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Newsletter of the California CattleWomen, Inc.



# CCW News

July, 2021

## Mule Days a good fit for CCW

by Jeri Rose Roen

CCW 1st Vice President

The California CattleWomen participated in the 51st Bishop Mule Days that was host to fifteen-thousand people, half the normal size, but a sold-out crowd! The booth was a display of beef in all its California glory. The California Beef Council graciously provided us with numerous boxes of assorted brochures full of recipes and beef facts; in addition they supplied us with assorted prizes, for the children spinning the wheel answering beef questions!

The lovely California CattleWomen who worked the booth tirelessly included: Jeri Roen, Mid Valley Cowbelle; Debbie Torres, San Diego CattleWomen; Rebeca Broomell, Siskiyou CattleWomen; Keely Rose, Siskiyou CattleWomen; Whitney Nickerson, Fresno Kings CattleWomen; Maddison Easley, Placer/Nevada CattleWomen; Faith Darling, Kern County CattleWomen and Julie Allen from the forming Inyo/Mono County CattleWomen. These women were all enthusiastic, thereby helping gain fourteen new potential members for the Inyo/Mono County CattleWomen, plus gaining 4 reading classroom presentations and a potential library connection. All and all, our booth was a great success!



Maddison Easley (left) of the Placer/Nevada CattleWomen and Jeri Roen

# Mid-Year meeting coming to Paso Robles!

Save the dates and get registered for the Mid-Year Meeting in Paso Robles. Here is a tentative schedule:

## Tuesday, August 24

8 am – 4 pm CRT Board Meeting  
3 pm – 5 pm CCA Officer Meeting

## Wednesday, August 25

8 am – 4 pm Registration Open  
7 – 8 am LMRF Meeting  
8 – 10 am Calif. Cattlemen’s Foundation  
10 – 11 am Cattle-PAC Meeting  
11 am – Noon Allied Industry Council Meeting  
11 am – Noon CCA Leadership Series  
Noon – 1 pm Lunch  
12:30 – 2 pm CBCIA  
1:30 – 3 pm General Session #1  
3 – 4:30 pm Cattle Health  
3 – 5:30 pm CCW Executive Meeting  
5:30 – 6:30 pm Welcome Reception  
6:30 pm Cattle-PAC Dinner

## Thursday, August 26

6 – 7 am Christian Fellowship  
6:30 – 7:30 am Breakfast  
7 – 8 am CCA Nominating Committee  
8 – 10 am General Session #2  
8 – 11:30 am CCW Workshop  
10 – 11 am PREM  
11 am – Noon  
Ag Policy/Marketing/Tax & Credit  
Noon – 1 pm Lunch  
1 – 3 pm CCA Board Meeting  
1 – 3 pm CCW Board Meeting

### REGISTRATION

Full Registration (Includes All Meetings, plus Breakfast and Lunch on Thursday) \$125  
YCC Full Registration (Includes All Meetings, plus Breakfast and Lunch on Thursday) \$75  
Wednesday Lunch at the Paso Robles Inn \$25  
Cattle PAC Dinner Dance + Auction Single Ticket \$75  
Cattle PAC Dinner Dance + Auction Two Tickets \$125



### ROOM RESERVATIONS

For room reservations at the Paso Robles Inn call 1-800-676-1713. Request rooms in the California Cattlemen’s Association block. Reservations must be made before 7/24/2021. Room rates are \$140.00 per night.

### DIRECTIONS

• From I-5 South to CA-41 S in Kings County (exit 309)  
Follow CA-41 S and CA-46 W, turn left onto Union Road  
Bear right on 13th Street, Turn left on Spring Street  
2 blocks to **Paso Robles Inn, 1103 Spring St.**

• From I-5 North, take exit 278  
Turn left onto CA-46 W, turn left onto Union Road  
Bear right on 13th Street, Turn left on Spring Street  
2 blocks to **Paso Robles Inn, 1103 Spring St.**

• From US-101 South, take exit 231A to Riverside Ave in Paso Robles.  
Take 16th Street and then south on Spring Street the hotel

• From US-101 North, take exit 230 to Paso Robles Street. Continue north.  
Turn left on 13th Street. Then turn left on Spring Street the hotel.





California CattleWomen attended the American National CattleWomen's Region V meeting in Pendleton, OR. ANCW President Evelyn Greene and ANCW Incoming President Reba Mazak are pictured with group.

## Region V meeting held in Pendleton

A new program was introduced at the Region V meeting held in Pendleton, OR. Women in Leadership Development, the WILD program, was introduced by Reba Mazak, ANCW Incoming President. The purpose of ANCW is to empower women who share a passion for the beef community. Our mission is a beef community dedicated to growing beef demand through education and development. While our vision is to inspire dedication and responsibility in the beef community.

Our three goals are beef promotion, education and development, and legislation. She covered social media etiquette, membership, conflict management, empowerment, membership legislative communication, parliamentary procedure.

Benefits of being an ANCW member are: networking, scholarships, collegiate programs, beef education and development, a voice at the national level, national legislative policy communications, educational webinars, and leadership programs.



A ranch tour (above) was a highlight of the Region V meeting. Past Presidents of CCW Jean Barton (seated, left) and Callie Martinez pause for a photo with the ANCW President Evelyn Greene (seated, right), of Alabama, and President Elect Reba Mazak (standing, right), from Florida.

# Building Connections

By Julie Barnett, 2021-2022 California Cattlewomen President

As we roll out of the Covid 19 stay in place orders, we are becoming increasingly aware that things have forever adjusted to meet new normal demands for access to resources, information and connection through technology, all while gearing up to return to in person events. To meet this shift of expectations, the California CattleWomen have stepped up their game.

## Technology – A Tool for Connection

Our internal Business Management platform, Google Workplace, is continuing to provide learning opportunities on the capability and resources that will continue to provide meeting platforms, document storage, working document sharing, domain email communications and retention plus the ability to collect report data, build questionnaires and forms and efficiently collect responses. With a growing membership, and being a volunteer organization with rotating leadership, these tools are showing their value over and over as we continue to grow in skill and understanding.

Since in person has been so severely limited, we have listened to the requests for on-line educational resources for members and our friends to use. Working with new tools over the past 6 months, we have developed a collection of links to vetted resources and can instantly update our website [cattlewomen.org](http://cattlewomen.org) on a third-party platform. A few clicks and a chairman or administrator can instantly share resources with all who look to California CattleWomen as good and trustworthy resource. You can find these collections of resources under the “Beef for Kids!” / Youth Education Resources and “We Promote Beef” at [cattlewomen.org](http://cattlewomen.org).

Additionally, we enlisted the help of “secret shoppers” to help us review ways to help interested potential members connect with California CattleWomen. After reviewing the website, interested persons can then complete an “Interested in Membership” on-line form to get connected with a local unit in their area. This new upgrade was not publicized, yet to date we have had 41 new and returning potential members request connection to a local unit to discuss membership. Each person has been personally contacted and referred to a unit when interest is confirmed.

## Meeting New People – A Connection of Person to Person

For the first time, California CattleWomen had a booth to promote beef and membership opportunities at the 2021 Bishop Mule Days. Chairmen Jeri Roen said they met attendees from areas that do not have a local unit and had the opportunity to share who the CattleWomen are and the work we do, plus connected with several potential members in the Inyo/Mono area that would like to be a part of exploring the creation of a new unit for the Eastern Sierras. The connections were made with attendees by several CCW member volunteers including Debbie Torres, Faith Darling, Julie Allen, Keely Rose, Whitney Nickerson, Rebecca Broomell and Madeline Davis.

## Social Media – A Connection with our Growing On-Line Community

Social Media has become a big part of connecting with industry and membership as a part of the modern culture. Our social media platforms have seen an increase of engagement and views with a rolling average of over 5000 engagements per month on our Instagram and Facebook platforms, with periods exceeding 7000. Our facebook page likes have surpassed 3000, and our reach to other organizations and businesses is over 200 with a huge uptick to connect with CCW in recent weeks as social media platforms have expanded for organizations and businesses.

## Online Shopping – Connecting with [cattlewomen.org](http://cattlewomen.org) online store

Your source for your copies of the California Ranch Raised Kids, polo shirts or California CattleWomen Wild Rags has been in operation since late 2020. On-line 24 hour shopping convenience has kept items moving into the hands of beef and ranching fans and members alike.



### **California CattleWomen's First Intern - New Collegiate Connection Frontier**

Ashley Jordan, an Agriculture Communications major at Cal Poly San Luis Obispo has completed a two quarter internship with the California CattleWomen working on our website and with our Media Team. We gained valuable insight as to ways we can begin upgrading our look to appeal to a broader demographic base, and began development of tools for future interns as we continue forward. You will find that Ashley will continue to be instrumental in helping CCW begin our YouTube portfolio while working with State Beef Ambassadors. We are very grateful to Ashley for her work and for continuing to help us reach new levels of resources and information.

We will be searching for our next intern very soon, so watch for the application link on [cattlewomen.org](http://cattlewomen.org) and via email. This unpaid internship provides experience in agriculture volunteer organizations and will work closely with the media team, do website updates, work with social media and continue our development of tools and resources.

### **California Beef Ambassador Contest – New Youth Connections**

Our Beef Ambassador page on [cattlewomen.org](http://cattlewomen.org) will be featuring our new California Beef Ambassadors in showcase videos to tell us about themselves. There were 12 knowledgeable, worthy competitors in our second on-line contest. The 2021 State Beef Ambassadors are:

#### **Senior Division:**

Central District from Santa Clara - Maddie Beckwith • Northern District from Siskiyou - Callie White  
Southern District from Monterey - Linkin Word

#### **Junior Division:**

Northern District from Placer/Nevada - Molly Fowler • Southern District from Monterey - Jesus Gonzalez  
Northern District from Intermountain - Jaycee Norris

✓ Our overall Senior State Beef Ambassador – from Santa Clara - Ashley Jordan

✓ Our overall Junior State Beef Ambassador – from Kern – Fallon McNeil

Salene Duarte, Beef Ambassador Chairman, ran a stellar on-line contest, and is continuing to work with this year's team to bring new voices to our CCW social media team and our Education resources. As we move forward, CCW will be able to host contests utilizing Google Classroom, another tool in our Google Workplace resources.

### **Unit RoundTable – A unit Team Connection**

At our Mid-Year meeting, we plan a roundtable discussion with unit representatives as a part of our agenda to discuss 1) ideas and education for growing membership including looking at our organizational strengths and weaknesses, 2) looking at ways to reach more generations, producers and friends to build for the future, and 3) discussing unit to state workflows so we can continue setting the stage for the next 70 years of the CCW. This discussion is designed to take place in person, so please plan to attend the Mid-Year meeting August 25 and 26 in Paso Robles. You can register to attend at [Calcattlemen.org/events](http://Calcattlemen.org/events).

With our improved abilities to connect, engage and impact through the tools we have been working hard to put into place, we have tremendous opportunity to touch more consumers, more members and tell the good story concerning beef and solution ideas are key to our success.

### **Meet With Us In person or Online - Connection Options**

Our Mid-Year Board of Directors Meeting on August 26 will have an option to attend online for those Unit Presidents, delegates and members who are not able to attend in person. We understand the need for CCW to connect with those who can't travel to be with us in person.

If you plan to attend in person, you can register at [calcattlemen.org/events](http://calcattlemen.org/events). Virtual meeting attendance will be via a link [we will email to unit presidents](#) along with the online registration fee information.

### **Updating our Traditions for Connection**

By updating our traditions to touch more people, to be of relevance to many generations, and to be accessible to our current and future friends, we continue to build on our foundations for the next 70 years. Glad you are along for the ride.

# Modoc Hosts Ag in the Classroom!

Modoc youth, preschool through fifth grade, attended and enjoyed the Ag in the Classroom Field Day on May 10th. The event provided outdoor hands on experiences from the Modoc County CattleWomen, Modoc County Farm Bureau, UCCE Modoc Farm Advisor, Modoc County 4-H Program, Alturas and Surprise Valley FFA chapters, First 5 Modoc, Modoc Heritage Foundation, Modoc Harvest, and various other community agencies and leaders. Picture and submission Nicole Hinton.



## Mule Days Booth





# CCW CALENDAR

## *Coming events:*

- ✓ CCA-CCW Meeting Paso Robles, Aug. 24-26
- ✓ CCA-CCW Convention, December 1 - December 3  
Peppermill Spa Resort Casino,  
2707 South Virginia Street, Reno, NV 89502

## ***Be Sure To Remember:***

### ★ 2021 Cowbelle of the Year

Please return your unit's completed nomination form before September 15, along with your nominee's biography, photograph, and a \$70 check made payable to California CattleWomen, Inc. (CCW) Please send completed form and check to:

Suze Evenson, 7455 Casey Dr., San Miguel, CA 93451 (Email: osuzeug2@yahoo.com)

### ★ Round Up Reports

They are due September 1. Please EMAIL to the CCW Media Chairman, Tischa Coffman, [ccwmedia@cattlewomen.org](mailto:ccwmedia@cattlewomen.org).

Round Up Reports give membership an overview of your unit or your Chairmanship work and accomplishments for the fiscal year. Please EMAIL to the CCW Media Chairman the following:

1. A computer generated word or docs document of your report – please use 12 pt. font and New Times Roman as your font style. Do not email a PDF version of your report, it needs to be a working document for integration into the overall compiled report by the chairman.
2. Photos you wish to include in your report (Use will depend on space and layout needs) as a jpg attachment.
3. The subject line of your email needs to include:
  - A. Your unit name or your chairmanship position in CCW
  - B. Roundup Report
4. Report submissions are due to [CCWMedia@cattlewomen.org](mailto:CCWMedia@cattlewomen.org) by September 1 of every year. Late reports will not be accepted for the printed document.
5. Roundup Reports may also be used by website or social media to showcase units and their accomplishments, and the report published on the website for general membership, general unit promotion and general public reading, therefore do not include personal emails, phone numbers or address information in the report. Reports containing such information will not be published or utilized by CCW due to security purposes
6. Reports made available for public access are a great opportunity to showcase your unit for potential new members and share your accomplishments with the greater public.

### ★ Elanco Beef Promotion and Education Book Contest

Submit by October 20

Electronic reporting forms. Members can find the report forms by going to:  
[cattlewomen.org/home/](http://cattlewomen.org/home/) Scroll down to the appropriate report and click on the link.

### ★ All Star Reader Reports

Electronic reporting forms. Members can find the report forms by going to:  
[cattlewomen.org/home/](http://cattlewomen.org/home/) Scroll down to the appropriate report and click on the link.

### ★ Ag in the Classroom reports

Electronic reporting forms. Members can find the report forms by going to:  
[cattlewomen.org/home/](http://cattlewomen.org/home/) Scroll down to the appropriate report and click on the link.

### ★ 2020 Walt Rodman entry ---- Entries Due October 23, 2021

# Easley nominated for Second VP

The CCW Executive Committee has voted to put forth the name of Maddison Easley as the nominee for CCW Second Vice President. She is taking the place of Tara



Porterfield whose term ends at the end of Convention in December.

Here is some information from Maddison:

As a sixth-generation agriculturalist and livestock producer in Nevada County, my passion and connection with people, animals, and the land is deep rooted. I was raised on a small cow-calf focused ranch amidst the pines above Nevada City.

I attended California Polytechnic State University (Cal Poly) in San Luis Obispo to earn a degree in Agricultural Science. I worked for the University of California Agriculture and Natural Resources Division at the Sierra Foothill Research and Extension Center and spent several

years with the Placer Resource Conservation District. Currently, I am a Partner Biologist for Point Blue Conservation Science and the USDA's Natural Resources Conservation Service (NRCS) in Grass Valley.

I have been involved with the Placer-Nevada CattleWomen since childhood, serving as a Beef Ambassador, member, and Parliamentarian.

If selected to serve as a Second Vice President of the California CattleWomen, I commit to support the valuable efforts of the entire CCW team and continue to be a positive voice backed by action to advocate for beef and encourage youth engagement in agriculture.

