

2019-20 CCW Executive Board

www.cattlegirls.org

Callie Martinez

President
530-526-3070
callie.borrer@yahoo.com

Debbie Hay

1st Vice President
661-487-7754
debbiehay@rocketmail.com

Cheryl Beckwith

2nd VP, 1 year
408-892-8916
408cattledady@gmail.com

Julie Barnett

2nd VP, 2 year
661-301-8722
gangacows@yahoo.com

Barbara O'Connell

2nd VP, 3 year
530-632-4492
ocrnch@frontiernet.net

Tara Porterfield

Secretary
530-398-4083
530-598-2054
cowgirljake1986@gmail.com

Heidy Carver

Treasurer
530-408-4126 • 530-598-6908
ccwtreasurer2018@gmail.com

Cheryl Foster

Immediate Past President
530-459-3327
530-601-6954
cherylafosterlb@gmail.com

Sharon Erickson

Northern Director
530-598-6741
valhallaranch5@gmail.com

Doni Rosasco

Central Director
209-984-3539
ndrosasco@gmail.com

Christine Snyder

Southern Director
760-788-2076 • 619-247-4750
csnyder2@sbcglobal.net



New officer slate presented at board meeting

The California CattleWomen Board of Directors meeting, with President Callie Borrer Martinez presiding, was held March 8, 2020, at Lake Natoma Inn, Folsom, with 48 members and guests present. Many county units were missing representation. Past Presidents present were Cheryl Foster, Melanie Fowle, Sheila Bowen, Jean Barton.

The financial report by Treasurer Heidy Carver was presented. CCW Budget Chair Nadette Raymond Ott reported that "everything looks pretty good on the budget comparison."

Heritage Foundation Report given by President Debbie Torres mentioned that each packet contained a financial report, request form, the difference between a 501.c.3 and California CattleWomen, a 501.c.5, and Tulare's Wow That Cow Project had been overdrawn \$1,600.

OLD BUSINESS

ANCW MOOVE Membership Contest. Our membership numbers were low due to several units not getting their membership in on time. 12 states were entered, with Washington 3rd, Oregon 2nd and Florida 1st winning the Powder River prize.

POWDER RIVER Ticket Sales. Chair Debbie Costa reported Powder River has donated \$3,500 product for 2020 sales. In 2019, \$22,995 was split between CCW and the unit who originally sold the tickets. Make checks payable to CCW, and please return any unsold tickets.

WORLD AG EXPO, Tulare, CA. Sheila Bowen reported it was the 10th year for

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Deep in the Heart...

The American National CattleWomen convention was held in San Antonio, Texas, in February. Part of the California contingent (l-r) included Callie Martinez, Sheila Bowen, Barbara O'Connell, Cheryl Foster, Debbie Torres, Kady Porterfield.



Mid Year Meeting Announcement

The Executive Team is working together to set up a platform on Google to hold our Mid Year meeting. It will probably be taking place on a Saturday. We will send out instructions to the State Officers, Standing Committee and Unit Presidents of how to log in and participate. Be on the look out with a message coming from Constant Contact in June. Please remember to have grace with everyone through this time.

(MEETING continued)

CCW to participate, with help from many cattlemen. 106,300 attendees, 46 states and 56 countries, with 133 educational seminars including one presented by CCW featuring a Dr. Mitloehner doctorate student. Many thanks to California Beef Council for help with booth theme, plant based protein vs beef, and for the 18 boxes of brochures.

CA RANCH RAISED KIDS Seth Joel and Charlie Holland had traveled 25,000 miles in CA, interviewing 80 kids on 31 ranches in 21 counties taking 1,000 to 2,000 photos per day. RFD-TV is showing pictures of CA kids. Charlie records the kids to get their words, and has learned a different language. Julie Barnett encouraged book preorders at cost. A sneak peak of a few photos were shown in meeting.

CA FFA CONVENTION to be held in Anaheim, with Debbie Torres chair, assisted by Debbie Hay and Molly Watkins. Coronavirus caused cancellation.

CLOSING MENDOCINO UNIT President Martinez reported CCW will start process according to by-laws, following a vote by Board of Directors to proceed.

FARM TO FORK Sept. 19th on the Capitol Mall. Rielle Santinelli, riellesantinelli@gmail.com, will be chairman and the Beef Ambassadors with cattlemen will help. Please volunteer to help.

WORLD BUTCHER CHALLENGE UPDATE It is an all ticketed event, the ranch tour has been eliminated and CCW is not needed.

WIRED Women Involved In Ranching Education Development. LeAnn Brown and Melanie Fowle had 35 registered, with a goal of 50, for the April 24 event at Yolo Land & Cattle in Woodland. Coronavirus caused cancellation. A new date in September is being worked on.

NEW BUSINESS

NOMINEES for 2021-22 Officer Team. Nominations Chair Sheila Bowen presented the slate of President – Debbie Hay, Kern Co; 1st Vice President – Julie Barnett, Madera Co; with 2nd VP's - Tara Porterfield, Siskiyou Co; Barbara O'Connell, Glenn- Colusa Co; Jeri Roen, Mid-Valley CowBelles. Secretary – Paula Francis, Kern Co. Treasurer – Heidi Carver, Siskiyou Co. The Board of Directors moved to accept the slate of officers as read.

AG DAY AT CAPITOL March 18; CCA Legislative Breakfast March 25; Beef Ambassador Contest April 3-4 were cancelled.

MID YEAR MEETING Exciting plans for Paso Robles mid-year meeting were presented by President Callie and Julie Barnett included media interview preparation by San Luis Obispo Farm Bureau. "We need to be ready" for next 70 years. ANCW Award Nominees will be selected for Educator, Promoter and CattleWoman, and they need to be ANCW members.

UPDATING MEMBERSHIP PROCEDURES for the 1,867 CCW members were presented, with a goal to streamline communication chain.

Board of Directors voted to spend up to \$2,000 to update CCW Website with secure storage.

CONVENTION MEETING PLANS for Dec. 2-4 at PepperMill, Reno with Nevada Cattlemen & Women, and Western United Dairymen were discussed, with CowBelle of Year Luncheon on the 3rd.

Meeting adjourned.



Charlie Holland gave the CCW Board of Directors a sneak preview of "California Ranch Raised Kids", a book to be published in December.



ANCW Convention - Bowen chosen as Chair

The CattleWomen travels which did take place during the first part of February was to San Antonio for ANCW and NCBA's Annual meeting. Monday was kicked off with a new energy and had everyone moving first thing, as we didn't break into regions and go over each state's activities. Those who signed up for the Agricultural tours of Texas learned something new either at the feedlot, Dean & Pealer Meat Works or at the Texas Ranger Museum. Tuesday was full of business meetings and updates were given from NCBA. California is proud to have Sheila Bowen selected as ANCW's Board of Directors Chair. In total the ANCW/NCBA Convention had 7,000 pre-register, and expected another 2,000 to register on-site. ANCW and NCBA head to Nashville in 2021.

At right, a group of Californians touring the Meat Works. They are (l-r) Sarah Drown, Callie Martinez, CCW President, Sheila Bowen, Debbie Torres, Cheryl Foster, Valley Urricelqui



CCW CALENDAR

- July 15** ----- ANCW Region 6 Meeting, Fountain Hills, AZ
- July 27-28** ----- ANCW Summer Meeting, Denver, CO
- September 1** ----- Round Up Reports Due
- September 1** ----- CowBelle of the Year due
- September 19** ----- Farm to Fork Capital Mall Sacramento, CA TBA
- September 26** ----- WIRED, Woodland, CA
- October 1** ----- Walt Rodman Awards Due
- October 1** ----- Submit new county officers and committee chairs' names and contact information to CCW Secretary & Current President, **CCW Dues are due.**
- November 1** ----- Membership lists to Marge, check to Heidi
- November 1** ----- Ag in the Classroom & Beef Promotion Reports due
- December 2-4** ----- CCA/CCW Convention, Reno, NV



The nominees for CCW office

President

Debbie Hay is the 5th generation of a longtime cattle ranching family in eastern Kern County. She attended CalPoly, SLO. She came home to the family business and then married a sheep/cattleman. Together they have 4 grown children. Debbie joined Kern County CowBelles in 1979. She loves the ranching way of life, her children and grandchildren. With her great sense of humor, she says she can sew, rope, cook for a crowd, do most any ranch related job, but hates fixing fence. She does do windows, is a bit of a smart aleck and cannot sing a lick. So please don't ask!



1st Vice President

Julie Barnett has been very involved in CattleWomen over the past 25 years. She is a past Vice President of the Kern County CattleWomen's Chapter, honored as their 2015 CattleWoman of the Year, and held several officer and committee chairman positions. Outside of her interests in Cattlewomen, Julie was the past Vice President of Frontier Ag Boosters, INC., and a member of the Dairy Girl Network.

She is married to Bill Barnett, a lifelong dairy manager specializing in large herd production practices and management. Julie is employed by Virtus Nutrition, LLC as the Northern California and Pacific Northwest Sales manager. Virtus Nutrition specializes in aiding Beef and Dairy producers in balanced Omega Fatty Acid nutrition to optimize immune system and reproductive health.

Julie is committed to working diligently to help the CCW be ready for the next 70 years by looking for the steps to coordinate communication, processes and procedures to keep our organization relevant and ready for our future membership and future consumer.



2nd Vice President

Jeri Roen, with her husband, Barney and two sons, run a commercial cow/calf operation in Knights Ferry and Hornitas. All are 3rd and 4th generation cattle producers .

Jeri worked at Oakdale High School's Special Education Department, as a Resource Specialist , for thirty-one years. She is a member of the Mid Valley CowBelles serving on the Board of Directors; chair the Scholarships Committee; Star Reader Chairman; co-chair Beef in the Classroom; member of the equestrian parade group, and presents Beef ByProducts at the Ag Days and in classrooms. She has served almost 2 years as the California CattleWomen / Heritage Foundation Scholarship Chairman. She says that being part of this important organization gives her the opportunity to promote the importance of Beef and Agriculture in a multitude of ways to a variety of people .



2nd Vice President

Tara Porterfield is the 5th generation of a Siskiyou County ranching family in far Northern California, and has been a CattleWomen member since 1988. She is currently President of the Siskiyou unit and completing a second term as CCW Secretary.

Tara graduated from Cal Poly, San Luis Obispo with a bachelor degree in Ag Business Management & a tech degree in Animal Science. She married high school sweetheart, Chet Porterfield, 34 years ago and they have two grown daughters, Kady & Kara Porterfield, who are both pursuing their own agricultural professions. Chet & Tara own and operate TC Ranch, a commercial cow/calf & alfalfa hay ranch in Butte Valley near Macdoel, CA.



Treasurer

Heidy Carver is a third generation cattle rancher. The ranch is a family operation. Her grandmother, who is 94, started the ranch with her grandfather in 1944. My parents and I currently operate the ranch. I attended CSU Chico and majored in Ag Business & minored in Accounting & Business Management. I worked and lived on the CSU Chico Farm and was treasurer of the CSU Chico Stock Dog Club.

I am a quiet person who prefers to work hard and remain “behind the scenes”. I have been a member of Siskiyou County CattleWomen since 2001. I was honored to receive our unit’s Top Hand award in 2014. I became a unit delegate for our unit’s 2016-2018 term and attended my first California CattleWomen meetings in 2016. In October 2018, I was honored as Siskiyou County’s Cattlewoman of the Year. From November 2018 to present, I have served as California Cattlewomen Treasurer. I have been fortunate to work with the many talented hard working cattlemen throughout California and have enjoyed getting to know them better.



Secretary

Paula Francis has been a member of the ranching community since she married her husband, Daran, in 1989. Originally living on the Hollister Ranch in Gaviota, the two eventually moved to Kern County where they established a home and put together a small herd of commercial beef cattle while pursuing their careers. Paula and Daran have two sons: Drew, recently married, and Ethan who is currently attending Colorado School of Mines.

Paula works for CSU Bakersfield as an Administrative Support Coordinator and Daran continues his work in education as a Vice-principal. She has also been showing her cow horse since 2017 and last year was the NRCHA Reserve World Champion in the 5k Non Pro Limited division. Paula has been an officer for the Kern County CattleWomen and is proud to serve as the CCW Secretary for the next two years.



California's Women In Ranching Education & Development

Yolo Land and Cattle Co. Esparto, CA

September 26, 2020 Agenda

- 7:30 – 8:00 Registration/Sign in/ Breakfast
- 8:00 – 8:15 Introduction and Welcome – Callie Martinez, Evelyn Greene, and Reba Mazak
- 8:15 – 11:15 Breakout Sessions (1 hour each session, rotate through)
 1. Chute side manners with pen design and cattle behavior patterns – Henry Giacomini
 2. Marketing and Record Keeping – Pam Giacomini
 3. Nutrition, feed, and minerals etc. – Dr. Joe Catania
- 11:15 – 11:30 Break and Vendor Access
- 11:30 – 12:00 Range, Forage, Drought Management – Tim Koopman and Carissa Rivers
- 12:00 – 12:30 Finance – Nikki Boyer
- 12:30 – 1:30 Lunch and Vendor Access
- 1:30 – 2:15 Genetics, EPD (expected progeny difference) and DNA – Dr. Alison Van Eenennaam
- 2:15 – 2:30 Break
- 2:30 – 5:30 Breakout Sessions (1 hour each session, rotate through)
 1. Beef Quality Assurance and Certification Test – Dr. Gabriele Maier
 2. Calf processing – Kasey Stone
 3. Leadership/Advocacy – Valley Urricelqui and Pam Giacomini
- 5:30 – 6:00 BQA test and complete symposium evaluation



PERSONAL INFORMATION

FIRST NAME _____

LAST NAME _____

DATE OF BIRTH (MONTH/DAY/YEAR) _____

HAVE YOU ATTENDED AN ANCW EVENT BEFORE? YES NO

IF YES, WHERE? _____

TSHIRT SIZE _____

CONTACT:
 sisqbrown@gmail.com
 530.598.4444 (Leanne)
 www.ancw.org

CONTACT INFORMATION

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____

PHONE _____ E-MAIL _____

Accommodation
Best Western
Shadow Inn
530-666-1251.

PRICING INFORMATION

Wired Event 18+ = \$50

Under 18 = \$45

Note: Registration will begin at 7:30 am on Friday and program will end after dinner. If paying by check, make payable to ANCW. Mail to 16799 Prairie Circle, El Reno, OK 73036 Online registration at ANCW.org.



President's Memo by Callie Martinez

CCW Spring Meeting was held in Folsom at the Lake Natoma Inn. Everyone had a great time and lots of learning new things. A big shout out to the Amador, El Dorado, Sacramento ladies for hosting the reception in my room. They did an outstanding job.

The meeting on Saturday was very educational. Our meeting was kicked off with Dani Callis of SunFed Ranch giving us a Refresher Course in Raw Meat Handling. Dani started off her presentation with the products that have caused food related illnesses. We then went over the safe storage and thawing of beef. Some ladies learned some new things. It was re-iterated that the greatest cooking tool of all time is a meat thermometer, particularly a digital one. We then all had a little review of proper cooking temperatures and proper storage. Secretary of Agriculture Karen Ross spoke and mentioned that women in cattle ranching is at a high. We have to tell our story of what happens on the landscape. She mentioned that sustainability is preserving the land for future generations. The fact that less than 2% of us in agriculture, and 10 billion people will need to be fed by 2050 in a Changing Climate.

Judy Culbertson and Hayley Lawson from California Ag in the Classroom attended the meeting and shared what was in the Cowabunga Boxes which units had the opportunity to receive. This was funded through the California Cattle Council's Grant program. We had the honor of having Denise Stewardson of Utah Ag in the Classroom present. Denise shared that her staff is made up of 2 people, so most everything of material resources is online. Jill Scofield gave a presentation on Meat Substitutes Research and Strategy. Even with the alternative meats which are now available, consumers still want the real BEEF! Retail beef demand continues to strengthen.

Three of the State Beef Ambassadors attended the meeting and gave us a presentation of what they have done over the year as an ambassador. Richard DeAtley assisted the Siskiyou County ladies with the Beef Skillathon at both the Siskiyou County Fair and Tululake Fair. He also attended the convention last year and learned a lot. Wyatt Wolfe helped with the Mushroom Mardi Gras Festival in Morgan Hill, presented at the Mid Year meeting last June, and also created Kahoot an online game for trivia for all ages. Miranda Iverson did lots of student outreach, reading to students at the County library, the SERRF outreach program – pushing healthy food and passed out recipes. She also attended Convention and assisted at the CowBelle of the Year lunch.

We also had Valley Urricelqui who is a former state Beef Ambassador and just finished up her term as part of the Collegiate Beef Advocacy Team. She shared her three goals: impact – through her writing and social media, educate – Shasta Farm Camp, and Inspire – from attending Farm Camp in Shasta County and teaching the kids about agriculture. This is why she is in Agricultural Education. Valley also shared of some of her trips that she did while being on this team.

The first part of March finally some brought some rain and snow to the state. Following the March meeting, everyone throughout the state is adjusting to a new normal because of the Corona Virus. The spread of this virus has had an impact on all aspects of the industry, in addition to cancelling or postponing many events.

The first events that were cancelled started with Ag Day at the Capital, next was the Legislative Breakfast and visits, which could be rescheduled to later in the year. Lots of units have also had to either cancel or postpone their fundraiser events. It is very important that we all stay strong and support each other through this challenging time.

The State Beef Ambassador Contest which was originally scheduled for April 3-4 in San Jose was also postponed and rescheduled to take place on May 2 and 3 online through zoom. We had 5 juniors from the Northern region, 1 junior from the Central Region, 1 junior from the Southern region, 2 Seniors from the Northern region, 2 Seniors from the Central region, and 1 Senior from the Southern Region. All of the contestants gave it their best shot and truly didn't let the circumstances of the contest being online define them. The Junior Winners for the Northern Region were: 5th place Samantha Prouty, Tehama; 4th place Colby Stoltenberg, Glenn-Colusa; 3rd Place Jacey Pray, Tehama; 2nd Place Myra Whipple, Siskiyou; 1st place Northern Junior Molly Fowler, Placer/Nevada, 1st Place Central Ambassador Rachel Lyman, Amador/El Dorado/Sacramento; Southern Junior winner went to Fallon McNeil, Kern. Top overall Junior Winners includes: Molly Fowler, Placer/Nevada; Rachel Lyman, Amador/El Dorado/Sacramento; and Fallon McNeil, Kern. The

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Treasurer Notes!

AUGUST 1, 2020 • CCW County Unit Insurance Fees due to the CCW treasurer. The amount owed is based on the unit's 2020 membership number. See below:

\$25 - 50 members or less • \$30 - 51 to 100 members • \$35 - 101 to 150 members • \$40 - 151 - 200 members

Please mail your checks to: CCW PO Box 803 Etna, CA 96027

(Memo continued)

Senior Contest winners include: 1st Central Ashley Jordan, Santa Clara; 2nd Lea Thomas, Amador/El Dorado/Sacramento; Northern 1st Blakely Hittson, Siskiyou, 2nd Richard DeAtley, Shasta; Southern Colton Hurley, Kern. The top overall Senior Winners include: 1st Ashley Jordan, Santa Clara, 2nd Blakely Hittson, Siskiyou, 3rd Lea Thomas, Amador/El Dorado/Sacramento. The Senior team includes: Ashley Jordan, Central; Blakely Hittson, Northern; Colton Hurley, Southern.

A big thank you goes out to our judges as well: Social Media: Cheryl Beckwith, Santa Clara County CattleWomen, Valley Urricelqui, and Dana Wolfe, Santa Clara County CattleWomen; Written Response judges: Julie Barnett, 2nd Vice President, California CattleWomen, Kacie McNeese, Santa Clara County CattleWomen, and Robin Schweiger, Santa Clara County CattleWomen; Media & Consumer Judges: Salene Duarte State Chair, Callie Martinez, California CattleWomen President; and Jill Scofield, California Beef Council.

Thank you to all of you who make CattleWomen strong. We look forward to seeing everyone at Convention.



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.