2016 CCW Executive Board

www.cattlewomen.org

Sheila Bowen

President 661-201-5572 sbowen1958@earthlink.net

Cheryl Foster

1st VP 530-459-3270 cherylafosterlb@gmail.com

Rebecca Been

2nd VP, 1 year 661-444-5375 kcteachersag@aol.com

Leslie Joost

2nd VP, 2 year 530-260-1174 ljoost1975@yahoo.com

Deb Cockrell

2nd VP, 3 year 530-640-2209 debcockrell@gmail.com

Paula Francis

Secretary 661-392-9453 paulycowgirl@gmail.com

Melody Lake

Treasurer 916-835-6025 melodylynn128@yahoo.com

Tammie McElroy

Immediate Past President 530-518-7787 tjmranch@cattlemen.net

Kathy Vignolo-Knight

NorthernDirector 530-832-0395 dakagolf@sbcglobal.net

Millie Krause

Central Director 209-848-2525 coyotekk@aol.com

Susan Cochrane

Southern Director 831-809-6947 scyardscape1@aol.com



June meeting held in Sacramento

The CCW Board of Directors meeting, with President Sheila Bowen presiding, was held June 24, 2016, at Lion's Gate Hotel, Sacramento. Past presidents attending were Jean Barton, Karen Sweet, Joan Hemsted, Judy Ahmann and Melanie Fowle. 2016 Beef Ambassadors Samantha Carver, Kern Co. Junior, and Ashley Mayberry, Alameda Co. Junior, introduced and led Pledge of Allegiance. There were 47 members and guests present.

Treasurer Melody Lake reviewed the financial report, and recommended the state's books be closed October 31. The convention expenses will appear in the new fiscal year starting November 1.

The Board of Directors voted to approve Nadette Raymond's budget report. **OLD BUSINESS**

• Ag Day at the Capitol - Camille Borba reported that nearly 2,000 attendees en-

joyed a tri tip slider. Buckhorn Grill of Sacramento grilled 360 pounds of tri tip, using 1,800 sandwich rolls, and when rolls were gone they still ate beef. Thanks to the volunteer group that helped out. Powder River Panel Raffle – Amanda Barrett thanked units that had already turned in \$1,000 and stubs. More tickets are available. The units will receive half of the money, from tickets sold in their unit after expenses are covered.

- Logo Update Still a work in progress.
- CA Beef Ambassador Contest There was a Beef Quality Assurance workshop for the contestants on Friday evening given by Jill Scofield and Malorie Bankhead. This was followed by an ice cream social. Jill Bright mentioned in her report that Adam Mendonza, from *No Limit Genetics*, spoke. His talk was initially to be a nutrition program, but after

(CONTINUED ON PAGE 2)



CCW Board at the meeting in June

watching the end of the consumer portion of our contest, he changed his presentation and gave a very inspirational and motivational presentation to our youth on salesmanship, interviews, and dealing with the public. He encouraged everyone to go for what they desire and never give up on their dreams. His tips included how to dress for the interview, research your potential employer, and show them you are the one they need on their team.

- CA 4-H Animal Science & Agriculture Career & Networking Fair at UC Davis Millie Krause reported that on May 23 three MidValley CowBelles, representing CCW and the beef industry, worked with 147 4-H leaders and kids. Candy Peterson had a working ranch display with barns, panels, toy cattle and mini cattle truck plus beef nutrition information. Andrea Reynolds covered the Cattle Drive, Rim Fire and Cattle Breeds display posters. Tory Brussow taught kids how to draw a cow using simple geometric shapes along with covering the Beef By-Product display board. They also played the DVD movie "Life on a Cattle Ranch: A Child's Perspective". Leaders and a few kids took many pictures of display boards to use as examples to show their groups what they could do for projects in 4-H.
- ANCW Updates President Sheila gave a report on the ANCW Region VI Meeting in New Mexico. The group visited the Santa Teresa cattle crossing between Mexico and the U.S. Nearly 500,000 head per year cross into the U.S. at this border crossing. Sheila encouraged members to attend region meetings as they are very educational.
- ANCW projects:

Capital Campaign/Membership Drive with a goal of three new ANCW members per unit. Membership dues are \$60 a year, and they accept credit cards.

Webinars are an hour, participate by phone or computer. Washington DC Legislative Conference is an experience everyone should have, with visits to legislators, USDA, APHIS, USFS, AMS, etc.

California has an opportunity to nominate members for ANCW honors. The Executive Committee nominated Celeste Settrini for Promoter of the Year, Candace Peterson for Educator of the Year, and Nadette Raymond for ANCW Outstanding CattleWoman of the Year.

ANCW has a silent auction at Mid-Year meeting in Denver. Region VI will have hunting packages. California hunts include the Bowen's guided pig hunt, Cockrell's quail, duck or deer hunt, and Fowle's hunting package, while Arizona CW are offering an Alaska fishing trip.

NEW BUSINESS

The Board of Directors voted to accept the slate of officers for 2017-18. President Cheryl Foster, Siskiyou; 1st Vice President Rebecca Been, Kern; 2nd Vice President -3 year Jill Bright, Santa Clara; Secretary Tara Porterfield, Siskiyou; Treasurer Melody Lake, Placer/Nevada. (2nd VP

Leslie Joost, 1 year, and Deb Cockrell, 2 years, remain on the board.)

Convention Ideas for Celebrating 65th year:

- CCW commemorative three piece buckle, order from Deb Hay: debbiehay@rocketmail.com
- ranch photos with captions, one picture per ranch, send digital photo of highest quality to Sharon Erickson, vallhallaranch@hotmail.com.
- Special bottle of wine;
- 3 piece presentation board from each unit, past presentfuture, to be displayed in the 2nd floor hallway;
- article in CCA Magazine;
- small time capsule item from each unit.
- Rebecca Been will compile a video using interviews with CattleWomen from across the state and old photos of CowBelle/CattleWomen activities. Send your interviews and photos to kcteachersag@aol.com

Cow Palace Window Display – CCW was invited to decorate a window on the concourse, and beef brochures will be available in South Hall. (Melanie Fowle will be honored at Cowgirl Luncheon on Oct. 15th)

Farm to Fork on Capitol Mall, between State Capitol and Tower Bridge, Sacramento – September 24. 11 a.m – 6 p.m. 75,000 expected, CCW will have booth with the trivia wheel, beef recipes, etc. Maxine daCosta, Placer/Nevada is chairman, but all members and Beef Ambassadors are welcome to help.

Cal Poly Pomona Pumpkin Festival, Oct. 8 & 9. CCW may be invited to have booth, with setup on 7th. People come on campus to buy pumpkins.

Committee reports were given.

Meeting adjourned



Mid-Year workshop speaker Amanda Barrett

Fowle to be honored

Lunch at the CowPalace on October 15 will honor Melanie Fowle of Etna, Siskiyou County CattleWomen.



She is past president of the California CattleWomen and the American National CattleWomen.

For many years the Siskiyou CattleWomen have brought animals to San Francisco and the Gordon Lau School in Chinatown.







Find that flower!

The last group of CowBelles of the Year to receive an orchid leather corsage was in 1998. Please find yours, or your mother's, and wear it at the CowBelle of the Year Luncheon.



Mid-year attendees had the opportunity to meet members of the new California Beef Ambassador Team. These talented young people introduced themselves and are looking forward to opportunities to come to units and participate at your local CattleWomen events.



California CattleWomen attending the Beef Industry Mid-year meeting for ANCW in Denver were (l-r) Cheryl Foster, Melanie Fowle, Sheila Bowen, Debbie Hay, Rebecca Been and Jean Barton.



	CELEBRATING 100 YEARS OF THE CAI	LIFORNIA CATTLEMEN'S ASSOCIATION		
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IUU ANN	IUAL CCA & CCW CONVENTION DECEMBER 1	I - 3, ZUID SPAKKS, NEV. NUGGET CAS		
			# \$ TICKETS AMOUNT	
Thuroday, Di	ecember 1		$\overline{}$	
7 a.m. — 3 p.m	Exhibitor Move-In	Cattlemen's All Inclusive Registration	\$285	
11 a.m. — 5 p.m.	CCA Scholarship Interviews	*denotes inclusion (no substitutes)		
11 a.m. — 5 p.m.	California Rangeland Trust Board Meeting	Full Registration	\$100	
12 - 5 p.m.	Registration Open	Includes meetings, tradeshow, NFR Party, breakfast and In		
1 – 2 p.m.	CBCIA Finance Meeting	the tradeshow on Friday and the Allied Industry Wine and		
1 — 4 p.m.	YCC Officer Interviews	Reception		
1 — 2:30 p.m. 2 — 5 p.m.	Media Training CBCIA Board Meeting	Non-CCA Member Registration	\$200	
3 – 5 p.m.	CCA Officers Meeting	Includes meetings, tradeshow, NFR Party, breakfast and lo		
3 – 4 p.m	CCW Executive Committee	the tradeshow on Friday and the Allied Industry Wine and	Cheese	
4 - 5 p.m.	YCC Networking in Tradeshow	Reception		
5 – 9 p.m.	Tradeshow Opening Reception & NFR Party		den .	
T11 0	/ 0	YCC Registration	\$50	
Friday, Dece	moer L	Includes NFR Party, all three Cattlemen's College sessions breakfast and lunch in the tradeshow on Friday and CCA's		
6:30 - 7:30 a.m.	Prayer Gathering	Centennial Celebration Gala		
7 a.m. – 5 p.m.	Registration Open			
7 a.m. – 1 p.m.	Allied Industry Council Trade Show	Friday, December 2		
	Breakfast in the Trade Show 7 – 9 a.m.		A15	
	Bloody Mary Bar Open 7 — 10 a.m. Lunch in the Trade Show 12 — 1 p.m.	CCW President's Breakfast	\$15	
7:30 - 8:30 a.m.	CCA Finance/Membership/Convention Committees	CCW Cowbelle of the Year Lunch	\$25	
7:30 — 9:30 a.m. 9:15 — 10 a.m.	CCW Presidents' Breakfast CCA General Session 1	*Cattlemen's College Session 1	\$15	
9:45 — 10:30 a.m.	CCW Heritage Meeting	**************************************	475	
10 - 11:30 a.m.	CCA Cattle Health & Well Being/BQA Committee	*CCA Centennial Celebration Gala	\$75	
10 — 11:30 a.m.	CCA Cattle Marketing & International Trade Committee	Includes cocktails, dinner and entertainment featuring Bu	CK POPO	
10 — 11:30 a.m.	CCA Federal Lands Committee	Saturday , December 3		
11 a.m. — 1 p.m. 12 a.m. — 1 p.m.	California CowBelle of the Year Lunch Lunch in the Tradeshow			
1:30 — 2:30 p.m.	CCA General Session 2	CCW Awards Breakfast	\$25	
1:30 - 4 p.m.	CCW Education Workshop	*CCA CattleFax Breakfast	\$25	
2 – 4 p.m. 2:30 – 4 p.m.	Cattlemen's Poster Session CCA Property Rights & Environmental Management Committee	*Cattlemen's College Session 2	\$15	
2:30 — 4 p.m.	CCA Agriculture & Food Policy Committee	*Cattlemen's College Session 3	\$15	
2:30 — 4 p.m. 4 — 5 p.m.	Tax & Credit Committee Cattlemen's College Session 1			
4 – 6 p.m.	CCA General Resolutions Meeting	*CCA Beef Promotion Lunch	\$25	
5 — 6 p.m. 5 — 6 p.m.	Allied Industry Wine & Cheese Reception YCC Meeting	*CCA & CCW Awards Banquet	\$55	
5:30 — 6:30 p.m.	CCW President's Reception	2016-2017 Cattle-PAC Membership	\$200	
6 – 7 p.m.	CCA Centennial Celebration Gala Reception	Please write a separate check to Cattle-PAC		
7 – 11 p.m.	CCA Centennial Celebration Gala Dinner	PRE - REGISTRATION PRICES REFLECTED TO		
Saturday, De	crombon 3	HERE WILL INCREASE AFTER NOV. 9	TAL	
Futurating, De	centiver 0	Name(s) attending:		
6:30 — 7:30 a.m.	CCA Nominating Committee			
7 — 11 a.m. 7 — 9 a.m.	Registration Open COW Awards Breakfast	Local Affiliation:		
7 — 9 a.m. 8 — 9:15 a.m.	CattleFax Breakfast	Payment method:		
9:15 — 10:15 a.m.	Cattlemen's College Session 2	rayllett fletilod.	ESSALES:	
9:30 - 10:30 a.m.	LMRF Meeting	CHECK Please make checks to California Cattlemen's Ass	ociation	
9:30 - 12:15 p.m.	CCW Board Meeting			
10:15 — 11:15 a.m.	Cattle PAC Meeting	Card #:		
10:30 — 11:30 a.m. 11:15 a.m. — 12:15 p.m.	Cattlemen's College Session 3 POSSEE Meeting	Cardholder's Name:		
12 – 1 p.m.	Beef Promotion Lunch	Cardholder's Phone Number:		
1 – 4 p.m.	CCA Board & Membership Meeting	Billing Address:		
5 – 6 p.m.	CCA President's Reception	•		
7 — 10 p.m.	CCA & CCW Awards Banquet	City Stat	te Zip Code	

Three CCW members nominated for ANCW awards

California CattleWomen is pleased to announce that it has nominated three state members to be considered for awards at the national level.

Celeste Settrini has been nominated for the ANCW Outstanding Promoter of the Year. Celeste and her brother, John, manage their 101-year-old family cow/calf operation in the foothills of the Salinas Valley. As a compliment to managing the cowherd, Celeste finds



time to promote her love of the beef industry through various channels. She is active on social media, frequently writes articles for magazines, is a polished pub-

lic speaker, and a mentor to young, aspiring agriculturalists. She has served as legislative chair at the state level and has been a speaker at the ANCW Collegiate Roundtable held at the National Beef Industry Convention. She frequently does interviews promoting ranching and its rich heritage.

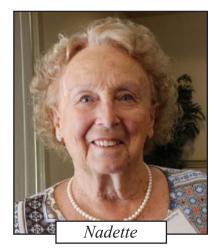


Candace Cook Peterson has been nominated as the ANCW Outstanding Educator of the Year. As president of Mid Valley Cowbelles, she has spearheaded the new unit to amazing success in their first two years. She actively engages students with classroom presentations bringing with her a model of a ranch and cattle working facilities for the children to see. In the first year as a unit, the Mid Valley Cowbelles educated over 19,000 children. Candace is a lifetime educator and enjoys bringing her life on a cattle ranch into the classroom.

Nadette Raymond is the CCW nominee for ANCW Outstanding CattleWoman of the Year. Nadette was the

treasurer for California CattleWomen for 16 years. She served with eight CCW presidents. Nadette graduated in accounting from a college in France and spent her

working life as a cost accountant, production control manager and comptroller for large companies. With



this expertise she kept careful books for CCW. She has served in numerous positions with the Shasta County CattleWomen including president in 1992. She was named their CattleWoman of the Year in 1993. She has been a member of ANCW for 24 years and was the ANCW Membership Chair in 2006-2007. She has attended numerous National Beef Industry Conventions and ANCW Region VI Meetings.

Convention Highlights

Dec. 1-3 CCA/CCW Convention

Nugget Casino Resort, Sparks, NV 89431

Room Reservations

Reservations must be made by **November 14th** for discounted room rate:

East/West Tower = \$59* per night Sun - Thur East/West Tower = \$79* per night Fri & Sat

* Single or Double Occupancy; Rates excludes 13.5% tax & \$10 per night resort fee. Resort fee includes parking & guest room internet.

By Phone: 800-648-1177 Mention Group Code: GCCA16 (CA Cattleman/Cattlewomen) for discounted rate

Dec. 1:

3-4 p.m. CCW Executive Committee5-9 Tradeshow Opening Reception & NFR Party

Dec. 2

9:45-10:30 CCW Heritage Meeting 11- 1 p.m. CowBelle of the Year Luncheon 1:30-4 p.m. CCW Education Workshop 5:30-6:30 p.m. CCW President's Reception

Dec. 3

7-9 a.m. CCW Annual Meeting & Awards Breakfast Installation of 2017 Exec Board and Committee Chairs 7-10 p.m. CCA/CCW Awards Banquet

President's Memo

by Sheila Bowen

California CattleWomen Celebrate 65 years as a State Organization

California CattleWomen has been an active, vibrant organization since 1951. At the CCA/CCW Convention in 2016, CCW will celebrate 65 years as a state organization. 65 Years!!! What an amazing accomplishment!!! When we started out as an organization in 1951, we had 58 members. Today we have over 2000 members in 30 units across the state of California.

Some of our accomplishments include:

- Hundreds of thousands of children being taught about cattle ranching, beef nutrition, and animal agriculture.
- Friendships among ranch women who otherwise would never have met.
- Women taking on leadership roles in our communities, state, and nation.
- Hundreds of thousands of dollars given in agricultural scholarships to college bound students.
- Reaching consumers with accurate beef nutrition information via our brochures and the personal contact of cattlewomen answering consumer questions.
- Thousands of diverse events hosted or participated in by CattleWomen including fairs, field days, and beef promotion booths at community events.
- Projects undertaken such as Beef for Father's Day, Cookbooks, Beef Cook-offs, Beef Promotion signs on trucks, trailers and along highways.
- Countless award sponsorships by CattleWomen units at fairs, 4-H and FFA competitions and other youth events

The women that make up California CattleWomen have improved our communities in a wide variety of ways over our 65-year history. Together CattleWomen have worked to provide youth development opportunities through school visits, ranch tours, Ag Day participation, award sponsorships, agricultural scholarships and the Beef Ambassador Program. CattleWomen have organized thousands of social opportunities within our communities by hosting picnics, dances, dinners, luncheons, meetings, potlucks, play days and field days.

At our convention December 1-3, 2016 we are going to celebrate our success and longevity.

- Through the generosity of Weatherby and other generous sponsors, CCW is giving away a Weatherby Vanguard Camilla Rifle to one of our women attendees.
- The President's Breakfast will give unit presidents important info from CCW.
- Our CattleWoman of the Year Luncheon will honor women in units across the state. Ann Nogan, the ANCW president, will be the speaker at this luncheon.
- The CCW Workshop will feature a video with excerpts

from interviews with CattleWomen from across the state of California.

• We will honor units and individuals at our awards breakfast where we will announce the



Walt Rodman Award winner.

- Our Board of Directors Meeting will wrap up this year's accomplishments and welcome the new executive board led by incoming president, Cheryl Foster.
- We will collect items from each of our units to put into a time capsule. The capsule will be opened at our 75th anniversary in 2026.
- Each of our units is encouraged to bring a display board that showcases their local organization. These will be on display at convention.
- We are offering a three-piece commemorative belt buckle for \$175.00. To order, contact Debbie Hay: **debbiehay@rocketmail.com** Deadline: 10/15/2016.
- CCW members are invited to submit a captioned photograph of their ranch. Send photos to Sharon Erickson at **vallhallaranch@hotmail.com**. Ranch pictures will be on display during convention. Deadline: 11/1/2016.

Powder River continues to be a friend and sponsor of California CattleWomen. They believe in our beef promotion and education efforts and have given us a wonderful opportunity to raise funds for our state organization. Each year they donate Powder River Panels for which we sell raffle tickets to raise money. With the help of our local units we have been able to build up our scholarship fund. This year we will split the proceeds of the raffle ticket sales with the unit that is selling the tickets. Units will turn in their ticket stubs and money to Amanda Barrett. They will share in half of the proceeds from their sales after expenses are paid.

At the Midyear Meeting CCW nominated three women to be considered for awards at the National level. Celeste Settrini was nominated for ANCW Beef Promoter of the Year, Candace Cook Peterson was nominated for ANCW Educator of the Year, and Nadette Raymond was nominated for ANCW Outstanding CattleWoman of the Year. All three

of these ladies have done an outstanding job promoting, educating and serving in the beef industry. We are honored to nominate these three women for consideration by the ANCW Awards Selection Committee.

Other CCW members who have been recognized for leadership in agriculture are Joan Hemsted (Shasta CW) and Pam Giacomini (Intermountain CW). Both of these ladies received the Common Threads Award earlier this year. The Cow Palace will honor Melanie Fowle during the Grand National for her work in educating youth about agriculture. She will receive this award at a luncheon on October 15th. Call K.C. Anderson at (415) 404-4100 if you would like to attend.

It has been an honor for me to serve as president of California Cattle Women over the past two years. This position has afforded me the opportunity to visit units across the state. I continue to be impressed by all that you accomplish within your communities, the dedication you have and your warm hospitality. This job has given me the opportunity to meet with legislators and government agencies at the state and national level, attend California Beef Council Meetings, a Feeder Council Meeting, National Beef Industry Conventions and summer conferences, ANCW Region VI Meetings, and the opportunity to help organize state meetings and conventions for CCW. I would like to thank my husband, Jeff Bowen for his support and help over the past two years.

As an organization we worked to improve our communication through:

• Constant Contact email service • *CCW Facebook* page • *CCW News* newsletters • Our new and improved website, **cattlewomen.org**, that now has an easy tab for reporting beef promotion activities • Personal contact at meetings, unit visits, events, and phone calls.

We updated our governing documents and are working to build up our organization by encouraging membership and participation from young women in the industry.

CCW holds three state meetings per year. At these meetings we strive to inform our participants of industry issues, promote women's leadership, and share beef promotion and education ideas. We participate in Ag Day at the Capitol, Tulare World Ag Expo, Farm to Fork in Sacramento and have booths at other events where agricultural education is needed and our assistance is requested.

For any organization to work well, it takes a coordinated team effort. I extend my heartfelt thanks to the team I have had the privilege of working with these past two years. The officers, directors, chairwomen, and unit presidents of this organization are fantastic women. Thank you for doing your jobs well, for being dependable, and for your willingness to serve.

Thank you to the women who make up the California

CattleWomen. It is because of your dedication to and membership in this organization that we are able to accomplish so much and enjoy the longevity that we have had. You have my admiration and sincere thanks. God bless all of you.

CCW CALENDAR

Oct. 1 CCW Dues are payable, delinquent Nov. 15

Oct. 1 ANCW Dues are payable, \$60, mail to ANCW

Oct. 1 Walt Rodman Beef Promotion entry due

Oct 5 Bayer Beef Promotion & Education book due

Oct. 10 CCW Belt Buckle orders due

Oct. 31 CCW fiscal year closes

Nov. 1 Deadline, Digital Ranch Photo for display at Convention, to Sharon Erickson (Include a caption.) vallhallaranch@hotmail.com

Nov 4 CCA/CCW Photo contest deadline

Nov. 9 CCA/CCW Registration deadline

Nov. 14 ... Nugget Casino reservations deadline

Dec. 1-3 . CCA/CCW Convention, Sparks, NV

Jan 30 - Feb 2 ANCW Meeting, Nashville

Bring to Convention

- Presentation Board Showcasing your unit.
- One small item to add to CCW 65 Year Time Capsule
- Mystery packages for the CBofY Luncheon
- A gift basket from your unit for CBofY Luncheon



Dues are Due!

It's time again to renew dues! California Cattle Women dues are \$20.00 plus your local dues to your local membership chair - due by October 1. All members are encour-

aged to join ANCW. Their dues are \$60.00 per year and include a quarterly digital newsletter. Golden Cowgirls can request a printed copy for free, or you may receive a printed copy for an additional \$10.00. October 1 is due date for ANCW dues. Please make checks payable to ANCW and mail directly to: ANCW, 200 NW 66th Street-Suite 972, Oklahoma City, OK 73116.

Four California CattleWomen honored for contributions

Four CCW members have been recognized by various organizations for their leadership in agriculture. Joan Hemsted (Shasta) and Pam Giacomini (Intermountain) received the Common Threads Award this summer. The Tehama County Farm Bureau recognized Jean Barton (Tehama) for her outstanding work as an agricultural reporter. The Cow Palace will honor Melanie Fowle (Siskiyou) during the Grand National for her work in educating youth about agriculture (see page 3). Each of these women has given countless hours of their time to the agriculture industry. We are proud to call them our own.



Joan Hemsted, pictured with Larry Forero, Shasta County Cooperative Extension Director.



Pam Giacomini is also a Shasta County Supervisor



Jean Barton reports agricultural news to media statewide.



California CattleWomen, Inc.

An Affiliate of the California Cattlemen's Association