

# 2018-19 CCW Executive Board

[www.cattlegirls.org](http://www.cattlegirls.org)

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## Summer Board meeting in Rancho Murrieta

The California CattleWomen Board of Directors meeting, with President Callie Borrer presiding, was held June 19 at Rancho Murrieta Inn with 39 members and guests present. Past President present was Jean Barton.

AirMedCareNetwork Program, Sonja Conklin and Patty Rex presented information about their medical transport plan, which isn't an insurance program.

The financial report by Treasurer Heidy Carver was presented. CCW Budget Chair Nadette Raymond Ott reported the budget was on track, and the special project CA Ranch Raised Kids will be in the 2020 budget.

Our 501.c.3, California Heritage Foundation President, Debbie Torres, stated that 4 units have money in the Foundation, and a form has been developed for request of refunds. However, allow two to three weeks for money to be sent. We now have a free account at Wells Fargo Bank instead of Bank of America.

### OLD BUSINESS:

- ANCW MOOVE Membership Contest will expect a 1% increase in state and national membership. As of March 1st, California had 196 ANCW and 1,949 CCW members. Need to host an ANCW event or implement a tool-kit activity.

2019 State Beef Ambassador Contest: In the absence of chair Salene Duarte, President Callie Borrer reported 17 impressive contestants, and please invite and use them at your events. In 2020, local contest must be before March 1st, so names can be submitted on time for state contest.

- Ag Day at the Capital: Chair Malorie Walker reported Buckhorn Grill prepared 320 lbs of tri tip in sliders, and 10 boxes of recipes and brochures from California Beef Council were given. Thanks to Beef Ambassadors, CCW members and CCA, it was very successful.

- California Ranch Raised Kids Update: We hope to partner with California Rangeland Trust on producing the book. Presale, they are \$35 payable to CCW, mail check to Claudia Johnson, 716-800 Blickenstaff Road, Janesville, CA 96114. Nominations of ranch children were received from Placer/Nevada, Lassen, Siskiyou, Tehama, San Joaquin/Stanislaus, Tulare, Glenn/Colusa, Kern, Calaveras/ Tuolumne, San Diego, Santa Clara, Fresno/Kings, Madera Counties. CCW Committee: Julie Barnett, Claudia Johnson, Barbara O'Connell, Claudia Guthrie, Sharon Erickson, Doni Rosasco, and Christine Snyder.

- Powder River Ticket Sales: Chair Debbie Costa reported that \$3,500 in Powder River Panels/ Product has been donated to CCW. Each unit has received their tickets. Please send checks and ticket stubs to her as received, in order for checks to be cashed. Final deadline is November 20 for return of tickets,

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(MEETING continued)  
 stubs and money by each county unit. Do not mail after that. Help to sell tickets is needed at CowBelle of Year Luncheon and the CCA Convention.

**NEW BUSINESS:**

- Farm to Fork is September 28 on Sacramento Capital Mall. A chairman is needed, due to Maxine da Costa resigning due to health. Thanks to California Beef Council paying for booth, which will be by demonstration stage since we are helping host the World Butcher Challenge in 2020. Contact President Callie if you can come work that day.

- ANCW Awards. The Executive Committee chose to nominate Melanie Fowle, as CattleWoman of Year, and Maxine de Costa, as Promoter of Year.

- ANCW Region VI, Debbie Torres and Callie Borrer reported it was held in Utah, with many interesting speakers, who informed, motivated and lead. The following individuals will be moving into committees in February 2020-2022: Ways & Means – Madison Bowers, Nevada; By-Laws – Carrie Hughes, Arizona; and Membership & Communications – Callie Borrer, California will follow Cheryl Foster on this committee. The Region VI meeting in 2020 will take place

April 27-29 in Tempe, AZ. 2019 ANCW committee members from CA include: ANCW Board of Directors Vice Chair Sheila Bowen; State President Council Callie Borrer; Legislation Chair-Nominating Committee - Membership/Communications Cheryl Foster; Bylaws/ Policy & Procedures/Resolutions Debbie Hay. NCBA Tax & Credit June Kester. Check Off Committee- Export Growth Sheila Bowen.

- Election of 2nd Vice President Barbara O’Connell, Glenn/Colusa County for 3 year term.

- Convention Trade Show Booth. Let Debbie Hayes know what your unit will bring to the booth to sell.

- Common Threads North - Nominate an outstanding cattlemoan in your county; Santa Cruz -Calaveras/ Tuolumne northward. Active in community as well as ranch.

- Convention proposed time line. Wednesday, Executive Board meets before General Session. Thursday 8-10 Heritage and WIRED (Women in Ranching, Education, Development) Committee. 11:30 – 2 CowBelle of Year Luncheon, San Luis Obispo will decorate tables. 2-4 Board of Directors Meeting. Friday morning – Awards Breakfast.

Meeting Adjourned.

<b>Sept. 1</b>	Round-Up Reports due: Debra Cocrell, HC 01 Box 11-A, Cedarville, CA 96104 debcockrell@gmail.com 530-640-2209
<b>Sept. 15</b>	2019 CowBelle of the Year info: Annie Warner, 10629 Flynn Rd S, Livermore, CA 94550 925-980-4956
<b>Sept. 28</b>	Farm to Fork, Sacramento
<b>Sept-Oct</b>	CCW dues are due \$20.00
<b>Oct. 1</b>	ANCW dues are \$60.00 Mail to: ANCW, 2200 SE 3rd Street, Moore OK 73160
<b>Oct. 15</b>	Bayer Beef Promotion & Education Books Due: Marsha Stevens, 3745 McCourtney Road, Lincoln, CA 95648 stevensranch3s@gmail.com; 916-717-3441
<b>Oct. 15</b>	Walt Rodman Beef Promotion entry due: Jill@calbeef.org 916-925-2333
<b>Oct. 31</b>	California Ag in the Classroom reports due Debbie Torres, 2632 Live Oak Park Rd, Fallbrook, CA 9201 kndshorthorns@live.com 760-728-6078
<b>Oct. 31</b>	CA Beef Promotion Reports due: Emma Morris, PO Box 223, Etna, CA 96027 emmamorris19@gmail.com 530-598-9883
<b>Nov. 3</b>	Peppermill Registration deadline with discount
<b>Nov. 15</b>	CCW Membership Deadline • Money to: Heidy Carver P.O. Box 803 Etna, CA 96027 Ccwtreasurer2018@gmail.com 530-468-4126 • Membership Roster to Marge Wheeler 4341 Esperanza Lane ,San Luis Obispo, CA 93401 Ccwmembership.wheeler@gmail.com 805-441-6674
<b>Nov. 20</b>	Deadline for President Proxies and delegates. Committee Reports e-mailed to: Millie Krause mkrause1@live.com (for printing please bring 100 copies)
<b>Dec. 4-6</b>	CCA/CCW Convention, The Peppermill Resort & Casino, Reno, NV
<b>Feb. 2-6</b>	ANCW/NCBA Convention San Antonio, TX
<b>Mar. 6-9</b>	Spring CCW Beef Promotion Meeting, Folsom, CA
<b>Apr. 27-29</b>	ANCW Region 6 Meeting, Tempe, Arizona

# CCW CALENDAR

# ANCW Summer Meeting was held a mile high

The ANCW Summer meeting took place in Denver, on July 28-29. Those attending learned new information on leadership principles and excellent updates on ANCW.

Stacy Emm and Leslee Lohrenz taught a new ANCW class on the Basic Start to Leadership Principles. This class did a great job on going over ANCW, the mission and core values of ANCW. Then in return as a member what is our role. The middle part of the class focused on empowering and organizational leadership. The class wrapped up with customer service to your organization and your audience. This area focused on time management, marketing and customer service, and understanding the biases in delivering messages. Empowerment requires a fundamental change. This change is self motivated continuous learning and self management. We as an industry can never really stop learning. In order for self management to happen, those who are in leadership need to delegate responsibilities to others to provide experience. We really need to step back and hear how others may do something. This is how we all will succeed. Empowerment will happen when you are able to work individually and collectively as a team. To work effectively as a team, we need to recognize and embrace differences. The support system needs to have the four critical components: Collaboration: look for those who can help you with your efforts; communication: create networks utilizing technology so everyone knows what everyone else is doing; creativity: embrace new and innovative ideas; Critical thinking: Don't be quick to judge. Analyze and evaluate and find the positive and/or solution. This ties into the support system as all cattlemen have a passion. We all need to embrace the passion that everyone has in common but can share and express in different ways. This trickles down to support each

other in your passions and day to day life.

The membership and communications meeting shared that renewals will be sent out the first part of August. At this same time invoices will be sent to the states for their state dues. Last year at the tradeshow, I believe ANCW recruited 65 new members at the Tradeshow booth. ANCW will have a booth again this year at the NCBA Annual meeting. They have budgeted for this and we are going to foot the cost of the booth. ANCW has also set aside \$750 for 4 people, \$3,000 total for those who stay and help out with the booth.

An update was presented on the Collegiate Beef Advocacy Program. The Collegiate team members have been invited to Region meetings and the WIRED Programs in addition to their program requirement. The following changes will be part of the 2020 Program: 1) State Beef Advocacy Activity, 2) Campus Event, 3) Social Media Statement, 4) Certificates in MBA and BQA, 5) Zoom Interviews. These changes are being made to increase applications by adding value, to strengthen the candidate pool, reduce training time after selection, and to provide opportunities for meaningful advocacy work to all candidates. The application is due on December 1, 2019.

## Dues are due!

It's time again to renew dues! California CattleWomen dues are \$20.00 plus your local dues to your local membership chair – due by October 1.

All members are encouraged to join ANCW. The dues are \$60.00 per year including a quarterly digital newsletter. Golden Cowgirls can request a printed copy for free, or you may receive a printed copy for an additional \$10.00. October 1 is due date. Please make checks payable to ANCW and mail directly to: ANCW, 16799 Prairie Circle, El Reno, OK 73036.



## Meet me in Denver!

Attending the ANCW Summer Meeting we (l-r) Debbie Torres, Cheryl Foster, Callie Borrer and Sheila Bowen.



# 103RD CALIFORNIA CATTLEMEN'S & CATTLEWOMEN CONVENTION

## WEDNESDAY, DECEMBER 4<sup>TH</sup>

8 am - 6:30 pm	Registration Open
8 am - Noon	Western Video Market Sale
8 am - 5 pm	CRT Board Meeting
10 am - Noon	CCA Officer's Meeting
11 am - Noon	YCC Networking in the Tradeshow
Noon - 9:30 pm	Tradeshow Open
Noon - 2 pm	Calif. Cattlemen's Foundation Board
1-2 pm	CBCIA Finance Meeting
2-3 pm	CCA Finance and Membership Meeting
2-5 pm	CBCIA Board Meeting
2:30 - 4 pm	CCW Executive Committee
3-4 pm	Cattle-PAC Meeting
4-5 pm	YCC Meeting
4-5:30 pm	Opening General Session
5:30 - 6:30 pm	Allied Industry Wine & Cheese Reception
6:30 - 9:30 pm	Tradeshow Welcome Party

## THURSDAY, DECEMBER 5<sup>TH</sup>

6:30 am - 5 pm	Registration Open
6:30 - 7:30 am	Prayer Gathering
7 am - 2 pm	California Cattle Industry Tradeshow
7-8 am	Breakfast in the Tradeshow
7-8 am	LMRF Meeting
7-10 am	Bloody Mary Bar
8-9:00 am	General Session #2
8-9:00 am	CCW WIRED Committee Meeting
9-10 am	Cattlemen's College Session #1
9-10 am	CCW Heritage Meeting
10 - 11 am	CCW Meet and Greet with Standing Committee Chairs
10 am - Noon	CCA Cattle Health & Well-Being/Cattle Marketing and International Trade
10 am - Noon	CCA Federal Lands
11:15 am - 1:30 pm	Cowbelle of the Year Lunch
Noon - 1 pm	Lunch in the Tradeshow
Noon - 1 pm	Past Presidents Lunch
1-2 pm	Cattlemen's College Session #2
2-4 pm	Cattlemen's Poster Session
2-4 pm	CCA Property Rights & Environmental Management
2-4 pm	CCA Agriculture & Food Policy/Tax and Credit
2-4 pm	CCA Federal Lands (Policy Meeting)
2-4:30 pm	CCW Board 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, DECEMBER 6<sup>TH</sup>

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



**Reno - December 4-6**

*Registration is open!*

### REGISTRATION PACKAGES

<b>Full Registration (CCA/CCW Member)</b>	<b>\$200</b>
Includes policy meetings, tradeshow access, Allied Industry Council Wine and Cheese Reception, Welcome Party, Cattlemen's College Sessions, breakfast & lunch in the tradeshow on Thursday & the CattleFax Breakfast <b>or</b> CCW Awards Breakfast.	

### THURSDAY A LA CARTE REGISTRATIONS

CCW Cowbelle of the Year Lunch	<b>\$35</b>
CCA & CCW Awards Banquet	<b>\$75</b>

### FRIDAY A LA CARTE REGISTRATIONS

CCW Awards Breakfast	<b>\$25</b>
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Registration is available online at [www.calcattlemen.org/convention2019](http://www.calcattlemen.org/convention2019)

*Book your room at the  
Peppermill Resort Hotel*

Call (866)821-9996 and mention ACCA19 for the discounted group rate. Reservation must be made by November 3 for the discount.

Visit [www.calcattlemen.org/convention2019](http://www.calcattlemen.org/convention2019) for information.



Beef Ambassadors attending the Midyear meeting are pictured with CCW President Callie Borrer. They are Wyatt Wolf, Central Region, and Miranda Iverson, Northern Region.



# Big doings in San Diego

The San Diego CowBelles had a 27 day county fair with 1,531,199 attendees between May 31 and July 4. Their booth in the California Grown Building was directly beside an Angus cow and calf, lying down, chewing cuds, with a sign reading: “Please, No Fingers or Hands in with cows. They may bite.” While a sign in the livestock barn read: “Cattle May Kick! Do Not Touch!”

The booth was informative for the fair-goers, since many didn’t realize there were beef cattle ranches in San Diego County. A poster on the wall depicting a saddle and naming the parts, and a cowhide covered table had labeled western clothing and tack.

A large poster explained who the CowBelles are: “This diverse group of women are dedicated to promoting the American Beef Industry and helping keep the Cowboy Heritage alive.” There were also mentions of Ag in the Classroom, College Scholarships, Cooking & Food Safety, Fair Displays & Presentations, and Legislative Awareness Program, including a brief description of each.

California Beef Council supplied beef recipes. Many people stopped to gather recipes and brochures.

Children and adults could place their brand on a beef animal printed on paper. It was called a beef birth certificate, since “ear tag numbers and brands tell us who this animal belongs to and gives them a ‘name.’”



(ABOVE) At the San Diego Fair (L-R) Debbie Torres and Sharyl Yanez (San Diego CowBelles), Linda and Callie Borrer, (Tehama Cattle Women), and Eileen Tellam (San Diego CowBelles)



(BELOW) San Diego CowBelles Jane Barnes, Betty Anne Tulloch, President Sue Ponchetti, Christine Snyder at the CowBelle Brunch on Kathy Feigel’s patio.





# Scholars!

Shown below are the 2019 California CattleWomen scholarship recipients. Our sincere congratulations to all and wishing you the best in the future.



**Scholarship update:** California CattleWomen units have donated more than \$131,700 in scholarships in 2019. However, we had four units that didn't send in their numbers!

## In Memoriam



*Pat Lund*  
1991- 1992 California CattleWomen President

## Two CCW members nominated for ANCW awards

Maxine DaCosta from Placer-Nevada CattleWomen is nominated as Beef Promoter of the Year. Maxine has been the lady which pulls the Farm to Fork Event together in Sacramento. She has booked the booth, decorated the booth, and organized the volunteers in the booth.



Maxine's work with the Beef Council to obtain their financial support, brochures, and bumper stickers to hand out to over 65,000 people

Melanie Fowle is nominated as California's Outstanding CattleWoman. Melanie is a past President of American National CattleWomen, California CattleWomen, and Siskiyou County CattleWomen. Melanie is passionate about education and making sure the future generations understand where their food comes from. She devotes countless hours to the youth in Siskiyou county coaching Beef Ambassador Applicants.



## President's Memo **by Callie Borrer**

Greeting CCW Members: The summer has slowed down a bit in my travels and fall is just around the corner. I am really looking forward to seeing everyone at convention. You will see a change in the schedule this year as we are going to do our committee meetings on Thursday morning, and the Board of Directors Meeting on Thursday afternoon. The CCW Awards breakfast will take place on Friday morning.

Our joint CCA/CCW Mid Year Meeting in Rancho Murieta was a great one. The women were able to attend the CCA general session, as we went in a day early to have our workshops, followed by the Board of Directors Meeting on Wednesday morning.

Tuesday afternoon was a full afternoon of workshops speakers and two of the four on the State Beef Ambassador team gave presentations. Wyatt Wolfe the Central Senior Beef Ambassador spoke on "Fake News: The Effects on The Beef Industry." Wyatt started off his presentation with an explanation of fake news which according to Cambridge University is, "false stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke." It was related to the beef industry as it

then came to be anything that claims to animal cruelty, overuse of antibiotics to cattle are the main causes of climate change. Wyatt also addressed how does it affect you? The main impact fake news has on the beef industry is affecting how the consumer perceived the beef industry. If consumers perceive the industry in a negative light, they may decide not to purchase beef which will then affect everyone's bottom line. Wyatt highlighted that the best thing that we can do is to tell your story and the truth. It needs to be the message out there to the consumer, with an underlying message of truth including that no matter what cut of beef you choose, that beef is safe, wholesome, nutritious, and delicious.

The Northern Senior Beef Ambassador Miranda Iverson, spoke on "Bridging the Gap between Producers and Consumers: Using Instagram." Miranda started off her presentation with a definition of Instagram. Miranda went over why we should use Instagram, as it is the younger generations that are always on social media. This is where many of the users get their news, information, and facts on social media. There is currently a lack of presence of producers, so it makes consumers more likely to see a negative post about agriculture than a positive post. The users want to see what producers are doing and like to put a face and contact to their food. This then turns into an avenue for the consumers to learn and ask questions about the industry. It is best to share a picture followed by a description behind the picture.

Following Miranda's presentation on Instagram, the ladies had the opportunity to hear from Mary Heffernan of Five Mary's. Mary started off her presentation that she was taken back by the invitation when asked to speak at our meeting. Mary and her husband Bryan made the choice five years ago to make a lifestyle change moving from the Silicon Valley to Fort Jones. Prior to leaving the Silicon Valley, they had opened up small brick and mortar restaurants. Mary shared how before they moved to the ranch they spent a great amount of time sourcing really good quality ingredients for the menu. They wanted to make sure that they did the research with their chefs so that they knew exactly what they wanted for their customers. They wanted three things: 1) We want superior quality beef with a great story behind it. 2) We wanted a grass-fed lifestyle with a barley finish and a 28-day dry-age. 3) We wanted to know the animals were raised right and harvested humanely. After doing lots of research, and they couldn't find anyone who could do this on a large scale, they made the choice to do it themselves.

Bryan and Mary move to the Sharps Gulch Ranch in 2013 with their four daughters, and every daughter helps out on the ranch today. Both of them had dreamed of moving to the country to ranch and raise their girls. The first step that Bryan and Mary went through was to buy cattle to start their own heard. Mary has presence on Instagram sharing their story and selling their products. In the last four years, they have grown to reach over 8,000 customers all over the country and ship over 10,000 pounds of meat every month from their ranch in rural California. They ship out beef boxes, pork boxes, and lamb boxes. All the meat is grown on their ranch in Fort Jones.

The second speaker was Bill Krycia who spoke on Cal/OSHA Updates and Preparing for a Cal/OSHA Visit. Bill shared that California is a "State Plan" state for occupation safety and health, jurisdiction covers all non-federal worksites. California can, and does, write and enforce its own standards on heat, injury, and illness prevention program

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and others. Employers have the following rights to restrict access, right to contest investigation finding and citations. Cattle ranchers and farming are listed on the high hazard list. It was shared that in California's enforcement type and activity in 2018 that 660 inspections took place, >956 citations, >\$2,853,285 in penalties.

The third speaker was Alfredo Aguirre from Zenith and he spoke on Wildfire Prevention. Alfredo shared that this basically goes back to the continuous mismanagement of forest land. The hazard is going to continue to be there if the trees and fuel are not being thinned out. The preventative measures need to be looked at. He shared a lengthy list of all of the fires that have burned in California and how they started. It was only some of the fires that started by lightening.

Sheila Bowen, Cheryl Foster, Debbie Torres and I attended ANCW's Summer Conference in Denver. Please see the report on the Summer Conference in separate report.

The Executive Board meeting will take place on Wednesday, December 4 at 2:30, so that we can attend the opening General Session at 4pm. Thursday morning will kick off at 8am with the WIRED Committee meeting, and at 9am the Heritage meeting will take place. Those who have questions for the committee chairs which have contests will have time from 10-11 am to meet with them individually. The Board of Directors meeting will take place from 2-4:30 pm. California will have ANCW President Wanda Pinnow at our Convention. She will give an update on ANCW, and what her year as President has entailed. We have chosen to make this change in the meetings this year so that our members who would like to attend the men's meetings can. Friday, December 5 only the CCW Awards Breakfast will take place.

The intent for this change is so that you can also go home with new information which will help you in sharing the true facts about the positive influences of the work that takes place daily on the ranch. Hope to see everyone in Reno.

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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.