

2021-22 CCW Executive Board

www.cattlegirls.org

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President

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2nd VP, 1 year

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2nd VP, 2 year

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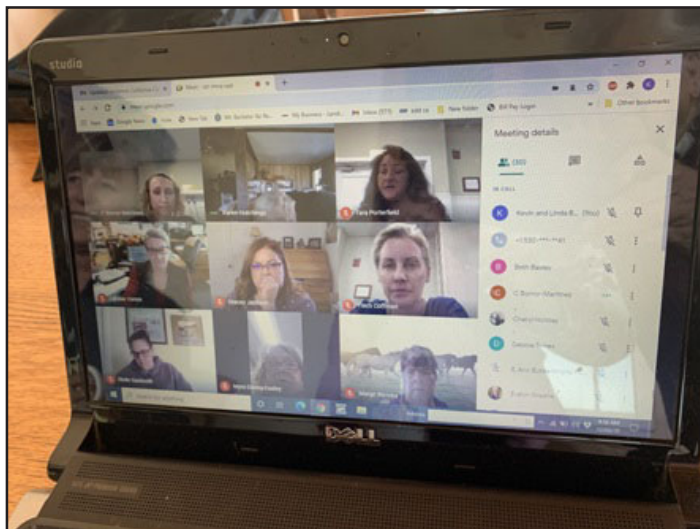


Board holds virtual meeting

The California CattleWomen Board of Directors held a virtual meeting via Google Meets on December 3, 2020, with President Callie Martinez presiding.

Attendance was taken by visual online list of logged in attendees and verification of member names who called in on phone, with approximately 60 on the call.

The financial report and budget report were emailed prior to this meeting, and motion to approve budget. Expense highlights: Decreased spending for Ag in the Classroom, since many schools are distance learning and AGITC materials are digitalized and



online. Roundup report, to update format to be more adaptable for distribution. Newsletter printed copies will only be mailed to those members who want a printed copy, with balance delivered online. Income highlights: decreased amounts expected from unit accounting fees, since less events held in 2020. Beef Ambassador contest will be held virtually. Expect total sales to be less for Powder River tickets.

Mendocino CattleWomen unit - A motion was made to start the process of closing. The Mendocino unit has been delinquent in submitting their membership/financial/insurance information by requested deadlines for multiple years, and they have been repeatedly contacted by several CCW presidents regarding this situation. President Callie recently spoke with them again of the compliance issues - only the financial information was submitted and nothing again for membership dues. Following a lengthy discussion of this ongoing issue during the 12-2-20 CCW Executive meeting, the Executive Board recommends sending a certified letter to the Mendocino president and treasurer to notify them the specific actions their unit needs to complete to remain a viable unit (per CCW By-Laws: Article I, Sections 2 & 3); and if those requirements are not met the unit closing process will regrettably be initiated (per CCW By-Laws: Article I, Section 2, Item 4). The Executive Board is not taking this possible action lightly, but are obligated to uphold the organization's standard operating procedures and compliance requirements.

Policy & Procedure Update was tabled until March 2021 CCW meeting.

The proposed P&P document changes included:

-Paragraph one – replaced the word ‘Excel’ with ‘recommended’ for the format that the membership list be submitted in, because that format may change with newer systems in the future.

-Section C – Changed name to Supporting Business Membership (from Associate Group Membership) to better distinguish the business membership category from the existing ‘Associate Members’ that are individuals, not businesses. Set dues for business membership at \$250/year, paid directly to CCW treasurer (as will not be tied to any specific unit), and allows business members to also participate as a sponsor at CCW events.

- Section D – updates annual dues to current amount paid at \$250 and changed specific date due to ‘when invoiced by ANCW’ as that due date can change each year,

-Add Section F – to specify new category for Junior & Collegiate membership.

Bylaws Update. Article 1, Section 1 to be consistent with changes made to support the proposed changes to Policies & Procedures. Article III, Section 1, Item F in regard to eligibility of members to be appointed as the three state Directors At Large.

ARTICLE III

DUTIES OF OFFICERS

Section 1. The President shall be the chief executive officer and official representative of the corporation. She shall:

F. Appoint (3) Past or present County Presidents members representing the north, south and central sections of the state to serve as Directors at Large on the Executive Committee. Individuals shall be chosen from past or present county Presidents, or from those who have served as county Vice President, Secretary or Treasurer.

It was moved that the voting to accept the proposed recommended changes to the CCW By-Laws be held during the March 2021 CCW meeting after the written proposed By-Law changes are published in the next CCW newsletter.

OLD BUSINESS

Powder River ticket sales. Chair Debbie Costa reported 854 books were sold, and close to \$ 8,800 returned to units that sold tickets. Erica Ahmann Smithies, Napa/Solano unit was winner.

California Ranch Raised Kids Update. Julie Barnett reported 2,000 books were printed, with 670 presold. You can order CA Ranch Raised Kids at www.cattlegirls.org, with PayPal payments. Orders will be shipped direct from the printing company via UPS only. Seth Joel and Charlie Holland joined the online meeting, and expressed Thank You for the opportunity to do the book. They were in 19 counties, 29 different ranches with 70 kids photographed and 65 included in the book. A special thank you to Claudia Johnson of Lassen Co. and Julie Barnett for their behind the scenes work on the project, as well as units that nominated the families in the book.

Round-Up report, with only 15 units submitting information. Only 60 books were printed, and each unit will receive two books.

WIRED was cancelled, due to uncertain times with Covid-19 and ANCW refunded all monies.

NEW BUSINESS

- Wild Rag Project. Motion to sell wild rags at \$40 was passed. The design shows the words California CattleWomen in the center with a partial floral border, cow/calf art and various brands around the edges. It is a large size wild rag made from a polyester/silk blend fabric. It is available at www.cattlegirls.org, with PayPal payment.

- SPRING MEETING will be virtual, due to Covid-19, as will the FFA Convention, and the Colusa Farm Show has been postponed. World Ag Expo has been cancelled, and will be a virtual show this summer.

- LEAD Training. President Callie reported that for any units that have fundraisers where they are running an alcoholic beverage bar, this LEAD program is a mandated training for anyone serving alcohol and can be completed in a free two-hour online session to cover liability and alcohol education. LEAD Training website – do it all online.

- Beef Ambassador Contest will be virtual, with Junior contest on April 10, and Seniors on April 11th.

- ANCW Region 6 Meeting was cancelled.

Closing Thoughts by President Callie Martinez as she expressed her appreciation and enjoyment in serving as CCW President the past two years. Disappointment of not getting to visit all the units due to Covid year. Thanking her board members and committee chairs for their service.

A silver engraved Past President lapel pin was presented to Callie by Julie, and they introduced ANCW President Evelyn Greene. She shared an inspirational and informative power point presentation with her live narration to introduce herself and share current goals and projects of ANCW.

New officers are President Julie Barnett, First Vice President Jeri Roen, 2nd Vice Presidents: Tara Porterfield, Barbara O’Connell, Tischa Coffman. Secretary is Paula Francis, Treasurer Heidy Carver, Parliamentarian Callie Martinez.

Award Announcements were made, and meeting was adjourned at 12:16 p.m.



New Leadership Team

(L-R)

Barbara O’Connell,
Heidy Carver,
Tara Porterfield,
Julie Barnett,
Callie Martinez,
Jeri Roen,
Paula Francis,
Tischa Coffman



Get a CCW Wildrag today...

The new CCW Wildrags are now available. A navy blue background features Hereford cows, roses and brands of women owned ranches across the US. They are 36×36 with finished edges. They are available at <https://cattlewomen.org/product/ccw-wildrags/>

Cowbelles of the Year 2020

Congratulations to those women honored in 2020. Some units chose not to bestow the award at this time.

- Alameda County Joan Jess
- Amador/El Do/Sac Rielle Waters Santinelli
- Intermountain Joanne Bruce
- Kern County Gloria Graham
- Madera County Josiane Hart
- Mid Valley CowBelles Carol Kenyon
- Modoc County Dana Carey
- Monterey County Marianne Madson
- Placer/Nevada Counties Dawn Campos
- Plumas/Sierra Counties Stacey Estrada
- San Benito County Jae Eade
- San Diego CowBelles Kelly Tulloch
- San Luis Obispo County Lesa John
- Shasta County Mary Burger
- Siskiyou County Caroline Luiz
- Sonoma/Marin Counties Judy Buttke
- Tehama County Jane Daugherty

CALIFORNIA CATTLEWOMEN 2020 WRAP-UP by Callie Martinez

The year of 2020 was definitely challenging, and we are truly grateful for at least getting to meet in March 2020 for our Beef Promotion Meeting. These challenging times for our organization have also been of a great learning time for our members. The times of 2020 has really given the Executive Officer Team a time to look at our traditions, meeting formats and evaluate them. The online platform is here to stay, and when we are able to meet again in person it will be streamed side-by-side during the meeting.

The annual Powder River Raffle was a great success for the counties and the California CattleWomen. The winner of the Powder River Raffle was Erica Ahmann Smithies of Napa-Solano. The CattleWomen did a great job selling 854 books of tickets for a grand total of \$17,660.

The ticket sales continue to increase as the fundraiser grows each year. A big thank you goes to Cody Hayes, Matt Johnson and the Powder River team. An extended thank you goes to the following dealers: JSC; Evan’s Feed & Livestock Inc.; Higby’s Country Feed; Hawes Ranch & Farm Supply, Inc. – Red Bluff; and Conlin Supply.

Awards:

The state membership contest awards were sponsored by John and Dee Lacey of Lacey Livestock. The contest is based on those memberships collected during the fiscal year November 1-October 31. In 2020, we had 30 units in California. However, out of those 30 units, only 23 submitted their membership rosters by the deadline of November 15, making them eligible for the Membership Contest. The Winners were as follows: 1-50 members – San Diego; percentage of new members 18.7%; 51-100 members – Amador/El Dorado/ Sacramento; percentage of new members 22.5%; 101-150 members – Kern; percentage of new members 10.79%; and 151 members and up San Luis Obispo; percentage of new members 6.07%.

Ag In The Classroom contests winners for 2020:

• **All Star Reader 2020** - 11 participants

- 1st place Molly Watkins
- 2nd place Edith Solari
- 3rd place tie Diane Egan & Jan Luis

***Special Star Reader Award / The Things We Do Award -2020**

Creating and delivering outstanding leadership in reading online
Jeri Roen

• **Ag In The Classroom-Ag Star 2020** - 9 county units participated

- 1st place Mid Valley
- 2nd place San Joaquin/Stanislaus
- 3rd place Tehama

Beef Promotion Awards:

Top Counties:

- 1st place: Tehama County (17)
 - 2nd place: Mid Valley (8)
 - 3rd place: Siskiyou County (6)
- Other submissions in order are:

- Modoc (4)
- Alameda (3)
- Lassen (3)
- San Luis Obispo (3)
- Monterey (2)
- Shasta (2)
- Amador/El Dorado/Sacramento (1)
- Napa/Solano (1)
- San Joaquin/Stanislaus (1)

Thank you all for participating during this trying year! Thank you all for participating these past years. It has been my pleasure to have served you. I am looking forward to next year and stay tuned for new adventures in Ag In The Classroom.

Callie



New President Julie Barnett (L) receives her gavel for the new term from outgoing President Callie Martinez.

Widening the Road for the Next 70 Years

Message to Membership from 2021-2022 President Julie Barnett

Goals as CCW President

As the incoming President of CCW I am deeply grateful to the heritage laid down by the founders and past leadership of this organization. There is a strength and tenacity to forge ahead that allowed us to continue to move forward, even as a 100% volunteer organization, during this pandemic season.

As I write this, we are in the second stay in place order here in CA, yet even during this year we have forged new ground including implementing Google Suite for the CCW and learning to hold meetings online to keep our organization's membership informed and to do our best to continue moving ahead. Past President Callie Borror Martinez challenged us to learn and try new tools and technologies, and it has given us a groundwork to understand two things: 1) We are an organization that will do what we need to do to make things happen and 2) We need to continue to stretch and learn to be able to connect the good news about healthy, sustainable and nutritious beef to the world around us.

The gift to the CCW during this season was the time to step back and re-evaluate how we accomplish what we do and to look for ways to expand our means to connect with membership and accomplish our mission. As we looked into the broad list of activities we accomplish as CCW, we saw the real benefit to expanding our communication tools, getting more resources into the hands of more of our membership and looking for good ways to streamline workflows. Time to evaluate has also allowed for us to look at ways to better support those who tirelessly work on behalf of the California Cattlewomen as state leaders, unit leaders and chairmen. We have been evaluating how to better transitions between leadership teams and to step up and improve the ownership and storage of organizational data onto a database owned and handled by the CCW instead counting on individual member computers and data storage. Hours of evaluation, learning phone calls, and conversations have happened during this time, all focused on bringing long term value to our membership, our volunteers and expanding the reach of the California Cattlewomen in an ever-increasing digital world.

Why is Data Ownership Important?

As we looked at where and how the data utilized by the CCW was handled, we knew that data ownership moving forward is key to assuring that the CCW has the rights to and control of the resources we use to reach our membership and to allow for continuity and CCW ownership rights to our media, website, and other information and tools, along with the rights to have access and the ability to shift the utilization of that data should a life situation arise with one of our fantastic volunteers was key to our continued success as the world around us becomes more digitally oriented. For the widening the road for future of CCW, ownership of our data and information is key.

What Else Did We Learn?

We have so many wonderful hard-working chairmen that donate their time and efforts to the CCW membership. By looking at the flow of information needed and information that can be used by various chairmen, it became apparent that by including more of the leadership team earlier in the communication process, we can help to move information, communicate needs, and share appropriate information with more chairmen and membership. The great potential of shifting how we gather and distribute reporting results, unit communication and achievements is that every accomplishment can be cheered, celebrated and shared with a broader membership and promote the CCW to our community. It also allows more members to be involved and find value in their CCW membership even when they are busy and can't attend meetings. We can effectively get more impact from every effort put forth for the CCW by having a broader base involved in the communication process.

We would not be able to do any of this without continuing to build on the heritage we have been given. The ability to widen the road for people with varied skills and ways of doing things requires a strong foundation. The strongest value we have as Cattlewomen is that we know every member of every age and generation and every skill set is key to the success of our mission of telling the great news about beef. As the world around us continues to accelerate the use of virtual and digital information, CCW has unique opportunities to expand how we do things to reach more members and more consumers than ever before and create membership contribution opportunities for generations that have only known a computer and digital information driven world.

Digital communication tools allow for continuity, storage without boxes and control of information that is not subject to natural disaster, personal life changes of our volunteers, or loss of personal computers.

First Step for the CCW – implementing the Permanent Officer Email boxes for the Executive Board

At the Spring Meeting of 2020, thankfully prior to the Covid season we are in, we began the process of improving the ownership of the data used for the CCW. We started learning Google Suite, a business platform used large and small businesses to handle organizational email addresses, store documents and reports from on-line forms, storage of meeting minutes and to build resourcing for moving information from officer team to officer team as leadership transitions into and out of their term in office. Google Suite has allowed the CCW to assign each of the executive board an email address that will be the initial point contact for



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themselves and a team of CCW volunteers and chairmen. This will allow our chairmen and volunteers to have the ability to loop in additional help, communicate about their project and share with membership more efficiently as needed, including sharing and obtaining resources that may be on another team that can aid in the job at hand or the project being worked on.

What does this Look Like?

Building the Working Teams

By looking at ways to group similar jobs together to make teams, we have come up with the following initial team structure:
President – Julie Barnett – ccwpresident@cattlewomen.org phone: 661-301-8722

Treasurer – Heidy Carver – ccwtreasurer@cattlewomen.org

Membership – Marge Barinka – ccwmembership@cattlewomen.org

Secretary – Paula Francis - ccwsecretary@cattlewomen.org

Plus the CCW 1st and 2nd Vice Presidents

•• 1st Vice President – Jeri Roen
ccw1stvice@cattlewomen.org

Her team will consist of the following chairmen:

Parliamentarian – Callie Borrer Martinez

By-Laws –

Budget – Melody Lake

Credentials – Millie Krause

Fundraising – Debbie Costa

Legislative – Cheryl Foster

Nominations – Sheila Bowen

•• 2nd VP - Promotion – Tara Porterfield –
ccwpromo@cattlewomen.org (term ends Dec 2021)

Beef Promo – Stacey Jackson

Ag In the Classroom – Lana Casey and Candy Peterson,
assisted by Debbie Torres for All Star

Readers

Beef Ambassador – Salene Duarte

Ag Day at the Capital - Mallory Bankhead Walker

Cowbelle of the Year -

Scholarship – Johnna Gossett Kiernan

•• 2nd VP – Media – Tischa Coffman
ccwmedia@cattlewomen.org

Social Media – Mandi Owens

Website – Intern - Ashley Jordan

Newsletter – Jean Barton

RoundUp – Sally Strohn

•• 2nd VP – Unit Information – Barbara O’Connell
ccwunitinfo@cattlewomen.org

Northern Director – Sharon Erickson

Central Director – Doni Rosasco

Southern Director – Christine Snyder

Technology is Already Working for You

As the Google Suite has been under implementation, the Google Forms that you have become accustomed to using are now being managed by utilizing the CCW owned Google Suite instead of an individual member’s Google account. You can still find your reporting forms on the Home page of the CCW website: <http://www.cattlewomen.org>

CCW now owns a YouTube address. This will allow for the CCW to manage video learning and educational content as we expand our toolbox to meet the needs and demands of our consumers and educators that are continually accessing this media as a resource. As we begin to utilize this platform, more information will be shared with membership.

The Executive Team email addresses used for CCW communication are now owned by CCW, with the ability to be assigned to the new incoming person holding the office moving forward. Our industry partners and our units will have a consistent email address to reach CCW leadership for connection, questions and reporting.

The CCW web domain and CCW social media sites are in the final stages of being permanently linked to the CCW owned Google Suite communication system.

Instagram accounts and connections owned by CCW are currently being developed.

Data from all online and google form submissions will be owned by CCW and handled by an assigned member of the CCW. All information collected on these forms will be able to be retained on the CCW storage system and security measures put in place through utilization of the Google Suite platform.

CCW has begun to utilize a resource organizational tool called Padlet that links directly into the CCW Website. We are utilizing this toolbox in the following ways:

All Star Reader Recommendations, and Ag in the Classroom Resources can be found on the Beef Education Classroom Resources page <https://cattlewomen.org/beef-education-classroom-resources/> on the CCW Website www.cattlewomen.org

Beef Promotion Resources for out of classroom needs can be found on the Beef Promotions page <https://cattlewomen.org/members/beef-promotion/> on the CCW Website www.cattlewomen.org

What Does My Unit Need to Do?

1) Make note of the contact email addresses for the officers and teams you need to contact.

2) Respond to the potential Interested in Membership Responses for Units:

New this year on the website is a new “Interest in Membership” Form. People that visit our website have the opportunity to reach out to learn more about becoming a unit member in their area. The “test” of this form rolled out this summer as a full website evaluation was conducted utilizing people outside the CCW. After contact is made with the person interested in membership, the person’s information is forwarded to the unit president to initiate the reach out for unit membership. To date, we have had 14

viable potential members that have reached out to be CCW members through the Interest in Membership form on the website that have been forwarded to various county units. You can check out that form here: <https://cattlegirls.org/join-us/>, and please help people that reach out to us feel welcome and valued for being a friend of and interested in the Beef Industry.

The Need to Begin Using Tools for the Future has become Very Real

As we roll into 2021, the outlook for in person meetings continues to be questionable well into the summer of the year. However, with more consumers reaching into their grocer's beef case for something for dinner, and as educators reach for on-line enrichment and information, we, as the CCW are getting positioned to be there, for membership, the beef eater and the teacher by implementing on line resources we can grow into going forward. It will require patience as we all learn and adapt to this expansion of how we do what we do, and we anticipate questions and adjustments will arise as we move forward. I ask that we all give patience and grace to the leadership that has agreed to give to you, our membership, as we all continue to learn, grow and adapt to this world we live in now without losing the core of what makes California Cattlegirls a powerful resource for the beef industry.

Beef – it is what's for dinner

Throughout the years, my depth of passion for the beef industry and its importance has continued to grow. As the world searches for nutritious and sustainable protein for a growing population, sharing the good news about Beef has become more important to me than ever. The potential before us is exciting and I am looking forward to working with the CCW, it's leadership and members to step in and step up to begin laying the base of widening the road of the CCW for the next 70 years, because I truly believe that Beef IS What's for Dinner. I just hope you will serve a great cheese appetizer first, or maybe some ice cream for dessert, because after all - I am married to a dairyman.

38th annual Walt Rodman Award Winners

1-49 members

San Joaquin/Stanislaus - Beef & Wine Pairing Event
2nd – Napa/Solano - Ag Day in the Classroom

50-69 members

Plumas/Sierra – Pizza Lunch for Firefighters
2nd - Mid-Valley Cowbelles – Beef for Schools

70 or more members

Alameda County
Creative Beef Promotion and Education During a Pandemic
2nd – Tehama County – Western Art Show

Honorable Mention

Amador/El Dorado/Sacramento
Super Steer Award
Calaveras/Tuolumne - A Fresh Start With Beef
Modoc – Highway 299 Road Sign
San Luis Obispo - Culinary Arts Program Partnership
Santa Barbara – Ask the Cow Gal

2020 Elanco Beef Promotion & Education Book Awards

1-50 members

San Joaquin /Stanislaus CattleWoman

51- 100 members

San Diego County CowBelles

Over 101 members

Siskiyou County CattleWomen
2nd – San Benito County CattleWomen
3rd- San Luis Obispo County CattleWomen

Unit Publicity Tools – Newsletter
Siskiyou County CattleWomen



New Foundation officers

Congratulations to the new slate of officers of the CCW Heritage Foundation. The new officers, for 2021-2022, were elected at the October meeting.

President ----- June Kester
Vice President ----- Debbie Torres
Secretary ----- Christine Snyder
Northern Director ----- Marsha Stevens
Southern Director ----- Shirley Rasmussen
Director at Large ----- Pam Doiron

CCW 2021-22 State Officers & Committee Chairs

★ President

Julie Barnett
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★ Treasurer

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★ Secretary

Paula Francis
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Membership Chairman

Marge Barinka
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805-441-6674

★ 1st Vice President

Jeri Roen
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By-Laws Chairman

Budget Chairman

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Parliamentarian

CallieBorrer-Martinez
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530-526-3070

Legislative Chairman

Cheryl Foster
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530-459-3327

Fundraising Chairman

Debbie Costa
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209-327-3742

Nominations Chairman

Sheila Bowen
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Credentials Chairman

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★ 2nd Vice President Promotion

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AG in the Classroom Chairman

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209-535-3950

AG in the Classroom Chairman

Candy Peterson
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209-777-2183

Beef Promotion Chairman

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1409 Highway A12
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530-598-0196

Cowbelle of Year Chairman

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Ag Day @ Capital Chairman

Malorie Bankhead Walker
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925-337-2431

Scholarship Chairman

Johnna Gossett Kiernan
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Beef Ambassador Chairman

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Roundup Chairman

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Elanco Beef Promotion & Education Book

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There were some highlights from 2020...



Presidents all....

Attending the wedding in September were (l-r) Lady Bug Doherty, Judy Ahmann, bride Melanie Fowle Nelson, Callie Martinez, Cheryl Foster, Jean Barton



CCW and ANCW Past President Melanie Fowle was married to Lamar Nelson, Sept. 12, 2020 in Etna, CA.

CONGRATULATIONS!



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.