



SISKIYOU COUNTY CATTLEWOMEN

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Message From Your President

Hello Siskiyou CattleWomen,

Spring has sprung, or has it??? Maybe it has now but only a couple of weeks ago as I fed I noticed the troughs were covered with ice, the animal's backs were frosty and it was cold! I am happy to see the daffodils blooming and the grass growing. I hope all of you had a beautiful Easter Sunday.



President Sharon representing SCCW as one of the nine CattleWomen units recognized at the Spring CCW meeting for their year-to-date Beef Promotion activities.

Photo By Jean Barton

As we wind our way through the last six months of my three-year term I am so thrilled to say YOU LADIES ARE AWESOME. As a unit we have accomplished so much! We have so many of you helping with Ag in the Classroom, Ag Awareness Day, Beef Ambassador the list goes on. I only have to ask and you all come running. There are a lot of great units in the state but honestly I believe our unit is one of the best. I am so proud to be the president of SCCW. Well I am not done yet and we have 6 months left to go of this term, so here goes.

The SCCW board of directors recently approved allocating some monies from the Jennie Kuck Bridwell Scholarship fund to the school computer program for the Gordon Lau Elementary School in China Town area of San Francisco (our adopted Urban school). The school has sent wonderful thank you notes from the children that we will share at the May meeting. Jennie was all about kids. Didn't matter who's kids, she just wanted them educated and taken care of. So I know she would be so happy to help our adopted school.

Hopefully many of you received the email we sent out a couple of weeks ago with the website link for Heidy Carver's article with all the highlights of the Spring CCW meeting at Harris Ranch. Our SCCW board rocks but I have to give credit to Heidy Carver who takes the best notes at these meetings for us to pass along to you. I am very lucky to just concentrate on helping where I need to and not worry about getting

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Please Join Us!!

May SCCW General Membership Luncheon Meeting

Sat 5/20/17 11:00 am

Bob's Ranch House Restaurant ~ Etna, CA

Guest Speaker will be

Bob McCrillis from 'Horses Helping Heroes' - A Veteran Horsemanship Program

Program to include 2017 'Imagine This' writing contest winners; SCCW Beef Ambassadors; & special 'Taste Test' of new smoked beef & BBQ sauce to be considered for SCCW Fair Sandwich Booth - - -

All members who attend can vote to help us decide on the new smoked beef product for the sandwiches & choose a favorite version of SCCW's famous BBQ sauce!

Menu: Choice of Chef Salad or Hamburger/Cheeseburger at a reasonable cost.

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



Message From Your President - continued

everything down on paper. Thank you Heidy! There is also an additional article included in this newsletter from CCW's Jean Barton specifically about the outstanding Beef Promotion workshop day that Melanie Fowle organized for the Spring CCW meeting. Thank you Melanie for inspiring everyone in attendance! Cheryl Foster did a great job too running the first official CCW meeting of her presidential term! Siskiyou County was very well represented at Harris Ranch!!

Coming up we have Walking Tacos at the Scott Valley Pleasure Park on Sunday May 7th; Ag Awareness Day May 18th; and May 20th is our meeting at Bob's Ranch House. If you want to help with any of the upcoming events (read on in Newsletter for the full List) please call me! We can use help from anyone who wants to work.

I have to say I am always so proud at our state meetings roll call to say "Sharon Erickson President Siskiyou County present". I could never begin to list all your names as to everything you do to make our unit thrive. Our number one goal is to educate the kids and the general public to promote beef and preserve our way of life. Whether it's a couple acres or a few thousand acres or more we are all in this together.

Ladies - keep up the awesome work and know that your board is working hard to keep you in the loop. Everyone of the board members gives 200%. We are very blessed. I pray the following months finds you well, happy and accomplishing all you want to. You ladies Rock! Keep you shoulder to the wheel ladies!

Your president,

Sharon Erickson 530-598-6741

email: vallhallaranch5@gmail.com



Siskiyou County CattleWomen were well represented at the Spring CCW meeting at Harris Ranch, Coalinga, CA. (l-r): Heidy Carver, Rita March, Lynda Beverlin, Carol Silicz, Melanie Fowle, Holli Murphy, Sharon Erickson, Heidi Martin, Michele Murphy, Lori March, Tara Porterfield and CCW President Cheryl Foster!!

COMMUNICATIONS

To be sure you receive the SiskiyouCattleWomen emails from siskiyoucountycattlewomen@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 continue to receive printed newsletter copies in the mail.

Powder River Panel Raffle: Annual Fund Raiser Opportunity for SCCW

The California CattleWomen are holding their annual raffle again and each unit in the state has tickets to sell for a chance to win fifteen 12 ft fencing panels. *Each unit that participates keeps 50% of the money they raise from ticket sales!* In 2016 SCCW earned \$3500 from this fundraiser, primarily due to Rita March's outstanding ticket sale efforts - THANK YOU Rita!! 2017 drawing will be held at the annual CCA/CCW Convention in Dec and need not be present to win. SCCW will have tickets available at the general meeting if members would like to help sell them or purchase for themselves. Price is \$5/ticket or 5 tickets for \$20.

Visit the SCCW WEBSITE

Check it out for current information updates - including ALL the highlights from the March CCW meeting in Coalinga under the NEWS Section at <http://www.siskiyoucountycattlewomen.com/news.php>.

Thank you Heidy Carver for doing a great job with the website & meeting articles!!

SPRING CCW BEEF PROMOTION WORKSHOP HIGHLIGHTS: *STORY BY JEAN BARTON*

Melanie Fowle, CCW Beef Promotion chair was recognized for the excellent Beef Education workshop on Saturday March 13th for 100 pre-registered CCW members. Highlights of the day were Malorie Bankhead with her "Decide to be Positive" presentation. She looks forward to tap dancing, and her goal was to share more sunshine, more smiles, have traditions that make you happy, believing in magic as she put on her tap dance shoes and danced for us. She mentioned her father was a five year Pancreatic cancer survivor, and little did we know he was dying, since she was so positive. "Positive persistence can lead to happiness. Happiness is a small victory." A powerful motivational speech.

Sheila Bowen, presented Kern Co. CowBelle/CattleWomen history, using fashions from each decade modeled by members. Candy Peterson shared her ranch set of Little Busters toys and corrals that has been to high schools as well as grammar schools. "I brought my ranch to you." A large poster with the different breeds of beef cattle and country of origin was on display.

Barbara Martin, 3rd generation, started Dairy Goddess Farmstead Cheese and shared her story of how 2009 changed everything for dairy industry, when milk check didn't cover feed bill. She became an entrepreneur, after learning how to make cheese at Cal Poly, making fresh cheese in three days instead of months.

'Shortcuts to Professional Booths', was shared by Debbie Hay and Kern Co. ladies. "Invest in quality props. They can be used over and over again." Need a barrier for booth, and used a fence. Lighting is important. Sign companies can make "Fat Heads" for life-size animal displays, "green grass" carpet came from Costco.

For fun, we learned to Draw a Cow with Victoria Brussow. Paper is landscape, instead of portrait. Then two circles, connecting a half arch; draw a line on left circle, making it a T. Draw a rectangle around T. Two small circles, and a half circle in front. Parallel lines off circle, for start of leg. Little circle for knuckle. 2 more parallel lines off little circle. Half circle at bottom for hoof. Eyes are a circle at bottom of T. Nose is) (on bottom and rectangle for chin. Ears are half circles, with line in opening. Horns are banana shape above ears. Tail is a curved line with teardrop for tail. Use eraser and remove the inside circle lines and T, add a Brand on hip, or your initials, and add grass for standing in. She also told us the history of cows in art, from tombs 350BC to current, and Andy Warhol in a 1966 print on wall paper.

Annette Kassis, from California Beef Council shared information on Marketing to Millennials, including don't talk down to them. Need to reach where they are, with point of sale shoppers. CalBeef.org is new website. BEEFabulous is a new free mobile App for consumers that provides cooking, shopping tips, etc. Ibotta is an App for smart phones that is better than coupons. Cinco de Mayo will be celebrated with beef promotion efforts in urban cities in CA. Materials Madness followed when the units received their beef promotion materials from the beef council.

Top: Tara Porterfield, Callie Borrer & Cheryl Foster participating in the beef heart lesson from Jacki Zediker

Below: Kern County CattleWomen included a vintage fashion show with their unit's history presentation - the period outfits were great!



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BEEF PROMOTION WORKSHOP HIGHLIGHTS: CONTINUED

Following a delicious luncheon of Flank Steak Spinach Salad or Tri Tip Sandwich on the patio, we learned hands-on lessons in five rotating groups about things to share in the classroom from Beef Education Resources, 2016 Update, and from the American Farm Bureau Foundation for Agriculture through funding by the Beef Checkoff.

1. Lynda Beverlin shared **Beef Basics**, (by-products made from beef) with a game similar to 52 pickup, but we dropped the cards in hula hoop circles, as we matched common beef by-products to their source, for K – 5th Grade.
2. **What's for Dinner**, with Lori and Rita March, showed the group they didn't know all the cuts of beef as well as thought. We had large laminated Angus Beef Charts from the American Angus Association with Velcro on the chuck, rib, short loin, sirloin, etc. The small individual cuts of beef were laminated and velcroed. Where do you place a blade roast, ribeye steak, cubed steak, t-bone steak, eye round roast? It was a great refresher of all the different beef cuts and where they are located in the carcass.
3. **Taste and Nutrition** with Debbie Torres was planning a nutritious meal using beef, and she also shared a variety of sources of free education materials to share in presentations.
4. **Caring for Cattle**, with Melanie Fowle used an orange and volunteer to demonstrate the intramuscular, subcutaneous



Top: Lynda Beverlin shares a beef by-products lesson. Bottom: Rita & Lori March testing members on their 'beef cuts' knowledge.



Melanie Fowle presenting Cattle Care

vaccine shots. Also used a photo of a meadow, mountain, cattle grazing to illustrate what you are 'really' seeing – lessons from the Farm Bureau Ag In The Classroom materials.

5. Then Candy Peterson and Mid-Valley CowBelles demonstrated their fun, educational **Beef Ping Pong Game**, as we tried to throw a ping pong ball into a cup. Each cup represented a beef nutritional fact for points. Think of ZIP, zinc, iron, protein with vitamins, too. My team was losing, until we brought in a Mid-Valley "ringer" who could make baskets! The afternoon concluded with a dynamic beef heart dissection lesson for classrooms that are already studying the heart and circulatory system. This lesson was created to further connect elementary age youth with an early spark for science education, as well as an opportunity to bring agricultural information to the classroom. This demonstration was directed by Jacki Zediker, UCCE Siskiyou, and has been successfully used by Siskiyou Co. CattleWomen and Siskiyou Co. 4-H. It was a wonderful day of beef education and promotion!



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WILL BE TIME TO VOTE SOON!!

All SCCW members are encouraged to help select the 2017 **CattleWoman of the Year, Top Hand and Pioneer Beef Woman Award** recipients.

The nomination forms and description of each award will be sent out soon and will also be available to download on the SCCW website at siskiyoucattletwomen.com or to pick up at the Sandwich Booth during the Siskiyou Fair. Deadline to return the forms will be August 15, 2017!

**2017 SCCW BEEF
AMBASSADOR CONTEST
WINNERS**

Congratulations to Olivia Hanna, Nicole Downey and Angelee Dowling for doing a great job earlier at our local contest. We could only send one Jr and one Sr to the State Contest, but these young ladies represented our county very well at the State level in Bakersfield, CA last weekend!! Angelee was 2nd Senior, Northern Region & Olivia placed 2nd Junior, Northern Region!! Thank You ladies for all your hard work!!

ANCW REGION VI MEETING:

The 2017 meeting was held last weekend in Elko, NV and SCCW members Cheryl Foster, Melanie Fowle and Heidy Carver attended - we will have a report from them at the May meeting. **NEXT YEAR the Region VI meeting will be held in California** - more information to come in June on where and when it will be held!



**WILD RAG
BRAND SCARVES**

We will be selling the scarves at the Etna Rodeo Walking Taco Booth on May 7th & at the May 20th SCCW meeting if you know anyone that would still like to get one before we sell out.

2017 SCCW Board Members & Contact Information

Officers:			
President:	Sharon Erickson	vallallaranch5@gmail.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		

Update Your Calendar

2017 DATES

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

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

May 7th: SCCW Walking Taco Booth at Etna Rodeo

May 18th: Ag Awareness Day, Siskiyou Fairgrounds. 9-12:00

May 20th: SCCW General Membership meeting, Etna, CA (see page 1 for details)

June 2nd: KARE Tour, Siskiyou County

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

Aug 9-13th: Siskiyou Golden Fair, Yreka

Aug 26th: SCCA Annual Tour, Butte Valley

Sept 7-10th: Tulelake-Butte Valley Fair, Tulelake, CA

Oct 7th: Fall SCCW General Membership meeting, Butte Valley Community Center, Dorris, CA

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

Dec 1-3rd: CCA/CCW Annual Convention, Sparks, NV

