

2013 CCW Executive Board

www.cattlemwomen.org

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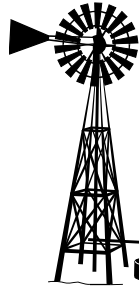
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Newsletter of the California CattleWomen, Inc.



CCW News



January, 2013

New officers elected at Santa Clara meeting

The CCW Board of Directors meeting, with president Melanie Fowle presiding, was held Saturday, November 17, 2012 at Hyatt Regency, Santa Clara. Past presidents attending were Jean Rosasco, Margaret Avila, Jean Barton, Karen Sweet, Karen Rasmussen and Judy Ahmann. They were introduced at the CowBelle of the Year Luncheon. There were 79 members and guests in attendance.

County presidents were reminded to turn in their proxy to Credentials Chair AND Secretary, two weeks prior to meeting if unable to attend meeting.

Treasurer Nadette Raymond has opened a CD for the Southern California unit funds that will be held for ten years since their disbanding. If your unit income is more than \$25,000 then Nadette must file CA tax returns, this applies to Alameda, Amador/El Dorado/Sacramento, Humboldt, Kern, San Luis Obispo, Siskiyou and Tehama Counties while the other units file an e-card. If treasurers need help, Nadette's phone number is 530-227-6649.

Special Reports – CCW Heritage Foundation, Melody Lake will be president; vp Karen Moller, secretary Darcy Hanson, treasurer Nadette Raymond, directors: Marsha Stevens, Millie Krause, Debbie Torres, June Kester.

2013 Budget was presented by Carol Silicz; it was accepted by Bd of Directors. The Budget & Audit Committee met Nov. 7, 2012 in Auburn, CA with Nadette Raymond, Carol Silicz, Melanie Fowle and Tammie McElroy. The CCW financial books, consisting of bank statements, invoices and deposits, were audited and no exceptions were noted.

(continued on page 2)

Thanks!

The Executive Board presented outgoing President Melanie Fowle (l) with a silver and gold buckle. Making the presentation was incoming President Tammie McElroy. This issue contains a list of officers and the committee chairs to improve our communications.



(continued from page 1)

Old Business-

Scholarship Fundraiser – Cheryl Foster shared that the Smart Cards have raised \$156.45.

Cow Palace BBQ – Melody Lake reported working one weekend this year. She recommended we place beef recipes on tables, and not serve next year. Many thanks to the Santa Clara ladies for helping serve.

Cow Palace Ad – Claudia Johnson shared the ad with members. Her goal was to highlight beef education and attract new members.

Cow Palace Student Day/Bandanas – Kelly Violini, Monterey Co. shared that 1200 students rotated among the stations, and Cattle Country video was used. Teachers received handouts. CCW donated \$ 500 toward the purchase of bandanas that were given to each student.

San Francisco Farm Day - 1000 students made cowboy puppets at the CattleWomen station under direction of Siskiyou Co. *Ag in the Classroom-San Francisco report*

Five Siskiyou County CattleWomen: Heidi Martin, Lynda Beverlin, Donna Bacigalupi, Barbara Cowley and Melanie Fowle did Ag in the Classroom presentations to 599 students at Gordon Lau Elementary in San Francisco. Then the principal, Dr. Dennis Chow, took us out to a magnificent Chinese dinner. The children were so interested in what we had to share. We chose LIFE ON THE CATTLE RANCH DVD as a base and then developed 20 more minutes of lessons to accompany it. Next year we have promised to take livestock. Siskiyou County has developed a fine relationship here. Ultimately Dr. Chow hopes to bring a couple of bus loads of students to Siskiyou County to experience ranch life. We were sadly reminded that these children don't even have a cat or dog.

ANCW Summer Meeting – California was represented by Judy Ahmann, Region VI Director on ANCW Exec. Comm; Melanie Fowle, Bd of Directors meeting, Secretary for Presidents Council, National Beef Ambassador Committee. Tammie McElroy serves on National Beef Ambassador Committee, Bylaws Comm; Jean Barton, Media Relations - Communication Comm; Rebecca Been, Chairman of ANCW Education & Curriculum Comm; Pamela Payen, Chairman of Board of Directors.

Raley's Beef Promotion – Jean Barton reported 59 stores participated Aug. 17–19, serving the Cook-Off Greek Steak Wraps recipe. Overall pound sales of top sirloin increased 54% vs. year ago. Pound sales of top sirloin increased 60% in stores where CattleWomen were not present vs. up 45% where 21 CCW cattlemen volunteers were present. 756 store customers participated in a separate online and in-store sweepstakes promotion.

Poppy Stationary with Watermark - Heidi Hansen will have it available on website.

Poppy Postcard/Notecard Quotes – Di Kanz will report at Spring meeting.

Convention Trade Show – June Kester will have Nadette send checks to units. It was suggested that Trade Show be a Beef Promotion sub-committee.

Powder River Chute Raffle – Patti Crouse announced ticket would be drawn that evening.

Beef Check Off Results - June Kester shared that the Beef Check Off did not pass. There appears to have been some issues with getting ballots to members.

World Ag Expo – Sheila Bowen and Tammie McElroy announced the WAE will be February 12-14, 2013. “Honoring Our Past” will be theme, with wheel of knowledge, beef cook books for prizes. If you have photos from ranches that have been in one family for over 100 years, they would like to feature them in our booth. Send photos to Sheila Bowen for a DVD in booth. sbowen1958@earthlink.net. A sign-up sheet was passed.

Ag in the Classroom Conference, Sacramento – Melanie Fowle participated by presenting a Masters Beef Advocacy workshop, and participating on a panel.

New Business:

Convention: Barbara Cowley reported the Mid-year Meeting will be in Lincoln at Thunder Valley Casino, June 13 – 14, 2013. The Convention will be November 14 – 16, at John Ascuaga's Nugget, Sparks, NV.

Board of Directors voted the following:

1. It is recommended that units who are above the \$40 accounting fee pay half of the difference in fees for 2012-13, and then pay the fee difference in full starting in 2013-14.
2. Claudia Johnson, Lassen, elected Secretary for 2013-14.
3. Changes to Policies and Procedures were voted upon.
 - Website Proposal – Heidi Hansen recommended CCW contract with Blue Cat Studio, Inc. to update the CCW website. \$ 1500 is in the budget and the conversion has been quoted at \$ 1100. She will continue to work with Blue Cat Studio to get the process started.

Attendance prize was won by Placer/Nevada with 8 present, and a tie for second with 7 for Alameda and San Luis Obispo Counties.

CCW Past Presidents Jean Rosasco, Margaret Avila, Jean Barton, Karen Sweet installed the new officers for 2013-14. Terrie Ridenhour, representing Humboldt County presented Tammie McElroy with a President's gavel.

All Star Readers were recognized for reading in a class room with “Little Star” series and “Levi's Lost Calf” as favorite books to read. Siskiyou members Donna Bacigalupi, Lynda Beverlin, Heidi Martin, Melanie Fowle, Kay McKee, Sharon Erickson and Plumas/Sierra members Nancy Thompson, Flinda France, Kathy Knight.

New this year was Media Madness, using media to promote Ag in the Classroom. The winner was Kern Co.

Register now for Spring Meeting

March 9 – 10

Hilton, Arden West, Sacramento
(for hotel information see page 6)

Register by February 18. • Registration cost is \$45
Please mail to: Karen Moller
7592 Silver Bridge Rd. • Palo Cedro CA 96073

Tentative Schedule

- 7:45 AM Registration
- 8:00 Welcome
“Six Reasons to Eat Beef, Even on Mondays”
Susan Cochrane
- 8:15 Master of Beef Advocacy - Melanie Fowle
- 10:15 Break- coffee, snack
- 10:45 Bucks for Your Unit - WHO, WHAT, WHY
- 11:15 Motivation!
- 11:45 Material Madness
- 12:15 Lunch on the town
- 1:45 Water Issues - Jeff Fowle
- 2:15 What is in the FOOD SAFETY news
Jane Cochrane
- 3:00 Virtual Meat Case
Janel Fisher, California Beef Council
- 3:30 Break, snack
- 4:00 Motivation!



California CattleWomen

What do CattleWomen and Youth Education have in Comm on?

Beef Promotion and Educating the young people of the great State of California are two major focuses for the California CattleWomen Organization. Much of California's youth live in cities and urban areas and many haven't had the opportunity to experience ranching and farming life. The California CattleWomen, Inc. brings that life to the classrooms. This is accomplished through activities such as the development of children's activity books, the development of a CD called "Life on a Cattle Ranch (A Child's Perspective)", and events such as Ag in the Classroom. All of which, kids can enjoy at home and in school.

Three Award Winning California CattleWomen in Education

- Melanie Fowle – ANCW Educator of the Year (2012)
- Holly Egan - California Agriculture Teachers Association Outstanding Teacher for the Superior Region (2012)
- Rebecca Been – American National CattleWoman Educator of the Year (2011)

This is just a "sample" of shining examples of how the California CattleWomen are educating the youth in Beef and Farm Agriculture. Through the work we do, we can help ensure California remains among the top leaders in providing high quality, high safety, and truly tasty products not only to our Nation but to the World.

The ownership of cattle is not required to become a member of the California CattleWomen Association, but a love and a desire to ensure Beef Agriculture continues to thrive in our great State of California is. Please join us by going to www.cattlewomen.org and sign up and/or stop by our booth at the Trade Show on the 19th and the 20th. Join the hundreds of CattleWomen across our State of California. Memberships are near you at the County level and at the State level.



Chute Out!

Kern County was in charge of the Powder River Chute, donated by Conlin Supply of Oakdale, Evan's Feed of Madera, Hawes Ranch Supply of Red Bluff and Jim's Supply of Bakersfield. A framed picture was won by Lassen County. Pictured are: LaMar Helm of Conlin Supply; Patti Crouse, Kern Co, Chair; from Lassen County Cheryl Lauritsen, Claudia Johnson, Darcy Hanson; and Wes Vansickle of Conlin Supply. Jason Bradford of Livermore won the chute in the drawing at the banquet.

Beef Promotion Awards



Here are the winners: Most media contacts by Facebook, YouTube, etc. 2,692,738 (seated left Gail Jenner, Siskiyou) Most direct contacts during San Diego County Fair with 1,519,808 (seated right Debbie Torres, San Diego) Great Project was Tehama's Beef 'N Brew, with 29 different beef appetizers served using 1,784 lbs of beef for 1,751 attendees. (standing left Jean Barton, Tehama) and Amanda Barrett, CCW Beef Promotion co-chair. (Not pictured was San Joaquin/Stanislaus with Best Beef Promotion project with 46,000 direct contacts.)

CowBelles of the Year



The 2012 CowBelles of the Year were honored at a luncheon during the CCW/CCA Annual Meeting in Santa Clara, CA, November 16th. CCW President Melanie Fowle welcomed the 150 members and guests. Guest speaker was American National CattleWomen president Tammi Didlot, Moore, OK. Chairman was Beverly Solis, with assistance of the Placer/Nevada CattleWomen. MC's for the ladies biographies were Tammi McElroy and Erin Fowle.

2012 CowBelles of the Year:

- Alameda - Deborah Bradford
 - Amador/El Dorado/Sac - Gloria Tong
 - Butte - Andree Earley
 - Calaveras/Tuolumne - Valerie Gurney
 - Fresno/Kings - Jana Triffon
 - Glenn/Colusa - Erica Miles
 - Humboldt - Terrie Ridenhour
 - Intermountain - Jeannette Ciriello
 - Kern - Patti Crouse
 - Madera - Barbara Spillane
 - Modoc - Deb Nelson
 - Monterey - Terry Bengard
 - Placer/Nevada - Beth Casillas
 - Plumas/Sierra - LaVerne Forrest
 - San Benito - Charlotte Cabral
 - San Joaquin/Stanis - Collette Wright
 - San Luis Obispo - Carla Young
 - Santa Barbara - Janet Kraus
 - Santa Clara - Jill Bright
 - Shasta - Irma Scott
 - Siskiyou - Michelle Rice
 - Sonoma/Marin - Julie Tunzi
 - Tehama - Cathy Tobin
 - Tulare - Kelli Toledo
 - Yuba/Sutter - Beverly Tipton
- Not all ladies were present at the luncheon, and the following counties did not select a CBofY: Lassen, Mendocino, Napa/Sonoma, San Diego

Ag in the Classroom

Debbie Torres (standing), is the chairman. Seated (l-r) Claudia Johnson, Lassen; Glenda Rankin, Kern; Lynda Beverlin, Siskiyou; Anna Reed, Napa/Solano. Ag in the Classroom had 9 counties turn in reports, with 16,106 students. 1st - Siskiyou Co. with 5,898 students; 2nd - Kern Co. 3,852 students; 3rd - Lassen Co. 3,422 students; 4th - Napa-Solano Co. 1,200 students; 5th - San Diego Co. 840 students. Also participating were Plumas/Sierra, Shasta, Tulare, Santa Clara Counties.



✓ 90 copies of reports from committee chairmen for the packets at the Spring Meeting

✓ Janel Fisher, California Beef Council,
4640 Northgate Blvd., Suite 115 Sacramento, CA 95834
Ph: 916.925.BEEF (2333) Fax: 916.925.8155

Janel@calbeef.org, Keep her informed about beef promotion in your county

✓ ANCW Region VI will be held April 25-27 in St. George, Utah. For more information visit their website: UtahCattleWomen.org.



Officers and Chairwomen

Back row (L to R) 2013 Committee Chairs: Debbie Torres, Fallbrook, Ag in the Classroom; Sarah DeForest, Chico, Beef Ambassador; Susan Cochrane, Paso Robles, Beef Promotion; Di Kanz, Oakdale, Membership; Heidi Hansen, Lincoln, Webmaster and Website; Karen Moller, Palo Cedro, Credentials; Deb Costa, Lodi, Nominations; Cheryl Foster, Montague, Chimes; Millie Krause, Oakdale, Memorial Scholarship; Marsha Stevens, Lincoln, Bayer Beef Promotion and Education Book; Helen Albaugh, Adin, CowBelle of the Year Co-chair; Jean Barton, Red Bluff, Newsletter; Sherry Maltby, Williams, By-Laws.

Front row (L to R) 2013 CCW Officers and Regional Directors: Southern Director Amanda Barrett, Caliente; Second Vice President Melody Lake, Lincoln; Northern Director Leslie Joost, Adin; Secretary Claudia Johnson, Janesville; President Tammie McElroy, Gridley; First Vice President Sheila Bowen, Glenville; Treasurer Nadette Raymond, Sparks, Nev.; Second Vice President Anna Reed, Napa; Central Director Kathy Scutt, Coulterville.

INTERNATIONAL AGRI-CENTER PRESENTS

2013

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FEBRUARY 12-14

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TUESDAY: 9 A.M. - 5 P.M. • WEDNESDAY: 9 A.M. - 5 P.M. • THURSDAY: 9 A.M. - 4 P.M.

INTERNATIONAL AGRI-CENTER

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**Spring Meeting
 Hotel Info**

Meeting March 9 – 10
 Hotel: **Hilton,
 Sacramento Arden West**
 2200 Harvard Street
 916-922-4700
 Room Rate: \$103.00
 includes free Wi-Fi in the room,
 and 2 coupons each day for the
 breakfast buffet.

**Reservations Deadline
 February 18**
 For reservations call
800-344-4321
 Identify that you are with the
 California CattleWomen

**2012 MEMORIAL
 SCHOLARSHIPS**

Scholarships were presented to
 CSU-Chico Melissa Stegall; Cal
 Poly Pomona Kristy Boyd; Cal Poly,
 San Luis Obispo Malorie Bankhead;
 CSU- Fresno Brad Vanderhoff;
 UC-Davis Courtney Korff.

The scholarship for CSU-
 Fresno will be fully funded in
 memory of Jack Shannon. \$1,000
 was donated by Frances Shannon
 in his memory.

Multiple donations made by
 Calaveras/Tuolumne CW, Glenn/
 Colusa CW, Ken & Melanie Fowle,
 Tulare CattleWomen. Donations
 were made by Judith & Phillip
 George, Ken & Millie Krause, Ken
 & Dorrie Mitchell, Chico Univer-
 sity Foundation.

Honories: Lois Walker, Sandra
 Gay Phillips, Ella Haitt, George
 Vierra, Carolyn Bramley, John Solis,
 Mike Crebbin, Cal Bell, Art Bell,
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Bayer Beef Promotion & Education Book contest



Bayer has sponsored our contests for over 40 years with \$500 in prize money each year. The winners: **Mini-Bayer Beef Promotion & Education Book**, Santa Clara. **Publicity Tools, Newsletter, Feature Story, Press Release, Other**, Alameda. **Unit under 50 members:** 1st San Diego, 2nd Butte. **51-100 members:** 1st Alameda; 2nd San Joaquin/Stanislaus, others participating were Humboldt, Madera, San Benito, Tehama. **100+ members:** 1st Plumas/Sierra, 2nd Siskiyou; others were Kern and San Luis Obispo County



President's Memo

by Tammie McElroy



I would like to start by saying how honored I am to have been elected as the president of such an exceptional organization and to represent all of the

California CattleWomen is such a thrill. I am equally excited to work with my officer team and committee chairs; we can accomplish a lot as long as we all thrive to move forward.

As CCW members we need to keep a united front to do our part of promoting and educating not only the youth but the consumers as well. We need to sit tall in the saddle and do our part to make sure people are getting correct information about the beef we all love and proudly raise. My plan is to keep mem-

bers informed on changes in the information regarding our product as well as new trends to help educate. We need to remember to stay informed on current issues and talking points so we are better equipped to handle some of the difficult questions that are out there about animal agriculture. We can accomplish continued education by working closely with other organizations such as the California Cattlemen, the Beef Council, and the American National CattleWomen.

We had a successful National Beef Ambassador Contest in which I was so proud of all the CCW members for their generosity as well as their time. Our ladies could be seen all over the hotel during the contest in their CCW Shirts, it was really impressive and we are still getting compliments on the contest. Our convention was very successful and I thank all of you that helped in getting the last few chair positions filled. Your suggestions were great and I think I have a great team of officers and chairs. I am looking forward to a great

two years as president.

In the next couple of months we have the NCBA Convention being held in Tampa, Florida. We have several CCW ladies that serve on Region VI committees that will be representing California. We need to remember that these organizations are a great tool for us even if we don't always agree with decisions made, but we can't change things if we do not have the ladies that join these organizations and become involved. We can change the tide if we just get involved. We also are looking forward to another successful World Ag Expo in February. We will again be educating and meeting the public. Remember anyone who would like to help contact me or Vice President Sheila Bowen to participate in the World Ag Expo held in Tulare.

I hope you will continue to ride for the brand and encourage others to join CCW but CCA, ANCW and other organizations. You cannot find a greater group of people who share their passion for the future of the cattle community.

CCW CALENDAR

- Feb. 4 - 7** ANCW/NCBA Annual Meeting, Tampa, FL
- Feb. 12 - 14** World Ag Expo Tulare, CA
- Feb. 18** Spring meeting hotel reservations due
- Feb. 18** Spring Meeting Registration deadline
- March 9-10** Spring Meeting & Beef Promotion, Sacramento
- March (TBA)** Ag Day at the Capitol
- April 25-27** Region VI meeting, St. George Utah
- April 27** California Beef Ambassador, Chico
- June 13-14** Mid-Year Meeting, Thunder Valley Resort, Lincoln
- Aug. 6-8** ANCW/NCBA Summer Conference, Denver
- Nov. 14-16** Convention, John Asccuaga's Nugget, Sparks

California CattleWomen, Inc.

An Affiliate of the California Cattlemen's Association

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