



SISKIYOU COUNTY CATTLEWOMEN

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Message From Your President

Hello Cattle Women,

Happy New Year! Can you believe it is January already! Time just doesn't slow down for any man, or in this case woman.

Many of your SCCW board and some members traveled to Reno the first part of December and attended the annual Cattlemen's/Cattlewomen's convention. It was the Cattlemen's 100 anniversary and CCW's 65th! We were so lucky to have great weather driving over and enjoyed lots of visiting with our fellow California Cattlewomen members and great speakers who instructed and taught us. See Heidi Carver's great re-cap of the convention happenings later in this newsletter.

We missed all of you who could not attend. Going to convention and other state meetings is a great way to meet members around the state facing the same challenges and issues we are. And for those of us who travel to the meetings on a regular basis we enjoy reconnecting with all our long distance friends and learning new and innovative ways to get our message about healthy beef out to the public from activities that other county units are doing.

Thank you to all who helped make our awards happen at convention. For those who don't know, Rita March was the high state raffle ticket seller - our unit sold \$7,000 worth of tickets and most of those were through Rita's efforts - she is a go-getter and has a knack for selling those tickets. Half of the proceeds of what we sell goes to our UNIT - so about \$3,500 to SCCW - WOOHOO!! Way to go Rita - thank you!!

Our unit scrapbook received 2nd place this year. (I need to step it up even more next year) To any one or more persons out there who would like to help with that scrapbook please let me know, I am getting a little tired and I would like this year to be the last I put it together. I did submit a personal member scrapbook and received 1st place. That was awesome. Anyone who would like to do a 'personal member' scrapbook for next year - let me know and I will give you the information needed. For our membership we had the highest number of new memberships and received 1st for that also. To all you members who help with getting members THANK YOU! For every so many members we get another delegate, which means more votes at the state level! Every member Every member helps our organization for sure and we still highly encourage Junior and Collegiate members to join SCCW



President Sharon with SCCW Cattle Woman of the Year Melanie Forwle at the convention luncheon honoring all the 2017 Cattle Women of the Year!

You Are Invited!!

Winter SCCW General
Membership Luncheon
Meeting

Sat 1/21/17 11:00 am

Poor George's Restaurant
Yreka, CA

Special Guest Speakers will be
Christina Withers from
NorthWest Farm Credit Services
& Tiffany Eberle to discuss
scholarship investment options

Agenda includes 2017 SCCW
Budget, fundraising updates &
committee/activity reports.

Menu: There will be 2-3 choices,
including Soup & Salad, or
Hamburger/Cheeseburger at a
reasonable cost.

Please join us for a nice visit with your
fellow CattleWomen members!



as well. A big thanks goes out to Tara Porterfield our 1st vice as she has been putting our newsletters together for the past few years and this year I compiled a scrapbook with the newsletters from the past year. I may have embellished the pages but it was her awesome design and information that won 1st place in the newsletters! Thank you Tara!

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Message From Your President - continued

Our year is starting out cold and thankfully turning really wet. Cattle Women will have a busy year - below is a short list of what is happening locally in the next few months and we will be sending out our annual 'work enjoyment' forms with a full list of activities/committees soon for all members to review - please let us know if you would like to help with anything on the list. See calendar on later page for other CCW upcoming activities.

January 21st is our winter general meeting at Poor George's restaurant in Yreka and we hope many of you can join us for a fun and informative luncheon. February 13th is the annual Animal Health Pie Meeting at 6:30pm, Montague Elementary School - members please bring or send a pie - contact chairman Carolyn Houghton or email me if you can provide a pie please. The first weekend in May is the Scott Valley Rodeo held in Etna and we plan to do Walking Tacos again there as it was very successful last year.

NEW - we are going to be using a new email program called Constant Contact to send out shorter updates on relevant news information and activity updates to all our members with email - you may have already received a sample Happy Holidays version before Christmas. We hope the shorter messages will help keep everyone more easily updated on Cattle Women opportunities as we continue to work on beef education and promotion for the public - the more members we have involved the more positive beef messages we can deliver! PLEASE watch your email on about 1/18/17 for a reminder about the next general meeting. To be sure you receive the Siskiyou Cattle Women emails from siskiyoucountycattlwomen@gmail.com via Constant Contact, please add our email address to your safe list. Otherwise it may get put in your spam or junk mail folders. Members that do not have email

will still receive periodic mailings with important information as well. SCCW is a busy group - if you have a talent to share we could use you, or if you want to work from home and help we have things to keep you busy also. All are welcome to participate in Cattle Women - the only prerequisite is wanting to keep agriculture and ranching thriving for future generations and educate the public to how important our industry really is! We do projects where we need art for posters and decorating for dinners; readers to read to kids in the classroom about agriculture, ranching and cattle; publicity; event workers; and the list goes on. So if you and or your family members want to help please let us know - we are all in this together.

May your winter see you warm and happy with great friends and family to visit. I am so honored to get to serve for another year as your president and hope to see many of you on Jan 21st!

*Power On ladies - you all Rock!!!!
Your president,
Sharon Erickson 530-598-6741
email: vallballaranch@hotmail.com*

65th CCW CONVENTION HIGHLIGHTS ...



Top L-R: Jill Scofield from the CA Beef Council introduced the new BEEFabulous phone and tablet App that they have developed as a new marketing tool for social media. Emma Morris with her grandmother Lynne Bryan and ANCW President Ann Nogan from Pennsylvania. Left: Attendees enjoyed cowboy entertainer Dave Stamey performance at the CCW workshop meeting on Friday afternoon. Right: SCCW membership chair Heidi Carver received 1st place award in CCW membership contest from Dee Lacey, past CCW president.



Above: SCCW's Lynda Beverlin accepts awards for Ag In The Classroom and Star Reader program recognitions.

65TH CCW ANNUAL CONVENTION HIGHLIGHTS: *STORY BY HEIDY CARVER*

We started out the Convention being thankful for decent weather for all of us traveling. Approximately 900 Cattleman and CattleWomen attended to celebrate the 100th Anniversary of CCA & the 65th Anniversary of CCW. Siskiyou County CattleWomen had 20 members attend. As always, the Nugget was a nice venue and very accommodating.

Thursday afternoon started with Media Training presented by Daren Williams from NCBA. He specializes in training people to give media interviews to reporters. Common beef-related interview topics are meat safety, meat nutritional value, animal care, and environmental stewardship. His interview preparation list included: Be prepared for any type of questions, set a date and time for interview, know the target audience, keep the story you're telling to 2-3 key points and repeat your message multiple times, make it personal, do not just have facts and figures, never speak off the record, avoid 'no comment' or arguing, and do not "trash" the other side with negative comments. He had some great stories to illustrate the do's and don'ts when being interviewed.

Some of us attended the CCW Executive Committee Meeting on Thursday afternoon. The digitized CCW logo designed by Deb Cockrell was approved and will be available for use soon. CCW is still continuing trying to increase its ANCW members. Currently 182 CCW members have not renewed their ANCW membership dues, which were due October 1, 2016 and will be delinquent December 31, 2016. The CCW Panel Raffle income will continue be split 50% to winning ticket selling unit and 50% to CCW with 10% of funds being used for CCW scholarships.

Siskiyou's Emma Morris shared her experiences as an intern at the USDA last summer during the CCW awards breakfast. Below: Sharon Erickson accepts award for SCCW Walking Taco project with other units recognized for Beef Promotion work.



As always, there were a lot of informative guest speakers. Some of the CCA guest speakers were Mark Blakeman from ATT Cellular Service who spoke about the recent use of Federal Government CAF subsidies to improve cellular service and broadband internet in rural areas. With the use of GPS in many types of farm equipment, better service is needed. Next was Brett Stuart from Global AgriTrends who spoke the historical and current trends in the world beef markets. The world beef market is influenced by politics, culture, currency rates, and economic status. The cost of ag food products has been very volatile since 2007. When consumers have more disposable income, they buy higher quality ag products. The global beef market has a steady demand with such a large world population that needs food. However the global beef supply cannot increase quick enough to meet the demand due to the time it takes to increase beef herd numbers. Much of the US Beef export is to Asia. So the future of the global beef market looks promising from a producers standpoint.

On Friday, the CCW President's Breakfast was informative with lots of sharing by county unit presidents. Then we enjoyed a wonderful Cowbelle of the Year luncheon that had record setting attendance and proudly honored our own Melanie Fowle along with 26 other hard-working honorees. In the afternoon, the CCW Workshop was held. The CA Beef Council presented the new smartphone app called BEEFabulous which is a guide to beef nutrition facts, beef cut purchasing, coupons and cooking recipes, beef ranching facts, and provides many links to other beef related websites. It is geared primarily towards the Millennial consumers and will be available to the public by January 2017. Also a great informative beef pocket notebook of Beef Facts is available from the Beef Council to help educated people outside of the Beef industry on the benefits that beef cattle provide to the environment and nutritionally. The 65th Anniversary video that Rebecca Been created from the various clips that

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CONVENTION HIGHLIGHTS: *CONTINUED*

that county units submitted was very neat to watch. She edited it down to 30 minutes and it should be posted to the CCW website in January 2017 for all to see! Next we were entertained by the cowboy music singer Dave Stamey for a 30 minute set of music with him and his acoustic guitar. What a treat! The day ended with a nice



Siskiyou County CattleWomen were well represented at the 65th Annual CCW Convention in Sparks, NV

CCW President's Reception and then the big Centennial Gala Reception and Dinner, which was well attended.

Saturday started with the CCW Awards Breakfast. Emma Morris from Siskiyou spoke about her USDA Ag Marketing Service Internship in Washington DC, that was sponsored by ANCW in the Summer of 2016. She was involved with many ag product checkoff programs. The following CCW members received recognition for industry awards received during 2016: Jean Barton was recognized for her photography and newsletters. Melanie Fowle as Cow Palace Cattle Queen. Joan Hemsted and Pam Giacomini for the Common Threads awards. It was announced during the meeting that CCW members Nadette Raymond received ANCW CattleWomen of Year, Celeste Settrini received ANCW Ag Promoter of Year, and Candace Peterson received ANCW Educator of the Year. What an accomplishment!!! Siskiyou County CattleWomen did well in the scrapbook contest thanks to the hard work of Sharon Erickson, Roberta McMurry, Lynda Beverlin, and Heidi Carver. We also did well in the Membership Contest thanks to Heidi Carver, Rita March, Melanie Fowle, and Nicole Stevens.

Our Beef Promo walking tacos write up by Sharon Erickson received recognition in the Walt Rodman contest. Thanks to Lynda Beverlin and her committee, Siskiyou received recognition for All Star Reading and Ag In The Classroom. Our Facebook and web pages received recognition as well. The 2017 CCW Board was installed.

Siskiyou County is well represented as Cheryl Foster is CCW President, Tara Porterfield is Secretary, Michele Murphy is Membership Chair, Melanie Fowle is Beef Promotion Chair and Sharon Erickson will serve on the Keep It Fun committee.

The CCW Board Meeting was the final gathering of the convention for most cattlemen. 27 of the 30 unit presidents were in attendance, along with approximately 100

members. CCW is doing well financially and the 2017 Budget was approved. The Heritage Foundation for scholarships is doing well also. CCW voted to sponsor \$1,000 each to the current 3 California Senior Beef Ambassadors in order for them to attend the ANCW Cattle Industry Convention in Nashville, TN at end of January 2017 to participate in the new young leadership roundtable program. The 2016 Farm to Fork Event in Sacramento was well attended with approximately 75,000 people and CCW was able to educate many people about the beef industry.

Siskiyou members may not have gambled much, but we had good luck with raffles! Holli Murphy and Heidi Carver each won 50" Flat Screen televisions that were sponsored by Silveus Insurance Group at the trade show. Lynda Beverlin won a gift basket during the Cowbelle of the Year luncheon. Many of us won items at the CCW Board Meeting raffle, plus we found many nice items at the trade show. The CCA 100th Anniversary ranch book is very nice and the CCW booth had a lot of neat items for sale by the county units. Congratulations to Rita March who sold the winning Powder River Panel raffle ticket, in addition to selling the most panel raffle tickets! See the calendar of events in this newsletter for upcoming important CCW dates.



Installation of 2017-18 CCW executive officers by Melanie Fowle at the CCW Awards Breakfast: L-R President Cheryl Foster, 2nd Vice Presidents Leslie Joost, Deb Cockrell, & Jill Bright, Secretary Tara Porterfield & Treasurer Melody Lake. Not pictured: Rebecca Bean, 1st Vice President.

2017 SCCW SCRAPBOOK CHAIRMAN NEEDED

The scrapbook chronicles our organization's beef promotion and education activities and events each year is submitted for competition at the annual CCA/CCW Convention. Sharon Erickson has done a fabulous job with the scrapbook for numerous recent years, but the time has come to pass that creative torch to someone else in SCCW. Any member(s) that would be interested in working on this annual project, please let Sharon know as we are already starting on 2017's. It is actually a lot of fun to have a team of at least 2 people to work on it. We will have the current WINNING scrapbook at the January SCCW meeting for members to review - please volunteer to help with this important project!



President Sharon Erickson accepts three awards in the Bayer Scrapbook contest at convention - 2nd place large unit scrapbook; 1st place Personal scrapbook & 1st place unit newsletter.

2017 SCCW Board Members & Contact Information

Officers:			
President:	Sharon Erickson	vallallaranch@hotmail.com	530-598-6741
1st Vice President:	Tara Porterfield	cowgirljake1986@gmail.com	530-398-4083
2nd Vice President:	Lynda Beverlin	ixlady@sisqtel.net	530-468-2516
Secretary:	Lori March	lorivallo@yahoo.com	530-598-6187
Treasurer:	Cheryl Foster	cherylafosterLB@gmail.com	530-459-3270
Past President:	Heidi Martin	heidimartin529@gmail.com	530-598-3383
Membership/Webmaster:	Heidy Carver	heideranch@hotmail.com	530-468-4126
Directors:	Carolyn Houghton		530-459-3636
	Elaine Kuck	hereford_57@yahoo.com	530-459-5431
Delegates:	Michele Murphy, Rita March, Heidy Carver & Lori March		

Mark Your Calendar

2017 DATES

Jan 21st: Winter SCCW General Membership mtg - Yreka - see page 1

Feb 1-3rd: Cattle Industry Annual Convention & NCBA Trade Show, Nashville, TN

Feb 13th: SCCA Animal Health Mtg, Montague School

March 10-12th: CCW Spring mtg, Harris Ranch, Coalinga

Apr 28-29th: CCW Beef Ambassador Contest, Bakersfield, CA

Apr 29-30th: ANCW Region VI mtg, Elko, NV

May: SCCW Board Mtg, Yreka

Mid-May: Ag Awareness Day, Siskiyou Fairgrounds

Late-May: Spring SCCW General Membership mtg, Scott Valley

June 21-23rd: CCA/CCW Mid-Year Mtg, Harris Ranch

Aug 9-13th: Siskiyou Golden Fair, Yreka

Aug 26th: SCCA Tour, Butte Valley

Sept: Fall SCCW General Membership mtg

Oct or Nov: Annual SCCA/ SCCW Fall Dinner, Yreka



SCCW Logo has been updated to a digitized version as shown below!



INFORMATION REQUEST - President Sharon is working to organize SCCW information and is trying to locate copies of the annual CCW Roundup Report booklet (or the submitted written report copy from SCCW activities) for the years listed below. These reports include a recap of all the primary activities for our unit each year and also provide a historical reference for our organization. If any past SCCW presidents, or members that have attended past conventions, happen to have a copy of any reports for the years listed below, please let Sharon know so she can complete the file organization. If you happen to have a written copy on your computer please email it to Sharon. Thank you!

Missing Roundup Reports for the following years:

1963-66; 1968; 1970; 1984-1998; 2001; 2003; 2008 & 2011-2014

WILD RAG BRAND SCARVES Will also be available at the Jan 21st meeting if you haven't gotten one yet!

Cattlewomen's Creed

Believing that the livestock industry is
Of basic importance to world existence,
We, The California CattleWomen,
Dedicate ourselves to support it
With our labor and finances;
To promote it thorough information
And publicity; to encourage its producers
With our understanding and love;
To do all in our power to instill in the
Coming generation
The love of the land and of life,
The humility and awe before Nature
And the hope and faith in the future
That is inherent in cattlemen and cattlegomen.

Mrs. Willard Sobak, Fairdale, North Dakota
Mrs. Jerry Hemsted, Cottonwood, California

