

# The 2014 Walt Rodman Award



*Celebrating successful beef promotion in California*

For over 30 years, the California Beef Council (CBC) has proudly sponsored the Walt Rodman Award to **showcase and honor outstanding beef promotion efforts of California CattleWomen.**

California CattleWomen county units that have conducted impactful beef promotion projects in their regions between October 1, 2013 and September 30, 2014 can enter for a chance to win up to \$400.

**But hurry! Walt Rodman Award entries are due to the CBC on Monday, October 6.**

For entry guidelines and contest rules, contact [jill@calbeef.org](mailto:jill@calbeef.org) or (916) 925-2333.

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*Established in 1982, this award was named in honor of long-time CBC executive director Walt Rodman, who led the organization from 1957 to 1971 and implemented many groundbreaking and innovative programs that helped enhance beef's image. For more about the California Beef Council, visit [www.calbeef.org](http://www.calbeef.org).*



## Past Recipients

- Alameda County CattleWomen (1982, 1983, 1989, 1996, 2011)
- Humboldt County CattleWomen (1984)
- Intermountain County CattleWomen (1993, 2001)
- Kern County CattleWomen (2007, 2008, 2009, 2011)
- Modoc County CattleWomen (1986)
- Placer-Nevada CattleWomen (1987, 2002)
- San Benito County CattleWomen (1998, 2000)
- San Joaquin-Stanislaus CattleWomen (2003)
- San Luis Obispo County CattleWomen (1991, 1992, 1994, 1995, 1997, 1999, 2004)
- Santa Barbara County CattleWomen (1990)
- Shasta County CattleWomen (1985, 1988, 2005, 2006)
- Siskiyou County CattleWomen (2012)
- Tehama County Cattlewomen (2013)
- Tulare County CattleWomen (2010)