

## 2019-20 CCW Executive Board

[www.cattlewomen.org](http://www.cattlewomen.org)

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## 84 Attend the December board meeting in Reno

The CCW Board of Directors meeting with President Callie Borrer Martinez presiding was held December 5, 2019, at the Peppermill Resort & Casino in Reno, NV, with 84 members in attendance.

NCBA Immediate Past President Kevin Kester gave an update on trade, livestock hauling rules, traceability, COOL and other items of interest.

Past presidents present were Cheryl Foster, Sheila Bowen, Melanie Fowle, Judy Ahmann, Karen Sweet, Jean Barton.

The financial report was given by CCW Treasurer Heidy Carver and Nadette Raymond Ott noted in her budget report, that under special project expenses the \$23,500 was for "CA Ranch Raised Kids" book, approved at the March 2019 meeting.

Heritage Foundation report, Debbie Torres, mentioned changing banks; Karen Moller was selling the beef pins for \$6.00. A form has been developed for request of refunds, but allow three weeks for money to be sent.

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The Lacey Livestock Membership awards for increase in membership was San Luis Obispo with 11% in the over 150 member category. Kern increased 13% in 101-150 members. Modoc increased 30 % in the 51-100 members; not pictured was Butte increasing 29% in the under 50 category.

CCW Membership chair Marge Wheeler announced our goal will be 2,020 members in 2020. 1,481 CCW members as of Nov. 15, with seven units delinquent at deadline.

(MEETING continued)

The Board of Directors voted the following:

### **CCW Policy & Procedures Document**

Section A. The unit Treasurer who handles the unit's accounting during the fiscal year (Nov. 1 to Oct. 31) is required to the close of books, do the bank reconciliation and prepare the unit's financial reports. A copy of the financial report, a copy of the bank reconciliation, a copy of the permanent inventory and promotion items owned by the unit as of Oct. 31 "along with the annual County Unit financial fee" shall be sent to the State CCW Treasurer prior to December 15 of every year. "The annual County Unit financial fee due shall be equal to the amount charged by the CCW certified public accountant. County Unit Treasurer's will be notified by the end of fiscal year by the CCW Treasurer whenever there is a fee change in the amount due to the CCW certified public accountant." (Units were paying \$35, and CCW was being charged \$50.00.)

### **OLD BUSINESS**

Farm to Fork on the Capitol Mall was successful, with an excellent location but more help is needed. Only one Beef Ambassador, Richard DeAtley, and members from Amador/El Dorado/Sacramento and Calaveras/Tuolumne Counties were present, President Martinez reported. A great partnership with California Beef Council. CCW Northern Director Sharon Erickson volunteered to chair Farm to Fork 2020.

ANCW MOOVE Membership Contest. California's entry for 2019 has been submitted. In 2018, California won \$1,500 Powder River product in the MOOVE contest. Instead of a live auction at convention, a raffle using a deck of cards raised \$2,080 at \$40 a card, with

happy winner Melanie Fowle.

Powder River ticket sales – Fundraising chair Debbie Costa reported several units had not returned the unsold tickets. \$22,995 was raised, with units receiving half of the proceeds from their ticket sales and CCW receiving the other half.

Trade Show results reported by Debbie Hay, with \$1,589 for the 5 participating units.

California Ranch Raised Kids Update by Julie Barnett. A beautiful promo book was distributed, and units/individuals are urged to preorder at \$35 from CCW, Claudia Johnson, 716-800 Blickenstaff Rd; Janesville, CA 96114. California Beef Council is top sponsor, and other sponsors are welcome.

FFA Convention in Anaheim. Volunteers are needed.

### **NEW BUSINESS**

- March Beef Promotion & Spring Meeting in Folsom. Exciting plans for March 6-8, were announced.
- World Ag Expo in Tulare, Feb. 11- 13. Sheila Bowen, 661-536-8652, or sbowen1958@earthlink.net, asked for help, because 100,000 people are expected.
- Increase Fees on County Unit Income Tax Reports. Bylaws Chair Dana Hunt explained the need, and motion passed.
- Corporation Membership was tabled until March meeting.
- Beef Ambassador contest will be April 3-4, in San Jose.

Installation of New Officer. Cheryl Foster performed the Poppy Installation to officially install Barbara O'Connell as the new 2nd VP for a three year term.

COMMITTEE REPORTS were followed by meeting adjourned.

## **CCW CALENDAR**

**February 2-6** ----- ANCW, San Antonio, TX

**February 11-13** -- World Ag Expo, Tulare

**February 21** ----- Beef Council Education Materials order deadline

**February 25** ----- CCW Hotel Cut-off and Early Registration Deadline

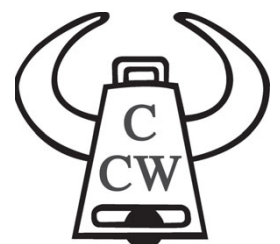
**March 6-8** ----- CCW Spring Meeting, Lake Natoma Inn, Folsom

**April 3-4** ----- State Beef Ambassador, Santa Clara County Fairground, San Jose

**April 23-25** ----- California FFA Convention Anaheim, CA

**April 27-29** ----- ANCW Region 6 Meeting Tempe, AZ

**June 17-18** ----- CCA/CCW Mid Year Meeting Paso Robles, CA





# 2019 CowBelles



Shown below: Tara Porterfield, Siskiyou, and Kendra McCluskey, Tehama



CCW Beef Promotion Chair Emma Morris reported that first place for number reports submitted was Siskiyou with 38, second to Tehama for 33, with thanks to Mid Valley, Tulare, San Diego, Humboldt, Placer/Nevada, San Luis Obispo, Madera, Lassen, Glenn/Colusa, Modoc, Plumas/Sierra, Alameda, San Joaquin/Stanislaus, Calaveras/Tuolumne, Intermountain, Butte, San Benito, Amador/El Dorado/Sacramento.

## Her deep roots in California ranching have made a difference . . .



**Congratulations to the  
2019  
CowBelle of the Year  
Winners!**

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**Mary Robertson**

**Michelle Sweet**  
**Kari Wheeler**  
**Cortney Blasingame**  
**Sandy Fiack**  
**Sara Mora**  
**Glorianne Weigand**  
**Jane Sill**  
**Ruth Dike**  
**Lana Casey**  
**Bonnie Madrigal**  
**Sheryl Wilson**

Amador/El Dorado/  
Sacramento  
Alameda  
Butte  
Fresno-Kings  
Glenn-Colusa  
Humboldt  
Intermountain  
Kern  
Lassen  
Mid Valley  
Modoc  
Placer-Nevada

**LaVerne Forrest**

**Sally Silva**  
**Sue Ponchetti**  
**Nicole Tomasini**  
**No recipient**  
**Alice Coelho**  
**Jacki Zediker**  
**Elisabeth Watkins**  
  
**Kathy Arnold Loftus**  
**Jessica Ascoop**  
**Linda Johnson**  
**Beth Baxley**

Plumas-Sierra  
San Benito  
San Diego  
Santa Barbara  
Santa Clara  
Shasta  
Siskiyou  
San Joaquin/  
Stanislaus  
San Luis Obispo  
Sonoma Marin  
Tehama  
Tulare



California CattleWomen  
Spring Meeting March 6-8, 2020  
Lake Natoma Inn ~ 702 Gold Lake Drive Folsom, CA 95630

916-351-1500 Group rate \$125.00 per night, group code under California  
CattleWomen: Group Direct Booking Link - No login/Attendee Code needed:

<https://reservations.travelclick.com/13381?groupID=2431170> February 25, 2020 Room Reservation Deadline

### Friday March 6<sup>th</sup>

4:00 pm Heritage Board Meeting  
5:00 – 6:30 CattleWomen Executive Board meeting  
6:30 - President's Reception

### Saturday March 7<sup>th</sup>

7:30- 8:00 Check-In  
8:00 Meeting Begins

#### Highlights of the Day

Ag In the Classroom Lesson Plan  
California Beef Council – Food and Nutrition  
Taste Testing of Impossible Burger and Real Burger  
Secretary of Agriculture Karen Ross  
Afternoon tour of Van Vleck Ranch Rancho Murrieta, CA

6:00 – 8:00 Dinner & Bingo

### Sunday March 8<sup>th</sup>

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

**Complimentary Super Shuttle to and from SMF if needed (based on current agreement the hotel has with Folsom Chamber of Commerce)**

**Registration is due with payment!!!! It is preferred that you pre-register.**

#### **Register by February 29 to**

Millie Krause: 8806 Wamble Road Oakdale, CA 95361 209-985-4409 mkrause1@live.com

Name: \_\_\_\_\_ CCW Unit: \_\_\_\_\_  
\_\_\_ County President \_\_\_ Delegate \_\_\_ State Executive Board \_\_\_ State Committee Chair

Address: \_\_\_\_\_ City/Zip: \_\_\_\_\_

All inclusive registration includes:

Saturday Lunch+ Saturday Dinner \_\_\_\_\_ x 110.00

Lunch only on Saturday \$55.00 \_\_\_\_\_ x \$ \_\_\_\_\_

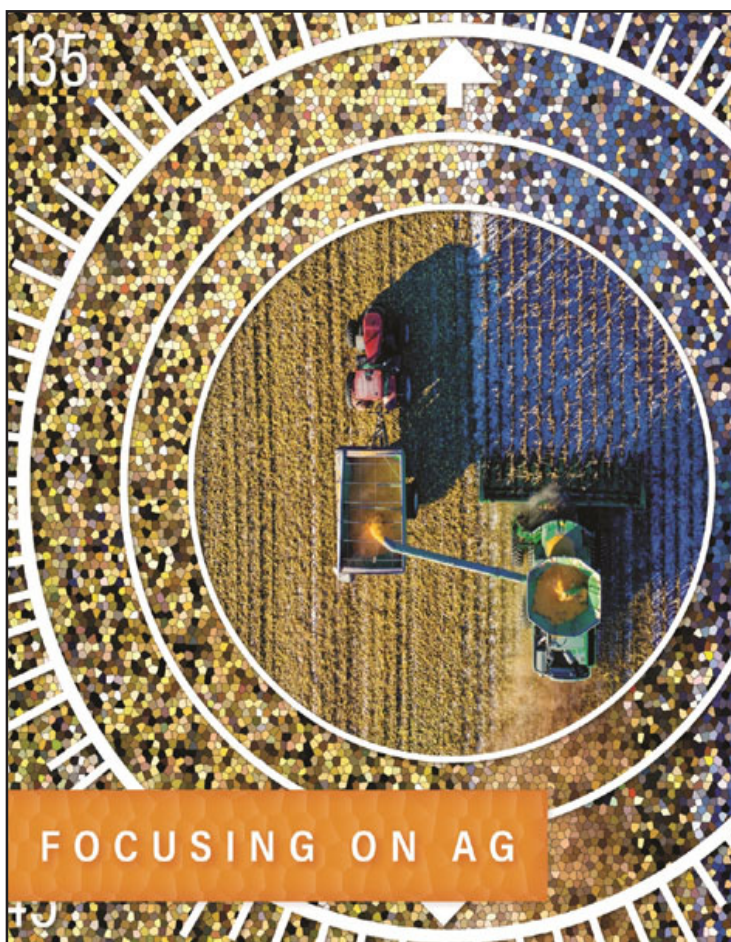
Saturday Dinner Options: \_\_\_ Grilled Tri-Tip \_\_\_ Chicken Piccata

**Late Registration after February 21 \$20.00** \_\_\_\_\_ x \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_







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WEDNESDAY 9-5  
THURSDAY 9-4

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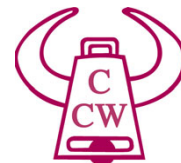
4500 S. LASPINA ST. | TULARE, CA

FEBRUARY 2020  
WORLD  
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Use coupon code  
**CCW** for \$3 off  
your online ticket purchase

Bayer Beef Promotion & Education Book Awards as presented by Marsha Stevens, chair.

**PLEASE SEND A THANK YOU:** Brandy Yuckert, Bayer Healthcare, 571 Naneum Rd; Ellensburg, WA 98926.



**Member** – “A Golden Fair Taste of Beef”, submitted by Stacey Jackson.

**Mini Book** – Modoc Co. CattleWomen with “Kids Day Rodeo 2019.”

**Units with 51 to 100 members** – 1st Alameda CattleWomen, 2nd Tehama CattleWomen, 3rd Mid Valley CowBelles, 4th Humboldt CattleWomen and San Benito CattleWomen, 5th Glenn/Colusa CattleWomen, 6th Placer/Nevada CattleWomen.

**Units with over 100 members** – 1st Siskiyou CattleWomen, 2nd San Luis Obispo CattleWomen.





**Walt Rodman Award Winners**

California Beef Council's Walt Rodman Beef Promotion Awards were awarded by unit size this year. Bill Dale and Jill Scofield are pictured with winners.

**1 to 49 members :**

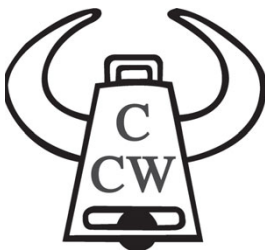
- 1st - Calaveras/ Tuolumne
- 2nd - San Diego
- 3rd - San Joaquin/Stanislaus
- 4th - Napa/Solano

**50 to 69 members :**

- 1st - Lassen
- 2nd - Tulare
- 3rd - Amador/El Dorado/Sacramento
- 4th - Modoc

**70 plus:**

- 1st - Siskiyou
- 2nd - Tehama
- 3rd - San Benito
- 4th - Santa Barbara



**Ag in the Classroom Awards**

Ag in the Classroom chair Debbie Torres announced 19 units turned in figures for 2019, with 55,346 students reached. Mid Valley CowBelles were 1st with 20,484 students. 2nd place to San Joaquin/ Stanislaus with 8,694 followed by Sonoma/Marin, San Benito, Alameda, Tulare, Siskiyou, Lassen, San Luis Obispo, Placer/ Nevada, Napa/Solano; Amador/El Dorado/Sacramento; Plumas/Sierra; Tehama; Fresno/Kings; Modoc; San Diego; Glenn/Colusa; Santa Barbara. Media Madness winner was Tulare. Plumas/Sierra was recognized for "The Water Cycle Bracelet Lesson." 11 individuals from Siskiyou, Mid Valley and San Joaquin/Stanislaus participated reading in classroom for a total of 7 hours 35 minutes to 392 students.



## President's Memo by Callie Martinez

It is hard to believe that my term is halfway over. I have truly enjoyed my travels thus far and visiting the units throughout the State. During my travels to the unit meetings, it is truly the best part of the job getting to know the ladies on a local level. Each unit has a lot to be proud of on an individual level. If your unit would like me to visit over the year in 2020, please let me know when and I will do my best to get it on my calendar.

The first meeting to kick off 2020 will be our Beef Promotion Spring meeting in Folsom, March 7-8. I will hold a reception in my room on Friday evening following the Executive Board meeting. The workshop day on Saturday, March 7 has an excellent line-up of speakers. California has the opportunity to have Denise Stewardson from Utah Ag in the Classroom. Denise also teaches courses on agricultural literacy. Ladies will also have the opportunity to hear from Dani Callis of Sunfed Beef, as she serves in a position of Quality Assurance and Technical Services. Once, the meetings are completed on Saturday afternoon, everyone is invited to go out to the Van Vleck Ranch as we will go on a tour before coming back

to the hotel for dinner and some friendly bingo competition.

As I reflect on my first year as your President and having the opportunity to attend other organizations annual meetings, some overlap takes place. It was at the California Farm Bureau's Annual meeting and their meeting theme was Building Our Future. We are different organizations however we are all working together on the challenges in the cattle and agricultural industry. I had the opportunity to listen to their Keynote Speaker David Dravecky, a former professional baseball player for the San Diego Padres and San Francisco Giants. As, I listened to David Dravecky speak in regard to how his battle with cancer which led to the end of his baseball career. He did not let this define who he was a person. David simply learned through all the challenges that it is often our family who we really need the most in terms of trials and tribulations in our life.

As David was speaking, I realized the connection to my theme during my term as president. **"Moving Forward Together, While Infusing Your Life and Making the Most of Opportunities as They Present Themselves."** It really is up to you as the members and the direction as we continue to move towards the future with the talented women within our organization.

The California CattleWomen had another great convention. The 103-year celebration for CCA and 68 years for CCW brought in a great number of Cattlemen and CattleWomen. The tradeshow was filled with vendors. A big thank you to Debbie Hay for organizing the trade show booth for our ladies including the set-up and break down of our booth.

California CattleWomen nominated Maxine DaCosta again for ANCW Promoter of the Year and we recognized her at the Awards Breakfast.

The annual Powder River Raffle was a great success for the counties and the California CattleWomen raising \$22,995.00. The winner of the Powder River Raffle was Matt Henry of Wallace. It is great to see the ticket sales continue to increase as the fundraiser grows each year. A big thank you goes to Cody Hayes, Matt Johnson and the Powder River team. An extended thank you goes to the following dealers: JSC; Evan's Feed & Livestock Inc.; Higby's Country Feed; Hawes Ranch & Farm Supply, Inc. – Red Bluff; and Conlin Supply.

California CattleWomen sold all 52 cards for a profit of \$2,080 on the \$1,500 Powder River Raffle Award which we won last year in New Orleans, as we won the ANCW MOOVE Contest.

Our State Beef Ambassador Contest will be taking place in San Jose April 3-4. Salene Duarte has a great contest lined up. The attendees will be invited to an ice cream social on Friday evening with the contest on Saturday, April 4.

Thank you for all that all of you do for CattleWomen, and with your help in 2019 and I look forward to another great year in 2020. Hope to see all of you at the Spring Meeting in Folsom.





## Winner, winner, beef for dinner!

Kody Hayes and Melanie Fowle celebrate her winning the Powder River MOOVE raffle.

Powder River Sponsors and Dealers donated 15 HD Classic Panels or \$3,500 in Powder River Product to CCW

### Please write a thank you:

- Kody Hayes, Powder River, 2843 South 8th Street, Lebanon, OR 97355

- Powder River  
P. O. Box 50758, Provo, UT 84605.

### Dealers:

- JSC Ag Supply Company, 3530 Buck Owens Blvd, Bakersfield, CA 93308.

- Higby's Country Feed, Scott Hulbert, 8470 Currey Road, Dixon, CA 95620.

- Conlin Supply, Larry Matos, P. O. Box 1942, Oakdale, CA 95361.

- Evan's Feed & Livestock, Inc; Amy Evans, 241 South E Street, Madera, CA 93638.

- Hawes Ranch & Farm Supply, Buddy Hatfield, 712 Ash Street, Red Bluff, CA 96080.



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.