# January Newsletter

PROMOTING AGRICULTURE IN OUR COUNTY AND AROUND THE NATION



CCW AWARDS CONGRATULATIONS! 1<sup>ST</sup> - SCRAPBOOK 2<sup>nd</sup> - Walt Rodman Award 1<sup>st</sup> - Newsletter 1<sup>st</sup> - Membership

## CCA/CCW CONVENTION "IT'S SO GOOD TO SEE YOU AGAIN!"

The Annual CCA/CCW Convention was held at the Peppermill Resort and Casino in Reno, Nevada. Siskiyou County CattleWomen were (continued on page 2, 3, & 4) UPCOMING EVENTS

- \* WINTER MEMBERSHIP MEETING
  - \* ART CONTEST
- \* BEEF AMBASSADOR CONTEST
- \* ANIMAL HEALTH MEETING



## STERLING NECKLACE DONATED!

Diana Wirth, Oregon CattleWomen President, donated this beautiful hand-crafted traditional squash flower sterling silver necklace to the Siskiyou County CattleWomen. Tickets are \$5 each or 5 for \$20. Contact Cheryl Foster to purchase or get a ticket at the Winter General Meeting on January 22, 2022. Drawing to take place at the meeting.

### January 2022

## California CattleWomen Convention Highlights



#### **KEYNOTE SPEAKERS**

Courtenay DeHoff, "Fancy Lady Cowgirl" was inspiring and encouraging, telling cattlewomen to share their story and embrace other women in agriculture. She was a little cowgirl in Kansas who went on to a career in television, fashion, and journalism. She faced criticism from the journalism world and the agriculture world, as they tried to make her fit into their expectations. Courtenay cheered women in agriculture to stick to their dreams and be themselves, and to support other women along the way. You can follow Courtenay on Facebook at Courtenay DeHoff TV or on the web at https://www.fancyladycowgirl.com

Kiah Twisselman Burkett, a San Luis Obispo cattle rancher turned life coach after embarking on her own health journey losing over 125 pounds, encouraged women to reconsider how they think about themselves.

"It never occurred to me that there might be a place for me to do that here, within agriculture. A place where I could inspire and encourage the incredible men and women within this community to love themselves deeper, care for themselves better, and find a little more joy in this journey of life."

You can follow Kiah on Facebook at Coach Kiah or at www.coachkiah.com

SCCW items for sale at the Tradeshow Booth. SCCW did well with their sales!





Walt Rodman Award Winners



Pictured with Bill Dale of the California Beef Council and Julie Barnett, CCW President. Our SCCW President Lori March is seated second from the right.

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well represented at the Convention with 14 Siskiyou County CattleWomen in attendance. The Peppermill venue was wonderful with large clean rooms, huge banquet rooms for meetings, welcoming staff, and great restaurants.

The Conference started Wednesday night with a great Trade Show featuring industry vendors sharing their products and a live band. Wine, beer, and appetizers made for a light dinner and lots of catching up with friends and opportunity to meet new folks.

Thursday started with a Tradeshow Breakfast and some enjoyed the Bloody Mary Bar at 7:00 am. An Executive Committee Training opportunity was enjoyed so as to learn how to use the CCW Goggle Docs system and the Padlet. This was followed by a meet and greet of the committee members.

The Cowbelle of the Year Luncheon was well attended and honored the CattleWomen of the Year for both 2020 and 2021. Siskiyou County CattleWomen of the Year Caroline Luiz (2020)and

Rebecca Broomell (2021) were recognized. A delicious steak lunch was served, and Courtenay DeHoff did an outstanding job as emcee.

The luncheon was followed by an excellent workshop with the Fancy Lady Cowgirl Courtenay DeHoff and Accidental Life Coach Kiah Twisselman Burchett. Both ladies were encouraging and uplifting, reminding us to take time for ourselves and to lift each other up.

The CCA and CCW Presidents hosted a reception at 4:00 pm, and the evening was topped off by the CCA/CCW Awards Banquet. Many honors were handed out and the winner of the Powder River Raffle was drawn. The current CCA and CCW Officers as well as past officers were recognized. Siskiyou County's Roy Smith entertained the crowd with his poetry, including his latest poem about the wildfires.



Lynda Beverlin, Lori March, Sheila Kuck



Cheryl Foster and Heidy Carver - 1st in Scrapbook

Friday morning started with the CCW Awards Breakfast where the winners of the state contests were announced. Caroline Luiz was recognized as the All-Star Reader. Siskiyou County took 1<sup>st</sup> place in Membership, Scrapbook and Newsletter. SCCW received 2<sup>nd</sup> place in the Walt Rodman category for the efforts to promote beef which included the "Beef for Dinner" drawings at the local meat markets.

The CCW Board and Membership meeting followed the breakfast with official business, future beef promotion, and committee reports. It was truly "so good to see you again" and meet friends from all over the State of California. New friends were made, information learned, and ideas shared.

Keep up the good work Siskiyou Ladies!



Leanne Brown, Lori March, and Cheryl Foster receive the Membership Award with Lynda Beverlin and Kara Porterfield looking on



Leanne Brown - Beef Promotion



Need a Quick Dinner Idea? Check out the Beef! It's What's for Dinner website: beefitswhatsfordinner.com

#### PRESIDENT'S MESSAGE

#### Hello ladies,

I have to start by saying that the Cattlemen/Cattlewomen Convention in Reno last month was more fun than I've had in a long time. Great meetings, speakers, food, company and lots of laughs. Plus a great band and dancing! Fourteen ladies from our unit attended: Cheryl Foster, Tara Porterfield, Stacey Jackson, Leanne Brown, Nicole Stevens, Heidy Carver, Lynda Beverlin, Rebecca Broomell, Keely Dietrick, Melanie Fowle-Nelson, Sharon Erickson, Sheila Kuck, Caroline Luiz, and myself. Thank you all for making the time and effort to go. We won prizes for our Scrapbook, Newsletter, Membership and Beef Promotion. Congratulations Heidy Carver, Stacey Jackson, and Leanne Brown for helping us win these awards. And thanks to all of you ladies who assisted with the win!

We got home from Reno just in time for a combined Christmas dinner with the Siskiyou Cattlemen's board at Five Mary's in Fort Jones. Getting these two boards together is just too much fun. Five Mary's did an outstanding job of hosting us and my steak was perfect. We had a fun gift exchange and it was a great time to kick back and relax.

We are now getting set for our first big meeting of the year on Saturday January 22nd at the Red Barn in Yreka. We will start at noon with lunch first, dining on the great food from out talented members. Read on to see details of our soup, stew and chili contest. What will you be making? Here is your chance to shine and win prizes. We have booked one speaker so far, Ken Oliver from Montague, a talented leather craftsman and saddle maker. You may have seen the gorgeous antique chair with hand tooled leather seat that he donated to the Maryann Foster Scholarship Fund Silent Auction at the Annual dinner.

See you soon!



Lori Vallo March SCCW President



# Beef Ambassador Contest

The Siskiyou County Cattlewomen encourage all students to participate in the Beef Ambassador Contest. SCCW members, please talk to your students about this opportunity to represent the beef industry and gain excellent beef advocacy skills.

What is the Beef Ambassador Contest? A local contest for high school students to learn and share their knowledge about beef as well as promote beef and the beef industry.

What is in it for students? This is an opportunity to improve communication and speaking skills as well as boost scholarship potential. It is an opportunity to increase knowledge about beef and the beef industry. There are opportunities to attend local and regional events and connect with individuals that work in the beef industry.

What happens if the student participates at the local level? They are encouraged to participate in the State level competition for Beef Ambassador, held in early April 2022. This State contest will be held virtually. There is an expectation that winners would

participate in other local Cattlewomen events.

What is the contest like? The local Beef Ambassador event is a preparation session for the State contest and it has two components: media interview and consumer interaction. There may be an opportunity to design and record a beef promotion Tik Tok video as a group of Beef Ambassador participants.

The State contest has four components: media interview, consumer interaction, social media post and a written response to a beef topic. Age categories are Junior 12—16 years, Senior 17—20 years. Contest preparation coaching is available and recommended. Preparation information and materials are also available. Contact your school FFA Advisor for more information.

When and where is the local contest? The local session is held in Yreka, usually in February, mid-week to avoid sporting events.

For more information contact:

Cheryl Foster 541-601-6954 or

Leanne Brown 530-598-4444



State Junior Beef Ambassador Fallon McNeil at the CCA/CCW Convention

# Art Contest!

The Siskiyou County CattleWomen announce the Annual Student Art Contest!

This year the categories are:

Kindergarten - 5th grade individual or group 6th - 8th grades individual or group 9th - 12th grade individual or group



Art and the completed

entry form must be submitted by the deadline: April 29, 2022 Winners will receive cash awards!!

Entry forms can be obtained at your local school or from Art Contest Chair Keely Dietrick at 530-845-0153

Art received in the contest may used in SCCW events and media. The art may be displayed at the Siskiyou Golden Fair, Tulelake Butte Valley Fair, or other venues.

## WINTER MEMBERSHIP MEETING

# January 22, 2022 12 PM - 3 PM

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The Red Barn 2530 W Highway 3

Yreka, CA 96097

All members are encouraged and welcome to attend the Winter Membership Meeting in Yreka. The gathering will start with lunch followed by the business meeting. Guest Speaker will be Ken Oliver, who will also assess tack or saddles for safety issues. Review the winning scrapbook and newsletter entries. Drinks, bread, bowls, plates, napkins, and utensils will be provided by SCCW. Door prizes will also be awarded.

Bring your favorite Beef Soup, Beef Stew, or Beef Chili in a slow cooker/crockpot to share and be judged. A winner in each category will be determined with some really cool prizes!

Come join us for a great time of fellowship, planning, beef promotion, food, and guest speakers!





## Upcoming events:

Winter General Membership Meeting - January 22, 2022.

2022 Annual Animal Health "Pie" Meeting! Thursday, February 24th, 6:30pm Montague Elementary School. Grace Woodmansee, Livestock and Natural Resource Advisor will have an interesting lineup of information. SCCW members are asked sign up to help with pies at the Winter Meeting or by calling Lori March at 530-598-6187





Siskiyou County Cattlewomen 1409 County Highway A-12 Montague, CA 96064