

President's Memo

by President Cheryl Foster

By the time you read this it will definitely be Spring even in our northern part of the state. It has been a busy few months. I got the pleasure of attending my first World Ag Expo. That is a huge event taking up acres with agriculture displays. Alameda was so kind to invite me to their March meeting. Annie Warner invited me to stay with her and she was a most gracious host taking me around to see some of the sights around Livermore.

The Spring meeting at Harris Ranch was a great success due to the efforts of Melanie Fowle and her presentation teams. We had a wonderful day of being inspired and learning some new options for our Ag in the Classroom presentations. Then the Make It Fun Team had us laughing til our sides hurt at dinner. Debbie Hay and Sharon Erickson did an incredible job telling stories and pointing out the funny facts of life on a cattle ranch.

I also got to participate in Ag Day at the Capital March 22. I attended the steak and eggs breakfast and got to meet several assemblymen. Siskiyou County had their own table and I was the only person from Siskiyou so I had the opportunity to sit with several assemblymen and their aides. The breakfast time is filled with speakers so there is just a little bit of time available to share our Ag Story. I tried to use my time well. Then we were off to the Capital to visit our Senators and Assemblymen. I was part of the Northern California group which was the largest of the eight groups. We stayed put and our elected representatives came to see us. Justin Oldfield does a great job organizing this effort and trying to keep all of us on time and on task. No easy undertaking. Justin prepared us with information about two bills CCA is Opposing and two bills CCA is Supporting. Camille Borba did a great job pulling the CattleWomen's booth together with BuckHorn Grill. They served 1800 tri tip sliders and when the bread ran out just served the tri tip. It was a wet and muddy day on the lawn in front of the Capital but the weather did not seem to affect the crowds.

Please keep me in mind when planning your unit meetings. I want to visit as many units as possible during my two year term.

Plans for the Mid Year meeting are progressing well. We have two guest speakers, our very own Celeste Settrini, ANCW Beef Promotion winner for 2016. She will share with us some of her methods to connect with our consumers. We will also hear from Shannon Grove past Region 34 Assembly Woman. This workshop meeting is going to focus on the Beef Ambassador Contest. We will be learning about each phase of the contest. We will learn how to put on a contest and most important we will learn how to utilize our Beef Ambassadors in our units.

Bring your unit schedules. The regional Beef Ambassadors winners will be known by Mid Year. You will be able to schedule a State Regional Beef Ambassador winner to attend your events. We really want to make the Regional Beef Ambassador's experience a great one and also help each CCA unit with their events. These young people are so energetic and open they draw people to themselves. They are truly AGvocates. If we can all learn to utilize this youthful energy it will help us all have more productive units.

I close with - get your Beef Promotion reports into Survey Monkey! A few reports are trickling in but I suspect there is more activity than there are reports.