

# California CattleWomen 2017



*Celebrating 66 Years*

Annual Round-Up Reports



1951—2017  
66 Years Promoting the Beef Industry  
&  
Working to Save Ranching

Round-Up Design By: Allison Leal Batteate

Cover Art by CCW Member Laurel Mendoza's father, Larry Gipson, who sadly passed away in 2017. Larry's love for western lifestyle inspired him to paint many beautiful ranching scenes. It is no surprise that his daughter Laurel would marry into a ranching family and manage to continue a cattle operation after the passing of her husband and my good friend, Al Mendoza, within the same year.

It is with this "cowgirl spirit" of carrying on through both beauty and hardship for the love of our western lifestyle that I dedicate this California CattleWomen report.

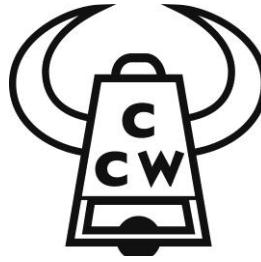
# California CattleWomen

The California CattleWomen have a long and proud history. Created to promote the Beef Industry, women throughout the state have dedicated their time, energy and devotion to educate the public about beef.

## Our Mission

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*Because California is the world leader in food production, the most productive agriculture region on earth and because; the production of Beef Cattle is California's fifth largest commodity, 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.*



## Cattlewomen's Creed

Believing that the livestock industry is of basic  
Importance to world existence,  
We, the California Cattlewomen, dedicate ourselves  
To support it with our labor and finances;  
To promote it through information and publicity;  
To encourage its 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 Cattlewomen.

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

# California CattleWomen Goals

## 2017-2018

### PROMOTE BEEF THROUGH EDUCATION

- Promote beef as safe and nutritious
- Educate people of all ages on the benefits of beef in a healthy 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 OPPORTUNITIES

- Provide accurate and up-to-date information about the topics that affect cattle producers and beef consumers
- Provide information on legislative and political issues so that members 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 at state and local levels
- Offer instruction and hands on learning
- Visit Classrooms and share the ranching way of life
- Sponsor Beef Ambassador Contests and actively support/promote the talents of the Regional winners
- Continue to promote/expand membership of Junior and Collegiate CattleWomen members to build their involvement in the CattleWomen organization



## California Cattlewomen - Past Presidents

Helen Carver	1951 - 1952
Jean Schneider	1953 - 1954
Freda Owens	1955 - 1956
Nona Williams	1957 - 1958
Florence Giorgi	1959 - 1960
Florence Peavey	1961 - 1962
Esther Foulke	1963 - 1964
Mona Chisholm	1965 - 1966
Hazel Probert	1967 - 1968
Milli Burton	1969 - 1970
Mary Bardin	1971
Chicken Russell	1971 - 1972
Jean Rosasco	1973 - 1974
Juanita Gardner	1975 - 1976
Karen Rasmussen	1977 - 1978
Dorothy Wilcox	1979 - 1980
Rosalie Rhoades	1981 - 1982
Sharon Bailey	1983 - 1984
Dorothy Fitzgerald	1985 - 1986
Colleen Smith	1987 - 1988
Marylin Erickson	1989 - 1990
Pat Lund	1991 - 1992
Margaret Avila	1993 - 1994
Jean Barton	1995 - 1996
Dee Lacey	1997 - 1998
Lady Bug Doherty	1999 - 2000
Karen Sweet	2001 - 2002
Joan Hemsted	2003 - 2004
Gretchen Johnson	2005 - 2006
Judy Ahmann	2007 - 2008
Merrilee Doss	2009
Melanie Fowle	2010 - 2012
Tammie McElroy	2013 - 2014
Sheila Bowen	2015 – 2016
Cheryl Foster	2017 - 2018

# **California CattleWomen**

## **Preserving our CattleWomen Heritage**

### **while Preparing for the Future**

Time really flies as it is hard to believe we are busy finalizing convention plans. It seems like the year has barely started and here we are with two major meeting behind us and a third fairly well planned. My first year in office will be gone so quickly.

It has truly been a fun educational first year. The major thing I enjoy most about this job is the places I get to go that I would never see otherwise. Just about every visit and every meeting includes a ranch tour. Ranches that are not normally on a tour schedule are especially fun and interesting. My first duty as CCW President was to attend the Tulare Ag Expo. What an event. It was acres and acres filled with everything agriculture. I was fortunate to be invited to stay with Sheila and Jeff Bowen on the historic Carver Bowen Ranch. To say I experienced grass envy was a great understatement.

My first unit visit was to Alameda County and I got to see Annie Warner's ranch in the foothills of Livermore. They have a BIG Wind Mill on their home site and have a nearby option of being able to feed waste distiller grains to their cattle.

Then back to central/southern California for our Spring CCW meeting at Harris ranch. When your ranch house is seven miles (as the crow flies) from the Oregon border, everything is Southern California. What a great beef promotion meeting we had. The new options for Ag in the Classroom instruction were outstanding. The Kern County history presentation was great fun and even I learned how to draw a cow. The MIF Team (Make It Fun) had us laughing until our sides hurt.

The Region VI meeting in Elko NV was fabulous. We had wonderful speakers and got to tour the Maggie Creek Ranch. Nevada has its own unique challenges due to a very high percentage of government owned land.

Then I flew to San Diego to join the San Diego ladies for their lunch meeting at the Del Mar fairgrounds. This small unit has one of the largest local fairs and has a tremendous reach with a positive beef story. Debbie Torres and Christine Synder took me on a tour of the fairgrounds and we got to watch a stadium jumping class. I got so wrapped up in the horse jumping I almost missed my flight home! Thank you Debbie for putting up with a nail-biting distracted passenger.

Then back to Southern California to join the joint meeting of the Santa Barbara CattleWomen and the San Luis Obispo CattleWomen on the El Pecho Ranch. What a treat to get to go onto this historic ranch and visit a part of California where visitors are generally not welcome due to the nuclear power plant on site.



Once again back to Southern California for the Beef Council meeting at Pismo Beach. It is very impressive the work the council does to promote beef. The BEEFabulous app is out and downloads are starting to grow. The Beef Council's Ibotta cost share program is reaching a lot of consumers. The pairing/partnering with other industries is also impressive. I am always impressed in how well the Beef Council is able to use our checkoff dollars. They make our fifty cents per head (\$.50) goes a long ways.

One more time back to Southern California for the joint CCA/CCW Mid Year Meeting at Harris Ranch. This meeting was also great and the 'large room' challenge turned out to be a blessing. The women were able to attend the general meeting and learn about California Beef Commission, Pacific Legal Foundation's Litigation Update, the Implementation of California's New Antibiotics Law and part of the Federal Lands Committee meeting addressing the always important water issues. Then we went into our meetings while the men split into their smaller committee meetings. We learned about the history of three units, Tulare, Amador/El Dorado/Sacramento and Santa Clara. Our state Beef Ambassadors and Erin Rogers prepared a great program, and they even turned the tables on us and put several of us in a competition. It was fun and hopefully a few more units will have gathered the confidence to hold their own local contest.

The next trip was to Denver for the ANCW Summer Meeting. We had two days of training and meetings. Dr. Suzanne Menges from Arizona gave an excellent "Effective Meeting Management" class that was outstanding. So good in fact, that I asked her to come and speak to us at our convention.

Modoc CattleWomen invited me to attend their Nutritional Seminar in Likely. Jill Schofield from the California Beef Council came to Modoc County to lead the Seminar. She gave a great presentation about the benefits of beef in your diet and shared many of the nutrition facts on beef. We then broke into teams and prepared a meal from the pantry of items Jill brought. Similar to the cooking challenges shown on TV. It was a fun day spending time with the Modoc CattleWomen. My only regret was not filling my car with CattleWomen for home to share the experience.

I want to express my thanks for my traveling partners. It sure helps the miles and the hours when you have someone to share the ride and the room. Special thanks to Melanie, Jean, Celeste, Tara, Heidy, Sharon, Sheila, Heidi, Callie, Marcia and Debbie.

Our Convention workshop will focus on how to run an effective meeting, how to be an excellent beef promotor and how to answer the concerns expressed about the impact cattle have on the environment. I am most thrilled with the lineup of speakers we have for convention. Dr. Suzanne Menges will be leading an Effective Meeting Management Class. She has a wonderful way of getting everyone involved in the presentation which makes everyone pay attention. Celeste Settrini is going to share how she promotes BEEF and give us some tips on how to share our enthusiasm about beef. Dr. Mitleohner is world renowned for his Climate Change expertise and has some wonderful information to share about our industry that is fact-based and very enlightening.

The intent is for you to enjoy the convention, but also go home armed with information that will help you in most all aspects of interacting with others about the beef industry and sharing the true facts about the positive influences of the work we do everyday on our ranches.

*Cheryl*

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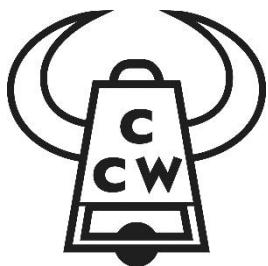
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# The year each unit was established

Name of Unit	Year Established	How Old
ALAMEDA	1951	66
AMADOR-ELDORADO-SACRAMENTO	1949	68
BUTTE	1955	62
CALAVERAS-TUOLUMNE	1952	65
FRESNO-KINGS	1956	61
GLENN- COLUSA	1960	57
HUMBOLT	1955	62
INTERMOUNTAIN	1955	62
KERN	1948	69
LASSEN	1962	55
MADERA	1952	65
MENDOCINO		
MID-VALLEY	2014	03
MODOC	1965	52
MONTEREY	1962	55
NAPA-SOLANO	1952	65
PLACER-NEVADA	1964	53
PLUMAS-SIERRA	1966	51
SAN BENITO	1954	63
SAN DIEGO	1953	64
SAN JOAQUIN-STANISLAUS	1953	64
SAN LUIS OBISPO	1956	61
SANTA BARBARA	1954	63
SANTA CLARA	1949	68
SHASTA	1961	56
SISKIYOU	1955	62
SONOMA-MARIN	1958	59
TEHAMA	1953	64
TULARE	1949	68
YUBA-SUTTER		

*as of 2017*

## **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 REPORT**

**11/1/2016 to 10/31/2017**

<b>Category Description</b>	<b>Budget</b>	
<b>Income</b>		<b>Expenses</b>
Accounting Fees	\$ 2,400	Accounting Fees \$ 4,500
Bayer Beef Prom/Ed Book	\$ 750	Ag in the Classroom \$ 1,500
Beef Ambassador Program	\$ 1,000	ANCW Affiliation Dues \$ 250
Beef Promotion	\$ -	Bayer Beef Prom/Ed Book \$ 750
Chute Raffle/panel		Beef Ambassador Program \$ 6,000
2016	\$ -	National Collegiate Program \$ 3,000
2017	\$ 20,000	Beef Promotion \$ 4,000
Cowbelle of the Year	\$ 1,800	CCA/CCW Photo Contest \$ 200
General Misc	\$ 2,000	CCW Round Up \$ 1,500
Insurance - Units	\$ 750	Chute Raffle/panel
Membership	\$ 40,000	2016 \$ -
Membership Awards	\$ -	2017 \$ 11,500
Mystery Packages	\$ 250	Cowbelle of the Year \$ 2,500
Special Projects	\$ 2,000	Donation - Memorial \$ 100
		Scholarship
State Meetings	\$ 6,000	General Operating Exp \$ 2,650
Spring Meeting 2017	\$ -	Insurance D&O Liabilities \$ 1,500
Mid-Year 2017	\$ -	Newsletter/postage \$ 7,000
Convention 2016	\$ -	Officers-ANCW Delegates \$ 8,000
Region VI Meeting	\$ -	President Expenses \$ 7,000
	\$ 76,950	Special Projects \$ 1,500
		State Meeting Expenses
		Spring Meeting 2017 \$ 6,000
		Mid-Year 2017 \$ 2,000
		Convention 2016 \$ 4,000
		Website \$ 1,500
		<b>\$ 76,950</b>

# California nominated three Outstanding Women for ANCW Awards

CCW is pleased to introduce the three women nominated for awards at the national level.

**Jean Barton** of Tehama CattleWomen has been nominated for the ANCW Outstanding Beef Promoter of the Year. Jean Barton writes a column for the Ag page of Red Bluff Daily News each Saturday about agriculture. She has written this column since 1998, including photos. She also submits a Beef recipe and a photo that has been published each Wednesday in Red Bluff Daily News and the Corning Observer since 1998. Jean is always the lady with the camera at our CCW meetings getting us lined up for photos. She then prepares our California CattleWomen newsletter that is so information.



**Tammi Didlot** of Oklahoma has been nominated as ANCW Outstanding CattleWoman of the Year. We choose Tammi Didlot because she has been instrumental in delving into ANCW finances and presenting a clear picture to the membership of the current status. Tammi is a third generation cow calf producer and they also raise wheat. Her family farm was part of the Oklahoma Land Run and she has been involved in the Beef Business her entire life. She was awarded the Ag Woman of the Year in 2012. Tammi is a past ANCW President.

**Pat Shepard** of MidValley Cowbelles has been nominated as ANCW Outstanding Educator of the Year. Pat Shepard is known state wide as a CattleWoman, and is the lady behind the very successful MidValley Ag in the Classroom Program. Pat is the one that keeps everyone organized and moving in the same direction at MidValley Cowbelles. She is a leader and has a passion for educating youth about Agriculture.



## 2017 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 Michele Murphy, 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 Borror, Jere Hale, Irene Fuller, Jacqueline Leininger, Karen Simpson, Lynn Chamblin, Charlene Priest, for helping at the "lickem 'n stickem" meeting when we put on the address labels and the 49 cent 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.

September 2016 issue included June Board of Directors minutes, Melanie Fowle was honored at Cow Palace as Cattle Queen of Year. Convention agenda and registration information at the Nugget, Sparks, NV. Three CCW members nominated for ANCW awards: Celeste Settrini as Promoter, Candace Cook Peterson as Educator, and Nadette Raymond Ott as CattleWoman of Year, and they received national honors in Nashville at ANCW Convention. Common Threads North honored Joan Hemsted, Tehama and Pam Giacomini, InterMountain.

January issue included Nugget convention report. Directory of CCW officers and Co Presidents. CowBelles of the Year, Bayer Beef Education & Promotion scrapbook, Ag in the Classroom, Walt Rodman Beef Promotion winners. Spring Beef Promotion meeting and ANCW Region VI meeting information. Message from President Cheryl Foster included in each issue.

May issue included March Board of Directors report and Beef education for members. Beef Ambassadors: Northern Sr. Bekah Nunez, Placer-Nevada, Jr. Emyli Palmer, Tehama. Central Sr. Maxwell Carlisle, Santa Clara, Jr. Hannah Wilkinson, AES. Southern Sr. Katelyn Priddy, Kern. Jr. Presley Simmons, Kern. Cheryl Beckwith nominated for CCW 2<sup>nd</sup> VP. World Ag Expo with 105,780 attendees over 3 days. Mid-year registration information.

## CCW Beef Promotion

Co-authored by Jean Barton and Melanie Fowle

State Highlights for 2017 have included both a March Beef Education Workshop and the Annual Beef Samples at Ag Day at the Capital.

Using California CattleWomen's talented members, the March Beef Education Workshop gave around 100 attendees multiple ideas and lesson plans to take back to their own units. The morning began with CCA staff member Malorie Bankhead addressing the attendees with "Is Your Pasture Half Full?" Unbeknown to most, her father was dying after a five-year fight with Pancreatic cancer. Malorie used both dance and words to say that "Positive persistence can lead to happiness. Happiness is a small victory."

Barbara Martin, 3<sup>rd</sup> generation, started Dairy Goddess Farmstead Cheese and shared her story about how 2009 changed everything for the dairy industry when the milk check didn't cover the feed bill. She became an entrepreneur after learning how to make cheese at Cal poly.

Sprinkled among the speakers were a variety of take-homes. Candy Peterson shared her ranch set of Little Busters toys and corrals that allow students to erect the chute, corral system, etc. For a little history Kern County CattleWomen modeled fashions from each of the decades. Shortcuts to Professional Booths with Debbie Hay, Kern County, stressed quality props using Fat Heads, lighting for effect, and booth barriers using a fence and green grass for the floor from COSTCO. Victoria Brussow had each lady drawing a cow, and Annette Kassis, CA Beef Council stressed the importance of not talking down to Millennials. Beefabulous is a free mobile App for consumers that provides cooking, shopping tips, etc.

One of the afternoon highlights was the beef heart dissection conducted by Jacki Zediker and Nicole Luiz, UCCE Siskiyou. Four of the American Farm Bureau Foundation for Agriculture lesson plans were shared by Lynda Beverlin with Beef Basics, What's for Dinner with Lori and Rita March, Taste and Nutrition with Debbie Torres and Caring for Cattle with Melanie Fowle. All had great fun playing the Montana Beef Council Beef Ping Pong. Each cup represented a nutritional fact for points.

Switching to Ag Day at the Capital, Camille Borba and team worked with Buckhorn Grill to provide close to 400 pounds of tri top samplers to attendees. Without a doubt, this food line was the longest of any at this event.

At the Annual Convention in Reno, a compilation of all county beef promo activities will be shared. As usual, California rocks in this category.

## CCW Beef Promotion



# California CattleWomen Bayer Beef Promotion and Education Book Contest

The California Cattlewomen have the opportunity each year to enter the Bayer Beef Promotion and Education Book contest sponsored by Bayer Health. The following information describes each contest.

There is an Overall Unit and Members contest.

## Unit Bayer Beef Promotion and Education Book Contest

### Unit Categories

#### **1. Overall Beef Promotion and Education Book**

Including all publicity in the following areas: beef promotion, social events, fundraiser

#### **2. Mini Beef Promotion and Education Book**

Publicity for one event or activity (county ag day, fundraiser, anniversary, recruiting new members)

#### **3. Publicity Tools**

- a. Newsletter
- b. Feature story
- c. Press release
- d. Web site
- e. Other promotion items (coloring book, brochure, recipe book)

### Judging

Judges will have the discretion to reassign entries to a more appropriate category if needed. The decision of the judges is final. Entries will be judged by category with points awarded in the areas listed below.

### Judging Criteria

Summary of Entry:	20%	How clearly entry questions are answered
Scrapbook:	20%	Organization and presentation of materials
Activity Summary:	30%	Media coverage
	30%	Direct personal contact

### Prizes

#### **Overall Beef Promotion and Education Book Category:**

\$100.00 cash award for the highest scoring small, medium and large unit

#### **Mini Beef Promotion and Education Book Category:**

\$50.00 cash award for the highest scoring small, medium and large unit

#### **Publicity Tools:**

\$20.00 cash award for the best overall entry in each category



We thank our generous sponsor

# California CattleWomen Beef Promotion Ag Day at the Capitol March 22, 2017



Melanie Fowle, Ashley Morosky, Candace Peterson, and Camille Borba,



# California CattleWomen Beef Promotion Ag in the Classroom

As always, the ladies of California amaze me with the number of activities and students we serve as the reports start coming in on Ag in the Classroom. The activities are as diverse as each unit. Activities that include: Students at Schools, to Fairs, to Big Ag Adventures in the pasture with live animals. Events like: Buckaroo Kids day Camp, Earth Day events, DVD of Life on a Cattle Ranch, Cooking with Kids, Cattle Drives and Branding, Sharing Animal Care and both Animal and Human Nutrition. Teaching History of the Cowboy, How to Draw a Cow, hands on Beef-By-Products, Wow That Cow and Beef Jerk, Beef Cuts and more demonstrations. We continue to spread the word that Agriculture is alive in California. We continue to dedicate ourselves to spreading that word by the abundance of service hours we put into it each year.

As of the writing of this report, we have served more than 22,820 students, with only 8 units reporting. The amount of time spent on preparing and delivery is endless. We can expect that the numbers will continue to add up as the rest of the units make their reports. Our Readers Only Ladies add a significant amount of students to our total numbers. With reading favorite books to students such as "The Little Star", and "Our Star Goes West", The Chaney Twins Series, "Why Cowboys Need a Brand", and many more. These Ladies have racked up over 50 hours of reading time to over 1,300 students at the time of this report. These numbers will continue to rise as we come to the close of our units reporting.

This year we have had our ups and downs from rain, rain and more flooding to fire and evacuations, to losses of dear friends and relatives. The CattleWomen are a strong bunch of Ladies who can withstand just about anything together and together we will continue to serve the youth of California. Thank you all for your friendships and your service to CCW.

Sincerely,  
Debbie Torres - Ag In the Classroom Chair



# CCW / Heritage Foundation

## 2017 Memorial Scholarship Report

On behalf of the CCW and the Heritage Foundation, I would like to thank all of you who have made donations so far in 2017 in the name of someone who has passed on. Those individuals and CCW units have helped to make our annual Scholarships available to students at five major Ag. colleges in California and to Junior colleges and to California high school graduates who attend an out of state college. A special thank you to the Tulare County Cattlewomen, Adele Hansen, Claudia Barnes, Plumas-Sierra Cattlewomen, San Joaquin-Stanislaus Cattlewomen, John and Nancy Hawkins, the CCW and the Glenn-Colusa Cattlewomen.

Their generous donations amounting to \$155 were made in memory of Shirley Baxley, Gerald Long, Betty Goines, Gerald Steiner, Roy Bissett, Nadine Madalena, Evelyn Welch, Josieanne Hart, Ken Fowle, and Ellen Dunlap.

This year our Scholarship winners are:

- Molly Sparrowk, a freshman at Cal Poly, San Luis Obispo and is a third generation Cal Poly Ag. major. She grew up on her parent's ranch in Clements, Ca. She has been involved in Jr. Rodeo since she was little and is now a member of the Cal Poly Rodeo Team. She would like a career in Agriculture and to continue ranching.
- Our Fresno State winner is Cameron Ford, a first generation college student who will graduate with a Bachelor of Science in Ag. Education with an emphasis on Plant Science. Cameron would like to have an Ag. teaching position in Kern Co.
- Angelica Carrazco from Dixon, Ca. is the scholarship recipient from UC Davis. Her parents and grandparents were farmers and ranchers. She is currently working on a Masters degree in Animal Biology with plans to pursue a PhD. Angelica is the primary teaching assistant for the Domestic Livestock Production course. She has also assisted on a research study in the lab of Dr. Frank Mitolehner.
- The Chico State recipient is Johnny Rowe from Redding, Ca. He wasn't involved in Agriculture until he entered college, which lead him to pursue a B.S. in animal Science. His goal is to eventually own a Hereford cow/calf ranch.
- Morgan Lyman from Plymouth, Ca. is the winner of our Open Scholarship. Morgan attends Oregon State University in Corvallis, Oregon where she is a Junior student studying Ag. Science with an emphasis on Beef Cattle Management. She is Co-President of the OSU Collegiate Cattlewomen and a member of the Steer a Year club. She had a summer Internship with the Oregon Cattlemen's Association.

The CCW is proud to support these outstanding young leaders and future cattlemen.

Respectfully submitted,

Nancy Hawkins  
CCW / Heritage Foundation Memorial Scholarship Chairman

## **2017 Beef Ambassador**

The 2017 California Beef Ambassador Contest was held in Bakersfield on April 28 and 29th, 2017. Contestants arrived at the Kern Ag Pavilion and began the contest with an Issue Response, where contestants had to respond to a recent publication that was critical of the beef industry. This portion of the competition was followed by a presentation from Jill Scofield of the California Beef Council. Then all contestants and parents enjoyed an ice cream social and prepared for the next day of competition. Saturday, contestants arrived ready to begin the Media Interview and the Consumer Interaction portion of the contest. After four hours of competition, the contestants were served a delicious lunch prepared by the Kern County CattleWomen (with help from Bret Rogers) of Tacos featuring Rankin Ranch beef. After lunch, all the contestants and parents loaded into vans provided by Jim Burke Ford of Bakersfield for a ride up to the Rankin Ranch. The group was greeted by the Rankin Family, Bill, Glenda, Amanda Barrett and Sarah Wilder. Contestants and parents were split into two groups and were given a full ranch tour, with presentations by the Rankin Family regarding the operation of the cattle ranch, the guest ranch, marketing Rankin Ranch beef and the history of the ranch. Contestants, parents and guests then arrived in the “Meadow” of the Rankin Ranch where they were served a dinner of Rib Eye steaks and potatoes. The dinner was sponsored by the Kern Cattlemen and the beautiful tables were set and decorated by Karen Cain and Teresa Rudnick of Kern CattleWomen. Following the dinner, Erin Rogers, California Cattlewoman Beef Ambassador Chair, presented the awards to the Northern, Central and Southern Region winners in the Junior and Senior Divisions. Awards included gift cards from the California Beef Council which totaled \$3000 for all winners and participants, as well as Beef Ambassador portfolio bags for all participants, and custom award buckles for the Junior and Senior winners.



Beef Ambassadors Central Region  
Hannah Wilkinson & Max Carlisle



Beef Ambassadors North Region  
Emyli Palmer & Bekah Nunez

We are so grateful to those who helped make this incredible day possible: The Rankin Ranch Family, Kern County Cattle Women, Kern County Cattlemen, The Kern Ag Foundation and Ralph Mendez, Jim Burke Ford of Bakersfield and our judges. This will be an exciting year for our 2017 Beef Ambassadors and we encourage our units to reach out to your regional representatives and invite them to participate in your events this year. Our 2017 Beef Ambassadors will be with us at the Mid-Year meeting in June at the Harris Ranch to help their units start or improve their Beef Ambassador Program. We look forward to the impact these young people will have in the future of beef agriculture.

The 2018 Beef Ambassador Contest will be held in Bakersfield on April 6-7th at the Kern Ag Pavilion. The contest will begin on Friday, April 6th with an Issue Response, followed by a new element in the contest, Social Media Presentation. All contestants will need to present a 5 minute Social Media presentation, showing judges how they have used or plan to use social media as an outreach for the Beef Ambassador Program. Contestants can choose any social media outlet, including blogs, Instagram posts, Facebook, Snap Chat or Twitter. Each presentation must include the contestant and cannot be more than 5 minutes in length. This competition element will be followed by an Ice Cream Social. Saturday, April 7th, contestants will arrive at 8 am to begin the last two elements in the competition, Consumer Presentation and Media Response. This competition will finish at 12 noon, with a delicious lunch served by Kern County CattleWomen. Contestants will then take a tour of the Westerns Stockman's Market and Sale Yard, with a special presentation regarding cattle marketing and sales. The Awards dinner will be held at the sale yard, with a full dinner of steak sandwiches and lots of sides! Awards will be presented to all our winners by CCW officers in attendance.

The final schedule with all contest rules and hotel information will be available to members at the CCA conference.

## *Erin Rogers*



2017 Beef Ambassador Team

Hannah Wilkinson, Emyli Palmer, Katelyn Priddy, Max Carlisle, Bekah Nunez & Presley Simmons

## *2017 Cowbelle of the Year*

ALAMEDA	<i>Annie Warner</i>
AMADOR-EL DORADO-SACRAMENTO	<i>Joan Strohauer</i>
AMADOR-EL DORADO-SACRAMENTO	<i>Nancy Hawkins</i>
BUTTE	<i>NONE</i>
CALAVERAS-TUOLUMNE	<i>Karen Ross</i>
FRESNO-KINGS	<i>Brooke Helsel</i>
GLENN-COLUSA	<i>Amber Reed Lopez</i>
HUMBOLDT	<i>Shannon Fulton</i>
INTERMOUNTAIN	<i>Diane Estes</i>
KERN	<i>Debbie Hay</i>
LASSEN	<i>Teri Bertotti</i>
MADERA	<i>Dawna Trueblood</i>
MENDOCINO	<i>NONE</i>
MID-VALLEY	<i>Jeri Roen</i>
MODOC	<i>Frieda DuBois</i>
MONTEREY	<i>NONE</i>
NAPA-SOLANO	<i>NONE</i>
PLACER-NEVADA	<i>Kathy Dombrowski</i>
PLUMAS-SIERRA	<i>Crystal Munoz</i>
SAN BENITO	<i>Marie Pera</i>
SAN BENITO	<i>Sharon Hawkins</i>
SAN DIEGO	<i>Karen Garbani</i>

SAN JOAQUIN-STANISLAUS	<i>Bobbi Telles</i>
SAN LUIS OBISPO	<i>Fran Pritchard</i>
SANTA BARBARA	<i>Joe Ann Branquinho</i>
SANTA CLARA	<i>Emily Bettencourt</i>
SHASTA	<i>Sandee Monroe</i>
SISKIYOU	<i>Lynda Beverlin</i>
SONOMA-MARIN	<i>Joyce Doughty</i>
TEHAMA	<i>Kari Dodd</i>
TULARE	<i>Jo Wayne Lyons</i>
YUBA-SUTTER	<i>Carol Edwards</i>



# Grand National 2017 “Cattle Queen”

## Patsy Lund



Patsy receiving her award  
from John Murray



Patsy Lund was deservedly honored as “Cattle Queen”  
at the Grand National Livestock Exposition CattleWomen Luncheon

On October 14, 2017 Cow Palace took part in an exclusive afternoon of fun and revelry, as they honored the 2017 Cattle Queen of the Year, Alameda County CattleWoman, Patsy Lund.

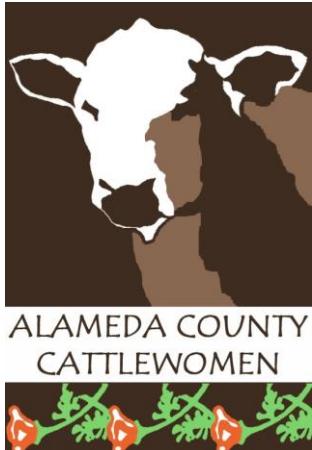


2016 Cattle Queen, Melanie Fowle - 2017 Cattle Queen Patsy Lund - and 2015 Cattle Queen Connie Jess

The Cattlewomen's Luncheon is a special annual event that takes place during the Grand National Livestock Exposition, Horse Show & Rodeo, on Cattlemen's Day. This "Lunch at the Palace" is a platform from which they recognize the leading ladies of the beef industry for their relentless support and promotion of beef production and our country's agricultural heritage.

The day consists of a brief reception, followed by a sit-down lunch where our Cattlewomen guests are pampered by our Cowboy servers. Towards the end of the meal, a live auction is held benefiting the Grand National Livestock Exposition, Horse Show & Rodeo. Lunch is followed by a social with coffee, tea, and petite desserts.

The main event, revealing this year's "Cattle Queen, Patsy Lund" took place during the luncheon. This award is intended to recognize those women who go above and beyond what is required of them in order to purport and preserve the beef industry and our western heritage.



## Alameda County CattleWomen

1951 to Present

### 2017 Round-Up Report

**President -Michelle Sweet**

**Directors:**

**Vice President - Dina Goff**

**Mary Jane Byrne**

**Secretary - Patsy Gilbert**

**Merry Carter**

**Treasurer - Dana Rivinius**

**Polly Stonich**

**Historian - Patsy Gilbert**

**Parliamentarian - Annie Warner**

### Membership: 58

Alameda County CattleWomen focused on Ag Education and Beef Promotion. Through various activities and news media we were able to reach more than 500K people.

#### Fundraisers:

ACCW held another Sip and Paint fundraiser. This year we had approximately 25 participants who enjoyed sipping and snacking while painting a Rooster. Fun was had by all that attended

#### Ag in the Classroom:

Members of ACCW helped coordinate and participated in Livermore's 3<sup>rd</sup> Annual Ag day. Approximately 1200 Third Graders attended the Livermore High School Farm to see Horses, Cattle, Sheep, Dairy goats, Pigs, Honey Bees, CDFA Detection Dogs and rabbits. Alameda County CattleWomen had stations sharing beef facts with WOW that Cow presentation, educated students on Brand identification and activities where students had an opportunity to create their own brand. Annie Warner brought a couple heifers and Michelle brought a couple horses for the kids to get a close look and learn more about how they are used and cared for.

Allison Batteate who in addition to being a very active with CattleWomen also is extremely active with the Rowell Ranch Rodeo and co-coordinated events for the Rowell Ranch National Day of the Cowboy. She invited a few of our members to participate and help in the Rowell Ranch National Day of the Cowboy education day. Bus-loads of kids and families came to learn about the life of a cowboy and see demonstrations on cattle sorting using horses and dogs, horse shoeing, leather work and best of all, the Dutch Oven cooking where 2 of our members made biscuits for the attendees to try. They also served beef hotdogs for lunch which included a napkin of brands from all of our CattleWomen families.

Tami Vieira is not only is a very active member of ACCW but is also active with the Boy Scouting organization. This year she found a way to combine the two. Tami with the help of her son and another ACCW member put together a station at the Shadow Cliffs Cub Scout day camp where approximately 120 scouts learned how to read brands, created their own brand, tried their hand at roping and to burn off a little energy, learned how fast they could run a barrel pattern.

### **Beef Promotion:**

ACCW kicked off the Livermore Rodeo by entering a float in the Livermore Rodeo Parade. Nancy Mueller designed to float using the BEEFabulous theme. She and Karen Sweet, past ACCW and State president, rode on the float waiving to the approximate 15K attendee's. We also handed out BEEFabulous magnets along the route. Our float took 2<sup>nd</sup> place! ACCW also had the pleasure of cooking and serving Breakfast / Lunch for the Rotary members as well as wrapping and serving hotdogs during the Rodeo family night.

Alameda County Fair this year was kicked off with a cattle drive through downtown Pleasanton. Alameda County CattleWomen was one of the main sponsors and put on a BBQ for the 60 cowboys/girls that were riding in the event. In exchange, we received a promotional banner which was displayed on a major intersection near the fairgrounds plus media coverage. Excluding print coverage, ACCW and the Cattle Drive garnered approximate \$900,000 in unpaid earned media coverage.

The Livermore museum was open during the cattle drive events. ACCW donated a copy of *Life on a Cattle Ranch* which was presented throughout the day.

During the 3 week Alameda County Fair, ACCW had a promotional booth in the Ag Building using the BEEFabulous and WOW that COW themes. Our booth received 1 first, 1 second and 2 third place ribbons. Over 460,000 people attended the fair and walked through the building with the display.

ACCW members were invited to help serve hotdogs to the 13 teams that participated in the August Little League World Series. Members promoted beef by serving hot dogs including a napkin displaying our members' brands.



Joanie, Wendy, Kim, Merry, Dina, Michelle, Dina & Patsy preparing to feed the Cattle Drive riders and our very own Pam Jones riding in the Greatest Cattle Drive ever through downtown Pleasanton





### 2017 Round Up Report

It is hard to believe that another year is coming to a close. 2017 has been a year of growth for AES Cattlewomen that is for sure. This year we set out on the mission of growing our community, enjoying our time together and promoting love of beef. We really could not accomplish all that we do if it was not for the team work and incredible talents of our members.

Our Cattlewoman of the year is the lovely and talented, Joan Strohauer. Her organization and management skills are beyond helpful to our organization and we are blessed to have her.

#### Board Members:

President: Camille Borba	Treasurer: Fallon Stover
Vice President: Nancy Hawkins	Membership: Joan Strohauer
Secretary: Cindee Slater	Past President: Leslie Joost

### Some Highlights of 2017

#### El Dorado County Farm Day –

On May 9, four El Dorado Cattlewomen participated in El Dorado County Farm Day. They presented to about 200 third graders on life on a ranch, the value of branding and roping, and everyday beef by-products. The highlight for the kids was having the opportunity to actually rope a dummy steer head, draw their own brands, and sit on a western saddle. They loved it! So did we!



### Brushes, Wines & Bovines-

We realized we can't be all work and no play, so this year we tried to throw in a little fun! 14 lovely ladies joined us for our first wine and paint night at the beautiful Curran Ranch.



### Kid's Corral at Gold Country Rancher's Days –

AES CattleWomen participated in the Kids' Corral at the first Gold Country Ranchers Days event (June 2-4). Eighteen AES CattleWomen contributed their time and efforts to make the dummy roping and stick horse races a success. (See attached pictures.) We are already planning for next year!

The winners of the buckles were:

Senior Dummy Roping: Maximiliano Loyd

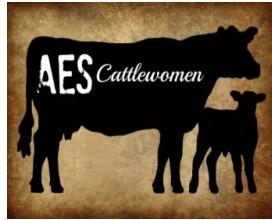
Junior Dummy Roping: Austin Cline

Stick Horse Race: Bradley White



The return of our beloved newsletter-

With the team work and imagination of some of our wonderful members and the master mind of Joan Strohauer we saw the return of our newsletter. Here is our summer edition.



# AES Cattle Women Newsletter

## Summer 2017

### Calendar of Upcoming Events and Points of Contact

#### August

- **Aug. 19 General meeting. 11-1 at Jill Jess's Ranch, 6780 Martin Lane, Ione. Potluck. 209-482-6510.**

#### September

- **Sept 19** South Lake Tahoe Farm Day, Camp Richardson. Joan Strohauer, 530-957-7788.
- **Sept 23** Farm to Fork event. From 11-6 in downtown Sacramento. For information or to sign up call Maxine da Costa at (530) 823-8134.
- **Sept 26** Amador County Farm Day. Nancy Hawkins, 209-245-3541.
- **Sept 28** Beef Solutions Bull Sale @ Circle Ranch, lunch 11:30, sale 1:00. Jill Curran 209-765-0450.
- **Sept 30** Fall Roundup Dinner/Dance, Plymouth Fair Grounds. Leslie Joost, 530-391-3858.

#### November

- **TBD:** Fall AES Cattlewomen Meeting, Camille Borba, 530-957-3441
- **Nov 30-Dec 2:** CCA/CCW Convention, Sparks, NV.

#### Recent Doings!

**June 2-4:** Eighteen AES Cattlewomen participated in Kids Corral at Gold Country Ranchers Days. We sponsored dummy roping and barrel racing. Great fun!

**June 15-18:** Nancy Hawkins, Glory Tong, Shamarie Tong, and Sue Mehrten designed AES Cattlewomen booth at El Dorado County Fair.

**June 21-23:** Mid Year CCW/CCA Meeting, Coalinga. Nancy Hawkins researched and presented history of AES Cattlewomen.

**July 28-31:** Amador County Fair

- Fallon Stover oversaw the Ultrasound Contest.
- Jill and Tim Curran served as advisors to Amador Heifer Replacement Program.
- AES Cattlewomen booth and AES Cattlewomen Shade Garden each won third prize in their divisions.

#### Sept. 30 Dinner/Dance

Tickets are for sale now. 17 and under are \$15; 18 and older are \$30. If you purchase tickets at the door, they are \$20/\$35 (an additional \$5.) You can pay by check or credit card for advanced tickets.

Contact Shamarie Tong, 916-806-0807 or [shamariet@hotmail.com](mailto:shamariet@hotmail.com).

To make an auction donation or to vote for Cattlewoman of the year (due Aug 20) contact Leslie Joost at 530-391-3858 or mail your vote to her at PO Box 344, El Dorado, CA 95623.

## Ranch Reading Corner

"Here are a few books folks might enjoy. " **Ginger Appleton**

**"The Last Buckaroo" & "Shadow of the Wind"**. Both by Mackey Hedges. They are stories of two buckaroos drifting from ranch to ranch. Some old timers may recognize some names of old friends or ranches.

Another book that will come out in the fall is "**It's My Ranch Too**" by Mary Flitner. Mary is co-owner of the Diamond Tail Ranch in Greybull, Wyoming.

### Upping Roping Skills

"Martin Black's Classic Rodear Style Ranch Roping video is great for upping your roping game in the branding pen. I learn something every time I watch it!" **Fallon Stover**

Also on Youtube.

[https://www.youtube.com/watch?v=ZFuC\\_g6ZQ2M](https://www.youtube.com/watch?v=ZFuC_g6ZQ2M)

### Fourteen Things We Can Learn From Cattle

<https://ranchhousedesigns.com/things-can-learn->

"The earth is a trust... the future rests in the quality of our stewardship. Let us become better stewards." Helen Caldicott.

### Stewardship Articles

Here is an interesting article on plants that work in heavy clay with wet soil conditions.

<http://onpasture.com/2017/03/06/beating-heavy-clay-and-wet-soils/>.

Here is an article on creating sustainable grazing practices.

<http://www.beefmagazine.com/sustainability/why-sustainable-ranching-means-enhanced-grazing-management>

**(Thank you Fallon!)**

### Her Neighbor's Kids By Bruce Kiskadden

Most cows will give their calves good care.  
They make the best of mothers.  
She knows her own calf anywhere  
Among a hundred others.

But if a strange calf muzzles in  
He finds out mighty quick.  
She moves him out from there ag'in,  
And does it with a kick.

It ain't because she hates the calf  
She starts to getting' rough.  
But if she cuts her milk in half,  
Her own won't have enough.

There ain't a lot he understands  
When he's too young for weanin',  
But any time a hard kick lands  
You bet he gets the meanin'.

Cows don't git out and lead parades,  
Nor speak fer missionaries,  
She hasn't got no ladies' aides,  
Nor no auxiliaries.

She has a calf that's all her own.  
She's tryin to git by.  
She figgers to be let alone  
Or know the reason why.

**(Thank you Shamarie and Glory Tong for the ranch poem.)**

## Ranchin' Roots: Meet Sue Mehrten

Vet-Tech, Horseshoer, Rancher

Sue Mehrten has been a member of AES Cattlewomen for over 40 years and was Cowbelle of the Year in 2000. Sue grew up in the 40's-50's on Florin Road. Her grandparents had a dairy and her great uncle bought her a horse when she was 12. That is when her story really began. She showed her horse and her daughter in western, English and jumping classes. During the course of events, Sue became a Vet-Tech for Dr. Hank Cook. He was an endurance vet and began taking Sue to endurance rides. She soon began riding them herself. Fifty mile was enough and if your horse was in shape, you could do it in 5 hours. She also became a "tree" for her ride and tie friends (the person who held the horse until the runner caught up and jumped on the horse.) When asked if she ever did a ride and tie herself, she said "No way. I was told God gave us two legs, one for each side of a horse." At that time, there were no easy boots, so Sue and Dr. Cook saw a lot of hoof problems. So Dr. Cook came up with the idea that Sue, 5' 2" and 110 pounds, should learn to shoe horses so sent her off to Bob Nevins every Saturday for shoeing lessons. She ended up working for Bob Nevins full-time for two years.

As a horseshoer, Sue got to know Betty Mehrten. "Betty just kept me underfoot all the time" which helped to get her nephew Charlie Mehten's attention. Betty was the matchmaker. Sue and Charlie were married in 1974. Betty also made sure Sue joined the Cowbelles. Charlie worked as a ranch hand, including at the Wilson ranch for his cousin Bud. During those years, Sue got to ride with Betty in the mountains near Wright's Lake. Eventually Charlie bought out his Uncle George and Aunt Edna Smith's cows and moved back to the home ranch. As they had a big picnic on the ranch every Memorial Day (and still do), Charlie and cousin Robert Mehrten would borrow Jerry Strong's big smoker to cook the ribs. However one year Jerry needed it, so the boys decided to build their own. When Jerry retired, they bought his business, Red Oak BBQ, which is still going.

Sue retired at 75 and is still riding her horse. Her advice to younger ranchers: "It's tough and competitive now. Learn to constantly be able to diversify."



Sue at 2017 Jackpot Kitchen Event

**Whatcha' Got Cookin'  
Slow Cooker Lasagne**  
**From the Kitchen of Cindee Slater**

**Ingredients:**

- 1 pound ground beef
- 1 large onion, chopped
- 2 cloves garlic, minced
- 1 can (29 oz) tomato sauce
- 1 cup water
- 1 can (6 oz.) tomato paste
- 1 teaspoon salt
- 1 teaspoon dried oregano
- 1 8-oz. package no-cook lasagna noodles
- 4 cups (16 oz.) shredded part-skim mozzarella cheese
- 1  $\frac{1}{2}$  cups (12 oz.) 4% cottage cheese
- $\frac{1}{2}$  cup grated parmesan cheese

**Directions:**

- In a skillet, cook beef & onion over medium heat until meat is no longer pink. Add garlic; cook 1 minute longer. Drain. Stir in the tomato sauce, water, tomato paste, salt, & oregano.
- Spread a fourth of the meat sauce in an ungreased 5-qt. slow cooker. Arrange a third of the noodles over sauce (break noodles to fit if necessary). Combine cheeses; spoon a third of mixture over noodles. Repeat layers twice. Top with remaining meat sauce.
- Cover and cook on low for 4-5 hours or until noodles are tender. Yields: 6-8 servings
- Add sliced zucchini for something extra.

**Ultrasound Carcass Contest**

AESCW sponsors the cost of having John Openshaw ultrasound the Amador County Fair beef market steers for the annual carcass contest. The carcass contest results are based on standard beef industry calculations that are a combination of the fat from the last rib (from the ultrasound), the projected carcass weight (determined by the live weight), rib eye area (from the ultrasound), and intramuscular fat percentage (from the ultrasound) to award points to each animal. In addition, all animals are given a Quality grade with different degrees of marbling. AESCW gives the top three contest winners a monetary award for raising quality beef. This year there were 18 participants. The first place winner receives \$200, second \$150, third \$50.

1st Place- Eric Gold- Argonaut FFA

2nd Place- Megan Lynch -Sutter Creek FFA

3rd Place-Johnna Kladt -Ione Community 4-H

Cathy Jauch managed this project for years. When she stepped down last fall, Fallon Stover volunteered to take over. Thank you Cathy and Fallon! If there are any questions about the carcass contest and what it entails, please contact Fallon Stover at 530-249-7650.

## **Butte County CattleWomen 2017 Round Up Report**



**33 MEMBERS**

**PRESIDENT - PAULA HOLDEN**

**1<sup>ST</sup> VICE PRESIDENT - KASEY DEATLEY**

**2<sup>ND</sup> VICE PRESIDENT - RHONDA CHOATE**

**SECRETARY - BELINDA (SAM) STARR**

**TREASURER - DIANA SHERWOOD**

**IMMEDIATE PAST PRESIDENT - DIANE AVRIT**

**DIRECTORS**

Sharon Openshaw

LaNell Little

Sarah DeForest

Gail Tozier

Gail Moffitt

**Scholarships:** Makenna Luce, received the Butte County Cattlewomen Scholarship. Graduate of Durham High School and is attending Utah State. Colton Naylor received the Dorothy Moffitt Memorial Scholarship. Graduate of Gridley High School and is attending Cal Poly San Luis Obispo. Good Luck in 2017!

**Beef Ambassador:** Taylor MacKay from Oroville placed third in the state contest. Taylor graduated in June 2017 and is now at Butte College.

**AG in the Classroom:** For the Farm City Celebration, Diane Avrit put together teacher packets for 3<sup>rd</sup> graders. The teachers had to choose doing a poster or creating a cow from a wooden frame saw horse. The packets contained the information needed on Beef By Products, Branding, Nutrition, and general livestock information. The Cows or Posters are completed by the children, and turned in to Diane. The Cattlewomen then judged them at our meeting. Completing the project entitles the teacher to bring his or her class to Kids Day at the Farm where BCCW ladies gave 20 presentations on beef byproducts (see article below)

**Farm City Celebration:** Kid's Day on the Farm November 3<sup>rd</sup>, 2016 Butte County CattleWomen participated in beef promotion by explaining there's more to this cow. We demonstrated Beef By- Products to each group, about 20 presentations & gave out over 300 marshmallows on a stick! The kids all thought it was the best beef on a stick ever! (see attached newspaper article\* below)

**Farm City Celebration Harvest Festival:** November 5, 2016 at Bidwell Mansion. Butte County CattleWomen and Chico State Young Cattlemen's Association provided Roping Dummies; Saddles; Beef Brochures, Beef cuts chart puzzle, and John Bidwell's Brand, with brand coloring sheets. An estimated 2,200 were in attendance. There is a picture of the cuts chart puzzle attached\*\*.

**AG on Campus at Chico State Farm:** In May the Butte County CattleWomen participated in Chico State's Farm Day. We had over 600 children K through 3<sup>rd</sup> grades, rotating through our booth. We presented on the History of Brands and Branding in California. The children got to design their own brand and color it on paper cows. They were shown a replica of John Bidwell's branding iron. They also got to touch a brand on a cowhide. Each teacher was given a bag of goodies including beef recipes, nutritional information & by product info. The kids got to keep their branded cow!

**Fund Raising:** We held our annual fund raiser silent auction in conjunction with the Cattlemen's/CattleWomen's Red Meat Dinner in February. Each member donates an item or two.

**Fair Participation:** The CattleWomen donate silver trays to the Champion 4-H and FFA steers at both the Silver Dollar Fair in May and the Butte County Fair in Gridley in August.

\*Beef Promotion Newspaper: Chico EnterpriseRecord circulation 29,000

Kids have fun on the farm - Dani Anguiano, *Chico Enterprise-Record*

POSTED: 11/03/16, 6:24 PM PDT | UPDATED: ON 11/03/2016

**Angela Cascone, Kaeli McCarther and Sherry Wilson dress as a pig, cow and a tomato as they teach students about the ingredients in pizza during Kids Day at the Farm.** Bill Husa — Enterprise-Record

Chico >> Despite living in a rural community, many local youngsters have never set foot on a farm. For hundreds of Butte and Glenn County third graders, that all changed Thursday morning when they visited the Chico State University Farm.

The kids eagerly ran through the mud, squealed and giggled at the sight of cows and sheep and even got to experience what it's like to milk a cow during Kids Day at the Farm.

More than 600 third graders from almost every school in Butte County visited the University Farm for Kids Day at the Farm. From 9 a.m. to early afternoon, the students got to experience farm life up close by seeing sheep and cows, learning about rice and beef byproducts and even practicing their lasso skills.

For students it was an exciting adventure outside the classroom and a chance to better understand where the food they eat comes from, which is exactly what organizers want.

"We hope that they have fun and see the relationship between where their food comes from and what it takes to get the food that they eat every day to their table," organizer Joan Webster said.

The fun farm festival is part of a larger two-week celebration, Farm City Celebration, a series of events that seeks to increase understanding about the value of agriculture and highlight its importance to residents of Chico and the surrounding communities. But Kids Day at the Farm is all about the kids.

The event includes 10 activities some focused on fun and others focused on food and animals. All are done in a way that kids can understand.

Sam Starr with the Butte County Cattlewomen has been presenting at Kids Day for more than 10 years. On Thursday she spoke with kids about beef byproducts, showing them film, felt, gelatin and other products that beef byproduct is used in.

"It takes 3,000 cowhides to make all the footballs for one season of the NFL," Starr said to the students.

Starr said that she keeps coming back to Kids Day to educate students about the role agriculture plays in the community and in their lives.

"We live in an ag county, but it's amazing how many kids don't know where their food comes from," Starr said. "I love it. They have fun. After we tell them what's in a Starburst or marshmallow they say things like 'this is the best beef I've ever had.'"

The kids said they loved getting to visit the farm.

"It's just really fun," Walden Academy third-grader Liliana Chavez said.

"I've seen farms before and my grandma lives next to one, but I never got to visit one before," Oakdale Heights third-grader Saige Gaston said. "I love it."

Reach reporter Dani Anguiano at 896-7767.

#### FARM CITY CELEBRATION HARVEST FESTIVAL - NOVEMBER 2016



**Calaveras Tuolumne County Cattle Women (CTCW)**  
**Promoting BEEF since 1952**  
**16002 Highway 108, Jamestown, CA 95327**

**2017 Round Up Report**

President: Doni Rosasco  
Vice-President: Karen Ross  
Secretary: Nikki Banks  
Treasurer: Lindsay Mattos

Directors: Gwen Harris  
Marilyn Hope  
Sherri Smith  
Marcia Whittle

Membership: 36 CCW - plus 4 Local

Our unit is small but has grown over the past year with some great new members joining our group. We have been busy with many of our annual projects and events we participate in each year, as well as trying some fun and successful new ones.

**Scholarships:** Each year we work with local high schools in both counties to consider applications from outstanding seniors pursuing degrees in AG related fields which support our beef industry. This year two such individuals each received a \$500 scholarship.

**Beef Promotion:** CTCW's Riding Group participated in the Mother Lode Round Up Parade, winning 2<sup>nd</sup> Place and giving out over 3,000 BEEF bumper stickers to attendees.

The Spring Home and Garden Show held at the Fairgrounds in Sonora is a popular event and even with some snow and rainy weather always well attended. We held a drawing for a BBQ Basket full of goodies and recipes for cooking your favorite cuts of BEEF. Our booth featured lots of information and materials and our poster board displaying pictures and the history of our unit helped start the conversations allowing our members to answer a full range of questions and hand out beef information and recipes to the public.

“Taste of Calaveras” is held at the beautiful Ironstone Vineyards in Murphys. Inside the wine cave a host of local restaurants & wineries offer sampling of their fares. The afternoon wine and food venue attracts a wide range of attendees from both the local area and out of town. Samples of our famous Delectable Beef Meatballs are always a hit and keep people coming back for more. This year we designed and printed folded recipe cards to hand out with our samples that featured the meatball recipe as well as information about our group. We answered lots of questions about buying and preparing beef as well as about our local cattle industry.

The “Military Salute” Golf Tournament was held in July at Saddle Creek Resort Golf Course in Copperopolis. We were invited to attend and serve our Delectable Beef Meatballs after being approached with the idea while at the “Taste of Calaveras” event. Promoting beef and supporting our local veterans seemed like a great opportunity and a perfect fit for our unit. Members prepared and served meatballs for nearly 150 golfers that stopped by the 17<sup>th</sup> Hole to try our samples and visit with us about beef. The event was a success and we hope to participate again next year.

**County Fair Activities:** Our county fairs are always a great opportunity to put our information about beef and the cattle industry on display. This year we created a “Carnival Booth” display that showed how “Beef Hits the Mark” fitting into the themes at both the Calaveras County Fair & Jumping Frog Jubilee, as well as the Mother Lode Fair in Tuolumne County. We also support the Jr. livestock exhibitors at both fairs by sponsoring the County Bred Beef Champion class and awards. The winning recipients are presented with a 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 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.

Several of our members assisted with the CFAITC “Imagine this...” Essay Contest by serving as judges for stories that were entered in our region.

A “Teacher’s Night Out” event held in Sonora, was an opportunity for Tuolumne County educators to connect with local resources for their classrooms. We attended the new event and furnished information including lesson plans from AITC, the CA Beef Council and others that feature cattle, ranching and beef nutrition. This event was very popular and is expected to grow.

**Fundraisers:** This year found our group looking for some new and creative ways to raise money for all of our projects. Cattlewomen and shopping, what a great combination for a fundraiser! Marilyn Hope hosted a Premier Jewelry party at her home, where we were treated to delicious food and drinks along with an informative and fun presentation on how to wear jewelry in creative new ways. A little shopping for Christmas gifts (and ourselves!) and we earned enough money to provide one of our scholarships for the year.

At the Gold Country Jackpot Steer Show this spring our ladies served up delicious beef for the attendees as we have for many years at this great youth event. It is a chance to raise money to support our group as well as answer questions and provide beef materials to exhibitors, their families and guests.

Our next “Fun-draiser” to mix it up this year was a “Brush & Cork” party. A little wine, a little paint, a lotta fun! That’s what the website says and that’s just what it was. Our creative ladies all met to share some delicious food, sip sangria and paint our awesome “Beefy Babe” cow pictures. It was a great evening with lots of laughter and visiting and everyone ended up with a piece of one of a kind art to hang on our walls! Great evening together and we even made a little scholarship money too. Next on our calendar for October will be a Yard Sale to inspire us to clean out those overfilled closets & garages.

**CowBelle of the Year:** This year our honoree is Karen Ross. Announced at our August social event held at Indigeny Reserve, Karen is very deserving of this award. An enthusiastic volunteer, creative and inspiring member, Karen is always there to help with any project or event. We are so happy to honor her and blessed to have her in our group.

The Calaveras-Tuolumne Cattlewomen are a small group made up of a hardworking, supportive and generous members. We have had a great year continuing our best traditions and starting new ones as we grow. We are looking forward to an even better year to come.

Respectfully submitted,

Doni Rosasco, CTCW President

## **2017 ROUNDUP REPORT** **FRESNO-KINGS COUNTIES CATTLEWOMEN**

In September, 2016, our unit provided the decorating for the fall Fresno-Kings Counties Cattlemen/CattleWomen's Fall Awards Dinner. Several members participated and attended the dinner. Our 2017 COY was presented at the dinner, receiving a citation from the State Legislature.

In October, our president and a couple of members attended the Fresno District Fair during the large animal auction. The gals interviewed the beef exhibitors and awarded "bump bids" of \$100 each to ten exhibitors. In addition, our president presented a toolbox to a very deserving beef exhibitor. This program is relatively new for the fair and we were one of the sponsors requested to participate. We purchased a toolbox and filled it with tools and items that could be used around a home/ranch, with a few gift cards thrown in. Value is usually around \$400.

In February, 2017, we held our semi-annual Valentine's dinner. This is an event that we get comments for not having every single year. It features a delicious rib eye steak dinner.

March was a very busy month for our unit. We had back-to-back Farm & Nutrition Days for the third graders in Fresno & Kings counties. We presented at the Kings County Farm Bureau Farm Day on March 16, reaching out to about 400 students. On March 17, we presented to the Fresno County Farm Bureau's Farm & Nutrition Day, reaching out to about 600 students. We shared information on beef by-products and the various uses and handed out brochures and "I Love Beef" tattoos and stickers.

We donated a headstall for the silent auction at the Central CA Blood Center's "Cowgirl U." We also donated "swag bags" to the Fresno County 4-H "Color Me Green 5K Run/Walk." Unfortunately, it was the same day as "Cowgirl U" and some members chose to attend the luncheon rather than participate in the run and be splashed with color (age and weather might have been a factor ...).

In April, we served up chili at the Central CA Blood Center "Rodeo Blood Drive." About 350 donors were served while we were there. The smell had mouths watering all over the hall. We also had a table with brochures with recipes and beef facts. We also awarded ten \$1,000 scholarships.

During the year, our Facebook page is posted on regularly. We usually have 200-500 people reviewing the posts. In June, we had a promo/give-way that started May 22 and ended in June. The winner was a local 4-H coordinator.



Ann Butler – President  
Barbara O’Connell – Vice President  
Jill Egly – Secretary  
Kara Alvernaz – Treasurer  
P.O. Box 760, Williams, CA 95987  
Founded: 1960 – Current Membership: 63  
2017 Cowbelle of the Year: Amber Reed Lopez

## 2017 Roundup Report

### **Beef Promotion**

Over 500 Beef brochures were given out by GCCW at Colusa Farm Show, Colusa County State Fair Booth, vendor bags for Colusa County Farm Show, Pathways to Nature, Glenn-Colusa Cattlemen’s Day. GCCW joined at the Colusa County Grown non-profit organization as another avenue to promote the Beef Industry.

### **Paint and Sip Membership Drive**

A new idea for a membership drive is scheduled for October 2017. The instructor will show GCCW members and their guests how to paint a cow and a flower.

### **Stonyford Parade**

GCCW Cow Train has been entered in the Willows and Stonyford parades for many years. The annual event has been well received by parade goers. Next year the Cow Train will be shown in the Orland Fair parade.

### **Beef Buyers Hats and Visors**

GCCW purchased over 200 that had a catchy message, “Beef is Best”, and members passed them out to each beef buyer at both the Glenn and Colusa Fairs. Every year we give out Beef Buyer hats and visors in many styles and colors.

### **T-Shirts to Beef Sellers for Buyers gift baskets**

Brands of GCCW members were placed on t-shirts and became available for sellers to purchase and place in buyers’ gift baskets for the sale auction in Colusa.

### **Colusa Western Days, Colusa, Calif**

The annual Trade show and Chili Cook-Off/Rib Cook-Off event was held with a large amount of participation. There was an Open Beef Competition with any cut, and any seasoning.

### Black Gold Bull Sale and Barb's Fruit Stand

Tour group visits from high school students, and the Rangeland Trust members were educated on beef promotion and where their food comes from.

### Glenn County Fair, Orland, Calif

Glenn County Fair Herdsman award was presented to Bailey Morrill. She is a beef exhibitor who was selected by the Glenn County 4-Hand FFA Beef Leaders as the hardest working and her willingness to help out in the barns wherever needed. Bailey was helpful in showing other 4-H and FFA exhibitors how to fit and show during Fair week. Bailey is a senior in high school and is a new member to GCCW. She will be applying to the Beef Ambassador Program in 2018.



**Glenn-Colusa Cattlemen's Day.** The second annual event was held and GCCW sponsored \$500 for the event in 2017. We hope to make this an annual sponsored event with an information table for new member sign-ups and Beef Promotion to the general public.



The overall high point buckle to Colusa Western Days and Glenn Colusa Cattlemen Day Winner was awarded for the Cattle Sorting event.

There was a lot of recognition by the community given to the GCCW and Men for their sponsored help at Glenn-Colusa Cattlemen's Day. This is a highly successful event that was awarded the most New Successful County Fair Event in California in 2016 through the Western Fair Assoc.



### 2017 Farm Connection Day with Yolo County Farm Bureau Education Corporation.

GCCW provided beef promotion materials for this event. Educating over 3,000 students, and teachers on where their food comes from and the tremendous amount of agriculture that surrounds them. This was a neighborly joint venture for Glenn-Colusa Cattlewomen to assist Yolo County in Beef Promotion.

### Holiday Topper

In February we held our 26<sup>th</sup> annual Prime Rib Dinner/Dance, had a ATV raffle that goes to our Scholarship with over \$5000 raised for GCCW. This was the most successful year for the GCCW. Proceeds are shared with the GCMC. The Young Cattlemen from the University of California, Chico provided help for the event.

## Ag in the Classroom

Glenn County Farm Bureau's Farm Day. We manned 3 booths; working cow dog, saddle relay, and roping demos for the 4<sup>th</sup> graders of Glenn County Schools.

### Pathways to Nature

Pathways to Nature field trip for Glenn County Schools educating students, staff, and parents on environmental benefits of cattle ranching. Students and teachers from Elk Creek, Willows, Hamilton City and Flornoy were enjoyed by all. This was a joint venture with local government agencies and the GCCW.

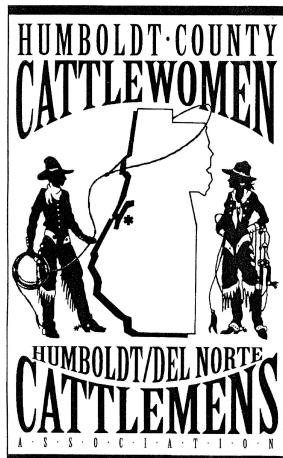
### Scholarships and Awards

GCCW awarded 3 Scholarships to the total of \$3000 in 2017. GCCW donated \$500 drought disaster relief to the Texas and Kansas ranchers in 2017. GCCW donated \$350 toward the carcass contest and money for belt buckle for Showmanship. We also sponsored a total of \$1000 in prizes and cash to our local fairs and Beef classes. We have \$500 in Range Camp set-aside to send a lucky person to Camp in 2018.

Our **Glenn Colusa Cattlewomen** facebook page receives many Friend requests and we post photos of all events and meeting information. Our Social Media page reaches out to several counties.



# Humboldt County CattleWomen Round Up Report



PO Box 915  
Fortuna, Ca 95540

President: Ani Knight

1<sup>st</sup> VP: Teal Moore

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

Treasurer: Susan Moranda

Secretary: Megan Lamanuzzi

Directors: Susan Combs, Jenna Carrico, Sarah Dawe, Jenna Hunt, Shannon Fulton, Dana Hunt, Cam Barrer, Christie Buckner

Cowbell of the year: Shannon Fulton

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 the Annual Spring Dinner Dance in February, jointly hosted with Humboldt/Del Norte Cattlemen's Association. We serve dinner to around 700 and have live music and a silent auction.

The Redwood Environmental Education Fair is a 2-day education fair for children in 3<sup>rd</sup> thru 6<sup>th</sup> grades and focused on learning about the environment. We explore what it means to be a good steward of the land as well as fun facts about cattle. The kids particularly enjoy the bucket calf we bring every year!

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.

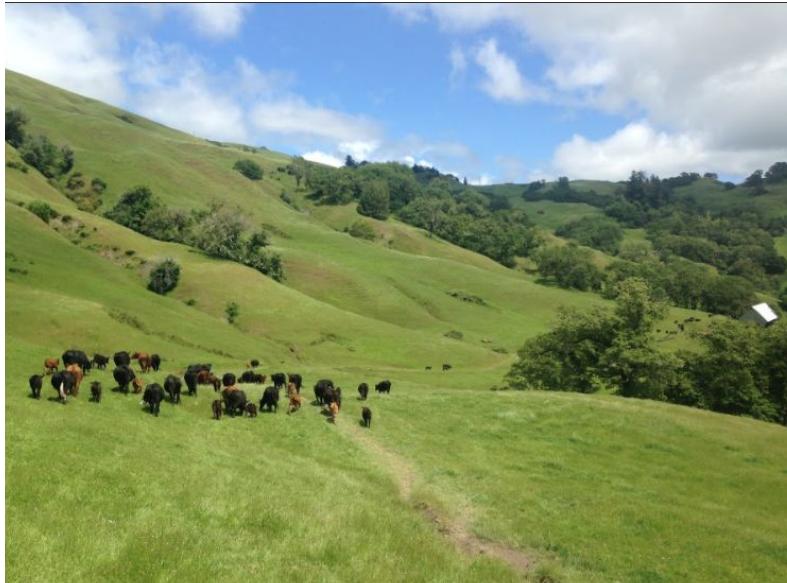
Fortuna Rodeo is a huge event for the community and HCCW. We compete in the Chili Cook off Competition and serve our all beef Chili to 1,500 people. This year, our chili won the competition in the best all beef chili. In the Same week, we serve tri-tip sandwiches to a crowd of 17,000 People as they watch 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.

This year Humboldt Del-Norte Cattleman's Association began donating around 1,400 pounds of beef to local schools so that students can have an all beef lunch once per month. We have been blown away by the amount of support from our local producers! We support this program by distributing our brand napkins to schools the same day the Cattleman's Chili is served.

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

### 2017 ROUND-UP REPORT

**Unit Mailing Address:** P.O. Box 161, McArthur, CA 96056

**Officers:**

President – Laurel Ybarra  
Vice President – Diane Estes  
Secretary – Glorianne Weigand  
Treasurer – Sandra Kaul

**Cattlewoman of the Year:** Diane Estes

**Membership:** We are currently 66 members strong! We are young, old and everything in-between. Our members are diverse: ranging from those coming from many generations of ranching, to those who bring their many talents and perspectives from fields outside agriculture. What we share, is a belief in the livestock industry and an understanding of the importance of agriculture to our community, and to our world. We are united by a common purpose of supporting the beef industry, our community, and by our bonds of friendship.

This was another whirlwind year for Cattlewomen with many challenges posed by a record wet winter, and then fires in the nearby mountains. But still, our members found time in their busy schedules, between jobs and taking care of home and family, to support the cattle industry and our activities within our community.

**Scholarships:**

This year we awarded \$10,000 in scholarships to a total of 11 college students with majors in agriculture. Six of the awards went to returning students, and 5 of the awards were given to High School Seniors heading to their first year of college.

**Beef Promotion:**

*Social Media* – Our Facebook presence is growing! We currently have over 1,300 “Friends.”

*Veteran’s Day Luncheon* – Cattlewomen, Cattlemen, FFA & 4-H members join together to decorate our community hall & serve veterans, and their partners, a full course meal with all the fixin’s. We host a program to honor them with poetry, readings & and sharing of stories by all.

*Information* – We distributed beef promotion flyers & recipe books to businesses in our area.

**\*New this year\***

*Donations* – We supported the purchase of beef for a summer cooking class sponsored by the “Living in Wellness Center.” We also supported “Family Night at the Park” by purchasing 75 beef hamburger patties for the event.

*Just for fun!* – Cattlewomen attended a “Wine & Picasso” class where we all took a shot at painting a cow. Fun for all, and then we combined our paintings in a frame and donated it for sale at local benefit auction.

*Burney Fall Festival* – Cattlewomen host a booth at the Burney “Fall Festival” where we offer appetizers, a game for kids, beef promotion information & recipes to the public.

## **Fundraiser:**

*Beef n' Brew* – This year was the 3<sup>rd</sup> annual Beef n' Brew, which has become our signature community fundraising event. Drawing from a broad base of 13 member committees, the planning and promotion of this event spans over three month's time. We sold over 500 tickets; our guests were treated to beef appetizers, a tri-tip dinner, dessert, a no-host bar, beer tasting hosted by 5 different breweries, music & dancing, and both live & silent auctions. Our Business Person's Calf Branding was a hit, as 8 teams scrambled to rope, tie & paint-brand calves *without* the help of horses. *Entertaining for sure!*

We are so very thankful to the many businesses and individuals in our community who make this event possible through their generous donations of funds, advertising materials, numerous auction items, food and drink. This event is unique in that it brings the ag and non-ag communities together in a social event that is fun for all, and it satisfies our goal of raising funds sufficient to support our scholarships and other programs throughout the year.

## **Ag in the Classroom**

*4<sup>th</sup> Grade Farm Tour* – This all-day tour of the Bruce Ranch, includes stations on the Web of Life, readings on the history of the Bruce Ranch, talks about the importance of crops, and a forestry demonstration. The Cattlewomen served a hamburger lunch, and the students made their own “ice cream in a bag” for dessert.

*Classroom activities* – During the year our Cattlewomen go into classrooms and conduct mini-beef seminars talking about where our food comes from and how important our ranchers and farmers are in supplying our food. This year three classrooms were served for a total of about 90 students.

## **Fair Activities:**

*General Support* – Cattlewomen make a generous annual donation to the Heritage Foundation that runs our fair.

*Booth* – This being the 99<sup>th</sup> Anniversary of our fair, our booth is themed “99 Uses for Beef” & includes a Treasure Hunt with a prize drawing for those who complete the questionnaire based on the booth’s themes.

*Create-A-Cow Contest* – Local elementary school classes & other groups show-off their creativity by creating a cow out of a saw horse to enter for display at the fair.

*Cattlemen's Day Social* – Cattlewomen provide a spread of delicious appetizers for over 200 guests at the the social event following the Cattlemen's Paint Branding Contest.

*Beef Merit Awards* – We give 3 awards to be used toward the purchase of a beef project: \$500 Merit Award to a 4-H member, \$500 Merit Award to a FFA member & a \$350 Encouragement Award.

*Scholarship Queen Pageant* – We are sponsoring local beef enthusiast Joanna Jasperse for her bid as Fair Queen.

### **\*New this Year\***

*Benches* - We purchased two beautiful benches for the benefit of the patrons of the Beef Barn.

*Auction support* – Cattlewomen are supporting the steer sale by “bumping” the sale prices of selected animals for a total of \$5,000!

Respectfully submitted,

Laurel Ybarra

President, Intermountain Cattlewomen

Please visit our Facebook Page: “Intermountain Cattlewomen”

## **Kern County CattleWomen**

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

### ***Round Up Report 2017***

#### **Officers and Board of Directors:**

President	Debbie Hay
Vice President	Karen Weller
Treasurer	Erin Rogers
Recording Secretary	Patti Crouse
Corresponding Secretary	Lorraine Harris
Parliamentarian	Amanda Barrett

#### **Other Board Members:**

Sylvia Chavez, Sue Dickson, Glenda Rankin, Jane Sill,  
Kathy Williams, Becky Beagle, and Diane Chapman

#### **Leadership in California CattleWomen: Rebecca Been-1<sup>st</sup> Vice President**

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 - We got ourselves organized for the upcoming year
- February - World Ag Expo in Tulare, California
  - 5<sup>th</sup> Annual Fundraiser at Buck Owens' Crystal Palace
- March - Farm Day in the City (with 6000 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. We also hosted a beef byproducts display and roping demonstration and activity.
  - CCW Spring Meeting at the Harris Ranch
  - Teacher's STEM Ag tour
  - Cattleman of the Year dinner honoring David Olds and
  - Cattlewoman of the Year dinner honoring Debbie Hay
  - Wild West Days at Kern County Museum

- April - KCCW sponsored the California State Beef Ambassador Contest at the Kern County Ag Pavilion with a dinner and tour at Rankin Ranch.
  - California - Nevada Hereford Tour, luncheon and tours of historic Snedden Ranch and Dewar Farms Herefords.
- May - KCCW helped sponsor Wild West Days at Kern County museum.
  - Put up our yearly booth at the TMP Memorial Ranch Rodeo.
  - This year KCCW gave out \$10,000 in scholarships at the annual Ag Foundation Scholarship Dinner.
- June - More beef promotion booth activity at the annual Glennville Rodeo.
  - Beef for Father's Day sponsorship by KCCW.
  - 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 is 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.
- August - We prepared for the Kern County Fair in September- 10 days long
- September - The "Great" Kern County Fair is a very big event for our unit; ten full days of beef promotion and education. We presented a great booth. Our terrific Beef Ambassadors will be there, for at least one day, to interact and educate the public on BEEF. We will also be setting a Best Dressed Table. We sponsor and help judge the Leather Lead class and the Spread the Word to the Herd contest along with the Ultrasound class, which is very interesting and informative to all.
  - Helped sponsor part of the Ranch Rodeo, along with the Kern County Cattlemen.
- 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 and pencils.
  - Our ladies participate in many parades throughout the 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





P.O. Box 1469, Susanville, CA 96130

## Fiscal Year 2017 Round Up Report

### Officers:

Della Smith, President  
Rosanne Comino, Vice President  
Ruth Dike, Treasurer  
Trisha Wood, Secretary

### Directors:

Tori Hagata  
Amy Holmen  
Barbara Lee  
Leona Parker  
Teri Bertotti, Past President

Established: 1962

Membership in 2016-2017: 61

The Lassen County CattleWomen are 65 years old this year; starting out as the Lassen County Cowbelles by ambitious wives of the Lassen County Cattlemen to support them and the cattle ranching way of life. We are proud to continue this endeavor by being active in our community throughout the year.

### AG IN THE CLASSROOM:

**National Agriculture Week** ~ (March) During National Ag Week several members attended area elementary schools and read the book, "Cowgirl Up, Let's Go Ranching" to K-3 students. One member also wore full working cowgirl attire and explained what each article was for. Another member included a presentation to 6<sup>th</sup> and 7<sup>th</sup> graders and discussed branding, beef by-products and growth stages. At the request of one school, a member returned to make an Ag Career presentation to their 5<sup>th</sup>-7<sup>th</sup> grade career elective class. Two different captioned photos were published in two separate local newspapers from the reading activity.

**4<sup>th</sup> Grade California History Day** ~ (April) Local elementary schools participated in this event at the fairgrounds. Lassen County CattleWomen and Cattlemen did a cattle identification presentation on why brands, marking and ear tags are needed, how to read brands and a demonstration of electric brands used on wooden boards. The students were helped to create their own brands on paper, and then make the brands

with pipe cleaners to take with them. A brief discussion of horse tack was also part of the program, but the most popular part of the activity was the working cow dog that was present!

**3<sup>rd</sup> Grade Lassen County History Day ~** (May) This annual activity was held at Memorial park in Susanville. Members (and one spouse) taught calf roping using straw bales and dummy roping heads for students to practice this hands-on activity. Other members handed out candies made from beef by-products and taught students about brands and horse tack while they waited their turn to rope. The Lassen County Office of Education stated this remains one of the students' favorite stations at this event.

### **BEEF PROMOTION:**

**Chili Cook-Off ~** (October 2016) This contest is held annually at the Lassen Land and Trails Trust Festival. We finally won the People's Choice Award for Best Traditional Chili in 2015 and in 2016 won the Best Decorated Booth Award for the second time. The name of our recipe is "Pistol Pack'n, Rib Stick'n, Better than Chick'n, BEEF Chili" and features all beef, no beans. 300 attendants purchased tasting kits and voted for their favorite chili. (Total attendance was estimated at 800.) In addition to chili, our booth offers beef brochures, bumper stickers, etc., plus a chance to win a \$50 beef certificate. A captioned photograph of our booth and chairperson serving chili was featured in the paper along with an article listing all of the winners from the event.

**Cow-A-Bunga Contest ~** (November 2016) This competition between members is held at our November meeting to introduce new beef appetizers for our annual beef and wine fundraiser in the spring. The winning recipe is featured at the event and the winning members receive complimentary tickets for their efforts. An article about the reason and results of the contest was published in the paper.

**4-H Favorite Foods Day ~** (November 2016) This is a local 4-H contest where the kids prepare their favorite food. Last year there were 15 beef entries and three LCCW members judged this category, then awarded cash prizes for first through third places.

**Ag Radio Reports ~** (January-August) This 2-minute report is presented by various local organizations such as 4-H, FFA, Cooperative Extension, Ag Commissioner, County Fair, Farm Bureau, Cattlemen, and CattleWomen. The weekly report airs twice weekly and is posted to the Cooperative Extension's website. LCCW members have recorded and presented five reports so far this year on topics including "New Year, new you" with beef as part of a healthy diet, our beef and wine fundraiser, "every day is Earth Day to farmers and ranchers", publicity for our barn calendar sales, the Carcass Contest and Labor Day beef grilling suggestions.

**A Taste of Beef, A Sip of Wine ~** (March) This was our 29th annual fundraiser which supports our Ag in the Classroom activities, scholarship funds and beef promotion efforts as well as our general operating expenses. One of the largest social events in Lassen County, it was attended by 350 guests and workers and is looked forward to by many. In addition to beef carving stations and homemade beef appetizers, quality wines are served by the Lassen County Cattlemen. Other activities at this event include a silent auction, a wine pull game and a gun raffle. Proceeds this year were just over \$10,000. We advertise this event via newspaper ads and articles, a local website for community events and live radio spots in both the morning and evening.

**Letter to the Editor ~** (April) In response to a previously published letter encouraging readers to replace animal foods with plant food sources, an LCCW member wrote a letter about including beef in a healthy diet with information that she obtained from the California Beef Council.

**Mother's Day Beef Tasting ~** (May) A group of members hosted a beef sampling at a local supermarket in coordination with their weekly featured beef cuts. This one-on-one contact with consumers was a well received activity and more are planned in the future.

**Mother's Day Newspaper Contest ~** (May) Children ages 5-11 were allowed to enter this local newspaper contest for a chance to win their mother a \$50 certificate to purchase beef at one of two local grocery stores. They had to finish the statement, "I love it when my Mom cooks beef for dinner. She deserves to win a \$50 gift certificate for beef because..." The winner by drawing completed the phrase with, "because BBQ ribs are so yummy!" The contest was also available online at SusanvilleStuff.com with a printable version of the entry form. The winner's name and response were published in the newspaper as well as the website.

**Father's Day Radio Trivia Contest ~** (June) Two members took our "Wheel of Beef" trivia game to the local radio station's popular morning show where a caller had to answer a question correctly to win a \$50 certificate to purchase beef. It was also mentioned that this game is at our Red Barn at the fair so consumers would have another chance to win beef gift certificates or Healthy Beef Cookbooks. Coincidentally, the radio station had a "Grills Gone Wild" contest running at the same time and the radio host and LCCW members discussed the various cuts of beef available to barbecue for Father's Day.

**Lassen County Fair Participation ~** (July) We were very busy and had a strong presence during fair this year! The theme was "Barn in the USA" and we were awarded

the beginnings of the beef industry in our state. Fair attendance was estimated at 20,000.

Our **Red Barn** on wheels vendor booth offered beef brochures, bumper stickers, and kid's coloring/craft activities and the "Wheel of Beef" trivia game. Adults answered questions for a chance to win a Healthy Beef Cookbook or \$50 beef certificate. Children entered to win a plush cow toy. A beef by-products display surprised many fairgoers, and the cowboy or cowgirl cut-outs for photography opportunities were very popular. The local radio station's mobile van was directly across from us and we were able to give two separate interviews (aired live) to promote beef as well as our new barn calendars.

**Kiddies' Ag Day** offers both fun and educational activities for children on Thursday of the fair. Various stations such as calf roping, face painting, stick farm animal races, and "remarkable ruminants" were just a few of the free activities sponsored by LCCW with beef or candy favors offered to each participant. This was advertised in a special fair insert in the local newspaper, which coincidentally featured a picture of my grandson at the calf roping station last year!

Additionally, LCCW entered the **Scarecrow contest** and won 2<sup>nd</sup> place with our "cow"girl in a gingham dress, boots, and bright pink wig! One member challenged the entire membership to enter the **Cheesecake contest** and we swept the competition by winning 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> places! Other members won awards for photography, quilting and beadwork. In addition, members were busy with 4-H, FFA and the horse show, plus selling drink tickets to help their Cattlemen spouses during their fundraiser bar at Ranchers Day. Last, but not least, we are proud to say that the fair's **Old Timers of the Year** were two founding members of our unit; Bernice Hagata and Midge Swickard—friends, neighbors and Cowbelles for over 50 years! A photograph of the recipients and article was published after the initial announcement, and again after they were highlighted in the fair parade and presented with their plaques at the celebratory luncheon for all Senior Citizens.

**Barns of Lassen County, 2018 Calendars** ~ (July) This fundraising project was produced by two members to coincide with the fair theme and features beautiful color photographs of local barns and states a different beef or agriculture related fact each month. Calendars are available at local businesses, the Chamber of Commerce and at the 4-H office.

**Carcass Contest** ~ (August) This annual competition takes place at the Lassen County fairgrounds after market animals from the Jr. Livestock Auction have been graded.

LCCW recognizes the exhibitors of the top three beef carcasses by presenting them with monetary awards.

### **SCHOLARSHIPS:**

This year LCCW awarded a total of \$2,000 for three academic scholarships to students majoring in Range Science, Chemistry and Biotechnology. No Memorial Scholarships were awarded this year due to a lack of remembrance donations.

### **OTHER PARTICIPATION AND PUBLICITY:**

A large group of Lassen County CattleWomen attended the CCA/CCW Convention in Sparks, NV in December. Twenty people came to the Cowbelle of the Year Luncheon to honor our own Cheryl Lauritsen for her time and efforts throughout the years.

Later, a smaller, but impressive number of us attended the 100<sup>th</sup> Anniversary Gala Celebration in all our finery and enjoyed a lovely evening commemorating cattle ranching and the beef industry. Shortly thereafter a group photo from this event was published in our local paper. We clean up real good!

Also in December, we decorated our Red Barn on wheels for the annual Christmas Festival of Lights at the local fairgrounds that anyone may drive through in the evenings and enjoy a spectacular holiday light display complete with music.

In January, our Cowbelle of the Year was featured on the front page in a color photograph receiving her bracelet from our 2015 recipient. This included an article containing her biography which was also read at the luncheon.

In April, two members and one of their spouses drove to McArthur to attend the Intermountain CattleWomen's Beef~N~Brew fundraiser and support their unit. We were impressed by the multitude of attendees and size of the event in such a rural area. A good time was had by all. Great job ladies!

Also in April, LCCW voted to make a wildfire relief fund donation to the Working Ranch Cowboys in support of our fellow cattle ranchers that were devastated by the widespread fires in several states.

In May, LCCW made a donation to four 4-H Washington Focus Delegates. There are only 22 delegates selected nationwide and these four ambitious members were all from Lassen County. A photograph of the LCCW officers and the delegates was published in

the local paper. In June, the delegates placed a full page thank you ad naming all of their sponsors in the paper.

Also in June, LCCW made their annual cash donation to the Lassen County Office of Education's Sober Grad Night festivities. This event has greatly reduced graduation night injuries and fatalities by offering fun activities and desirable prizes for every graduate in attendance.

#### **SOCIAL MEDIA:**

Unfortunately, we are still experiencing difficulties with a website and Facebook account, but we are continuing to work on it!

I feel we have had a very productive and promotional fiscal year and look forward to more and different participation opportunities next year.

Respectfully submitted,

*Della Smith*, President



## Madera County CattleWomen

Founded April 2, 1952  
P. O. Box 675  
Madera, CA 93639

### Officers:

President: Adele Bissett Hansen

Vice President: Frankie LeTourneau

2<sup>nd</sup> Vice President & Immediate Past President: Stacy Miles

Secretary: Sandy McDougald

Treasurer: Blanche Campbell

Parliamentarian: Roberta Anderson

### Membership: 49 Adults, 8 Youth

Directors: Darlean Calhoun, Bobbie Meharg, Betty Samper, Dawna Trueblood, Roberta Anderson, Pat Guillemin, Carolyn Handlon, & Gay Wright

### Beef Promotion: Dawna Trueblood, Chairman

Last September, two members hosted a beef promotion booth at the newly established Coarsegold PRCA Rodeo.

In February, we presented Beef Awards at the Madera County 4-H Favorite Foods Day, and several members worked at the CCW booth at World Ag Expo in Tulare.

Our yearly scholarship fundraiser is the Town & Country Chuckwagon Luncheon held on the 4th Thursday of March. We not only serve shredded beef sandwiches with all the trimmings, we sell our beef promotion items as well as have a table of free pamphlets, recipe brochures & bumper stickers, so some 500 people are exposed to BEEF! The Luncheon is advertised in the Madera Tribune Newspaper three times, plus the issue following the luncheon has an article with photographs.

In May, five members hosted a beef promotion table in "Ag Lane" at the Madera County Chowchilla Fair, but with few visitors due to the location.

### Scholarships:

In conjunction with Madera County Cattlemen, we awarded six scholarships of \$1000 each to students graduating from three county high schools. MCCW also awarded two of our Junior members \$500 each & one continuing college student a \$500 scholarship.

### Cowbelle of the Year:

Our 2017 Cowbelle of the Year will be revealed in October.

## Mendocino County CattleWomen

14000 Eel River Road  
Potter Valley, CA 95469

### *Round Up Report 2017*

#### Officers and Board of Directors:

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

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. We also display 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 County CattleWomen President





# Mid Valley Cowbelles

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

## Round Up Report 2017

We began our third year with a Candy Cook being named as Outstanding Educator of the Year by ANCW. What a wonderful honor for the first Mid Valley Cowbelles President. Candy and a few members traveled to Nashville to receive her award. Once again Congratulations to both CCW and Candy! We have also nominated Pat Shepherd to receive the same honor this year.

Our unit developed a riding group to take our message to the public thru parades. Their first appearance was in Sonora CA. They won first place and handed out material from the beef Council along with their personal message given to the crowd during the parade route.

Ag in the Classroom attended 10 schools, 3 Ag Ventures (combined schools) 5-10 members participated in these events. They traveled 5,000 miles. A few lines in a report does not seem like enough praise for all the education delivered over the course of the year.

Beef Promotion was also hard at work, 517 hours at this point of the year. Along with other our activities we wanted to help promote the new App from the Beef Council . To do this we named **May as Beef up Your Health Month**. We had members donate items for a basket to be raffled off. No fee for the basket , only asked for a contact to be entered in person or face book. We also contacted the local Save Mart market. With the help of the Beef Council for information and Cattlemen for insurance we spent 5 hour in the Oakdale Save Mart. We talked to 100 shoppers, many right a the meat case. We gave out 600 promotion materials and opened our cell phones to show how easy the app was to use.

Some outstanding things happened during this event. The personal contact was very positive, both with the public and the store employees. One shopper was from a local Dairy Farm. She stopped to ask about what we were doing, then returned with a \$100 addition to our basket. It is so exciting to me, to see a change in attitude toward beef in general. I am hopeful we are beginning to change the perception with all our education and interaction to the public.

Our Scholarship committee presented our information to 14 schools traveled 450 miles and presented 3 scholarships. I am very proud of the dedicated members in our unit. It's also gratifying to be able to help students continue their education.

We are planning a surprise for our Cowbell of the year. She has not been named at this point so please help keep it secret. In October, Jeri Roen will be our third Cowbell of the year. Good work Jeri! Thank you and congratulations. You are always willing to help, you have accepted any responsibility I asked and developed new projects on your own. That is truly what a Cowbelle of the year is intended to be!

Summing up a year in one report is always difficult. It's exciting to work with wonderful people who are dedicated to promoting and educating the importance of Beef to those not involved in production. Our members are dedicated and talented individuals who volunteer their time to make me be able to share their accomplishments.

Respectfully,

*Millie Krause*

President Mid Valley Cowbelles



## **MODOC COUNTY CATTLEWOMEN**

**MCCW**

The Modoc County Cattlewomen may have few members but we are very active within the community. We work with the Modoc Cattlemen, Farm Bureau, U.S. Forest Service and B.L.M., the local FFA chapters and our county Farm Advisor Laura Snell to promote the BEEF industry.

In September 2016, Les Schwab held their annual customer appreciation day. The MCCW served over 200 BBQ beef sandwiches. The local radio station was also there and the ladies promoted beef with hand outs and talking on the radio.

We held our fall meeting in October. A new slate of officers were installed. Frieda DuBois was installed as President. She is the daughter of our Charter President, Winona Fisher. Other officers are 1st V.P. Bekki Ingraham, 2nd V.P. Suzanne Nelson, Secretary Cathy Williamson, Treasurer Wanda Rhoades, and Board of Directors Lynn Schluter, Maralon Cornett, and Carol Brocco. Cassie Oyarzun introduced our new Cattlewomen of the Year, Suzanne Nelson.

On October 21st, the Modoc County Cattlemen held their annual Fall dinner meeting. We have a silent auction during the dinner. Later that week, seven of our members were Guest Chefs at the Surprise Valley schools and Senior Center. They served BEEF stew, locally grown vegetables for the salad, roll, orange wedge and pumpkin cake. A BEEF-by-Product display was set up. BEEF What's for Dinner bumper stickers were also given out. This was very well received by kids, teachers, parents and the community. We have been asked to do this again.

November was another busy month as we served BEEF sandwiches to over 80 people at the Modoc Cattlemen's Fall Feeder Sale held at Modoc Auction Yard. We ordered and received our Cookbooks. There were 250 ordered and have sold out. We also ordered 100 silk scarves for the holidays. These scarves have 94 local brands on them. They too have sold out.

Five of our members attended the CCA/CCW convention in Sparks in Reno. We were there for the convention and to see our own Billy Flournoy end his two year reign as CCA President. Billy is a Modoc County native and still works on the family ranch. The MCCW sold 2017 calendars that featured family ranches that have been in existence for 50 to 100 years. Again, they were a big hit.

We selected Hardy Ingraham for the Brett Hill Memorial Heifer. January we held our quarterly meeting in Likely at the South Fork Event Center with a lunch of pizzas. Of course they all had BEEF on them.

We collected receipts from the three grocery stores in the county in February for BEEF Promotion month. There were certificates awarded to winners at each of the stores. Also in

February, we served dessert for birthday residents of the Warnerview Convalescent Home and presented them with small gifts.

Suzanne Nelson attended the Spring Meeting at Harris Ranch to represent our unit. She returned with many ideas and suggestions for us. Our unit is busy with calving, branding, turning out and farming in the spring. We each have plenty to do individually at this time.

We held our Ag in the Classroom at the Modoc Auction Yard in May this year. It was a new venue for us but had rave reviews from kids, teachers, parents and workers. There were 237 kids in attendance and the Modoc High School FFA Chapter was a great assistance.



On May 16, we served 18 U.S.F.S. permittees and Forestry personnel lunch at a workshop on grazing utilization.

June being Father's Day, we gave away a BBQ that had been donated to us by Lynne and Ron Schluter. Over 500 tickets were entered at restaurants within the county that serve beef.

We started July off with serving BBQ BEEF sandwiches at the local Fandango Day in the Park on Saturday, July 1. This was the first time to do this and did not know what to expect. We have ideas to change this up if we do it again next year.

This summer, we have also participated in the local "Farmers' Market" by having a booth to share recipes, handouts, and knowledge about Cattlewomen and the BEEF industry.

Jill Scolfield, Director of Producer Relations with the California Beef Council held a Nutritional Seminar on July 15 at the South Fork Event Center for us. We had about 40 members and community members in attendance. Most of those in attendance participated in a small beef cooking contest and agreed that it was good training. Our CCW President, Cheryl Foster also attended.



August started out with our Summer meeting being held in Davis Creek on the 11<sup>th</sup> with a lovely dinner of beef taco salad with all of the extras. We were lucky to have Emily Palmer from Tehama county come up and talk to our group about the Beef Ambassador program. The MCCW are planning on participating in this program this next year.



The Heritage Foundation Fair, our local county fair, was held August 18 thru 20 in Cedarville. Cassie Oyarzun and Nicole Hinton put together our booth with a life size cow together with a red-neck hot tub. It won first place!!

Our Past CCW President Sheila Bowen was also in attendance.



Nicole, Cassie and Kendra Frutuozo organized the "Kid's Rodeo" that was free to all children up to 12 years old. There were 4 in the "Calf Crawl" for those that were not walking yet. Other events were "Stick Horse Races", "Ball Penning", and "Pony Express Sack Races. All had a great time and there was \$1,000 in valued prizes to give away with all of the kids receiving the prizes.

The coming year is also starting out to be a busy one with several projects in the works.

Respectfully Submitted,

*Frieda DuBoi*

Modoc County CattleWomen President



## **Monterey County CattleWomen 2017 Round-Up Report**

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

**OFFICERS:** President -Marianne Madson, V.President-Debra Dodson,  
Secretary-Morgan Demaree

**BOARD:** Kelly Violini, Marti Gianolini

**MEMBERS:** **58**

Monterey County Cattlewomen have enjoyed a fun year of education and beef promotion. Thank you to our members, officers and board for their hard work. We are also thankful for the support we receive from our Cattlemen. Our social media consists of a shared website with the Cattlemen and a FB page where we promote our industry, our events and our way of life. We are looking forward to another great year!

**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 1,100 students, teachers and aides.

**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: We sponsor a beef award for Monterey Fair.

**California Rodeo:** We continue to donate to the winner of the Miss California Rodeo Contest and provide our cookbooks , napkins, and beef brochures for contestant gift bags. We also support our Cattlemen at their Rodeo PAC event following the performance on Saturday.

**Cattlemen Support:** This year we assisted the Cattlemen with their annual Ranch Rodeo and Reverse Draw Fundraiser, the annual Spring Meeting, and a Greenhand Initiation Dinner for the King City FFA. We also help to inform members of local and state issues that may affect their operations.

**Scholarship:** This year we were able to award \$3,000 to 3 very deserving young ladies who will be furthering their education in the agricultural field. Our winners were: Shelby Gourley, Rachel Costa, and Marley Sollecito. This is one more than we did last year, and we hope to grow our scholarship program again this year.

**Community Outreach :** Our unit continues to be a member of the Monterey County Sheriff's Advisory Committee. Both the Cattlemen and Cattlewomen work closely with our deputies and appreciate all they do for rural residents in Monterey County.

**Youth Outreach:** We were happy to again support the 2016 Young Women in Agriculture Career and Leadership Seminar at Cal Poly. This is an outstanding seminar for our young women looking for a future in the agriculture industry.

**Fundraising:** Our main fundraiser for the year is our "Fall Gathering" in November. It is growing every year. We all look forward to good friends, good food and good music. We have great support from our Cattlemen and the community

**Education:** It was our pleasure to team up with our UC Extension Livestock Specialists for 2 informative workshops for our members and the community. Our first workshop was a Low Stress Livestock Handling Demonstration held at the Peachtree Ranch. We had a great turnout and great feedback. The University of Wyoming Cooperative Extension was part of our second workshop, "Focus on the Beef Cow". Topics included: economic ranch tools, cow herd nutrition and health, risk management, drought management, invasive rangeland weeds, and foothill abortion. These two workshops were a great opportunity for livestock producers to learn and improve their operations. Thanks to Devi Rao, our livestock/rangeland specialist for all of her hard work. We are fortunate to have her!

**CattleWoman of the Year:** TBA

Respectfully Submitted,

*Marianne Madson*



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

**2017 ROUND UP REPORT**

- March 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 more than 1000 kids in attendance. There were many people that loved the recipes and the kids enjoyed the tattoos we handed out.
- Napa Solano sponsored 3 scholarships/awards this year. We sponsored The Solano County Fair this year with \$100.00 for grand champion beef. We sponsored \$115.00 to Napa Town and Country Fair which went towards the blanket of Grand Reserve Market Beef and our name was put on the award. We gave \$300.00 toward a scholarship in partnership with Napa-Solano Cattlemen's. The recipient was from Dixon and we presented with Napa-Solano Cattlemen's at the Dixon May Fair Beef Show.
- We are actively promoting beef through Face book and have reached many people with this tool continuously.

**Names of Officers:**

- Anna Reed – President
- Christina Roberts – Treasurer

**Number of members : 6**



## 2017 Round Up Report Placer Nevada Cattlewomen

P.O. Box 1215, Lincoln, CA 95648

placernevadacattlewomen@yahoo.com - Website: pncw.org

(530) 265-8828

Established in 1964 - 74 Current Members

**PRESIDENT:** Myra Davies-Rewinkle

**1st VICE PRESIDENT:** Kim Coughlan

**2nd VICE PRESIDENT:** Dawn Campos

**TREASURER:** Laura Barhydt

**SECRETARY:** Liz Sands

**PARLIAMENTARIAN:** Maddison Easley

**DIRECTORS:**

Emmily Miller

Kristi Moore

Debi Rohrs

Sharon Rounds

**PAST PRESIDENT:** Beth Casillas

### Activities and Chairs:

Ag in the Classroom – Laura Barhydt & Myra Davies

Beef Promotion – Jeanne Reaume

Blood Bank – Dee Killam

Communications/Call Tree – Nancy Martin,  
Facebook - Emmily Miller

Membership - Sheryl Wilson

Newsletter - Bev Solis

Dombrowski

Rate of Gain/TLC - Marsha Stevens

Myra Round Up – Myra Davies

Scholarships – Beth Casillas

Scholarship Fundraising – Lois Tripp & Sheryl Wilson

Beef Ambassador - Myra Davies  
By Laws & Standing Rules - Board

Cowbelle of Year – Carole Guertin

Sunshine - Carole Guertin  
Website - Debi Rohrs & Kathy

Fairs & Red Barns - Sheryl Wilson,  
Davies, Dawn Campos

Scrapbook - Bev Solis

TCA reports – Bev Solis, Beth Casillas & Dawn Campos

Our core group of Cattlewomen stay very active at so many events throughout the year supporting the youth in our communities, with Ag in the Classroom readings & activities, Beef Ambassadors, Community Service and working events with the Tahoe Cattlemen's Association. all the while we are promoting Beef!

**Ag in the Classroom** this year we were invited and expanded to include Beef Nutrition in a nutritional class for Nursing Students at Brightwood College. We read cowy stories, gave animal nutritional presentations and had craft times for approximately 1,125 students attending 2 Farm Days, and our 3 Red Barn Fairs. We also were guest readers in several classrooms.

**Beef Ambassadors** - We have an excellent Team. Our program has 6 very active members. We have our Senior Beef Ambassador, who became the Senior CCW Nor. Cal. Beef Ambassador, Rebekah Nunez, 4 Junior Beef Ambassadors and one Novice Beef Ambassador.

**Beef Ambassadors** - We have an excellent Team. Our program has 6 very active members. We have our Senior Beef Ambassador, who became the Senior CCW Nor. Cal. Beef Ambassador, Rebekah Nunez, 4 Junior Beef Ambassadors and one Novice Beef Ambassador. Our program beginning this year Welcomes the new Beef Ambassadors chosen in the spring keeping the current Beef Ambassadors that want to stay in our team ...BECAUSE...Once a Beef Ambassador always a Beef Ambassador. They are our greatest Beef Promoters and present a whole new believable, healthy aspect to Beef Promotion, reaching out to the consumers on a whole other level!

**Beef Promotion** - Is in every aspect of ALL we do every day, everywhere! We participate at Farm 2 Fork, attended by 77,000; Celebrity chefs serving food to hundreds, Farm Days in Placer and Nevada Counties, Serving for the TCA Classic Steer and Heifer Show, elegant desserts at the TCA Spring Round UPS, and joint member dinner/dance, community services as serving cookies and stories at the Lincoln Blood Bank, serving beef sliders and ice cream to the St. Joseph's Golf Tournament, not to mention our Weight Loss Challenge...Everyone wants to know what the Biggest Loser Trophy is for..it is Awesome to tell them we are proud to be the biggest losers, losing weight by eating the lean cuts of beef! This year we are having a Virtual Ranch Run/walk, coinciding with the Weight Loss Challenge. Hope you signed up and participated... It can be done anywhere, anytime, with anyone during the specified week. We have a group doing it together and those than can't make that date & time can do it at their convenience at their ranch. Those that sign up get a running bib and a medal.

This year, 2017, after the rains stopped we began having our meetings at a different Cattlewoman's Ranch each month . It has been fun, educational and inspirational to see how the different ranches operate.

In memoriam this year we have lost 3 cattlewomen who have done so much for our club: Nancy Martin, Bobbi Gottstein and Maxine Turner. They are our Cowgirl Angels watching us from above. Their Cowbelle Spirit will remain with us forever!

Our rewarding goals have always been and continue to be to Support the Beef Industry, create and keep interest in the Beef Industry, reaching out to let the public know where their beef comes from, the safety of our product and how nutritious it is, raising funds to support our PNCW Scholarship program given to students in the two counties who will continue their education in Agriculture and educate young and old alike by clearing any misconceptions they may have and give them easy fun new recipies to try. We look forward to each California Cattlewomen meeting for education and camaraderie to continue to meet our goals. We are so proud to be Cattlewomen!



## PLUMAS-SIERRA COUNTY CATTLEWOMEN 2017 ROUND-UP REPORT

### OFFICERS:

President - Flinda France  
Vice President - Marjorie Logan  
Secretary - Crystal Munoz  
Treasurer - Claudia Barnes

### Directors:

Claudia Barnes  
Patricia Ramelli  
Kathy Vignolo-Knight  
LaVerne Forrest

Members: 80 (Includes: 12 National and 10 New)

COWBELLE OF THE YEAR: Crystal Munoz

### A Little History About Us:

Our organization was formed by a group of ranchers wives who wanted to be more involved in the cattle industry. We began our ad-venture in September 1966, with 44 members.

We're now going on 51 years as strong, dedicated, passionate, and enthusiastic women.

Our first brand quilt was made in 1977. The monies raised go to our Scholarship Fund for local students in Plumas and Sierra Counties. Our quilt is hand made with hand embroidered local registered brands from the two counties. One of our members has graciously volunteered to do the embroidery for some of our ranchers. She has consistently done 40 plus squares for the last several years.

We started as "Cowbelles" and adopted Cattlewomen in 1988 to be more consistent with the California Cattlewomen. 2017 started out with a devastating flood to our storage unit. We lost approximately 75% of our contents. We were able to save our scrapbooks, which was a "Godsend" as they are archives of our hard work through the years. Not even the flood discouraged us from pursuing our mission! So we pulled up our boot straps, put on our jeans, slapped on a cowgirl hat, and got back in the saddle!

Our unit got started in January with our 1<sup>st</sup> meeting discussing goals we wanted to achieve this year. (we meet eleven months out of the year, excluding December).

### Ag In The Classroom:

In February a group of us took on a new adventure with our local FFA students. We started up a Dairy Products CDE team. After 3 weeks of intensive training, 3 members of the group competed at Chico State College against more than 100 other FFA students from California, Oregon, Washington and Idaho. Skills included tasting milk samples to identify defects, identify 20 different cheeses and identify real vs. imitation milk products. It was a very rewarding experience for both students and Cattlemen! We continue to volunteer to read, cook, and do classroom presentations including nutritional facts about "BEEF".

### Beef Promotion:

We are involved in as many local events as possible. In March we started by participating in Cowboy Poetry at our local Grange where we sold our PSCW items, some new hand crafted. Aprons, tea towels, pot holders, and adorned jean pockets for utensils. Also began selling our quilt tickets.

We continued with other events such as Garden Expo, Sierra Valley Farmers Market, Calpine Farmers Market, Plumas Sierra County Fair, Nervino Airport Fly-in Breakfast, Farm Bureau annual BBQ, Fourth of July Parade and BBQ. We decorated a jeep to look like a cow for the Parade where we passed out taffy candy (beef by-product). We won a trophy for "People's Choice". PSCW --- "ROCK".

At each event we have members talking to the consumers about the nutritional value of eating "BEEF". We pass out beef brochures containing wonderful recipes. Along with those we give "I Love Beef" stickers.

We have a local grocery store in our area where they put a beef recipe in each bag. What great community support!

This year we truly had a brain storm to continue our mission of beef promotion and education.

In July at our local Sierra Valley Grange we hosted a two day "Buckaroo Kids Camp" with the joint effort of Grange, Cattlemen, Cattlemen and Farm Bureau we had 31 local children, ages 7 and up participate in the event.

Activities included leather tooling, bread and butter making, wool felting, refrigerator vegetables, dancing, sewing, and best of all the children got to prepare their own lunches. 1<sup>st</sup> day, Beef Tacos, 2<sup>nd</sup> day, Beef Meatball Sliders. During the preparation a lesson about the health benefits of beef was presented. Each child went home with a folder containing instructions of all the activities.

Bekah Nunez, the new California State Beef Ambassador for Northern California joined us for the 2 day event as a team leader. what a wonderful young women. The children absolutely loved her! Our first time trying something like this and it was a great success. "Let's do it again next year".

#### Scholarship:

All the monies received throughout the year from our Brand Quilt ticket sales goes into our Scholarship Fund. Our quilt is displayed at all our events and at many of our local businesses. This year we gave out \$5,500. Two students from Plumas County, and two from Sierra County, along with three second year recipients.

Much to our surprise a wonderful gentlemen from Reno Nv. who is a gun dealer donated 2 guns (a rangeland rifle and a youth shotgun) for us to sell tickets to raise money for our scholarship fund. The drawing will be at our Auction/Luncheon in November along with the winner of our beautiful quilts,(small lap/baby quilt was also made).

#### Fair:

In August we again participated in the Plumas Sierra County Fair in Quincy, Ca. The theme was "ART to AG". Our booth was set up with our quilt display, pictures of our scholarship recipients, beef by-product boards, hand crafted items, our regular wares, beef brochures, bumper stickers, along with cow shaped erasers, and hamburger shaped erasers for the kids. Part of the booth had art work of hand painted pictures of cows and barns. We sold quilt and gun tickets. Each evening we served "Beef Chili Shooters", which was well received. People were asking for the recipe! "Beef Promotion at its Best". At the annual Cattlemen's BBQ we helped with setting up, pro-viding table decorations, prepared side dishes and dessert, and served approximately 200 + tri-tip dinners. Thank you for all the volunteer hours!

Through our website, local newspapers, Facebook, social media and our volunteers talking to the consumers we reach at least 26,000 people.

Scholarship recipients---7  
Scholarship monies-----\$5,500  
Social Media-----20,000  
Newspapers-----6,000  
Volunteer hours-----500 +

I would like to express my sincere appreciation to all our members for their dedication, passion, and enthusiasm! We are a sisterhood who will continue to promote the "Cattle Industry".

Respectfully submitted,

*Flinda France*

President - Plumas Sierra Cattlemen

Visit our Website - [plumassierracattlemen.org](http://plumassierracattlemen.org)



## PLUMAS-SIERRA COUNTY CATTLEWOMEN 2017 ROUND-UP REPORT



## **San Benito County Round Up Report 2017**

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

Organized: May 6, 1954

Number of Members: 105

### **OFFICERS:**

<b>President</b>	<b>Charlotte Cabral</b>
<b>Vice President</b>	<b>Heather Callens</b>
<b>Secretary</b>	<b>Cheri Holiday</b>
<b>Treasurer</b>	<b>Debbie Loos</b>
<b>Beef Promotion</b>	<b>Sally Silva</b>
<b>Parliamentarian</b>	<b>Jae Eade</b>
<b>Media</b>	<b>Desiree Mirassou</b>
<b>Historian</b>	<b>Vacant</b>
<b>Delegate</b>	<b>Sandy Williams</b>

### **DIRECTORS:**

<b>South Director</b>	<b>Helen Matulich</b>
<b>North Director</b>	<b>Jamii Pura</b>
<b>East Director</b>	<b>Allison Renz</b>
<b>West Director</b>	<b>Dianne Rodrigues</b>

In 2017 our SBC Unit 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 are very creative and take initiative to make this another powerful year. Thanks and recognition belong to all of the members, officers and directors who have worked so hard to make this another 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 and Kelly May are 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 2016, our Holiday Social and General Membership meeting was held at the home of Jamii and Stan Pura. In the holiday spirit our members contributed canned goods for our local Community Food Pantry. The new slate of officers for 2017-2018 was installed 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 called on 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! This year was our largest attendance being 92 players.

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 organized 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 a cow with chalk.

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. We always include the Cattlemen's name at a lot of functions.

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 take a 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 program 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 is happy to "mooove" the Herd along for a small price! We solicit a donation or simply a flat fee to send anonymously to a friend or simply

let them know who sent it when it arrives in the middle of the day or night, preferably when no one is home.

This year our Beef Promotion chairwoman, Sally Silva and her committee, started the year out with a bang by handing out 900 re-usable “I Love Beef” shopping bags at three local grocery stores. These 900 people will use their bags and the number of people who will see these bags is unmeasurable. This committee continued with putting an “I Love Beef” ad in the lobby of the Hollister and Los Banos Premiere Cinemas. This ad will be seen 483,503 times by 120,876 people and will run for at least 2 years.

Our San Benito County Unit enjoyed a premier “MOOOVIE NIGHT” that was open to the public where they enjoyed a beef hotdog BBQ and all the trimmings before settling in to enjoy a John Wayne movie and most of all to view the ad our Beef Promotion committee developed that is run before the movie starts, at both cinemas, Hollister and Los Banos. This ad will be viewed also 483,503 times by 120,876 people through the next 2 years. 80 spectators were in attendance this evening.

Currently the Beef Promotion committee has placed 1,000 beef recipe cards and beef nutritional facts brochures in 5 local grocery store meat markets.

In mid-May, the SBC CattleWomen was pleased to provide a \$1,000 scholarship to a deserving high school senior heading off to college. Samantha Warren will be going to a college where she 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.

Topping off the year is our summer BBQ membership meeting held at the home of Sally and Shorty Silva. This is the meeting where we introduce the San Benito CattleWoman of the year. This year our unit was pleased to honor two well-deserving CattleWomen. Charlotte Cabral and Martha Tobias presented this year’s honorees, Sharon Hawkins and the late Marie Pera, with beautiful stepping stones. Marie’s family was in attendance to accept her stone.

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 Fair Booth committee. The theme this

year is "Lettuce Celebrate". 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. This past year and this year we asked the parents if they wanted to join in and judge. A lot of takers and their kids scored higher in some species than their parents. Fun by all.

We have many more activities coming up, one of them being our "Country Market Place", co-chaired by Jayme Stewart and Bonnie Rich. This event was previously our annual fashion show but was changed up last year to the Country Market Place. It is held at the San Juan Oaks Golf Club and 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 has a hard working board of directors and a wonderful supportive, hardworking membership. We look forward to 2018 and look back on 2017 with pride and sorrow has our membership has been hit pretty hard this year losing 4 outstanding members.

Respectfully submitted,

*Charlotte Cabral*,

President San Benito County CattleWomen



# San Diego County CowBelles

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## 2017 Round up Report

President – Janet Tulloch

Vice President – Debbie Torres

Treasurer – Sue Ponchetti

Secretary – Christine Snyder

The CowBelles started off the year welcoming a new Treasurer Sue Ponchetti. We are excited to have this wonderful lady as our Treasurer, especially since she is an accountant by trade. We also received some exciting news about our member Victoria Mellott who entered a couple of pictures into the CCW photo competition. Victoria won 3<sup>rd</sup> place in the “People” category and in the “Animals & Wildlife” category. Her photos were featured in the January 2017 CCA Magazine.

This year we continued our tradition of attending the Valley Center Ag Day at Gang Ranch in Valley Center. We had some amazing lesson plans put together for the day by Kathy Cauzza. It was a big success with us reaching 278 kids. It was definitely a good day for Ag in the Classroom.

The CowBelles always support the East County Jr. Fair in Lakeside, California, which was held May 14<sup>th</sup> to May 21<sup>st</sup> this year. Members Karen Garbani and Victoria Mellott did a great job working our booth. Our booth was a big hit this year because of the enthusiasm of these wonderful members. During that same weekend we had several other members working at another event, the Ramona Rodeo in Ramona. It was another great venue to be at and let the public know about Beef and the CowBelles. Members Sharyl Yanez, Sue Ponchetti, Kathy Feigel, Kathy Cauzza and Eileen Tellam worked Friday 5/19 to Sunday 5/21. Needless to say it was a busy weekend for the CowBelles.

At our annual Founder’s Day luncheon/meeting on May 3rd we, once again, had the pleasure of having our CCW President in attendance. President Cheryl Foster spoke to our members about the state of the membership and how the Beef Ambassadors are a wonderful resource for us to use at any of our events.

The theme for this year’s San Diego County Fair in Del Mar, California was “Where the West is Fun”. It was the perfect theme for this year’s CowBelles booth. Our group was fortunate to have the same booth location and size again this year. The whole fair was decorated in the western theme and we took advantage of it. Our members promoted Beef and its By-Products along with doing a branding activity with the public. We took to the stage 6 times

Heading into Fall, we selected **Emily Bettencourt** as our Cowbelle of the Year. **Emily** worked tirelessly this year to create the opportunity for our unit to promote beef at the Morgan Hill Mushroom Mardi Gras. **Emily** currently serves as our Membership Chair. During her 28 years as a Cattlewoman, **Emily** has held many positions including unit President. We are pleased to honor her this year.

We will wind down the year with our fabulous Thanksgiving Pot Luck Dinner which includes a Prime Rib roast donated by the Tilton Ranch and prepared by our renowned chef, **Brandon Vandercook**. The Cattlewomen bring the mouth-watering side dishes and desserts. This year's dinner will be hosted by **Salene Duarte**.

The Santa Clara County Cattlewomen have had an enjoyable and productive year. We look forward to seeing y'all at the CCW Convention in Sparks!





San Joaquin/Stanislaus CattleWomen  
San Joaquin/Stanislaus  
CattleWomen  
P O Box 1425, Lockeford, CA 95237

President - Mary Robinson  
Vice-president - Delores Henriques  
Secretary - Linda Stiehr  
Treasurer - Debbie Costa  
Corresponding Secretary - Cindy Enos

Directors: San Joaquin, Nellie McPhee and Stanislaus, Di Kanz

Established 1952, currently 52 members

#### *Ag in the Classroom:*

Our unit continues to be very active. We have various events including: Ag Venture, located in Manteca, Stockton and Lodi. Ag days, AgFest, Stockton Rotary Read-in. We visited classrooms in Acampo, Lockeford, Victor, Stockton, and Oakdale.

We set up five booths at Ag Venture where we demonstrated our various topics about beef health, by-products, identification, veterinary medicine, and livestock handling. We gave our brochures, beef recipes and bumper stickers out to educate folks about our beef products.

For Ag Day we partnered with Linden FFA, once again and gave presentations to K - 3<sup>rd</sup> on why we brand and indentify our cattle. We also describe by-products that our cattle provide.

At Rotary Read-ins, we as CattleWomen, select the proper books for grade levels that tell our story of the beef industry. After reading these selected books to the students, we gift those books to the school library. This is for the students and faculty to enjoy in the future.

For Ag in Classroom, we were able to inform eight (8) schools with approximately ----- students.

### *Beef Promotion*

Our unit kicked off its first Meat and Greet beef promotion event at Sorelle Winery in Stockton on August 10<sup>th</sup>. The event featured wine and beef pairing featuring five Sorelle wines and locally sourced beef appetizers catered by the Grateful Gypsy Bistro. The event had 85 attendees, including members from other CattleWomen units. The attendees raved about the event and we are looking forward to hosting more events of this nature. This seemed a great way to promote beef and promote the wine industry in our area.

We donated monies to have our units' flag be presented at 17 Jr. NorCal Rodeos by our junior member, Rose McPhee. She presents our flag at each grand entry at these rodeos.

We also sponsored the beef for another junior member, Elisabeth Watkins; who demonstrated and oversaw a 4-H cooking process at AgFest.

### **AgFest:**

The SJS CattleWomen served dinner to 400+ exhibitors at AgFest, which is the livestock show and auction for San Joaquin County. AgFest had 830 4-H and FFA exhibitors and 1400 animals. We served hamburgers, chips, strawberries and cherries; while providing information about beef and membership to join our unit.

We were able to have on-on-one conversation with many of the exhibitors and explain what our Unit does for the beef industry.

We had three junior members show cattle at AgFest and we sponsored the Supreme Champion Female belt buckle for the breeding beef show.

The San Joaquin AgFest Junior Livestock Show and Auction is an independent event put on by an all-volunteer, non-profit organization dedicated to support and promote agriculture and our youth. We had four very active members who serve on AgFest boards and committees to help make this event possible.

### *Scholarship*

This year we presented four scholarships to students enrolling in Agricultural studies at colleges and universities. What a joy it is to be able to help these young people in their various educational endeavors. It is also rewarding to see them years later and find out where their career path took them.

### *Cowbelle of the Year*

Our Cowbelle of the year has been chosen, Bobbie Telles. She will be formally recognized at our September General meeting.

She is a member in two units and has worked hard for our organization for many years. Congratulations Bobbie!

### *Community Services*

- ◆ Served lunch at McPhee Bull Sale in September
- ◆ Served 400 meals to livestock exhibitors at Ag Fest, June
- ◆ Served beef sliders at Oakdale Cowboy Museum, Day of the Cowboy July 23<sup>rd</sup>
- ◆ Served tri-tip BBQ at Hilmar Cattle Sorting in October

In closing, I am overjoyed to work with this group of cattlewomen who are so dedicated to share the love of beef with our communities in two counties. We hope we have touched the lives of many young people with our message of beef and the agricultural activities we live each day.

Respectfully submitted,

*Mary Robinson*

President



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

President: Sarah Kramer - 1<sup>st</sup> Vice President: Ann Cochrane (Interim)

2<sup>nd</sup> Vice President: Suze Evenson - Secretary: Marge Wheeler - Treasurer: Fran Toganzini

Directors: Marge Wheeler, Caroline Bello, Joanie Ketcham, Colleen Hayes, Justine Dunn, Carla Young, Fran Pritchard, Margaret Avila, DeeDee Avila

Membership: 215 and growing

Cattlewomen of the Year: Fran Pritchard

SCHOLARSHIPS: We gave out a total of 9 scholarships totaling \$10,000 to well deserving high school seniors and some continuing college students. In addition, we awarded a Cattlewomen's Heritage Scholarship to a Cal Poly SLO Student. All of the students are touching the Beef Industry in some way.

AG IN THE CLASSROOM: The AgVenture South, which is held at Arroyo Grande High School is growing, 450 4<sup>th</sup> graders were in attendance this May. The North County Ag Venture, which is held at the Paso Robles Event Center, saw about 1,520 4<sup>th</sup> graders in October of 2016. Tracy Nicolson took various professionals to three local high schools to show the students different careers that are available in Agriculture, 180 students were reached. A group of ladies visited a local elementary school and explained the importance of beef during their lunch hour. We donated funds to purchase beef that was served at lunch to 150 students.

BEEF PROMOTION: We sponsored the Bred and Fed Heifer and Steer Class at the Ca Mid-State Fair, donated to the Carcass Contest and the Farm Supply Quiz Jam at the Fair. Additionally, during the fair we had a booth which made available educational brochures, recipes, coloring books, and stickers. The booth traffic was great this year; we had a drawing as well to "Beef" up our email list offering a chance at Beef & Wine Tickets in exchange for emails, 150 emails were collected. On Cattlemen's and Farmer's Day we served beef for lunch and dinner. Throughout the year, we supplied 300 beef education/recipes/gummy bears for the Paso Ag Tour; we donated \$50 in each of the Board of Supervisors names to the county Food Bank; we donated \$400 to both the Paso Robles School District and the San Luis Coastal School District so that they could purchase beef to serve as a hot lunch item. We hosted our 2<sup>nd</sup> Central Coast Beef and Wine Festival. The Festival combines beef with local wineries and breweries who are also involved in the beef industry.

FUNRAISING: We host one huge roping in October at the Paso Robles Event Center. Saddles and many buckles along with cash are awarded. Additionally, our Beef Promotion event, Central Coast Beef and Wine Festival, generated funds although the primary focus is education.

MEETINGS: This year is our 43<sup>rd</sup> Madonna Inn Fashion Show & Annual Membership Meeting. Cattle Women from around the state are welcome to join! November 9<sup>th</sup>. The Madonna Inn does have fabulous rooms for those wishing to stay overnight.

added to available funds. We are currently auctioning off a security safe along with the Powder River Panel tickets as we do every year. One of our favorite fundraisers was our trailer covered with ranch brands from across the county. For a small donation, a ranch advertised wherever the trailer would be.

**Donations** included four scholarships for a total of \$4,100 to juniors for college and trade schools. We donated to the Midwestern ranchers burned out in the terrible fires of 2017. We approved donations for the hurricane victims in Texas and the Southeast. SBCCW gave out gift certificates to the FFA and 4-H groups prior to Fair to help defray their expenses as they prepared to show and sell.

Our CattleWomen do so many things, it is hard to include all in one report: we distributed the excellent materials from the Beef Council and promoted the new BEEFabulous app, endorsed Karen Sweet and the stewardship resolution of the California Rangeland Conservation Coalition, both as a county unit and as individual ranches. We worked during the County Fair as clerks for the Heifer Auction. Debbie Laroche and her group judged all the junior beef education exhibits during the fair, and Sherry Musgrove designed and fabricated the CattleWomen's display for the Agricultural building. All during the year, members sent out cards and letters to those who have lost a loved one or were ill or in need as part of our "Sunshine" effort. Sue Benech and Kathi Carlson and crew cooked chili for 125 during Cowboy Night at the Vaquero Show fundraiser at the Santa Ynez Valley Museum of Natural History – a great beef promotion! Further afield, Hannah Gonsalves promoted Santa Barbara County CattleWomen during her recent trip to the Queensland Australia Beef Expo, and came home with great info, too. Anyone who is not so fortunate to travel can just go to our website or Facebook page to keep up on things. There are always a lot of fun and educational beef activities in Santa Barbara County!





the troops overseas, and held a silent auction to raise money for college scholarships. This year's Santa Barbara County Cattlemen's Dinner/Dance brought over 600 combined members for the event. CattleWomen once again provided centerpieces and ran the silent auction which added over \$4,000 for scholarships. We installed officers at the January general meeting, and invited our Santa Barbara County Cattlemen to the Branquinho Ranch in March for a barbecue dinner and an update on our activities. The Spring Meeting combined Santa Barbara County CattleWomen and our sisters in San Luis Obispo, Kern and San Diego Counties for an exclusive visit to the old Rancho Pecho. We got a ranch house tour, too, all arranged by Board member Sue Benech. Views over the Pacific Ocean were amazing.



Our Cowbelle of the Year meeting in September brought everyone to the Red Barn in Santa Ynez, and every seat was filled!

JoeAnn

Branquinho received an engraved silver cowbell from Vice President and dear friend, Janet Kraus. JoeAnn helped with the senior dinners and worked on a new



fundraiser, then organized an entire series of horseback ranch tours resulting in more members showing up at the gate! CattleWomen rode on the La Laguna Ranch, the San Julian for a Low Tide Ranch Ride, the Spanish Ranch for a Moonlight Ride, and spent a weekend on the Varian V6 in Parkfield. Barbara Mackey's "Ketchup Karaoke" at the Parkfield Café was hysterical! For our **Fundraising**, Hannah Gonsalves added two new Santa Barbara County CattleWomen shirts for the Beef Promotion trip to Catalina –everyone on the ferryboat or at the various island activities was totally immersed in beef facts from the ladies in the pink shirts! Our "goodie store" included T-shirts, new hats, tote bags and stadium seats with our logo, and Stefani Niesen's 16-month calendar. We sold many items in the goodie store at the Santa Barbara County Fair which was attended by 160,000 visitors this year. Silent auctions at

the Dinner/Dance and the Holiday Dinner added to available funds. We are currently auctioning off a security safe along with the Powder River Panel tickets as we do every year. One of our favorite fundraisers was our trailer covered with ranch brands from across the county. For a small donation, a ranch advertised wherever the trailer would be.

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# *Santa Clara County Cattlewomen*

*Est. 1949*

## *2017 Round Up Report*

*President - Cheryl Beckwith*

*Vice President - Salene Duarte*

*Secretary - Jolan Szoboszlay*

*Treasurer - Sally Miller*

*Cowbelle of the Year - Emily Bettencourt*

*Members: 30*

2017 has been a busy year for Santa Clara County Cattlewomen. January and February are normally our “slow” months, but by March, we were back into the swing of things! We had a difficult decision to make in selecting our County representative to send to the State Beef Ambassador Contest as we had two highly qualified candidates, **Ilona Mauro** and **Max Carlisle**. After listening to both amazing interviews and a strenuous Q & A session, **Max Carlisle** was chosen to represent Santa Clara County. **Salene Duarte**, our Beef Ambassador Chair helped **Max** prepare for the State Contest in Bakersfield, where he was selected as one of the California State Beef Ambassadors. A first for Santa Clara County!

As May rolled around, we found ourselves busy preparing for the Mushroom Mardi Gras, an annual festival held in Morgan Hill, CA. Under the direction of **Emily Bettencourt**, the Cattlewomen became “Blendatarians” as we prepared “blended” beef and mushroom meatballs to serve as samples to festival goers. It is estimated that 80,000 people attend this annual event. This amazing Beef Promotion opportunity was created by member **Emily Bettencourt** who devoted countless hours working with the Mushroom Council to plan for the Cattlewomen’s participation in this event.

In June, unit President **Cheryl Beckwith** along with member **Sally Miller**, began exploring the history of our unit’s founding members, their brands, activities, and

relationships with the other early units in our state. **Cheryl** then gave a short presentation about our history at the CCW Mid-Year Meeting at Harris Ranch.

June is also the time for our scholarship interviews. Scholarship Chair **Robin Schweiger** assembled an interview panel including Cattlewomen **Heidi Lackey, Cheryl Beckwith**, and Cattlemen's President **Justin Fields**. The panel interviewed nine outstanding applicants, and awarded \$4,500 to four amazing individuals: **Amy McBirney**, a 3<sup>rd</sup> year Vet student at UC Davis; **Alexis Budde**, an AG Business/AG Literacy major at Colorado State, Ft. Collins; **Julianna Figone**, a Freshman at the University of Idaho majoring in AG Economics; and **Corey Carlson**, a freshman at Cuesta College studying Forestry and Rangeland Management. We can only hope that these inspiring students will one day return to Santa Clara County to share their talents as well as their passion for the Beef Industry!

July finds us spending countless hours preparing for the Santa Clara County Fair. Members **Nadine Duarte** and **Salene Duarte** organized our 2<sup>nd</sup> annual Steer Fitting Contest where contestants are educated about the safety of equipment used, as well as safe animal handling and public perception. The fitted steers are then judged, along with points awarded for safety and handling. Many prizes are awarded to all participants. Next, **Nadine Duarte** organized our 2<sup>nd</sup> annual Beef Skillathon , a hands-on knowledge contest, consisting of 10 stations ranging from Breed Identification to Beef Quality Assurance. Our own Junior Cattlewomen, **Ashley Jordan** and **Maddie Beckwith** won the Senior and Junior divisions respectively.

On Beef Show day at the Fair, we all enjoyed the fantastic Beef Luncheon prepared by **Nadine Duarte** and crew including **Jackie** and **Brandon Vandercook**. This delicious tri-tip meal feeds the Beef Judge, the Cattlewomen and the show staff!

In wrapping up the Fair, member **Janet Burback** spent many hours gathering statistics and preparing an educational presentation for our annual Carcass Awards Dinner and Banquet. Members **Susan Little-Nell, Jolan Szoboszlay, Barbara Suit, and Emily Bettencourt** along with **Sally Miller** helped serve 80 tri-tip dinners to guests. This year's award winning carcass was raised by Junior Cattlewoman **Maddie Beckwith**.

Heading into Fall, we selected **Emily Bettencourt** as our Cowbelle of the Year. **Emily** worked tirelessly this year to create the opportunity for our unit to promote beef at the Morgan Hill Mushroom Mardi Gras. **Emily** currently serves as our Membership Chair. During her 28 years as a Cattlewoman, **Emily** has held many positions including unit President. We are pleased to honor her this year.

We will wind down the year with our fabulous Thanksgiving Pot Luck Dinner which includes a Prime Rib roast donated by the Tilton Ranch and prepared by our renowned chef, **Brandon Vandercook**. The Cattlewomen bring the mouth-watering side dishes and desserts. This year's dinner will be hosted by **Salene Duarte**.

The Santa Clara County Cattlewomen have had an enjoyable and productive year. We look forward to seeing y'all at the CCW Convention in Sparks!





## Shasta County CattleWomen

### 2017 Round Up Report

President	Sandee Monroe
1 <sup>st</sup> Vice President	Teala Magee
2 <sup>nd</sup> Vice President	Brenda Sandifer
Secretary	Cindy Scott
Treasurer	Peggy Kite
Past President	Dottie Gay Long
Directors	Ginger Fowler, Maudie Gregory, Maxine Morgan, Karen Moller, Betty Stephenson

**Ag In The Classroom:** Our Ag in the Classroom volunteers were very active, educating hundreds of students, and this year they had a special guest join them. Rainy the bottle calf was a hit with all the students at the schools they visited.

Our Beef Princess and Beef Ambassador presented to 500 4<sup>th</sup> graders at the Farm Bureau's annual Farm-City Day.

**Beef Promotion & Fundraising:** Early in 2017 we partnered with Turtle Bay Exploration Park in Redding to help produce their exhibition "Rooted in the Land" which celebrated the history of farming and ranching in Shasta County. The exhibition ran for 3 months with approximately 25,000 visitors.

We had a great turnout for our annual Beef Princess & Beef Ambassador dinner. Gus Urricelqui is our Beef Princess and Adam Blalock is our Senior Beef Ambassador. We did not have a contestant for Junior Beef Ambassador.

Our Shasta District Fair booth won 1<sup>st</sup> place. Many of our members took shifts to help promote beef and hand out recipes. Average attendance at the Shasta District Fair is 90,000. We had numerous new Beef Promotion items in our Red Barn at the Shasta District Fair, including new hats and license plate frames.

We also held our Fitting & Showing contest for junior beef exhibitors and helped to sponsor the Carcass Contest after the fair.

Our Facebook page has 204 current followers and a reach of approximately 1,200 to 1,500 per month.

**Scholarships:** We awarded two \$1,000 scholarships to graduating high school seniors, Adam Blalock and Wayde Henderson. Adam is our Senior Beef Ambassador. Both Adam and Wayde have been active with taking market steers to the Shasta District Fair through the years and they both are attending Chico State University with the intent of future careers in the beef industry. We also awarded a \$1,500 scholarship to a Shasta College transfer student.



**SISKIYOU COUNTY CATTLEWOMEN**  
**2017 ROUND UP REPORT**  
**11518 Oro Fino Road**  
**Fort Jones, Ca. 96032**

[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 Beverlin

Secretary: Lori March (with Dona Farnam one year prior)

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 two school districts, east and west of I-5. We have two teams of our cattlewomen consisting of over 15 members who visit 14 schools with over 64 hours of instruction and some 923 students reached. We do numerous presentations with over 400 miles put in travel time. We have a group of ladies who travel to San Francisco each year in October to Gordon Lau Elementary School. We adopted the school some years ago and the students love our visits. Melanie Fowle, Lynda Beverlin and Jackie Zediker head up this team. We taught 450 students with over 20 hours of work time. As well as educating the school over 8 members donated 350 each to buy computers for the school. Our Jennie Kuck Bridwell Scholarship monies also donated 1500 to the computer drive. This team of ladies also helped at Cow Palace. In May we had our annual Ag Awareness Day activity. Lynda Beverlin and Jackie Zediker head up the organization of this event. With Sharon Erickson over the luncheon provided to workers and presenters as a thank you. Some 20 cattlewomen are involved as well as numerous cattlemen. 334 students and 165 adults were educated at this event.

**Beef Promotion:** Each year we have the opportunity to supply beef sticks, bags and sponsor the annual Etna "Turkey Trot" run. Our logo is printed on the t shirts provided to the runners.

Over 400 runners participate. In December Scott Valley has its annual Christmas parade. With cattlewomen teamed up with the local 4H group we have a float with our cattlemen and cattlewomen of the year from our county. Over 2500 attend this event with walkers behind the float handing out beef sticks and brochures to the public. Scott Valley also hosts two rodeos with Cattlewomen selling Walking Taco's to the public. With constant plugs from the announcers we are heard by over 5000 attendees for both rodeos. We have served some 500 at these events. We sponsor with our Cattlemen a local Cattle Health clinic, where many of our members contribute pies for the dessert after. Over 90 attended this year. This event is chaired by Carolyn Houghton with 5 members on committee. Member Libby Sears does presentations at a store in Sacramento on beef, some several hundred are educated thru this each year. This year we added a near sponsorship to our plate. Cheryl Foster and Sharon Erickson hosted a table with "beef décor" for the annual Farm Bureau dinner. With over 280 in attendance. Our local Father's day contest with advertising on our local radio station and marque at the Siskiyou Golden Fair had some 26,000 views, with two restaurants participating. One of our largest scholarhip fundraisers is our Silent Auction at our annual Cattlemen-Cattlewomen dinner. This last year we raised over 8500. Our own Cheryl Foster has headed that for some years. Our local board is attending the first reading of our Cherry Orchard project play "The Hole in the Sky". Featuring many members interviews and collaboration. The play is set to start production in 2018. The play will start in Los Angeles and play across the country. With the content being about the plight and trials of the average rancher and farmer. Our annual Cattlemen's Tour was hosted by Butte Valley this year. With a tour of a local diversified farm, bull testing and a lovely BBQ put on by both our SCCW and SCCA. Sharon Erickson is the chair for the luncheon with Tara Porterfield, Carolyn Houghton, Lynda Beverlin, Heidy Carver and Jodi Coats helping to make some 195 people well taken care of. Our local members bring salads and desserts with the men suppling our meat.

**County Fairs:** Our Siskiyou Golden Fair is our biggest fundraiser to date. We make BBQ beef and French Dip sandwiches. Also selling our brand scarves. We have members and family and friends working 5 days and over 80 hours of labor. We sold over 1013 lbs of meat, with 1927 sandwiches sold. Lori March is our fearless leader for this event. She oversees ten chairwomen and works to keep it running smoothly. Our sauce is homemade a secret reciepe made at a local packing plant with Sharon Erickson chairwoman and Caroine Luiz, Keri Daniels, Nicole Stevens and Heidi Martin all helping. We also have an exhibitor booth with Gail Jenner and Sharon Erickson the chairmen. We also had a crew of Heidi Martin, Leanne Brown, Elaine Kuck and Lynne Bryan helping to make it look great with the theme of Past to Present our industrious crew won 1<sup>st</sup> place. Some 50,000 people passed through this booth.

**Young People:** Our unit has sponsored a new program called the Heifer Project. We donate a heifer to be raised and feed by a student who would otherwise not get to raise a steer for either Tulelake- Butte Valley Fair or Siskiyou Golden Fair. Our first recipient for this program was awarded to Trapper Cundall from Butte Valley. Our Scholarship winners this year were, Rebecca Kimbell non ag, Hunter Cowley ag, Geraldo Licea ag, and Continuing scholarship to Alicia Larue. Each received 1000.00. Our scholarship chairwoman is Julie Kiimbell. (No relation to the above mentioned Kimbell). Local Beef Ambassador contest was headed up by Lynne

Bryan and Katie Morris, with Melanie Fowle as coach to the kids. Olivia Hanna was 1<sup>st</sup>. place junior, Nicole Downey was 2<sup>nd</sup> place junior, with Angelee Dowling as 1<sup>st</sup> place senior. The Jennie Kuck-Bridwell scholarship was awarded to several individuals for a Kidder Creek Orchard camp leadership camp and Cal Focus Ag Leadership to one individual with 2515.13 being awarded. Our annual Carcass contest awards night had some 95 in attendance with a BBQ meal provided by the Cattlemen and Cattlewomen with Colleen Cowley, Sharon Erickson and Carolyn Houghton all working to make the night a success.

**Cattlewomen of the Year, Pioneer Beef Woman and Top Hand:** Our fall dinner is when we announce our Cattlewomen of the Year recipient So hush hush for now it is Lynda Beverlin. She has co-chaired our local Ag Awareness Day, Gordon Lau Ag Day and Ag in the Classroom. She works at numerous events and is an asset to me as president. Last year's Pioneer Beef Woman was Melanie Fowle. Last year's Top Hand was Jackie Zediker.

**About our Unit:** As of July we have 186 members. We have 3 general meetings a year. Being held in October, January, and May. Our annual state convention held in Reno, Nevada had members Sharon Erickson, Sheila Kuck, Heidy Carver, Tara Porterfield, Katy Porterfield, Emma Morris, Lynne Bryan, Lynda Beverlin, Michelle Murphy, Carolyn Houghton, Julie Thackeray, Melanie Fowle, Cheryl Foster and Holli Murphy. For our State Spring Meeting held at Harris Ranch we had in attendance Sharon Erickson, Heidy Carver, Lynda Beverlin, Melanie Fowle, Holli Murphy, Michele Murphy, Tara Porterfield, Rita March, Heidi Martin, Lori March, Cheryl Foster and Carol Silicz. For June meeting at Harris Ranch we had Sharon Erickson, Cheryl Foster, Marcia Allen, Carolyn Houghton, Barbara Cowley, Michele Murphy and Melanie Fowle in attendance.



Respectfully submitted,

*Sharon Erickson*

President Siskiyou County

## **SONOMA MARIN CATTLEWOMEN**

**5844 Mathilde Drive**

**Windsor, CA 95492**

### **ROUND UP REPORT 2017**

President – Joyce Doughty

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

2<sup>nd</sup> Vice President – Kit Simmie

Recording Secretary – Eileen O’Farrell

Corresponding Secretary – Barbara LaFranchi

Recording Secretary – Barbara LaFranchi

49 Members

#### **Ag in the Classroom/Beef Promotion**

Chaired by Kit Simmie and Connie Martin. The group participated in a two day Ag Day event held at the Sonoma County Fairgrounds where we reached 4000 students as well as Ag Day at the Petaluma Fairgrounds hosting 700 students. Kit was busy in several classrooms this year reaching approximately another 800 students bringing out total to about 5500 students. Helping Kit out in the classrooms was one of our Cattlemen, Ernie Ongaro who helped the students with leathercraft projects. A very popular program. Great job, Kit and Connie.

#### **Scholarships**

Along with our Cattlemen’s group we donate scholarships totaling \$8000.00 to 7 local high school graduates who are starting college or continuing from last year.

#### **Fundraisers**

Each year for over 55 years we have held a dinner during the Sonoma County Fair as a fundraiser for our awards, Ag in the Classroom and Beef Promotion programs. This year we served 125 dinners. Hats off to Patti Baxman for bringing this together again this year. Last year Pam Michalek made a

beautiful quilt featuring brands of our local Cattlemen. The raffle ticket was drawn this summer – the winner was our own Bruce Martin.

### Awards

Each year we sponsor awards at Sonoma County, Sonoma Marin, Healdsburg and Marin County Fairs for the best Market and Breeding Beef Projects. This year embroidered duffle bags were awarded to 2 FFA members and 6 4-H members. Thank you Jessica Ascoop for all your hard work coordinating this program.

### Buyers Dinner

Our last big event of the year is the Buyers Dinner at the Sonoma County Fair. This year we served approximately 375 dinners to the Jr. Livestock buyers. Our Cattlemen and CattleWomen served barbequed tri tip, beans, salad, rolls and delicious locally made apple and berry turnovers. Many thanks to everyone who donated their time to make this a successful event again.

### Cowbelle of the Year

This year's Cowbelle of the Year is our President, Joyce Doughty



## TEHAMA COUNTY CATTLEWOMEN 2017 ROUNDUP REPORT

President:	Jeanne Smith	
Vice President:	Darci richeson	Board of Directors
2 <sup>nd</sup> Vice President:	Cathy Tobin	Michelle Blunkall
Recording Secretary:	Linda Walker	Joyce Bundy
Corresponding Sec:	Jean Barton	Beth Chaney
Treasurer:	Renee Ewing	Kari Dodd
Membership Chair:	Tammy Chrisler	Shelley Macdonald Charlene Priest

2017 CowBelle of the Year – Kari Dodd, Membership: 101 regular, 6 ANCW, 5 local

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

Our 2017 Tehama Co. Beef Ambassadors are: Senior: Joshua Kramer, and Junior: Emyli Palmer,. Palmer was also the CA Northern Beef Ambassador. They have represented the beef cattle ranchers at schools, public events, and Animal Camp. \$ 1500 in scholarships given to BA.

2016 Beef ‘n Brew had more than 1,700 attendees, sponsored by TCCW and Downtown Red Bluff Business Association, with tickets only \$ 20.00 each for a successful fundraiser. There were more than 60 craft beers available for sampling, and 29 different beef appetizers. Each beef appetizer vendor received \$ 200 toward cost of beef from sponsors.

The 8<sup>th</sup> annual Beef ‘n Brew will be September 16, 2017, with Cathy Tobin chairman, Renee Ewing treasurer, Mandi Selvester-Owens website/media, Jeanne Smith, Joyce Bundy, Jean Barton, Linda Walker, Michelle Hickok, Michelle Blunkall, and members of Downtown Red Bluff Business Assn. Tickets are \$ 25.00 presale, and a small beer mug will be given for sampling the many brews.

702 Sixth graders attended Education Day at the 2016 Fair, where the Beef Ambassadors presented the beef section.

At the 2016 Tehama District Fair TCCW sponsored junior beef jerky cash awards, a buckle and \$ 100 for beef carcass contest winner Hannah Pritchard, Flournoy/Paskenta 4-H. 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.

147 teams entered the TCCW 2 Man Sorting event on Oct. 8 with Renee Ewing, chair. CattleWomen Challenge was won by Mahlon Owens and Tonya Williams. On May 6, 2017 , 30 teams with 10 cattlwomen teams entered the 2 Man Sorting event with Renee Ewing and Barbara Lowry chairs.

In November the 59<sup>th</sup> annual luncheon and fashion show theme was "Autumn Celebration". Joyce Bundy was Chair. CowBelle of Year Irene Fuller was announced.

CCW Convention was attended by President Linda Borror, CB of Yr Irene Fuller, Joan Hemsted, Jean Barton, Ann Butler, Geneva Toms. 2017-18 TCCW officers were installed by Jerry and Joan Hemsted. The ANCW & Cattle Industry Convention in Nashville was attended by 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, hot biscuits , fruit were served. TCCW members were door monitors at the Art Show with Jane Daugherty, chair of the art show. Beef Ambassadors and cattlewomen helped serve New York steaks at the Buyer/Consignor dinner at RBB&GS.

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.

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 and received \$ 400 in tips toward the Welcome to Red Bluff dinner for CHSRA Jr High State finalist. Irene Fuller and Jean Barton co-chaired the Nacho / Taco Bar dinner for 625 contestants and their families in May. Helping were: Linda & Laurel Walker, Linda Borror, Mahlon Owens, Darci Richeson, Linda Johnson, Barbara Secor, Mandi S. Owens, Tonya Williams and Thania Giowoff.

146 lbs of tri tip was grilled for the fajitas the cattlewomen served at the Round-Up Mixer by members Beth Chaney, Tammy Chrisler, Carol Enos, Irene Fuller, Kelly Mouton, Barbara Secor, Jeanne Smith, Pem Lester, Joyce Bundy. Helping tend bar were Kendra McCluskey, Cindy Stroing, Chris O'Sullivan, Peggy Zane, Jean Barton. 800 + attended.

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

In July at the fair Jeanne Smith and Cathy Tobin presented the Beef By-Products story to 800+ SERRF students in three hours of 20 minute sessions.

TCCW members working the Jr Livestock Auction were Beth Chaney, Lori Mueller, Julie Kelley, Carrie Rohr Perrea, Joyce Bundy. Among the buyers of the 360 lots were Mattie Bunting, Jane Daugherty, Anne Owens, Mahlon Owens, Linda Borror, Pem Lester, Joyce Bundy, Erin Borror, Kendra McCluskey, Beth Chaney, Peggy Zane, Jean Barton, Lori Mueller.

# Tulare County Cattlewomen

**Established 1949**

PO Box 2529, Visalia, CA 93279

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

Find us on Facebook at Tulare County Cattlewomen

## **Round Up Report 2017**

### **Officers 2016-2018**

President: Judie Church

Vice President: Sherry Dooley

Secretary: Beth Baxley

Treasurer: Marla Barron

### **Directors**

Thru 2017: Janie Sustaita, Sharyn Lockett, Claudia Guthrie

Thru 2018: Nicky Henderson, Jennifer McNulty, Kathy Whaley

Thru 2019: JoWayne Lyons, Mimi Box, Sherri Fitterer- Bennett



## **TCCW is 70 members strong**

It's time again to reflect on all of the great traditions and achievements that the Tulare County Cattlewomen have created, organized, or achieved this year. A big THANK YOU to all of our members who support our unit through your membership, participation, and volunteerism throughout the year. You are all appreciated!

### **Cattlewoman of the Year**

In 2016 our Cattlewoman of the year was announced at our Fall Banquet. Delores Fitterer was chosen for this award. Delores is a long time Tulare County Rancher and Beef Education Volunteer. Our new Cattlewoman of the Year for 2017 will be awarded at our upcoming Fall Banquet in October.



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

Our Wow That Cow App continues to be one of the popular learning centers at the AgVentures Learning Center and Museum in Tulare. Groups of children from all over Tulare County visit and are exposed to the information found in the app about Beef by-products, Stewardship of the land, Nutrition, and Beef Cuts. This museum is open year round and we currently have 3 iPads for the public to experience this fun learning app.

TCCW members presented at two different educational booths at the Annual AgVentures Day for Tulare and Visalia 4<sup>th</sup> Grade students. Students were treated to fun activity learning about Beef By-products and where they can be found in common items used every day. By facilitating two booths, we were able to double the amount of students reached which was around 1,000 students. Students received Beef man booklets, pencils, and many other beef promotion materials in a fun bag that we made for the teachers that had our Beef By-products visual silkscreened on it.

Some of our members were able to attend and work with the other CCW members the CCW Booth at the World Ag Expo and were able to visit and educate the participants from all over the world. We provide beef education and promotional materials from by the Beef Council.

We expanded our budget for our Beef in the Classroom Committee this year. TCCW member, Sherry Dooley is an awesome chair of this committee and has been an instrumental force in getting beef for cooking into more classrooms than ever this year. We have received some great letters from students who have learned to cook some delicious meals using beef that was provided to them by our unit. This program has been in place since the late 1960's.

This summer, we were provided the opportunity to educate some summer school students at the Imagine U Museum in Visalia. Students were taught about Beef by-products and were able to participate in a fun activity to learn about how beef is beneficial in many aspects of their lives.

Also during the summer, members Vickie Malmstrom and Judie Church were able to attend the California Ag in the Classroom Conference for teachers in Visalia. The educators were very receptive to using our Wow That Cow App in their classrooms and we were able to have fun with our Beef Question and Answer Wheel. Beef Council Materials and other educational activities were shared and well received.



## **Scholarships**

TCCW awarded 4 scholarships this year to 3 high school graduates and 1 college student. The Marian Guthrie Scholarship was awarded in the amount of \$1500.00 and three other scholarships were awarded in the amount of \$1,000.00 each for a total of \$4500.00 to students majoring in the field of agriculture. The recipients were Grace Guthrie of Harmony Magnet Academy, Derrick Nunes of Tulare Western, Kaitlyn McFarlan of Exeter High School, and Wade Sousa attending Colorado State University.

## **Fundraisers**

Our main fundraiser is our annual Fall Banquet held in conjunction with the Tulare County Cattlemen. Through the proceeds of a silent and live auction, a raffle and a dessert auction, we are able to finance most of our yearly projects. We also announce our Cattlewoman of the year and this past year this was awarded to Delores Fitter a long time member and volunteer in our unit.

Throughout the year we serve lunches at various special sales held at the Visalia Livestock Market. VL M has been extremely supportive of the TCCW and TCCA for many years!

## **Beef Promotion**

We have provided a beef themed gift for the first baby born in all three of our county hospitals on Mother's Day. A gift of Beef items such as a cutting board, child's book, bib, and a Beef Bucks Visa Card are some of the Beef promotional items included in the gift. We provided Beef Themed gift baskets for various youth and service groups as a donation for their Silent auctions.

## **Fairs**

TCCW has supported the youth of our county at two fairs. The Tulare County Fair is held in September and we donated two buckles for the beef department this past year and are doing the same this year.

We donate to the Porterville Fair as well in the form of a showmanship award to the 4-H Novice Beef Showman first place winner.

## **Jeanne Erickson Memorial Round Up**

One of our most fun events is our annual Round Up or Ranch Rodeo. It is a lot of work, but this event provides a day of fun and fellowship. Working with TCCA we had a fun ranch rodeo with many events for the kids too! Our Cowgirl Café provides delicious food and the competitors were awarded some awesome prizes and buckles

had a fun ranch rodeo with many events for the kids too! Our Cowgirl Café provides delicious food and the competitors were awarded some awesome prizes and buckles this year. This event also provides us with funds support our activities and promotions throughout the year.

### Fun and Fellowship

This past summer TCCW member JoWayne Lyons organized a Paint Nite Party. We had over 40 members and guests join us for a fun evening painting a very cute calf. It was a great way to meet and see some of our members. We also had a TCCW night at a Visalia Rawhide Baseball game during the month of July.

The TCCW unit is looking forward to 2018!



# **Yuba-Sutter Cowbelles**

5299 Fruitland Road  
Marysville, CA 95901

## **2017 Round Up Report**

President: Beverly Tipton

Vice President: Deborah Springsteen

Secretary: Patty Anderson

Treasurer: Megan Osbourn

Historian: Margie Burnett

Scrapbook: Melba Adamson

Members: 16

The Yuba-Sutter Cowbelles had a great year! In October 2016, 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 2017 we held our third 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 400 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.

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