

President's Message

Dear Fellow CattleWomen,

Under my leadership, the California Cattlewomen as an organization will be building upon the strength, vision, and foundation of ALL OF YOU - our members. We have an outstanding team of officers and committee chairs lined up. This group of energetic and dynamic leaders will breathe new life into our group and industry. I am looking forward to working with all of them as together we explore new opportunities for our organization to expand our hoof-print within the Agricultural Industry.

My theme for the next two years is ***“Moving Forward Together, While Infusing Your Life and Making the Most of Opportunities as They Present Themselves.”*** Today, we are Moving Forward toward the Future with very talented and creative women in the lead. Let's all get behind them and “MOOve” in the same direction! Just as branding our calves is important to our ranches, branding the next generation (of young CattleWomen) is important to growing our organization!

One way to accomplish this is to get more Collegiate Women involved with the California CattleWomen. I have a plan to do this that I'll expand upon in the coming months. One of my objectives is to establish a scholarship program where the college recipients will be invited to attend our statewide and regional meetings. Something each of you can do, is to consider sponsoring a collegiate student's membership dues so that they can be part of the California CattleWomen! It's easy, send in a form and put “College Member” for the name and we will help identify a young women to join. They are the next generation who we need to continue to have be involved as we Infuse their Lives - because they are the future of our organization.

An important effort to help CattleWomen accomplish this will be an even bigger presence online, so that our members, and the consumer is better informed about the beef industry. Postings will be happening throughout the year on Facebook, Twitter, and Instagram. This is an example of Making the Most of Opportunities as They Present Themselves. Does your operation have an on-line presence and might it benefit from one?

This organization has a lot to be proud of. If you look at our membership you will see many amazing ladies that built this group into what it is today. It is time for all of us to work together, especially with the current and future women of this organization. It is time to explore some new technologies and business approaches that will not only assist our organization as a whole, but each of you in your daily operational duties while on your own ranch. All of us will be challenged to go beyond our comfort zones in the next two years, as we grow as an organization. Especially ME!

Thank you for your love and support and for joining my CALIFORNIA CATTLEWOMEN STAMPEDE TOWARD THE FUTURE!

California CattleWomen
2019-2020 President

Callie Borrer