

BEEF IT



Volume 25 • Issue 3 – March 2010



My First Few Adventures as a National Beef Ambassador

Hello Everyone! I can't believe February is already here! January has flown by, as I have been traveling most of it to advocate for the mouth-watering protein we all love, Beef. To start off the year, the National Beef Ambassador Team traveled to Certified Angus Beef in Wooster, OH. The Team spent two days at the Building Blocks for Success seminar put on by the Certified Angus Beef staff. We learned about the ten specifications that make up CAB, how they work with ranchers to help them improve production, about public relations, their newest value added products, then ate some fantastic meals.

Our next trip, Carol Abrahamson (program coordinator), Jackson Alexander (OK) and I flew to Harrisburg, PA, for the Pennsylvania Farm Show. We helped the Pennsylvania Beef and Veal Council at their booth with activities for kids and families to educate them about beef and veal. We had a "build a burger" game for kids, where they would "build a burger" out of large felt pillows shaped like burger ingredients (beef patties, buns, lettuce, pickles, tomatoes, cheese). We would explain the nutritional benefits of all the burger ingredients. For families we had identification games where families would work together to identify feed (corn, hay, etc.), breeds of cattle and different cuts of beef and veal. While there, a family from New York City played the games and we were excited that they knew their beef and veal! They went through each game and identified everything correctly.

Our last trip in January, the Ambassador Team attended the Cattlemen's Convention and Trade Show in San Antonio, TX! This was a very excit-

ing and informational trip. We attended many meetings, Cattlemen's College, General Sessions I & II, and we also greeted ranchers from across America at the Trade Show. Besides all the fun, we had to get some work done! The Ambassador Team had several media training sessions while at the convention. First, we all attended the Masters of Beef Advocacy (MBA) Commencement Ceremony and learned some tips from Daren Williams (NCBA) and Troy and Stacy Hadrick (Advocates for Agriculture) about reaching out to consumers. We also worked with Amanda Nolz (Beef Magazine-Beef Daily Blog), on how to blog to advocate for beef (blogging is an online journal to be viewed by the public). And lastly, we worked with Brad Copenhaver (2009 National Beef Ambassador) on how to advocate for beef on Twitter, Facebook and the Beef Ambassador Blog. I encourage you to visit the blog at www.beefambassador.com and if you use Facebook or Twitter look us up!

It has been a busy, but unforgettable start to 2010 as a National Beef Ambassador! I can't wait to see what's to come in 2010!

Just a reminder that the 2010 Wyoming Beef Ambassador Contest is coming up Sunday, March 21st in Casper! If you are interested please contact, Judy West for more contest information, (307) 422-3479, 5wrench@wildblue.net. Also I encourage everyone to complete the Masters of Beef Advocacy Program, to enroll just send an email to mha@beef.org. If you have any questions for me, don't hesitate to email me. My email is rvaspir@uwyo.edu.

Happy Trails,
-Becky

From your President

It is February of 2010 and I find myself wondering about my friends across the state. Many of you have been through calving, some of you are in the midst and some of you are waiting until May when there may even be some green in the pastures. No matter what winter has been like, seeing the new calves romping in the pasture and warming in the winter sun always brings me a sense of hope and peace for the future. It is my fervent prayer that everyone of you and your families prosper this year in every way possible; the right amount of sun and rain, healthy calves, good market prices, greater demand for beef, and appreciation for the very breath we have been given. An old rancher friend of ours out of Clearmont once told us, "Any day you wake up without six feet of dirt in your face is a great day!" I agree with him whole heartedly.

Our Spring meeting is coming up in March. It will be Sunday, March 21st (the first day of Spring weekend) at 10:00 AM at Casper College in the Grace

Werner Ag Pavilion (WEATHER PERMITTING OF COURSE). We will have lunch together and then have our 2010 Wyoming Beef Ambassador Competition immediately after. You need not bring anything with you for lunch as it will be provided. We invite you to stay for the Beef Ambassador's competition and meet our candidates. It has been very rewarding in the past and I am sure they will appreciate your support.

On February 6th I had the pleasure of attending the Fremont County Cattlewomen's meeting in Riverton. I was just blessed to see the work, dedication and enthusiasm these women have for our industry. One thing I see as unique about these ladies is this; they have multiple groups within the county who conduct business in their region and still make time to meet as a larger group. There are women of diverse interests, skills and personalities and they strive to make the best of each others' strengths. Sometimes, as humans, we tend to focus on others' weakness but these



ladies choose to focus on strengths and it is wonderful to witness. Of course, they were most gracious hosts and we enjoyed a wonderful lunch of... what else? Beef! Thank you, ladies, for a most wonderful afternoon and the chance to see you at work.

Just a reminder that June will be upon us soon and our Summer Convention. I hear that Ladonna Good's installation is being planned for then so mark your calendars.

My next article will be my outgoing article for the Beef-It News. I can't believe this year is moving so fast.

It is such a privilege and blessing to work with you all and I look forward to what Spring has for all of us.

Until then, blessings to you all.

Jo Bowman

Where Are They Now?

Past Presidents of Wyoming Cow-Belles/CattleWomen

Martha Cooper Weischedel, Past President Wyoming CattleWomen (1994 - 1995)

Serving as Wyoming CattleWomen president over fifteen years ago and on many National CattleWomen committees helped to prepare me for the many changes to come in my life. My mother-in-law Trula Cooper gave me the gift of membership in the Natrona County Cow-Belles and my long-time relationship with CattleWomen was born. I was, and have continued to be, so blessed by all of you from Wyoming, Colorado and all over the United States.

Family, as you know, has always been a top priority, and I am pleased to report about mine! Stuart started participating in Wyoming High School Rodeo Association his junior year and so I became a traveling mom to cheer him on. Traveling from one end of the state to the other with Stuart was fun. These days he is working full-time on the ranch with his father. As many of you cattlemen may recall, Stu-

art braided pink string key chains for many of you. Well, he has now graduated to working with rawhide and is creating many pieces of equipment for the equine animal. Stuart is a great son!



Martha pictured with her dog Libby

Sarah, my daughter, attended the University of North Dakota at Casper College, receiving her Master's Degree in Occupational Therapy. Her internships took her across the state into Utah, Montana and South Dakota. We knew if she ever had car trouble we would know a cattlem-

woman in the area to call. Sheridan Manor hired Sarah in May of this year and she is still happily employed there, serving the elderly community. Sarah enjoys the beautiful countryside in and around Sheridan. It is still not too far to return to the ranch and lend a hand at branding or shipping. Just like all cattlemen,

Please see MARTHA on page 2

WYOMING CATTLEWOMEN SPRING MEETING

Sunday, March 21st • 10:00 a.m.

Casper College

Grace Werner Ag Pavilion

Lunch provided

WY Beef Ambassador

Contest follows at 1:00 p.m.



MARTHA *continued from page 1*

Sarah is a versatile young woman.

As for myself, once Sarah and Stuart graduated from high school I took up hiking. I have trekked the South Rim of the Grand Canyon three times and, in 2008, marched from the North Rim to South Rim. The beauty of the deep canyon walls can only be compared to a great castle in Scotland. So that I can be in shape for these jaunts, I make a number of day hikes on the Bridle Trail at the foot of Casper Mountain. Winter "hiking," covering many miles on Casper Mountain, is done on my cross country skis.

My life was changed in a way I could not have imagined on July 5, 2008, when I married Scott Weischedel. Scott was raised on a cattle ranch forty miles east of Miles City, Montana. He worked for the Casper Police Department for 25 years and now is employed by the State of Wyoming. Among other new activities, my husband has introduced me to the game of golf. Believe me, working cattle is much easier than driving a small golf ball down the green grass! We hiked the Arizona country last year, seeing the Anasazi ruin at Keet Seel, the huge undulating rainbow formation known as "Wave" in Coyote Buttes and the dancing dust in Slot Canyon. I have traded riding horses on the ranch to riding bicycles. Throughout the spring

and summer I pedal my way to work. South Dakota's Mickelson Trail made for a wonderful first wedding anniversary trip, sixty plus miles on bicycle. (Horse and saddle are more comfortable.) Additionally, my fishing skills have greatly improved. Scott and I have just moved into our new home, yet hope to find the time to continue to "play."

Wyoming CattleWomen's support and confidence in my abilities gave me the courage to build a resume using my volunteer work in the beef industry. In 2002 I was hired by Farm Credit Services of America. The Wyoming office is located in Casper where I am a Customer Service Coordinator. Much like working on a ranch, my responsibilities vary. I answer the phone/direct calls, greet walk in customers, handle all monetary processing, complete release documentation on loans that have paid off, maintain office supplies for remote officers and the Casper office, coordinate the State Fair Picnic and much more. Continuing to work close to the agriculture producer is wonderful; every visit on the phone and every trip out to a customer's ranch is truly a blessing. Please stop by our office Monday through Friday. The coffee is always on and I would love to have a visit with any of my fellow cattlemen!

NATIONAL & STATE NEWS

"Read Into My World" Program

The Minnesota CattleWomen have created an effective and easy way to tell our story of production agriculture. We would like you to participate in the "Read Into My World" program. All you need to do is read a story that accurately portrays any aspect of production agriculture to students in an elementary class, after school program or day care during National Ag Week, March 14-20.

With the recent renewed interest against animal agriculture production from anti-agriculture groups, it has now become more important than ever to tell our story. As producers who stake our livelihoods on production agriculture, we need to have a voice and tell the story of how we care for our animals and the importance of beef and other proteins in a healthy diet. And what better way to do this than to read a story to a child!

This is a very simple program and does

not require a lot of extra preparation. Simply contact a teacher or a day care provider (start with someone you know), select a book you are familiar with, then go read! It's as easy as that.

Tips include making sure the book is age appropriate, bring "props" that might help tell the story (might include feed samples, halters, bottles for lambs and calves, ear tags, a couple of by-products—anything to make it more real), explain vocabulary words they may not know.

- **Be positive:** about all agriculture-do not degrade any other commodity.
- **Be passionate:** they don't care how much you know—they want to know how much you care!
- **Be prepared:** bring pictures, toys (tractor, horse, cow, etc) and other props to enhance the story you are reading.

Ask for questions at the end of story or



answer questions as they have them throughout the story. Some questions may seem totally "off-the-wall." Take a breath and try to draw that question in with your story. After all, everything we do/use reflects back to production agriculture. Don't ever make a child feel bad for asking the question as this may be his/her only experience to learn about agriculture and we want that to be their best experience and not their most embarrassing moment. You can do it! You are the most knowledgeable person on that subject in the classroom.

*Judy West,
Beef Education
Contact her for more
information*

WYOMING CATTLEWOMEN, INC Meeting News, December 7, 2009

The meeting was called to order by President Jo Bowman. There were 15 members and one guest present.

Committee Reports

Beef It News: Marcia Campbell reported the November 2009 issue of Beef It News has been sent out. Marcia asked for input on human-interest stories. Everyone seemed to like them.

Condolences: Betty Bogacz's Condolence Report for October 1 - November 30, 2009

Legislative: Barbara Dilts, from Senator John Barasso's office, was present. Senator Barasso is busy in Washington and unable to get home in the near future. Please keep in contact with him with your concerns, etc. He appreciates hearing from his constituents. You can also follow him on his web page.

Also, Janet Jensen is a good source of information. Contact her if you want to be on her list to receive updates.

Beef Promotion & Education: Judy West reports she still has Ag Expo kits available for 3rd and 4th grades. These kits were designed for non-educators use. Let her know if you need a kit.

National/Wyoming Beef Ambassador Report: Judy reported that Becky Vraspir, our Wyoming Beef Ambassador placed in the top 5 at the National Beef Ambassador Contest. This means she will travel the country promoting our product! Her National year begins January 1, 2010. Several former Wyoming Beef Ambassadors are working in the industry and helping to promote the program. Follow Becky in the Beef It News. Funding for the National Beef Ambassador program so far is \$70,000 from Cattlemen's Beef Board (check-off dollars). The program is working on grants. Donations are always welcome.

Grassroots Funding: Deanna Crofts mailed hard copies of the Grassroots Funding application to each local President. Much of this money is used to fund Ag Expos. She hasn't received many requests for reimbursements at this time. USE IT OR LOSE IT! If

we don't use all the money, we risk losing it in the future. Get your request in! Remember, your affiliate dues must be paid to qualify. (Note: Dues are \$50 and payable to WCW Treasurer Kim DesEnfants.) Also, if you know your group will not be requesting Grassroots Funding, please let Deanna know so she can see that other groups get funding.

Unfinished Business: Leslie Hendry reported on her inventory of Beef Gift Certificates. We need to decide what to do with funds and certificates. Gwen Geis moved "I move that Gwen Geis and Kahla Mills take over the management of the Beef Gift Certificate Program to make available those gift certificates that are available to be used up and until a decision is made to continue or discontinue the program." Ladonna Good seconded. Motion carried. The certificates on hand will be sold only to WCW members or affiliate groups to use for their promotion projects. State Fair Project: Judy West spoke a little about the Converse County group working a booth at WY State Fair. WCW needs a presence at this event and money should be budgeted next year for this event.

New Business: Wyoming Beef Ambassador Program: Judy West and Becky Vraspir have some suggestions for things that might help our program be even better. The contest is tentatively scheduled for Sunday, March 21, 1pm at Casper College Grace Werner Ag Pavilion.

Next Meeting: After much discussion, it was agreed to have the WCW Spring meeting in Casper on Sunday, March 21, at 10:00. Subway Sandwiches.

Facebook: There has been a suggestion and some discussion about WCW opening a Facebook site and website updates. There will be a presentation in March on a possible Facebook site. Anna Thornton will help with keeping it current if she can get the information.

Summary from Angela Whitlock's minutes, WCW Secretary (a few updates on meeting dates were made)

Special people have special jobs...

Wyoming CattleWomen are extremely lucky to have a special person who is the editor of the Beef-It News. Marcia Campbell takes her job as editor seriously. She has to beg and then remind us it's time for our articles to be turned in.

If you know Marcia, you know that she's still smiling thru it all, doing her best to get a professionally prepared paper out to our members. Marcia spends HOURS putting the newspaper together and takes great pride in each edition. She even puts the mailing labels on herself to save the organization money.

Born in Hood River, Oregon, then moving to Auburn, California, she went to college at UC Davis. She spent her summers as a life guard at local swimming holes and she loved to read. How did she ever make it to a ranch in Midwest, Wyoming? What a great tale.

Four college friends came to Wyoming to work on ranches during the summer. Cooking, moving cattle, fixing fences, and checking out the grandson of the ranch owner was how Marcia spent



the summer of 1966. After finishing college, she returned to the ranch in 1968, married Steve Campbell and has been there since. She taught school at Willowcreek for two years, driving a canvas topped jeep and crossing the South Fork of the Powder River to get from the ranch to school. She also spent one year teaching at Midwest. Steve and his "beach bunny" Marcia have four children, Amanda who lives in Farson with her husband Mark, Steven (Brook) lives in Texas, Sara is in Colorado, and Cindy

who's at the ranch.

Raising her family and helping on the ranch kept Marcia busy for many years. Now, she's still helping at the ranch but her family responsibilities have lightened so she is the current Treasurer for the Natrona County Cattlewomen.

She has been the group's president. She recently took on designing the group's scarf, worked on the afghan projects and has been involved with the napkin designs for NCCW. She serves as the scholarship chairman, works on the Ag Expo and the beef promotion projects. Her fellow CattleWomen say "she is so organized and cheerful and such a wonderful asset to our group."

Wyoming CattleWomen all salute Marcia Campbell for her hard work, dedication and persistence in getting out every issue of the Beef-It News. WE SALUTE MARCIA!!

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WCW Committee Reports

Beef Promotion Committee by Connie Werner

As I sit here this Sunday evening I am amazed that it is already the middle of February. Where has the time gone? We like many around the state are preparing for calving season and the spring to follow. As we look forward to spring don't forget to schedule an agricultural event for your local elementary school or create a way to get into the schools to educate our youth about beef. There

are so many districts that do fabulous jobs every year. If you are unsure how to start feel free to contact me and I will be happy to help. Also as you begin to plan for upcoming events don't forget that we have bags, pamphlets, brochures, and booklets to help with your promotion.

Connie Werner,
Beef Promotion Coordinator

Grass Roots Funding Committee by Deanna Crofts

Do you know that your organization can receive up to \$300 reimbursement for BEEF Promotion Projects? The Wyoming CattleWomen Grassroots Funding project is available to each organization that is current on affiliation dues and submits a request for reimbursement. The simple form requests information about your project and original receipts.

Remember to clearly post that your activity is **"brought to you by Wyoming beef producers through the beef checkoff."** Ask your officer team if your organization has sent in their reimbursement request for 2009-2010. As of February 01, only a handful of groups have taken advantage of this great opportunity. If you are planning a spring activity (Ag Expo,

Ag Days Luncheon, etc.) and would like to have funds reserved until you are able to complete the form and attach receipts, please let me know. Grassroots Funding forms are available via e-mail, dcroft@state.wy.us, or leave me a message at 307-856-1350. Deadline for this fiscal year is May 20, 2010.

Deanna Crofts,
Chairman

Condolence Report Committee by Betty Bogacz

November 1, 2009-----January 31, 2010

November	4	Charles "Gary" Jennings	Riverton
	18	Wendell E. Grapes	Torrington
December	4	Gilbert Engen	Laramie
	4	Ialene Engen	Laramie
	6	David D. Saunders	Gillette
	12	Lois Ethel Peterson	Saratoga
	28	Polly J. Boner	Lusk
January	10	Martha "Anne" Miles	Alcova-Casper
	14	Marcie Hagemen Straw	Douglas
	28	Evelyn Jean Lisco	Douglas

Respectfully Submitted,
Elizabeth "Betty" Bogacz

Beef Gift Certificate Committee by Gwen Geis & Kahla Mills

Beef Gift Cards – Gone
Beef Gift Certificates – Still around

As many of you know the Beef Gift Certificates were upstaged by the Beef Gift Cards a few years ago, and then the company we had the Cards through went the way of several of the big banks and down the tubes we went again.

We were not out of the Beef Certificates, so we have decided to dust them off and get them out of the closet and use them. I guess if something isn't broke don't fix it holds true. At the Winter meeting in Casper the Wyoming CattleWomen decided to get the Certificates back into circulation.

There are a few new housekeeping things with the Certificates. They have taken to the road and moved to Gillette. Gwen Geis and her daughter Kahla Mills are taking over the program and are willing to work with the local organizations. We are not

going to be selling them through the banks like we did before. We will sell them direct to our Affiliates and members. They are in denominations of \$5, \$10, \$20 & \$25. The Certificates are not good outside of the State of Wyoming.

If you are interested in getting some of the Beef Gift Certificates for promotional give a ways, gifts, and door prizes at functions, any where we can promote BEEF, contact Gwen at 307-686-7456 or Kahla at 307-660-1882 and please if needed leave a message and they will get you set up. You can also email them. Gwen at hiewe@wbaccess.net, ggeis@thebank-gillette.com and Kahla at kahla88@hotmail.com Let's use these Certificates and continue to promote BEEF in this way and maybe down the road we will be able to get modern with gift cards again.

Gwen Geis, Beef Gift Certificate Co-Chair with Kahla Mills

Wyoming CattleWomen Membership Application

Join Wyoming CattleWomen—a voice for women in the Wyoming beef industry whose mission is to involve and support its members in promoting beef and the beef industry

- New Renew Recruiter
- Wyoming CattleWomen (\$15) ANCW (\$50) WCW Associate (\$25)
- WCW Lifetime (\$300)

Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-Mail _____

Send to: Wendy L. Harding, 4408 Road 232, Meriden, WY 82081

From the Treasurer

Notes from WCW Treasurer:

It is dues time again for everything. Membership, Associate Membership, National dues and Affiliation dues are all due now. Wendy Harding is the Membership/Associate Membership Chairperson this year and you can send the dues to either her or myself. Our addresses are in the Beef It News or on the Website, wyocattlewomen.org. Wendy will be sending out notices to the Associate members directly. Dues are \$15 for State and \$50 for National.

Affiliation dues for each CattleWomen/CowBelle group is \$50. That helps pay for the

insurance policy we have as Wyoming CattleWomen, Inc. for liability during an event. This insurance extends to each group that has paid their Affiliation dues to cover liability at their Ag Expos, In Store Promotions, Health Fairs, etc. We want everyone to be covered, but cannot expect a couple to cover the cost for everyone. As money gets stretched to the max we hope you understand the importance of keeping a voice for Beef in front of the consumers.

If you have any suggestions for promoting beef or need some help, let the officers of Wyoming CattleWomen

know. That is why we have the State organization, to help the locals get the word out. Also remember to request the Grassroots funding for projects. We have money available to help fund your projects from the Wyoming Beef Council. They are willing to help us promote beef and the forms are not that hard to fill out. They have been very understanding and helpful with our projects, but they need to know what we are doing. Let me know if you have any questions! Or you can contact Deanna Crofts, Grassroots Funding Chair.

Kim DesEnfants,
Treasurer

Legislative Report by Janet Jensen

This is a little different from my usual Legislative Report, but I feel all of us who live on the farm and ranch get questions about farm subsidies and knowing how to answer correctly is so important.

Farm Subsidies: Are They Welfare?

I was asked this question by a relative who lives in San Francisco, works in state government and is far removed from Agriculture except to visit occasionally in his RV and enjoy the scenery along the Belle Fourche River in Wyoming and the Black Hills. As a person who worked with the FSA as a minority member, I felt I had to answer this correctly so "Cussin" could understand this difference. I talked to my FSA advisor who did cover this subject quite well and I feel it would help all of us in how to answer.

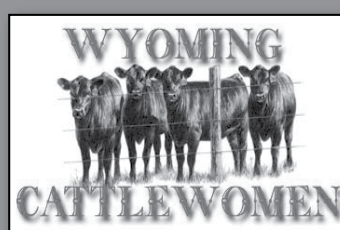
"Cussin" Says to me.... "What is the difference between a farmer who gets taxpayer money to not grow a crop or work his land and someone who gets Welfare or Food stamps? I really do not understand the philosophy behind farm subsidies nor how they're different from any other government handout, both represent people getting government money for sitting on their behinds. There must be a difference that I don't realize. People who work the land (or at least OWN some farm land) seem to not have any problem accepting those payments. I, being a city kid who gets neither form of government assistance, readily admit ignorance to the difference. I think the word 'subsidy' sounds much nicer than 'welfare', but is that all there is?"

Dear Cousin, You are right, on the surface they appear no different. The argument of farm "Subsidies" has been ongoing for years and the different points of view of whether they are "subsidies" or "welfare" relates to each individual's perspective. My FSA advisor took this on to answer my cousin's questions and miscon-

ceptions that he had.

Farm program payments are designed to provide income support for commodities marketed to ensure a somewhat steady income on those commodities. The end result is: keeping food prices somewhat stable and "cheap" to the consumer. Compare our food prices (even with subsidy assistance) to other nations that don't have subsidies for their farmers. I think you will find ours cheaper. The Agriculture industry is very volatile. Those that are not in the business cannot even begin to understand the highs and lows. One year a farmer makes some money on his crop or livestock sales and is able to pay off some debt and have a little extra for themselves. Which is nice, we all like to have some disposable income, don't we? The next year he gets hailed out and has to borrow more money from the bank, adding to his already current debt, to pay the bills, Historically, if you look at commodity prices, the price the farmer/rancher receives for his products, those prices have changed very little in the past 30 or so years in comparison to the prices for equipment, land, seed, fertilizer, etc. Income has not kept up with the expenses. The term "all things are relative" really never has applied to the agricultural industry.....

Note from your editor: Janet Jensen, your legislative chair, put a great deal of effort into this report. We can only fit this beginning dialogue between her "Cussin" cousin and her FSA agent. She addresses all the cousin's accusations in a lengthy article. If any of you would like to read the whole article, and it is actually very interesting even if frustrating, please email Janet Jensen or your Beef-It editor and we will send you the whole document in an email. Contact information is in the Directory in this issue. We hope to get it on the www.wyocattlewomen.org website.



Thank You for your continued support of the Wyoming CattleWomen and your local chapters!

COUNTY Happenings

Albany County Cow-Belles

The Albany County Cow-Belles have been quite busy with the annual scholarship auction held last November and the silent auction fund raiser in December. The scholarship auction raised over \$1,500 this year and the group awards two scholarships per year of \$1,000 each. The silent auction, at the December dinner-dance, raised nearly \$700 to go toward beef education and promotion.

The annual Beef Ambassador contest was held February 4. This year Ashley Kalco was select to serve as the 2010 Beef Ambassador for Albany County. A big thanks to our coordinator, Janet Talbott, and our judges for the event including Marge Richardson, Dr. Doug Hixon, and Dr. Mel Riley.

The Ag Expo is set for April 22-23 and will take place at the UW Hansen Arena on Highway 230 in Laramie. There will be various booths and a family night open to the public.

New officers were installed at the January meeting. Incoming officers are President Lindy Johnson, Vice President Leslie Miech, Co-Secretary's will be Liz Harvey and Stacy Berger, and Treasurer is Shannon Shipp. Outgoing President Maia Anderson was congratulated on her successful year and we thank her for all she has done during her term as president.

At the annual Albany County Cow-Belle/Stockgrower Dinner Dance in December, the Cow-Belles announced the recipients of the 2009 Ranchwoman of the Year and Friend of Agriculture awards.

Shelly Dunmire was selected as



Beef Ambassador contestants, listed from left to right, include Celina Hewlett, Nick Moline and Ashley Kalco.

the 2009 Ranchwoman of the Year due to her unwavering commitment to the agricultural community. Shelly started ranching in 1973 in Sioux County, Nebraska with her husband Les. From there they went to Iron Mountain, Wyoming and in 1988 moved to McFadden, with their two children, Heather and Garrett.

Whether it is fixing a meal for twenty plus people, dragging a chilled calf through nine inches of snow, fixing fence on a hot day, taking her grandchildren with her in the swather during haying, or riding many miles to gather yearlings, Shelly shows up with a smile on her face and a love of life. She is a woman who does so much for others, but never expects anything for herself. She is not only the oil that keeps the Dunmire Ranch running smoothly; she is the glue that holds it all together. There is not one aspect of ranch life she is not involved in.



Rita Parker (far left) installed new officers President Lindy Johnson, Vice President Leslie Miech, Secretary Liz Harvey, and Treasurer Shannon Shipp, not pictured is co-secretary, Stacy Berger.

She is a crucial part of the Rock Creek Valley as she plans many of the community get togethers and serves as President of the local Women's Group, the Ag Bags. She is also President of the Rock Creek Weed CRM. Shelly is a member of the Rock River PTO, Site Base Council, 4-H Art and Horse leader for the Rock Creek Valley 4-H Club, Albany County Cowbelles, and the Albany County 4-H Foundation. If there was one word used to describe Shelly it would be "Giver".

Another testament to Shelly's character is that she is truly devoted to her family. Shelly and her husband Les have raised two children who have chosen to remain a part of the ranch. She also has two grandchildren and is very involved in their upbringing. She is from an extremely close knit family that works together every day, which is something seen less and less in today's times.

Shelly has influenced many lives and truly defines the award as RanchWoman of the Year.

The 2009 Friend of Agriculture is Jim Rogers. Jim and his wife Gay moved to Albany County and the Brown's Creek Ranch in 1995 from Sublette County. He served on the Wyoming Beef Council and the Albany County Planning and Zoning board where he represented and protected agricultural interests. He was a member of the selective service board in Albany County until it was no longer active.

The Albany County Stock Growers were fortunate to have Jim's leadership as president for a term. He was the regional vice-president for the Wyoming Stock Growers as well as serving a term as member of the Federation Division of the National Cattle Beef Association. He is a member of the Albany County Farm Bureau and the Laramie Rivers Conservation District Board. He is currently the chairman of the Windy Ranchers LLC, a group of ranchers hoping to harvest and sell power from wind generation if the economy improves to make this feasible.

When agriculture needs a voice they won't find many that are as dedicated as Jim Rogers. Jim and his wife Gay have hosted groups of foreign visitors and local school children on their ranch while maintaining their ranching business of raising and caring for their property and cattle.

Congratulations to these two deserving individuals for the support they give to the agriculture community.

Thyra Page, Publicity

Converse County Cow-Belles

Once again it seems we are all stuck in our "winter ranching routines". We wake up, drink coffee, read the paper, watch the news and then go face all of those hungry faces that depend on us day after day to feed them. We all love to see them waiting for us so eagerly every day. Converse County Cow-Belles have already had a very busy winter. In mid-December we held our annual Converse County Cow-Belles Christmas party. This year however we threw in a little twist.



Last year's winning team Mary Engebretson, ManDee Manning, Linda Butler, and Linda Rahmy shown with Tiffany Hageman's winning beefy brownies.

Over the past few years we have lost our family feel from our party. So to help bring that feeling back we enlisted the help from a dear friend that lives north of here. Santa made a stop to visit all of the young children. He came complete with a huge red bag of goodies. Each child got the chance to sit on Santa's lap, tell him what they wanted for Christmas, and get a chance to get their picture taken with the jolly old elf. It was

a huge hit amongst the younger age group in attendance.

Not to leave the adults out we enlisted the help of several of our members and held a live pie auction. We auctioned off a total of 20 pies raising more that \$500 toward scholarships, and beef promotion. We couldn't have done this without the help of our wonderful



Santa, Gary Tharr, and Preston Tharr

Auctioneer Mr. Bart Gray. He did a splendid job. Special thanks also need to be sent out to all of those ladies who graciously

donated their pies. Over all the party was a huge success in part to the wonderful food provided by Tharr catering out of Gillette. They provided us a delicious meal of steak, cheesy potatoes, salad, and roll. It was delicious and we all know how hard it is to please a room full of ranchers when you are cooking steak.

A new thing that we are starting this year in Converse County is a ranch woman of the year contest. We are

in hopes of presenting the winner of the award sometime during the Wyoming State Fair. We will be taking nominations for people who are thought to be an outstanding ranch woman for whatever reason. For this year we are going to limit it to Converse County. Hopefully giving us the chance to set our criteria, and lay the stepping stones to allow us to broaden it to the entire state of Wyoming.

For our monthly meeting in February we are going to once again be holding a member only cook off. We have decided to make a few changes from our last year's event. This year it will be six teams with two members per team. The two members are to make an appetizer and a main dish. We will have three guest judges to decide the winners, and prizes will be given. Anyone who would like to join us is invited!

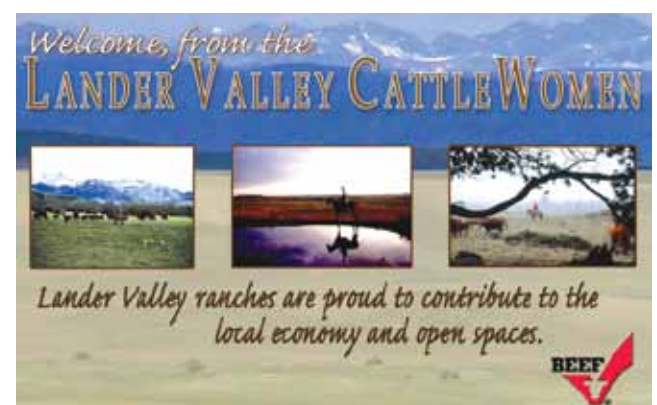
ManDee Manning, President

Lander Valley CattleWomen

The Lander Valley Cattlewomen has put in place through their by-laws a unique set of officer terms. Our presidency is set up for 3 month terms; September thru November, December thru February, March thru May; with a different President for each term. June thru August all three Presidents jointly serve as our group does not meet during this time period. Our other officers serve for a full year.

In December 2009 we served prime rib beef samples in our 2 local grocery stores, Safeway and Mr. D's. We paid for paper and radio coverage. Each store donated the roasts, with Mr. D's doing the cooking in their deli and Safeway's roast being cooked in the high school kitchen. For three hours 3 cattlemen (in each store) sliced and cut the hot prime rib and had recipe brochures available. The stores had specials on prime rib. Also in December the LVCW held their annual Christmas party for the husbands and wives. LVCW purchased and cooked the prime rib and the attendees carried in the rest of the meal. A good time was had by all.

March 5th and 6th the LVCW will serve and sell 1300+ roast beef sand-



wiches at the Wyoming State Winter Fair. This is our major fund raiser for the group. The community looks forward to purchasing these delicious 1/4 # hot roast beef sandwiches whether they attend the fair or not.

The LVCW have purchased a half page ad in the 2010 Lander Travel and Relocation Guide. This glossy 80 page 8 1/2 x 11 brochure is mailed to around 5000 contacts through the Lander Chamber of Commerce.

Martha Hellyer, President

This year the LVCW ordered another Metal Art Sign promoting Eating Beef and will be erecting it in the Spring, on the Allen Ranch beside Highway 287 toward Lander from Ft. Washakie. All plans were completed in this quarter once we resumed our meetings after taking our summer break.

Diane Frank, Past President

Crook County CattleWomen

December 4th, Crook County Cattlewomen enjoyed the Christmas season with husbands and guests at the Aro Café where a Prime Rib dinner was served. Several members made special cookies to be passed. Door prizes were drawn and given from gifts donated by Sundance State Bank. A grand prize of \$25.00 was donated back by the recipient to be used for the Christmas Food Baskets that were filled with non-perishable Beef Products brought by the guests and members of Crook County Cattlewomen. One hundred and thirty non-perishable Beef items were collected to be distributed to the towns of Sundance, Hulett, and Moorcroft in Crook County. A special thanks will be given to Tom and Angee Hunt of Snellville, Georgia who gave \$100.00 to be used to purchase items for the community baskets.



L-R: President-Minnie Williams, R.Secretary- Opal Oudin, Chairman-Non Perishable Beef Products-Evelyn Hejde- 130 Beef Items and Hunter's \$100 in Plastic Sacks below Table.

We did participate in the American Cattlewomen advertisement "Give

Thanks, Today" to the American Farmer theme. We changed it to say; "We are just a few of the many U.S. Farmers and Ranchers who are proud to raise wholesome, healthy food. The average American farmer and rancher feeds about 144 people. We ran this ad for Thanksgiving and Christmas in our three newspapers in Crook County and a paper that runs in Meade, Lawrence, and Butte County, SD and in an advertiser for these

counties in SD and Wyoming. Many of us live in a border situation with SD and receive information and news from both states.

Plans and committees were appointed for National Agriculture Day, March 23, 2010 when Crook County Cattlewomen celebrate Agriculture in our County and honor our Associate members in appreciation for all they do for us with a Beef Dinner.

Janet Jensen, Publicity

Laramie Peak CattleWomen

A sizable group of Laramie Peak CattleWomen escaped the doldrums of January by meeting on the 21st at a local restaurant for a no-host luncheon. Since we hadn't had a meeting with business attached since September, we had a lot of catching up to do.

Reports on past events were shared. The Government's plan to reintroduce bison into Guernsey State Park has been an issue of great concern to the ranchers in Platte Co. Several meetings have been held questioning the long-range repercussions of moving the brucellosis problems from the west side of the State to the east. At present, our efforts have been successful in putting the project on hold until a more sustainable management plan has been crafted.

Traditionally, the LPCW and their counterparts, the local Stockgrowers, consider our memberships to be true friends that know how to work and play well together. And play, we did at the annual November banquet held at the Stampede Steakhouse in Chugwater. Our honored guest was our 2009 Ranchwoman of the Year, Doris Cundall. Doris and her husband, Don, are both products of pioneering ranch families in Platte County and have contributed four sons

and 13 grandchildren to continue the ranching tradition. Doris is a long-time member of LPCW and has held all officer positions and has worked on numerous committees. An accomplished artist, she continues to provide our group with Western oil paintings as we need them for awards. A very deserving lady!

A couple of beef promotion projects that also have the bonus of enhancing our treasury have been requested of the organization. On February 4th, the annual Platte Co. Feeder Tour will visit the Fancher Ranch. The volunteer CattleWomen will be busy at the 4-H Building preparing a beef meal for the tour when they return to Wheatland for the planned industry-related speakers and a discussion panel comprised of local ranchers. Their focus will be issues and concerns that directly affect our individual operations.

March 2nd is the date of the annual Reyes Bull Sale. Shirley Shockley will again organize the meal with the assistance of her volunteers for serving those in attendance. In addition to the welcome money for our coffers, this event allows us to hang our large banner to proclaim our exist-



Doris Cundall, left, receives the 2009 Ranchwoman of the Year award from LPCW President Sandy Kontour.

tence and gives us recognition as being an active organization.

Our President, Sandy Kontour, handed out copies of the constitution and by-laws of our organization that was chartered in 1956. The last revisions were made in 1975, and it is time for an update. A committee made proposals for the group to consider until the next meeting when its acceptance will be put up for vote.

Tina Willis was welcomed as a new member. Her talents, interest in agriculture along with her willingness to work ensures an active new member. We're greedy... we want MORE new members and are working hard to achieve that end.

Calving is looming for many, and our calendars are full. We've learned to prioritize and put other projects on the back-burner while we get busy actually earning our living in agriculture.

Donita Graves, Publicity

Goshen CattleWomen

For the first time, Goshen CattleWomen participated in a craft/beef promotion booth at the Lion's Bazaar on Nov. 28, 2009. Members brought craft items & baked and canned goods. We sold raffle tickets for a Goshen product basket. The good news is we made \$540!! Thanks to all the participants for their wonderful donations.

Our annual Christmas dinner was a success with 65 in attendance. Music was furnished by member Bonnie Rice followed by group Christmas carol singing led by Peggy DesEnfants.

We also bought Beef Ads on the local radio during December with winners receiving beef gift certificates from Kelly's Superette.

I am including some scripts of the beef ads. Thought some other counties might enjoy.

Radio Spots for 2009

Radio Spot #1: As the holidays are upon us, be sure to take time to pause and be grateful for our ample and safe food supply. Along with fruits and vegetables, dairy products, and grains the meats we eat contribute to our health and welfare. Did you know that beef gives you Z I P? That's right - beef is a concentrated source of zinc, iron and protein, as well as five B-vitamins. Beef - it tastes good and it's good for

you. Give the gift of healthy beef with beef certificates available at Main Street Market and Kelly's Super Market. This message is brought to you by the Goshen County CattleWomen. Merry Christmas!

Radio Spot #2: It's the holidays and what's for dinner? Beef, of course. It could be a juicy steak, savory prime rib, or a favorite comfort roast. Why not give those on your Christmas list the gift of beef. Even though the Wyoming Beef Cards are no longer available, Beef Certificates are still available at Kelly's Super Market and Main Street Market in Torrington. Drive down to one of the grocery stores and finish your holiday shopping today. The Goshen County CattleWomen bring you this message and good wishes for the holidays. Merry Christmas.

Radio Spot #3: 'Tis the season to be giving...and who wouldn't be delighted when the package under the Christmas tree is none other than a beef gift certificate. No more worrying about getting the wrong size or the wrong color for that special someone. Beef certificates are available in any monetary amount and can be purchased at Main Street Market or



Goshen CattleWomen participated in a craft/beef promotion booth at the Lion's Bazaar.

Kelly's Super Market. A Beef Certificate will move you to the top of the list as a gift-giver. So hurry down to the local grocery stores today and get the gift that is the right color and size. This message is brought to you by the Goshen County CattleWomen. Merry Christmas.

Radio Spot #4: Starting your Christmas list and checking it twice. Want to be considered oh...so nice? During the busy holiday season, one stop can do it all. Drive down to Kelly's Super Market or Main Street Market in Torrington where beef certificates are available in any amount. Remember beef gift certificates when you are looking for a door prize for a holiday party, or a gift for your hostess, employee, boss or co-worker. You're sure to be a hit when you give the wonderful gift of beef in the form of beef gift certificates. This message brought to you by the Goshen County CattleWomen.

Thanks, Donna Cay Heinz, Goshen Publicity.

Natrona County Cow-Belles

Natrona County installed new officers in December. Officers installed are as follows: Pat Avis, President; Debbie Coates, Vice President, May Stewart standing in for Debbie Matlack, Secretary; Marcia Campbell, Treasurer; Sandy Ladwig, Condolence; Thelma Moon, Chaplain; Evelyn Path, Historian and Linda Haines, Auditor. In January we donated \$400 in one pound frozen beef chubs to Holy Cross Food Pantry, Joshua's Storehouse and Safe House. We found out they had large freezers and appreciated us giving them the actual beef rather than certificates. We tied labels to each chub. We had



Left to Right: Pat Avis, Pres; Debbie Coates, V. Pres, May Stewart standing in for Debbie Matlack, Sec; Marcia Campbell, Treas; Sandy Ladwig, Condolence; Thelma Moon, Chaplain; Evelyn Path, Historian and Linda Haines, Auditor.

a Sweetheart Gala Feb. 13, in conjunction with the WoolGrowers at the Parkway in Casper. Wes Stewart's band entertained. Our young members called the Royal Court helped at the Gala with door prizes and the auction items. For Ag Day in March we will again donate \$400 to the Senior Citizen's Center for the purchase of roasts their cook will prepare and we will help serve. We use our napkins and placemats on the trays, and the seniors dress Western and have a good time! We have applications out for our scholarship, members or member's children are eligible

Marcia Campbell, Treasurer



President and the CEO of Joshua's Storehouse accept the gift of 80 1# chubs of ground beef with appreciation. Confident Cooking with Beef pamphlets were included.

Washakie County Cow-Belles

An active eighty-years-young Washakie County CowBelle celebrated her life's accomplishments in November, 2009 at – where would you think? – a Cow-Belle meeting! Totally surprised at all the recognition, Kathy Brewster, a long-time resident of the Ten Sleep community, was greeted and celebrated by her good friends and fellow CowBelle members (after the meeting!).

Accomplishments are too long to list, but here are just two of them:

(1) She and her husband, Logan, have lived in the same house on the homestead for the past 55 years.

(2) Each time the Cow-Belles need homemade rolls, Indian fry bread, or any other item that comes from the kitchen, they call Kathy Brewster.

Washakie County Cow-Belles generously supported local families at Christmas by supplying two pound chubs of hamburger that went in 129 Christmas baskets for low-income families living in Worland and they also donated \$200 to purchase hamburger for needy families that live in the Ten Sleep area.

During National 4-H Appreciation Week, the CowBelles rose to the occasion by donating enough roast beef to serve more than 100 participants, plus they did all the rest of the meal! That wasn't enough! Oh, no! The ladies also recognized four 4-H members with monetary awards that

totalled \$150. Through their generosity, the ladies recognized both beef and sheep members, as well as gave the Hardship Award. During the Washakie County Fair, individual CowBelle members (on a yearly basis) donate \$800 to 4-H and FFA members, no matter what type livestock they raise.

Obviously these active ladies are busy promoting beef by being the go-to group when people need a caterer! This fall's Hunter Fest was moved from Worland to Ten Sleep to better publicize what that area has to offer there . . . and . . . the CowBelles donated \$150 for hamburger for that outing.

Washakie County Cow-Belle Kathy Bush's son-in-law is in charge of the county's Weed and Pest program. As a result, he held the annual meeting at the Ten Sleep Senior Center and the CowBelles served, once again, their delicious roast beef meal.

If you want to purchase a Washakie County Cow-Belle item, with all the area brands on it, then you are encouraged to stop by Coffee and Everything Wonderful (728 Big Horn Avenue, Worland). This new coffee shop, owned by a family who produces a variety of barley and beans, has done a land-office business selling our merchandise.

And last, but not least, the CowBelles just finished serving two lunches and a banquet dinner plus all the breaks for the annual



Pictured is Kathy Brewster at her 80th birthday party. Sitting next to her is her daughter-in-law Sherry Brewster.

WESTI Ag Days. They served nearly 100 people at each lunch and 160 some banquet guests. When you come to our county, you can eat the best roast beef, the best meat loaf, the best variety of potato casseroles, and an unreal amount of absolutely delicious homemade desserts.

The CowBelles won't rest too long, though, because this weekend they are preparing the meal for the Guardian of the Range meeting. Next weekend they will be represented at the Second Annual Women's Health Expo when they supply the table vendors with meat and cheese trays, as well as a beef cookbook which will be used as a door prize for attendees who visit their educational display. We may take a short break from all our catering and outreach efforts because calving season is starting. That won't last long, though, and we'll be back in the kitchen busy promoting the beef industry in a very few short weeks.

Phyllis B. Lewis

Laramie County Cow-Belles

We featured Suzie McLoughlin, our oldest member, when she was 97 years old. She is now 99, is very independent and a delight to visit with. Suzie recently fell but since she didn't break anything, didn't see any reason to go to the doctor! Her son Tom died in a tragic farm accident in 2008, and a daughter died years earlier. Her wonderful granddaughter Corrina is help to her. Her niece Cathy Brownell and she designed a little miniature copper colored "CowBell" pin. They were given out at our November meeting. What a great keepsake!

Rather than exchanging gifts at Christmas, we collected items and \$75 in cash for Safe House, a home for battered women, children and men. We had a wonderful response from our members.

State Rep. Cynthia Lummis was our speaker at the December meeting at the Historic Plains Hotel. We have had our meeting there for several years.

New officers installed in January for 2010 are Janet Goertz Sharpe, President; Carol Goertz, Secretary; and continuing as Treasurer is Cathy Anderson.

Beverly Schwiager

Cody Country CattleWomen

The Cody Country CattleWomen and our husbands enjoyed a night of good food and fellowship with a Christmas Celebration at the home of George and Angela Whitlock. A major announcement occurred there: "Our new cookbooks

are in the mail!" So, we have added a great cookbook to our sales merchandise. They sell for \$15 and include recipes from many members and family.

The next activity we will be participating in

will be the Powell Valley Health Fair on April 10. After that, we will be interviewing for our annual scholarship winner. We award \$500 annually to a deserving graduating senior from Cody High School.

Angela Whitlock

Jackson Hole Cow-Belles

We have not done too much with beef this fall. One activity we have taken up is decorating a Christmas Tree for the Soroptomist group here. The money goes to scholarships. We figure out a theme and then we all go home and produce some ornaments. We get together and decorate the tree

and it has been a lot of fun. The tree is auctioned off and then donated to be displayed in a public location. Ours ended up spending the Holiday in the Little Red School House in Wilson. The building is now a community center.

Liz Lockhart

Fremont County CattleWomen

There wasn't a dry eye in the house. . . . State President, Jo Bowman was singing her songs and the subject was so deep that everyone took it to heart!! What on earth was she singing about? Cattlewomen, that's who. She sang songs that went straight to our hearts and in conclusion, she said, "When I grow up, I wanna be just like you!"

The meeting was called to order by County President Janet Givens. County roll call accounted for 25 members and our special guests, Jo and Bo Bowman. Our meeting was filled with the normal business. Each county group reported that they are all busy. Shoshoni Cattlewomen were our hostesses as well as getting ready to serve lunch at the Bull-Test sale at Pingetzer's. They are also gearing up to take applications for their annual scholarship. Riverton Cowbelles are preparing to serve lunch at the Lucky 7 Bull Sale and for their Businessmen's luncheon that they serve during Ag Week. Lander Cattlewomen are preparing for the Wyoming State Winter Fair. This is their big moment to serve their "famous Beef Sandwiches" to promote the beef industry. Crowheart Cattlewomen continue to serve their beef lunch to the Biker's Across America.

We have been contacted by the Cent\$ible Nutrition office to see if we'd be interested in donating prizes for their commodity cook-off to be held on Feb-

ruary 10, 2010. Since the contest rules had already been set up, we wanted to put some sort of stipulation on having to use beef or have the donated prize be for beef. Discussion warranted our group would be willing to donate two \$30.00 certificates from Clark's Meat House in Riverton. These certificates were to only be used for beef.

Fremont County has the honor of one of its members stepping up to President of Wyoming CattleWomen. Ladonna Good will be installed as State President in June. Fremont County's committee for that state installation is working to make it the best. The ladies who are serving on that committee gave a report about ideas, plans and dates for the installation. They have chosen colors, flowers and favors for the event. Our county is privileged to have Ladonna as a member and honored as she represents the State group.

Our county installation is in April. That meeting will be held in Riverton and hosted by Riverton Cowbelles. The new county president will be from the Riverton group. Times, dates and places are still being discussed.

The Shoshoni ladies had the lunch catered by Wanda Henry. What a great lunch and the desserts were delectable. It was a great day, the meeting wasn't too long and the friendship was special.

Submitted by Janet Givens, Fremont Co. Cattlewomen Pres.

Green River Valley Cow-Belles

The Green River Valley Cowbelles have been getting ready for our 40 years of history celebration.

Jonita Sommers and Tawnya Miller have been diligently working on organizing our scrapbooks and writing up our organization's history. In preparing for our annual convention Feb. 27, 2010 in conjunction with the Green River Valley Cattlemen's annual Banquet this year, we are celebrating the existence of the Green River Valley Cowbelles for the past 40 years, 1969-2009.

The charter members from the Wyoming Cow-Belles officers, Mariam Barlow, Ethel Jewett, Ruth Budd and Rachel Jorgensen formed the new organization call-

ing themselves the Green River Valley Cowbelles, with Wyoming Cow-Belle's president, Mrs. Holmes inducting Marge Thomas as President, Dorothy Marincic, Vice-president, and Dele Ball, Secretary-Treasurer.

In researching our history, it was found that many of our current members' relatives were founding members of the Wyoming Cow-Belles and held officer positions.

Special commemorative souvenir bells will be given to all current and past members. We have been honored to have such women who dedicated themselves to start our group and for us as current members to continue their endeavors of promoting beef

throughout the livestock industry in our communities of the Green River Valley.

The history of our organization can be read in full on our upcoming new website for the Green River Valley Cow-Belles.

We have been very excited about exploring our history, and making new changes for our organization. The greatest thing is that with all of the hard work put into making this celebration happen, we have gained new members, found past members, developed an honor for our heritage and created new friendships, all of which is part of the Green River Valley Cow-Belles.

Sandy Wright, President GRVC

Johnson County CattleWomen

Johnson County CattleWomen kicked off the Christmas season with members selling scarves, napkins and afghans at a local Christmas Bazaar. This was a first time experience for us and it turned out great! Another first was an entry in the annual Christmas Parade. Our float, *Beef up your Holidays*, earned second in our division and we're looking forward to our fair and rodeo parade in August.

Valentine's Day and National Heart Month were celebrated by holding drawings in each of our local grocery stores for \$25 beef gift certificates. We had a great response and the winners are enjoying beef on us!

As spring approaches we continue to raise money for our scholarship fund by providing and serving the meals at several bull sales as well as the Wyoming 4-H Young Leaders Conference that was held in Buffalo

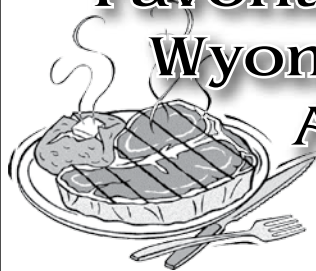
this year.

A new adventure we are testing is the placement of our brand napkins for sale in one of the local grocery stores. In addition we are exploring several new ideas for promoting Ag in the Classroom including developing an Adopt a Rancher program similar to the one offered through Provider Pals. We are also holding a recruitment contest amongst our members. The person who recruits the most new members will win a \$50 gift card to Winchester's Steak House in Buffalo.

Events on our horizon include the annual beef stand at the county fair as well as our annual Cattlemen's Bawl. Traditionally held in January, we have moved it to September 11 in Kaycee. We invite you all to attend an evening of dinner, dancing and socializing.

Ashlea Redding JCC President

Favorite Beef Meals of the Wyoming Stock Growers Association Officers



Thanks to the men, in some cases their wives, for submitting such interesting and delicious recipes for this feature. We really appreciate their cooperation.

Frank Shepperson, WSGA President

Rib Steak

Over a campfire that includes several branches of sagebrush, you set a skillet on a grill and get it really hot. Barely grease the bottom of the skillet with butter. Sear the steak on one side, turn over and sear on the other side. Then move your skillet over to the side of the fire to slow down the cooking, and let the steak cook to your preference. His is rare! Season with salt, pepper and garlic powder.

Fried Potato Patties

Same campfire, a second skillet. Freshly grate potatoes, form into patties, fry on both sides in hot oil. Takes only about 5 minutes.

Pork and Beans

Cold from the can with lots of diced onions added.

Frank Shepperson is President of Wyoming Stock Grower's Association. He has great memories of sneaking a steak out of the house when



he was a kid, and going down to the Big Gulch. He and brother Jim had a little hideout with a grill and a frying pan. A steak cooked this way was absolutely delicious, and to this day it is his favorite beef meal!

Mark Eisele, 1st Vice President

Lazy Stroganoff

- 2 pounds of stew meat
- 1 envelope Dry Onion soup mix
- 1 can cream of celery soup
- 1 can cream of mushroom soup
- 1/3 soup can of water

No need to brown meat, Mix all ingredients together in large casserole bowl and Bake covered with aluminum foil at 275 degrees for 3 to 4 hours. Flavor and tenderness depend

on slow cooking.

Stir in 1/2 cup of sour cream before serving and/or serve sour cream on the side. Serve over rice or noodles. Serves 6

This dish is easy for cattle crews because we can put in the oven all morning and it will be ready for us at lunchtime. Serve with coleslaw and hard rolls. (recipe can be doubled or more depending on crew size)

David Kane, Region I Vice President

Fiesta Beef Steak

Marinate sirloin steak in lime juice for 30 - 60 minutes. Grill until medium done. Slice across the grain into thin strips. Top with grated fiesta cheese mix and your favorite salsa. The fiesta cheese is just a Mexican grated cheese blend that you can buy as is.

Side dishes that I serve with the steak are Tortilla Cheese Roll-ups. Put a handful of Mexican grated cheese blend (same as used for the Fiesta Steak) on a flour tortilla, roll up and wrap in aluminum foil. Put on top rack of grill while steaks are cooking. Ready to serve when hot and cheese is melted. I would also serve a salad. I prefer mixed salad greens with fresh spin-

ach. I top it with hard-boiled egg, sunflower seeds and Craisins (dried cranberries), and our favorite salad dressing, Thousand Island.

For dessert, we love Fudge Sundae Pie:

- 1/4 cup light corn syrup
- 3 Tbsp butter
- 2 Tbsp brown sugar
- 2 1/2 cup crisp rice cereal
- 1/4 cup creamy peanut butter
- 1/4 cup fudge ice cream sauce
- 3 Tbsp light corn syrup
- 1 quart vanilla ice cream

In small saucepan, combine the 1/4 cup light corn syrup, butter and brown sugar. Cook and stir over medium heat until butter melts. Combine the rice cereal and the syrup mixture. Using the back of a spoon, evenly press the cereal mixture over the bot-

tom and up the sides of a 9-inch deep dish pie pan. Freeze about 10 minutes until set.

In a small bowl, combine peanut butter, fudge sauce and 3 Tbsp light corn syrup. Spread half the mixture over the bottom of the crust.

Spoon the slightly softened ice cream over the peanut butter layer, spreading evenly. Drizzle the remaining peanut butter mixture over the ice cream. Freeze until firm.

David and Terri Kane

When your editor requested his favorite beef meal, David said his wife is a wonderful cook, thought about 10 seconds and came up with this Fiesta Steak as his favorite. What a nice compliment to her!

Jim Wilson, Region V Vice President

Jim's favorite beef meal is simple. A small, 6 ounce filet, cooked on the grill, medium. We eat our own beef, which we also feed. A green salad and small baked potato top the meal off.

Terry also shared a couple ranch meal ideas. For gatherings where there are more than 15 people, we usually cook hamburgers. Jim took a tractor tire rim, welded a grill top onto it, cut a hole in the side and, after branding, we take the branding bottle, put the hose with the torch on the end and can cook a lot of burgers, really fast!

We do so many various things for meals when trailing, preg testing, branding, etc. But the one constant is when we trail. There are two cookie recipes that I have to bring that are very popular with everyone. Carrot cookies, with an orange frosting. And a chocolate cake cookie with a fudge frosting. I usually have a tupperware container for each cookie and we leave them in the truck and, at the end of the trail, everyone stuffs themselves with those cookies and lots of Gatorade and water.

Jim and Terry Wilson

Dave Whitman, Region II Vice President

Whitman Christmas Tenderloin Dinner

Mushroom Stuffed Beef Tenderloin:

- 1 Tbs oil, preferably olive.
- 3 cloves garlic
- 1/2 lb leeks, quartered lengthwise and sliced (wash and prepare day before use)
- 10 oz fresh mushrooms sliced (clean and prepare day before use)
- 2 tsp salt, divided
- 3/4 tsp dried thyme
- 1 tsp black pepper, divided
- 1 cup dry sherry, divided
- 1/4 cup plain, dry breadcrumbs
- 1 whole beef tenderloin, 4 to 6 lbs trimmed.

Preheat oven to 500 degrees F. In large skillet heat oil over medium heat, add garlic, cook 1 minute, then stir in leeks. Cover and cook 5 minutes stirring occasionally. Stir in mushrooms, 1 1/2 tsp salt, 3/4 tsp thyme, and 1/2 tsp pepper. Cook, stirring until mushrooms begin to give off juice, 4 to 5 minutes. Increase heat to High. Add 1/4 cup sherry; bring to boil. Cook until most of liquid evaporates - about 2 minutes. Remove from heat; stir in bread crumbs.

Cut pocket in meat by slicing tenderloin almost in half lengthwise. Arrange twelve, 12 inch pieces of kitchen string about 1 inch apart on the work surface. Place tenderloin horizontally across string. Open pocket; spoon in half of stuffing. Fold narrow end of the tenderloin over to make shape more even. Close pocket and tie tenderloin securely with kitchen string. Place on rack set in roasting pan. Add about 1 cup water to bottom of pan—meat should be above the water. Sprinkle meat with remaining salt and pepper.

Roast 5 minutes at 500 degrees F.

Reduce temperature to 400 degrees. Roast, basting occasionally with pan juices. For medium rare, roast approximately 40 to 45 minutes (125 degrees on meat thermometer). Tent with foil and let stand 15 minutes before slicing—meat will continue to cook. (Do not slice until ready to serve—meat cools too quickly).

For sauce place roasting pan over 2 burners at high heat. Add remaining sherry and bring to boil. Cook until slightly reduced, about 2 minutes. Stir in remaining stuffing. Cook until pan juices thicken, about 2 minutes. Serve sauce with beef.

Makes approximately 14 servings. Have everyone seated while the meat is standing and before you start carving. This is the time to say your blessing and serve your salad.

We usually serve steamed broccoli, wild rice (meat sauce is great over the rice), fresh asparagus, hot rolls, and red wine.

We look forward to leftover tenderloin for sandwiches or with eggs the next morning for breakfast.

We found this Beef Tenderloin recipe in "Woman's World" magazine in 1995 when I was looking for yummy light recipes...and of course beef tenderloin is always right up there! We've been doing it for Christmas dinner ever since. Dave makes sure we have the tenderloin, I get the other supplies and help prep the veggies & our sons & daughters-in-law do all the prep for getting the beautiful, delicious meat in the oven and to the table. Our family would rebel if we didn't do this for our Christmas dinner...it is wonderful, tasty, moist... and the prep is part of the celebration.

Dave & Ronda Whitman, Laramie

Phil Marton, Region III Vice President

Modern Prime Rib

- Standing Rib Roast (3 ribs) (7 to 9 lbs.)
- Rosemary - garlic - Olive oil rub

Bring roast to room temp. Sprinkle salt and pepper and rub. Place on rack of shallow roaster. Heat oven to 500 degrees or highest setting. Put roast in oven, turn heat down right away to 375 degrees. Cook for 1 hour (or 9 minutes per lb.). Turn off heat but do not open oven door. Roast stays in oven with door closed for a least 2 hours - can be longer. When ready to serve, turn heat back on to 375 degrees for:

- 35 minutes-rare
- 45 minutes-medium
- 60 minutes-well done

There must be an interval of at least 2 hours between the first and second cooking time.

Stuffed Baked Potatoes

- 3 large baking potatoes (1 pound each)
- 1-1/2 teaspoons vegetable oil, optional
- 1/2 cup sliced green onions
- 1/2 cup butter or margarine, divided
- 1/2 cup light cream
- 1/2 cup sour cream
- 1 teaspoon salt

- 1/2 teaspoon white pepper
- 1 cup (4 ounces) shredded cheddar cheese
- Paprika

Rub potatoes with oil if desired; pierce with a fork. Bake at 400 for 1 hour and 20 minutes or until tender. Allow potatoes to cool to the touch. Cut potatoes in half lengthwise; carefully pull out pulp, leaving a thin shell. Place pulp in a large bowl. Saute onions in 1/4 cup butter until tender. Add to potato pulp along with light cream, sour cream, salt and pepper. Beat until smooth. Fold in cheese. Stuff potato shells and place in a 13-in. x 9-in. x 2-in. baking pan. Melt remaining butter, drizzle over the potatoes. Sprinkle with paprika. Bake at 350 degrees for 20-30 minutes or until heated through. Yield: 6 servings

Larry's Mojito Cake

- 20 ounce can crushed pineapple, un-drained
- Juice of 1 lime
- 1 (1 lb.) box angel food cake mix
- 8 ounces reduced fat cream cheese, softened
- 1/4 cup limeade from concentrate
- 0-4 tablespoons pow-

- dered sugar--I used 4 tablespoons
- 1 teaspoon rum extract
- 8 ounce tub Cool Whip Lite (a little over 3 cups)
- 1/3 cup shredded sweetened coconut
- Zest of lime
- Mint leaves

Pre-heat oven to 350 degrees. Spray a 13x9 inch metal pan with cooking spray. If you use a Pyrex dish, reduce the heat to 325 degrees. You can also use a 15x10 inch pan.

In a mixing bowl, stir together the pineapple, lime juice and angel food cake mix. Pour the mixture into the pan and bake it using the following cook times-- 18-24 minutes for a 15x10 inch pan or about 25 minutes for a 13x9 inch pan. Let cool completely in pan.

In mixing bowl, beat together the softened cream cheese and limeade concentrate. Check for sweetness. Add sugar if you feel you need it - I used 4 tablespoons. Beat in rum extract, then fold in Cool Whip Lite. Spread over cooled cake. Sprinkle with coconut and lime zest. Top each serving with mint leaves. Enjoy!

Interesting online reading

BEEF DAILY is a blog by Amanda Nolz, former Beef Ambassador and a wonderful young spokesperson for the Agriculture Community. You can sign up to receive Beef Daily five days a week. She had a loving tribute to her dad and the care he gives the animals during blizzards (they are from South Dakota) and how he puts them first. She thinks a good slogan for the beef industry would be "Ranchers Care!" You will enjoy her website! blog.beef-magazine.com/beef_daily/

ANCW Past President Wendy Pettz wrote in to let members know that Explore Beef website has replaced Pasture to Plate. If you haven't seen it, check it out at ExploreBeef.org

HSUS Watchdog Site Launches On Tuesday, the Center for Consumer Freedom (CCF) launched www.HumaneWatch.org a new resource for keeping tabs on the nation's largest and richest animal rights activist group. CCF promises the Humane-Watch resources will shine a light on things like how HSUS really spends its money (\$250,000 in annual salary to its president); who works for HSUS (it has more than 500 employees); and the true number of HSUS "supporters" (it's not 11 million).

NBAP 2010 Team Online Explosion Ellie, Becky, Mandy-Jo, Jackson and Malorie are Blogging, Tweeting and garnering hundreds of fans on Facebook with their beef bites Monday – Friday of every week. Your comments are important for them to hear, go to www.beefambassador.com. Become a fan on Facebook. <http://www.facebook.com/?ref=home#!/beefambassador?ref=ts> so far they have 1,385 fans with a goal of 5,000 by the end of their year. Follow them on Twitter <http://twitter.com/beefambassador> to meet CBB funding objectives they need 1,000 followers! In addition to all of that they are writing great stuff on behalf of all of beef producers every day!

The Wyoming CattleWomen website has the Beef-It News from March, 2005 to the present. We've had some good recipes and other information. www.wyomingcattlewomen.org

"I Heart Beef" recap

February was Heart Health Month and the NCBA started a wonderful program called "I Heart Beef." It was designed to help drive demand for beef middle meats by elevating consumers' passion for great steaks like the T-bone and tenderloin. A secondary emphasis of this program was to help generate more awareness that lean beef is good for your heart.

One week in February featured ways to show your love of beef via the internet. We thought you'd enjoy these simple ideas on how to share your love for beef.

Share your love for beef through email

- Use one the attached "I Heart Beef" graphics as your email signature this month. (Instructions attached)

Spread your love for beef on your Web site

- Place the special "I Heart Beef" widget on your Web site. You can easily do this by using one of the "I Heart Beef" graphics attached to this message.

Make your love for beef known on Facebook

- Make sure you're a fan of "Beef. It's What's for Dinner" on Facebook
- Add "I Heart Beef" flair to your Facebook page
- Share your love for beef by posting why you love tenderloin or T-bone steaks
- Highlight consumer survey data found at: http://www.beefitswhatsfordinner.com/CMDocs/BIWFD/Beef_Fact_Sheet_FINAL.pdf
- Request a list of suggested "I Heart Beef" Facebook posts by emailing mstevens@beef.org

Make your love for beef known on Twitter

- Make sure you're following @BeefForDinner and @BeefRD on Twitter
- Add the #IHeartBeef hashtag to all your loving beef tweets
- Use the special "I Heart Beef" twibbon on your Twitter page.
- Request a list of suggested tweets by emailing mstevens@beef.org

Promote the RDs Love Lean Beef Recipe Contest!

- Visit BeefNutrition.org to learn more about the recipe contest geared toward Registered Dietitians. Get in touch with your State Beef Council to find out how you can spread the word.

Go to www.BeefItsWhatsForDinner.com for more ideas on how to share your love of beef!



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BEEF IT News

Summary of Workshop at ANCW Convention

Leading Volunteers Effectively

Dr. Suzanne Menges, Menges Consulting, and president elect for Arizona CowBelles, gave us practical tools for leading volunteers effectively. To strengthen our organization we need to give them a reason for joining. Ask them to do something and keep them in the loop. Invest in members with programs. Embrace technology. Get the new members involved and make them feel welcome. We need to mentor the new members, and transfer the information to new groups, as well as partner with other organizations. Have a long range plan that is used.

We need to involve people in activities they like to do. Have an orientation for new members. Nothing replaces the personal touch, so send a welcome letter to new member, with copy of policy/procedures and bylaws. Or use a phone call. People remember how the members made them feel.

Every activity should have procedures written down. Give the committee enough information. Plan time to plan, and plan for everything. Always work for a specific goal.

Tradeshows 101

There are different types of displays.

1 - Tabletops are basic standard, and can be 6 or 8 foot across and they suggested you know your table size.

2 - Banner stands are easy to set up, usually need multiple stands, and not as durable.

3 - Pop up displays are bulky and take more time. Can be table top or full length. Usually need larger booth space, and expensive to ship.

4 - Modular displays were the large ones at the tradeshow. More bulky and take time to set up,

take larger booth space, and have big impact, at big cost.

Boothmanship attitude and etiquette

1 - Never leave booth unattended. If you have to leave your booth, leave a sign.

2 - Make booth welcoming.

3 - Good signage - business name, phone number, website, product.

4 - Don't eat, drink or talk on phone in booth.

5 - Be enthusiastic - look like you want to be there.

Don't put a table in front, so people can't come in. Use short times for people scheduling. Obtain business cards and notate on back of card anything of importance about that person. Do a quick follow up note just thanking them for stopping by. Personalize these follow ups. Pay attention to your surroundings. Take notes. Don't be rude, greet when they come through the door. Eye contact is important. Wear a blazer, look professional, (dressing above the client.) Wear name tag on right shoulder. Have a firm handshake. Be honest. Don't sit in the booth in a chair, looking up at client. Use tall stools, so you are eye level, if your feet give out from standing in the booth. Have a big banner, so they know what the booth is for as you walk by. Grasp their attention. You have three seconds to catch their attention as they walk by.

Resource: <http://www.esalesuccess.com/beef/index.php>

Summarized by Jean Barton of ANCW.
Submitted by Bobi Lentz.

Wyoming Beef Ambassador Program Report and Contest Information

We had an extremely successful Beef Ambassador Program in 2009 with our state Beef Ambassador, Becky Vraspir, being named to the National Beef Ambassador team. She has already traveled to Ohio for industry training with CAB and to the Pennsylvania Farm Show. She will be in San Antonio for the NCBA winter convention next week.

So now it is time for us to select a new Wyoming Beef Ambassador for 2010. Entry forms are due March 10, 2010. We will be holding the contest on Sunday, March 21st, 1 pm at the Casper College Agriculture Center. The Sunday date allows us to avoid conflicts with state meetings, sports and graduations. The early scheduling also allows for more time for the state winner to prepare for the national

contest which will be held in South Dakota in October.

The age requirements are 17-20 as of Jan 1, 2011. The state contestants will participate in a media interview and an issues response. Becky will give a demonstration of the consumer promotion segment of the national contest. You can go to nationalbeefambassador.org for information about the program and the national contest. Click on the second tab for national rules, judging score sheets, etc. The website explorebeef.org is an excellent source of information on our product and the industry.

State Competition: March 21, 2010, Casper, WY

Entry Forms must be submitted by March 10, 2009

State competition will consist of 2 requirements:

1. - Issues Response

- Upon receipt of entry forms, contestants will be mailed a recently published news article regarding the beef industry. Each contestant will write a brief (150 words or less) editorial response to the article which will be turned in on the day of the competition. Judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

2. - Media Interview

- The contestant will participate in a mock media interview. The interviewer will have predetermined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge,



articulation, po-ise, the contestant's ability to "Tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.

For further information, copy of rules and regulations, an entry form or questions, please contact:

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