

## 2017-18 CCW Executive Board

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## Mid Year Meeting held in Redding

The California CattleWomen (CCW) Board of Directors meeting, with President Cheryl Foster presiding, was held June 21, 2018, Winn River Casino, Redding, with 40 members in attendance.

Past presidents present were Sheila Bowen, Melanie Fowle, Jean Barton.

The financial report was given by President Foster in the absence of Treasurer Melody Lake and Budget Nadette Raymond Ott.

The Board of Directors voted the following:

a) CCW By-Laws amendment, as submitted by By-Laws Chair Dana Hunt: Article 2, Section C: No elected officer shall be eligible to succeed herself in an office in which she has served a full 2-year term except the Treasurer and Secretary, who maybe re-elected.

b) 2019-2020 CCW Officers elected were; President - Callie Borrer, Tehama. 1st Vice President- Debbie Hay, Kern. 2nd Vice President for 3 year term - Julie Barnett, Fresno-Kings. Secretary - Tara Porterfield, Siskiyou; Treasurer - Heidy Carver, Siskiyou.

c) CCW nominees:

**ANCW CattleWoman of the Year** - Sheila Bowen, past CCW President, past ANCW Secretary, World Ag Expo and Region VI Chair at Lake Tahoe, etc.

**ANCW Beef Promoter of the Year** - Maxine daCosta, Placer/Nevada chairman of Farm to Fork Festival in Sacramento with over 65,000 attending in one day on the Mall.

**ANCW Beef Educator of the Year** - Pat Shepherd, Mid Valley CowBelles. Ag in the Classroom and educator at many events including CCW Beef Promotion Workshop in March 2018.

(see **REDDING**, page 2)



*Down to business...*

CCW officers ready for business at the 2018 Mid Year Meeting held in Redding.

Karen Sweet was nominated for Cow Palace Queen. Previous queens were Annie Madsen, Melanie Fowle and Patsy Lund.

d) CCW will pick up the additional funds needed to cover Region VI hotel rooms. When contract was signed with hotel, it was expected that Region V would be meeting with us. The hotel is being a stickler on number of rooms set aside for meeting. At this time they are saying we owe for 31 rooms not used, or \$4,588 in attrition.

**OLD BUSINESS:**

- Region VI Meeting, April 22-24, Monterey, CA - Callie Borrer gave a brief report about the agricultural tour and meeting. Full details were in May 2018 CCW Newsletter.
- ANCW MOOVE Membership Contest- 15 states including CA are competing for the Powder River Livestock Equipment grand prize. When you join or renew ANCW dues, please send in after September 1st so we get credit in the competition. With our low membership numbers November 15, 2017, and the number of ANCW members we lost in the last two years we have a chance to win this contest.
- 2018 State Beef Ambassador Contest was successful. We heard the Northern Regional Winners - Senior Beef Ambassador, Valley Urricelqui,

Shasta County and Junior Beef Ambassador, Jayne Harris, Siskiyou County, as they spoke during the morning Workshop. Both Beef Ambassadors are available to help in your county. Emails are: [vurnicelqui@gmail.com](mailto:vurnicelqui@gmail.com) and [jayneharris02@gmail.com](mailto:jayneharris02@gmail.com).

- Ag Day at the Capitol, March 20th - Mary Robinson reported it was successful with Buckhorn Grill slicing 360 pounds tri tip, giving sliders to 2,560 people, with the help of CCW members Donna Ross, Malorie Bankhead, Camille Borba and Sheryl Morris.
- Powder River Ticket Sales - Debbie Costa reported that two units have requested more tickets, since 50% of the money raised will stay in the county. Santa Clara Co. had their tickets with them at the Region VI Meeting and sold \$300 to one gentleman.
- CCW Shirts are now available in long or short sleeve. \$25.00. Contact Cheryl Foster.

**NEW BUSINESS:**

- CCW Treasurer Computer and Quick Books Software will be purchased and be used by the CCW Treasurer Heidi Carver.
- ANCW Silent Auction item for Denver meeting. CCW traditionally donates an item and President Cheryl was seeking suggestions.
- CCW Communications Coordination

- We need a level of hits on Facebook, Twitter and Instagram, not just peaks and valleys. Following a CCW meeting we have many posting, and then nothing for months. We have 1,960 followers on Social Media.

• CCW will have a booth in the Convention Trade Show. Debbie Hay and Mary Robinson volunteered to chair. All counties are urged to bring their sale items to be sold in booth at convention.

**STANDING COMMITTEE REPORTS:**

- Beef Promotion - Melanie Fowle reported 20 counties submitted reports on 81 events, with 30,356 people engaged. Top three were Kern, San Joaquin/Stanislaus and Tehama.
- CowBelle of Year - Cheryl Beckwith. Sept. 15 is due date, bracelet is \$ 70. Santa Clara volunteered to make luncheon centerpieces.
- Legislation report was in packets - Anna Read.
- Membership - currently 1878 members, and 2019 membership is due from Sept. to Nov. 15.
- Memorial Scholarships - Nancy Hawkins report included, "Out of 5 scholarships, it appears that we will only be awarding two of them. According to our college contacts, Chico State had no applicants, none for our open scholarship and as of today, our Fresno State winner has not sent in necessary forms." 2018 Memorial Scholarships are Carlyn Peterson, UC Davis and Chloe Fowler, Cal Poly, SLO. Carlyn attended UC Davis, BS Animal Science 2012. MS Animal Biology in 2016 in which she worked in the Mitloehner Laboratory with many research trials conducted in the Mitloehner Lab. Chloe Fowler will be a 3rd year student at Cal Poly, majoring in Ag. Communications. Grew up as a seventh generation cattle rancher on a cow/calf operation. Many know her mother Ginger Fowler, Shasta Co. past president and past CCW committee chair.
- Roundup Report will be due September 1.

Meeting adjourned.



***It's not all business...***

When the CattleWomen get together it is not all business. Unless, of course, you consider lunch to be business. The Mid Year meeting was at the Winn River Casino which features several restaurants.

## Three nominated for ANCW awards

Sheila Bowen is nominated as California's outstanding CattleWoman. Sheila is so deserving of this recognition. Sheila is our immediate past California CattleWomen President. She serves on the California Beef Council. She was ANCW secretary for two terms. She is the force that keeps California CattleWomen involved in World Ag Expo. Sheila's list of accomplishments are long and varied. She is the calm very nice woman that gets a lot done.



*Bowen*

Maxine daCosta from Placer-Nevada CattleWomen is nominated as Beef Promoter of the year. Maxine is the lady that pulls the Farm to Fork event together in Sacramento every year. She books the booth, decorates the booth and staffs the booth with lots of people that interact well with the crowds. She also figures out a way to feed her work crews. Maxine's work with the Beef Council to obtain their financial support, brochures and bumper stickers to hand out to the crowds of 65,000 plus people.



*daCosta*



*Shepard*

Maxine also gets information from breed associations to share with the Farm to Fork crowds. When one Farm to Fork is finished she is immediately thinking of what she will do different next year.

Pat Shepard is again nominated as Outstanding Beef Educator of California. Pat has very impressive credentials of educating young people about beef. Pat is the key organizer for Mid Valley's Ag in the Classroom. Pat personally reaches over 20,000 kids every year with her Ag in the Classroom message.

We are incredibly proud of these three California CattleWomen.

## Davies inducted into Nevada County Fair Hall of Fame

The Nevada County Fair's Board of Directors has announced that Myra Davies will be inducted into the Nevada County Fair's Hall of Fame. The Board recognized Davies for her longtime service and dedication to the Nevada County Fair and for her commitment to local agriculture.

Davies is a fifth-generation local rancher who lives on her family's historic Dipper Valley Ranch in Nevada City. Since retiring from her county job, Davies can often be found on her ranch checking her cows and delivering firewood. "The legacy of the history, the land and the soil are in my soul and part of who I am," she says. "To me, ranching and farming is not a job, it is a chosen way of life."

That love of ranching and farming can be seen in her commitment to the Nevada County Fair and her involvement in community activities dedicated to supporting agriculture and youth in agriculture. During the Fair, Davies,

who has been attending the Fair since she was a child, can be found at the Cattlewomen's Marian Ghidotti Red Barn and the Nevada County Farm Bureau booths where she works diligently to carry on agricultural traditions.

In addition to her work at the Fair, Davies has served in various capacities in the Kentucky Flat 4-H Club, including Community Club Officer/President and a Horse and Hiking leader. She currently serves as a Nevada County Farm Bureau Director, President of the Placer Nevada Cattlewomen's (PNCW) Association, and Chair of the PNCW Beef Ambassador Program. She is actively involved in Ag in the Classroom, a member of California Cattlewomen, National Cattlewomen, Nevada County Republican Women Federated, and Nevada County Grown.

"I am deeply honored to be inducted into the Fair's Hall of Fame," said Davies. "The Nevada County Fair is a stronghold for our community. There is no other place as beautiful, accommodat-



ing, and with such strong community support for youth to showcase their yearlong projects. The Nevada County Fair is a hub, a focal point, to keep these traditions strong and it's very important that I support organizations that carry on family and agricultural traditions. My life is family, faith, community, clubs, the Dipper Valley Ranch, beef, keeping ag alive through youth, and the Fair. That's really all I need."

Davies was inducted into the Hall of Fame at opening day ceremony on August 8 and will receive a portrait donated by Shaffers Originals of Grass Valley. For information, visit [NevadaCountyFair.com](http://NevadaCountyFair.com).

## ANCW Summer meeting held in the Mile-High City

The ANCW Summer meeting took place in Denver, on July 31 and August 1. The ladies who attended the summer meeting had two great days of topics.

Dr. Suzanne Menges presented the three in-class portions of the ANCW Leadership Certification Program. The Beef Promotion and Advocacy class was instructed by both Dr. Menges and Staci Emm. A major point which was reiterated throughout the class, is to make sure that each and every time that you go to the legislature that you have a color that you wear. This color is something that you will wear each time and assist you to be remembered when you visit your elected officials. Make sure you are finding your voice and telling your story. It is best to keep your topic to three reasons, as you want to be remembered. The elected officials will hear more from a true personal story, as they will be able to see the impact that it has on the direct producers.

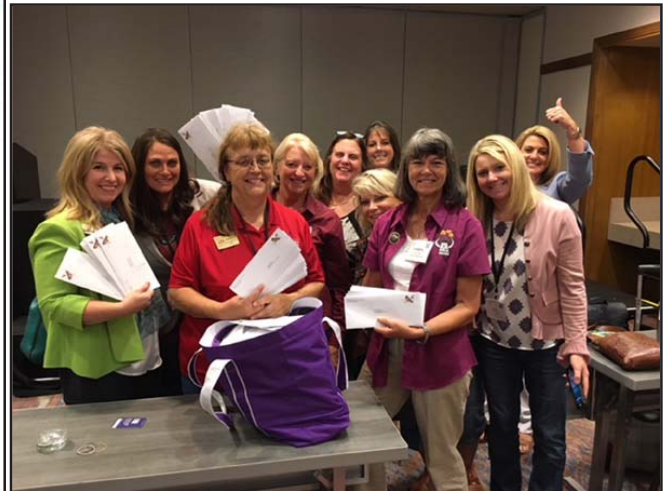
There were two break sessions. One was on blogging, webinars and social media and the other concerned financial management and Ag in the Classroom. The round table discussion on blogging, webinars and social media was a good session. As Emily Dent and Kelsi Gambill went through the discussion, both of them reiterated that we all should stick to one platform until you are able to fully grasp it. A lot of the women present stick to Instagram, then tie it back into their facebook feed. After a great length of discussion it was agreed upon to have blogging and webinars, in addition to social media to be part of the region meetings and ANCW meetings in the coming year. This is a challenging topic because you have wide differences between the knowledge and abilities of the participants.

The membership and communications meeting lead a great discussion on developing an ANCW Membership Wranglers Team which will serve as an outreach to new members. The goal is to assist new members find their best way to be involved. Discussion also took place trying to figure out how to have ANCW present at the NCBA Annual Meeting/Convention in more ways that just at our meetings. It was discussed to find a way to partner up with a company so that ANCW can have the visibility at the trade show throughout the convention.



### They'll go a mile high to promote beef!

California members attended the American National CattleWomen Mid Year Meeting in Denver. They are (l-r) Callie Borrer, Cheryl Foster, Debbie Torres, June Kester, wife of NCBA President Kevin Kester.



Cheryl Foster is ANCW Manager of Policy Alerts & Action (Used to be Legislation).

**It's time to pay your ANCW dues of \$60.**

Send check to to  
 ANCW  
 16799 Prairie Circle  
 El Reno, OK 73036

CattleWomen will be promoting beef at the Farm to Fork event in Sacramento. Shown here are CCW members (l-r)Maxine daCosta, Cheryl Foster, Carole Guertin, Callie Borrer



## Farm to Fork event expects thousands

The Farm to Fork on Sacramento Mall will be Saturday, September 29th with 65,000 attendees expected at the free event, 11 a.m. to 6 p.m. California CattleWomen with the help of members and California Beef Ambassadors will have a booth on the Mall, and Placer/Nevada chairwoman Maxine daCosta would appreciate members coming to help. Phone: 530-823-8134 or dacostamxdcl@gmail.com.

There will be the life size cow, and this year it will have the "Mooring" sound accompanying the animal. American Hereford Association has given a large supply of shirts for children that ring the cow bell. In addition there will be 3,600 beef sticks, literature, pictures, beef recipes and other surprises. Thanks to California Beef Council for paying booth rental, and all the brochures.

## CCW CALENDAR

**Sept. 15** - 2018 CowBelle of Year info due to Cheryl Beckwith.

**Oct. 1** - Submit new county officers and committee chairs names and contact information to CCW Secretary, Tara Porterfield. (Unit President information required by this deadline for CCW Directory listing).

**Oct. 12** - Walt Rodman applications due to California Beef Council

**Oct. 20** - Bayer Beef Promotion Scrapbook entries due to Marsha Stevens.

**Oct. 31** - All unit Ag in Classroom Reports due - submit via CCW Website (Debbie Torres chairperson).

**Nov 1** - CCA/CCW Photo Contest by email.

**Nov. 8** - Nugget Casino Resort reservations due .

**Nov. 10** - CCW Convention fees due, discounted rate

**Nov. 15** - Committee reports due for printing to Millie Krause, Credentials.

**Nov. 15** - Unit Delegate & Proxy designations due to Millie Krause & Tara Porterfield.

**Nov. 15** - Notify Debbie Hay or Mary Robinson if your unit plans to bring any items to sell at the Convention Trade Show booth.

**Nov. 15** - All unit Beef Promotion Reports due - submit via CCW Website (Melanie Fowle chairperson).

**NOV. 15 - MEMBERSHIP RENEWAL DEADLINE FOR ALL UNITS** to have paid membership lists & photo copy of dues check to CCW Membership Michelle Murphy and dues monies to CCW Treasurer Melody Lake.

**Nov. 28** - All Powder River Raffle Tickets & monies must be submitted to Chair Debbie Costa, and unsold tickets must also be returned to Debbie by that date.

**Nov. 28/30** CCA/CCW Convention, Nugget Casino Resort, Sparks, NV.





# CCA/CCW Annual Convention

For room reservations, call

(800) 648-1177

and mention group code GCCA18

(Cattlemen/Cattlewomen)

for discounted rooms until Nov. 8.

Visit [www.calcattlemen.org](http://www.calcattlemen.org) for info

and registration, or call the CCA office

at (916) 444-0845

## WEDNESDAY, NOV. 28

8 am - 5 pm	Registration Opens
8 am - Noon	Western Video Market Sale
8 am - 5 pm	CRT Board Meeting
10 am - Noon	CCA Officer's Meeting
11am - Noon	YCC Networking in the Trade Show
Noon - 7 pm	Tradeshow Opens
Noon - 2 pm	Calif. Cattlemen's Foundation Board of Directors
1 - 2 pm	CBCIA Finance Meeting
2 - 5 pm	CBCIA Board Meeting
2 - 3 pm	CCA Finance and Membership Meeting
3 - 4 pm	Cattle PAC Meeting
4 - 5 pm	Opening General Session
4 - 5 pm	YCC Meeting
4 - 5 pm	CCW Executive Committee
5 - 6 pm	Allied Industry Wine & Cheese Reception
6 - 9 pm	Tradeshow Welcome Party

## THURSDAY, NOV. 29

6:30 - 7:30 am	Prayer Gathering
7 am - 5 pm	Registration Open
7 am - 2 pm	Allied Industry Trade Show
7 - 8 am	Breakfast in the Trade Show
7 - 8 am	LMRF Meeting
7 - 10 am	Bloody Mary Bar
8 - 9:30 am	CCW Leadership Training
8 - 9:00 am	General Session #2
9 - 10 am	Cattlemen's College Session #1
10 - 10:30 am	CCW Heritage Meeting
10 am - Noon	CCA Cattle Health & Well-Being/ BQA
10 am - Noon	CCA Cattle Marketing & International Trade
10 am - Noon	CCA Federal Lands
11 am - 1 pm	Cowbelle of the Year Lunch
Noon - 1 pm	Lunch in the Trade Show
Noon - 1 pm	Past Presidents Lunch
1 - 2 pm	Cattlemen's College Session #2
1:30 - 4 pm	CCW Education Workshop
2 - 4 pm	Cattlemen's Poster Session
2 - 4 pm	CCA Property Rights & Environmental Mgmt.
2 - 4 pm	CCA Agriculture & Food Policy/ Tax & Credit
2 - 4 pm	CCA Federal Lands (Policy Meeting)
4 - 5 pm	Cattlemen's College Session #3
4 - 6 pm	CCA General Resolutions
5 - 6 pm	CCW President's Reception
5 - 6 pm	CCA President's Reception
6:30 - 10 pm	CCA & CCW Reception & Awards Banquet

## FRIDAY, NOV. 30

6:30 - 7:30 am	CCA Nominating Committee
7 - 9 am	CCW Awards Breakfast
8 - 9:15 am	Cattle-Fax Breakfast
9:30 am - 12:15 pm	CCW Board Meeting
9:30 am - Noon	CCA Board and Membership Meeting

## REGISTRATION PACKAGES

<b>Cattlemen's All Inclusive Registration</b> *denotes inclusion (no substitutes)	<b>\$250</b>		
<b>Full Registration (CCA/CCW Member)</b> Includes meetings, tradeshow, Welcome Party, breakfast & lunch in the tradeshow on Thursday & the Allied Industry Council Wine & Cheese Reception	<b>\$150</b>		
<b>Full Registration (Non-CCA Member)</b> Includes meetings, tradeshow, Welcome Party, breakfast & lunch in the tradeshow on Thursday & the Allied Industry Wine and Cheese Reception	<b>\$200</b>		
<b>YCC Registration</b> Includes Welcome Party, all three Cattlemen's College sessions, breakfast & lunch in the tradeshow on Thursday & YCC Dinner on Wednesday night	<b>\$50</b>		

## THURSDAY A LA CARTE REGISTRATIONS

CCW President's Breakfast	<b>\$15</b>		
*Cattlemen's College Session 1	<b>\$15</b>		
CCW Cowbelle of the Year Lunch	<b>\$25</b>		
*Cattlemen's College Session 2	<b>\$15</b>		
*Cattlemen's College Session 3	<b>\$15</b>		
*CCA & CCW Awards Banquet	<b>\$55</b>		

## FRIDAY A LA CARTE REGISTRATIONS

CCW Awards Breakfast	<b>\$25</b>		
*CCA CattleFax Breakfast	<b>\$25</b>		

## SUPPORT THE CATTLE -PAC

2017 Cattle-PAC Membership Please write separate check to CCA Cattle-PAC	<b>\$200</b>		
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**PRE-REGISTRATION PRICES  
REFLECTED HERE WILL  
INCREASE AFTER NOV. 10**

## President's Memo by Cheryl Foster

I hope this newsletter finds you well and that you and yours survived the fires that engulfed parts of this beautiful state. The Klamathon Fire got too close to us for comfort; fortunately, the winds changed and the threat of losing my old house passed. It seems each region has experienced devastation: loss of life, property, and fall/winter feed. Possibly a few folks are starting to hear the message that proper land management could ease the magnitude of these fires.

The CCA and CCW Mid-Year meeting was held at the Winn River Casino in Redding. Since it was the Casino's first time hosting an event of this size, there were a few bumps. As always, the CCA team helped to solve the issues. Julie Barnett did a great job teaching about computer security and the reasons to upgrade the operating software devices. If you are using a more current operating system, you are also using the most up to date security system. It is the older systems that people can hack. The Northern Beef Ambassadors did a great job presenting information about the Beef Ambassador contest and Masters of Beef Advocacy program.

Callie Borrer, Debbie Torres and I attended Summer Conference in Denver. See Callie's report for more meeting details.

Travels for CCW were quiet dur-

ing the summer months. However, this fall will be quite busy. On the schedule are six unit visits and two events between now and convention. I greatly appreciate the opportunity to visit with CCW units whose ladies do so much work for the organization but may not travel to state meetings. They are the unsung heroes.

The 2018 convention is coming together. Since it is a leadership transition year, the incoming CCW Unit President training will take place Thursday morning at the breakfast. The focus will be providing information about CCW and the expectations and purposes of the due dates and reporting. Memory keys that contain the guiding documents and calendar for CCW will be provided to the incoming Presidents.

There will be time allowed for Old and New Committee Chairs to meet and exchange information at the end of the workshop on Thursday. Current Committee Chairs please bring your information to hand over to the new Committee Chair.

To help you find your sweet spot for Beef Promotion will be two of the best: Suzanne Menges, AZ and Staci Emm, NV. The experience will be patterned after the recent one in Denver.

Gary Olson, Manager at Farm Credit, will also speak as he has extensive experience with beef opera-



tions. Over the years he has helped beef producers work through the process of business diversification and expansion in addition to financing their ongoing beef operations. You will want to hear his helpful tips to keep in mind when preparing for a banker visit.

Finally, you will not want to miss the changing of the guard or installation. It is always an exciting time to hear what the new leadership has in mind for the coming two years. Incoming President Callie Borrer will bring youth and a new perspective to the organization, something that will keep California in the forefront of cattlemen organizations across the nation.

See all of you at the Nugget November 28-30.

### *Did you know....*

**California CattleWomen units donated more than \$132,025 in scholarships in 2018.**

*However...four units did not reply to the June questionnaire. We need a better method of advertising the CCW Scholarships since CSU- Chico, and the new "Out of State" scholarships did not have applicants.*



### *Here they come...*

The new CCW officers for 2018-2019 are (from left):  
Tara Porterfield, Secretary; Debbie Hay, 1st vp; Heidi Carver, treasurer;  
Julie Barnett, 2nd vp; Callie Borrer, president



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.