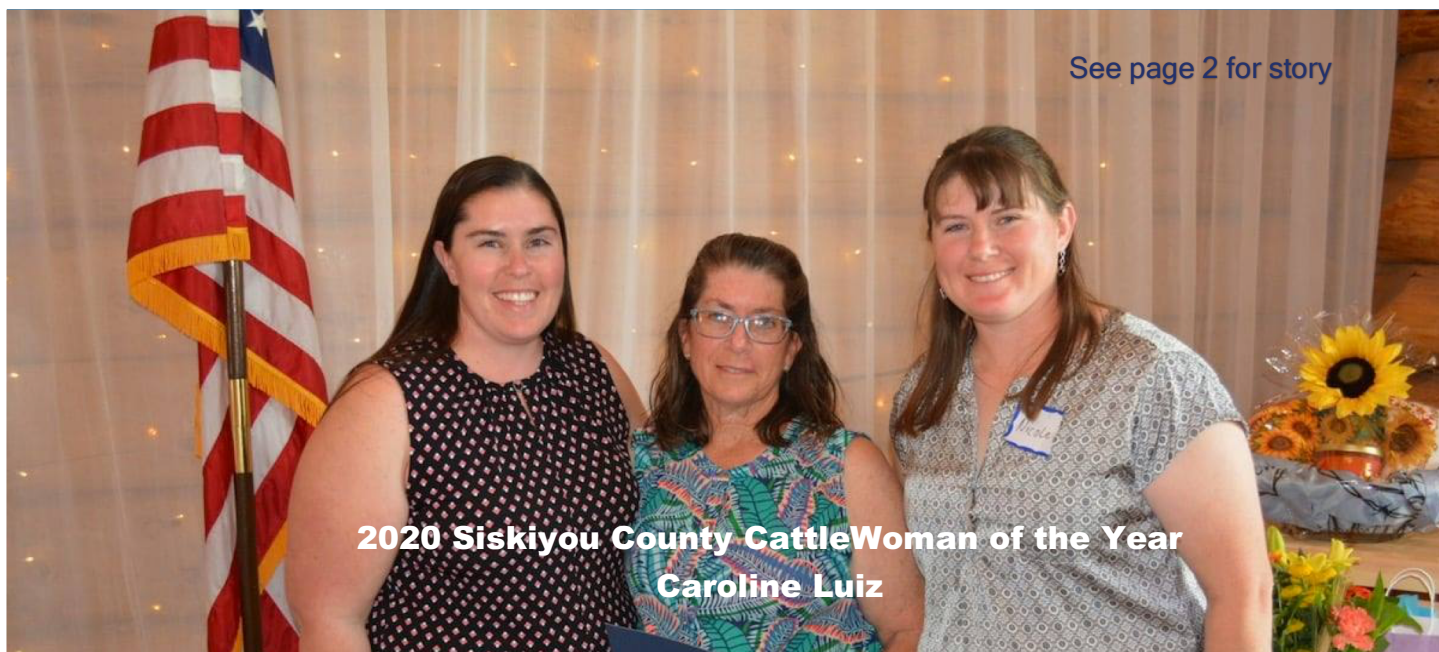


Siskiyou County CattleWomen

PROMOTING AGRICULTURE IN OUR COUNTY AND AROUND THE NATION



See page 2 for story

**2020 Siskiyou County CattleWoman of the Year
Caroline Luiz**

IN THIS EDITION

Page 2 - SCCW CattleWoman of the Year, Caroline Luiz

Page 3 - President's Message

Page 3 - CCW Awards

Page 4 - Ranch Raised Kids

STATE CATTLEWOMEN NEWS

CCW SPRING MEETING

The California CattleWomen's Spring Meeting will be held on March ----- via Zoom. All CattleWomen are invited to attend. Please see the CCW Web Page or Facebook Page for more details.

SCHOLARSHIPS

APPLICATIONS DUE 4/1

Do you know a high school senior who could benefit from our Mariann Foster Memorial Scholarship?

Applications are due April 1, 2020. Go to the Siskiyou County CattleWomen's webpage for details and the application.



2021-22 SCCW BOARD

Delegates Rebecca Broomell and Jody Coats, Membership Heidy Carver, Treasurer Cheryl Foster, Secretary Nicole Stevens, 2nd Vice Pres. Leanne Brown, 1st Vice Pres. Stacey Jackson, Past President Tara Porterfield.

Not shown: President Lori Vallo March

2020 SISKIYOU COUNTY CATTLEWOMAN OF THE YEAR

Siskiyou CattleWomen announced Caroline Luiz of Fort Jones as the 2020 CattleWoman of the Year at the 65th Anniversary meeting and celebration in Dorris. Caroline was born into a fourth-generation cattle ranch (Costa Santos Ranch) in the Scott Valley area of Siskiyou County. Caroline worked all aspects of the ranch from changing irrigation to vaccinating cattle and moving them to the mountain grazing. With her family's ties to the industry, she began promoting beef and educating others long before joining CattleWomen.

Caroline worked for many years alongside her parents Joe and Maxine Santos and her uncle Arlen Costa before taking over the day to day operations completely in 2010. Caroline continues to work with her two daughters Nicole Stevens and Keri Daniels and their families to manage the ranch. She started her own registered herd of polled Hereford cattle in 1969 and showed them through 4-H at many local fairs and state events.

Caroline has been an active member of the Siskiyou County CattleWomen for more than 34 years. She is a dedicated "behind the scenes" member who is always willing to help with various activities, events and committees. She consistently attends the SCCW general membership meetings to stay informed and be involved.

Caroline spent countless years helping to make sauce for the barbecue sandwich booth and working multiple shifts at the Siskiyou Golden Fair. She has been the Top Hand Committee Chair since the program was started in 2001. She always makes pies for the annual Cattle Health Meeting and has spent time helping to promote beef with the walking taco booths. She has chaired the Feature booth committee for both the Siskiyou Golden Fair and the Tulelake Butte Valley fair and helped work the promotional booth on the Midway at the fair. When the CattleWomen took on the challenge of making the lunches or dinners for the auction buyers at the fair, she was there to help make it work.

Many of her fellow cattlemen said it best when speaking about Caroline: "When I call for help with SCCW she always helps out." "I love the heart she has for people, family and community." "She is always willing to help with whatever needs to be done to achieve our mission of beef promotion and education."

Congratulations Caroline!



American National Cattle Women

The American National Cattlewomen's association continues to provide a solid platform for the promotion of our product and the betterment of our industry. We are working hard on programming that ensures beef for generations to come ([#beef4generations](#)).

Our Executive Team would like to take this opportunity to invite you to take part in our ANCW virtual February Annual meeting 2021. Your attendance and input are vital to the success of our organization.

To learn more or to become a member, please visit www.ancw.org.



President's Message:

Hello, my name is Lori Vallo March and I am honored to be your new Siskiyou County Cattlewomen President. I began as a Delegate and stayed through Presidents Heidi Martin, Sharon Erickson and Tara Porterfield, serving as secretary, as well as 1st and 2nd Vice President. I am a little scared to fill these boots, but I have seen this board work and know how much we achieve as a team.

I have lived in Scott Valley since 1983, and before that in Yreka since 1961. I was blessed to marry into the March family in 1984. Mike and I raised our daughters Allison and Brit. Even though Mike and I are no longer married, Bob and Rita are my family. I have learned so much from them and love them as parents and the awesome Grandparents they are. Rita wrangled me into working the fair sandwich booth 30 years ago and got me to join. Now that I am in this position, I can only be myself and pray I that I can bring it.

A little note about me, I was the little girl whose head was out the window at school. When I got called on, I had no clue what the question was. I still feel like her but did learn to listen and know it is a huge part of communication. As a board, we face challenges in these times of how to communicate and rearrange how we do things. However, it has not put a damper on our creativity. With hard work and a sense of humor we will get through. We have lots of promotional ideas in the works.

My hope this year is that all the ladies in our membership know they are welcome and needed to better this organization. I hope the board will inspire you to be involved and share the talents you all have. Please raise your hand to help us put out the good word about beef. We are all in this together. Let's build good relationships with each other and do this! Faith, family, friendship and fun. Till next time. Lori

2020 California CattleWomen State Awards

Siskiyou County CattleWomen received great recognition at CCW for our efforts this year.

- 2020 Elanco Beef Promotion & Educational Book Contest – 101+ members - 1st place
- Unit Publicity Tools – Newsletter – 1st place
- Beef Promotion Awards – 3rd Place

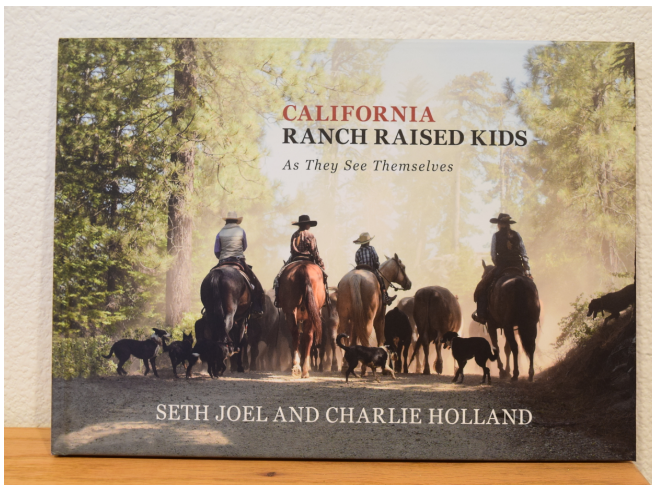
Thank you so much to **Heidy Carver** for putting together an awesome scrapbook and many thanks to Tara **Porterfield** for 5 years editing of our excellent newsletter.

California CattleWomen's Spring Meeting - via Zoom - To Be Announced

Spring General meeting - Scott Valley - April 10' 2021, Fort Jones Community Center

Mid-Year Meeting is planned for Paso Robles in June 2021

Fall General Meeting - Butte Valley - October 2' 2021, Dorris Community Center



California Ranch Raised Kids: As They See Themselves.

By Seth Joel and Charlie Holland

Sponsored by California CattleWomen, The Beef Council, California Cattlemen, and the California Rangeland Trust

Now available!

The Siskiyou County CattleWomen have purchased hard copies of these books to give to our schools and libraries.

Copies are being delivered to schools by board members.

Two ranch families from Siskiyou County are represented in this beautiful reflection of California ranching life as seen through the eyes of our children. From the mountains, to the desert, to the ocean, and all the land in-between, Charlie and Seth traveled our state, interviewing and photographing our ranching children. The youth and children tell it like it is - honest, raw, and real. Their stories will make you laugh and also reflect on the wonderful future they are helping to make.



Siskiyou County Cattlewomen
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