

2016 CCW Executive Board

www.cattlegirls.org

Sheila Bowen
President

661-201-5572
sbowen1958@earthlink.net

Cheryl Foster
1st VP

530-459-3270
cherylafoster1b@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

Northern Director
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



California CattleWomen Team '16

Going Strong in our 65th Year

This is the 65th year for California CattleWomen. In this year, let's challenge ourselves to be the best we have ever been. As a California CattleWoman, you are a member of Team '16. Together let's get our young people involved in this organization in exciting new ways.

At the convention last November each unit president was asked to plan an event within her unit or in collaboration with a neighboring unit that includes our young people. We want to show our younger generation that we value them and value their participation. The event that your unit hosts could be a trail ride, a luncheon, a play day, or whatever your unit chooses to do. The idea is to make it a memory maker sort of day for our youth. Let's get our daughters, granddaughters, nieces and neighbors excited about becoming a member of this organization.

After you discuss this as a unit, let's share our ideas at the Spring Meeting. It will be fun to see what each unit comes up with to meet this goal. As a member of Team '16, each unit is asked to set a goal by which to increase new members and new junior and collegiate members. Your president will fill out a Team '16 sheet she received at convention and get it back to the CCW president by the end of January.

Have fun with this challenge. Let's rally our youth to be part of this organization.



CCW Board report - November 2015

The CCW Board of Directors meeting, with President Sheila Bowen presiding, was held Saturday, November 21, at the Nugget, Sparks, NV. Past presidents attending were ANCW President Melanie Fowle, Judy Ahmann, Karen Sweet, Joan Hemsted, Jean Barton. There were 80 members and guests in attendance.

California Beef Ambassador Abby Grisedale gave the inspirational moment.

Treasurer Melody Lake mentioned that treasurer of all units was to send her their financial figures in Excel by December 15, since all county units are filed together. She would accept electronic or hard copy. She thanked all units for the membership increase for 2015, and the new membership dues increase for 2016.

Budget and Audit were conducted
(Continued next page)

(continued)

before this meeting, and Nadette Raymond Ott reported that CCW has received \$818.76 from the supermarkets where members use a Share card. Please use your Share cards.

Motions passed by Board:

In 2016, Powder River Panel ticket money would be split. A book selling for \$20, with \$10 to CCW and \$10 kept in the county who sold the tickets.

CCW will host the Collegiate Reception at Cattle Industry Convention using money marked for special projects.

Judy Ahmann shared the experience of being in the Oval Office in Washington, DC, July 11. when President Obama signed the Berryessa-Snow Mountain National Monument Bill, regarding 331,000 acres, in Napa, Mendocino, Lake, Solano, & Yolo Counties.

OLD BUSINESS:

- Farm to Fork, Sept. 26, 2015. Myra Davies and Bev Solis, Placer/Nevada, reported it was well attended by over 50,000 people. The fourth Saturday in September on Capitol Mall in Sacramento. Tri-tip sliders were served and recipes handed out.

- Powder River Panel raffle, Amanda Barrett reported that over \$15,000 had been turned in, with Siskiyou County selling the most, with Rita March selling over \$2,000. K. C. Jeffery won the panels Sat. night at banquet.

- A special thank you was given to Judy Ahmann and Anna Reed for chair-

ing the Region VI Silent Auction package at ANCW mid-year, when a Napa Experience was featured. ANCW made twice the usual dollars. CCW won the WIGGY contest, thanks to increase in membership and all activity reports turned in. President Sheila encouraged all CCW members to become ANCW members, as a national presence in the beef industry.

- Lifeline Rebate Program is currently available from Lifeline.

NEW BUSINESS:

- ANCW Update was presented by President Melanie Fowle, about moving the organization from the 1950's to the 21st Century. ANCW.org is the new website. The Webinars are a way to give value to the membership, and they are using hot topics, such as veal and sustainable beef. The Webinars are furthering-education and business-enrichment. The National Beef Ambassador program has been dropped since the Operating Committee would not help fund it. Instead, ANCW will have a Collegiate Team, with five finalist, offering scholarships with industry partners. ANCW is collecting our dues and billing the membership. ANCW dues of \$60 are to be sent to 15954 Jackson Creek Pkwy, Ste B, #225, Monument CO 80132. A reception for the Collegiates will be in President Melanie's suite in San Diego, on Tuesday evening, 6:30 – 7:30 p.m

- Jill Bright, California Beef Ambassador chair reported the state contest will be held April 9, with March 25th as entry deadline. Three senior and three

junior winners will be chosen. One each from Northern, Central and Southern districts of CCW.

- Deb Cockrell was a judge at the CCA photo contest, and they would like to see beef dishes in the category “Beef, It’s What’s for Dinner”, and not cattle on the hoof. It is a digital, and not necessary to submit 8x10 photos as in the past. Photos from a camera are wanted, because cell-phone pictures do not reproduce as sharp. CCW has budgeted money to support the photo contest.

- Old photos of CCA/CCW events are wanted by Malorie Bankhead, CCA Director of Communications. Next year is 100 years for CCA, and they plan to make a coffee table book celebrating the occasion. Ranches celebrating 100 years are invited to submit a ranch profile and photos, with a check for \$100, to CCA, 1221 H Street, Sacramento, CA 95814. Glenda Rankin exhibited a photo from 1924, when CCA met at the Palace Hotel in San Francisco. It will be CCW's 65th anniversary, and CCW will be planning something special.

- Abbie Nelson offered her books to CCW at a discounted price. Their mission is to create stories that entertain and educate young readers about rural ranch life, real and imaginary. More information available at www.fivestarchildrensbooks.com or email info@fivestarchildrensbooks.com

- World Ag Expo booth will feature a video of cattlemen doing community service, school volunteer, jobs off the ranch. Rebecca Been will be making the video, and she needs clear photos, that show what they are doing in each photo, and it needs to be horizontal, not portrait. Her deadline is January 10th. We volunteer in schools, service clubs, and the community.

- Team'16, Going Strong in our 65th Year theme was reviewed by President Bowen.

Standing committee chairs gave brief reports for their activities.

Meeting adjourned.



New VP!

Debra Cockrell, from Modoc County, was installed by President Sheila Bowen as the CCW 2nd Vice President for a three year term.



Madness!

Media Madness is given for the outstanding use of media to promote Ag in the Classroom. The winner was Mid Valley CowBelles with 2,846 hits on their website, Modesto Bee, Twitter, Facebook, Lodi News-Sentinel, Oakdale Leader, Riverbank News, Escalon News, and Merced Farm Bureau. Also recognized were: Glenn/Colusa - Sacramento Bee; Modoc - Modoc County Record; Lassen - radio & Facebook; Placer/Nevada - The Union, Grass Valley; Plumas/Sierra - Portola Reporter; San Luis Obispo - Paso Robles Press; Shasta - KRCR TV; Tehama - Farm Bureau & Facebook.

All Stars!

The All Star Reader award is given based on the total number of reading hours by a single individual. Favorite books were: *Why CowBoys Need a Brand*, *Why Cowboys Sleep with Their Boots On* and *Star* series. First place went to Kathy Vignolo-Knight, 433 students in 37 hours; 2nd - Nancy Thompson, 298 students in 12 hours; 3rd - Dawn Campos reading to 660 students in only 4 hours. 4th - Flinda France 186 students in 3 hours; 5th - Lynda Beverlin 47 students in 2 hours; 6th - Myra Davis 26 students 1 hour; 7th Laura Barhydt 25 students.



AG STARS!

AG STAR winners were announced at the CCW convention by Debbie Torres, chair. The AG STAR 2015 award was given based on the total number of students touched by presentations - there were 12,733 more than last year. Mid Valley CowBelles took first with 19,650; 2nd - Alameda with 6,059; 3rd - Kern with 4,652; 4th - Santa Barbara with 2,474; 5th - Siskiyou with 2,079; 6th - San Joaquin/Stanslaus with 1,648; 7th - San Luis Obispo with 1,600; 8th - Amador/El Dorado/Sacramento with 1,450; 9th - Tehama with 1,092; 10th - Placer/Nevada with 1,076; 11th - Napa/Solano with 950; 12th - Lassen with 529; 13th - Intermountain with 496; 14th - Plumas/Sierra with 430; 15th - San Diego with 402; 16th - Tulare with 330; 17th with Modoc with 185; 18th - Shasta with 145; 19th Glenn-Colusa with 135 students.



Biggest Loser!

Teri Bertotti, Lassen County President, presented “The Biggest Loser” trophy to Myra Davies of the Placer/Nevada unit. Teri said that, as she unloaded the car, the bell hop commented on the large trophy, and was speechless when she said it was for the biggest loser.



Membership!

John and Dee Lacey, of Lacey Livestock, have been the sponsor for many years. 2015 winners were Madera, San Benito, Plumas/Sierra, Tulare, and San Luis Obispo Counties. They increased their membership percentage.

It’s an honor!

Honoring 2015 American National CattleWomen from California. ANCW President Melanie Fowle, Barbara O’Connell - Educator of the Year, Glenda Rankin - Promoter of the Year, Judy Ahmann Outstanding CattleWoman of the Year, CCW President Sheila Bowen, mistress of ceremonies Cheryl Foster. Not pictured: Angelee Dowling, of Siskiyou County, National Junior Beef Ambassador.

CCW CALENDAR



Jan. 26-29 ANCW Cattle Industry Convention, San Diego, CA

February 9-11 World Ag Expo, Tulare

February 28 Spring meeting hotel reservations due. Harris Ranch Inn, group code 2SX76C, 1-800-942-BEEF.

March 1 - Spring Meeting Registration deadline. \$50.00 Note the new address for Callie Borrer, 1975 Maxwell Ave # 326, Woodland CA 95776.

March 11-13 CCW Spring Meeting, Harris Ranch Inn, Coalinga

March TBA - Ag Day at the Capitol

March 25 -Deadline for CA Beef Ambassador Competition

April 9 - CA Beef Ambassador Competition, TBA

April 30-May 1 ANCW Region VI, Las Cruces, New Mexico

June 23-24 -CCW/CCA Mid-Year meeting, Sacramento

July 13-16 ANCW Summer Meeting, Denver, CO

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

Eat
Beef!



Its what’s
for dinner!

Mark your calendar and get ready...for the Spring meeting!

**California CattleWomen and California Women for Agriculture
Joint Spring Meeting March 11-13, 2016**



Friday

6:00 pm CattleWomen Executive Board meeting

Saturday

* All of Saturday's events are Joint (CCW & CWA)*

7:45-8:30 Check-In (foyer of Garden Ballroom)
8:30 Meeting Begins

Highlights of the Day

Does Red Meat Really Cause Cancer?
California Beef Council
California Secretary of Agriculture Karen Ross
CWA Guest Speakers



3:00 CWA & CCW Networking
6:00 Sizzling Fajita Buffet & No host bar

Sunday

8:00-8:30 Check-In for CattleWomen Board of Directors Meeting
8:30-noon State CattleWomen Board of Directors Meeting



Register by March 1st to Callie Borrer: 1975 Maxwell Ave #326, Woodland, CA 95776

Name: _____ CW Unit: _____

Address: _____ City/Zip: _____

Phone: _____ Email: _____

Lunch Choice: _____ Tri-Tip Sandwich _____ Flank Steak Spinach Salad

Dinner in the Ballroom 3/12: Sizzling Fajita Buffet, No Host Bar, Corkage \$15

Hotel Reservations: Harris Ranch Inn, 24505 West Dorris Ave, Coalinga, CA 93210

Room Rates start at: \$130/night + tax (800) 942-BEEF group: 2SX76C

ROOM RESERVATIONS MUST BE MADE BY 2/28/16 CANCELLATION 48 HOURS

Registration \$50.00 (includes lunch on Saturday) @ \$ _____

Saturday Dinner \$40.00 @ \$ _____

Total Cost \$ _____

Harris Ranch Inn is located just off Interstate 5 and CA Highway 198 in Coalinga.

CowBelles!

The 2015 CowBelles of the Year were honored at a luncheon during the CCW/CCA Annual Convention in Sparks, NV on November 20. Amanda Barrett, chair, welcomed the members and guests and read their biographies. Melanie Fowle, the ANCW President, and Sheila Bowen, the CCW President congratulated each honoree and posed for pictures. Fowle was guest speaker at the luncheon. Door prizes were the gift baskets from each county unit, and small mystery packages were sold, continuing a long tradition.



2015 CowBelles of the Year: Alameda – Dana Rivinius; A/E/S – Shamarie Tong; Calaveras/Tuolumne or C/T - Lindsay Rosasco Mattos; Fresno/Kings – Brenda Armstron; Glenn/Colusa – Barbara O’Connell; Humboldt – Ani Knight; Intermountain – Debbie Bidwell; Kern – Julie Barnett; Lassen – Leona Parker; Madera – Frankie LeTourneau; Mid Valley – Judy Elam; Modoc – Betty Cockrell; Monterey – Shirley Rasmussen; Placer/Nevada – Maxine DaCosta; Plumas/Sierra – Marjorie Logan; San Benito – Martha Tobias; San Joaquin/Stanislaus – Edie Solari; San Luis Obispo – Lorraine Cagliero; Santa Barbara – Kathi Carlson & Sue Benech Field; Santa Clara – Cheryl Beckwith; Shasta – Dottie Long; Siskiyou – Heidi Martin; Sonoma/Marin – Eileen O’Farrell; Tehama – Charlene Priest; Tulare – Claudia Guthrie; Yuba/Sutter – Megan Osbourn. Not participating: Butte, Mendocino, Napa/Solano, San Diego.

Rodman Winners!



California Beef Council sponsored the Walt Rodman Beef Promotion Contest. Tulare won 1st place for “Wow that Cow” app, and live in the Apple store in April 2015. San Benito was 2nd for their cattle branding placemats. Alameda was 3rd with “Beef Up Your Summer Awareness” with ads on city transit buses. Bill Dale, Executive Director and Jill Scofield are pictured with county winners from Amador/ El Dorado/Sacramento, Madera, Mid Valley CowBelles, San Diego, Calaveras/ Tuolumne, Placer/ Nevada, Santa Clara, Napa/Solano, Siskiyou, Intermountain, Plumas/Sierra, Santa Barbara, Shasta, Lassen, Modoc and Tehama Counties. There is a perpetual plaque in the CBC office with winning county listed.

President's Memo

by Sheila Bowen

Happy New Year 2016

This message sends best wishes for a happy and prosperous new year to you and your families.

In looking back on 2015, CCW accomplished a few important goals:

- ▶ The by-laws and policy and procedures were updated to reflect current practices. Thank you Sherry Maltby and committee!

- ▶ Reporting of beef promotion activities became simple and fast by going to our website, cattlegomen.org, and clicking on the "Reporting Beef Promotion" tab. Thank you Ann Cochrane!

- ▶ We adopted an email system called *Constant Contact* to improve communication with our members. Thank you Paula Francis and Julie Barnett!

- ▶ We won the ANCW WIGGY Contest. Thanks local units!

- ▶ Four of our members won ANCW National Awards. Thank you Judy Ahmann, Barbara O'Connell, Glenda Rankin, and Angelee Dowling!

- ▶ New CCW shirts and hats were ordered. Thank you Leslie Joost!

- ▶ All of our units got their membership roster and dues for 2016 in on time! Thank you local units!

- ▶ The grassroots efforts of our local units impacted 30 California communities for the better.

Now we are ready to move ahead with 2016 goals!

- ▶ *California CattleWomen Team '16 - Going Strong in our 65th Year* is the theme for this year. With this in mind we will strive to continue to improve communication with our members and local unit presidents, and move forward with innovative ideas to advance California CattleWomen.

- ▶ Each unit has been asked to host a special event that includes our youth and seasoned members. Hopefully this event will be a memory maker sort of day with fond memories our youth will look back on and cherish. (See the article on page one.)

- ▶ We will strive to increase membership in our local and state organizations.

- ▶ CattleWomen will encourage membership and participation of our young people letting them know we value them as part of our industry.

- ▶ This year is our 65th year as a state organization. We will be working on some special ways of acknowledging this birthday at our state convention.

- ▶ The CCW website will get a facelift and a more user-friendly design. Thank you Julie Barnett!

- ▶ The CCW Beef Ambassador Contest will choose senior and junior winners from each of our three regions to represent California as a Beef Ambassador Team. This struc-

ture will make it easier for a state ambassador to get to functions within each region!

I was recently given some news-

letters, Roundup Reports, correspondence and other historical documents from some of the early days of Kern County Cowbelles, California Cowbelles and American National Cowbelles. It has been fun going through them and seeing who the founders of these organizations were. One thing shines throughout these documents. Our predecessors were a classy group of ladies!! Their correspondence is professional and polite. These ladies had some great ideas and carried out the business of the day with thoroughness and a professional tone that is to be admired. I will be bringing some of these documents to our state meetings this year for you to see and enjoy.

We come from some solid stock. We truly are "*Building on Strength*"! Let's move forward with as much vision and class as these women had. In doing so we will honor the legacy they left us and build for the future so that our descendants can carry this organization into the future. God bless you all and may God bless this organization.



CattleWomen personally reached over 130,000 consumers with a media impact of over one million for the year. Plumas/Sierra was outside of the box, cooking or eating beef; Intermountain - create a cow at county fair; not pictured was Fresno/Kings who used social media with recipes thru blogs. Pictured: Laverne Forrest, Beef Promotion Chair Ann Cochrane and Debbie Bidwell.

Bayer Beef Promotion and Educational Book Contest winners were announced by Brett Davis, Bayer Healthcare, and Marsha Stevens, chairman. San Diego won under 50 members. Mid Valley Cowbelles won 1st in 51-100 members; 2nd to San Joaquin/Stanislaus; 3rd was tie between Alameda, Placer/Nevada and Tehama. 4th to Glenn-Colusa; 5th to San Benito. Siskiyou County won 1st for over 100 members. Pat Shepherd, won the Family Scrapbook Layout. Newsletter publicity tool: 1st to Placer/Nevada and 2nd to Tehama. Humboldt won a first for their Coffee Table Book. Bayer HealthCare donated \$750.00 towards the awards. Please thank; Brett Davis, 31941 Success Valley Dr; Porterville CA 93257.

Bayer Winners!



California CattleWomen, Inc.



An Affiliate of the California Cattlemen's Association