

## 2022-23 CCW Executive Board

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### ANCW President attends Board meeting, convention

The CCW Board of Directors meeting was called to order by President Julie Barnett on December 3, Peppermill Casino Resort, Reno, Nevada.

• Financial Report - Heidy Carver gave the report as of 10-31-21, which is the end of the CCW fiscal year.

• Budget - Melody Stevens Lake - Heidy Carver reported in her absence.

• Heritage Foundation Report - June Kester, President, reported that they had a successful workshop at the Paso Robles CCW mid-year meeting this year to inform units how to utilize the power of this 501(c)3 organization. The Heritage Foundation met again on 12/2/21 and all the units that had members attend received \$50 into their Unit Heritage account. If any units need educational resources to help explain the opportunities for receiving donations through Heritage, please contact June Kester.

• Update from American National CattleWomen President Evelyn Greene - She gave a detailed update of the work being done by ANCW and encouraged members to join our national organization to further support the great work we do.

#### OLD BUSINESS:

• Powder River Ticket Sales -Debbie Costa - The winning ticket was drawn at the CCA Banquet last evening and JJ Hawkins from Fiddletown won the \$3500 in Powder River products. Twenty-six CCW units sold 925 books of tickets for a total of \$19,245 which is very close to total sales before COVID. Checks will be sent to the President of each unit that participated by Jan 15. Debbie requested that all units please write thank you notes to Powder River and all the individual dealers that sponsor this project.

(Continued next page)

ANCW President Evelyn Greene, from Alabama, with CCW Immediate Past President Callie Martinez and daughter Ainsley at CowBelle of Year luncheon.



- Trade Show Results - Callie Martinez/Stacey Jackson - Stacey Jackson reported that sales went well and thanked all the units that brought items to sell. Hope more units can participate next year.

- California Ranch Raised Kids Update - Julie Barnett - About 700 books have been sold so far and online sales are consistent. Arizona Lithograph, where books are being stored, has been great to work with to ship out. More hard covers have sold than soft covers. There are about 1300 books left in inventory and if units are interested in purchasing more soft cover books at wholesale cost for unit projects, please contact President Julie to make arrangements.

- Booth at FFA Convention - Julie Barnett/Callie Martinez - The next CA FFA Convention is set for March 26-29, 2022 in Sacramento. CCW had approved having a booth at this event in 2020 but Covid canceled it. Callie Martinez volunteered to chair the event for CCW. Sheila Bowen moved that CCW commit up to \$2500.00 to register for a booth space at the 2022 CA State FFA Convention. Megan Duarte seconded. Motion passed.

- Approval of New Unit – Inyo/Mono CattleWomen Jeri Roen - Jeri reported that the proposed new Inyo/Mono CattleWomen have held their organization meeting to complete their unit By-Laws and elect officers. She, Jeri Roen, was elected to serve as Unit President. Amy Hannah made a motion to approve the new Inyo/Mono CattleWomen as an official member unit of the California CattleWomen organization. Gail Tozier seconded. Motion passed. President Julie enthusiastically welcomed Inyo/Mono as the 31st Unit in CCW!!

### **NEW BUSINESS:**

- Approval of 2021-22 Budget Melody - Stevens Lake - Heidi Carver, CCW Treasurer reported in Melody's absence

- Tulare Ag Expo - Sheila Bowen - CCW will have a booth for the Expo on Feb 8-10. No cost for the booth space in exchange for event publicity. Kern CattleWomen will set up the booth, just need people to help man the booth each day, talk to the public and hand out materials about our beef industry. Workers will get a pass to attend.

- Beef Ambassador - Salene Duarte - President Julie reported for Salene that the contest will be held all virtually again and dates are April 9-10, 2022. The updated contest forms and information are in process of being loaded on the CCW website to be available very soon. Having the contest in the virtual format has allowed more students to participate that are not able to travel to an on-site event. Jesus, one of 2021 beef ambassadors is bilingual and has done a great job in reaching the Hispanic community where possible.

- Maddison Easley of the Placer/Nevada CattleWomen's unit was introduced and briefly spoke to the group. She is a 6th generation of a ranching family and has grown up going to CattleWomen activities, was a beef ambassador in high school and is an active member of her unit now. She is excited to come on board as the new 2nd VP. Callie performed the poppy installation ceremony to officially install her. Maddison can be reached at the ccwpromo@cattlewomen.org email beginning in January 2022.

Standing Committee Reports (\*presented at Awards Breakfast)

- \*Ag in the Classroom - Candace Peterson

- \*All Star Readers --Debbie Torres

- \*Elanco Beef Promotion & Education Book --Marsha Stevens

- \*Beef Promotion - Stacey Jackson reminded all units to go to CCW website to complete & submit their beef promotion forms after doing an event.

- Beef Ambassador 2021 Results - Salene Duarte

Sr Beef Ambassadors: Ashley Jordon - Overall Sr Ambassador; Maddie Beckwith – Central Region; Callie White – Northern Region and Linkin Wood – Southern Region.

Jr Beef Ambassadors: Fallon McNeil – Overall Jr Ambassador; Molly Fowler – Northern Region; Jesus Gonzalez – Southern Region and Jaycee Norris –Northern Region.

- CowBelle of the Year -Suze Evenson - She thanked all units for sending information in and responding when she had questions. Appreciated getting items early when possible as that was really helpful.

- Membership - Marge Barinka Wheeler - President Julie introduced Leanne Brown as the new Membership chair. Leanne reported that as of Nov.15, 2021, CCW has 1485 members paid. Also, as of Nov 30 all CCW Units reported – Thank You - and currently have 1715 paid members. Leanne reminded all units to only use the email address ccwmembership@cattlewomen.org for all communications regarding membership.

- Nominations - Sheila Bowen announced that CCW will install new set of officers and chairwomen next December 2022 at convention. She encouraged any members interested in being involved as an officer or committee chair to please fill out an Invitation to Leadership form and submit.

- Round-Up - Sally Strohn reminded all attendees to pick up a copy of the new Roundup Report and take it back to your unit. There were 17 out of 30 units that sent in reports for the 2021 book.

- Website - Julie Barnett - A great deal of new information and resources have been added to the website this year - more new features are on the way – please take a look and become familiar with the available features, resources and important unit information included on the website at [cattlewomen.org](http://cattlewomen.org).
- Social Media - Tisch Coffman - President Julie reported for Tisch – fantastic news that there have been 48600 engagements/ impressions and shares in the last fiscal year. Grown our reach by over 1000 followers since the first of 2021 and continues to grow!!
- Credentials - Millie Krause - Callie Martinez reported for Millie that there were 70 members total in the Board meeting attendance today, both in person and online.  
Adjourn Meeting at 12:08 p.m.

## California Beef Council's Walt Rodman Beef Promotion Awards

Executive Director Bill Dale is pictured with winners of this year's awards. They are:

- 1 to 49 members: 1st Shasta  
2nd San Joaquin/Stanslaus  
Honorable Mention: Madera and Butte
- 50 to 69 members: 1st Tulare  
2nd Lassen  
Honorable Mention: Amador/El Dorado/Sacramento, Intermountain, Placer/Nevada
- 70 plus: 1st Tehama  
2nd Siskiyou  
Honorable Mention: Plumas/Sierra, San Luis Obispo, Santa Barbara



### *Think outside the box!*

The CCW Trade Show booth at the convention was a success, selling lots of items. Stacey Jackson and Callie Martinez were in charge. Stacey's report: We had a good Trade Show selling lots of items. AES had some cool wild rags, visors, caps and cups. Siskiyou had great cowgirl décor and cow puzzles. Monterey had their napkins and cups. Butte had tickets for their Wrangle Pocket Quilt. We would like to have more from different units next year - think outside the box!

### **Important Info and Dates for county units from CCW Treasurer**

**APRIL** • By April 1, submit membership lists with updates included to CCW Membership Chair. Also mail membership list and membership money collected to CCW Treasurer.

**AUGUST** • By August 1, submit membership lists with updates included to CCW Membership Chair. Also mail membership list and membership money collected to CCW Treasurer. • By August 1st, CCW County Units Insurance Fee due to the CCW Treasurer.

The amount the unit owes is based on your membership number as of August 1st. \$25 for 50 members or less, \$30 for 51 to 100 members, \$35 for 101 to 150 members and \$40 for 151 - 200 members.

CCW Treasurer: Heidi Carver PO Box 803 Etna, CA 96027. Home 530-468-4126. Cell 530-598-6908.

Email is [ccwtreasurer@cattlewomen.org](mailto:ccwtreasurer@cattlewomen.org).

# President's Memo

By Julie Barnett,

2021-2022 California CattleWomen President

As we kick-off 2022, we rolled out of the CCA CCW Convention in December motivated and encouraged by Kiah Twisselman, who reminded us we were not alone in our struggles or challenges, and by Courtenay DeHoff, who encouraged us to look past the outside and find ways to be inclusive of those wanting to be a part of the team that supports beef and the good work ranchers do. I personally came away from those sessions touched and provoked to greater thought on how we can continue to grow and change to be a better organization and industry. The meetings and presentations also reminded me that many of our members have worries and concerns they often don't express.

The reality is that Covid continues to affect what we want to do with constant adjustments being very real for many areas of the state. Things we could not foresee, scheduling conflicts that were not the norm, and another uptick of Covid concerns have returned. Students being quarantined due to Covid and learning from home for periods of time are back. Sudden event cancellations are also a glaring reality.

The best-laid plans continue to suddenly change, and daily life circumstances can also suddenly change. This round of the pandemic has brought more than usual of both. We plan, then plan to unplan, then often have to re-plan on the fly. We continue to try to adjust as an organization to be able to handle the realities of this season and it isn't relenting.

But something that keeps rising to the top in all of this is that Cattlewomen are resilient. Adjusting to what life throws at us is part of what happens every day on our ranches and our farms is a standard part of what we do.

We have continued to move forward as an organization to provide resiliency with intentionality. We continue to expand our "where you are" access to resources, documents and to handle the "just in case."

Our Google system for the leadership team has continued to grow and for the long-term benefit of this organization, we are continually expanding our utilization of the tools as well.

CCW leadership is working to provide more resources to membership as well. We completed our first recorded training session, which was conducted using Google Meet with the San Diego County Cowbelles, on ideas for how to expand *Ag in the Classroom* reach and ideas for resource management; you can find that link on [cattlewomen.org](http://cattlewomen.org). Log in to the California CattleWomen Members Only section (from the "Member Info" tab at the top), then scroll down to *Ag in the Classroom* and "*Ideas for Ag*" in the *Classroom Referrals and System presented by the San Diego Cowbelles*" from that Member landing page to watch the replay. You will come away with great ideas, so be prepared to take notes!

Speaking of website - California CattleWomen have only one website address, it is **[cattlewomen.org](http://cattlewomen.org)**.

If you have not explored the website lately, there are robust resources available, from forms for unit Presidents, Treasurers and Membership Chairmen, to links for Beef Promotion, *Ag in the Classroom*, and lists of books suggested for classroom reading from All-Star Readers. We also have all the most current Beef Ambassador forms for our upcoming April 2022 online contest.

Our website has links to electronically report *Ag in the Classroom*, Beef Promotion, and All-Star Reader activities, which can be found on the CCW members landing page. You can also submit an electronic form to express you are interested in being a part of the CCW Leadership Team, and that link is in our Member Info, California CattleWomen Members Only, scroll down to "Leadership."

Or if you are looking for a CCW Wildrag or a California Ranch Raised Kids Book, check out our website store!

We are also able to reach potential members for your units through our "Interested in Membership" form online



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**WORLD AG EXPO**  
FEBRUARY 2022

# BACK IN

**TICKETS ON SALE NOW**  
[www.WorldAgExpo.org](http://www.WorldAgExpo.org)  
Save \$3 with promo code **CCW**

# AGTION

February 8-10, 2022

[WWW.WORLDAGEXPO.ORG](http://WWW.WORLDAGEXPO.ORG) | [INFO@FARMSHOW.ORG](mailto:INFO@FARMSHOW.ORG)

International AGRI-CENTER

form. I know the viability of these leads as I have personally reached out to 68 potential members who have submitted this form and forwarded many to units once I have made direct contact.

Building these resources online is key to reaching and bringing value to our large, expanding membership. Leanne Brown, our 2022 -23 Membership Chairman, reported we kicked off January reporting with 1,788 members! That is a lot of friends, workers, and advocates for our industry that are supporting the efforts of California CattleWomen. As your president, this is a very high priority of mine – bringing value and easy-to-access resources to members no matter where they are in our state, so your units can be ready for opportunities that arise.

Keep doing what you do so well, ladies, and think creatively outside the proverbial box about new tools to be resilient and you may surprise yourself as to what you can do! Being a voice for beef and the industry is more important than ever. With creativity, innovation, and new strategies thinking, you will discover new opportunities to reach our consumers with the good story about nutritious, sustainable, real beef.



A California CattleWomen Heritage Foundation President June Kester (1) and CCW President Julie Barnett at the Board of Directors meeting.

## Our Belles!

# 2020

2020 CCW President Callie Martinez, Caroline Luiz, Siskiyou, Mary Burger, Shasta, Joanie Jess, Alameda, Rielle Santinelli, Amador-El Dorado-Sacramento, Stacey Estrada Plumas-Sierra, Jae Eade, San Benito, and Judy Buttke, Sonoma Marin.



# 2021

The 2021 CowBelles of the Year: Alameda, Patsy Gilbert; Amador/El Dorado/Sacramento, Cindee Slater; Butte, Gail Tozier; Fresno/Kings, Tisha Coffman; Humboldt, Teal Cody; Kern, Karen Weller, Mid Valley - Monica Patterson; Modoc, Amy Hannah; Placer/Nevada, Emily Pruitt; Plumas/Sierra, Debbie Thompson; San Benito, Debbie Loos; San Diego, Ashley Sinderud; San Joaquin/Stanislaus, Molly Watkins; San Luis Obispo, Tracy Nicholson;



Santa Barbara, Jen Holzer; Santa Clara, Dana Wolfe; Shasta, Tracy Gouette; Siskiyou, Rebecca Broomell; Tehama, Shelley Macdonald; Tulare, Corey Gill; Yuba/Sutter, Karen Toepfer. Many were unable to attend the 2021 CCA-CCW Convention.

The \$ 3,500 worth of Powder River Products was won by John & Nancy Hawkins, Fiddletown ranchers.

Please write a thank you: Kody Hayes, Powder River, 2843 South 8th Street, Lebanon, OR 97335; Matt Johnson, Powder River, P.O. Box 50758, Provo, UT 84605.

Dealers: Hawes Ranch & Farm Supply, 712 Ash Street, Red Bluff, CA 96080; Conlin Supply, P. O. Box 1942, Oakdale, CA 95361; Evan's Feed & Livestock, 241 South E Street, Madera, CA 93638; JSC Ag Supply Company, 3530 Buck Owens Blvd., Bakersfield, CA 93308; Higby's Country Feed, 8470 Currey Road, Dixon, CA 95620.

## Award Winners

- 2021 Elanco Beef Promotion & Educational Book Contest results from Marsha Stevens, Chairman. Under 50 members – 1st San Joaquin/Stanislaus, 2nd Placer/Nevada. 51 to 100 members – 1st San Diego 101 plus members - 1st Siskiyou, 2nd San Luis Obispo.
- Unit Publicity Tools – Newsletter - 51-100 members Tehama. 101 plus members Siskiyou CattleWomen.
- Member entries – 1st Cattlewomen Scrapbook Layout: Anatomy of a Scholarship Barn Quilt 2003, Dee Killam, Placer/Nevada CattleWomen.



## Convention & Meeting Snapshots!

The Lacey Livestock Membership awards for increase in membership:

- 1-50 members Madera Co;
- 51-100 Alameda Co;
- 101-150 Santa Barbara Co;
- 151 plus Siskiyou Co.

President Julie Barnett made the announcement for 2021 Membership chair Marge Wheeler, and Leeann Brown, 2022 CCW Membership chair made the presentations.



Molly Watkins and Pamela Doiron inspect the Elanco Beef Promotion & Educational contest winners.



All Star Reader Jeri Roen (1), Inyo/ Mono Co. is shown with Debbie Torres. Second place went to Caroline Lewis of Siskiyou Co.

Ag in the Classroom saw 18,000 reached with San Diego coming in 1st, and 2nd to San Joaquin/Stanislaus Co.

## CCW CALENDAR

- Jan. 30- Feb. 1** ..... ANCW Convention,  
Houston, TX
- February 1 – 3** ..... Cattle Industry Convention,  
Houston, TX
- February 8-10** ..... World Ag Expo,  
Tulare, CA
- March TBA** ..... CCW Meeting
- March 26-29** ..... CA FFA Convention  
Sacramento
- April 9-10** ..... CA Beef Ambassador Contest,  
virtual



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.

