



# SISKIYOU COUNTY CATTLEWOMEN

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## Message From Your President

*Hello Fellow CattleWomen,*

*The New Year has arrived and finally some welcome moisture too! I am looking forward to serving as your Siskiyou CattleWomen president and working with a great team of officers and committee chairman, as well as getting to know many more of our members in person this coming year! For those of you that do not yet know me, I am a 5<sup>th</sup> generation rancher from Siskiyou County and grew up in the Montague area. I have been a SCCW since 1988 and originally served on the board of directors from 1990-2000, then returned to the board in 2014. My husband Chet & I have a commercial cow-calf and organic alfalfa hay operation about 10 miles East of Macdoel in Butte Valley, and I am currently serving as the CCW secretary as part of CCW President Cheryl Foster's executive committee.*



*The SCCW fall general meeting on Oct. 7<sup>th</sup> in Dorris, CA was informative and fun, topped off with a delicious luncheon and Beef Bingo games provided by Butte Valley FFA. Patti Miller was honored as the 2017 Pioneer Beef Woman and several new officers were installed, including new board member Stacey Jackson as secretary – congratulations ladies! Please see the full meeting minutes attached with this newsletter for more details.*

*The next event was the annual CCA/CCW Convention the end of November in Sparks, NV and we had great representation from Siskiyou County with 16 members in attendance. President Cheryl Foster did a fantastic job of leading the CCW events during the convention and members even had time to attend the Cattlemen College and some of the CCA committee meetings if they chose to – a lot of very good information was shared.*

*The SCCW budget and audit committee met to formulate the proposed 2017-18 budget and complete the audit, which found no issues. The full board also met in December at Stacey Jackson's home for a beginning of the year planning meeting – thank you for hosting us Stacey! We will be reviewing the board meeting topics, and presenting the new budget for review and approval at the January meeting.*

*Dates for many of the annual SCCW and SCCA events have been set for 2018 – please see the list on page 5 to update your calendars. We are definitely looking forward to the March Spring CCW meeting that will be held relatively close to home in Woodland and there is a great agenda planned – see Cheryl Foster's preview on page 2 for the highlights! The other exciting event coming up at the state level is the ANCW Region VI meeting that is being hosted in*

Continued on page 2

## You Are Invited!!

### Winter SCCW General Membership Luncheon Meeting

**Sat 1/20/18 11:00 am**

Brand-N Iron Restaurant  
612 S Main St, Yreka, CA

\*\*\*\*\*

Special Guest Speakers will be  
Siskiyou "Imagine This" Story  
Contest Student Winners

Agenda includes 2018 SCCW  
Budget, upcoming events,  
committee/activity reports &  
introduction to Masters of Beef  
Advocacy program.

\*\*\*\*\*

Buffet Luncheon with Beef &  
Chicken entrees, sides & dessert.  
\$17.00/person including tax & tip

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



## **REMINDER:**

To be sure you receive the Siskiyou CattleWomen newsletters via email please add the email address below to your safe list so it does not go into your spam or junk mail.

[siskiyoucountycattlewomen@gmail.com](mailto:siskiyoucountycattlewomen@gmail.com)

Members that do not have email will still receive mailed copy of newsletter.

**Message From Your President - continued**

*April by CCW in beautiful Monterey, CA. Any interested SCCW members are welcome to attend – watch for the January CCW newsletter for registration information on both of these events.*

*I hope to see many of you on the 20<sup>th</sup> of this month at our meeting in Yreka. Congratulations to the 8 regional winners from Siskiyou County, 3<sup>rd</sup> to 8<sup>th</sup> grade, in the current “Imagine This” story contest. We have invited them all to come share their stories at the meeting and are hoping at least several students will be able to attend.*

*Wishing you all a happy and prosperous New Year! Sincerely, Tara*

Tara Porterfield 530-398-4083  
email: [cowgirljake1986@gmail.com](mailto:cowgirljake1986@gmail.com)

**66th CCW CONVENTION HIGHLIGHTS ...**

**Top L-R:** SCCW members won big in the gift basket prize drawing at the Cowbelle Luncheon, taking home 8 gifts total. Lynda Beverlin with CCW beef promotion chair Melanie Forwle and other unit winners at Awards breakfast.

**Right:** Celeste Settrini shared her motivational thoughts on reaching out to interested persons with our own ranch-life stories; and Sharon Erickson gets a congratulatory bug for winning three first place awards from Bret Davis of Bayer Healthcare who sponsors the prizes for the scrapbook contest.

**Below L-R:** ANCW president Penny Zimmerman from Minnesota spoke to the group at the Cowbelle Luncheon, and SCCW's Lynda Beverlin and Michele Murphy were included in Star Reader awards for the number of hours of classroom reading to students in the past year.

**SPRING CCW MEETING**

**March 16-18, 2018**

By Cheryl Foster

The Spring CCW meeting is scheduled to be held at the Heidrick Ag History Museum in Woodland. Friday evening, March 16 will be the CCW executive meeting and President's reception.

Saturday the 17<sup>th</sup> will be an exciting day-long educational experience, with part of the program featuring Jill Scofield from the CA Beef Council with a 'Sharing Beef's Good Taste & Nutrition' presentation and a cooking challenge. Pat Shepherd will be sharing her favorite Ag in the Classroom lesson plan and the morning will conclude with a Beef Pairing panel to discuss these types of events that are becoming popular beef promotion fundraisers, and a media madness session. The afternoon program will be devoted to covering 'Women's Health at Any Age' - an important topic for ladies in our industry because our families, ranches and organization's all depend on us! There will also be a Museum tour and then ladies have an opportunity to move on to the Woodland Farm Bureau Office to enjoy an evening of 'Painting an Angus Cow with Friends' Party - space is limited to 40 people for this event so sign up early if you would like to attend the painting party!

Sunday's schedule will be the Board of Directors meeting from 8:00 to noon at the Woodland Farm Bureau office.

All CCW members are welcome to attend these meetings and we hope many of you can join us for this enjoyable event that focuses on beef promotion & education along with other timely topics.

## 66TH CCW ANNUAL CONVENTION HIGHLIGHTS:

The annual CCW convention, held Nov 29-Dec 1<sup>st</sup> in Sparks, NV was a jam-packed 2.5 days filled with very informative speakers and timely industry information. The Cowbelle of the Year luncheon kicked off the CCW events with 100 in attendance, including 15 SCCW members. ANCW president Penny Zimmerman spoke and all the CattleWomen of the Year, including our own Lynda Beverlin, were honored and presented with silver commemorative bracelets. The gift basket prizes donated by all the units were fabulous, and between our two tables of SCCW members there were 8 winners in the drawing! The CCW workshop followed that afternoon with an outstanding and interactive presentation on Effective Meeting Management by Suzanne Menges. She was followed by wealth transfer specialist Karl Bareither that shared some of his 50 years experience and unique process in succession planning for farming and ranching families. His presentation was an excellent preview of the full day workshop he did in Siskiyou County on Dec 8<sup>th</sup>, and he will be doing more workshops around the state this year if anyone is interested in this important topic of successfully passing on their farm or ranch to the next generation.

The final day started with the Awards Breakfast



*Lynda Beverlin (front row, far left) accepts Ag In The Classroom 5th place award for SCCW.*

with close to 100 in attendance, and Siskiyou County did very well in all the categories entered thanks to all the hard work of our members - see complete awards received list on page 4. Celeste Settrini, who was awarded the ANCW Outstanding



*Melanie Fowle presented Lynda Beverlin with her 2017 CattleWomen of the Year silver bracelet at the Luncheon.*

Promoter of the Year for 2017, shared her motivational message about the importance of sharing our true ranch-life stories with others to show the passion and integrity we have for our cattle industry.

The convention finished with the CCW Board of Directors business meeting and installation of new 1<sup>st</sup> vice president Callie Borror. The guest speaker was Dr. Frank Mitleonher on the topic of 'Livestock's Contribution to Climate

Change – Facts & Fiction'. He gave a fabulous and very powerful presentation that included how he is personally going to bat for the beef industry to fight the disruptive misinformation that is being fed to the public; and how incredibly important it is for us as producers to stay informed of what the opponents are doing as they are posing real threats to the sustainable future of our beef cattle industry if we ignore them. He stated that *"the beef industry is under heavy scrutiny by many disrupters that want to see our demise – we have to really take off our gloves (to stand up for the truths of livestock production)"*. Our industry is very fortunate to have this man tirelessly defending us worldwide with true facts that refute much of the anti-beef production propaganda, but it has become almost a constant battle. One of the newest disruptors is Impossible Burgers, which is actively marketing a new plant-based meat substitute product and has over \$300 million in financial backing from Silicon Valley type sources. A link to Dr. Mitleonher's presentation is available on the CCW website at [www.cattlewomen.org](http://www.cattlewomen.org), and any of you that were able to attend the Siskiyou Co. Animal Health meeting in Feb. 2017 also had the privilege to hear him speak close to home. His enlightening information could have easily been the keynote presentation for the entire convention!



*Siskiyou County CattleWomen were well represented at the 66th Annual CCW Convention in Sparks, NV with at least 16 members attending! Back row L-R: Heidi Martin, Carolyn Houghton, Sharon Erickson, Maria Burton, Janna Gliatto, Tara Porterfield, Cheryl Foster & Sheila Kuck. Sitting L-R: Melanie Fowle, Michele Murphy, Barbara Cowley, Rita March, Kara Porterfield, Lori March & Lynda Beverlin. Not pictured: Jody Coats.*

### **Siskiyou CattleWomen Awards at 2017 CCW Convention**

#### Bayer Beef Promotion & Education Book Awards:

- 1st place, large unit Scrapbook, \$100
- 1st place Newsletter, \$50
- 1st place Personal mini scrapbook, \$25

*Congratulations & THANK YOU to Sharon Erickson and her helpers for doing such an outstanding job on these entries as the competition is steep!!*

#### All-Star Reader Awards:

(for # of hours of classroom reading)

- 4th place - Lynda Beverlin
- Recognition Certificate - Michele Murphy

#### Ag In The Classroom Awards:

(for number of students reached in presentations)

- 5th place with 3108 students

#### Media Madness Awards:

(for newsprint, radio & social media promotions)

- Recognition Certificate

#### Beef Promotion Awards:

- 2nd place for "Hole In The Sky" play project, \$200

#### Walt Rodman Awards from CA Beef Council:

- \$50 Participation for "Chromes for Gordon Lau" project

### **Great Job Siskiyou County CattleWomen!!**

We have an outstanding group of ladies in our CattleWomen unit and we appreciate all your hard work and efforts to promote our product and educate students and consumers with the good news about beef and the facts of livestock production!

We welcome any and all members to participate in our CattleWomen activities throughout the year and would love for our Junior members to be involved as well.

Thank you for your passion and caring for your own operations and our livestock production industry - together our voices and actions can make a difference in helping the general public understand how much we care for our land & livestock, and the benefits provided in food & fiber production in today's world!

*Sincerely, Tara*

## 2017 Fort Jones Christmas Parade



### 2017 TURKEY TROT THANKSGIVING DAY IN SCOTT VALLEY!

SCCW has been one of the sponsors for this event and our logo is shown in top row on the t-shirts that all participants receive. Fun, local event - thank you Lynda Beverlin for the photo!



2017 CattleWoman of the Year Lynda Beverlin and SCCW Past President Sharon Erickson rode in style in member Carol Silicz's classic pickup truck to honor Lynda's award, and with Cattle Facts posters on each side to represent our organization in the parade.

Great Job Gals!!



## 2018 SCCW Board Members & Contact Information

### Officers:

President:	Tara Porterfield	<a href="mailto:cowgirljake1986@gmail.com">cowgirljake1986@gmail.com</a>	530-398-4083
1st Vice President:	Lynda Beverlin	<a href="mailto:ixlady@sisqtel.net">ixlady@sisqtel.net</a>	530-468-2516
2nd Vice President:	Lori March	<a href="mailto:lorivallo@yahoo.com">lorivallo@yahoo.com</a>	530-598-6187
Secretary:	Stacey Jackson	<a href="mailto:SMJac521@aol.com">SMJac521@aol.com</a>	530-598-0196
Treasurer:	Cheryl Foster	<a href="mailto:cherylafosterLB@gmail.com">cherylafosterLB@gmail.com</a>	530-459-3270
Past President:	Sharon Erickson	<a href="mailto:valhallaranch5@gmail.com">valhallaranch5@gmail.com</a>	530-598-6741
Membership/Webmaster:	Heidy Carver	<a href="mailto:heideranch@hotmail.com">heideranch@hotmail.com</a>	530-468-4126

### Directors:

Carolyn Houghton	530-459-3636
Elaine Kuck	<a href="mailto:hereford_57@yahoo.com">hereford_57@yahoo.com</a> 530-459-5431

### Delegates:

Michele Murphy, Rita March, Heidy Carver & Lori March

## Mark Your Calendar

### 2018 DATES

**Jan 20th:** Winter SCCW General Membership mtg - Yreka - see page 1

**Jan 31-Feb 2nd:** Cattle Industry Annual Convention & NCBA Trade Show, Phoenix, AZ

**Feb 13th:** SCCA Animal Health Mtg, Montague School

**March 16-18th:** CCW Spring Mtg, Woodland, CA

**Apr 6-7th:** CCW Beef Ambassador Contest, Bakersfield, CA

**Apr 23-24th:** ANCW Region VI meeting, hosted by CCW - Monterey, CA

**May 1st:** SCCW Board Mtg, 5:30pm, Yreka

**May 17th:** Ag Awareness Day, Siskiyou Fairgrounds

**May 19th:** Spring SCCW General Membership mtg, Scott Valley

**June 20-22nd:** CCA/CCW Mid-Year Mtg, Redding, CA

**July 24th:** SCCW Board Mtg, 6pm, Yreka

**Aug 9-13th:** Siskiyou Golden Fair, Yreka

**Aug 24th:** SCCA Tour, Shasta Valley

**Sept 11th:** SCCW Board Mtg, 6:00pm, Yreka

**Oct 6th:** Fall SCCW General Membership mtg, Dorris

**Oct 27th:** SCCA/SCCW Fall Dinner, Yreka



## WANTED - USED ENCLOSED CARGO TRAILER

If anyone happens to have, or knows of a unit fitting this description, please contact  
Heidy Carver at 530-468-4126 or email her at [heideranch@hotmail.com](mailto:heideranch@hotmail.com).



It was approved at the 10-7-17 SCCW meeting to purchase an enclosed cargo trailer, preferably a used one in good condition. The purpose of the trailer would be to store our supplies that are currently in the upstairs rented lock up unit (that is not a very safe place to access), and to be able to easily transport the supplies to various locations like the Siskiyou Golden Fair, Ag Awareness Day, and the Cattlemen's Tour.

The specifications we are looking for are: a 14-16 foot long by 7 foot wide bumper pull enclosed cargo trailer with a ramp and side door, that is in good to excellent condition and in a reasonable price range.

Our plan is to sell brand spaces on the trailer to recover some of the purchase costs of the trailer and to promote our local ranches when we are at public events. Here is a picture of an enclosed cargo trailer that Santa Barbara County CattleWomen have to give you a better idea of what we are looking to do.

### *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 or 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 cattlegwomen.*

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