

# 2016 California Cattle Women

## Celebrating 65 Years



Design By: Deb Cockrell



## *Annual Round-Up Reports*



1951— 2016  
65 Years Promoting the Beef Industry  
&  
Working to Save Ranching

Round-Up Design By: Debra Cockrell



# 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

## 2015-2016

### PROMOTE BEEF THROUGH EDUCATION

- Promote beef as safe and nutritious
- Educate people of all ages on the benefits of beef in ones diet
- Educate the public on how cattle positively impacts the environment
- Be prepared to discuss the concerns of farmers and ranchers in the care of their animals
- Engage in social media opportunities to promote beef

### PROVIDE MEMBERS WITH KNOWLEDGE AND OPORTUNITIES

- Provide accurate and up-to-date information about the topics that effect cattle producers and beef consumers.
- Provide information on legislative and political issues so that member may be proactive.
- Train and empower CattleWomen to educate urban and rural groups, including youth groups.

### PROVIDE OPPORTUNITIES FOR YOUTH EDUCATION AND EXCELLENCE

- provide scholarships the state and local levels
- Offer instruction and hands on learning opportunities by visiting classrooms and share the ranching way of life
- Sponsor Beef Ambassador Contests





## 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 - 2014
Mrs. Jeff Bowen - Sheila	2015 - 2016

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## **California CattleWomen Celebrates 65 years as a State Organization**

California CattleWomen has been an active, vibrant organization since 1951. At the CCA/CCW Convention in 2016, CCW will celebrate 65 years as a state organization. 65 Years!!!! What an amazing accomplishment!!!! When we started out as an organization in 1951, we had 58 members. Today we have over 2000 members in 30 units across the state of California.

Some of our accomplishments include:

- ❖ Hundreds of thousands of children being taught about cattle ranching, beef nutrition, and animal agriculture
- ❖ Friendships among ranch women who otherwise would never have met
- ❖ Women taking on leadership roles in our communities, state, and nation
- ❖ Hundreds of thousands of dollars given in agricultural scholarships to college bound students
- ❖ Reaching consumers with accurate beef nutrition information via our brochures and the personal contact of cattlemwomen answering consumer questions.
- ❖ Thousands of diverse events hosted or participated in by CattleWomen including fairs, field days, and beef promotion booths at community events
- ❖ Projects undertaken such as Beef for Father's Day, Cookbooks, Beef Cookoffs, Beef Promotion signs on trucks, trailers and along highways
- ❖ Countless award sponsorships by CattleWomen units at fairs, 4-H and FFA competitions and other youth events

The women that make up California CattleWomen have improved our communities in a wide variety of ways over our 65-year history. Together CattleWomen have worked to provide youth development opportunities through school visits, ranch tours, Ag Day participation, award sponsorships, agricultural scholarships and the Beef Ambassador Program. CattleWomen have organized thousands of social opportunities within our communities by hosting picnics, dances, dinners, luncheons, meetings, potlucks, play days and field days.

At our convention December 1-3, 2016 we are going to celebrate our success and longevity.

- Through the generosity of Weatherby and other generous sponsors, CCW is giving away a Weatherby Vanguard Camilla Rifle to one of our women attendees.
- The President's Breakfast will give unit presidents important info from CCW
- Our CattleWoman of the Year Luncheon will honor women in units across the state. Ann Nogan, the ANCW president, will be the speaker at this luncheon.



- The CCW Workshop will feature a video with excerpts from interviews with CattleWomen from across the state of California.
- We will honor units and individuals at our awards breakfast where we will announce the Walt Rodman Award winner.
- Our Board of Directors Meeting will wrap up this year's accomplishments and welcome the new executive board led by incoming president, Cheryl Foster.
- We will collect items from each of our units to put into a time capsule. The capsule will be opened at our 75<sup>th</sup> anniversary in 2026.
- Each of our units is encouraged to bring a display board that showcases their local organization. These will be on display at convention.
- We are offering a three-piece commemorative belt buckle for \$175.00.
- CCW members are invited to submit a captioned photograph of their ranch. Ranch pictures will be on display during convention.
- Powder River continues to be a friend and sponsor of California CattleWomen. They believe in our beef promotion and education efforts and have given us a wonderful opportunity to raise funds for our state organization. Each year they donate Powder River Panels for which we sell raffle tickets to raise money. With the help of our local units we have been able to build up our scholarship fund. This year we will split the proceeds of the raffle ticket sales with the unit that is selling the tickets. Units will turn in their ticket stubs and money to Amanda Barrett. Units will share in half of the proceeds from their sales after expenses are paid.
- At the Midyear Meeting CCW nominated three women to be considered for awards at the national level. Celeste Settrini was nominated for ANCW Beef Promoter of the Year, Candace Cook Peterson was nominated for ANCW Educator of the Year, and Nadette Raymond was nominated for ANCW Outstanding CattleWoman of the Year. All three of these ladies have done an outstanding job promoting, educating and serving in the beef industry. We are honored to nominate these three women for consideration by the ANCW Awards Selection Committee.
- Other CCW members who have been recognized for leadership in agriculture are Joan Hemsted (Shasta CW) and Pam Giacomini (Intermountain CW). Both of these ladies received the Common Threads Award earlier this year. The Cow Palace will honor Melanie Fowle during the Grand National for her work in educating youth about agriculture. She will receive this award at a luncheon on October 15<sup>th</sup>.

It has been an honor for me to serve as the president of California CattleWomen over the past two years. This position has afforded me the opportunity to visit units across the state. I continue to be impressed by all that you accomplish within your communities, the dedication you have and your warm hospitality. This job has given me the opportunity to meet with legislators and government agencies at the state and national level, attend California Beef Council Meetings, a Feeder Council Meeting, National Beef Industry Conventions and summer conferences, ANCW Region VI Meetings, and the opportunity to help organize state meetings and

conventions for CCW. I would like to thank my husband, Jeff Bowen for his support and help over the past two years.

As an organization we worked to improve our communication through:

- Constant Contact email service
- **CCW Facebook** page
- **CCW News** newsletters
- Our new and improved website, **cattlewomen.org**, that now has an easy tab for reporting beef promotion activities
- Through personal contact at meetings, unit visits, events, and phone calls

We updated our governing documents and are working to build up our organization by encouraging membership and participation from young women in the industry.

CCW holds three state meetings per year. At these meetings we strive to inform our participants of industry issues, promote women's leadership, and share beef promotion and education ideas. We participate in Ag Day at the Capitol, Tulare World Ag Expo, Farm to Fork in Sacramento and have booths at other events where agricultural education is needed and our assistance is requested.

For any organization to work well, it takes a coordinated team effort. I extend my heartfelt thanks to the team I have had the privilege of working with these past two years. The officers, directors, chairwomen, and unit presidents of this organization are fantastic women. Thank you for doing your jobs well, for being dependable, and for your willingness to serve.

Thank you to the women who make up the California CattleWomen. It is because of your dedication to and membership in this organization that we are able to accomplish so much and enjoy the longevity that we have had. You have my admiration and sincere thanks. God bless all of you.

Respectfully,

Sheila Bowen

President

California CattleWomen



## Three CCW Members Have Been Nominated for ANCW Awards

**California CattleWomen is pleased to announce that it has nominated three state members to be considered for awards at the national level.**



Celeste Settrini has been nominated for the ANCW Outstanding Promoter of the Year. Celeste and her brother, John, manage their 101-year-old family cow/calf operation in the foothills of the Salinas Valley. As a compliment to managing the cowherd, Celeste finds time to promote her love of the beef industry through various channels. She is active on social media, frequently writes articles for magazines, is a polished public speaker, and a mentor to young, aspiring agriculturalists. She has served as legislative chair at the state level and has been a speaker at the ANCW Collegiate Roundtable held at the National Beef Industry Convention. She frequently does interviews promoting ranching and its rich heritage.



Candace Cook Peterson has been nominated as the ANCW Outstanding Educator of the Year. As president of Mid Valley Cowbells, she has spearheaded the new unit to amazing success in their first two years. She actively engages students with classroom presentations bringing with her a model of a ranch and cattle working facilities for the children to see. In the first year as a unit, the Mid Valley Cowbells educated over 19,000 children. Candace is a lifetime educator and enjoys bringing her life on a cattle ranch into the classroom.



Nadette Raymond is the CCW nominee for ANCW Outstanding CattleWoman of the Year. Nadette was the treasurer for California CattleWomen for 16 years. She served with eight CCW presidents. Nadette graduated in accounting from a college in France and spent her working life as a cost accountant, production control manager and comptroller for large companies. With this expertise she kept careful books for CCW. She has served in numerous positions with the Shasta County CattleWomen including president in 1992. She was named their CattleWoman of the Year in 1993. She has been a member of ANCW for 24 years and was the ANCW Membership Chair in 2006-2007. She has attended numerous National Beef Industry Conventions and ANCW Region VI Meetings.



## Four California CattleWomen Honored for Their Contributions

Four CCW members have been recognized by various organizations for their leadership in agriculture. Joan Hemsted (Shasta CW) and Pam Giacomini (Intermountain CW) received the Common Threads Award in the summer of 2016. The Cow Palace honored Melanie Fowle (Siskiyou CW) during the Grand National for her work in educating youth about agriculture. The Tehama County Farm Bureau recognized Jean Barton (Tehama CW) for her outstanding work as an ag reporter. Each of these women has given countless hours of their time to the agriculture industry. We are proud to call them our own.



Joan Hemsted, Shasta County



Jean Barton, Tehama County



Melanie Fowle, Siskiyou County



Pam Giacomini, Inter-Mountain

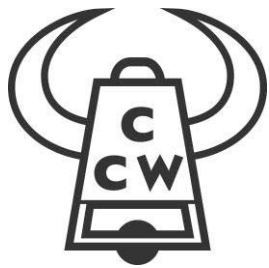


2016

# Cattlegwoman of the Year

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

<u>ALAMEDA</u>	<u>WENDY HOWE</u>
<u>MADOR-ELDORADO-SACRAMENTO</u>	<u>LESLIE JOOST</u>
<u>BUTTE</u>	<u>KASEY DEATLEY</u>
<u>CALAVERA-TUOLUMNE</u>	<u>JEAN ROSASCO</u>
<u>FRESNO-KINGS</u>	<u>KATE HORSTMANN</u>
<u>GLENN- COULUSA</u>	<u>ALYCEN WYMAN- Gobel</u>
<u>HUMBOLT</u>	<u>LIZ KLOPPER</u>
<u>INTERMOUNTAIN</u>	<u>SANDI KAUL</u>
<u>KERN</u>	<u>GAY GARDELLA</u>
<u>LASSEN</u>	<u>CHERYL LAURITSEN</u>
<u>MADERA</u>	<u>PAT GUILLEMIN</u>
<u>MENDOCINO</u>	<u>NONE</u>
<u>MID-VALLEY</u>	<u>VICTORIA BRUSSOW</u>
<u>MODOC</u>	<u>SUZANNE NELSON</u>
<u>MONTEREY</u>	<u>CELESTE SETTRINI</u>
<u>NAPA-SOLANO</u>	<u>NONE</u>
<u>PLACER-NEVADA</u>	<u>CAROLE GUERTIN</u>
<u>PLUMAS-SIERRA</u>	<u>KAREN RICKMAN</u>
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<u>SAN DIEGO</u>	<u>NONE</u>
<u>SAN JOAQUIN-STANILAUS</u>	<u>DELORES HENRIQUES</u>
<u>SAN LUIS OBISPO</u>	<u>SUSAN COCHRANE</u>
<u>SANTA BARBARA</u>	<u>TINA McENROE</u>
<u>SANTA CLARA</u>	<u>JACKIE VANDERCOOK</u>
<u>SHASTA</u>	<u>SHARON STEVENSON</u>
<u>SISKYOU</u>	<u>MELANIE FOWLE</u>
<u>SONOMA-MARIN</u>	<u>PAMULA MICHALEK</u>
<u>TEHAMA</u>	<u>IRENE FULLER</u>
<u>TULARE</u>	<u>DOLORES FITTERER</u>
<u>YUBA-SUTTER</u>	<u>PATTY ANDERSON</u>



## THE YEAR EACH UNIT WAS ESTABLISHED

Name of Unit	Year Established	How Old
ALAMEDA	1951	65
AMADOR-ELDORADO-SACRAMENTO	1949	67
BUTTE	1955	61
CALAVERA-TUOLUMNE	1952	64
FRESNO-KINGS	1956	60
GLENN- COULUSA	1960	56
HUMBOLT	1955	61
INTERMOUNTAIN	1955	61
KERN	1948	68
LASSEN	1962	54
MADERA	1952	64
MENDOCINO		
MID-VALLEY	2014	2
MODOC	1965	51
MONTEREY	1962	54
NAPA-SOLANO	1952	64
PLACER-NEVADA	1964	52
PLUMAS-SIERRA	1966	50
SAN BENITO	1954	62
SAN DIEGO	1953	63
SAN JOAQUIN-STANILAUS	1953	63
SAN LUIS OBISPO	1956	60
SANTA BARBARA	1954	62
SANTA CLARA	1949	67
SHASTA	1961	55
SISKYOU	1955	61
SONOMA-MARIN	1958	58
TEHAMA	1953	63
TULARE	1949	67
YUBA-SUTTER		

## ***Beef Promotion***

California CattleWomen had another successful joint meeting with California Women for Ag at Harris Ranch Inn & Restaurant. We heard from members, their relatives and mentors throughout the day. Ethan Francis started the morning out demystifying the consumer's beliefs about beef.

One of the quotes facts Ethan shared stated there is a higher chance of getting cancer from a chemical that is used to manufacture specific brands of yoga pants than there is in eating beef. We heard more on consumer choices from Jill Scofield, California Beef Council.

We are all know that it takes resources to produce such high quality beef for consumers. Secretary Ross ensured that group that we did a great job with the resources that we had and that they were working hard to protect them. This led us directly into discussion about the Leopold Conservation Award and the California Farm Water Coalition. Mike Wade shared with us a hashtag that was very appropriate for all the fine dining, prepared by Harris Ranch Restaurant, which completed our weekend.

#CAonmyplate





## Quote from Walt Rodman, From the Book—The Brand of a Boy, 1969

“The Sale of cattle and calves in California remains the largest Agricultural Commodity produced in this the number one Agricultural state.

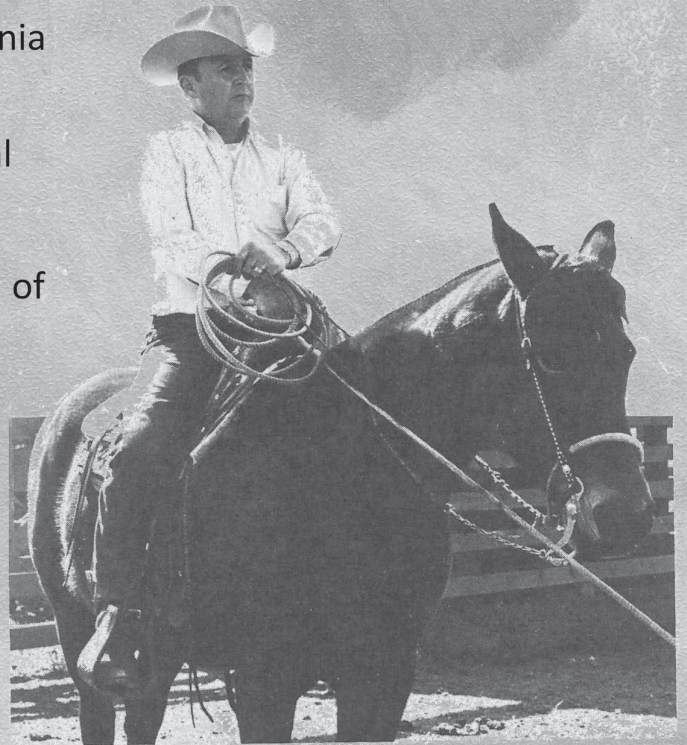
This fact coupled with the preservation of open lands for generations to come makes California’s cattle industry of prime Importance to everyone living in or otherwise enjoying the economy and beauty known only to California.”

~ *Walt Rodman,*

*Manager of California Beef Council, 1969*

*Out of the Book, The Brand of a Boy, a story of Johnny West on a California Cattle Ranch.*

*Author, Dayton O. Hyde*



WALT RODMAN  
Manager of the California Beef Council

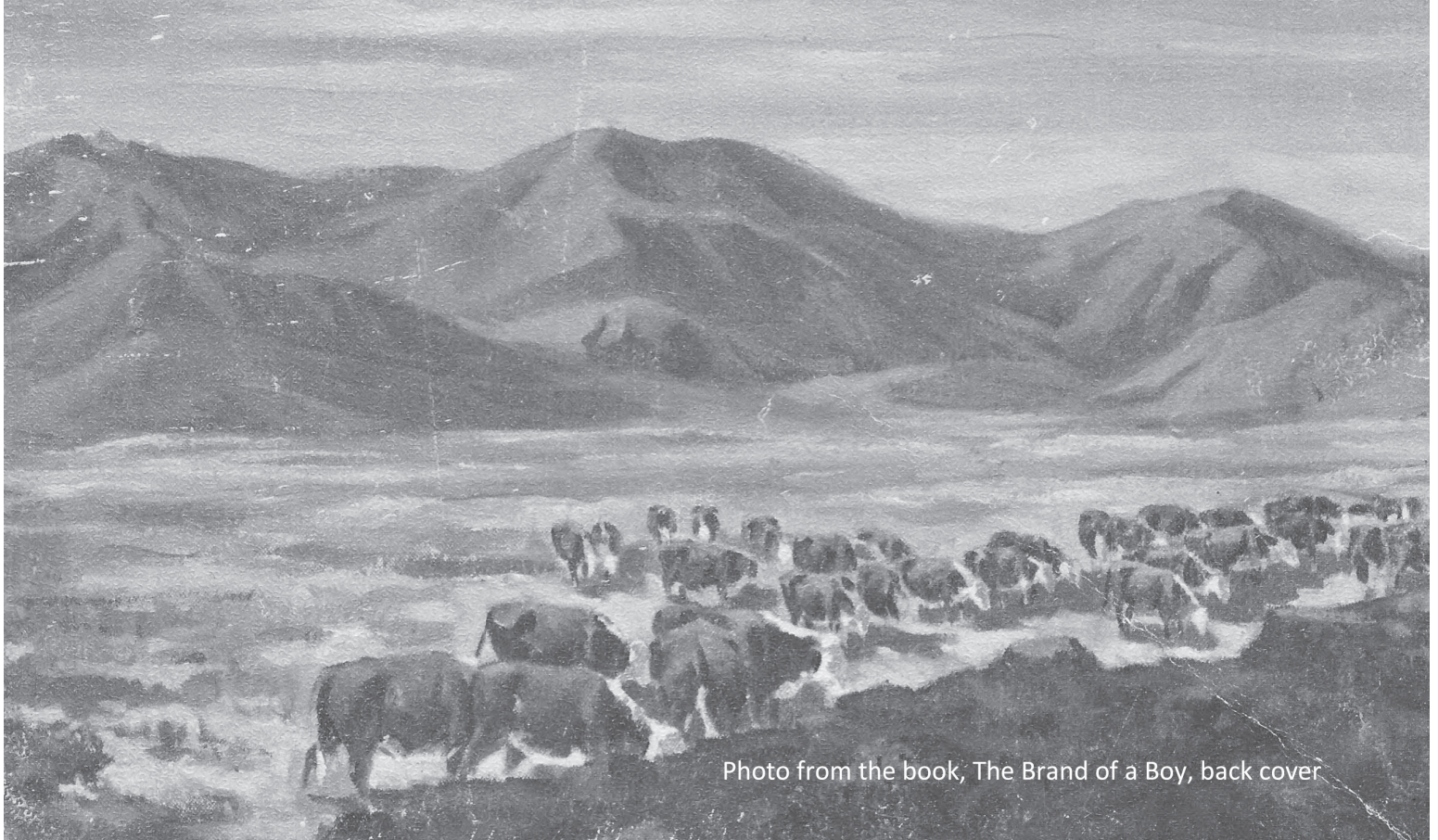


Photo from the book, The Brand of a Boy, back cover



# The 2016 Walt Rodman Award



*Celebrating successful beef promotion in California*

For 34 years, the California Beef Council (CBC) has proudly sponsored the Walt Rodman Award to **showcase and honor outstanding beef promotion efforts of California CattleWomen.**

California CattleWomen county units that have conducted impactful beef promotion projects in their regions between October 1, 2015 and September 30, 2016 can enter for a chance to win up to \$400.

**But hurry! Walt Rodman Award entries are due to the CBC on Friday, October 28, 2016**

For entry guidelines and contest rules, contact [jill@calbeef.org](mailto:jill@calbeef.org) or (916) 925-2333.

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*Established in 1982, this award was named in honor of long-time CBC executive director Walt Rodman, who led the organization from 1957 to 1971 and implemented many groundbreaking and innovative programs that helped enhance beef's image. For more about the California Beef Council, visit [www.calbeef.org](http://www.calbeef.org).*



## Past Recipients

- Alameda County CattleWomen (1982, 1983, 1989, 1996, 2011, 2014)
- Humboldt County CattleWomen (1984)
- Intermountain County CattleWomen (1993, 2001)
- Kern County CattleWomen (2007, 2008, 2009, 2011)
- Modoc County CattleWomen (1986)
- Placer-Nevada CattleWomen (1987, 2002)
- San Benito County CattleWomen (1998, 2000)
- San Joaquin-Stanislaus CattleWomen (2003)
- San Luis Obispo County CattleWomen (1991, 1992, 1994, 1995, 1997, 1999, 2004)
- Santa Barbara County CattleWomen (1990)
- Shasta County CattleWomen (1985, 1988, 2005, 2006)
- Siskiyou County CattleWomen (2012)
- Tehama County Cattlewomen (2013)
- Tulare County CattleWomen (2010, 2015)



# THE CALIFORNIA BEEF COUNCIL WALT RODMAN AWARD



*Recognizing Excellence in Beef Promotion*

## 2016 ENTRY GUIDELINES

### ABOUT THE CONTEST

The Walt Rodman Award was established in 1982 to recognize outstanding beef promotion programs executed by California CattleWomen county units. Named in honor of long-time California Beef Council executive director Walt Rodman who led the organization from 1957 until 1971, this award is intended to honor the innovative efforts of CattleWomen to share beef's story with the public and enhance beef's overall image. All county units participating in the contest receive a cash award to help offset the costs of their promotion efforts, which can be used in the manner of their choosing.

### ENTRY CRITERIA

Each unit may submit one entry; submitting more than one entry may result in disqualification from the contest. Entries will be judged based on five weighted criteria: overall concept, project description, project execution, adaptability to other counties or units, and project originality. (See judging details for more information.) **Please limit the written portion of your entry to five pages**, not including the entry form. Additional material, such as photos, news releases, media coverage, or other publicity materials, may also be included to demonstrate the effectiveness or success of the program.

The entries will be on display at the 2016 CCA/CCW convention in Sparks, Nevada to foster idea-sharing between county units. If you do not want your unit's entry to be on display at the convention, please indicate so on your entry.

### THE AWARD

First place and runner-up winners will be announced at the California CattleWomen Annual Awards Breakfast held during the CCA/CCW Annual Convention in December 2016. The first place unit will receive \$400 and be added to the Walt Rodman Award commemorative plaque on display in the CBC office. First runner-up will receive \$200, and second runner-up will receive \$100. All units that enter the contest will receive a \$50 award and a certificate. Only complete entries – which include a signed entry form and a typed entry providing detail on each of the four judging categories, along with any supplemental material the unit wishes to enter – will qualify.



# THE CALIFORNIA BEEF COUNCIL WALT RODMAN AWARD



## 2016 ENTRY GUIDELINES, Continued

### JUDGING CRITERIA

Judges with expertise in communications, marketing and promotion will review each entry and score them based on five general categories: concept, description, execution and results, originality and adaptability. Provided below are guidelines on the information to be provided in each category, as well as the weight each category will have on the judging process.

- 1. Concept** **20%**  
Describe the project's theme and overall objective, including information about why the unit chose the project. Also include what makes the project's objective uniquely helpful in promoting beef and sharing the beef community's story.
- 2. Description** **20%**  
Provide a detailed description of the project, including specific project components, location or venue (if applicable), materials created or used in the project, and how beef was highlighted or promoted.
- 3. Execution and Results** **30%**  
Provide measurements that help demonstrate how this project was successful. Examples include number of individuals reached, number of participants, amount of beef served (if it was a tasting event), media or news coverage and its potential reach, and any other objective measurements that show the project's impact. Feedback from consumers or participants is also helpful to describe. Include photos, publicity materials, and/or any news coverage generated by the project to support this section.
- 4. Originality** **15%**  
Share details about how the concept was created and what the inspiration was for this project. Be sure to highlight any aspects of the project that are unique or specific to this promotion, or that have not been previously executed by the unit. If the concept is similar to a project executed in other areas, describe how the unit made it unique or original.
- 5. Adaptability** **15%**  
Include information that indicates what was needed for the successful execution of the promotional effort. For example, number of volunteers involved, the approximate number of hours involved, project budget, facilities or other special requirements, specific materials that were needed, and anything else involved that helps describe what is required to conduct such a project or event should be included.



# THE CALIFORNIA BEEF COUNCIL WALT RODMAN AWARD



## 2016 ENTRY FORM

All entries are due to the CBC by Friday, October 28, 2016.

Please print or type when filling out this entry form. All accompanying pages must be typed.

County CattleWomen Unit: \_\_\_\_\_

Title of Promotional Program or Event\*: \_\_\_\_\_

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*\*Beef promotions for this contest must be executed between October 1, 2015 and September 30, 2016.*

Signature \_\_\_\_\_  
County Promotion Chair or President Date

Contact Name\*: \_\_\_\_\_  
*\*May be different from unit president or promotion chair*

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Send to: California Beef Council  
Attn: Jill Scofield  
4640 Northgate Blvd., Suite 115  
Sacramento, CA 95834  
E-mail entries: [jill@calbeef.org](mailto:jill@calbeef.org)

If mailing, please include **four copies of your typed entry packet** with this completed entry form. For e-mail entries, a scanned version of this form will be accepted, or you may e-mail [jill@calbeef.org](mailto:jill@calbeef.org) to request an electronic form.

Questions? Call 916.925.2333 or e-mail [jill@calbeef.org](mailto:jill@calbeef.org).



## 2016 California Beef Ambassador Contestants

### Senior Contestants

Loren Benedict-Butte County  
Mikayla Duchi- Siskiyou County  
Tanya Enlow-San Diego County  
Chloe Fowler- Shasta County  
Alyssa Mondani- Amador, El Dorado, Sacramento County  
Danielle Mueller- Tehama County  
Katelyn Priddy- Kern County  
Jordan Somervill- Placer Nevada County

### Junior Contestants

Adam Blalock- Shasta County  
Nicole Downey- Siskiyou County  
Maddie Beckwith- Santa Clara County  
Ashley Jordan- Santa Clara County  
Ashley Mabery-Alameda County  
Samantha Nielsen Carver-Kern County  
Emily Palmer- Tehama County  
Emma Peterson- Tehama County  
Kaylee Piatt- Butte County  
Catharine Renner- Placer Nevada County  
Helen Sands- Placer Nevada County  
Hannah Wilkinson- Amador, El Dorado, Sacramento County  
Wyatt Wolfe- Santa Clara County







## California Beef Ambassadors Chosen in San Jose

On Saturday, April 9, 2016 the California CattleWomen held their annual California Beef Ambassadors contest in San Jose, California. There were 13 juniors and 8 seniors competing for a place on the California team. Sheila Bowen, President of California CattleWomen, commissioned the Beef Ambassadors saying, "This would be more than a title; it is a job, an opportunity. This year's contest expanded the number of California Beef Ambassadors to six. Junior and senior winners from the northern, central, and southern regions make up the California Beef Ambassador Team.

The competitors arrived on Friday and were treated to a Beef Quality Assurance presentation with Malorie Bankhead (CCA) and Jill Scofield (CBC). The presentation helped the students refresh their memories on many elements of animal welfare, cattle handling, and environmental issues. Following the presentation, the ambassadors were treated to an "ice cream social" with lots of toppings for their ice cream creations!

On Saturday, students competed in three skills: issue response, media interview and consumer presentation. Each contestant proved to be an adept spokesperson for the beef industry. Those in attendance heard from the 2015 California Beef Ambassador, Abigail Grisedale, on her year of activities and appearances. Students also heard from Adam Mendonza on how to prepare and present an engaging sales or promotional presentation. Jill Scofield (rather than Alex Trebeck) led the ambassadors through a version of Beef Jeopardy! Malorie Bankhead, who was once a beef ambassador herself, had words of encouragement and advice for the beef advocates.

The eight judges had a tough job choosing three senior and three junior ambassadors to represent the three regions of our great state. For the Northern Region, the senior winner is **Jordan Somervill (Placer/ Nevada)**, and the junior winner is **Adam Blalock (Shasta)**. For the Central Region, the senior winner is **Alyssa Mondani (AES)** and the junior winner is **Ashley Mabery (Alameda)**. The Southern Region winners are senior, **Tanya Enlow (San Diego)** and junior, **Samantha Carver (Kern)**.



Senior Winners: L to R: Alyssa Mondani,  
Jordan Somervill, Tanya Enlow.



Junior Winners: L to R: Ashley Mabery,  
Adam Blalock, Samantha Carver

California CattleWomen would like to thank Chairwoman Jill Bright for coordinating this contest and offering a variety of learning opportunities. Thank you to the Santa Clara County CattleWomen for all of their help and to Brandon, TJ and Ilona from the Hilltop 4-H for a delicious beef luncheon. Our thanks to Edward Bright for arranging for the use of the facilities at the Union High School District Office, as well as the judges, presenters, and helpers.

The Team of California Beef Ambassadors is ready and willing to serve our CattleWomen units throughout the year at events and promotional activities in their region. Units have a great resource in these young beef advocates, who are more than willing to help in classroom presentations, county fair events, and consumer outreach. County presidents will receive the contact information for each of the Beef ambassadors. Please invite them to your events. They will be a huge asset to you and are already trained to give dynamic beef presentations.

# 2016 California State Beef Ambassador Team

## Northern Region



### **Jordan Somervill - Placer/Nevada Senior Ambassador**

Phone: 530-615-7187 Email: jordansomervill@me.co

19940 Ocelot Drive, Grass Valley, CA 95949

I am proud to represent Northern California on the 2016 State Beef Ambassador Team! I am the 18 year-old son of Dominick and Heather Blancarte, and a senior at Bear River High School. I live in the beautiful Sierra Foothills in the small town of Grass Valley. Coming from an urban background and now living in a rural setting, I see the ever-growing gap between consumers and producers. I am genuinely excited to spend the next year breaking down walls of misconception, and sharing the true beef story.

I am deeply involved in the National FFA Organization, competing all around the state in public speaking contests. I have also shown at the California State Fair for the past two years coming home with a few banners. Besides FFA I have also been immensely involved in my school's student body. I couldn't be more excited to serve on this team of amazing individuals, and can't wait to see what this year has in store for us!



### **Adam Blalock - Shasta County Junior Ambassador**

Phone: 530-945-8010 Email: adamjblalock@gmail.com

P.O. Box 188, Millville, CA 96062

Adam Blalock is 16 and is dual-enrolled at Foothill High School and Shasta College. He is a member of Foothill 4-H where he is a Teen Leader for the Beef Project. He is also working as a Land Management intern for the McConnell Foundation in Redding, learning about native grasses and rotational grazing. Adam plans to transfer to a 4-year university to study forestry and range management.

## Central Region



### **Alyssa Mondani - Amador/El Dorado/Sacramento**

209-304-3070

Email: alyssamondani99@gmail.com

16250 Sutter Creek Road, Sutter Creek, CA 95685

Alyssa Mondani is a sixth generation cattle rancher. She was born into the cattle ranching tradition. She has had the opportunity to either continue the tradition or find a different path. She has not only chosen to continue the tradition but to improve upon it. Alyssa is currently her FFA chapter's secretary with the ambition of becoming president. She is highly involved in showing beef cattle. She also recently received her State FFA degree. Alyssa has plans to go on to college and major in beef cattle genetics.

## Central Region



### **Ashley Mabery - Alameda County**

Phone: 925-699-4481

Email: [gadgetgirl@toyz.org](mailto:gadgetgirl@toyz.org)

6000 Camino Tassajara Road, Pleasanton, CA 94588

Ashley Mabery is 15 years old and a sophomore at Livermore High School. She is an active FFA member and shows cattle and horses.

Ashley serves as the reporter for the Livermore FFA chapter, competes in various contests and is on the livestock judging team. After high school, Ashley plans to attend Colorado State or Texas A&M University. She will

study hard to earn her masters of veterinary science and become an equine surgeon.

Ashley is hard-working and determined and will stop at nothing to achieve her goals and do the right things.

## Southern Region



### **Tanya Enlow - San Diego County**

619-886-0266

Email: [tanya.enlow1997@gmail.com](mailto:tanya.enlow1997@gmail.com)

2198 Green Hills Place, Fallbrook, CA 92028

Tanya Enlow is currently living in Fallbrook, California where she is participating in her alumni year of 4-H and FFA. Tanya is also working at KND Shorthorns and Temecula Creek Equine as a large animal vet tech. At the same time Tanya is a full time college student at Mira Costa

Community College and will be transferring to University of California Davis in the fall of 2018 to help start her future career as a large animal vet.



### **Samantha Nielsen Carver - Kern County**

Phone: 661-340-4463

Email:

[carversamantha36@gmail.com](mailto:carversamantha36@gmail.com)

P.O. Box 52, Woody, CA 93287

Samantha Nielsen Carver is the fourth generation of the Carver family to live and ranch in Woody, California. Samantha attended a one-room schoolhouse in Woody from kindergarten to eighth grade. Now a freshman at North High School in Bakersfield, Samantha has served as a Jr. Beef Ambassador for two years and is an active member of the North High FFA. She is a Greenhand Officer and plans to continue in her FFA experience throughout high school. Samantha loves working on her family's cattle ranch, riding her horses, training her dogs, and educating others about beef agriculture. She is the great-great granddaughter of Helen Carver, the first president of California CattleWomen.

**CCW Heritage Foundation  
Memorial Scholarship Report  
June, 2016**

Our 2016 Memorial Scholarship winners are Nathan Yerian from Fresno State University, a senior student graduating in Animal Science who will be transferring to UC Davis to start his Veterinary Science studies. Ciara Babcock from CSU, Chico is a Junior studying Ag. Business. Katie Carroll from Prather California will be a senior student in Ag. Business and Marketing at Purdue University and is the winner of the Pomona/ Open scholarship. UC Davis has awarded their scholarship to Emily Andreini, a PhD student in Animal Biology and the Cal Poly San Luis Obispo scholarship was awarded to Brooke Niederhauser. Brooke is studying Animal and Equine Science and will eventually become a large animal Veterinarian.

I want to give a special thank you to our college contacts Kris Weber for Fresno State, Dana Lund for Cal Poly SLO, Diane Avrit for CSU Chico, and Merry Carter for UC Davis. Without their assistance I could not do my job.

Since January 1<sup>st</sup> of 2016 I have received \$500. In donations for our Memorial Scholarship fund in memory of Shirley Landini Cambell, Betty Bacchi, Betty Merhten, Dee Hayden, Pat Delerio, Geraldine Steidlmayer and Mary Barrett. Thank you to the Glenn/ Colusa Cattlewomen, the Amador, El Dorado, Sacramento Cattlewomen and the Mid Valley Cattlewomen.

I have enclosed donation forms for each of your units. Please send the forms and checks to me, made out to the CCW Heritage Foundation.

Thank you to all of the units in the CCW for contributions to the Memorial Scholarship Fund. Without your donations our scholarships would not be available.

Sincerely,

Nancy Hawkins

CCW Memorial Scholarship Chairman



## A Bit of History on California CattleWomen –A Look Back Over 65 Years

California CattleWomen has been an active, vibrant organization since 1951. At convention in 2016, CCW will celebrate 65 years as a state organization. Our "older brothers," the California Cattlemen's Association will be celebrating their one hundredth convention. What an outstanding accomplishment! Both of these state beef associations have a long history of service to the cattle ranching community and both organizations are looking forward to celebrating in December 2016 at the CCA/CCW Convention. In the lead up to this celebration, we thought it would be fun to look back at how the California Cowbelles came to be.

Ranch women have always been an important part of the cattle industry. Many of them work alongside their husbands and contribute to the decision-making, bookkeeping, and ranch work. In the early years the CCA Annual Conventions were held in San Francisco. At that time women did not play an active roll at the conventions. Instead, women would shop, sight see, visit, and then join their husbands in the evening after discussions and decisions had been made. All of this would change when Helen Carver of Delano attended the annual CCA Convention in Fresno in 1951. Helen was a charter member of the Kern County Cowbelles which had formed three years prior in 1948. Kern County was the first cowbelle unit in California. At the Fresno convention, ladies enjoyed a fine afternoon with a luncheon and a fashion show. Although Helen had requested a few minutes to speak to the ladies, the busses arrived to pick up the ranch wives before Helen had a chance to present her idea. Helen Carver ran for the podium and called for order. A quick show of hands from the ladies in attendance brought the California Cowbelles into existence. The women were very much in favor of having this organization, and officers were quickly elected as women were heading for the busses. Helen Carver became the first president, Lillie Sheldon-Vice President, and Nona Williams-Secretary. It only took five minutes to vote the Association into existence and elect the officers. Women were very interested in the organization, and it soon grew from 58 members to 2400 members by the year 1966. According to *A Brief History of Cowbelles*, dated May 24, 1965, "The initial purpose of all Cowbelle groups is the same - To promote friendship between ranch women, better public relations and to assist the Cattlemen in promoting the welfare of the cattle industry."

By 1956 the Cowbelles were participating in many projects including the Beef for Father's Day Program. Beef roasts equal to the weight of the first baby born on Father's Day were presented in hospitals. Thousands of Beef Cookbooks were published. Many were sold to Cowbelle Units for promotion purposes and were donated to schools for home economic classes.

Local activities were so great in the county units that an annual book called *The Roundup* was published for an exchange of ideas and to leave a historical record of our organization's yearly activities. It is still published each year and distributed at the annual convention.

In 1963 Sonoma County built the first Red Barn on their fairgrounds. Soon many other local units had Red Barns too. Cowbelles used the barns to promote beef and many were large enough for festivities and meetings. In 1965 the California Cattlemen's Association and the California Feeders Association donated money for a Red Barn to be built on the California State Fairgrounds in Sacramento. This barn started a state fair promotion for the California Cowbelles.

The local fair promotions brought such great responses that a workshop was held at the state meetings for an exchange of ideas on beef promotion. Beef promotion at the Los Angeles

County Fair, as well as Livestock Tours at the Grand National Livestock Show at the Cow Palace created much public interest.

The Cowbelles have always worked closely with the California Beef Council and promote many of their publications and materials. When the first California Beef Cook-Off was held in 1974, the Beef Council and Cowbelles worked together to insure its success. Around this time the Cowbelles developed the state truck sign project. Cowbelle units statewide promoted beef with clever signs on cattle trucks and even a few busses.

It was in 1987 that the "Cowbelle" name was changed to CattleWomen in cooperation with the change at the national level. California CattleWomen has been very effective on legislative issues helping to defeat adverse legislation and to promote the passage of friendly bills. CattleWomen participate in legislative visits at our state Capitol and in Washington DC.

In 1992 (Sacramento) and again in 2009 (Sonoma) California CattleWomen was privileged to host the National Beef Cook-off. CattleWomen from throughout the state worked very diligently to make these truly premier events. The National Beef Ambassador Contest came to California in 2000 (San Francisco) and again in 2012 (Sacramento). As the host state, CattleWomen from across California turned out to work and make sure the shows ran smoothly and were top-notch events. California CattleWomen hosted the ANCW Region VI Meeting in 2008 (Sonoma) and in 2014 (South Lake Tahoe). Excellent speakers and field trips were planned to make these meetings worthwhile for our guests. CattleWomen have always had a heart for educating children and providing youth development opportunities for young people. In recent years one focus area has been on Ag in the Classroom. Many units hold annual *Ag Days*. CattleWomen are known to invite classrooms of children out to the ranch to learn about livestock production first hand. At these events children are often exposed to animals, ranch practices, nutrition, and agriculture in general. These experiences provide important knowledge about where and how our food is produced. Each year local units and the state association provide scholarships to college students that collectively total over \$100,000 per year. Local units sponsor numerous fair awards to 4-H and FFA competitors. They provide opportunities for kids to hone their knowledge and public speaking skills through the Beef Ambassador Contest. In 2010 the California CattleWomen compiled and published a book called, *Some California Ranches Their Stories and Their Brands*. For many ranch families, the book is a treasured keepsake.

Each year CCW has a presence at Tulare World Ag Expo where our trivia wheel attracts hundreds of people to our booth. Those folks leave with a bit more information than when they arrived. Ag Day at the Capitol is an event where we partner with the CCA and the Buckhorn Grill to serve over 1800 tri tip sliders on the grounds of the state Capitol. We use this as an opportunity to share beef brochures and information about the cattle business.

The California CattleWomen has a long and proud history. The organization was created to promote the beef industry. Women throughout the state have dedicated their time and energy, with great devotion, to educate the public about beef.

Because California is a world leader in food production, and one of the most productive agriculture regions on earth, and because the production of cattle and calves is one of California's top five commodities, we the California CattleWomen will focus on promoting a better understanding to consumers as to where their food originates; the quality controls used towards its safety; the impact the beef industry has on the economy of California; and the overall, far reaching contributions the beef industry has to society as a whole.

\*Special thanks to CCW Past President, Karen Rasmussen, for sharing information on the history of CCW.



## Legislative Report

### **Gov. Jerry Brown expands overtime pay for California farmworkers**

Gov. Jerry Brown signed a bill September 12, 2016 that would make California the first in the country to give farmworkers the same overtime pay afforded to people in other industries, effectively reversing a decades-old practice of exempting field hands from wage rules.

Republican Devon Mathis of Visalia, the Assembly Agriculture Committee vice chairman, said the outcome actually will hurt, not help, farmworkers.

"Over the weekend I met with farmworkers throughout my district in the fields they work, and I was touched by their stories and how important these jobs are to them, their families, and their future," Mathis said. "Everyone I spoke to asked me to vote against this bill and they understood that if AB 1066 passed, it would equal lost hours and wages for them."

The bill voted on Monday differed slightly from the original version, having been amended to allow smaller farms more time to implement the change. In an olive branch to opponents, this version of the bill would give farms with 25 or fewer employees until 2022 to start complying, while larger farms would need to start paying more in 2019.

California is one of four states already requiring overtime pay for agriculture workers. In 1976, the state Industrial Welfare Commission ordered extra wages for farm laborers after more than 10 hours a day or more than 60 hours a week.

Read more here: <http://www.fresnobee.com/news/business/agriculture/article98705882.html#storylink=cpy>

### **Supreme Court Upholds Landowners Rights Challenging WOTUS Jurisdiction**

This week, the Supreme Court in *United States Army Corps of Engineers v. Hawkes Co., Inc.*, set a precedent that landowners may challenge the Corps' jurisdictional determination specifying that a piece of property contains a "water of the United States." The National Cattlemen's Beef Association filed an amicus brief in support of Hawkes. NCBA President Tracy Brunner, said this is a major victory for landowners across the country.

In his concurrence, Justice Kennedy expressed the Court's continued concern with the Clean Water Act, "[t]he Act... continues to raise troubling questions regarding the Government's power to cast doubt on the full use and enjoyment of private property throughout the Nation." NCBA is committed to continuing its WOTUS lawsuit on behalf of its members.

For more information on this story please visit: <http://www.beltwaybeef.com>

### **Interior Appropriations Bill Advances through Committee**

WASHINGTON (June 15, 2016) - Today, the House Committee on Appropriations favorably reported the FY 2017 Interior and Environment appropriations bill to the House of Representatives by a vote of 31-18. The bill addresses a number of priorities for the livestock industry, including language regarding the Greater Sage Grouse and full defunding of EPA's problematic "waters of the United States" rule.

"The bill maintains the one-year delay on further rulemaking or listing of the Greater Sage Grouse under the Endangered Species Act and prevents implementation of federal management that is inconsistent with successful, ongoing state management of the species," said Ethan Lane, executive director of the Public Lands Council and National Cattlemen's Beef Association Federal Lands. "Additionally, the bill fully defunds EPA's 'waters of the United States' final rule and begins to address the abuse of the Antiquities Act by limiting the President's ability to make sweeping designations at the stroke of pen and over local objections."

The bill also blocks the President's proposed administrative fee on top of the grazing fee. Additionally, it reduces funding for the Land and Water Conservation Fund to \$322 million, restoring some responsibility and prioritizing state and local projects while reducing funding for federal land acquisition. Payment in Lieu of Taxes was fully funded, offsetting the loss of local tax revenue for public lands, and the bill increases funding for wildfire suppression to \$3.9 billion. Furthermore, the bill provides some additional flexibility and management for the overpopulation of wild horses.

"We applaud the members of the Appropriations committee for taking an active stance in addressing some of the most pressing needs of the livestock industry," said Lane. "As the Senate works to mark up their companion bill later this week, we hope this bill will move quickly to a vote on the House floor." For more information on this story please visit:

<http://www.beltwaybeef.com>

## **NCBA Hosts TPP Briefing on Capitol Hill**

The NCBA along with several other agriculture industry groups joined together to meet with congressional staff to discuss the immediate need to pass the Trans-Pacific Partnership. Adding \$5.3 in to net U.S. agricultural exports and \$8.5 billion increase in cash receipts, the groups all echoed the benefits of TPP.

"While the agreement is not perfect, the net benefit for the entire agriculture industry is significant," stressed Bacus, NCBA Director of Trade. "For beef, the agreement brings the greatest market access that has ever been negotiated to Japan. The TPP will immediately reduce the tariff to Japan, our largest market for U.S. beef, from 38.5 percent to 27.5 percent. And tariffs will continue to decrease, in some cases be eliminated, over the next 15 years. The cost of delayed action continues to grow as Australia erodes our market share through their tariff advantage."

The briefings in the both the House and Senate were hosted by NCBA, American Farm Bureau Federation, American Soybean Association, National Corn Growers Association, National Pork Producers Council, and the Western Growers Association.

## **Legislative Watch**

NCBA has put together a legislative watch to help keep you up to date on some of the major issues affecting the cattle industry. Here is some legislation being considered on capital hill:

### **Common Sense in Species Protection Act (S.112)**

A bill to amend the Endangered Species Act of 1973 to require the Secretary of the Interior to publish and make available for public comment a draft economic analysis at the time a proposed rule to designate critical habitat is published. NCBA urges a YES vote. Key Sponsor: Sen. Dean Heller (R-NV)

### **Regulatory Responsibility Act for our Economy of 2015 (S.168)**

Gives Congress the needed authority for oversight on major regulations, while also requiring regulation be narrowly tailored to meet the intended goals without hindering the economy. NCBA urges a YES vote. Key Sponsor: Sen. Pat Roberts (R-Kansas)

### **Open Book on Equal Access to Justice Act (H.R. 384)**

Reinstates tracking and reporting requirements of payments made by the Federal Government under the Equal Access to Justice Act. NCBA urges a YES vote. Key sponsor: Rep. Cynthia Lummis (R-Wyo.)

### **National Monument Designation Transparency and Accountability Act of 2015 (S.228 and H.R. 900)**

Requires congressional and State approval of national monument designations and restrictions on the use of national monuments, limiting Presidential power and curbing further Antiquities Act abuse. NCBA urges a YES vote. Key sponsor: Sen. Mike Crapo (R-Idaho), Sen. Jim Risch (R-Idaho), and Sen. Dave Vitter (R-Louisiana) and Rep. Labrador (R-Idaho)

### **The Judgment Fund Transparency Act of 2015 (S.350)**

Requires a public accounting of the taxpayer funds distributed to litigants who bring successful claims against the federal government. NCBA urges a YES vote. Key sponsor: Sen. Deb Fischer (R-Neb.), Sen. Cory Gardner (R-Colo.)

### **FLAME Act Amendments of 2015 (S.508)**

Legislation that would allow for the full funding of wildland firefighting budgets for the U.S. Forest Service and U.S. Department of the Interior, and dramatically increase resources for forest restoration programs. NCBA urges a YES vote. Key sponsor: Sen. John McCain (R-Ariz.), John Barrasso (R-Wyo.), and Jeff Flake (R-Ariz.)

### **Water Rights Protection Act (H.R. 1830)**

Provides a means to combat the recent directive that allows the United States Forest Service to seize private water rights without just compensation. NCBA urges a YES vote. Key Sponsors: Rep. Scott Tipton (R-Colo.) and Sen. Barrasso (R-Wyo.)

### **Regulatory Integrity Protection Act of 2015 (H.R. 1732)**

Calls for EPA and the Army Corps to withdraw the problematic Waters of the United States proposal within 30 days. NCBA urges a YES vote. Key Sponsor: Rep. Bill Shuster (R-Penn.)

For more information go to <http://www.beltwaybeef.com>



## Thank you to our CCW 2016 Midyear Workshop Presenters



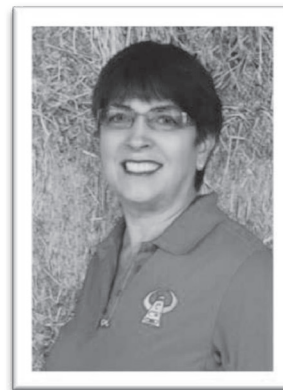
Bryan Little from Farm Employer Labor Service provided an update on Cal OSHA rules and regulations. He was very knowledgeable and well informed on what ranches needed to do to comply with Cal OSHA regulations. For more info go to:

[www.dir.ca.gov/dosh/dosh\\_publications/ESPHIP.pdf](http://www.dir.ca.gov/dosh/dosh_publications/ESPHIP.pdf)

For info on the injury and illness Protection Program go to:

[www.dir.ca.gov/dosh/dosh\\_publications/iipintermitag.html](http://www.dir.ca.gov/dosh/dosh_publications/iipintermitag.html)

We want to thank Amanda Barrett, Barbara O'Connell, and Deb Cockrell for their presentations at the midyear workshop. Each had a unique perspective on how they utilize ranch resources to derive additional income from their ranching operations. By sharing their stories, those of us in attendance were inspired to achieve our own goals and aspirations.



Attendees had the opportunity to meet members of the new California Beef Ambassador Team. These talented young people introduced themselves and are looking forward to opportunities to come to units and participate at your local CattleWomen events. Unit presidents were given their bios and contact information. Please contact them with an invitation to come to your unit.





## 2016 Newsletter - Jean Barton, Chairman

This committee offers its warmest thanks to all the units who have sent in complete and correct memberships reports, and to Karen Moller, 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, Jere Hale, Jackie Baker, Irene Fuller, Tammy Chrisler, Bernice Daniel, Jacqueline Leininger, for helping at the “lickem ‘n stickem” meetings when we apply the address labels and the US Postage stamp. These talented ladies have the 1900 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.

January issue included Nugget convention report and information about CCW going strong in 65<sup>th</sup> year. CowBelles of the Year, Bayer Beef Education & Promotion scrapbook, Membership, Ag in the Classroom, Walt Rodman Beef Promotion winners were noted. Spring Beef Promotion meeting information. World Ag Expo ad was inserted

May issue included March Board of Directors report. Photos of 2016 California Beef Ambassador contestants and winners. World Ag Expo and Ag Day at Capitol photos. The 2017-18 slate of officers were listed. Snapshots from the Cattle Industry Convention in San Diego with Melanie Fowle, ANCW President, Sheila Bowen ANCW Secretary. Recognized ANCW Outstanding Promoter Glenda Rankin, Kern Co; ANCW Outstanding Educator Barbara McConnell, Glenn/Colusa Co. Outstanding CattleWoman Judy Ahmann, Napa/Solano Co. Photos from ANCW Region V and VI.

September issue had 65<sup>th</sup> CCW Celebration, Convention agenda, registration information, the Nugget, Sparks, NV. June midyear meeting report at McClellan Park, Sacramento, and the workshop that included Assemblywoman Shannon Grove, 34<sup>th</sup> Assembly District; Bryan Little, speaking on Cal OSHA Compliance; Deb Cockrell, Barbara O’Connell, Amanda Barrett’s presentation on additional income streams from your ranch. Snapshots of ANCW mid-year meeting.

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## 2016 ROUND-UP CHAIRMAN REPORT



Dear Fellow CattleWomen,

I am at the end of my term. I appreciate the Cattlewomen asking me to do their Round-up reports for the last 4 years. Most of all I have enjoyed working with the officer teams the past 4 years. As well as getting to know many of the membership better.

I truly enjoy and appreciate all the ladies that worked so hard to get their reports and additional information to me. I know it all comes due at a busy time of year. Thank you, Jean Barton and CCW Pres. Sheila Bowen for your efforts to get additional photos and info to me.

It is my suggestion that if you are on facebook, "LIKE" each county unit's page that has one. Everyone should "LIKE" the California Cattlewomen'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.

This is the first year that every unit 30 in all have participated in the past 4 years that I have done this.

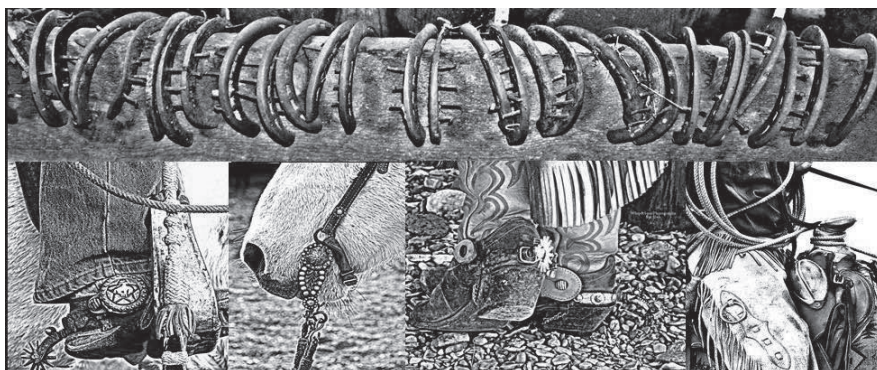
An electronic version is also available to anyone who wants to share with your unit. It is my suggestion that we use this method as well. It will also be on the CCW web-site the first day of convention. It has also been backed up on our archive thumb drive, as well as on file with the printers - Redding Printing.

I look forward to turning all info over to Allison Batteate: [alibatteate@icloud.com](mailto:alibatteate@icloud.com) who will be your new in coming Round-up. She will do a great job.

Thank you,

*Debra Cockrell*, (Modoc)

CCW Round-Up Chairman 2013-2016



California Cattlewomen Inc.

Treasurers Report

Submitted by Melody Lake

Very exciting news this year for the CCW Unit Treasurers includes the digitizing of the Unit Financial Reports. All units are able to fill out their yearend reports via Excel. This allows units to report their financial reports along with keeping a digital history for CCW. As we continue to evolve in the digital world of business, paperless reporting helps keep the organization up to date with modern business practices as well as saving time and money. As Treasurer, I will continue to find ways to update the financial information for the organization and continue to preserve the historical financial data.

**CCW BUDGET**

**11/1/2015 to 10/31/16**

<b>Category Description</b>	<b>Budget</b>	<b>Category Description</b>	<b>Budget</b>
<b><u>Income</u></b>		<b><u>Expenses</u></b>	
Accounting Fees	\$ 1,200	Accounting Fees	\$ 3,500
Bayer Beef Prom/Ed Book	\$ 750	Ag in the Classroom	\$ 1,500
Beef Ambassador Program	\$ 1,000	ANCW Affiliation Dues	\$ 250
Chute Raffle/panel 2015	\$ -	Bayer Beef Prom/Ed Book	\$ 750
Chute Raffle/panel 2016	\$ 8,000	Beef Ambassador Program	\$ 6,000
Cowbelle of the Year	\$ 1,600	Beef Promotion	\$ 4,000
General Misc	\$ -	CCA/CCW Photo Contest	\$ 200
Insurance - Units	\$ 750	CCW Round Up	\$ 1,500
Interest Checking	\$ 10	Chute Raffle/panel 2016	\$ 1,500
Membership 2016	\$ 39,000	Cowbelle of the Year	\$ 2,500
Mystery Packages	\$ 500	Donation - Memorial Scholarship	\$ 100
Special Project CCW Shirts/hats	\$ 2,000	General Operating Exp	\$ 1,000
State Meetings	\$ 4,000	Insurance D&O Liabilities	\$ 1,500
Spring Meeting	\$ -	Membership Awards	\$ 200
Mid-Year	\$ -	Newsletter/postage	\$ 6,500
Convention	\$ -	Officers-ANCW Delegates	\$ 8,000
Transfer from CD	\$ -	President Expenses	\$ 7,000
	\$ 58,810	Special Project CCW Shirts/hats	\$ 1,500
		State Meeting Expenses	\$ 8,000
		Spring Meeting	\$ -
		Mid-Year	\$ -
		Convention	\$ -
		Website	\$ 2,500
			\$ 58,000

# Alameda County CattleWomen - 2016



ALAMEDA COUNTY  
CATTLEWOMEN



President – Annette (Annie) Warner  
Vice President – Michelle Sweet  
Secretary – Joan Madsen  
Treasurer – Dana Rivinius  
Parliamentarian – Kim Bonde

Directors:  
Scootie Castello  
Melinda Koopmann  
Merry Carter  
Barbara Anderson

PO Box 97  
Livermore, CA 94550

ACCW was 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, as many ACCW members volunteered at the 3<sup>rd</sup> annual Ag Adventure Day for 3<sup>rd</sup> graders. Members Sheila Fagliano and Tami Vieira coordinated the entire effort, while other members did WOW that cow, a cowgirl camp, how to create a brand, and Annie brought a heifer for the students to look at and pet.

In March we selected our Beef Ambassador, Ashley Mabery. Ashley represented Alameda County at the State Beef Ambassador competition and became a Jr. Beef Ambassador. It was a very rewarding experience for Ashley.

In April a few of our members helped out at the Contra Costa –Alameda County Cattlemen's Roping.

We helped kick off Rodeo Week by cooking and serving a BBQ tri-tip lunch to a Rotary group one day and a breakfast to another Rotary group a different day. Then we served 4,000 all beef hot dogs on Family Night. It was a crazy week!

While some of the members were busy with Rodeo events, another member was busy assembling an Alameda County Fair booth. The theme of the fair was "The Spirit of Summer". Our booth combined aspects of nutrition, by products, and of course educational materials. Between building and manning the booth, 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.

We then participated in the National Day of a Cowboy, where children made leather book marks/key chains, and we provided educational pamphlets.

Now the end of summer has arrived and we are very pleased to honor Wendy Howe as our Cowbelle of the Year.

October some of our members will be assisting at an Ag Adventure day for the Castro Valley area and at Joan's Farm and Pumpkin Patch educating the public about beef and agriculture.

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.

# AES Cattlewomen

Amador-El Dorado-Sacramento  
2016 Round-Up Report

President-Leslie Joost  
Vice Pres-Camille Borba  
Secretary-Cindee Slater  
Treasure-Jeannie Varozza

## 2015

September 20<sup>th</sup> Kelly Bridges and Leslie Joost went to Camp Richardson in Lake Tahoe for Farm Day. They talked about Beef By Products and how we take care of the animals. The following Tues Sept 27<sup>th</sup> we were at the Amador County fairgrounds in Plymouth, Ca for another field day. Leisel Finley, Leslie Joost spoke with the students about Beef and Nancy Hawkins and guest Rachel Joost helped the students get on the saddles provided and why we use them on the ranch. Both events we talked about how to test your doneness on a steak on your hand and how to get ZIP from eating BEEF. (Zinc-Iron-Protein) from a 5oz steak and Beef By-products. Both groups of students were given a goodie bag to take home with info on Beef and recipes.

## October

Our 1<sup>st</sup> Fall Round-Up (Annual Now) We had a Dinner and Dance with a Silent and Live Auction. The proceeds went to our Scholarship Fund and Ag in the Classroom. We were very Honored to announce Shamarie Tong as our Cattlewomen of the year. This woman puts her Heart and Soul into everything she does. THANK YOU!! We raised over \$6000.00 that evening. Bridges BBQ was our wonderful Caterer that evening, we had Tri-Tip homemade Potato Salad, green Salad, Ranch Beans and the AES Cattlewomen made the Homemade desserts. A BIG Shout out to the AES Cattlemen and CLM for their generous donation. We also had Boards for the AES Cattlemen and Cattlewomen to put their brands on which will hang in the Red Barn at the Plymouth Fairgrounds.

## November

Nancy Hawkins and Leslie Joost attended the CCW/CCA Convention in Reno. We were very Honored to watch Shamarie Receive her Bracelet for being our AES Cattlewomen of the year. YOU ROCK GIRL!!!!!! We were also very proud to do the Table Decorations for this wonderful event.

## 2016 Events

## January

January 22<sup>nd</sup> Nancy Hawkins and Leslie Joost were asked to represent the CCW and the AES Cattlewomen at the Rangeland Summit held in Stockton Calif. What a great day, lots of wonderful information with all the different Booths available.



We also are very PROUD of our very own Nancy Hawkins, with her Beautiful Painting Won 1<sup>st</sup> prize at the Red Bluff Bull and Gelding Sale. WOOP-WOOP

2016

February

On Feb 25<sup>th</sup> Leslie Joost once again had the chance to attend Oak Ridge High School, to speak about the benefits of eating BEEF and the many things cattle do for us everyday.

March

Jill Curran and Leslie Joost were busy out shopping for the Cattlemens Jackpot Show which is held at the Plymouth Fairgrounds the first weekend in March. We started out with a Spaghetti Supper on Friday which we SOLD OUT !!!! Breakfast on Saturday, Lunch of Tri-Tip Sandwiches and homemade salads. Sunday morning we served Breakfast for 300 before the show. Thank you to all the Ladies who stepped up and helped.

On March 16<sup>th</sup> our AES Cattlewomen Camille Borba headed up the Ag Day at the Capitol. What a GREAT JOB she did. They served over 2500 tri-tip sliders. WOW Leslie Joost and Cindee Slater attended the CCW Spring meeting at Harris Ranch.

April

On April 9<sup>th</sup> we had our Jr Ambassador Contestant Hannah Wilkenson and our Sr Beef Ambassador contestant Allyssa Mondani, represent the AES Cattlewomen in this prestige contest. Allyssa went on to win the Cental Division as Sr Beef Ambassador. Well done young ladies.

May

On May 10<sup>th</sup> Shamarie, Malorie and Nancy manned the booth at the Cooper Winery talking about BEEF. You ladies are the bomb.

On May 14<sup>th</sup> Leslie Joost attended the El Dorado County Farm Day speaking with over 1700 students. 530 passed thru the AES Cattlewomen about the importance of Branding our cattle.

June

The theme for the El Dorado County Fair was Cowboys and Carousels. We placed 2<sup>nd</sup> out of 10 entries very proud of you ladies.

July

Amador County Fair the theme was Saluting Our Heroes Among Us. We won first place on the booth. Another great job by AES. Thank you to Nancy and Camille for getting the little Red Barn ready for the fair. Our shade booth received a Red Ribbon.

August

A very quiet month everyone getting the kids back to school and starting of fall cattle gatherings.

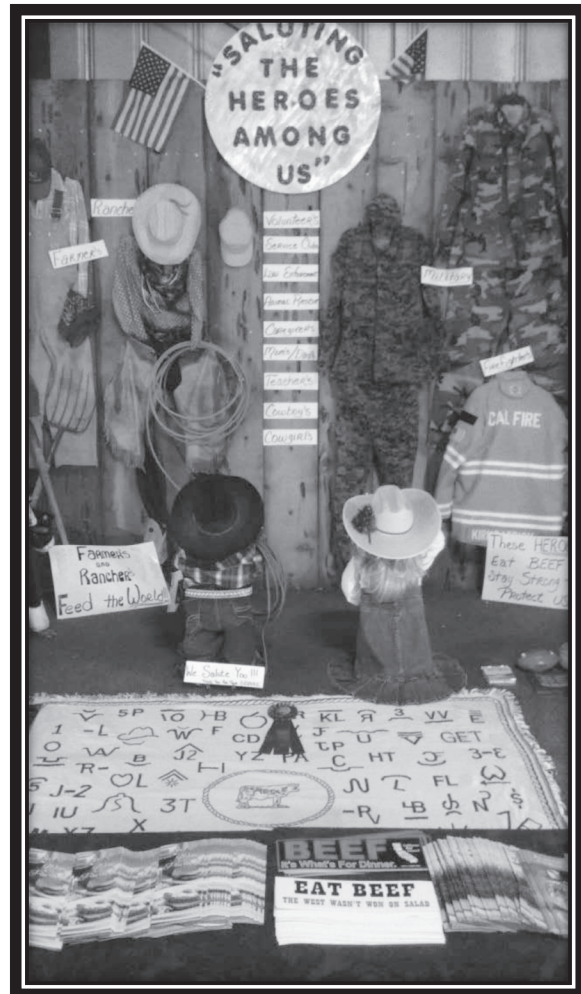
Getting ready for our BIG FALL ROUND-UP in October

We were able to give out 3 Scholarships this year for the amount of \$2000.00 per student. What a GREAT feeling to help out these AWESOME young people pursuing a Life in the BEEF INDUSTRY!!!!!!!!!!!!

Just wanted to say from the top the middle and the bottom of my Heart, it's been my Privilege and Honor to be your AES President for the past two years. I have made so many new friends and got reunited again with past friends. Looking forward in helping anyway I can in the years to come.

Respectfully submitted:

Leslie Joost, President 2014-2016



## 2015 -2016 CCW ROUNDUP REPORT

BUTTE COUNTY CATTLEWOMEN  
432 VANCE AVENUE  
BIGGS CA 95917

35 MEMBERS

PRESIDENT	DIANE AVRIT
1 <sup>ST</sup> VICE PRESIDENT	PAULA HOLDEN
2 <sup>ND</sup> VICE PRESIDENT	ANDREE' EARLEY
SECRETARY	BELINDA STARR
TREASURER	DIANA SHERWOOD

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 participated in the Farm City Celebration Harvest Festival. This event 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:** This year we had a booth interactive booth at the Silver Dollar Fair. We donate silver trays to the Champion 4-H and FFA steers at both the Silver Dollar Fair and the Butte County Fair.

**Other Participation:** 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 one \$500.00 scholarships to graduating seniors in Butte County.

# Calaveras Tuolumne Cattle Women (CTCW)

Promoting BEEF since 1952

P.O. Box 444, Murphys, CA 95247

## 2016 Round Up Report

**President:** Karen Riley  
**Vice-President:** Doni Rosasco  
**Secretary:** Marilyn Hope  
**Treasurer:** Lindsay Mattos

**Directors:** Gwen Harris  
Karen Ross  
Sherri Smith  
Marcia Whittle

**Members:** 30 regular, (includes 6 ANCW) and 6 local

**Scholarships:** This year, two \$500 and two \$250 scholarships were awarded to graduating seniors pursuing degrees in AG related fields which support our beef industry.

**Beef Promotion:** CTCW's Riding Group continue to participate in area parades, handing out BEEF bumper stickers at each event. 1<sup>st</sup> Place was awarded to the group at the MotherLode Round Up parade in Sonora.

The Spring Home and Garden Show, an annual event held at the fairgrounds in Sonora, was well attended again this year. Our barn backdrop and table display created an inviting atmosphere for attendees to ask questions and take home beef information.

"Taste of Calaveras" was held in the wine cave area at Ironstone Vineyards in Murphys. This food and wine event attracted the largest audience in its ten year history, mostly out-of-towners. A western-themed table displayed beef information, recipes and featured samples of our 100% beef meatballs, which kept people coming back for more. In fact, guests voted us third best food among all the restaurants represented! That afternoon, many questions about buying and preparing beef were answered.

**County Fairs:** Calaveras fair theme of "Boots, Chaps and Cowboy Hats" made for a great display of what we are all about. In addition to wonderful pictures, beef information and recipes were readily available for fairgoers to pick up. Mountain grazing permits and the rich history of mines on ranchland fit Tuolumne County's MotherLode Fair theme of "Mountains and Mining".. We support both Fairs' County Bred Beef Champions by presenting them a show blanket and monetary award.

**Ag in the Classroom:** "Field Day on the Farm" is held each October for all third grade students in Tuolumne County. Students are guided by FFA members as they rotate through stations where local farmers & ranchers teach them about the agriculture in their county. The "Beef Cattle" station features information ranging from what cattle eat to beef by-products. A hands-on activity of paint branding a paper "cow" is always a big hit with the classes. Volunteers are rewarded with a super delicious tri tip sandwich, salad, beverage and dessert! Several members helped with the CFAITC "Imagine this..." Essay Contest by serving as judges for stories that were entered in our region. New this year is "Teacher's Night Out", an opportunity to connect with teachers and distribute Ag in the Classroom information.

**Fundraisers:** In February, the lunch booth at the Steer Show at the Calaveras fairgrounds provided tasty tri-tip sandwiches and fixin's for attendees and helped support our yearly activities. Coming soon: Jewelry Show "Fun-draiser" for scholarships.



**CowBelle of the Year:** Jean Rosasco, member since 1954

Jean was born in San Jose, CA and raised on a small cattle ranch in the Morgan Hill area. After attending local schools and San Jose State College, she found herself living in Groveland, CA, and hired as Deputy Auditor for the County of Tuolumne. It was at this time that Jean met and married Cattle Rancher, Otis Rosasco, and her association with the ranching life continued. She and Otis have lived on, raised 3 sons, and ranched in the Jamestown, and surrounding areas, more than 50 years.

Jean became a member of the Calaveras-Tuolumne CowBelles (now known as Cattlwomen) in 1954. She has served in many capacities over the years, holding numerous offices including President in 1957-58. During her tenure, the Calaveras-Tuolumne Riding Group was formed and is still riding in parades to advertise Cattlewomen and the Beef Industry today.

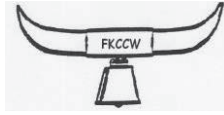
Not only has Jean been active at the local level, but she served as CCW Secretary in 1967-68, Vice-President 1969 thru 1972, and President in 1973-75. Those offices then led her to positions and chairmanships on the National level through ANCW. She represented the group on behalf of the National Livestock and Meat Board, the N.C.A. Industry Information Committee, the U.S. Beef Cook-Off in Tokyo and Sacramento -- to name a few. She became the only woman, thus far, to serve on the boards of the Bureau of Livestock Identification Advisory and the California Beef Council. All of these activities, local, state, national, earned her the honor of being recognized by the California State Legislature in 1994.

Although Jean was named Cowbelle of the Year for Calaveras-Tuolumne Cattlewomen several years ago, members wanted to honor her, again, for her steadfast loyalty to us and to the Beef Industry. We have been fortunate to have her as a member, a mentor, a source of much knowledge, a worker, and -- most of all -- a friend. Congratulations, Jean Rosasco, our 2016 CowBelle of the Year, and the eldest of 3 generations of CowBelles of the Year!



"A native Californian and real working CowBelle ... Here, mounted on Dun, she and her dog are ready to move cattle over busy Highway 120".  
California Farmer January 6, 1973

Respectfully Submitted,  
Karen Riley, CTCW President



## Round- Up Report 2016

Fresno-Kings Counties CattleWomen  
P.O. Box 104  
Sanger, Ca 93657

Officers:

President: Kate Horstmann

Vice President: Cortney Blasingame

Secretary: Brenda Armstrong

Treasurer: Brooke Behlen

Directors: Lynn Tweedy, Linda Silvera, Suzanne Ward and Kris Weber

Founded: April 21, 1956

Membership: 37 members

Fresno-Kings Counties awarded 10 deserving students \$1,000 each. The recipients are: Mitchell Parham (Clovis East), Zachary Buckley (Clovis East), Lauren Costa (Reedley High), Morgan Hanson (Clovis East), Jacqueline Taylor (Reedley High), Riley Prewitt (Sanger High), Aaron Davis (Kingsburg High), Clayton Ford (Sierra High), Angelica Camacho (Kerman High), and Riley Jacobs (Lemoore High).

The CA CattleWomen Heritage Scholarship was awarded to Nathan Yerian (Fresno State).

In March, we participated in both the Fresno County Farm and Nutrition Day and Kings County Farm Day promoting and educating.

In April, we served chili to 350+ donors at the Clovis Rodeo Blood Drive for the Central California Blood Center. This is the largest single-day blood drive and donors love our chili! We were also able to set up a history table at the blood drive which included beef promotion, education readings and material to take home.

In July, we began to shift our Beef Promotion focus in the direction of social media. We began a Facebook ad campaign promoting positive beef information. We have several members working hard daily to find and review information to be shared. Become our friend on Facebook “Fresno-Kings Counties CattleWomen” and help us promote and provide information. Please share on your local unit pages! We have already checked content accuracy for you.

In August we held a luncheon honoring our 2016 Scholarship recipients. It was exciting to meet the recipients and their families.

In September we honored our 2016 CattleWomen of the Year Kate Horstmann at the Fresno Kings Counties Cattlemen and CattleWomen Fall Awards Dinner.

Respectfully Submitted,

Kate Horstmann, President

## 2016 Roundup Report



**Sherry Maltby – President**  
**Ann Butler – Vice President**  
**Jill Egly - Secretary**  
**Kara Alvernaz - Treasurer**  
**P O Box 760 , Williams, CA 95987**

**Founded: 1960 - Current Membership: 63**

**2016 Cowbelle of the Year Alycen Wayman-Gobel**

**BEEF PROMOTION:** Over 500 of The Beef & Wine Pairing brochures were given out in the Colusa County State Fair booth. We filled 350 Vendor bags for the Colusa County Farm Show, with recipes and information on Cattle Ranching. We gave our recipes to the 600 people who attended the Taste of Home Show.

This was our 2nd year to sponsor of the Glenn county Resources Conservations District's "RCD Connects with Kids program" , it was a Fun run and we had our name on the T-shirts and put recipes and zip pencils in the goodie bags.

In February we held our 25th annual Holiday Topper Dinner/Dance where we served Prime Rib to over 425 people. We also have a ATV raffle at this event that goes to our Scholarship. This event is our main fundraiser.

In April we organized the 12th Annual Rib Cook Off at Colusa Western Days; We had a new Chairman, Alycen Gobel, and she had the idea to make a special event T-Shirt that raised over \$3,000 selling sponsorships and brand spaces. She also partnered with a local restaurant, Rocco's, to provide the side dishes and they allowed us to purchase all the ribs through them, which made the product very consistent. We had 10 Teams and about 250 people attend. We advertised on the radio, Facebook, on the T-shirts, CWD brochure and website and in the local newspapers. We also have a Western Trade Show as part of the 18th Annual Colusa Western Days. We had the Beef Wheel and some activities for kids. We hand out lots of free recipes. Our Chair, Amber Lopez kicked it into high gear and doubled the size of the trade show when new space was offered to us. One more example why we all need to keep getting the younger members involved and allowing them to bring new ideas to our units.

Every year we give out Beef Buyer thank you gifts to all the buyers at the Glenn and Colusa Fairs, this year we had BEEF hats and visors in many styles and colors. The buyers appreciated having some choices. We entered the Stonyford Rodeo Parade this year with our Cow and Horse train.

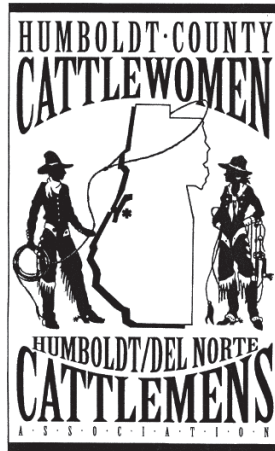
New this year was the Glenn County Fair's Cattlemen's Day, we were a sponsor of the day and had an information table for new members and the general public.

**AG IN THE CLASSROOM:** Glenn County Farm Bureau sponsors a Farm Day in September where we had a station on Roping, reading and designing Brands. In the spring we organized and participated in Ranch Pathways to Nature with 175 students.

**SCHOLARSHIPS AND AWARDS:** We were able to give 5 scholarships for a total of \$2,500. The Cattlemen match our funds every year. We also sponsor a total of \$875 in prizes and cash to our local fairs and cattle shows for Beef classes. We gave \$250 to help 2 students from Glenn County could attend the RCD's Rangeland Camp in Half Moon Bay. We also sponsored Jorge Mendoza, a young cattlemen at Chico State to attend the NCBA Convention in San Diego. Investing in our youth is money well spent.



# Humboldt County CattleWomen Round Up Report



PO Box 915  
Fortuna, Ca 95540

President: Lauren Sizemore

1<sup>st</sup> VP: Ani Kinght

2<sup>nd</sup> VP: Tia Dimmick

Treasurer: Susan Moranda

Secretary: Teal Moore

Directors: Susan Combs, Sarah Mora, Sarah Dawe, Jenna Hunt, Shannon Fulton, Emily Scilacci, Melanie Satterlee, Cam Barrer, Christie Buckner

Cowbell of the year: Liz Kloppe

Members: 73

Not only are we a busy group of ladies in Humboldt County, but we are also creative, talented, hardworking and enthusiastic about beef.

Our year starts off with our Annual Spring Dinner Dance in February that we host jointly with Humboldt/Del Norte Cattlemen's association. We serve dinner to 680 people, which also included live music and a silent auction.

We participate in the Redwood Environmental Education Fair which is a 2-day education fair for children in 3<sup>rd</sup> thru 6<sup>th</sup> grades who get to learn about the environment. We focus on what it means to be a good steward of the land as well as fun facts about cattle.

Humboldt County CattleWomen are involved with several events around Cinco De Mayo. One is a county wide Taco Tuesday event where most of the schools in our school district get to eat ground beef tacos. This event reaches out to almost 7,000 Students. We also participate in Cinco de Mayo at Fortuna Elementary School where we Serve Ground beef tacos to 200 students.

We always look forward to donating all beef hot dogs to the Fishing Derby, hosted by the



Willow Creek Volunteer Fire Department. Not only do we donate all beef hot dogs, but we also set up a fun and interactive informational booth.

Thrill of the Grill is a great promotion and beef education event as 500 people learn about grilling all kinds of different foods at our local Co-Op grocery store.

During rodeo week in Fortuna, we compete in the Chili Cook off Competition and serve our all beef Chili to 1,500 people. This year, our chili won the competition in the best all beef chili and best over all chili competitions. In the Same week, we serve tri-tip sandwiches to a crowd of 17,000 People as they watch the CCPRCA Rodeo.

We stay busy during the 10 days of the 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. We also have the Hunt-Kerr Award, which is a competition for our 4H and FFA beef members who have the cleanest barn area and have information on display about beef for the public. Oh, and did I mention the Carcass/Ultrasound Competition? Yep, we participate in that too.

We also served tri-tip sandwiches to a crowd of 2,500 people at the LGBT Humboldt Pride Festival. This was a great opportunity to reach outside our box and hit an audience who may not be so familiar with the beef industry.

Throughout the year, we also give money or gift certificates for beef to many of our local nonprofit groups who are serving a BEEF meal for a fundraiser.

We always look forward to the next year and new opportunities to share our passion of BEEF with the public.





## Intermountain Cattlewomen

P.O. Box 161  
McArthur, CA 96056

Round Up 2016

Officers:

**President: Debbie Bidwell**

**Vice President: Diane Estes**

**Secretary: Christine Potje**

**Treasurer: Sandi Kaul and Jeanne Norris**

**Cattlewoman of the Year: \*\*\*Sandi Kaul\*\*\***

So you say you wanna be an Intermountain Cattlewoman. You say your tuff, you say your gritty, you say you'll committ, you say your community oriented and love the Agriculture and Beef Industry. Well guess what you've come to the right place, and we'd love to have you. Did you notice I didn't say you have to own cattle?.

Approximately 80% of our Cattlewomen don't own cattle, but they believe in our industry and understand the importance the role of Agriculture plays in our world, and that is the most important trait a Cattlewoman can possess or own.

Intermountain Cattlewomen have had another grand year. Starting off with our membership drive last September and October. Once again we gained in membership and are at a whopping 70 members (an all time high). We are so fortunate to have such high quality teachers within our local Cattlewomen. They do a superior job, promoting Agriculture and the Beef Industry in their class throughout the whole year. In October we had an Agriculture Field Day for 4<sup>th</sup> graders, spearheaded by one of our own Cattlewomen and teacher. The full day included 4 different Agriculture Stations, story telling, and a BBQ Burger lunch. Throughout the year our Cattlewomen go into classes and conduct mini-Beef Seminars. Sometimes we make Beef Jerky; sometimes just talk about where our food comes from and how imprtant our ranchers and farmers are in supplying our food. We then kept ourselves busy in November by honoring our Vets, with a full course meal of Beef and all the fix'ins. 4-H members, and Girl Scouts and FFA members were there to entertain, sing, read poems and serve and honor the Veterans as well. Transportation was also included if needed. At the end of November we replinish and attend the CCA-CCW convention held in Reno, NV. This is always a welcome trip as we are rejuvenized from those that attend. For Thanksgiving, some of our local Cattlewomen get together and make Appple Pies for the Holidays. It's a nice

little get together and mini fundraiser for our unit. Over 60 pies are made and they sell for \$12, with all monies ear tagged for Ag in the Classroom projects.

This year we decided to take December off, and gear up for planning our 2<sup>nd</sup> Annual Beef n Brew event. In January we started having semi-monthly meetings in preparation. Once again the April event was a huge success. We topped our attendance by 100 from the year before, serving over 550. We upped our game and added a tri-tip bbq instead of Fajitas, and fine tuned in a few different areas. As expected our Businessman's Calf Branding was a sell out and even more exciting than the previous year. We continued with our 5 different local breweries, serving their specialties, the same yummy beef appetizers served by local 4-H, FFA and Fair Royalty, and donated by local beef vendors. Our entertainment included calf branding, live and silent auctions, and dancing the night away. Once again I feel the success of this event has a lot to do with getting the community involved. There is a well-rounded participation in the Business Calf branding event bringing in quite a diversified crowd, not just Cattlemen and Cattlewomen. All the while we get to show them a piece of our life, and they really enjoy and appreciate the expertise it takes to brand some little ol'e baby calves.

After this event we were all in need of a break. We did carry on by donating and cooking at several functions to help different organizations in the community. In May there was another successful Kindergarten Days held at a local ranch in our area. Children are bused, given tours of farm animals, read to, and given mini classes on the importance of Beef in our diet, and then fed a Hamburger lunch. In May we also plant wheelbarrows full of vegetables in the classroom and leave the children to attend them. After feeding, watering and sunning, we harvest and bring beef into the classroom to feast on Beef Stew. We then talk about their accomplishments and the sacrifices a farmer has to make for his crops. Due to our successful Beef n Brew we were able to generously give another \$10,000 in scholarships to local seniors and returning College Students at Graduation in May and June. Mid year was then attended by our new incoming President, who enjoyed and came home very enthusiastic to start her year.

Next up was our County Fair. Intermountain Cattlewomen make a generous donation to the Intermountain Heritage Foundation which runs our fair. Through this donation we get passes to different functions and draw within our membership to see who receives them. Our fair is a full Labor Day Weekend excursion. We sponsor the Scholarship Pageant with a local entry who is usually a beef or Ag enthusiast. Cattlewomen are kept busy with setting up a fair booth, and participate in the parade with a float. Our Beef Merit Award is judged and given to 3 local Beef entries. One being 4-H and one being FFA. The other is an encouragement Award, and can be given to the most deserving of the 2 organizations. We also present our Create a Cow Contest which tripped in entries this year. This has become quite a contest with school just getting

started, all the elementary classes challenge each other the first week to Create a Cow out of a saw horse and add their individual paraphenallia. This year we also had rotary organizations involved. Intermountain Cattlewomen were then happy to support our Catlemen in their efforts at the Fair. We served over 200 people Beef Appetizers at their social conducted following the Cattlemen's Pen Show and Branding. We make real efforts to help and support our fellow Cattlemen whenever possible.

As my term as President comes to a close, I would just like to thank our unit for all their support and help in our endeavors for the last 2 years. I've had an outstanding officer team, and grown closer to each one. It's been a pleasure to serve our unit as President and promote not only the Beef Industry but the Agriculture Industry as a whole. As any good steward of the land, we as Cattlewomen, Ranch Wives and Agriculture enthusiasts, conduct Beef Promotion on a daily basis. We have chosen a way of life that will always be a struggle to maintain but a fight well worth it. Carry on Ladies!

Respectfully submitted, Your Friend in Agriculture,

Debbie Bidwell, Intermountain Cattlewomen President





## BEEF-N-BREW



Intermountain Cattlewomen

## CHEERS



Intermountain Cattlewomen

## STEERS



Thanksgiving Pie Bake Sale



Veteran's Lunch



Intermountain Cattlewomen

## VOLUNTEERS



CCW Meetings



4th Grade Bruce Ranch Ag Field Trip



## **Kern County CattleWomen**

Post Office Box 81436  
Bakersfield, California 93380  
[www.KernCattleWomen.org](http://www.KernCattleWomen.org)  
Established 1948

### *Round Up Report 2016*

#### Officers and Board of Directors:

President	Debbie Hay
Vice President	Julie Barnett
Treasurer	Erin Rogers
Recording Secretary	Karen Weller
Corresponding Sec.	Lorraine Harris
Parliamentarian	Amanda Barrett

#### Other Board Members:

Sylvia Chavez, Marilyn Morphis, Glenda Rankin, Patti Crouse,  
Kathy Williams, Becky Beagle, and Diane Chapman

Number of Members = 152

Leadership in California CattleWomen: Sheila Bowen-President, Rebecca Been-  
2nd Vice President, Paula Francis-Secretary

We are also proud of our members that serve on various CCW committees, both  
as chairwomen and valued members.

#### Activities:

In addition to our regular monthly meetings. Our membership participated in  
many activities throughout our busy year.

Including (but not limited to):

January - A GREAT time in San Diego with CattleWomen from far and wide.

February - CattleWoman / Cattleman of the Year dinner for our recipients,  
Gay Gardella and Dr. Russell Dickson

World Ag Expo in Tulare, California

Frontier High School's Farmers Market, beef trivia wheel, brochures  
and beef to eat!

March - Farm Day in the City (with 5200 school aged children visiting our  
exhibit and touring a genuine (and clean) livestock truck. A real "hands on"  
experience and a very big hit with both the kids and adult chaperones. Packets  
were given to each teacher for their students. Each bag contained beef and  
agricultural education information, as well as, "BeefMan" and ZIP (Beef) pencils.

CCW Spring Meeting at the Harris Ranch

KCCW Annual Fundraiser, held at the famous Crystal Palace in  
Bakersfield.

May - KCCW had a booth at the annual Kern County Nut Festival, held at our

museum.

Put up our yearly booth at the TMP Memorial Ranch Rodeo.

June - More beef promotion booth activity at the annual Glennville Rodeo.

Beef for Father's Day sponsorship by KCCW.

Bags of Beef Jerky were donated and handed out by our members to the victims of the Erskine Fire, where more than 180 homes were completely destroyed. Along with, BeefMan activity books, pens, pencils, crayons, stickers, balls and games for children displaced by the fire. We were attended in this venture by the Kern County Cattlemen and the Kern County Woolgrowers Auxiliary (the BoPeeps).

Throughout the school year many of our members participated in beef promotion and education at many of the local schools throughout our county. We tried to target several of the intercity schools, where the children do not receive or have much knowledge of agriculture. The kids especially like when we come to their classrooms dressed in full "Cowgirl" attire. Stick-horse races to "gather" balloon cattle on the open range was quite popular.

We took a break from regular meetings during June and July. However, this does not mean that we were idle at all. We continued to hand out beef brochures and promote our great product, to anyone and anywhere that we can get someone to listen.

Some of our members were lucky enough to attend the ANCW meeting in Denver, Colorado. Where we had a very good and educational time. We met and befriended many people from across the United States. It was really fun to hear all about what other groups are doing. And also, to hear about the different challenges that they all face in their various regions.

August - Our annual scholarship luncheon was held on the 6th. We are extremely honored and proud to be able to award just over \$11,000., in total monies, to our 12 very deserving recipients. Not only did we all enjoy meeting and talking to our awardees, but they promised to keep us updated on their education and activities.

This month also saw another large fire here in our county. KCCW along with several other private groups donated to the fire victims who had to be evacuated from their homes due to the eminent fire danger. Many, many meals were cooked and served by local cattle ranchers and their families.

September - The "Great" Kern County Fair is a very big event here for our unit. Ten full days of beef promotion and education. We present a great booth. This year honoring ranches that have been and stayed in business for 100 years or more. With interviews, by Assemblywoman ( and KCCW member) Shannon Grove, of many of our area's ranch women.

Our terrific Beef Ambassadors will be there, for at least one day, to interact and



educate the public on BEEF.

We also will be sponsoring several beef classes. Such as, Leather and Lead, Carcass Class and Showmanship.

We will also be setting a Best Dressed Table.

October - This month will see KCCW participating in our local Bull Sale at Western Stockman's Market, with several members invited to be on the bull grading and sifting committee.

Safe Halloween is held at the Kern County Museum. Our "not so scary" members will be handing out "Cow-Tails" as well as, beef brochures and recipes.

November - Back to the Kern County Museum for Wild West Days. Lots more beef promotion and education handing out brochures, recipes and spinning the Beef Trivia Wheel.

Our ladies have been participating in many parades throughout these spring and summer months. They always have a wonderful time, are well received by the public and give out lots and lots of beef brochures and recipes.

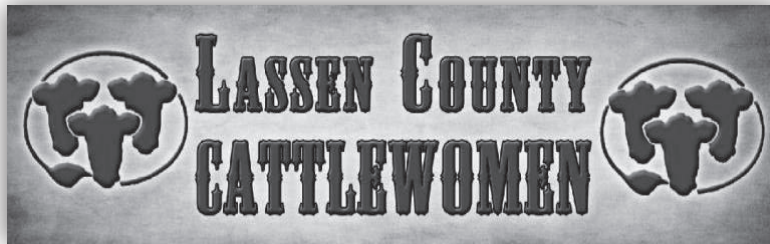
December - We are really looking forward to the CCW/CCA Convention in Sparks, Nevada! And we will finally find out just who we have chosen to be our next CattleWoman of the Year...

I am very honored to be part of this wonderful and active unit of CattleWomen. I am always amazed and proud at how much these great ladies get done and just how creative they are. With women like these throughout our industry, I am confident that the beef industry and our way of life will continue strongly on into a bright and productive future.

Respectfully Submitted,  
Debbie Hay  
Kern County CattleWomen







## Lassen County CattleWomen

### 2016 Round Up Report

Lassen County CattleWomen  
PO Box 1469  
Susanville, CA 96130

#### Officers:

Teri Bertotti, President  
Della Smith, Vice President  
Claudia Johnson, Treasurer  
Lisa Park, Secretary

#### Directors:

Roseanne Comino  
Dawn Egan  
Darcy Hanson  
Tiffany Russell  
Lacy Wellborn  
Cheryl Lauritsen, past president

Number of Members in 2015–16: 55

The Lassen County CattleWomen continue to have an active role in our community by promoting the beef and agriculture industry, supporting youth activities, partnering with our Cattlemen's Association, awarding scholarships, assisting educators in the classroom, and providing helping hands and a valuable presence with the following fundraisers, events, and educational activities:

#### SCHOLARSHIP

Thanks to our fundraising efforts, our unit is very proud that we are able to continue awarding scholarships to students in Lassen County wishing to further their education in various fields of agriculture. This year we awarded \$4,450 to seven students in the studies of Range Management, Pre-Veterinary, Business, Ag Education, Natural Sciences, and Land Resource Management.

## AG IN THE CLASSROOM

***Third Grade Day*** – This May we participated in Lassen County History Day. 322 third graders from around the county gathered to experience rural life as it was here in the 1850s. Our members gave students a brief talk about the history of the cattle industry in Lassen County, followed by the students using a lasso on a roping dummy. We also engaged the students in lively discussions and amazed them with an extensive display of beef bi-products!

***Reading in the Classrooms*** – Members of our unit headed into several 2<sup>nd</sup> grade classrooms throughout Lassen County this year and shared the book Let's Go Ranching with the seven year olds. The book led into lots of discussions, sharing experiences, and learning about ranch life. After our book presentations we donated a copy of the book to each school.

***Ranch Field Trip*** – In May, 4<sup>th</sup> graders and their parents from one of our rural schools had a ranch field trip to the Hole-In-One Ranch. Students received a hands-on education about aspects of cattle ranching, moving irrigation pipes, riding in a tractor, picking strawberries, planting vegetables, learning about beef bi-products, and branding a piece of old barn board with the Hole-In-One brand to take home as a keepsake . The day concluded with barbequed grass fed beef burgers, a muddy hike down the creek (where some students collected old cow and sheep bones along the way). This Ranch Field Trip is becoming the highlight of the 4<sup>th</sup> grade curriculum at Shaffer School.

## COUNTY FAIR ACTIVITIES

***Fair Booth*** – This year's theme was "Red, White, and MOO, Lassen County Fair wants EWE". Our 1<sup>st</sup> place booth featured a whimsical display of animals on a carousel surrounded by agriculture related fair activities.

***Red Barn*** – This booth features just BEEF, and is centered around our 50 year old wooden Red Barn on wheels. Fair participants can load up on beef recipes, bumper stickers and spin the "Wheel of Beef" to qualify to win beef. We awarded five \$50 beef certificates at local grocery stores and Healthy Beef Cookbooks.

***Kiddies Day*** – This is a fun and interactive way to educate close to 200 children about the ranching way of life. In addition to our usual activities: roping the "littles doggies", sorting beef bi-products from non-beef bi-products, cattle branding, "Beef Man" and I Love Beef and Farming tattoos and face painting, we added an interactive Cattle Ruminant board, Cowgirl & Cowboy photo opportunity station, and stick "Farm Animal" races. Each participant received beef jerky and gummy worm treats, both beef products.

## BEEF PROMOTION

***Sharing Fence Lines*** – In October the Lassen County CattleWomen, along with Lassen Land and Trails Trust hosted a multimedia presentation by three regional ranching women, Sophie Sheppard, Carolyn Dufurrena, and Linda Dufurrena. These ladies shared their stories of the high desert and ranching through words and images from their book ***Sharing Fencelines: Three Friends Write from Nevada's Sagebrush Corner***. Accomplished authors, painters, and photographers, these three women shared the beauty and hardships of their ranching heritage and the joys and struggles of building a life in the rugged, rural Great Basin desert through their art, photos, and essays.

***Cow-A-Bunga Contest*** – We held our annual Cow-A-Bunga contest at our January meeting. Members are asked to create beef appetizers and bring their recipe and creations to be tasted and judged at our meeting. Winners receive complimentary tickets to our “Taste of Beef/Sip of Wine” event, where their winning recipe will be featured.

***Taste of Beef/Sip of Wine*** – Our BIG fundraiser and 26<sup>th</sup> Annual Event continues to be the “Event of the Year” for Lassen County residents and was as successful as ever! Our committee members went above and beyond featuring local beef, beautiful promotion signs, and carving stations with flank steak, tri tip, prime rib, Italian sandwiches, mountain oysters, and the winning Cow-A-Bunga appetizers. With ticket sales, wine pull game, and gun raffles we grossed about \$15,574.00.

***Favorite Foods Day*** – This activity is organized by the local 4-H program and supported by our CattleWomen's association. The theme of the day is “BEEF” and involves close to 80 4-H participants preparing their “favorite Beef dish”. Our CattleWomen supply all the beef and help with judging the final dishes.

***Beef Tasting at IGA Susanville Market*** – Who doesn't like free food samples? And who doesn't LOVE free BEEF samples? Nobody passed up our beef promotion table this summer at one of our local grocery stores. Susanville Market donated the beef and even put our choice of cuts on sale that week. Wanting to appeal to the budget minded consumers we selected London broil round steak and Chuck roast. We prepared a simple yet delicious marinate for the steak, grilled it, sliced it, and served it up with a toothpick. For the chuck roast we followed a crock pot recipe for a popular Mexican shredded beef called “Barbacoa”, served on a tortilla chip with sour cream. Our cowgirls had a great time and the store owner is hounding us to please return!

***Rails to Trails Festival and Chili Cook-Off Event*** – We finally did it!! We secured the 2015 People's Choice Award at the Rails to Trails Annual Chili cook-off! It must have

been our wholesome local ranch raised beef and a killer recipe we call: “**Pistol Packin’, Rib Stickin’, Butt Kickin’, Better than Chickin’ BEEF Chili**”! Our team cooked 50 pounds of chuck roast, yielding 6 gallons of chili which served around 300 people. In addition to receiving this coveted award, we presented a \$50 beef certificate to one lucky chili taster.



## BEEF IN THE MEDIA

***Weekly Ag Report*** – Our local radio station sponsors a Weekly Ag Report and invites various organizations such as the Cattlemen, CattleWomen, Farm Bureau, Ag Extension office, local 4-H and FFA clubs, etc., to talk on the radio to promote, inform, and educate its listeners about our agriculture industries. LCCW has a spot about every two month, airing two times that week, and reaches approximately 80,000 listeners during each report, plus connecting to millions more via the world-wide-web. We have ladies who are passionate about this topic who have done an outstanding job getting our beef story, facts, and message out there.

***Letters to the Editor*** – This was a busy year for our organization to reach out to our community in support of agriculture, beef, and defend our ranching way of life and beef production. In response to two “*Letters to the Editor*”, one letter encouraging a non-



beef diet and the other supporting a “meat tax” on beef, our CattleWomen were quick to respond with excellent letters sticking to the facts and educating our consumers.

## OTHER ACTIVITIES

Lassen County CattleWomen are fortunate to be able to donate money, beef, information, and helping hands to various organizations in our community with activities relating to agriculture, such as the Lassen County Office of Education’s STEM Fair and Sober Graduation, Lassen High School’s Future Business Leaders of America Conference, 4-H Presentation Day, Lassen County Fair 4-H and FFA Beef Show weight gain contest, Lassen High FFA Leadership Convention, and others.

I would like to say “THANK YOU” to all our local and state CattleWomen for their continued support of our beef industry. As cattle producers today we face growing concerns from consumers, public organizations, and government agencies. I am proud that the California CattleWomen’s Association is taking a proactive role in answering and meeting these challenges in a positive way. Throughout our wonderful Ag-Producing State of California Cattlewomen are dedicated to engaging and educating consumers about beef and the beef industry through local scholarships, youth activities, Social Media, Agriculture in the Classroom, Beef Ambassador and many other outreach programs. . . . WE are doing a GREAT job because people continue to **CHOOSE BEEF!!**

Respectfully Submitted,

Teri Bertotti

Lassen County CattleWomen

# Madera County

## Round -Up Report:

Madera County Cattle Women  
P.O. Box 675 Madera CA 93639

Established April 2, 1952

Officers:

Membership 66 , youth 16

President: Stacy Miles

Vice President: Vacant

Second Vice President: Frankie LeTourneau

Secretary: Sandy McDougald

Treasurer: Blanche Campbell

Parliamentarian: Roberta Anderson

Immediate Past President: Adele Bartholomew Hansen

Directors: Bobbie Bruecker, Pat Masoner, Ann Fahey, Gay Wright, Roberta Anderson, Carolyn Handlon, Cherisse McKinney

Our Chuck wagon Luncheon Fundraiser was held in March, we were able to serve over 500 Beef Tri-Tip sandwich meals along with all kinds of homemade salads and desserts. As this is our Main Fundraiser for the year everyone gets involved, from set up and clean up to plating food in the take out line, There is certainly something for everyone to do. Money raised is used to provide scholarships to graduating high school seniors. We were able to award 3 \$100 scholarships in conjunction with Madera Cattlemen's Association.

Junior member participation this year, has been increasingly amazing with the Senior Project/Fundraiser put on by our own Jordan Miles, long time Junior member, and her friend. They hosted a Sporting clays tournament, where ranchers and community were invited to enjoy a day of trap shooting and enjoying a mouthwatering Beef Tri-Tip lunch. They raised just over \$1700 for local AG scholarships.

We will be hosting a beef promotion booth at the new local PRCA rodeo, this next weekend, hoping to introduce the public to the benefits Beef provides to our daily lives, through by-products. We also have a collection of BEEFMAN hand outs for the kids, and recipe books for the adults. We are looking forward to getting the word out about BEEF.

Our newest Cowbelle of the year Was announced at our September meeting. She is long time member and supporter Pat Guillemine of Raymond. Once again our past cowbelle committee was able to pull this off as a major surprise to our recipient.

## **Mendocino County Cattlewomen's 2016 Round Up**

### **Officers:**

President - Kay Beeson  
Vice President - Raylene Sizemore  
Secretary/Treasurer - Lovina Penry

### **9 Members**

We've become a small group whose main activity is an informational/educational feature booth at the Mendocino County Fair. The booth's purpose is to educate the public on beef by-products, and we have a display of beef literature, including recipes and bumper stickers, available for the public to take. Our youngest members are very helpful in doing this project!

Sincerely,

Kay Beeson,  
Mendocino President



## Mid Valley Cowbelles

### 2016 Round-Up Report

*President* – Candace Cook-Peterson

*Vice President* – Millie Krause

*Secretary* – Andrea Reynolds

*Treasurer* – Judy Elam

*Delegates* – Andrea Reynolds & Johnna Kiernan

*Alternate* – Rebecca Kline & Marcia Barron

*Board of Directors* – Pat Shepherd, Judy Scheppmann, Jeri Roen

Membership: 78

Mid Valley Cowbelles stayed just as busy this year as last year. **Ag in the Classroom** presenters set up stations at 10 schools! Some were annual returns and several were new locations to add to our list of presentations. We had a team that went to Tulare to take a shift at the Ag Expo including one junior that visited each and every booth. We were among many presenters at three Ag Ventures in San Joaquin County, the Farm 2U in Merced County and Stanislaus County Farm Bureau's AG EdVenture at the Stanislaus County Fair Grounds in Turlock contacting over 18,000 children sharing our stories, facts and myth busters. One member set up at the Merced Teachers' Appreciation reception with an information booth for future school presentations. We also were invited to an after school program in Tuolumne County.

**Beef Promotion** luncheons included the Oakdale Hospital Volunteers, the Teachers' Appreciation Day at Moon School in Escalon, and a West Coast Angus Association Sale in Wilton. Our annual fall Bunko fundraiser was well attended. Funds earned are our main source for scholarships. The tables were decorated in movie themes, western lifestyles, seasons and just anything that struck a gal's fancy! The winning table had a whirling tornado, lights and music. The gals wore red shirts and put their hair in pigtails. Of course, "The Wizard of Oz" was their theme! Very clever! Our signature libation, lemon drops, kept everyone giggling and gleefully rolling those dice. Fun was had by all. This year's party promises to be just as much fun; there will be many raffle prizes and we will silent auction a pair from our "herd".

We worked with the Livingston High School Woodshop class to produce 30 pair we called "The Herd" which was scheduled to arrive all around Oakdale during the Rodeo. However, people were so taken with them they wanted to buy a pair and take them home so we found a price that would work for everyone! We are still getting offers! We set up a photo booth at the La Grange Rodeo and sold Rodeo Grub and Cow Tails. A local 4H group was in need of help for the Junior Rodeo so we volunteered to help in the kitchen at the Rodeo grounds. They shared their proceeds with us! We made enough money this year to afford **three \$1,000 scholarships**; one to Katie



Serpa, a student in Stanislaus County, one to Amanda Skidmore from Merced County, and Isabell Saner from Mariposa County.

We decided to donate to the Carcass Contest for the Stanislaus County Fair. As circumstances would have it, they needed a little more help so we cooked and served for their Appreciation Dinner and Dessert Auction.

We only rode in one parade with the Tuolumne/Calaveras Cattlewomen. We were rained out twice, Columbia and Oakdale! (We were tickled to have the wet weather and were ready, but alas, we got the call at 4 AM “sorry, too wet to ride!”) It only drizzled for the Mother Lode Parade in Sonora, so we cowgirled up and got ‘er done! Weather permitting; we’ll attempt Columbia again for Christmas.

We were in the kitchen for the “Spirit of Oakdale” once again and are supporting their free Thanksgiving dinner and Toys for Tots give away offering not only our time but purchasing a plaque with our name on it to be set around the town square cowboy statue. We will be one among many of the local ranches and businesses that support this event.

We had an information booth in the Fall Festival at Bloomingcamp Ranch in Oakdale. We were interviewed by KAT Country radio. Our booth featured a wheel that highlighted questions and answers. These social interactions were thought provoking, informational and amusing. Everyone was a winner taking home cow tails and stories for all ages.

Our toys from the Christmas party went to the Marines and their annual Toys for Tots drive in Merced County. They were very appreciative as were we for their service and selfless help to military families in need and anyone they knew of that could use some cheer during the holidays.

Our **Cowbelle of the Year** this year was chosen for her creativity and enthusiasm. She put our group on the map so to speak! Victoria Brussow was overwhelmingly chosen to receive this year’s award. She is a founding member and has worked diligently to create a website and newsletters that are creative, educational, and engaging. She has devised a station at school presentations that teaches children how to draw cattle. While they are drawing, they learn the importance of cattle throughout human history. She painted faces on “The Herd” making them irresistibly marketable. She has brought a fresh viewpoint and social media expertise to Mid Valley Cowbelles and the world. We are blessed she is among us.

Mid Valley Cowbelles had a year filled with new exciting fundraisers and unique exposures to the community. We are all grateful for the opportunities we were given to expand and excel. Ideas were plentiful, some old, some new, some borrowed and some still on the table. We just ran out of time to make everything happen! Well, there is always next year and all the years to come as Mid Valley Cowbelles grow and evolve.

Respectfully Submitted,

*Candace Cook-Peterson*

Mid Valley Cowbelles President



P.O. Box 711 Alturas, Ca. 96101

JoAnn White—President  
Nicole Hinton—Co-Vice President  
Frieda DuBoise, Co-Vice President  
Gina Harris—Secretary  
Cassie Oyarzun—Treasurer

Bekki Ingraham, Director  
Maralon Coronet—Director  
Lynne Schulter—Director

The Modoc County Cattlewoman are located in the northeastern corner of California with one of the lowest populations in the state. 70% of our land base has ownership by federal & state agencies such as the Bureau of Land Management, US Forest Service, Dept. of Water Resources, CA Dept. of Fish & Wildlife & Bureau of Indian Affairs. We are unique in our economic basis that we have more cattle than population. Agriculture products in our area drive our economy which makes our unit special within the state. We are 15th in cattle production with the lowest private land base, 60,000 cattle numbers with less than 10,000 in population in the entire Modoc County area. This has resulted in a few representing many cattle numbers & dealing with a higher degree of politic issues on federal properties. This has also resulted in lower numbers of members representing a greater number of producers than any area in the state.

Our unit has been active in promoting beef with many cooperative functions with the Modoc County Cattleman's Association & local Farm Bureau for over 50 years. Many of our families have been ranching in our area for over 100 years with continued success toward the future. It is a privilege to be involved in the cattle industry in such a diverse & isolated area of the state.

### **October 2015**

Our unit had our fall general meeting where members gathered to plan for the upcoming events, fund raisers, installation of officer & announce our 50th Cattlewoman of the Year. It was an honor this past year to name one of our founding charter members as Cattlewoman of the Year. Betty Cockrell & her family have been one of those special individuals who have been active in the beef industry in Modoc County for over 100 years. We also continued with the slate of officers for our next years to finish their two terms. We actively participated in the Cattleman's Fall meeting where we held our silent auction during the dinner raising over \$1700 toward scholarships.

### **November 2015**

Once again, we provided free barbeque beef sandwiches, chips & cookies for the Cattleman's Fall Feeder Sale at the Modoc County Auction Yard. We sold calendars for our Beef Princess Scholarship Program & provided a free lunch for all those that worked & attended the feeder sale. This is also the time of year that we provide applications to interested 4-H & FFA youths in our area for our Brett Hill Memorial Heifer Program where a qualified individual is awarded funds to purchase a heifer to get them started in the beef industry. Our president, JoAnn White, Debbie Cockrell, Jackie McGarva &

many of our local Cattleman attend with our State Cattleman's President, Bill Flournoy, the state Cattleman's convention in Reno, Nevada & enjoyed visiting with many other units & attending meetings. We also participated in the Cedarville Christmas fair selling our Ways & Means products & craft items.

### **December 2015**

It is always a challenge this time of year in Modoc with the hard winters that this December once again brought. We all were celebrating the heavy snow after 5 years of drought

### **January 2016**

On January 16, we all enjoyed a wonderful meal prepared by the Likely ladies at our winter general meeting at the Likely community center. We spent time planning many of our upcoming events & promotion items for January Beef month, Ag in the Class Room, Cattleman's Field Day & announced our Bret Hill Memorial Recipient—Christy Spar.

### **February 2016**

February is beef month & we participated by giving away over 100 free barbeque beef sandwiches in less than an hour at the Wild Mustard, a local business which has been one of our loyal supporters selling many of our Ways & Means items for many years. Many brochures were handed out, recipes & literature at this event. We also, helped celebrate birthday with event chairman, Cathy Williamson at the Warner View Skilled Nursing Facilities where JoAnn White, Jackie McGarva, Ronda Morris, Pat Cantral & Sharon Crabtree all came to sing & share their voices with many senior members of our community.

### **March 2016**

March always bring hard weather here in Modoc & starts the spring calving, branding & preparation for turning out cattle on the public lands. The Modoc Cattlewomen were fortunate to help sponsor the 1st Annual Farm & Ranch Expo at the Modoc Fairgrounds in Cedarville where many enjoyed equipment demonstrations, County Ag Speakers, Weed & Varmint Control Workshops & enjoyed an all beef lunch. Suzanne Nelson & Jackie McGarva had begun working on preparing a workshop for all interested members to attend Food Certification Handling.

### **April 2016**

Our spring meeting was held in Cedarville with a delightful all beef taco dinner prepared by the Cedarville ladies for our membership. Our main topic for discussion was preparing with the Modoc Farm Bureau our local Ag in the Class event to take place at the end of May. Our event coordinate, Gina Harris proposed that we hold this event in Alturas this year due to lack of funding to transport student to the fairgrounds in Cedarville. We also voted to donate 40 lbs. of beef hamburger to our local Senior lunch program at the Senior Center in Alturas.

### **May 2016**

All members were encouraged to send recipes into Debbie Cockrell for our local cookbook fund raising project & scrapbook photos into Becky Ingraham so we would have our scrapbook completed before convention. Event chairman, Gina Harris organized a very well attend Ag in the Classroom with Co-Host Modoc County Farm Bureau at the Jr. Livestock Show Grounds in Alturas. This was our largest participation of students aging from 5 to 10 years of age educating our local youth in the agriculture industry that drives our economy here in Modoc. All members were encourage to attend the Cattleman's Field Day the 1st Sunday in June.

### **June 2016**

JoAnn White & Becky Ingraham started obtaining bids for our road signs to be made that will be placed at the entrance of all sides of Modoc County welcoming visitors to Cattle County. We once again sponsored the Modoc Raised Beef Award at the local Jr. Livestock Show here in Alturas & chose our new Beef Princess, 16 year old Taryn Burns of Alturas to represent our organization throughout the county for 2016. Our group cooked & provided an all beef lunch at the CCA Range Land Trust Field Day at Patterson Guard Station on the 28th of June. We had so many comments on this wonderful beef sandwich lunch that we were asked back to participate next year.

### **July 2016**

Our summer meeting was held in Davis Creek with a tri-tip dinner provided by the Davis Creek ladies, where we were honored to enjoy a speech by our beef princess, Taryn Burns on the topic "How do we get young people involved in supporting our industry?" It was enjoyed by all & a committee was organized to prepare a booth & Kids Rodeo at our local fair in August. We also enjoyed a presentation by Laura Snell, Modoc County Farm Advisor on many legislative issues facing our area including the wild horse issues on public lands.

### **August 2016**

August was a busy month with the completion of our cookbook & submittal to publisher for printing. Our roads signs have been ordered & should be delivered before the snow falls. We are hopeful that every entry into Modoc will have a message welcoming travelers to Cattle Country. We all worked hard placing a booth at the local fair & had one of the largest participation at our local Kids Rodeo at the Modoc County Fair giving over 1,000 prizes to participants. Plans are in the works for giving beef away at our local Les Schwab customer appreciate event planned for September 17, 2016 & electing new officer in October..

It has been a busy year, with many new members, new ideas, accomplishments & project getting completed that we had started.. Believe that everything that we do and everyone that we meet is put in our path for a purpose. There are no accidents; we're all teachers - if we're willing to pay attention to the lessons we learn, trust our positive instincts and not be afraid to take risks or wait for some miracle to come. We are all working for a common goal to promote our industry, provide positive education for our youth, incorporate a can do attitude & embrace the further. It is an honor to be a rancher, farmer, supporters of our industry so we should challenge ourselves to continue to



find new ways to promote our way of life.

Respectively submitted,

JoAnn White / MCCW  
President



Modoc County Cattlewomen catered lunch to the RUSTICI RANGELAND SCIENCE SYMPOSIUM TOUR. Hosted in the Warner Mountains. MENU: BBQ "BEEF" Ciabatta Sandwiches, Coleslaw, Homemade Cookies and lemonade or Ice Tea. Thanks to the ladies & gentlemen who helped. Cassie L Oyarzun, Lynne Cooper Schluter, Ron Schluter, Jackie McGarva, Suzanne Nelson, JoAnn White, Sharon Crabtree and Debra Cockrell.



Kids Day Rodeo at the Modoc County Fair.  
Over 1000 prizes given out.

**NAME:** Monterey

**REPORT:** Round-Up

**MEMBERS:** 61

**ADDRESS:** 84502 White Rd. Parkfield, CA 93451

**OFFICERS:** President-Marianne Madson, V.President-Charlene Ackerman,  
Secretary-Morgan Demaree, Treasurer-Shirley Rasmussen

**BOARD:** Kelly Violini, Marti Gianolini

**SUMMARY:**

**Farm Days :** Monterey County Agricultural Education sponsors 3 Farm Days in Monterey County, reaching approximately 6,500 3<sup>rd</sup> grade students annually. We participate by providing livestock and presenting our story on beef stewardship and beef by-products to approximately 1,000 students.

**Fair Participation:** Salinas Valley Fair: Our unit sponsors 2 livestock awards, donates to the Miss Salinas Valley Fair Contest, and distributes recipes and industry information during this four day event. Monterey Fair: Shared Monterey County grass fed jerky and beef recipe brochures with 200 fair attendees.

**California Rodeo:** We donated to the winner of the Miss California Rodeo Contest and provided our cookbooks , napkins, and beef brochures for contestant gift bags.

**Cattlemen Support:** We assisted in the following events: Ranch Rodeo/Reverse Draw, Spring Meeting/BQA Certification, PAC Event/Salinas Rodeo, Greenhand Initiation Dinner/King City FFA.

**Scholarship:** Two \$1,000 scholarships were awarded to graduating seniors, Maria Duran and Wacey Barrington.

**Community Outreach :** Monterey County jerky was donated to send to our troops overseas.

We became a Monterey County Sheriff's Advisory Committee member.

**Youth Outreach:** Monterey County Cattlemen memberships were given to each female beef exhibitor at the Salinas Valley and Monterey County Fairs. We sponsored all Monterey County girls attending the 2016 Young Women in Agriculture Career and Leadership Seminar at Cal Poly.

**Cattlegirl of the Year:** Celeste Settrini



**Napa-Solano Cattlewomen**  
**11080 Knoxville Road, Napa, CA 94558**  
**(707) 287-1575**

**2016 ROUND UP REPORT**

- **November 2015 we had Ag in the classroom at the most rural Napa County School in the district, Pope Valley K-8<sup>th</sup>. We presented the 51 kids and 8 teachers and principal with our full display of hides, brands, brochures and tattoos. We also did a BBQ with hamburgers.**
- **February 4<sup>th</sup> was Teacher's Appreciation held by the Napa County Farm Bureau. Anna Reed represented Napa-Solano Cattlewomen and hosted a table and spoke with teachers about beef. This event is to thank teachers for sharing and educating children on agriculture in the classrooms.**
- **February 26<sup>th</sup> was Ag in the classroom, Day at the Farm (put on by the Napa Farm Bureau) at the Napa Expo. We brought our brochures, bumper stickers and gum to pass out and there were around 900 kids in attendance. There were many people that loved the recipes and the kids enjoyed the tattoos we handed out.**

**Names of Officers and Directors:**

- **Anna Reed – President**
- **Christina Roberts – Treasurer**

**Number of members : 4**

***\*\*\*Napa-Solano is very small and we are looking into membership in the Sonoma-Marin unit in addition to our small unit to keep us engaged and more active.***



## 2016 ROUND-UP REPORT

### PLACER-NEVADA CATTLEWOMEN

P. O. Box 1215, Lincoln, CA 95648

PRESIDENT – BETH CASILLAS  
1ST VICE PRESIDENT - CAROL AMARUSO  
2ND VICE PRESIDENT - JEANNE REAUME  
TREASURER - BEV SOLIS (acting)  
SECRETARY – MYRA DAVIES-REWINKLE  
PARLIAMENTARIAN - LAURA BARHYDT

DIRECTORS:  
PATTY BEARD  
LIZ SANDS  
LOIS TRIPP  
vacant - 1

2016 CATTLEWOMAN OF THE YEAR – CAROLE GUERTIN

Members 73, 1 Auxiliary Member & 8 ANCW Members - Established 1964  
Members who passed on to Greener Pastures: Francis Gates and Maxine Turner

#### Activities and Chairs:

Ag in the Classroom – Myra Davies & Laura Barhyrdt  
Beef Promotion – Jeanne Reaume  
Blood Bank – Dee Killam  
Cowbelle of Year – Maxine daCosta  
Legislative – Karin Sinclair  
Newsletter – Bev Solis  
Rate of Gain/TLC – Myra Davies  
Red Barns – Nancy Martin  
Scholarships – Beth Casillas  
Scrapbook - Bev Solis & Jeanne Reaume  
Sunshine – Nancy Martin & Elly Button  
TCA reports – Bev Solis & Beth Casillas

Beef Ambassador - Myra Davies  
By Laws & Standing Rules - Board  
Communications/Call Tree –  
Nancy Martin & Elly Button  
Membership – Elly Button  
Publicity & Chimes – Carol Silicz &  
Liz Sands  
Round Up – Myra Davies  
Scholarship Fundraising – Lois Tripp &  
Sheryl Wilson  
Webmaster – Kathy Dombrowski

As this Round Up Report is due in September reporting will begin in September of 2015:

**September 2015:** Maxine daCosta continued her great chairing with the 2nd year of the the Sacramento **Farm to Fork** event that was our largest Beef Promotion event reportedly attended by 55,000. She arranged sponsors for Beef Jerky, candy, recipes, promo & good nutrition info. PNCW Members and Beef Ambassadors womaned the busy booth. The PNCW Beef Ambassadors worked out in the crowds passing out literature and drawing folks to our booth. September is also our **Gold Country Fair** event in Auburn where our raffle drawing to support our Scholarship Fund is held with the Grand Prize being 1/2 beef and 2nd place being a hand member made quilt (our goal is to make \$5,000 each year for scholarships). We had a great reading booth with our Chuck Wagon on display as we read **Ag in the Classroom** stories to the 1st **Farm Day** at the Nevada County Fairgrounds organized by the Nevada Resource Conservation District and attended by approximately 700 1st - 3rd graders.



**PLUMAS-SIERRA COUNTY CATTLEWOMEN**  
**2016 Round-Up Report**

**Unit Mailing Address:** Plumas-Sierra County CattleWomen  
P.O. Box 127  
Sierraville, CA 96126

**Officers:**

President – Kathleen Vignolo-Knight  
Vice President – Karen Rickman  
Secretary – Petie Olivieri-Carr/LaVerne Forrest  
Treasurer – Karla Pombo  
Directors – Claudia Barnes, Patricia Ramelli, LaVerne Forrest

**Members:** 89 (includes: 11-national, 25-new, 2 junior)

**Cowbelle of the Year:** Karen Rickman

This year, the Plumas-Sierra CattleWomen's unit is celebrating its 50th year! Eleven months out of the year, excluding December, we hold luncheon meetings. In November of each year, we hold our Annual Auction/Luncheon at which time we draw the name of our Scholarship Brand Quilt winner. Our reputation for our brand quilt precedes us and each ticket holder hopes that they will be the winner of our beautiful handmade quilt!

**Scholarship-**The total monies received throughout the year from our brand quilt ticket sales goes into our Scholarship Fund. Our scholarship brand quilt is displayed at every event in which we participate and at local businesses. This year we awarded \$5,000.00 in scholarships. Each of the scholarship recipients were so deserving of their award!

**Beef Promotion-** We set up a booth and sold items, as well as, handed out beef-related brochures and recipes at the following events this year: Cowboy Poetry; Garden Expo at our local Grange; the Plumas County Fair; Calpine Marketplace; Nervino Airport Rotary Fly-In Breakfast; Farm Bureau's Annual BBQ; Recycled Relics in Loyalton; and, at the 4<sup>th</sup> of July celebration at the Rotary picnic grounds. We served 150 soft beef tacos at the local Les Schwab grand opening for the new owners. Again this year, our unit participated in the annual Yuba Pass Chili Cook Off and served a beef based chili...we won two awards. We have given beef posters to a local grocery store and we will be giving them beef related brochures to display in their meat section. We continue to hand out beef recipes from the California Beef Council at each of our monthly meetings. We also consider our fall fundraiser dinner as one of our beef promotion events.

**Fundraisers-** This year, at our fall dinner, "Taste of the Sierra Valley", we will be honoring ranchers whose families settled in our great valley from 1850-1900. At the beginning of the evening, several ranches will be serving samples of generational family recipes and provide historical information and pictures. Large poster size boards will have a brief history of Sierra Valley. Attendees will have a little over an hour to visit each of the ranchers' stations, before being served our delicious Pasta/ Polenta and Sausage dinner.



**Ag In The Classroom-** Plumas-Sierra CattleWomen's involvement in our schools is so very important! We are not only involved in the classroom at the elementary school level, but at the middle school and high school levels as well. Whenever possible, our members volunteer to read, cook, and do classroom presentations. Last fall we did a presentation at the middle school in regards to the various types of corn; culminating with the students making corn tortillas. This year, during apple season, we will be helping the Ag teacher at one of the local high schools when she teaches the students how to make cider, applesauce, etc. Our "Ranch Days" were a big success again this year, with 118 third and fourth grade students from both counties joining us at the Goss Ranch to learn about: brand identification/branding; beef by-products; beef cattle care; sheep and the sheep dog's duties; wagon ride/history of the ranch; and, the chicken and egg cycle. We are looking forward to the 2016-2017 school year and hope to again be in the classrooms reading, cooking, and teaching!!!

**Fair-** This year's theme at the Plumas County Fair was "Harvest to Home". In keeping with the theme, our fair chairmen and their committee recreated a ranch-style kitchen of the past in one section of our booth. The kitchen display included: an antique table and chairs; an antique wooden high chair with wooden baby blocks placed on the tray to spell out "beef"; a three-dimensional steak and vegetables placed on each plate at the table; a variety of bowls and utensils; old style spice containers; and, fruits, and vegetables. To complete the farm kitchen, a window frame with pictures of cows in the pasture (attached to the back) was hung on the wall...it definitely gave you the feeling you were looking outside! In the other section of our booth, we displayed our scholarship brand quilt and photos of our scholarship recipients, we sold handcrafted items as well as a variety of other beef promotion items, a wooden silhouette of a cow with a beef by-products poster attached to it, and beef related brochures and children's brochures. Each evening we cooked and served mini beef tostadas. At the annual Cattlemen's BBQ, we helped with setting up, table decorations, the preparation of side dishes and the dessert, and serving. Approximately 200 tri-tip dinners were served on that evening.

I cannot begin to thank the many members of our unit that devoted their time, and energy throughout the year in order to promote beef, ranching, agriculture, and education! You are a very dedicated group of ladies!!!

Respectfully submitted,  
Kathleen Vignolo-Knight  
President, Plumas-Sierra County CattleWomen  
Please visit our website: [www.plumassierracattlewomen.org](http://www.plumassierracattlewomen.org)

PLUMAS-SIERRA COUNTY CATTLEWOMEN  
2016 Round-Up Report



**YOU GOTTA LOVE  
LEAN BEEF**

Learn to love all 29 tantalizing cuts  
at [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com)

Round Up Report 2016

Unit: San Benito County

Contact: Jae Emery Eade (831) 630-0717

Unit Mailing Address: San Benito County CattleWomen  
P.O. Box 539  
Tres Pinos, CA 95075

Organized: May 6, 1954

Number of Members: 100

Officers and Directors:

<b>President</b>	<b>Jae Eade</b>
<b>Vice President</b>	<b>Heather Callens</b>
<b>Secretary</b>	<b>Charlotte Cabral</b>
<b>Treasurer</b>	<b>Marie Pera</b>
<b>Beef Promotion</b>	<b>Jamii Pura</b>
<b>Parliamentarian</b>	<b>Martha Tobias</b>
<b>Media</b>	<b>Nenette Corotto</b>
<b>Historian</b>	<b>Cheri Holiday</b>
<b>Delegate</b>	<b>Helen Matulich</b>
<b>South Director</b>	<b>Sandy Williams</b>
<b>North Director</b>	<b>Sharon Hawkins</b>
<b>East Director</b>	<b>Sally Silva</b>
<b>West Director</b>	<b>Dianne Rodrigues</b>

In 2016 our organization has organized and participated in many important events and services ranging from and including – General Membership meetings, instructional BEEF promotions, fund raising events, educational classroom participation, social events, County Fair events, and scholarship funding all done to support and promote our BEEF industry and our community. The members have used creative “out of the box” thinking and taken initiative to make this a powerful year. Thanks and recognition belong to all of the members, officers and directors who have worked so hard to make this such a successful and productive year.

Annual Activity Summary:

Each month the San Benito County CattleWomen (SBCCW) support the Red Cross when they hold their monthly blood donation. Sharon Hawkins is on hand to provide warm BEEF broth to the donors. They use brochures from the California Beef Council and their own personal experiences in the cattle business to talk about beef and why it 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 Mike and Tracy Nino. In the Holiday spirit our members contributed canned goods for our local Community Pantry. The new slate of officers for 2016 were presented at this meeting.

Our annual Pedro Card Party was held in mid-February and is a favorite local community event held in the Catholic Community Hall. Chairpersons Cheri Holiday and Sandy Williams and their committee organized the membership to furnish snacks and desserts for the card players to enjoy. Fabulous auction items were available for all who wished to purchase a ticket!

Ag in the Classroom is presented to all schools by our own Mary Lou Coffelt. She is a wonderful, hardworking spokeswoman for all aspects of Agriculture in our County.

Farm Day in our county is held in March and organized by our local Farm Bureau. The event is held at our county fairgrounds where over 950 third grade students along with their teachers and parents participate in various presentations hosted by ag-related businesses and non-profit organizations. The San Benito County CattleWomen contribute as event organizers, tour guides, presenters and lunch prep/serving crew. Sandy Williams and Jae Eade provided an interactive presentation to the students on Beef By-products, what they are and how they are utilized in our every-day lives. Also, a demonstration on the use of branding irons and their purpose. This was very well received as we let the children hold the branding iron and brand, with chalk, a cow.

Our local San Benito County Cattlemen's Association held their annual Dinner Dance in March. This sold out \$200 dollar ticket for two is a popular event in our area. The San Benito County CattleWomen headed by Cheri Holiday furnish decorations and decorate the tables for the 250 ticket sellout crowd. The CattleWomen also held a 50/50 ticket draw at the same time which is another fund raiser for our group.

Our San Benito County Cattlemen's Association is extremely supportive of the SBC CattleWomen and once again have donated \$2,500 to be used by the Beef Promotion committee. We are fortunate to have such a good working relationship with the Cattlemen's Association and truly appreciate their support.

The Spring General Membership meeting in April was held at our local restaurant Ridgemark Golf & Country Club where our very popular Heritage Night was another sell out event. Our presenter, this year was author Krista VanLaan giving us a talk and video from her book "Modern Architecture in San Benito County One Hundred Years Ago". Martha Tobias, was once again chairperson for this event. It was a huge success and a great way to reach out to many people in the area with our message of Beef it's what's for Dinner. We had a Ribeye Steak Dinner!

San Benito County CattleWomen along, with many other agriculture organizations participate in the Farm Bureau sponsored EATs program. The Farm Bureau arranges for at least 60 teachers to go on tour of "ag" in our area. We all meet for lunch where we are seated with 8 teachers

per table to discuss how agriculture and in our case specifically the beef industry, affect the lives of those who live in San Benito, Monterey and Santa Clara County. It is an extremely important get together and is enjoyed by both the presenters and the teachers.

Our “Rambling Herd” chaired by Jamii Pura is as an ongoing beef promotion project. Everyone loves to see the “Herd” show up in their yard and are happy to “mooove” the Herd along for a small price!

This year, Jamii as Beef Promotion chairwomen, has started a calendar for the year 2017. This will be available at our November meeting and features the “Rambling Herd” moooving around the county pictured in front special places such as Mission San Juan Batista, Pinnacles National Monument, Bolado Park and many other beautiful areas in San Benito County.

In mid-May, the CattleWomen were pleased to provide scholarships to three deserving high school seniors heading off to college. Kylie Barrett, Emma Bianchi and Shannon Maguire all are going to colleges where they will be majoring in agriculture based subjects. Thank you to Heather Callens and her committee for all their hard work in reviewing applications and making the tough selections.

Legislature was kept busy by Jean Barton’s emails. We truly appreciate Jean’s dedication to the CattleWomen. This has been a busy year keeping up with all the water issues facing the ranching community.

Topping off the year is our summer BBQ membership meeting held at the home of John and Jae Eade. This is the meeting where we introduce the San Benito CattleWoman of the year. The presentation was made by Charlotte Cabral to one of our outstanding members, Jamii Eade Pura. A truly hard working and deserving recipient of the “Cattlegirl of the Year” award. Congratulations Jamii!

The CattleWomen will again be sponsoring a hole for the Farm Bureau’s annual golf tournament in September. We have a booth set up on the 15th hole where we will give out BEEF sandwiches along with an “I Love BEEF sticker”. We swear some of those golfers take their stickers off circle around and come back for seconds and thirds!

September is our fair month and the CattleWomen are involved in a number of activities. We sponsor the first place award for the Ladies Calf Branding at the Ranch Rodeo, have a Feature booth in the Pavilion decorated and organized by the committee and Chairperson Kelly May. The theme this year is “Blue Ribbon Memories”. In our booth we furnish fair goers with pamphlets, supplied by the California Beef Council, full of recipe’s and beef information.

On the final day of the fair the SBC CattleWomen, chaired by Charlotte Cabral, sponsor the Livestock Judging Contest. This contest is open to 4-H and FFA members and requires them to judge Beef, Swine, Goat and Lamb categories. Cash prizes are awarded to the highest scoring individual and Club.



We have many more activities coming up, one of them being the Fall Fashion Show chaired by Bonnie Rich and held at the San Juan Oaks Golf Club. It is another event which brings not only our members together but the community at large. You can bet we take the opportunity to have BEEF for lunch and it is as always a big hit. BEEF It's What's for breakfast, lunch and dinner is our motto!

San Benito County CattleWomen have a hard working board of directors and a wonderful supportive, hardworking membership. We look forward to 2017 and look back on 2016 with pride.

Respectfully submitted,

Jae Emery Eade, President San Benito County CattleWomen

# San Diego County CowBelles

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## 2016 Round up Report

President – Janet Tulloch

Vice President – Debbie Torres

Treasurer – Margaret Drown

Secretary – Christine Snyder

The San Diego County CowBelles year began with the exciting news that our group won the CCW Scrapbook contest in the 50 members and under category at the CCW/CCA Convention in November. Our scrapbook chair Jaime Dyer did a fantastic job with our scrapbook and it showed! We are fortunate to have this talented lady as our Scrapbook Chair, again this year.

More exciting news came when our own Beef Ambassador Tanya Enlow won the title of the Southern Region Beef Ambassador title at this year's Beef Ambassador Contest in April. We are very proud of this exceptional young lady and look forward to what the future holds for her.

The CowBelles continued their support of the East County Jr. Fair in Lakeside, California, which was held May 15<sup>th</sup> to May 22<sup>nd</sup>. Several of our members helped serve dinner at the Buyer's Dinner on May 21<sup>st</sup>. Our booth was a big hit with us selling and giving out a lot of beef promotional items.

This year at our annual Founder's Day luncheon/meeting on May 4th. We had the pleasure of having our CCW President Sheila Bowen in attendance. Mrs. Bowen spoke about the importance of communication and working together. She gave our members some valuable insight and we had an opportunity to speak with her about our unique challenges in San Diego County.

There were some big changes for us at this year's San Diego County Fair in Del Mar, California. The building where we have our booth was completely redesigned and our location was changed to better showcase our group and the importance of agriculture in San Diego County. To promote the new design of the building there was a Press Conference held 2 days prior to the opening. The CowBelles were fortunate to be invited to this event, which we gladly participated in. It was a good opportunity to enhance our visibility in the community. This year's theme was "Mad about the Fair", a nod to the Alice in Wonderland movie. It was quite entertaining! Once again, the fair was the 4<sup>th</sup> largest in North America, which is due to the record breaking attendance of 1,609,481. Breaking last year's attendance by over 105,000 people! Our ladies worked a total of 18 days and 144 hours. The fair ran from June 3<sup>rd</sup> to July 4<sup>th</sup> for a total of over 4 weeks long.

***Ridin', Ranchin' and Educatin' Since 1953***

The CowBelles helped to promote the annual American Cowboy by participating in a National Day of the Cowboy celebration held on Saturday, July 23rd at Mountain Valley Ranch in Ramona, California. This event gives the CowBelles an opportunity to support the community and educate the public about the cattle industry, beef and its importance in today's society.

The CowBelles continued their community support by having a booth at the Ramona Jr. Fair in Ramona, California. We had our booth up and running on auction day which was on Saturday, August 6<sup>th</sup>. We provided a lot of information including free items such as bumper stickers and our promotional sale items such as hats and license plate frames helped us to exceed our sales from last year again.

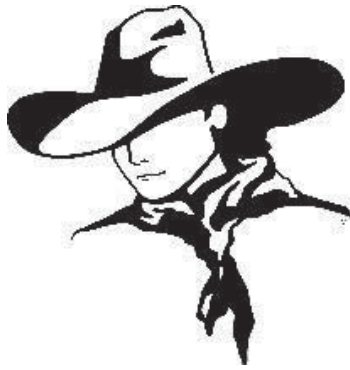
We continued our support of our agricultural community by giving out 2 more scholarships this year totaling \$2,000.00. Each one of the college students were very deserving and wonderful examples of how agriculture can help produce outstanding individuals. We are very proud and honored to be able to give out scholarships to our local college students.

Our group continues to grow by adding 2 new members, bringing our membership total to 35 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

***Ridin', Ranchin' and Educatin' Since 1953***



San Joaquin Stanislaus Cattlewomen  
22015 E. Milton Rd Linden, CA 95236  
2016 Round-Up Report

**Officers**

President - Edith Solari  
1<sup>st</sup> Vice President - Paula Bassett  
2<sup>nd</sup> Vice President - Mary McPhee Miller  
Secretary - Debbie Costa  
Treasurer - Sheryl Morris  
Correspondent Sec. - Molly Watkins  
Jr. Past President - Linda Murdock  
Stanislaus Director - Di Kanz  
S.J. Director - Mary Robinson

**Standing Committee Chair**

Delegate - Gayle Watkins  
Alt. Delegate - Paula Bassett  
Budget & Audit - Saroya Leonardini  
By-Laws - Gayle Watkins  
Beef Promotion - Mary McPhee Miller  
Cheers - Diana Egan  
S.J. Hospitality - Marilyn Van Tassel  
Stanislaus Hospitality - Bobbie Telles  
Legislative - Donna Costa  
Membership - Molly Watkins  
Nominating - Linda Murdock  
Scholarship - Linda Fields Sticks  
Scrapbook - Delores Henriques &  
Elisabeth Watkins  
Ways & Means - Becky McPhee

Membership: 65

**Ag in the Classroom & Beef Promotion**

The group continues to be very active. We attended various events including: Ag Venture located in Manteca, Stockton and Lodi; Ag Day, Ag Fest, Stockton Rotary Read in, and St. John School Folsom Read In just to name a few. At the three Ag Ventures, we setup five booths where we gave out beef brochures and stickers, along with demonstrations. Sheryl Morris gave demonstration on how to pair up calves with their mothers. The children had great fun and got involved with the project. For Ag Day, we partnered with Linden FFA again and gave a presentation to K - 3<sup>rd</sup> grades on "Why we brand our cattle?" and the By Products from Cattle. At Rotary Read In, we distributed many brochures. The school's library was gifted with several books for kids to check out. In addition, kids that saw the presentation got to take home their very own book ... they thought that was a huge hit! At the 3rd Annual SJ Ag Fest, there were daily 4-H and FFA livestock showings along with Master in Showmanship and Parade of Champions. To show our support, the SJ/Stanislaus Cattlewomen donated & served meals to 400 4-H & FFA members and families. In addition, we sought the opportunity to

recognize a hard working member of the SJ/Stan. Cattlemen and a 4-H leader for over 40 years, Josephine Chaffee. Josephine “Jo”, “Thank you for all your years of hard work. May you have a Happy Retirement!”

For Ag in the Classroom, we were able to teach at 9 different schools and over 7,700 students teaching kids about beef and beef by-products.

### **Scholarship**

This year we were able to present two scholarship to students enrolling in Agriculture studies. The award recipients were Maria Triano and Jackson Sawyer who will attend U.C. Davis.

### **Fundraisers**

The group was hard at work with fundraising activities largely through providing steak/trip tip dinners to various groups. At CCPA (California Cattle Penning Association) Award Dinner held on Oct 1<sup>st</sup> in Merced, we did a steak dinners for over 100 people. Stockton Pacific Rotary we served 150 trip tip meal and placed out 30 meals in 30minutes recipe book. At American Cow Day we served Hot Dogs & Hamburgers to over 100 contestants. At the Patterson RCD, we served 125 steak sandwiches. Thank you to the many that helped our group and community spread the love of beef & agriculture.

### **Cowbelle of the year**

Our Cowbelle of the year has been chosen, Delores Henriques. She will be formally recognized at our September General Meeting. Congrats and thank you Delores!

### **Ways & means**

As I am sitting here and having my cup of tea and coffee with the rest of my crew that had gotten up before sunrise to work cattle so we didn’t have to work in the heat of the day. I had decided to bake cinnamon rolls the crew couldn’t wait to dig in, as this was their jump start. I feel very fortunate to have gotten to work so close with this group. My last year as President of SJ/Stan Cattlemen has been truly a rewarding two years. I’m part of exceptional group of women who are not afraid to get their boots dirty and roll up their sleeves. They are willing to volunteer at any position or place, and without them I could not have pulled this off. They continue to support our beef industry and teach the new generation the love of beef.

To each and every one of you, I say thank you.

Respectfully Submitted,  
Edith Solari  
President





## ***San Luis Obispo County CattleWomen \* Round Up***

**President** – Susan Cochrane, 4880 Lamplighter Way, Paso Robles, CA 93446

**1<sup>st</sup> Vice President** – Laurie Lucich-Dey

**2<sup>nd</sup> Vice President** – Sarah Kramer

**Secretary** – Lorraine Clark

**Treasurer** – Fran Tognazzini

**Directors** – Margaret Avila, DeeDee Avila, Caroline Bello, Justine Dunn, Colleen Hayes, Joan Ketcham, Fran Pritchard, Marge Wheeler & Carla Young

**Members** – 213

**CattleWoman of the Year** – Susan Cochrane

**Cowbelle Mom of the Year** – Joan Ketcham

**Scholarships** – We presented \$7,500 to some well deserving students as they all touched the Beef Industry in some way & will continue within our agricultural community for community college and four year universities.

**Ag in the Classroom** – The Great Ag Venture South at Arroyo Grande High School is growing, 400 4<sup>th</sup> graders. The attendance at the North County Ag Venture at the CA Mid State Fair Paso Robles Event Center is at capacity with approximately 1,800 4<sup>th</sup> graders. The Common Core Programs in three (3) of our local high schools are promoting careers in Ag after High School. This endeavor is into our second year and is very well received, so that makes it exciting.

**Beef Promotion** – Sponsored the Bred & Fed Heifer & Steer Class at the CA Mid State Fair; donated to the Farm Supply Quiz Jam at the fair, which has become extremely popular; donated to the “Young Women Ag Career & Leadership Day” for Senior girls in high school at Cal Poly; supplied 300 educational/recipe pamphlets & gummy bears (beef by-product) to the Paso Ag tour; donated towards the Carcass Contest at the Mid State Fair; donated \$50 in each of the Board of Supervisors name to our county “Food Bank”; we made available at our CA Mid State Fair booth many educational brochures, recipes & coloring books; served bbq’d beef at our Cattlemen’s and Farmer’s Day at the CA Mid State Fair, both for lunch and dinner. Our newest event, Central Coast Beef and Wine Festival at the Halter Ranch, was very successful not only as beef promotion ... but also as a fundraiser. We look forward to co-hosting this again next year with MUST! Charities, a local non-profit dedicated to improving the quality of life in our local community.

**Fundraising** – Our annual roping at the Paso Robles Event Center. There is a beautiful saddle awarded to the all-around high money winner along with many handsome silver buckles that are given out to average winners in addition to numerous cash payouts.

**Meetings** – This coming year will be our 42<sup>nd</sup> annual Fashion Show at the Madonna Inn. We had a drawing for a pair of designer cowgirl boots; Pioneer Museum in Paso Robles; luncheon meeting at CattleWoman Lorraine Cagliero’s beach house; scholarships presented at the Inn of Morro Bay; tour of Costco Meat Dept. & then on to the Madonna Inn where Cowbelle Mom of the Year was presented.

# **Santa Barbara County CattleWomen**

P.O. Box 1292 Solvang, CA 93464

## **2015 Round Up Report**

### **Officers:**

President - Linda Williams  
Vice President - Janet Kraus  
Treasurer - Jackie Jaenicke  
Secretary - Stefani Niesen  
Editor - Robyn Moon  
Past President - Brandy Branquinho

### **Board of Directors:**

JoeAnn Branquinho  
Gerry Campbell  
Pam Doiron  
Jo An Jessup  
Sherry Scheller  
Gail Tomasini  
Raiza Goirgi

## **Current Active Members : 101**

### **Ag in the Classroom**

Brandy Branquinho, Jackie Jaenicke and Tony Branquinho attended the Lompoc Environmental Education Fair October 20, 21 and 23. They gave a presentation over the three days to about 1050 children and teachers. The presentation was about how the cow is the "Ultimate Harvesting Machine". They are Fire depressants, cultivate the hills where we cannot, we keep trash out of Landfills (i.e. all the excess veggies that we cannot eat, etc.), and how they can turn grass into protein for us. Stefani Niesen and Jackie Jaenicke presented to 220 students at Fillmore Elementary in Lompoc on March 27th. Stefani brought her bottle calf and they did a presentation on cattle identification, teaching about branding, tagging and ear notching. Brandy Branquinho, Joe Ann Branquinho and Barbara Mackie went to Blockman School in Santa Maria, on April 1st. They presented to 140 students, teaching them about beef by-products. Raiza Giorgi went to Santa Ynez Elementary and read to a class of 30 and spoke to them about the beef industry in March. On May 29th Jackie Jaenicke, Stefani Niesen and Robyn Moon attended Miguelito Ag Day in Lompoc. We brought the bottle calf and did a presentation on Cattle identification. We had the kids create their own brands and when they left they drew them on a large piece of butcher paper. There was 210 kids that met "Maybelle" our spokes calf that day. In May our President Linda Williams attended an AG day at Arroyo Grande High School and presented to 4th graders.

### **Beef Promotion**

Pam Doiron was honored with 2014 Beef Promoter of the Year at the Convention. Santa Maria FFA Students took their Educational Display booth to Nationals this past year. We donated to their transportation costs and gave them pamphlets to hand out. Though they did not win but they did pass out everything we gave them and there were over 60,000 people who attended the convention. Raiza Giorgi wrote an article and submitted it to the Inside Santa Ynez Valley

Magazine explaining what the CattleWomen do to promote the Beef Industry. The magazine is at 170 locations and reaches 20,000 people. This article is part of a quarterly magazine and will be dispersed for 3 months. As part of one of our very large events in Santa Barbara County, The Annual Elks Rodeo puts on a "Mini Rodeo" for the kids, where schools bus the kids to the rodeo grounds and the kids get to enjoy the rodeo experience for the day. This year we passed out Beef Council Packets and donated towards the school buses for transportation. This year there was about 5000 kids in attendance plus teachers, parents and chaperones. In August the Santa Barbara County Farm Bureau throws their big annual Harvest Celebration, the CattleWomen were there to help show our support with an attendance of 450 people.



### Unit Activities

On November 19th we held our holiday meeting along with our silent auction that went well, we earned \$717.00. Well in attendance, we had 75 people present. At this meeting we inducted our new officers and board members.

On January 21st we held our January meeting with guest speaker, Andy Caldwell. He spoke on some political issues going on in our area that will affect us. We had 36 people attended and 10 Guests were as well present. On March 18th we held a Cattlemen/CattleWomen meeting at the Branquinho Ranch to Thank everyone for all that they do for our groups and to give an update of what we did in the last year. We had a couple special guests including Santa Barbara County Sheriff, Bill Brown and his wife. We had Dave Campbell, Santa Barbara County Cattlemen President. We had 60 people attend the dinner and held our wine pull fundraiser raising \$500 toward our scholarship and AG education funds.





## Fundraisers

On November 19th we held our holiday meeting along with our silent auction that went well, we earned \$717.00. Well in attendance, we had 75 people present. At this meeting we inducted our new officers and board members.

On February 21st the Santa Barbara County CattleWomen Decorated the tables for the annual Santa Barbara County Cattlemen dinner, dance and auction. The dinner had an attendance of 550 people. The CattleWomen also hosted the silent auction to raise funds for our Scholarship funds. We sold 70 items and 5 centerpieces giving us a profit of \$3,953.00 after all our expenses. Our centerpieces included 3 wine bottles with custom made labels on them. in the wine bottles had a sunflower, Curly Willow and Sweet Williams. The bottles were tied together with Raffia and placed in the center of the table on a slice of oak or in the center of a lasso. Cow confetti and custom beef fact cards were spread around the tables. We had a Cattlemen/CattleWomen meeting at the Branquinho Ranch to Thank everyone for all that they do for our groups and to give an update of what we did in the last year. We had a couple special guests including Santa Barbara County Sheriff, Bill Brown and his wife. We had Dave Campbell, Santa Barbara County Cattlemen President. We had 60 people attend the dinner and held our wine pull fundraiser raising \$500 toward our scholarship and AG education funds.





## **Community Outreach**

October 15th we served dinner at the Solvang Senior center. We served 83 seniors and had 12 volunteers including a new member. One of our Scholarship winners, Courtney Callaway, Karen Moore's granddaughter, received her FFA American degree. In November we turned in 705 holiday cards for the troops. As with every year we have our "Cattle Toy Drive" last year we had 3 large boxes with 50+ Toys. This toy drive promotes the Agriculture/ Cattle Industries. We ask our members to donate something that is Farm related. February 9th 5 of our members served a seniors luncheon in Cuyama, the seniors loved the lunch; they had 26 people attend when normally they have 18. They served tri tip sandwiches with salad and Angel food cake for dessert. April 9th, 10 members served the senior dinner in Los Alamos. We served 34 people and we had a Beef By -products contest and gave prizes. This year we had the wonderful pleasure of presenting 10 scholarships throughout our County to some well deserving young Aggies.

## **Santa Barbara County Fair Activities**

This year at our Santa Barbara County fair, we showed our support in many different ways. The Santa Barbara County Fair was July 15th through July 29th at the Santa Maria Fair Park. JoAn Jessup, Stefani Niesen and Robyn Moon clerked the heifer auction on Friday July 17th. There were 64 heifers auctioned, the average heifer sold for about \$3500.00. The Beef Barn Display Contest was judged by Deb Laroche and friends. First place received \$300, 2nd - \$200, 3RD - \$100. The fair theme was "Home Spun Fun". Stefani Niesen created a grilling themed educational booth. She placed a mannequin grilling some steaks with 2 large cow cut outs, one having the meat cuts lined out on him. There were grilling and educational pamphlets to handed out as well. We sponsored 6 plaques for the beef show. We had our trailer on display for all to see some of the brands of Santa Barbara County, where we sold Beef hats, baskets, cook books, and etc. We also sold thank you cards and stamps for the kids to give to their buyers. This year's attendance was 133,000 people.

## **Santa Clara County Cattlewomen**

We wrapped up 2015 by sending off 3 boxes of “Cards for the Troops” with “personalized beef messages”.

We had a busy spring preparing for the Beef Ambassador Contest. We again hosted the state contest on Saturday April 9<sup>th</sup>, 2016. In addition to our first class chef preparing the amazing beef luncheon, we sponsored 3 junior contestants. All 3 of these young people, Maddie Beckwith, Ashley Jordan, and Wyatt Wolfe, serve as our Santa Clara County “Beef Ambassadors”. They have been busy promoting beef at local field days, festivals, and the fairs and shows. They are recruiting and developing young cattlewomen and cattlemen for our unit.

In June we held our annual scholarship interviews along with the Santa Clara County Cattlemen. We had 7 outstanding applicants making the selection process very challenging. We awarded 4 scholarships totaling 4500 dollars. All our recipients are Santa Clara County residents. Amy McBirney is a second year vet student at UC Davis, focusing on food animal medicine. Alexis Budde is a sophomore at Colorado State double majoring in Agriculture Business and Agriculture Literacy. Elizabeth Funke is a freshman at Cal Poly San Luis Obispo majoring in Agriculture Business / International Business. Naimh Haller transferred to Fresno State where she is pursuing her major in Agriculture Business. We are very proud of our young scholars.

Quite a few of our cattlewomen members participated in the 4<sup>th</sup> of July 5K race in Morgan Hill.

July and August are always our most hectic months due to the timing of our county fair. This year the Cattlewomen hosted the beef judges luncheon, sponsored a beef fitting contest, organized and put on a beef skill-a-thon, sponsored beef showmanship buckles, sponsored the county beef bred and fed competition, and put on the market beef carcass contest. The Supreme Champion Steer was bred by members of both the Cattlewomen and Cattlemen. The champion carcass steer was also a Santa Clara County bred steer. We had great turn outs for both the skill-a-thon and fitting contests, which were both huge successes and we’ve had many requests to hold them again next year.

At our September 1<sup>st</sup> meeting we honored our new Cowbelle of the year, Jackie Vandercook. Jackie is always stepping up to help out, regardless of the task at hand. In her quiet way she can always be counted on to make sure we are always well prepared for all events. In addition to her contributions, her son Brandon was awarded the “Beef Master” award for his culinary excellence in support of our unit.

The end of September brings about the “Taste of Morgan Hill” event, at which we will be promoting beef through our young beef ambassadors. This event reaches over 25,000 people during the 2 day festival. In October we will again have our information and beef promotion booth at the Grand National Rodeo hosted at the Cow Palace in Daly City.

This year has been very busy but incredibly enjoyable. Seeing the continued progress of our young scholars and the enthusiasm of our beef ambassadors gives us hope and promise for future of the beef industry.



## *Shasta County Cattle Women*

AN AFFILIATE OF SHASTA COUNTY CATTLEMEN ASSOCIATION

5194 Huntington Dr. Redding, Ca. 96002

### Round-Up Report

#### Officers:

President – Dottie Long

1<sup>st</sup> Vice President – Betty Stephenson

2<sup>nd</sup> Vice President – Maudie Gregory

Treasurer – Sandee Monroe

Secretary – Cindy Scott

Junior Past President – Peggy Kite

#### Executive Committee:

Zettie Aldridge

Ginger Fowler

Sharon Stevenson

Teresa Albaugh

Number of Members – 63

#### **Ag in the Classroom-**

North Cottonwood School Kindergarten 120 students.

Turtle Bay School fourth graders- 200 students.

Beef Ambassadors and our Beef Princess had a booth at the Ag Day at school.

We donated to the culinary arts class at Foothill High School, money to purchase beef, to learn the nutritional value of beef.

Read at the Cottonwood library during Rodeo Week.

The Beef Ambassadors and our Beef Princess worked at “The Farm Camp” in July, it is a program offered by the City of Redding Recreation Program.

#### **Beef Promotion:**

We ordered cutting boards from students at Foothill High school Ag class, they sold well.

We ordered metal license plate holders from a student at Foothill High school, with the logo of “Proud Producer of American Beef”, they sold well.

We had a photo contest of ranch related pictures and the winners were printed on note cards to sell, they are selling well.

We had coffee mugs made up with our brands on them and the logo of “Some Leaders are Born Women”, they are selling well.

Sr. Beef Ambassador attended the Shasta Union high school board meeting along with the Jr. Beef Ambassador and our Beef Princess and explained that they were available to offer their services for the year.

**Beef Ambassador:**

Senior Beef Ambassador is Chloe Fowler.

Junior Beef Ambassador is Adam Blalock and won at the state also.

Beef Princess is Gustine Urricelqui.

**Cowbelle of the Year:**

Dottie Long was 2015 and Sharon Stevenson is for 2106.

**County Fair Activities:**

We sponsor a carcass contest with the Shasta County Cattlemen and we give cash prizes up thru third place.

We sponsor a Showing and Fitting contest for the Beef kids, we give prizes.

We do a feature booth and we received first place on it.

We have our Red Barn on the fairgrounds that we hand out recipes and beef pamphlets, and sell beef promotion items and raffle tickets for our BBQ scholarship fundraiser.

**Fundraisers:**

We serve BBQ Beef and Tri-Tip sandwiches at the Sierra Cascade Logging Conference in February.

We sold tickets on a Pellet BBQ for our scholarship fund.

We held a Pampered Chef Party, hosted by one of our members, for our scholarship fund.

**Donations:**

We supported our youth this year by donating to the Foothill High School FFA club for their trip to the national convention to Kentucky.

We donated to the West Valley Girls Volley ball team for uniforms and our name on the banner.

We donate to the “Womens Refuge or One Safe Place” money to buy beef to serve , and the members donate items as well.

We donated beef baskets to the Veterans for a couple of their fundraisers.

We cook for the Shasta County Cattlemen’s picnic and their annual meeting in January.

We have a Face Book page and our web site set-up by Sandee Monroe.

**SISKIYOU COUNTY CATTLEWOMEN  
2016 ROUND UP REPORT**

1233 Holzhauser Lane

Etna, Ca. 96027

[www.siskiyoucountycattlewomen.com](http://www.siskiyoucountycattlewomen.com)



**Officers and Board:**

President: Sharon Erickson

1<sup>st</sup>. VP: Tara Porterfield

2<sup>nd</sup>. VP: Lynda Bevelin

Secretary: Dona Farnam

Treasurer: Cheryl Foster

Membership: Heidy Carver

Directors: Carolyn Houghton, Elaine Kuck

Delegates: Michele Murphy, Rita March, Lori March and Heidy Carver

Past President: Heidi Martin

**Ag in the Classroom:** We have 2 school districts, east and west of I-5. We have two teams of Cattlewomen Ag educators who visit most of the schools in our county. We had 16 Cattlewomen present to 14 schools, 1,855 kids. Numerous presentations, hours and miles were involved. Melanie Fowle, Lynda Bevelin, Jackie Zedeker and Lori March all traveled to San Francisco to Gordon Lau Elementary school with animals in tow and educated some 650 students. They also helped at the Cow Palace and spoke to 350 students. Lynda Bevelin, Jackie Zedeker also co-chaired our Ag Awareness Day with a luncheon headed by Sharon Erickson and the Cattlemen. 400 students and 50 adults were educated at this event.

**Beef Promotion:** We take part each year in our town's annual Christmas parade with our Cattlewomen of the Year on a float while members hand out beef jerky and beef brochures. Heidi Martin and Sharon Erickson co-chairs handle an annual luncheon together with the local Cattlemen for state senators and legislators who come to learn more about our agriculture and forestry in our area. We fed some 65 visitors. Several members judge local FFA and 4-H contests. Our local Native Daughters organization received a donation of a Beef Wellington dinner (prepared by Rita March) to their raffle. A group of Cattlewomen helped serve Walking



Tacos at our local valley rodeos to some 350 people with shout outs over the PA to a combined total of some 5000 attendees. We sponsor with our Cattlemen a local Cattle Health clinic, where many of our members contribute homemade pies for the dessert after. This year 65 were in attendance. This event is chaired by Carolyn Houghton. Member Libby Sears does presentations at a store in Sacramento on Beef. Her sister Melanie Fowle presented to many organizations in our area on the "Nutritious Side of Beef". We sponsored a local run on Thanksgiving Day known as "The Turkey Trot". Along with our SCCW brand on the tee shirt runners were given, we also gave away beef sticks in 400 runners gift bags. We have Facebook and website gal Heidy Carver keeping us up to date and spreading our Beef mission. We have members blogging about beef. Recently, due to a younger member Britt March, we have a twitter account. Our ongoing Cherry Orchard project is in full swing with actors and script being interviewed and written as I write. The project is set to go to live theaters across some states and California this upcoming year. It will show case our way of life on our ranches and farms across the county. Our local Fathers' Day contest with advertising on our local radio station and marque at the fair grounds' had some 26,000 views, with two restaurants participating. One of our big fundraisers is the Silent Auction held during our annual Cattlemen-Cattlegirls dinner night. This last year some 6,900.00 was raised for our scholarships. Labor Day beef promotion was also broadcasted by our local radio station. Our unit commissioned a county brand scarf. To date 128 sold with 52 brands featured on the scarves. We also work hand in hand with our Siskiyou County Cattlemen at their annual ranch tour. Chairperson Sharon Erickson with Dona Farnam, Rita March, Tara Porterfield, Carolyn Houghton, Lynda Bevelin and Stacey Jackson helping men cook and help Cattlegirls serve. We served 165 meals with the men cooking up their awesome BBQ beef once again. The members supply the salads and desserts.

**County Fairs:** Our Siskiyou Golden Fair is our biggest fundraiser to date. We make BBQ beef and French Dip sandwiches. This year we added sliders of the same sandwiches and they were a hit. We have many members working shifts where needed in our 5 days and 75 hours of work time. Lori March is our overall chairperson with ten day chairwomen under her. We also have an Exhibitor booth with decorate to the theme each year and this year we placed 1<sup>st</sup>. with a total of 49,274 passing through our booth to pick up brochures and beef facts for the duration of the fair. The booth is co-chaired by Gail Jenner and Sharon Erickson with Lynne Bryan, Carolyn Houghton, Heidy Carver, Heidi Martin all helping make it a success. We also award the Carcass of Merit winners at both the Siskiyou County and Tulelake fairs. Our Create a Cow contest at the fair had 12 schools participate with a total of 411 students involved and also numerous hours of lessons to prepare for the contest.

**Young People:** Siskiyou County Cattlegirls awarded four scholarships this year. Corina Lange of Yreka and Austin Dowse were awarded our continuation Scholarship. Alejandra Glonzalez-Zuniga of Tulelake was awarded the Siskiyou County Cattlegirls Marianna Foster Memorial Scholarship. Aleycia Iarue of Hornbrook was awarded the Siskiyou County Cattlegirls Scholarship. Local Beef Ambassador contest was headed up by Lynne Bryan and Katie Morris with members Heidi Martin and Cheryl Foster, along with Cattlemen Greg Kuck, Jeff Fowle and Scott Murphy as judges. Nicole Downey was Junior winner, Angelee Dowling was Senior runner up, and Mikayla Duchi was our Senior winner. Melanie Fowle once again coached our winners

who then competed at the state level. The Jennie Kuck-Bridwell Scholarship was awarded to 8 local 4-H members for a conference with 300.00 going to each participant.

**Cattlegirls of the Year:** Our annual fall dinner with the Cattlemen announces our year winner. This year our winner will be announced Oct. 28<sup>th</sup>. We are very pleased to announce Melanie Fowle our Cattlegirl of the Year. Very deserving lady. Our Top Hand and Pioneer Beef Woman will be announced at our Fall General Meeting Oct. 8<sup>th</sup>.

**About our unit:** As of Sep. we have 189 members, with 32 of that number being new members and 10 of the 32 being junior members. We have 3 general meetings a year. Being held in Sep or Oct., January, and May. Our annual State convention this year held in Reno, Nevada had members Sharon Erickson, Colleen Cowley, Melanie Fowle, Barbara Cowley, Tara Porterfield, Heidi Martin, Michele Murphy, Holly Murphy, Lynda Bevelin, Carolyn Houghton, Lori March, Heidy Carver, and Rita March in attendance. For our State Spring Meeting held at Harris Ranch members Sharon Erickson, Tara Porterfield, Cheryl Foster, Heidy Carver, Rita March, Carolyn Houghton, Lori March and daughter Britt March were in attendance. Our state meeting held in Sacramento at McClellan air force base this year in June had members Sharon Erickson, Melanie Fowle, Heidy Carver, Cheryl Foster, Michele Murphy and Holly Murphy in attendance.



Respectfully submitted,

Sharon Erickson President Siskiyou County

## **SONOMA MARIN CATTLEWOMEN**

ROUNDUP REPORT 2016

5844 Mathilde Dr.

Windsor, CA 95492

President – Joyce Doughty

1<sup>st</sup> Vice President – Joan Tunzi

2<sup>nd</sup> Vice President – Georgine Johnson

Recording Secretary – Eileen O'Farrell

Treasurer – Barbara LaFranchi

Corresponding Secretary – Nadine Giovannini

51 Members

It was a busy year for the Sonoma Marin Chapter. We started out the year with a general meeting as well as a booth at the Petaluma Ag Day event in September. At this event we reached approximately 600 elementary school students with information on by products, nutrition, feed and recipes and a lot of one on one interaction with the students.

In November we held an evening meeting and dinner inviting our Cattlemen and other interested folks. A raffle of donated items was held with proceeds helping to fund our awards program.

March saw us at the Santa Rosa Fairgrounds for Ag Days. This is a two day event again highlighting by products, nutrition, feed, recipes and more. This event brings in approximately 3000 elementary school students. A very busy two days.

May is time for Healdsburg Future Farmers Country Fair. We sponsor 6 awards for the best market beef project for both 4-H and FFA members. This year's awards were leather halters with engraved name plates.

In June we again sponsor awards at Sonoma Marin Fair in Petaluma for both breeding beef and market beef projects.

July brings us to the big one – Sonoma County Fair. We sponsor awards for breeding beef and market beef projects for both 4-H and FFA members. A big thanks to Jessica Ascoop for the great job she does pulling these awards together.

Also in July our CattleWomen and Cattlemen prepare a dinner for Jr. Livestock buyers at the Sonoma County Fair. This year we served 375 guests with barbequed tri tip, salad, beans, rolls and some delicious locally made apple turnovers. Many thanks to all who helped.

Our Ag in the Classroom chairperson, Kit Simmie has been quite busy this year doing classroom presentations. She has reached approximately 300 students.

Our Cowbelle of the Year for 2016 is Pamela Michalek. In addition to her many activities over the years Pam is an accomplished quilter and is currently working on a quilt incorporating brands from our local producers which will be raffled over the next few months as a fund raiser for our organization. Thank you and congratulations, Pam.

## TEHAMA COUNTY CATTLEWOMEN 2016 ROUNDUP REPORT

President:	Linda Borrer	
Vice President:	Jeanne Smith	Board of Directors
2 <sup>nd</sup> Vice President:	Kelly Mouton	Michelle Blunkall
Recording Secretary:	Linda Walker	Joyce Bundy
Corresponding Sec:	Jean Barton	Beth Chaney
Treasurer:	Renee Ewing	Kari Dodd
Membership Chair:	Shirley Davis	Shelley Macdonald
		Charlene Priest

2016 CowBelle of the Year – Irene Fuller    Membership: 101 regular, 8 ANCW, 4 local

Tehama County CattleWomen awarded \$ 9,000 in scholarships. Emily Andreini, Bailey Brownfield, Jenny McCluskey, Jessica Macdonald, Will Macdonald, Jase Northrup, Stacy Stroing, A Scholarship Auction is held during the TCCA Winter Dinner with Cathy Tobin as Chairman.

Our 2016 Tehama Co. Beef Ambassadors are: Senior – Danielle Mueller, and Juniors Emyli Palmer, Emma Peterson, Kayla McGiffin. They have represented the beef cattle ranchers at schools, public events, and Animal Camp.

Our 2015 Beef ‘n Brew had more than 1,500 attendees, sponsored by TCCW and Downtown Red Bluff Business Association, with tickets only \$ 20.00 each for a successful fundraiser. There were more than 58 craft beers available for sampling, and 27 different beef appetizers. Each beef appetizer vendor received \$ 150 toward cost of beef from sponsors. Beef ‘n Brew was voted 2015 Best Local Event in Tehama County.

The 7<sup>th</sup> annual Beef ‘n Brew will be September 17, 2016, with Cathy Tobin chairman, Renee Ewing treasurer, Mandi Selvester-Owens website/media, Jeanne Smith, Joyce Bundy, Jean Barton, Linda Walker, Michelle Hickok, and members of Downtown Red Bluff Business Assn. Tickets are \$ 20.00 presale, and a small beer mug will be given for sampling the many brews.

The TC Beef Ambassadors hosted a Beef Fitting Clinic with 40 4-H and FFA members attending. In the spring they presented another clinic on Project Selection and Nutrition. 742 Sixth graders attended Education Day at the Fair, where the Beef Ambassadors presented the beef section.

At the 2015 Tehama District Fair TCCW gave \$ 2,000 to bump-up steer prices, sponsored junior beef jerky cash awards, a buckle and \$ 100 for beef carcass contest winner Kayla McGiffin, TC Beef Ambassador. Linda Johnson had the TCCW booth at Dairyville Orchard Festival, TCCA Field Day, Beef ‘n Brew, Corning Olive Festival with beef recipes and information. Our Beef Ambassadors, Kari Dodd and Shelley Macdonald participated in TC Farm Day for 4<sup>th</sup> grade.

In November the 58<sup>th</sup> annual luncheon and fashion show theme was “Women of the West”. Joyce Bundy was Chair; Shaleen Hogan, Boutique Vendors; Pem Lester & Jere Hale, Cowboy

Pantry; Decorations Jeanne Smith; Raffle Linda Walker; Tickets Shelley Macdonald; Publicity Linda Walker & Anne Read; Models Beth Chaney; Joyce Bundy models and program.

Attending from TCCW at Annual convention in Sparks, NV were Linda Borrer, Charlene Priest, Joan Hemsted, Jean Barton, Ann Butler. TCCW was recognized in Bayer & Walt Rodman Beef Promotion contests, Newsletter publicity tools, and Ag in Classroom recognition. The ANCW & Cattle Industry Convention in San Diego was attended by Linda Borrer and Jean Barton.

TCCW hosted "Good Morning Red Bluff", the monthly Chamber gathering at the Red Bluff Bull & Gelding Sale Art Show, with Irene Fuller, chair. Coffee, juice, muffins, pastries, fruit were served. TCCW members were door monitors at the Art Show with Jane Daugherty, chair of the art show. Beef Ambassadors and cattlemen helped serve New York steaks at the Buyer/Consignor dinner at RBB&GS.

February, Linda Borrer did beef promotion with a chuck roast at A & R Meats for Heart Healthy Month. Anne Butler represented TCCW at the Farm to Fork event in Sacramento. Jeanne Smith, Irene Fuller, Cathy Tobin attended the Chamber Membership Dinner. The membership donated to 6th Annual "Food from the Heart" food drive. The membership donated to the County 4-H Fun Night. Shanna Long had a table at 2nd annual "Friends of the Fair" dinner & fundraiser. Representing TCCW were Tiffany Holbrook, Jean Barton, Jeanne Smith, Cathy Tobin, Kelly Mouton, Kendra McCluskey, Anne Owens, Mandi Selvester-Owens, Joyce Bundy, Beth Chaney, Kari Dodd, Jeannie Garton.

TCCW donated \$ 1,000 each to Red Bluff FFA, Los Molinos FFA, and Corning FFA for their special projects. Beef sticks were donated to the five high schools for Sober Graduation. A "Ride for Life" buckle was sponsored by TCCW. TCCW made donations for the SERRF programs. At the annual TCCW Christmas party and dinner at Red Bluff Elks Lodge, donations of nightwear were given to "Children First", Foster Children's Families.

Gold Country Cutters had a welcome event hosted by Chamber of Commerce doing a "Taste of Tehama" at the fairgrounds in March. CattleWomen served tastes of beef .

The Red Bluff Round-Up Parade Grand Marshalls were members of the McKenzie family, with TCCW members Hazel Brown, Scotty Ulch and Jacqueline Leininger riding in the parade. 150 lbs of tri tip was grilled for the fajitas the cattlemen served at the Round-Up Mixer by members Beth Chaney, Tammy Chrisler, Carol Enos, Irene Fuller, Bev Govi, Kelly Mouton, Barbara Secor, Cathy Tobin, Pem Lester, Joyce Bundy. Helping tend bar were Kendra McCluskey, Cindy Stroing, Chris O'Sullivan, Peggy Zane, Jean Barton.

Earth Day School Presentations were very popular with the twelve classrooms in April. Shelly Macdonald, Kari Dodd, and Linda Borrer prepared a presentation "Recycling, Reuse and Reduce." They, with Beth Chaney, Cathy Tobin, Charlene Priest, Joyce Bundy, Kelly Mouton did school presentations .



# **TULARE COUNTY CATTLEWOMEN**

## **ROUNDUP REPORT**

**PO Box 2529, VISALIA, CA 93279**

### **OFFICERS 2016**

**PRESIDENT:** Claudia Guthrie

**VICE PRESIDENT:** Judie Church

**SECRETARY:** Beth Baxley

**TREASURER:** Loni Holt

### **Directors:**

Christie Barton, Kelli Toledo, JoWayne Lyons,

Janie Sustaita, Sharyn Lockett, Sherry Dooley,

Nicky Henderson, Jennifer McNulty, Kathy Whaley

Membership: 67 State Members, 19 ANCW Members

### **Summary of Events and Activities**

#### **Ag in the Classroom/ Ag Education**

Tulare County students continue to utilize the 3 ipads with the **“Wow that Cow”** app that we placed in the AgVentures Museum at the International Agri-Center in Tulare. These young students come to the museum for school field trips. The app includes 4 areas of learning: Stewardship of the Land, Beef By-products, Nutrition, and Beef Cuts. The free app is available to download on ipads. We were honored to win the Walt Rodman Award for this project at the 2015 Convention.

TCCW members presented a Beef By-products program to 4<sup>th</sup> graders from Tulare County at the 4th Annual AgVentures Day, sponsored by Tulare County Farm Bureau, AgVentures Learning Center and UC Cooperative Extension. Over 1800 students participated with 5 of our members talking to over 300 students. Students and teachers alike were attentive and sometimes surprised with some of the Beef by-products. We gave each teacher a goodie bag with copies of Caretakers of the Land, Cattle Country Activity book, and our **“Wow that Cow”** app bookmark for all the students. We used our new pop tent with TCCW logo and a cowhide for our “classroom”.

Several members helped to set up and worked in the CCW Booth at World Ag Expo. We brought an ipad with **“Wow that Cow”** app to the CCW booth so that people could play it.

As we have done for many years, we offered all county high schools, continuation high schools and Jr. Colleges an opportunity to receive money to buy Beef for their cooking classes. The schools that have a foods program are happy to receive the gift so that they can cook different kinds of beef and show different methods of cooking.

#### **Scholarships**

TCCW gave 5 scholarships to high school graduates who are majoring in the field of Agriculture. This year we presented the Marian Guthrie Memorial Scholarship to Fallon Hammon, \$1,500 , \$1,000 scholarships to Madalyn Vieira, Kelsey Swall, Sarah Dryer, and \$500 scholarship to Jade Church for a total of \$5,000.

### **CowBelle of the Year**

We will announce our CowBelle of the Year at the Fall Banquet this October. We will be honoring Dolores Fitterer as our 2016 Cowbelle of the year. Our CowBelle of the Year for 2015 was Claudia Guthrie.

### **Tulare County Fair**

TCCW presented 2 buckles for the 1<sup>st</sup> Place in Novice Beef Showmanship in 4-H and FFA at the Fair this September.

### **Fundraisers**

Our main fundraiser is the TCCW/TCCA Fall Banquet. Local businesses and members donate items for the Silent Auction. The Live Auction of home- made desserts was very successful, bringing in over \$1000. Auctioneer, Col. Randy Baxley again sold the sinfully good desserts for top dollar. We were very happy to have our CCW President Sheila Bowen and her husband, Jeff at the dinner. We had around 175 in attendance.

Our members served a tri tip lunch to everyone attending the “Off the Grass” sale in May and the “Bull Sale” in September at the Visalia Livestock Market.

### **Fundraiser**

Our annual Spring RoundUp was held at Richie’s Arena in April. The Cattlemen and CattleWomen work together to make this a fun event for our members, family and friends of all ages. We have our “Cowgirl Café” for those hungry participants and observers. This year the weather was perfect and everyone had a great time. This is a family event that we have held for many years.

### **Beef Promotion**

As a gift for the first baby born on Mother’s Day and Father’s Day, we prepared a basket with “Feed Me Beef” bib, “I ❤️ Beef” tee shirt for baby, a cutting board and Beef gift card for the family. We do this for the 3 hospitals in our county. We also made gift baskets for the Tulare County Beef Boosters Dinner, Porterville Beef Boosters Dinner, and “Our Heroes Dreams” Wounded Warriors Golf Tournament to use in their Silent Auctions. We decorated a table with our Beef and Western theme for the annual Farm Bureau Dinner.

# Yuba-Sutter Cowbelles

5299 Fruitland Road  
Marysville, CA 95901

## **2016 Round Up Report**

President: Beverly Tipton  
Vice President: Deborah Springsteen  
Secretary: Patty Anderson  
Treasurer: Megan Osbourn  
Historian: Margie Burnett  
Scrapbook: Melba Adamson

Cowbelle of the Year: Patty Anderson

Members: 19

The Yuba-Sutter Cowbelles had a great year! In October 2015, we participated in the Yuba-Sutter Farm Day hosted by the Yuba-Sutter Farm Bureau. We saw over 2000 3<sup>rd</sup> grade students and presented about beef nutrition, and beef by products.

In December we held our annual Christmas party where all the members brought their families to celebrate the year and had a wonderful time together.

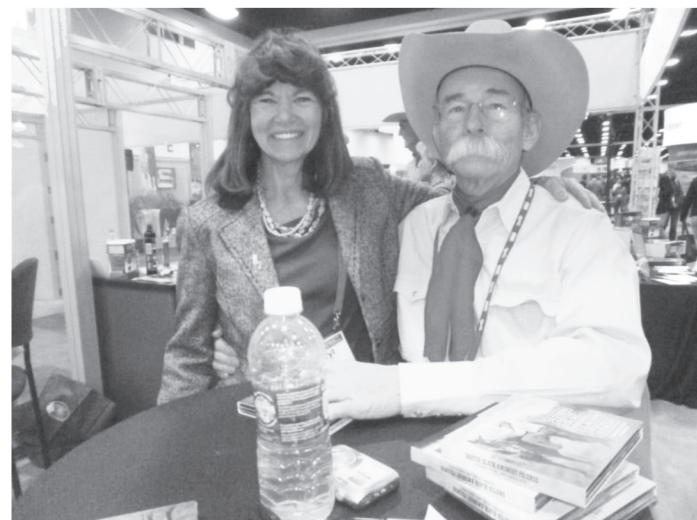
In March 2016 we held our second annual Beef Drive Thru Dinner fundraiser and it was a big success. 350 tickets were sold and it was a packed house. Local 4-H beef members helped with serving and parking. The best part was bringing together so many community members for an evening of fun.

In May the group had an educational booth at an Ag Day hosted by the Marysville High School FFA. We spoke to local middle school students about the benefits of beef and how cattle ranchers care for their livestock.

In August we sponsored awards for the Jr. breeding beef show at the Yuba-Sutter Fair beef show.

We awarded two scholarships to local graduating high school seniors who had been actively involved in the beef industry and are pursuing education in agriculture.

# Candid Shots





# Candid Shots





# Cow Palace



Melanie Fowle, at Cow Palace – 2016 Window Display and talking about Branding



## Our Own Melanie Fowle Honored at Cow Palace



Melanie Fowle was honored at the Cow Palace at an elegant CattleWomen luncheon and again during the Grand National Rodeo. She was driven around the historic arena in a Dodge Ram Truck as her award was announced to the rodeo crowd!!! We are so proud of Melanie!!!



CCW presidents, past and present, were together at the Cow Palace to congratulate Jerry Hemsted and Melanie Fowle on their awards. Pictured are Sheila Bowen, Karen Rasmussen, Dee Lacey, Joan Hemsted, Melanie Fowle, and Jean Barton.



CCW would like to congratulate Jerry Hemsted in being named the Cow Palace's Agriculturalist of the Year. He was introduced at the Saturday night Grand National Rodeo. Past award recipients were on hand to congratulate him!!! Pictured with his wife Joan



