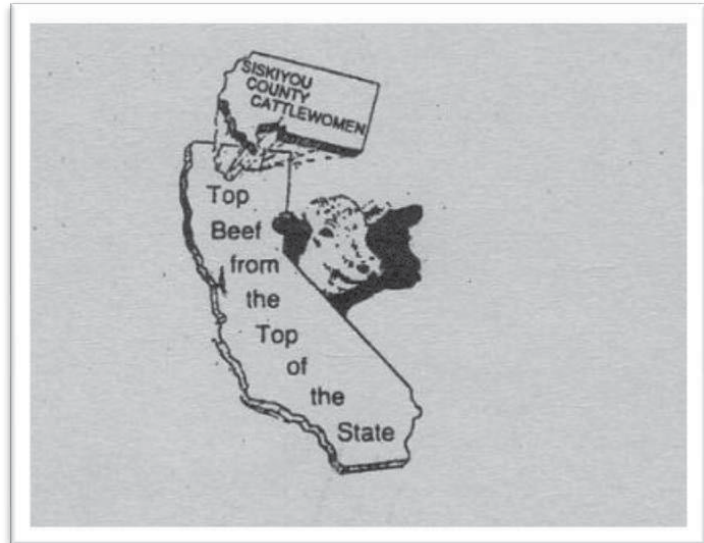
12530 Table Rock Rd.  
Montague, CA 96064  
[www.siskiyoucountycattlewomen.com](http://www.siskiyoucountycattlewomen.com)

### ROUND UP REPORT 2013

#### ***Officers and Board:***

President: Heidi Martin  
1<sup>st</sup> VP: Sharon Erickson  
2<sup>nd</sup> VP: Diane Cowley  
Secretary: Dona Farnam  
Treasurer: Cheryl Foster  
Membership: Michele Murphy  
Past President: Gail Jenner

Directors: Carolyn Houghton and Elaine Kuck  
Delegates: Lynda Beverlin, Rita March, Lori March



### **132 members**

We have only 3 general meetings a year, with 3 board meetings preceding them because we are geographically a very large county. So our many activities are member/committee driven. We do a lot of beef promotion and Ag education throughout the year with our biggest fundraiser being our county fair sandwich booth and the November dinner auction.

**Ag in the Classroom:** We have two school districts, east and west of I-5, so there are two main teams of CattleWomen Ag educators who visit many of the schools in the county. We educated 1,984 students in classrooms, 353 at our Ag Awareness Day event in May, and several classrooms got a local ranch tour. We also promoted beef and educated 1,090 adults through other presentations at various meetings.

**Beef Promotion:** We have continued this year with our newest beef promotion project and fundraiser, the “Walking Taco” booths at the Scott Valley Bluegrass Festival and at the Montague Balloon Faire. Other promotions included the Raley’s Dollar giveaways where we surprised shoppers with a new one dollar bill just for buying beef at our Raley’s grocery store. We give out cowtales candy, jerky and beef brochures at the Halloween Bingo Booth at the fair and at the Ft. Jones holiday parade, where we have a horse-drawn entry. Carrie Hayden and SCCW sponsor the luncheon and get to speak at the annual KARE tour where state legislators are given a tour of some of the agriculture and forestry areas in our county. We award the first baby born in the county with a prime rib of beef in the weight of their newborn baby. Member, Melanie Fowle, presented the “Healthy Side of Beef” to many organizations in our area. We supported the second annual Siskiyou Beef Country Cook-off, a professional BBQ cooking competition. And we support the county’s Stable Hands horse therapy program. Our many blogs, tweets, facebook posts, website posts, links to other ag-related websites, plus downloadable documents and other social media comments continue to educate consumers.

**County Fairs:** The Siskiyou Golden Fair in August provides us with our biggest fundraiser selling beef sandwiches for the 5 days of the fair. We also had a feature booth, promoting some of our local historic ranches that won second place this year. The backdrop used was a new billboard sign made in conjunction with the Cattlemen that will soon be placed near I-5, promoting local ranching. Our "Create-A-Cow" contest had 9 entries this year, but many of the schools participated from their after-school class so it included a large number of children. We sponsored the Rancher's Choice competition and awarded carcass of merit winners at both the Siskiyou and Tulelake Fairs.

**Young People:** Our scholarships given to students are one of our most important projects: we awarded 3 scholarships to two high school seniors, and one college renewal scholarship. The scholarship money is raised at our silent auction fundraiser at the annual November Cattlemen's dinner. Cheryl Foster works very hard to coordinate this event every year. We are very proud of our Beef Ambassador competition and work to coach and educate the competitors. Our senior winner this year is Emma Morris and she also won the state competition so is our California state Beef Ambassador and will compete at Nationals soon.

**CattleWoman Of The Year** is Michele Wheeler Murphy, wife of Etna rancher, Scott Murphy, and mother to Kalie and Tyler Murphy. This year marked the couple's 25th wedding anniversary. Originally from La Mesa, California, Michele graduated from Point Loma Nazarene University in San Diego with a degree in Early Childhood Education in 1993. She then received an Education Specialist II Credential from California State University, Chico. She is employed as an Education Specialist for the Scott Valley Union School District, a job that has required her to wear many hats and perform many functions. As a teacher who cares deeply about helping others, Michele has made an important contribution to the students and the school sites where she has worked over the years.

Michele got involved in Siskiyou CattleWomen as soon as she and husband Scott returned to Scott Valley to take up ranching in his home community. She moved onto the SCCW board and has served as Membership Chair for many years. She joined the board of California CattleWomen and quickly became a mover and a shaker as Membership Chair on the state level. Her ability to streamline and improve the membership process helped every county group to improve its drive to increase membership overall. She became involved in the Heritage Foundation and helped establish it as a viable and powerful entity within CCW. She has worked tirelessly at SCCW's annual Sandwich Booth every year, a job that has required her to put in many behind-the-scene hours! But Michele is known as a quiet woman with a strong work ethic and drive to do everything well, in addition to her desire to improve communication and technology within the association at county and state levels. She was awarded SCCW's Top Hand award and well deserves the title. She and husband Scott have worked on many community projects over the years as well, including the Scott Valley Pleasure Park Association. Her faith is an important and integral part of her life. In fact her motto is: "Live each day as though it is priceless!"

Our Pioneer Beef Woman award went to Lynne Bryan.

"Our Top Hand award this year went to Katie Morris."

**New Projects:** One new little project this year was an idea borrowed from the Modoc County CattleWomen, "Beef Slips" that Heidi Martin made up. It is a slip of paper with a beef recipe on it that is put into bills when they are paid and mailed. SCCW helped with desserts provided at the July retirement dinner for our Farm Advisor, Dan Drake; as well as the pies we always provide at the Cattle Health informational meeting in February. We are very supportive of local events encouraging support of our land and water rights, legislative changes that will affect the ranching industry and stopping Agenda 21 efforts.

**State Projects:** Gail Jenner and Heidi Martin helped out in our state cattlemen booth at the 46<sup>th</sup> annual World Ag Expo, held Feb. 12-14 in Tulare, CA. It is a huge event, stretching one mile east and west, and ½ mile north - south. The CCW booth was fun with the beef knowledge spin-the-wheel game that was a great opportunity to educate people about beef. Several SCCW and our Beef Ambassador, Emma Morris, also helped out at the California State Fair in the state's cattlemen booth. We enjoyed the cute little 3 month old steer named Oreo in the booth, along with our spin-the-wheel game. We reached a lot of consumers!

Respectfully submitted,  
Heidi Martin, SCCW President



***Sonoma Marin CattleWomen***  
***Round up Report - 2013***

President - Joyce Doughty

1<sup>st</sup> Vice Pres. -Joan Tunzi

2<sup>nd</sup> Vice Pres. - Georgine Johnson

Secretary - Patti Baxman

Treasurer - Barbara LaFranchi

September

Our year began with our September luncheon meeting and election of officers for the coming year. Our Cowbelle of the Year was announced. Julie Tunzi is a busy wife and mother of two very active teenagers who is also a full time teacher. Even with her busy schedule she makes time to help at many of our events and always has a smile on her face.

September is Ag Day at the Petaluma Fairgrounds. We reach approximately 500 students with information on beef production, nutrition, etc.

November

November brings us to our evening dinner meeting. This year's dinner was held at the Tomrose Ranch in Santa Rosa. Installation of officers for the coming year was done and a raffle to benefit our scholarship program was a great success.

February

After the busy holiday season its back to business with our February Luncheon meeting. By Law amendments were the main focus of this meeting.

## **March**

March is the time for Ag Day held at the Sonoma County Fairgrounds. This is a two day event where we reach approximately 4000 students. We hand out educational brochures, recipes, pencils, bumper stickers and lots of information to students, teachers and parents. This is also a good time to connect with teachers about our Ag in the Classroom project.

## **April**

Lots of ideas at this month's meeting about how best to recruit new members. We will be putting up posters at various feed stores, tack stores and other places.

## **May**

This is the month for Healdsburg Fair. We sponsor awards for the best beef project in 4 age categories for 4-H as well as an FFA award.

## **June**

Our June Picnic meeting is always one of the highlights of our year. This year it was held at Julie Tunzi's home in Petaluma. The weather was perfect and we had a great turnout. As always, the pot luck dishes were delicious. We were joined by this year's scholarship recipient, Emma Briggs from Petaluma who will be starting Santa Rosa Junior College this year and then on to a 4 year college where she will be preparing to become a large animal veterinarian.

June is also the time for Sonoma Marin Fair where we sponsor awards for best breeding beef project.

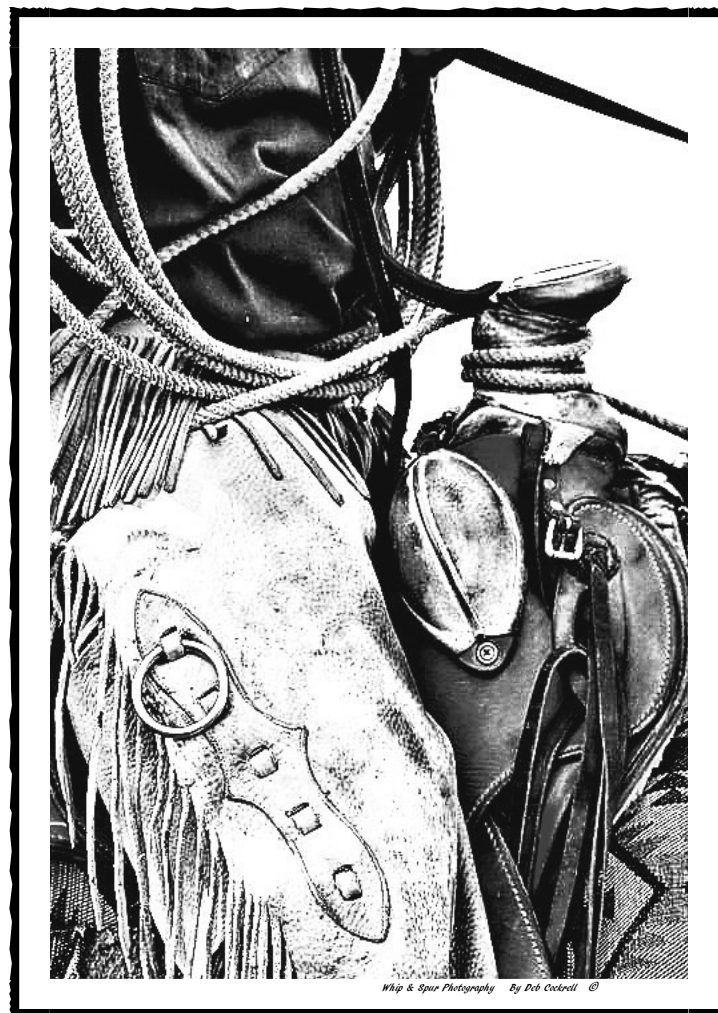
## **August**

August is always one of our busiest months. Our Exhibitors Dinner was held on August 1 in conjunction with the Sonoma County Fair. We had a good turnout and the funds

raised go to our scholarship and awards programs. A big thank you to all of our members who brought in their homemade dishes. They are always a big hit.

Two days later, August 3, several of our members helped out at the Buyers Dinner held at the Fairgrounds right before the market steer sale. Our Cattlemen barbequed and we served about 400. This event is held annually as a thank you to all Jr. livestock buyers from last year as well as potential buyers for this year.

The last local fair of the year is Sonoma County Fair. We again sponsor awards for both breeding beef projects and market beef projects for 4-H and FFA members.





# TEHAMA COUNTY CATTLEWOMEN

**President:** Danielle Zane

**Vice President:** Linda Borrer

**2<sup>nd</sup> Vice President:** Kari Dodd

**Recording Secretary:** Linda Walker

**Corresponding Sec:** Jean Barton

**Treasurer:** Renee Ewing

**Membership Chair:** Shirley Davis

**Board of Directors:** Joyce Bundy, Beth Chaney, Jere Lee Hale, Kelly Mouton, Jeanne Garton and Jeannie Smith.

**Membership:** 100 regular, 7 ANCW, 5 local.

Tehama Co. CattleWomen awarded \$ 10,000 in scholarships. \$ 2,000 each to Corey Carpenter, graduate student in animal nutrition at Oklahoma State; Brooke Hencratt, Animal Science at Chico State; Stacy Stroing, Animal Science at Cal Poly, SLO, Jadda Miller, Sustainable Agriculture at U.C. Davis. Margo Dawley, graduate student at Pacific College of Oriental Medicine to become a licensed acupuncturist. A Scholarship Auction is held during the TCCA Winter Dinner with Cathy Tobin as Chairman.

Our Tehama Co. Beef Ambassadors are senior Taylor Collins, who will receive a \$ 1,000 educational award, and junior Danielle Mueller, who will receive \$ 500. They have represented the beef cattle ranchers at schools and public events.

We presented Baxter Black at the State Theatre during pre-Round-Up activities in April. Joyce Bundy was chairman with assistance from Linda Borrer, Linda Walker, Linda Durrer, Linda McCay, Jere Hale, Tammy Chrisler, Renee Ewing, Cathy Tobin, Jeanne Smith, Jean Barton, Irene Fuller, Jacqueline Leininger, Danielle Zane. Beef Appetizers were served at the Meet & Greet for the Prime ticket holders prior to the performance. Loosely Strung was the opening act, John Growney was master of ceremonies and Shorty Hess was recognized for the many years he brought the Budweiser Clydesdales to Red Bluff. We do love those horses!!!

The 3<sup>rd</sup> Annual Trail Ride was held at Dye Creek Preserve with Tiffany Holbrook as chair.

Kids, Cattle and Cowboy Poetry with Tehama Co. Library was another project with Kelly Mouton as chairman. TCCW sponsored awards for best poems on beef, beef cattle, ranching or

**2013 CowBelles of Year are**

Betty Peek and Jeannie Smith

**2012 CowBelle of the Year**

Cathy Tobin

ranch life with gift cards to Barnes & Noble and winners reading their poems at the library's Cowboy Poetry night.

Tehama Co. CattleWomen had a float in the parade celebrating WOMEN OF THE WEST. Won a 1<sup>st</sup> place trophy for our division. TCCW member Una Jordan was Parade Grand Marshall and her escort was John Growney driving the convertible. Jeanne Smith was chairman, and Jane Daughtery drove the pickup with never a jerk on the trailer the entire distance. Good driver.

One of the judges commented that she enjoyed seeing the multi-generations of women represented. There were the teenage Beef Ambassadors Taylor Collins and Danielle Mueller, to Tehama Co. CowBelles charter members Shirley Davis and Jean Barton.

Others riding the float were: Kelly Mouton, Carol Enos, Ruth Flory, Pem Lester, Cathy Tobin, Charlene Priest, Karen Simpson, Irene Fuller, Nancy Enos. TCCW member Barbara Secor was riding her Palomino, Joy, as our outrider.

160 pounds of tri-tip with 800 flour tortillas and 5 gallons of salsa combined for the delicious beef wraps at the TCCA Round Up mixer. Joyce Bundy was chairman with help from Carol Rini, Carol Enos, Irene Fuller, Kelly Mouton, Una Jordan, Jean Barton, Chris O'Sullivan, Renee Ewing.

Our 2012 Beef 'N Brew had 1751 attendees. Sept. 21, 2013 will be 4<sup>th</sup> annual, with 34 businesses serving 68 unique craft beers from 18 breweries, and 32 beef appetizers. All for a \$ 15 wristband, presale. Country artist Chad Bushnell will perform, with dancing to Cottonwood band, a tri-tip wrap, cup of Sierra Nevada beer at Cone Kimball Plaza in downtown Red Bluff.



# Tulare County Cattlegwomen

## Officers 2013:

**President Sherri Bennett**

**Vice President Claudia Guthrie**

**Secretary Judie Church**

**Treasurer Loni Holt**

## Directors:

**Sherry Dooley**

**Vickie Malmstrom**

**Kathy Whaley**

**Sharyn Lockett**

**Nickie Henderson**

**Jo-Wayne Lyons**

**Nina Dunn**

**Jennifer McNulty**

**Kelli Toledo**

**Cattlegwoman of the Year 2013 (Unknown at Printing)**

## Fall Events:

We started our year with our Fall banquet in Exeter. We had live entertainment, a silent auction and the announcements of the cattlegman and cattlegwoman of the year. Our cattlegwoman of the year for 2012 was Kelli Toledo.

Beth Baxley attended the convention in Sparks, NV.

## Major Projects:

Sherry Dooley headed our Beef in the Classroom Project. High school economic classes in the Tulare County are given the opportunity to purchase beef for their classes to demonstrate different preparation techniques. There are 30 high schools that receive money in our program.

Vickie Malmstrom reached out to high schools and taught lessons on beef nutrition along with several other ladies partaking in a cooking demonstration with beef!

We are continuing to network electronically Facebook and email.

Beef showmanship awards were sponsored by the Tulare County Cattlegwomen at the Tulare County Fair. We also had a couple of benches made with the heart Beef logo to display at the fair.

Our yearly round up was another great success. In April we always host a great day of family and friends and a little healthy competition. We team up with the Tulare County Cattlemen and are able to award buckles and cash prizes to all of our first place winners. All-around cowboy and cowgirl received custom made chaps for their efforts.

Every three months the Tulare County Cattlegwomen are featured in the Tulare County magazine with photos and a beef recipe. The magazine is distributed all over Tulare County.

In the months of May and September we serve a BBQ lunch to all of those attending the special sales at the Visalia Livestock Market in Visalia.

We have continued to put together our gift baskets for the mother of the first baby born in all of the Tulare County hospitals on Mother's Day and the father on Father's Day. Parents of these new bundles of joy get a little extra special welcome for their new baby. Gift baskets contain a bib that says "when I get teeth feed me beef", a gift certificate to purchase beef, cookbook, cutting board, and some extra little goodies that relate to beef.

Once again we teamed up with the cattlemen to award three \$2000 scholarships to college students majoring in agriculture. This year's recipients were Taylor Brown (Fresno State), Summer Shannon (Oregon State), and Blake Santos (Cal Poly).

We participated in an Earth Day walk sporting our Beef shirts which was a hit with all that attended. We plan to participate in more walks in the future.

Loni Holt, of Visalia, was selected as our 2013 TCCW Cattlewoman of the Year.

In the end of May we had two booths at the Ag Ventures day at the Farm Show grounds in Tulare. The event was put on by the Tulare County Farm Bureau and we were able to reach out to 1600 4th grade students.

We had a Beef By-Products poster made with a beef cow instead of the Holstein that is normally seen. It has been a great teaching tool to show all of the great things that come from beef!

It has been another great year for the Tulare County Cattlewomen and we are all looking forward to 2014 to keep us busy. We will continue to come up with new ideas and projects to keep the promotion of beef going and sharing the love of ranching with others. It is such a pleasure to have a great group of women working towards the same cause to continue to be rewarded by the industry that we love!

**Happy Trails,  
From All of the  
Tulare County Cattlewomen**

