



OFFICIAL NEWSLETTER OF  
CALIFORNIA CATTLEWOMEN, INC.  
ISSUE #8\_Q2-24

# California Cattlewomen News



## BETWEEN THE POSTS

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# A Joyful Informative Honor

*We're making this happen together.  
We are California CattleWomen, Inc.!*



*Jeri Roen, President, California CattleWomen, Inc.*

## *Hello, California CattleWomen!*

Spring greetings to all my fellow California CattleWomen, Inc., members. For those of you that were not able to attend the CCW Spring Meeting or Northern Region Meeting in Folsom at the Lake Natoma Inn, it was a great time catching up with each other and learning from our numerous speakers and taking a fabulous tour of the UC Davis CLEAR CENTER. Besides being so happy about the large turn-out, I was overwhelmed by the gracious reception that the Amador, El Dorado, Sacramento California CattleWomen, Katherine Kussman-Collins, President, and Jill Curran, did hosting a beautiful, scrumptious feast in my suite!

The Northern Region Meeting, led by Northern Director, Barbara O'Connell and I, was well-attended and informative. We got to know each other, discussed various unit concerns, about bylaws and DOJ requirements, then we were enlightened by the guest speakers from the California Beef Council, Christine Van Egmond, Director Retail & Food Service Marketing and Annette Kassis, Director, Consumer & Brand Marketing. These women were able to show what really goes on behind the scenes concerning how consumers are tracked and marketed to, in addition we were made privy to what the current council is doing with our check-off dollars to help consumers purchase and prepare BEEF. All and all, the meeting was quite informative.

The highlight of the Spring Meeting was our tour of the UC Davis CLEAR CENTER, where we were led by two of most amazingly astute young women I have ever had the pleasure of meeting. One woman, Sharissa Anderson a post-doctorate student and the other, Madison Kindberg a doctorate student explained the facility and the various experiments that they are doing with the cattle at the school's facility on a twenty-four-hour basis. The equipment and the facilities were mind-boggling, computerized and space-age, many results instantly transferred to Colorado, where they are interpreted. The experiments, not just one exclusively, focus on animal, beef and dairy, that focus on health, efficiency, and environmental impact. Our hour and a half, or so, was not enough time to be able to listen and learn from these learned ladies; therefore, I am anxious to hear from them again, maybe at convention!

After the tour, we had lunch in OLD Town, splitting up into various factions, for some tasty lunch items. Back at the hotel, the Heritage Foundation held a meeting, attended by their board members and CCW members. Our ladies returned to listen to the two lovely ladies from the California BEEF Council, Kori Dover, Director, Food & Nutrition Outreach, and Makenzie Neves, Manager, Producer Education & Engagement. As usual both ladies shared a wealth of knowledge that we will bring back to our units, along with all the boxes of material goods that we hand out at our various venues. Again, I need to reiterate how much the California BEEF Council allows the California CattleWomen, Inc., to accomplish the promotional activities that each unit does throughout the year!

Moving along, that night we enjoyed a lovely dinner at the hotel with the California Cattleman President, Steve Arnold, who spoke to the guest about some current happenings with the state legislators and a run-down of the current cattle climate in the United States. All those present enjoyed his talk and appreciated that he took the time to have dinner with a group of all women! An added surprise guest, although I had invited her, was Madison Kindberg, from the UC Davis CLEAR CENTER who is a delightful young woman, who got up, spoke to the group, and actually became a California CattleWoman at the same time, thanks to the generosity of Julie Barnett, our past president, paying her application fee. Madison is now a member of the Amador, El Dorado, Sacramento unit! The next morning, we held the Board of Directors Meeting, and had the honor of listening to Joe Proudman, Associate Director of Communication at the UC Davis CLEAR CENTER. Having just come back from an extensive speaking with DR. Frank Mitloehner in Europe, he did me a special

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favor by speaking and sharing his extensive knowledge about the worldwide perception and consumption of beef. Therefore, we are fortunate that he believes in what the California CattleWomen, Inc., advocate for and represent in California, and we thank him for sharing his vast, current knowledge with us, so frequently.

Summing up the Spring Meeting, one would be reticent not to mention that we bid farewell to Stacey Jackson our Chairman of BEEF Promotion, who has done an excellent job in that position, with her motivational FACEBOOK posts, of hints on how our units could be promoting BEEF, or her mouth-watering dinners featuring BEEF, but most of all for her exuberant personality that she shares, so freely with that big smile and strong hug. However, with your job promotion, new Siskiyou CattleWomen President, and being the ultimate grandmother, I think we all understand. Stacey, a heartfelt thank-you, from all of us. Jumping on board, the position is now in the capable hands of Pat Abel, from the San Luis Obispo CattleWomen. At the Spring Meeting we were able to get a glimpse of Pats' talents, as she presented an excellent power-point displaying pertinent information needed, for her to accomplish her positions and to motivate each unit to turn in their reports each year. Luckily, the torch was passed to capable hands. Thank you, Stacey and Pat, for taking the responsibility, because it is women like you both that keep CCW going strong!

More current news involves me being an honored guest of the Alameda County CattleWomen early May. Their president Nancy Mueller arranged an outstanding itinerary, where my husband and I stayed for 2 days in the lovely guest house of Chris and Patti Ising, on their ranch in the Livermore foothills. The first night we were treated by Chris and his wife Patti to a lovely dinner in downtown Livermore, the next day members of the Alameda CattleWomen joined us at the ranch for an interesting talk by Annie Madsen Warner, who is the owner of the Pumpkin Patch in Livermore that was started by her late mother jointly with one of her neighbors. Annie also shared her previous passion of raising top quality Hereford bulls. That portion along with the pictures of these handsome animals caught my husband's attention! Next, Kim Bonde-Masters and her husband John, cooked us a delicious lunch of French-Dip sandwiches, salads, and brownies. It was a delicious lunch. After lunch Chris Ising gave a talk about how he and Patti converted part of the ranch, a historic cattle ranch, that his mother ran, into a Pistachio orchard, twenty-five years ago, while continuing their cattle operation and Culligan Water business. He had our rapt attention while explaining and showing photos. Later he took us on a tour of this beautiful, well-cared for profitable endeavor, proving with hard work, forward thinking and the willingness to take a risk can reap rewards. After the Ising's Ranch we loaded up and traveled further up the mountain, on a very treacherous, curvy road to the "Three Sisters Ranch," a ranch that has been a family-owned operation for generations. At the ranch Nancy Calhoun Mueller shared the history of her family's Danish history, and Livermore's historic Danish population. This was evident on the tour, with so many people being related one way or another. Interestingly, Nancy has turned to producing grass-fed, natural beef to the consumers, under the name of "Circle H", where consumers can buy beef from a fifth generation farmer! This tour was beautiful, as well, and being with these Alameda CattleWomen was a treat, I felt completely comfortable with each one. That evening the Alameda CattleWomen hosted a fabulous steak dinner at Basso Arena in Livermore that honored all the past presidents. They honored me with a lovely gift basket and wonderful talks and tours that I will always hold dear. A big, sincere thank you to all the Alameda CattleWomen, because you made my visit a joyful honor!

Before closing, I would like to thank Cheryl Foster, former CCW President, and now the Beef Ambassador Chair, for putting on a successful contest and encouraging units to begin putting the Beef Ambassador contest within each unit.

In closing, I hope everyone has a wonderful spring season, and I hope to see you at the Mid-Year Meeting in Reno, Nevada.

Blessings,

*Jeri*

Jeri Rose Roen  
California Cattlewomen, Inc., President  
FLYING M CATTLE, Inc.



# CCW MIDYEAR MEETING

June 26-27, 2024

*This year's Midyear Meeting will be at the Nugget Casino Resort.  
Register and reserve your room today!*



## Join us at the CCW Midyear Meeting!

Did you know that along with your local unit membership also provides you membership with California CattleWomen? With that CCW membership, you're allowed to participate on behalf of your unit (with unit leadership designation) or simply as a member.

Located in Sparks, NV, the Nugget Casino Resort is always a fun venue to hold this event. Join us to learn while connecting with friends and fellow CattleWomen!

**Registrations include access to all meetings and the Wednesday evening reception prior to attending the Reno Rodeo's Wednesday Night Performance. Rodeo tickets are *not* included with registration and must be purchased separately. In order to purchase a rodeo ticket, a full registration must also be purchased.**

- Full Registration: \$125
- Young Cattlemen's Committee: \$75
- 1 Ticket to the Reno Rodeo's Wednesday Night Performance: \$25\*

\*Tickets are LIMITED and will be available on a first-come, first-served basis.  
The last day to pre-register is Wednesday, June 19.

Don't want to register online? Call the CCA office at (916) 444-0845 to complete your registration over the phone.

### ROOM RESERVATIONS

Call the Nugget Casino Resort (800) 648-1177 and mention the **GROUP CODE: GCCAM24**.  
1100 Nugget Ave, Sparks, NV

[REGISTER HERE](#)

[NUGGET CASINO](#)

[RENO RODEO](#)





**JUNE  
26-27**

**CCA/CCW  
MIDYEAR  
MEETING**

**FULL REGISTRATION: \$125  
YOUNG CATTLEMEN'S  
COMMITTEE: \$75  
1 TICKET TO THE RENO RODEO'S  
WEDNESDAY NIGHT  
PERFORMANCE: \$25\***

**Nugget Casino Resort.  
Register and reserve  
your room today!**

**We encourage you to  
maximize your membership  
by attending and being an  
active part of the CCA policy  
making process. Come  
discuss current cattle  
industry issues with fellow  
producers, as well as hear  
from industry leaders,  
agencies and affiliate  
organizations. Your voice  
helps develop policy that  
provides direction for your  
organization and will  
influence the future of  
ranching.**

**Register online: <https://calcattlemen.org/event/2024-midyear-meeting/>**

**Don't miss out! Cattle Industry and ANCW Summer Business Meeting**

**CATTLE INDUSTRY  
SUMMER BUSINESS MEETING**

**July 8-10, 2024**

**SAN DIEGO, CA**

*The ANCW will be conducting business meetings and hosting guest speakers at the Hilton Bayfront hotel Sunday July 7 and Saturday July 8. For those of you that can not make it in person a VIRTUAL OPTION with a Zoom Link will be available. See page 16 for Information Links!*







Interested in ANCW Membership? [Click here!](#)

Eager to learn about chute-side behavior or new herd management techniques? [Get details here](#) for the WIRED Event!

Check out the ANCW PODCAST on [YouTube](#).

# CattleWomen Takeover Las Cruces, New Mexico

**By: Callie Martinez**

*American National Cattlewomen Region VI Director and CCW Past President*

The American National CattleWomen Region VI Meeting met in Las Cruces, New Mexico at New Mexico State University on April 11-12. Region VI covers the following -states: Arizona, California, Nevada, New Mexico, and Utah. This region meeting was hosted by the New Mexico CowBelles. We were fortunate to have 105 ladies in attendance.

We were honored to have our own Nikki Weston from Utah to come and participate in our meeting. Nikki gave a great overview of ANCW. Nikki did a great job of sharing her family history with the ladies and how her heritage has helped to shape her into the wonderful leader which she is today with American National CattleWomen. She is definitely passionate about the industry, and finding ways to keep all generations involved in our organization. President Elect Nikki Weston assisted and facilitated the elections for region VI. Elections took place and the following ladies were elected to the following committee: Budget: Julie Barnett, CA; Membership: Karen Allen, Nevada; Public Relations: Haley Davis, UT; Ways and Means: Vonda Frost, New Mexico. An election was also held for Region VI Director, as the term which Callie Martinez was appointed to last year to complete Nikki Weston's term finishes in January at the Convention. A very tight election took place between Callie Martinez, CA and Brandee Mills, UT. It was a very close election, and Callie was re-elected and will serve from 2025-2027.

The New Mexico CowBelles put together a great program, and we all learned something new. They chose some hard topics that all of us don't like to talk about. They definitely reminded us that we need to make sure to have things in line for Succession Planning. I know most women in the room hope to have their operations available to go onto future generations if they so choose when the time comes. We also had the privilege of touring the new meats lab at New Mexico State University after hearing from the lead professor.

This year, Callie and Brandee plan to work closely together to plan open meetings throughout the year to hear about the other states programs in our region, as we share what is going on in our own states. A big topic which will be discussed is the Beef Ambassadors, possibly having each state do an evening of sharing what their Beef Ambassador contest looks like and what they do throughout the year. I also plan to have open conversation with our committee chairman, and would like to remind everyone that committee meetings are always open to our ANCW members.

The American National CattleWomen Podcast **"Calling All CattleWomen"**, spoke with leaders at the Region VI Meeting in Las Cruces, NM! Listen now on Spotify or watch on YouTube to hear about the ag tours, networking and fellowship that CattleWomen experienced in Region VI.

**Spotify:** <https://open.spotify.com/episode/15m6BRftZxb0zvDZw6qzw6...>

**YouTube:** <https://youtu.be/kI91HFM5Lek?si=tJLtoV2v5qOfe-NG>





# Celeste Settrini

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831-320-1527

## Bylaws Committee Update

Shirley Rasmussen  
Bylaws Chairperson

We are still trying to wrap up all the units getting their Bylaws in. Please understand how important this is for the California Cattlewomen, Inc. To be under the Cattlewomen you must have all the necessary information that is required by the Local, State and Federal Government. If not completed the units will not be a part of California Cattlewomen, Inc. The President is sending out letters and terminations will be forthwith to provide all the units that have got their bylaws in and/or corrected bylaws in are safe. Any questions please feel free to contact me at [ccwbylaws@cattlewomen.org](mailto:ccwbylaws@cattlewomen.org)

## Membership Update

Leanne Brown  
CCW Membership Chair  
Siskiyou County CattleWomen

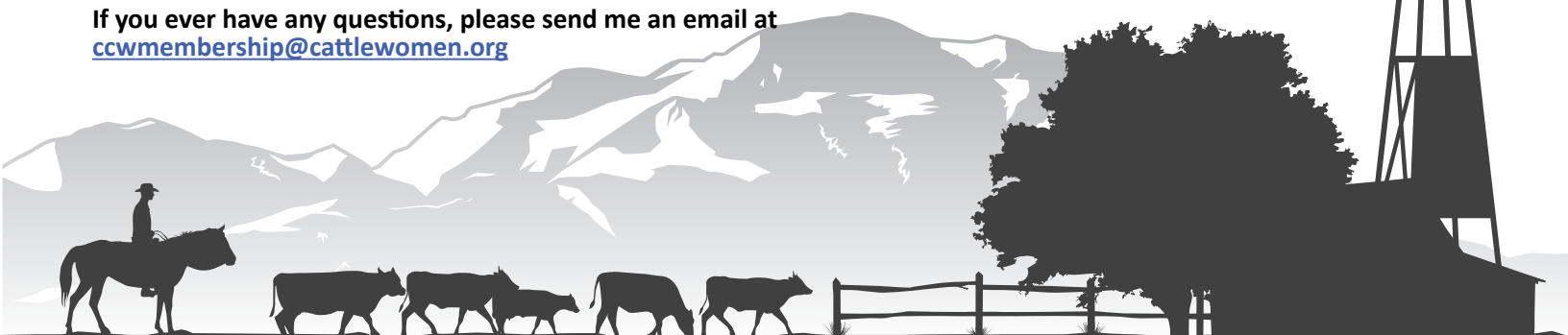
Any Unit Officer changes?  
[Report here today!](#)

This spring has been beautiful with all of the trees in bloom. CCW membership has been slowly increasing. Our total membership as of May 6th is 1,801 paid members. Thank you to all of the unit Membership Chair ladies who make my job easy.

Welcome to all returning and new unit membership chairs. I appreciate all of your efforts to keep contact information up to date and adding new members to your rosters. CCW membership chair requests your unit roster updates on January 1st, April 1st, and August 1st. Please update your whole unit roster so that I can copy and paste your updated roster into my master roster. This allows for less errors on my part.

Units are welcome to update and send me your rosters at any time. The master roster is then copied and shared with the President, Secretary and Stevie Ipsen for the CCA magazine distribution. In Mid-January, I share the master summary, showing total CCW membership by unit, with the Credentials Chair for the delegate count. As you can see, the updated rosters are very important so members get their newsletters, CCA magazine and an accurate delegate count is provided to units and we have an accurate membership count for CCW.

If you ever have any questions, please send me an email at [ccwmembership@cattlewomen.org](mailto:ccwmembership@cattlewomen.org)



# THE CCW NOMINATIONS COMMITTEE REPORT TO CCW MEMBERSHIP

The CCW Nominations Committee would like to recommend the following slate of officers for the 2025-2026 term.

<b>Debbie Costa</b>	President	San Joaquin/Stanislaus
<b>Susan Cochran</b>	1st Vice President	San Luis Obispo
<b>Pat Abel</b>	2nd VP Promotion/Education	San Luis Obispo
<b>Melody Lake</b>	Secretary	Placer/Nevada
<b>Cheryl Bauer</b>	Treasurer	Kern

Our other 2nd Vice Presidents currently holding office are:

Tisch Coffman	Media Pro Tem	term expired 2023
Judie Church	Unit Info	term expires 2025

The bios and photos of the nominees are provided here to inform the CCW Membership of the prospective candidates for office. At the Midyear Meeting, the CCW Board of Directors will vote on the officers. Prior to the vote, nominations will be accepted from the floor. The officers that are voted into office will begin their term at the close of convention in December of 2024.

Respectfully submitted,

*Melanie Fowle-Nelson*

Melanie Fowle-Nelson

*Chair of the CCW Nominations Committee*

CCW Nominations Committee Members are:

Cheryl Foster	Debbie Costa
Debra Cockrell	Celeste Settrini
Susan Cochran	Julie Barnett
Tracy Gouette	

# CCW



# CCW RECOMMENDED OFFICERS FOR 2025-2026



## **DEBBIE COSTA, PRESIDENT, 2025-2026**

Debbie Costa has been a member of the San Joaquin-Stanislaus CattleWomen since 1992. She has served as the units Secretary, Treasurer, and President. As well as several committee chairmanships. She enjoys helping with educational presentations and fundraising events. In 2004, she had the honor of being their CattleWoman of the year. Since attending her first California CattleWomen state meetings in 2003 as unit president, she has been involved at the state level, on the nominating committee, fundraising and CCW Central Director.

She lives on a small family ranch. She is fifth generation involved in agriculture in San Joaquin County. Debbie participates in the family cow-calf operation.

She loves being Grammy and enjoys teaching her grandchildren about cattle and horses. After her day job as a controller for a small construction company, she likes taking care of the cattle, riding and working in her yard. Debbie looks forward to working with the great ladies of this state.



## **SUSAN COCHRANE, 1st VICE PRESIDENT, 2025-2026**

Susan was raised on a cattle ranch on the western edge of the Carissa Plains. She is proud to be the 5th generation to ranch in the San Luis Obispo County.

Upon graduating from Atascadero High, Susan earned her B.S. in Home Economics from Cal Poly, San Luis Obispo. This is where she met her husband Bill Cochrane, they were married in 1979.

Susan and Bill raised their three daughters Ann (Bryce Hansen), Jane (Peter Kasper) and Kate (Jeremy Horstmann) in Salinas. While raising her children, Susan owned a yogurt shop as well as built a landscape design business. Along with these businesses, Susan earned an additional degree in Ornamental Horticulture.

Susan played an active role in her children's passions. Her involvement included 4-H Leader, PTA President, FFA Booster President and Monterey County Fair Food Booth Chair.

Today, Susan and Bill are both full time ranchers, raising stocker cattle on the same ranch her family has been on since 1881. They enjoy their six grandchildren (ages 2-6) and the opportunity to share their ranching heritage.

Susan maintains an active role in many ranching and agricultural organizations. These organizations include San Luis Obispo CattleWomen (past President), Cowbells Trail Riders (Board Member), American National CattleWomen and Resource Conservation District (Board President).

Susan's greatest passions are family, friends, land, cattle, good horses, wildlife, gardening and volunteering for great organizations.

*(continued on next page)*

# CCW RECOMMENDED OFFICERS

## FOR 2025-2026 (CONTINUED)



### **PAT ABEL, 2ND VP PROMOTION/EDUCATION, 2025-2026**

In 4-H, I earned my Gold Star showing sheep and cattle, and holding various offices and devoting time to community service. After graduating in 1982 from UC Davis with a degree in Geology, I started working for the State of California, Division of Oil, Gas, and Geothermal Resources. What I thought would be a short stint turned into 37 years of service. I ended my career with many awards and accomplishments, but the one I'm most proud of is the title of the very first woman to lead a district office for the agency. If you think about it, both industries, oil & gas and the cattle business, aren't really that different. Both industries are essential to the public, but are constantly under attack. Also, they have traditionally been a male dominated field.

Looking for 2023 tax information, I ran across a cancelled check written 40 years ago for dues to the San Luis Obispo Cattlewomen. As a 3rd generation Cattlewomen, I admit I wasn't very active over most of those years. I modeled a time or two at our Annual Fashion Show and helped with highway litter removal, but for the most part I was busy

with a career and raising a family. When I retired in December 2020, my goals were to return to ranch work, and become more active in Cattlewomen.

My mother and I have operated a small cow-calf operation (Lone Valley Ranch) at the base of the Cuesta Grade outside San Luis Obispo. The ranch has been in the family since the 50's. My mother turned 90 in February and has declared she's in retirement so I guess I'll be handling everything from bull buying to fence fixing.

I'm currently your State Beef Promotion Chair and Co-Chair the Scholarship Program for the San Luis Obispo affiliate. While I'm no rodeo Queen, I would be honored to be your 2nd VP and willing to work to promote our organization and stay true to our mission.

### **MELODY LAKE, SECRETARY, 2025-2026**

Melody Lake was raised in Lincoln, California on the Stevens Ranch. She is the 4th generation to raise cattle on the family ranch established in 1914. Now living in Fernley, Nevada, with her husband Brian, they travel to the family ranch on the weekends to help her parents with the family's cow-calf operation.

She is a member of the Placer-Nevada Cattlewomen, a past CCW Treasurer, past CCW Secretary and current A CCW Heritage Foundation Treasurer.

She is an accountant by trade, loves the outdoors, and sews when she can.



### **CHERYL BAUER, TREASURER, 2025-2026**

A member of the Kern County CattleWomen, current Secretary, and an associate member of San Luis Obispo CattleWomen, and lives in Kern County.

Cheryl is retired from County of Kern as a Senior Accountant and, previously a co-owner of a dairy in Kern County, which included registered Holsteins. Currently, working for Children to Love International, a Christian nonprofit organization that serves orphaned and abandoned children around the world.

Cheryl has two sons, Rick and Robert, as well as two grandsons, Ricky and Alex. Spending time with family and friends in activities which includes gardening, church and community volunteering, short-term missionary trips, and travel are especially enjoyed and treasured.

Education includes a Masters of Business Administration (Finance), Cal State Bakersfield, and a Bachelor of Science in Dietetics, Cal State San Luis Obispo. Former professional associations: Institute of Internal Auditors and Public Relations Society of America.



# SBC CATTLEWOMEN CELEBRATE 70 YEARS



**Celebrating 70 Years  
1954 - 2024**

In the beginning It was decided to hold regular meetings every three months in the evenings in April, July, Oct, and Jan. Over the years the meetings have been changed to different months and days. We currently meet monthly on the 1st Wed of the month at 5pm.

In 1955 an all-western Fashion Show was presented to the Public with CowBelles, their husbands and children as models. It was held in the Tres Pinos Parish Hall for a money raising activity charging just \$0.50 per person and \$58.00 was added to the bank Account. And has become an annual event until the unfortunate covid year. This year we are excited to have this scheduled to come back.

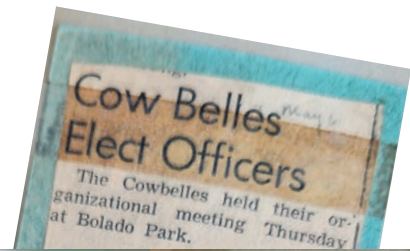
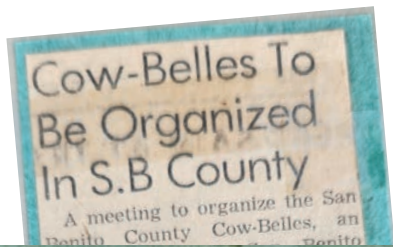
There have been other money raising activities to help our financial needs over the years with the Cattlewomen members. We have sponsored cooking activities at schools, prepared floats for parades, booths at County and State fairs, and donated money for Beef for Home Economic classes at different schools. We have helped the Cattlemen's association in preparing food for their April Barbecue in past years. We now help them with their annual reverse draw dinner dance. In the early years we donated Beef for babies born near Mother's Day and Father's Day.

We have continued to be active with Beef promotion putting beef recipes and beef promotional materials online, and at our events. We have supported our youth in the community in 4H and FFA by donating trophies for Best appearing Cowgirl Horse and outfit at the Saddle Horse show since 1955. Pins were given each year for 4-H beef demonstrations, medals at 4-H and County fair showmanship and for Livestock judging at the county Fair there are trophies given to 4-H and FFA club winners. We currently sponsor the BEEF Carcass / Rate of Gain Contest for 4-H and FFA members at our County Fair where we present the winner with a buckle and monetary awards.

A scholarship Fund was started almost 50 years ago with multiple recipients awarded each year. There have been fun times with Dances and several jeep rides held on different local ranches. One of our favorite events held annually is our Pedro Party which is a San Benito County favorite card game. We launched our mascot ZIP = Zinc Iron Protein last year which has been popular with our youth in the community. We promote beef by participating in Ag in the classroom, Farmday and Healthy Kids Day. We continue to do beef promotion with our annual San Benito County fair Booth and our local San Benito County rodeo parade. We provide tri-tip sandwiches for the players at the farm bureau golf tournament fundraiser. Finally, one of our favorites events is our general meeting annual summer bbq where we honor our CattleWomen of the year.

We have had many dedicated women lead our board over the years and hope to continue to promote and educate people on beef while supporting our community, local farmers and ranchers for many years to come.

## **San Benito County Cattlewomen 1954 - 2024**



SAN JUAN

JULY 1956



Booth - 1956 Barbara Ashe Evelyn...



Edith Schmidt, Beth Anderson, Juanita Murphy, Carol Sawyer, Florence Barrett, Betty Miller

# CCW's 2024 Beef Ambassador Contest

CCW's 2024 Beef Ambassador Contest was held in the Farm Bureau office in Woodland CA. Nine contestants had signed up for the contest with five actually competing, including one Senior and four Junior contestants. Holding the contest one week after the FFA convention was tough on some of the kids but those that stuck with it did well with their busy schedule. The worst part was holding the contest on Easter weekend. That is definitely not recommended.

This was a combined contest with two contestants participating virtually and three in person. I am very thankful for the help I received from Salene Duarte, Julie Barnett, Callie Martinez, Melanie Fowle-Nelson and Bailey Morell. They helped work out the plan and the steps to allow the contestants to be online and participate.

Friday evening the social media posts were judged by Melanie Fowle-Nelson and Callie Martinez. Callie picked up pizza and everyone was introduced. Saturday morning, we started with the contestants receiving the Media Interview question via Google Classroom. They all answered on Google Classroom. The judges for Saturday were Melanie Fowle-Nelson, Bailey Morrell and MaKenzie Neves. We then moved directly into them presenting the Beef Education slides. The Junior contestants went first followed by the Senior Contestant. Once the contestant was finished, they could stay in the room or on line to learn from the other contestants. We then did the Media Interview portion of the contest. The virtual contestants were muted and the screen sharing stopped. The in-person contestants had to stay in the hall to avoid hearing the questions asked until it was their turn. The in-person contestants stayed and enjoy a meat and cheese tray while the judges read their issues response.

***We have five young people that want to be active and involved in California CattleWomen. Please consider using the contestants wherever possible.***

## **2024 BEEF AMBASSADOR'S**

- Peyton Wood 1st Senior - Siskiyou County
- Demetra Chester 1st place Junior - Siskiyou County
- Collette Hanson 2nd place Junior - San Joaquin Stanislaus
- Layla Toomy 3rd place Junior - Butte
- Tannyr Wood 4th place Junior - Inyo Mono



Cheryl Foster  
CCW Beef Ambassador Chair

To learn more about the Beef Ambassador program visit <https://cattlewomen.org/beef-ambassadors/>

## ***Way to go, ladies! Looks like Mule Days was epic!*** ***(photos shared by Rebecca Broomell, Siskiyou County CattleWomen)***

Mule Days 2024 is in the books. Siskiyou County CattleWomen were proud to participate along with the ladies from Inyo-Mono County Cattlewomen in the 2024 Mule Days, held in Bishop California. They were able to reach a huge audience and promote their wonderful California ranch raised Beef. It was also announced that Bob Feist, a gentleman and great promoter of western events was retiring. **If you have never attended Mule Days put it on your bucket list!**





# CCW Treasurer Report

Reminder to all Affiliate Unit treasurers - with the increase in banking fraud and scams, please be very diligent in reconciling your banks statements to your check registers and frequently access your online banking sites in a timely manner so that if any fraudulent transactions have occurred, you can quickly take steps dispute these types of transactions and avoid the hassle and headaches they cause.

Sincerely,

*Heidy*  
Heidy Carver

California Cattlewomen, Inc. Treasurer

## BEEF Promotion

It's that time of the year when fall calving ranchers are preparing for shipping. That means ordering vaccine, giving calves their second round of shots, estimating weights, preparing for audits if you pursue program cattle, and reaching out to perspective buyers. You work hard all year for this one pay day. You invest a lot of time and work to make it a successful year. So safe to say, you work hard to prepare and showcase your cattle for the best price – essentially marketing your product.

That same dedication and preparation can be focused on beef promotion – we need to market our product! Ordering brochures from the California Beef Council, rallying the membership to help spread the word, reaching out to organizations and grocery stores for venues to share our information to make it a successful year, utilizing our new beef ambassadors – essentially marketing our mission of beef promotion and education. If we're not out there promoting and educating no one else is going to.

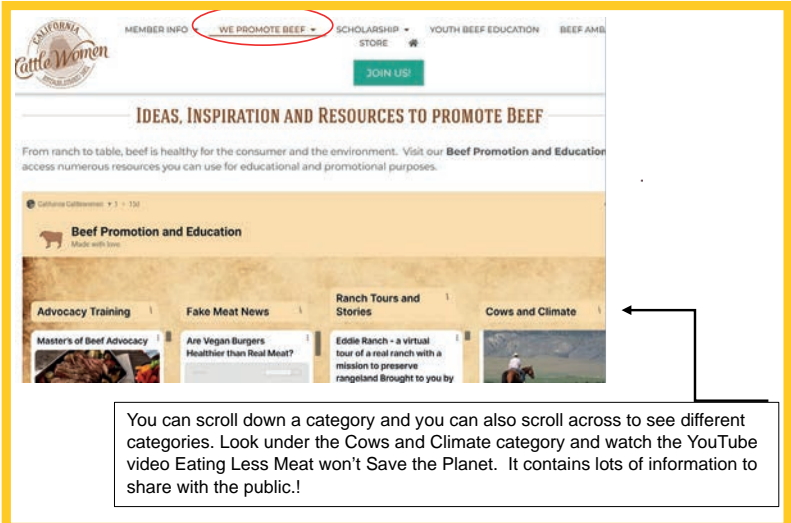
We had units reporting beef promotion activity shortly after the Spring meeting, but haven't received but one report this month. Maybe it's because of rain or snow, or you're preparing for that summer barbecue season to get in full swing. Don't hesitate to try new approaches or ideas to keep beef promotion in your unit moving forward! Remember by promoting and celebrating the beef industry in May every year, the National Beef Month campaign has helped bring about awareness, instill pride and appreciation for the farmers and ranchers involved in the cattle industry, and bolster the market for beef products. Its right around the corner and a great time to focus on beef promotion. In San Luis Obispo County we present a gift bag of beef jerky and beef byproducts to our County Supervisors. Maybe you'd like to kick the month off at your local radio station talking about beef, or put up a booth at a local farmers market to spread the word and pass out information. You can put your own brand and style on Meat Month!

Also, don't forget you can access the resources we have on our State Cattlewomen website. It may take a while for it to load on your computer, but just click the WE PROMOTE BEEF tab down arrow at the top. No password or special hand shake required! Once it comes up you can access a wealth of information you can use to educate the public. It's also available to the general public that access our website so please share with me if you come across a valuable resource we can post here.

Happy Trails,

*Pat*  
Pat Abel

Lone Valley Ranch  
patsloccw@gmail.com  
805-295-0485



MEMBER INFO WE PROMOTE BEEF SCHOLARSHIP YOUTH BEEF EDUCATION BEEF AMB  
STORE JOIN US

### IDEAS, INSPIRATION AND RESOURCES TO PROMOTE BEEF

From ranch to table, beef is healthy for the consumer and the environment. Visit our Beef Promotion and Education access numerous resources you can use for educational and promotional purposes.

California Cattlewomen • 3 • 130

#### Beef Promotion and Education

Advocacy Training Fake Meat News Ranch Tours and Stories Cows and Climate

Masters of Beef Advocacy Are Vegan Burgers Healthier than Real Meat? Eddie Ranch - a virtual tour of a real ranch with a mission to preserve rangeland brought to you by

You can scroll down a category and you can also scroll across to see different categories. Look under the Cows and Climate category and watch the YouTube video Eating Less Meat won't Save the Planet. It contains lots of information to share with the public!

# GRILLED SIRLOIN STEAK KABOBS with GARLIC ROSEMARY BUTTER

It's time to fire up the BBQ for these Grilled Sirloin Steak Kabobs with Garlic Rosemary Butter! Marinated in a steak seasoning blend and olive oil, these kabobs are loaded with juicy sirloin steak, red-skinned potatoes, cherry tomatoes and portobello mushrooms. Get this wonderful recipe from [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com)

From CCW Media

## INGREDIENTS:

- 1 pound beef **Top Sirloin Steak** boneless, cut 1 inch thick
- 1 Tablespoon steak seasoning blend
- 1 Tablespoon olive oil
- 8 ounces red-skinned potatoes
- 4 ounces cherry tomatoes
- 4 ounces portobello mushrooms

## BASTING SAUCE

- 4 Tablespoon butter
- 1 teaspoon fresh rosemary
- 2 teaspoon fresh parsley
- 1.5 teaspoon garlic, minced

## GARNISH

- 1 teaspoon fresh parsley
- 1 teaspoon fresh rosemary



**TEST KITCHEN TIPS** : Thread steak pieces onto skewers leaving small spaces between them. Loose or tight spacing can cause beef to cook unevenly.

## COOKING INSTRUCTIONS:

1. Cut potatoes into 1-1/2-inch pieces. Place in microwave-safe dish; cover with vented plastic wrap. Microwave on HIGH 6 to 8 minutes or until just tender, stirring once. Cool slightly.
2. Cut beef Top Sirloin Steak into 1-1/4 inch pieces. Combine beef, mushrooms, tomatoes, potatoes, olive oil, and steak seasoning in a large bowl; toss. Alternately thread beef and vegetables onto metal skewers.
3. Place kabobs on grid over medium, ash-covered coals. Grill, 9 to 12 minutes (over medium heat on preheated gas grill, 8 to 10 minutes) for medium rare (145°F) to medium (160°F) doneness, turning once and brushing with sauce during last 5 minutes. Remove from grill and brush with remaining sauce. Garnish with remaining rosemary, parsley mixture.

## BASTING SAUCE

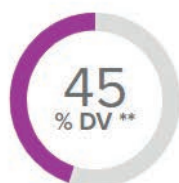
In a small sauce pot combine butter, parsley, garlic, and rosemary. Melt butter mixture over low heat either on the stove top or on your grill; until melted. stir occasionally.

## NUTRITION:

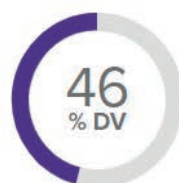
310 CALORIES



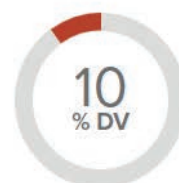
9.3g SAT FAT



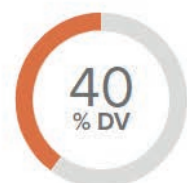
23g PROTEIN



2 mg IRON



4.3 mg ZINC







## CCW 2024 Executive Board Team Responsibilities

<p><b>President</b> <i>Leadership/ Direction</i> <b>Jeri Rose Roen</b> ccwpresident@cattlewomen.org 209-324-8244</p>	<p><b>1st VP</b> <i>General Management</i> <b>Debbie Hay</b> ccw1stvice@cattlewomen.org 661-487-7754</p>	<p><b>2nd VP</b> <i>Promotion/ Education</i> <b>Maddison Easley</b> ccwpromo@cattlewomen.org 530-265-8828</p>	<p><b>2nd VP</b> <i>Media &lt;pro tem&gt;</i> <b>Tischa Coffman</b> ccwmedia@cattlewomen.org 559-394-7349</p>	<p><b>2nd VP</b> <i>Unit Engagement</i> <b>Judie Church</b> ccwunitinfo@cattlewomen.org 559-568-2339</p>
<p><b>Secretary</b> <b>Erin Rogers</b> ccwsecretary@cattlewomen.org 661-805-6480</p> <p><b>Treasurer</b> <b>Heidy Carver</b> ccwtreasurer@cattlewomen.org 530-468-4126 • 530-598-6908</p> <p><b>Membership</b> <b>Leanne Brown</b> ccwmembership@cattlewomen.org 530-598-4444</p> <p><b>Parliamentarian</b> <b>Julie Barnett</b> ccwadmin@cattlewomen.org 661-301-8722</p>	<p>By-Laws ccwbylaws@cattlewomen.org -Shirley Rasmussen</p> <p>Parliament ccwadmin@cattlewomen.org -Julie Barnett</p> <p>Budget -Melody Lake</p> <p>Credentials -Rielle Waters-Santinelle</p> <p>Fundraising -Debbie Costa</p> <p>Legislative -Tischa Coffman</p> <p>Nominations -Melanie Fowle-Nelson</p>	<p>Ag in the Classroom -Candace Cook-Peterson</p> <p>Beef Promotion -Pat Abel</p> <p>Beef Ambassador -Cheryl Foster</p> <p>Ag Day! - &lt;open&gt;</p> <p>Cowbelle of the Year -Suze Evenson</p> <p>Scholarships -Johanna Gossett-Kiernan</p> <p>Elanco Beef &amp; Edu. Book -Marsha Stevens &amp; - Collette Wright</p>	<p>Social Media -Allison Fender</p> <p>Website -Julie Barnett</p> <p>Newsletter -Tischa Coffman</p> <p>Round-Up Report -Sally Strohn</p>	<p>Unit Presidents</p> <p>District Directors</p> <p><i>Northern Director-</i> Barbara O'Connell 530-632-4492 ccwnorth@cattlewomen.org</p> <p><i>Central Director-</i> Debbie Costa 209-327-2742 ccwsouthern@cattlewomen.org</p> <p><i>Southern Director-</i> Kathryn McGinnis 805-286-8389 ccwcentral@cattlewomen.org</p>

# Attorney General & DOJ Update for Affiliate Units

## CCW Executive Leadership



We now have a little better understanding of the process that the rest of the affiliate units must follow with the current California Attorney General (AG)/Department of Justice (DOJ) regulations and hopefully the AG/DOJ processing time will be less than 6 months if all documents are provided correctly the first time. Below is a summarization of the steps involved.

**A complete list of the steps involved was emailed via Constant Contact to Affiliate Unit Presidents, Treasurers, and Secretaries on 04/05/23 so that each Affiliate Unit board can properly complete the forms.**

**More information and guidance is available at our regional meetings.  
Reach out to your CCW regional director for details**

# THE BRANDING IRON

*Put these dates in ink!*



## CCA/CCW MID-YEAR MEETING

Dates: June 26-27, 2024

Location: Sparks, NV

Information: [Details here](#)

Event Registration: [Register here](#)

CCW Registration: [Register Your Attendance Here](#)

Lodging: The Nugget Casino Resort 800-648-1177

GROUP CODE: GCCAM24

\*Registration for BOTH Organizations is required

Online attendance needs to only register with California Cattlewomen, Inc

\*\*Last Day to Pre-Register is JUNE 19th

## CATTLE INDUSTRY SUMMER BUSINESS MEETING

Dates: July 8-10, 2024

Location: San Diego, CA

Information: [Details here](#)

Event Registration: [Register here](#)

\*Last Day to Pre-Register is JUNE 19th

## MEMBERSHIP UPDATES

Due Date: When members added

Send to: [cwmembership@cattlewomen.org](mailto:cwmembership@cattlewomen.org)

Membership reporting template is [here](#).

## OTHER IMPORTANT DATES:

August 1: Submit all final updated memberships lists to [cwmembership@cattlewomen.org](mailto:cwmembership@cattlewomen.org)

August 1: Unit Membership dues must be postmarked and sent to CCW Treasurer BY this date.

[For more details and due dates, click here!](#)

## ANCW SUMMER BUSINESS MEETING

Dates: July 7-8, 2024

Location: San Diego, CA

Agenda: [Details here](#)

Event Registration: [Register here](#)

Lodging: [Book here](#)

**VIRTUAL OPTION:** [Register Here](#)

*Virtual Option Registration opens June 1st!*

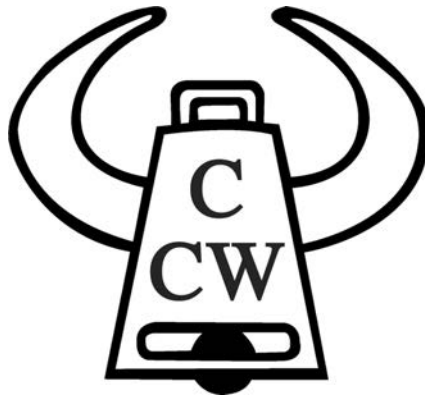
## MEMBERSHIP UPDATED DUES

Due Date: When a new member is added

Send to: CCW Inc. P.O. Box 803, Etna, CA 96027

Questions: [cwtreasurer@cattlewomen.org](mailto:cwtreasurer@cattlewomen.org)





## OUR WHY:

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.

Learn more about the history of California CattleWomen at: [cattlewomen.org](http://cattlewomen.org)

## CATTLEWOMENS CREED:

Believing that the livestock industry is of basic Importance to world existence, We, the California CattleWomen, dedicate ourselves To support it with our labor and finances; To promote it through information and publicity; To encourage it’s producers with our Understanding and love; To do all in our power to instill in the coming generation the love of the land and of life, the humility and awe before nature, and the hope and faith in the future that is inherent in Cattlemen and Cattlewomen.

Mrs. Willard Sobak, Fairdale, North Dakota  
Mrs. Jerry Hemsted, Cottonwood, California

We hope you enjoy this communication tool put forth by CCW Media and would love to hear more of the activities your units have going on out there. Reach out to us at [ccwmedia@cattlewomen.org](mailto:ccwmedia@cattlewomen.org) with any questions.

Thank you.  
California CattleWomen, Inc.

*Be Sure To Follow Us For More CCW News*



**PLEASE PRINT AND PROVIDE A COPY OF THIS  
NEWSLETTER TO YOUR  
MEMBERS WHO DO NOT USE EMAIL**

*(we recommend ‘draft’ print mode)*

