



Haying Season



photo by Gwen Shepperson

Cattle producers prepare for COOL

By Jim Magagna, Wyoming Stock Growers Executive Vice President

Nearly a decade of efforts by many cattle producers and industry groups, including the Wyoming Stock Growers Association (WSGA), will bear fruit on September 30, 2008, when USDA implements mandatory country-of-origin labeling on retail sales of beef. On August 1 USDA published the "Interim Final Rule" which is open for public comment until September 30.

THE LAW

As applied to the beef industry, the law requires retail labeling of all muscle cuts of beef and ground beef that have not been further processed. The same provisions apply to lamb. There will be, in effect, five categories of product. 1) "U.S. Origin" for products from animals born, raised and processed in the United States. 2) "Product of the United States and Country X" for products from animals in the U.S that do not meet all three tests. 3) "Product of Country X and the United States" for products from animals imported for immediate slaughter. 4) "Product of Country X" for imported products. 5) "Product of Countries X, Y and Z" (listing all countries of origin that are or may be reasonably contained therein) for ground beef. State Departments of Agriculture will be enlisted to assist with compliance activities.

STARTUP

Although the COOL law becomes effective on September 30, USDA has announced that the requirements of the

law will not be applied to products produced or packaged prior to that date. The Agricultural Marketing Service will conduct a six month industry outreach and education program after September 30.

WHAT ARE MY RESPONSIBILITIES?

Under the rule, the slaughter facility is responsible for initiating a country of origin declaration and must possess or have legal access to the records, including those of cattle producers, which are necessary to support the declaration. The rule specifically provides that a producer affidavit shall be considered acceptable evidence "provided it is made by someone having first-hand knowledge of the origin of the animals and identifies the animals unique to the transaction." Congress has specifically prohibited USDA from requiring a producer to maintain any records other than those maintained in the normal conduct of business.

Although a producer affidavit is considered acceptable evidence of origin, producers should begin now to carefully preserve brand inspection papers, animal health records, production records and bills of sale which will serve to substantiate the claims contained in the affidavit. Such records should be kept for at least one year following the date of the affidavit.

Please see COOL on page 3

From your President

As I start to write this article I have many thoughts running around my head. It seems whenever I go to a state, regional or national CattleWomen's meeting I come home very excited and enthused about the great things we are doing around the country to promote beef and to help sell our product. We have just returned from such a meeting in Denver. Our soon to be president, Riki Davidson and I left on a Monday morning, picked up Leslie Hendry in Casper and journeyed on to Denver.



Bobi Lentz

Wendy Harding, our treasurer had already attended an early NBAP meeting. That evening there was an executive committee meeting. Since Wendy is chairman of the National Beef Ambassador Program she was required to be in Denver for an early meeting. She did not get done with her meeting until 8:30 PM. With no dinner break it made for a long day.

Tuesday morning was opening session where we met up with Judy West, our past president from Wyoming. At opening session we had a great slide show and talk presented by Tammi Didlot, a CattleWoman from Oklahoma who had recently returned from an ag sponsored trip to China and S. Korea. She was very informative about their agriculture, eating habits, poor and crowded conditions, and their farming methods. She talked and showed pictures of how their cattle are blessed before they are lead to be processed. She explained it as almost a religious happening. She also reported that at the present time everyone and everything in China right now is about the Olympics. From there we split into committee meetings. I attended the Newsletter Committee where we have lots of work in progress. Our web site should become fully functional and much more informative shortly. Wyoming CattleWomen have a link to our site from there. We voted to continue with four printed Newsletters a year. We are thinking of maybe a new name such as 'Cow Tracks' or some such clever name. If you have a great suggestion, send it to me or Bonnie West in the Denver office and we will forward it to the committee. We now have 3 subcommittees and hope to make great progress. Lynn Green and Ruby Poteet are in charge of the printed edition; Susan Casey from Nevada has a committee working on the website where there will be a public part and then a section for members only. The third entity will be an E-Newsletter for current info to get information out quickly, plus have activities pertaining to ANCW's purpose and any current state information. There will also be nutritional data and any affiliate news that may affect CattleWomen. It was a very productive meeting. The committee chairs were anxious to get home and get their jobs done in a timely manner.

From there I went to the Membership Committee of which I am the Region V representative. Last year we implemented a new membership fee for any new ANCW member to join for only \$35.00 the first year. We got 129 new members and decided to give it one more year of life to see if we can retain the members that just joined. This will give a better idea about the effectiveness of the program. The committee's goal is to create a new member packet, a "Why Join ANCW" packet and a new member letter that will be sent to all new members. Their local group will also be informed and asked to mentor any new members and ask them to join in on a project or come to state and national meetings with them. It was also the consensus of our committee that we get a list of previous members who have not paid their dues. We would send the list to the Region Director who would in turn send names to state presidents who would contact the member and find out why they have not rejoined or paid dues the past year or two. This is one way to see if we can find a trend or reason we are losing members. Tuesday evening there was an ice cream social sponsored by Strube Ranch and Dairy Management Inc. where about 100 dairy board members attended. We found it very interesting to talk to dairy people about their products and problems. We have much in common. In the end we are all in the same boat.

Wednesday morning we were up bright and early to attend an ANCW Foundation breakfast at the historic Brown Palace Hotel in Denver, wonderful food, a beautiful building and great historian that gave us history of the building. One of the sponsors was Cargill Animal Nutrition. Bryan McMurray talked about challenges of a marathon he may run and how it compares to our business. His final comments were; when he was a child his dad told him if he wanted a cookie, ask for a cookie. No one knows what you want unless you ask and that will open all kinds of possibilities.

Please see BOBI on page 2

WANTED

Assistance with the Beef Gift Card/Certificate Program in the following capacity:

1. Chairman of the 50/50 funding - duties include working with the counties and advertising beef gift cards at Christmas time.
2. A person who would be interested in designing a table tent for the banks advertising beef gift cards at Christmas. Duties include designing, printing and mailing table tents.

Leslie Hendry, Beef Gift Card/Certificate Chairman

Visit us on the Web at:

www.wyocattlewomen.org

☆☆☆ ATTENTION ☆☆☆

ALL COUNTY PRESIDENTS WE NEED YOU
SATURDAY, SEPTEMBER 6, 2008

SHERIDAN, WY • HOLIDAY INN • 10:00AM • \$15.00

Due to a number of changes in our budget, we request that you or a representative from your county group be present at our Annual Meeting and Officer Installation.

Please make reservations for lunch by contacting:

Riki 307-655-9400 or Bobi 307-750-2465

riki@wbaccess.net • milironf@rangeweb.net

NATIONAL & STATE NEWS

West Appointed to Wyoming Beef Council

Cheyenne – Judy West, a cow/calf producer from Chugwater has been appointed to serve on the Wyoming Beef Council (WBC). Board members are appointed by Governor Dave Freudenthal to serve a three-year term on the governing council.

West and her husband, Tom, run a cow/calf operation with the herd made up of Gelbvieh, red Angus and predominantly red balancer breeds. Judy is the immediate past president of the Wyoming CattleWomen and currently serves as the chair of the Beef Ambassador Committee and of the Education Committee for the Wyoming CattleWomen. She is a past president of the Laramie Peak CattleWomen and is vice chair of the Marketing Committee for the Wyoming Stock Growers Association. Judy also serves as a member of the Production Research Committee for NCBA and the Education Committee and the President's Council for American National CattleWomen.

The WBC is a five-member board of beef producers who administer the Wyoming beef checkoff assessment. WBC members implement the provisions of the federal order establishing the checkoff, create and define a yearly marketing plan based on set priorities, and evaluate the effectiveness of statewide checkoff programs.

For more information on beef checkoff funded activities in Wyoming visit www.wybeef.com.



ANCW Convention holds seminar on COOL

Tuesday afternoon of the ANCW Convention we attended a very informative meeting with leaders discussing the check-off and COOL.

The Legislative Committee had arranged for Dr Craig Morris, USDA Deputy Administrator of the Livestock and Seed program, to be our speaker. He was to have 2 hours but was stuck in a traffic jam. Kenny Paine, also from the USDA doing work with the check-off dollars filled in an hour. It was very interesting to learn he supervises 18 different check-off programs, everything from beef to soybeans, sorghum and pork. I got interested in listening and forgot to take many notes. I do remember that there are over \$80 million dollars collected in beef and \$60 to \$70 million in pork check-off dollars.

There are many industries that come to the USDA wanting to incorporate check-off dollars into their product but once they find out the extent of difficult record keeping that goes into the process it becomes a thing of the past. The latest group to look into check-off regulations is the ethanol industry which would come under the food and fuel division.

Finally Dr Morris got free and an hour was just not enough for the information he had to share. Cool is mandated to go into effect September 2008. By July 30 USDA will have regulations in place and published. There will then be a 60 day comment period before the final draft. Right now there are four categories they are working on. The first being 100% COOL, born, raised and processed in the USA. He feels this category will

be labeled as such and not change.

The second is Multiple COOL which is perhaps born in the USA but sent to another country to be raised and processed, or a combination of these born and raised in another country and sent to US for processing. Craig Morris feels this is the group they are having the most difficulty with as everyone has a different opinion about what it should and should not cover.

The third category is Import, this should cover product imported directly for retail, fresh or frozen, may package and process in USA. The fourth is Imported COOL, imprinted and packaged and sent to the United States for sale only. This is actually called a retail regulating law because the retailers have to work with the packers more directly than any other group, if retailers are not happy, consumers are not happy and on up the chain again from pasture to plate. He is sure it will be a fast and furious pace until the work is done but is almost sure it will be law.

The second and third categories are where they are having a great deal of trouble and after hearing him talk I understand so much more about the program and process they are dealing with to get the program implemented. His plan was also to discuss Process Verified Program and Animal Welfare Requirements, however with time being in short supply we hope he will be rescheduled at another conference. This is only one of the many interesting speakers offered at the national meeting. The article is difficult to write without notes but I hope I have enlightened you a little on the subject.

Bobi Lentz, WCW President

BOBI *continued from page 1*

Paul Engler from Cactus Feeders was another sponsor and thanked us for all the work cattlewomen do in helping make our industry very viable. We then attended a Leadership Seminar. It was very entertaining and informative. Ways to be assertive without being aggressive and a number of helpful hints. I bought her book. I did learn I have a lot more to learn by reading her book, Civilized Assertiveness for Women by Judith McClure. Later in the afternoon I attended the President's Council and others attended an NBAP Workshop and a short meeting about all region meetings in the ANCW headquarters.

Thursday was a later start with some attending the Executive Committee meeting and at

8:00 AM and at 9:00 AM we attended the Board of Directors meeting. At 1:00 PM we were on to the National Beef Cook Off workshop. As you can tell by this short rundown it is always jam packed full of meetings and information. We always find time to laugh a little, cry a little and hook up once again with the wonderful friends we have made through the organization from many other states.

I want to ask you again to please try to attend our meeting and installation that will be held in Sheridan at the Holiday Inn, Saturday, September 6 at 10:00 AM. This will be our annual meeting with installation of officers and a luncheon. Our ANCW President or President Elect will be presenting the Executive Committee meeting and at

throughout this year. I am sorry I did not make all the visits, I had very good intentions but you all know what they say about the best laid plans of mice and men. I or your new WCW Vice President plan to travel with your new president. She would like to make as many visits as possible this fall so please contact her with your meeting dates or dates of your Ag Expo.

Again I want to say thank you for your support. We have a wonderful group of ladies in Wyoming who continue to support our industry. Our organization is only as strong as its members and we are standing tall and sticking together like the trees of our forests. I hope to see you on Sept 6th in Sheridan, make your reservations now.

*Bobi Lentz
WCW President*

ANCW Convention held in Denver

Even Bobi and Marcia won't believe that my keyboard could crash to keep me from writing this report.

As you've already heard, we were lucky enough to attend the annual meeting in Denver in July and now I get to try to remember some of the highlights. The first meeting was the one on the National Beef Cook Off. The destination city has been chosen as San Francisco for 2009. The actual contest will be at The Lodge at Sonoma Renaissance Resort & Spa, which is supposed to be great. Bobi and I will be running the pantry again. Second time is a charm, or at least better. They haven't gotten the categories or technicalities quite worked out yet. Good thing, they have another year.

ANCW is trying to include more training during their meetings. This annual meeting included a workshop for president and presidents elect and anyone who wanted to attend. Included was an interactive skit on parliamentary procedures. Five of our illustrious leaders drove home the right way to conduct a meeting. Such as: Just ask for corrections to the minutes. Additions, deletions or changes, are all corrections.

They also had a very inspirational speaker in Tony Shank and "Fish". With lots of energy, passion and fun in your leadership, you should go far!

- First – you have to Choose your Attitude. You should concentrate on what you can change and be positive.

- Playing is very important also! People remember you if you make it fun.

- Make their Day. Contribute to others and they will give back! And last and not least,

Be there! Acknowledge and then show up.

We did have fun and learned a lot, now to work on applying all the knowledge.

To finish off the leadership training, ANCW pointed out the difference in the multigenerational organizations. There are basically 4 different generations and they all have different perspectives on how they learn, communicate, or even work.

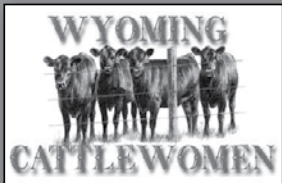
There are Veterans (Born 1925 – 1944) 64 years +; Boomers and Shadow Boomers 1945 – 63 (shadow 57 – 63); Gen X (1964 – 1980); and Gen Y or Millennials (1981 – 2000). Knowing that they have all had different experiences in growing up, different core values, organizational leadership style, and different ways of communicating, may help us in understanding and working with the different generations. I've got the diagram if you want a copy to help you understand others in your own household! (Ha!)

Oops, I'm sorry, I forgot the speaker Val Williams who talked on Civilized Assertiveness for Women. The bottom line was, "you can apologize for your mistakes, just be assertive" and "don't be wishy washy and say you're sorry". Did you mean it or not?

I also attended the National Beef Ambassador meeting. We are all happy that they're thinking out of the box and trying to make the yearly national contest more economical with fewer days. As of 2009, the contest will start after noon and finish after noon in Fort Smith, Arkansas. By cutting out one tour and starting and finishing midday, the whole trip should be more affordable. The new changes won't take effect until 2009, so we will still enjoy ALL of Oklahoma City October 9th – 11th, 2008. We have at least 15 contestants tentatively from all over the United States right now.

By the way, the 2008 – 2009 WY CattleWomen installation will be held September 6th in Sheridan WY. (Just trying to make sure everyone is invited.) We had to postpone this grand event by several months. Now that Jo Bowman has graciously allowed us to put her name on the slate of officers for Vice-president, we can now put our plans in gear for the year. Anyone wanting to volunteer for chairing a committee will definitely be considered. I may have to appoint if there are too many choices!!! Feel free to help out any chance you get, I'll need all the help I can get. Thanks!

Riki Davidson, President Elect



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Wyoming CattleWomen Budget

As you all know, the number of cattle in Wyoming is down. This has a ripple effect on many of our projects. If cattle numbers are down, our check-off dollars are down. This means that the amount of money Wyoming Beef Council has to spend is also down. Therefore, our budget is approximately half of what it was last year. Since many of our projects rely on check-off dollars we need to make changes in the way we do business.

We have been able to secure funds for our beef bags and the "Just BeCows" fun booklet.

If the cost of the booklets is more than what has been budgeted, incoming president Riki Davidson has volunteered to take money from her President's budget to get these booklets printed. She feels this is a very worthwhile tool. It is an excellent booklet as a teaching tool to communicate with our students who attend the ag expos. We also have it available during any of our classroom visits and use it as handouts in areas that do not hold ag expos. They have been ordered for our 2008-2009 projects.

Other projects funded by the Wyoming Beef Council include our Beef Ambassador Competition, our 50/50 advertising during the holiday season for Beef Gift Cards and our Grassroots Funding. Now is the time to find ways to adequately distribute these funds to our county groups. I feel that since the Beef Council supports Wyoming CattleWomen and

Wyoming CattleWomen support our local groups, we need your support at our state meetings. I am suggesting that county groups send at least one representative to actively participate in at least one of our WCW state meetings to receive first chance at the available funding. Remaining funds will be distributed to the groups unable to send representatives to at least one state meeting. Not only by paying dues but by becoming active participants at the state meetings, local members can help strengthen our state organization. We have a large number of state members and only 10-12 members attend our meetings. Without your participation we have no core group on which to plan programs, workshops, speakers or projects. We have members, we need participation. This is why I am asking you to please attend the annual meeting September 6th in Sheridan. There are a number of decisions to be made. We will start our business meeting in the morning at 10:00 AM with election of officers and committee reports. We will then have a luncheon and installation.

If we have more business and discussion to complete we will have a short break for any guests to leave. We will then continue on with our business meeting. Please plan to attend, bring any ideas to help strengthen participation and bring your friends and neighbors. We can only be as strong as our members help us to become.

Bobi Lentz, WCW President

COOL *continued from page 1*

davit. If such records are requested by USDA, they are to be made available within 5 business days.

QUESTIONS REMAIN

At this time WSGA has several questions regarding the new regulation. What is a "pro-

duced product" for purposes of the September 30 startup? Can a purchaser of livestock establish a more stringent verification requirement than the producer affidavit? What type of description or evidence is necessary to "identify

the animals unique to the transaction"? What role will brand records play in meeting these obligations? During the next two months WSGA will be seeking answers to these and other questions of Wyoming cattle producers. We invite you to share your questions with us.

From the Editor *Marcia Campbell*

Thoughts on where to store WCW history

Wyoming CattleWomen were asked to consider choosing a repository for our historical papers. This article is a beginning of the discussion. Plans will be made at the Sept 6th meeting.

Past President's often still have their President books, historian books and other pertinent papers. Our plan is to have a place for these papers, and a phone number or contact person past presidents or their families can call if they have papers to donate.

Dixie Mathison did a superb job with her Red Cow-Belle History Books, including the supplement. She collected every piece of history she could, including frequently using Cow Country magazines as a source. Her suggestion is the American Heritage Center at UW. WSGA has their

papers in storage there--they are catalogued and Jim Magagna said he can gain access whenever he needs to and can take things out for display as needed. Lindsay Galey was kind enough to find the website for us at www.archivists.org/publications/donating-orgrecs.asp.

Casper College also has a growing archive department called the Western History center, Kevin Anderson is the curator and the web site is www.caspercollege.edu/whc/gift.html

Does anyone recollect a green suitcase or trunk with historical papers? Do any of you have items to donate? Let us know your thoughts on where we should keep our history.

You can email the editor at the paper, beef_it_news@yahoo.com

Marcia Campbell

WCW Committee Reports

Beef Promotions Committee by *Connie Werner*

Summer is moving along at a very fast pace. It seems that everyone is trying to squeeze in time for this and time for that. Over the last several years I have decided that I am busier in the summer than I am the rest of the year, even though

I am on summer break from school. I have traveled quite a bit this summer to different areas of the state and one thing I have noticed is that there are a lot more fields with fresh hay bales scattered around this summer. What a fabulous sight!

I have been sending out Ag Bags and other items in vast amounts over the last couple of weeks. Please drop me an email or give me a call if you are in need of items for your tours, conventions, or any other promotion.

Beef Gift Cards Committee by *Leslie Hendry*

The Beef Gift Card/Certificate program had another outstanding year with **\$106,175.00** in sales. The new folder was well received and well liked. Following are the sales for each county dated from July 1, 2007 – June 30, 2008:

Albany	\$ 3,335.00	Niobrara	\$ 2,415.00
Campbell	\$ 4,645.00	Park	\$ 1,680.00
Carbon	\$ 2,690.00	Platte	\$ 4,740.00
Converse	\$ 3,100.00	Sheridan	\$13,450.00
Crook	\$13,250.00	Sublette	\$ 6,255.00
Fremont	\$11,045.00	Sweetwater	\$ 50.00
Goshen	\$14,525.00	Teton	\$ 1,540.00
Hot Springs	\$ 125.00	Uinta	\$ 1,445.00
Johnson	\$ 1,240.00	Washakie	\$ 7,625.00
Laramie	\$ 4,750.00	Weston	\$ 1,905.00
Natrona	\$ 6,365.00		

Condolence Report Committee by *Betty Bogacz*

April	9	Louise Hoffner	Laramie
	18	George William Riehle	Douglas
May	4	Margaret E Christensen	Gillette
		Gordon Sanford	Casper
	7	Geraldine Patricia 'Pat' Wallingford	Thermopolis
	10	Cleve Alan Clark	Hulett
	17	Eugene Harold Vieh Jr.	Kaycee
June	3	David B. Nimmo	Cheyenne
	7	Edith Ruth Wilkinson	Douglas
	9	Charles Edward Pexton	Douglas
	14	Ted G Magnuson (ANCW past pres husband)	Eaton Colo.
	20	E. Luke Corl	Wheatland
July	13	Jodee Ann Kawulok	Gillette
	27	Dalynn 'Pie' Peter (Darla Griffin's sister)	Lander
	27	Tom Tinsley (Del Tinsley's son)	Alaska



Bobi Lentz with Jo Bowman, Riki Davidson, Catherine Kukowski a past president, and Suzi Hoiness a WCW member. Riki has been nominated for President and Jo for Vice President of WCW. Riki, Bobi and Catherine took a trip over the mountain to visit with Jo and Suzi. They enjoyed lunch and toured Suzi's new house. Suzi is an artist and designed the "Just Be Cows" book and the WCW placemats. Congratulations on completing nursing school and good luck on the CRN test Aug 22!

The Wyoming CattleWomen \$10 - \$500 BEEF Gift Cards are the perfect gift or employee bonus for any season. Redeemable anywhere Mastercard is accepted. These BEEF GiftCards make for fast and easy gift giving.



To Order Your \$10 - \$500 BEEF Gift Card Contact:

Leslie Hendry
307-876-2778
bighorn@wildblue.net

This advertisement has been brought to you by Wyoming CattleWomen and the Wyoming Beef Council with funding provided by Wyoming's Beef Producers through their \$1-per-head-check-off



Light BEEF RECIPES

Italian Beef

Chuck Roast, Arm Roast or Rump Roast
3T Olive Oil
1 Large Onion, cut into rings
6 Cloves Garlic
1T Italian Seasoning
5 Beef Bouillon Cubes
1T Cornstarch
3 Cups Water
Salt and Pepper to Taste

Cook roast to medium (160F), let cool slightly, then cut into thin slices. Set aside any drippings from roasting pan. Saute onions and garlic in olive oil until onions are soft. Heat water and dissolve beef bouillon and cornstarch. Add Italian seasoning and drippings from roasting pan if desired. Place beef slices in crock pot, add onions and garlic, pour beef bouillon mixture over all. Cook on low until beef is tender, approx. 4-6

hours. Serve on sandwich rolls with cheese, mild/hot pepper rings, also good on a green salad for hot summer days! Freezes well. I think our roasts are usually between 5-6 lbs. I roast them very slowly, about 300 degree oven, covered, just about a cup of water and salt and pepper- usually I get the roast right out of the deep freeze and put it in the oven- I never have time to plan farther ahead to thaw it! Keeping it at a low-temp oven keeps the meat from getting dry, so it tenders up in the broth faster too.

Pretty much anything goes with these sandwiches- a good green salad, pasta salad, potato salad or just chips and a pickle work too.

Scalloped or fried potatoes are nice with it too.

The broth is good to have on the side of sandwiches for dipping, like au jus.

Gwen Shepperson, recipe requested by your editor—Gwen is my neighbor, 45 minutes away!

Beef Salad- Della Crago Courtney and Velma Newland- Long time Cattlewomen in South Dakota Colony Community Cookbook

1 cup leftover Beef shredded (or any other Meat)
1 tsp. finely cut onion
1 Cup shredded carrots
Small amount green pepper or pimento 1 Cup finely diced celery
Salt and pepper to taste
1 Cup mayonnaise or more to taste.
Optional: Kidney beans, Hot peppers, Cubed cheese
Mix all the ingredients. Chill. Just before serving add 1 large can shoestring potatoes or Chow Mein Noodles.

Taco Salad- Roxie Dacar

1- head lettuce, torn in small pieces
2 - tomatoes, diced
1 -green pepper, diced

1- can Chili beans, drained
1- medium onion, diced
1- bag Taco Chips
½ cup -cheddar cheese, shredded
1- lb. hamburger
2 -hard cooked eggs, diced
1 – large bottle French Dressing

Brown hamburger, breaking it into small pieces. You may sauté onion and green pepper with hamburger, if you prefer those items cooked. If you like raw, add to hamburger with rest of ingredients. Drain cooked hamburger, add to torn lettuce, add remaining ingredients except chips and dressing. Toss, just before serving add dressing and chips broken in small pieces. Toss salad until ingredients are coated with the dressing. Does not keep well after chips are added and the chips sit too long and get soggy. Serves 8 +

Janet A. Jensen, Vice President, Crook County Cattlewomen

“Summer beef recipes at our house consist of hamburgers, hamburgers and more hamburgers!!!! Nothing is faster or easier and no mess to clean up!” *Linda Matthews, Johnson County CattleWomen President*

Following is a recipe that I adapted from a chicken recipe to a BEEF recipe. We like it all year around, but in the summer it is fairly quick and I don't have to heat the house up by using the oven.

Cashew Beef

pound of round or sirloin steak sliced into 1/8 inch strips about 1 inch long
¼ cup soy sauce
1 Tbs. corn starch
1 cup chopped green onion
½ cup cashews

Mix soy sauce, corn starch and green onion and toss with beef. Let marinate for 15 minutes. Heat frying pan with a little oil and add meat. Stir fry until meat is mostly cooked. Add cashews and continue to stir fry until cashews are heated through.

This dish is very good hot as a main dish or may be chilled and mixed with greens to make a wonderful main dish salad.

Submitted by Catherine Kukowski WCW Past President

Meat and Potato Salad

1 to 2 lbs of lean stew meat cut into bite-size pieces
1 bottle of Catalina Salad Dressing (or French dressing thinned with lemon juice)
2 to 3 lbs of red potatoes washed and cubed
3 hard boiled eggs
½ of onion minced (optional)
mayo - not miracle whip
1 T lemon juice
1 t vinegar
2 cups of cut fresh green beans blanched salt and pepper

Trim stew meat of any excess fat. Brown with salt and pepper. While still hot marinate in the Catalina dressing for at least three hours in the refrigerator. Overnight is better. You can either peel or just wash the potatoes. Cook until just soft for a potato salad. Cool and make a potato salad with the eggs, onion, mayo, lemon juice and vinegar and salt and pepper to taste. The potato salad needs to be tart because of the marinade.

Drain the marinade off the meat. Blanch, ice and drain the green beans. Toss all of these into the potato salad and serve. The above recipe will feed 6 to 8 people depending on the appetites. ENJOY!

Lindsay Gale, Albany County Cow-Belles

I happen to love perennials that come back every year, surviving the WY weather. I suppose, one of my favorites is the Rudbeckia or Black-Eyed Susan. This hardy breed comes in many different colors, shapes, and types. Not only are they hardy, but they also tend to reseed which doubles your color and stand every year. Gaillardia is another variety that comes in many colors and acts more like a bunch plant. They don't tend to invade the whole area and provide lots of color. There is also Datura (has been called moon flower) that thrives in the heat or desert conditions. Unfortunately, they are poisonous to “two-leggeds” if they're still toddling. Deer, Cows, Horses and maybe even Dogs won't be as apt to reside or even mow down the flowers in close proximity. This plant can get to be massive and flowing over, with “thorn apples” which self-seed in the heat of next year. It is not uncommon to have 12 pure white blossoms at evening time on a mature plant. Quite a wonderful site-just don't eat them.

If you're really having a problem with lack of water, you may want to stick to the spring blooming flowers that bloom and die back when the water is scarcer. Just to name a few you have: bulbs, Peonies, Iris, Poppy, Bleeding Hearts, Columbine, Delphinium, Money Plant, Flax, Jackpot Tanaceum, and even Digitalis or Foxglove. Foxglove has been around for a while and blooms in the spring, the year after planting, and the deer won't eat it.

By planting on the east side, a flower doesn't receive the intense heat from the West or the day-long heat of the south. Unfortunately, tall growing plants aren't an option because they tend to lean.

By watering in the evening when the days are hot, you will extend your water and let your plants utilize more all night. This practice can be quite detrimental when the nights are very cool.

Riki Davidson, New President, WCW.

By the way, Riki should know this subject, she owns a greenhouse in Parkman!

DROUGHT RESISTANT PLANTS

When I called all the plant experts in our area these are the flowers they recommend. Gage Nursery in Spearfish, SD. mentioned Perennials they like are: Russian Sage, Sedum, Creeping Thyme, Gaillardia, Annuals as: Moss rose,, Marigold. My sister in laws who grow beautiful flowers like: Fall Asters, Black-Eyed Susan, Golden Glow and Striped Grass (be careful of this one- will take over unless you can mow it) California poppies, Blue Flax (my favorite after it's established) Homestead Nursery mentioned Salvia and Lead plant as a great plant for dry conditions.

Homestead Nursery in Belle Fourche had some great suggestions for Internet Sites which I checked out and thought they had great information. High

I've found that a really good drought resistant ornamental is the Ornamental Sand Cherry. It has dark red leaves and little berries the birds like in the fall. We planted 10 plants in a 20 foot area in front of the dog kennel in poor soil where there is no irrigation but my garden hose when I can remember to water. The first year I was conscientious about watering and this year they are doing great with just three waterings so far this summer. One lady told me she couldn't grow them due

Tom Heald, Natrona County UW Cooperative Extension Service Educator suggested a website www.plantselect.com that gives a list of green-



houses and nurseries that carry a large variety of plants and shrubs that are considered drought resistant and would flourish in many of our Wyoming areas. The website has a searchable database of plants listed by its botanic or common name. When a plant is selected it will give all of the details of the plant such as how tall it gets,

Country Gardeners in New Mexico High Country (not Texas) and Xeriscape Gardening (Dry Conditions), and Denver Master Gardner by Extension Service.

Richard at Homestead Nursery had some sage advice. Makes sure you know your zones areas. Even though perennials are drought resistant, to get started they need moisture, mulch, and protection from wind until they get started. His thoughts for shrubs and trees: grow what grows well in your area and under your conditions such as pine, cedar, and juniper in our NE. Corner of Wyoming.

Crook County Cattlewomen Janet A. Jensen, Vice President

to the deer nibbling them. My dogs prevent any nibbling as they are chief of security at night at our ranch! They can grow to 8 feet high and about 6 feet wide but are prettier when planted about 18 to 24 inches apart. We put one half bag of soil pep in each hole and lots of water when we planted them. They can be pruned back if needed and it won't hurt them.

Diane Frank Lander Valley CattleWomen

when it blooms, zone areas and a description as well as pictures of what the plant will look like in full bloom.

There is also a list of plant select 'demonstration gardens' around the region. Although most are in Colorado, a good place to check out if you're ever in Casper is the Xeriscape demonstration garden done by the



people of the Natrona County Ag Resource and Learning Center in Casper. It is quite a sight and Tom swears they only water it four or five times a year!

COUNTY Happenings

Washakie County Cow-Belles

Washakie County CowBelles have been busy preparing for the county fair food booth, which at print time will be over. We sell BB-Q beef sandwiches with our award winning BB-Q sauce. We have had new aprons made and they sure look sharp. We are also in the process of getting some silk scarves done with the brands as well. Our sales of the afghans have been great and we are going to order more.

Our group is continuing to be contacted for catering many events. We have awarded 2 continuing education scholarships for individuals going into the agriculture field. I know everyone is as busy as the next this summer and the hay season is well underway.

From our County to yours we hope that everyone is well and the crops are even better.

Dani Rice

Natrona County Cow-Belles

Natrona County Cow-Belles honored the first baby on Mother and Father's Day with \$25 Beef Gift Cards. We helped as greeters for the CNFR and at the special rodeo. For Central Wy Fair we gave \$100 in prizes divided among three categories in a new Static Beef Exhibit, did not involve live animals. We will help Wy Ag in the Classroom in the activity room at the Wyoming Game and Fish Expo in September.

Marcia Campbell, Treas

Cody Country CattleWomen

Aahh...the dog days of summer! Iced tea, watermelon, burgers on the grill, company, company, haying, haying, rain, turning the hay, rain, turning the hay, bugs, flies, moths, warm, breezy days, hotter windy days, sweltering days, kids showing 4-H projects in the county fairs, then more showing at the state fair. Then before we know it, school has started, it's time for gathering and shipping and the first snow is on the ground.

What happened to summer? Maybe it's not quite that busy for some of you but I know the only time I see our ladies is at Walmart, the post office, or as they drive by on the way to or from town. I love the honk of howdys.

Well, I do know that I love the first meeting of Cattlewomen in September. We have lunch meetings right now and we always have so much to catch up on. This year will be a bit different.

Saturday, September 6 is our state meeting in Sheridan. That is the weekend after Labor Day, a weekend day and I am asking, in fact, I am imploring each of you to

make arrangements to be there this fall. Car pool, split the gas,(can you imagine the catch up time in the car?) come to the state meeting to support the women being installed as state officers, give us your 2 cents worth on how to reach new members (someone said serve wine???) or whatever is on your mind. Have lunch and a good visit with like minded women who love our industry and then for thrills, go check out the Sheridan Walmart,(don't you know that every one is different?)

Our industry and even our way of life is being pressured from all sides and more than ever we need to stick together and focus on the things we have in common. We have men and families that have poured their lives into this land and livestock only to see city folks trying to legislate how we handle our animals, our land, and our business.

We already have a number of simple things to do to encourage consumers, school children and others to use beef. I am sure that together we can find some additional ways for each and every one of

us to do something. Some of you are more motivated to be politically involved. Perhaps some of you can write articles to send to your local and not so local papers to speak in favor of our industry.

We are Wyoming women and even more so, we are CattleWomen! If each of us were to do one small thing once a day, or once a week that promoted our industry, we could make a huge difference. On the other hand, if we choose to stay within the confines of our own homes, complain about the things we don't like and take no action, we are responsible for what we allow to happen to us, our families, our friends and our livelihood.

Ouch! Did I just say that?

So, who's coming to Sheridan and who's going to bring a friend to their first local CattleWomen meeting?

I hope to meet new friends in Sheridan and hey, Cody country gals, who do you know who loves BEEF???

*Jo Bowman, President
Cody Country Cattle-
Women and WCW Vice-
President Elect*

Laramie County Cow-Belles

Beth Wood, National Beef Ambassador, was our guest speaker for our February meeting. She is from Eastern Laramie County.

Doug Samuelson, Laramie County Legislator from District 7 which is north of Cheyenne, was our guest speaker for our March 24th luncheon held at the Historic Plains Hotel. He brought us up to date on the recent 59th Legislative session.

Ty Berry, an FFA advisor from Central High School, will meet with our group to discuss the Ag Expo which will be September 30, October 1st and 2nd. He and his students have some ideas on how to handle a three day Ag Expo, according to Gretchen Nimmo.

Wyoming Agriculture in the Class-

room was held in Cheyenne on May 9th. There were eighteen students selected as state-wide winners of WAIC and the Wy Weed and Pest Council's bookmark contest. In addition to the eighteen winners, nine entries were chosen as honorable mention. Laramie County Cow-Belles was one of the sponsors. Our Vice President Sarka White is the WAIC Director. This was a very special day for these young children from all over the state.

We are waiting to hear who won the Mary Jo Jordan University of WY scholarships for the fall 2009 semester.

We will also host the young people that will bicycle through Cheyenne with the "Journey of Hope" on July 3rd.

Submitted by Beverly Schwieger

Converse County Cow-Belles

Converse County Cow-Belles changed officers in June. President: ManDee Manning. We had our annual CowBelle summer party in Lost Springs on July 19th. We raise money through chicken roping and calf bingo. We had a delicious barbecued brisket dinner, followed by a live band. Lost Springs has an official population of 1, so we take over the entire town, which includes a community hall, town park, post office (closed at that time of the day) and the general store/bar. People wander back and forth across the street from the dance hall to the bar. It's a family affair. Converse County also sponsored a rodeo queen this year, Miss Emily Delyea.

Terry Henderson

Goshen County CattleWomen

The annual installation of officers and luncheon was held in the Brand Room of the Rendezvous Center on May 11, 2008. Mary Ann Booth presided and the following were installed: President Pat Ellis, Vice President Lynne Pulley, Secretary Linda Johnson, Treasurer Cindy Ridenour, Parliamentarian Marilyn Simmons, Auditor Pat Goyen, Historian Eileen Yeik.



President Pat Ellis, Vice President Lynne Pulley, Secretary Linda Johnson, Treasurer Cindy Ridenour, Parliamentarian Marilyn Simmons, Auditor Pat Goyen, Historian Eileen Yeik.

Goshen County CattleWomen & Stockgrowers held a joint pot luck picnic on June 1, 2008 at the Jim Hageman UW SAREC facility, Lingle, WY. About 55 members and guests gathered for a 1 pm beef brisket dinner with all the trimmings. Good laughs and humor followed when Tina Willis from Wheatland recited some Cowboy Poetry. Later, Jim Freeburn, Director of Operations

at the center, gave a short presentation about their ongoing projects and this was followed by a wagon tour of the facility.

Our July CattleWomen meeting/salad luncheon was held at the home of Donna Cay Heinz. President Pat Ellis conducted the meeting. Lynn Pulley gave a report on the Niobrara county tour conducted by the Wyoming Business Council in June. Tour stops included Wyoming Aquaculture farm raising tilapia at the Women's Cen-

ter/ Lusk, Gaukel Ground and Grown/Keeline, Kilmer-Waldock/Lusk turning used tires from the mines into recycled livestock watering tanks. Plans were finalized for our group to serve beef sandwiches at the 4-H Sale at the county fair on August 3. The next meeting will be held at the home of Shirley Hladky on September 5th.

*Submitted by Donna
Cay Heinz/Publicity
Goshen CattleWomen.*

Laramie Peak CattleWomen

Pouring rain throughout Platte County was the highlight of the annual Laramie Peak CattleWomen/Stockgrowers' potluck supper the end of May. Attendance may have suffered since several members were leery of creek crossings to get to Wheatland, but those that were there definitely had smiles on their faces. This is an off-year for officer elections for LPCW so business included a review of planned summer activities.

On July 2nd, Mary Irvine opened up her home to host the 28 members of Push America bicyclists. Beef was on the menu for the evening meal served by Mary, Judy West, Myra Hanna & Mimi Kontour. For those counties not yet involved with this group of young men, it's a wonderful PR opportunity to tout Wyoming ranch life to the future "movers & shakers" from all across America.

Lindy and Rodger Schroeder hosted the annual summer picnic at their ranch southwest of Chugwater on July 12th. We were pleased with a good turnout to hear our special guest, Jim Magagna, address issues affecting the Beef Industry. The general consensus was that many of the current problems arise from Federal regulations dictated by individuals who are clueless to life in Wyoming. Our own member, Judy West, was appointed to the Wyoming Beef Council as a cow/calf producer representative and assumed her position on July 1st.

Donita Graves has marketed our brand napkins to the local Co-op store as well as to the County Extension Service.

The local Platte County Fair is the last week in July. CattleWomen and Stockgrowers traditionally get very involved in all aspects of the Fair. For the eighth

year, Mary Irvine and Donita Graves will ram-rod the Farm/Ranch Photo Contest. Participation hasn't waned because anybody, from kids to grandpas, who can click a picture in our county is welcome to enter. Expense to entrants is minimal because costly framing is not allowed as we only accept 8x10" enlargements mounted on poster board. Winners in each of the 5 categories receive a \$25 Beef Gift Card, and the top winners of the Judges' and People's Choice get an additional \$50 worth of Beef Cards. As in past years, we'll take an active part in the PeeWee Rodeo and Showmanship contests. Mimi Kontour will be hitching up her team to load up CattleWomen, kids and grandkids to join the parade at the end of the week.

On Aug. 12th, our group will be feeding a noon Beef meal to approximately 80 ranchers from Texas who are touring ranches & facilities in Wyoming. Judy West & Donita Graves will be organizing this meal. We're looking forward to this opportunity to mingle with fellow ranchers from another part of the country.

On Sept. 25th, both immediate past president of WCW, Bobi Lentz, and current president, Riki Davidson will be our guests at our regularly scheduled Fall Meeting. The annual banquet, in conjunction with the Stockgrowers, will be held at the new Stampede Steakhouse in Chugwater this Fall. At that time, the 2008 Ranchwoman of the Year will be announced.

As the summer progresses, the cattle are fattening on grass, market prices stay respectable, and we hope we can afford the fuel for the trucks to get them shipped off the home ranches.

Donita Graves, publicity

Johnson County CattleWomen

The Johnson County CattleWomen are gearing up for our Hamburger Stand for Beef Day at the County Fair. Farm Credit Services volunteered to grill the burgers again this year. We serve melon salad, burgers, chips and home made fruit pie!

Our silk scarves are almost a reality. It

will take 3 months to get them made. Hopefully they will be ready for Christmas this year!

It is almost time for us to start planning meals for the bull sales that start in November. That is always a fun time of the year!

*Linda Matthews
J.C. CattleWomen*

Sheridan County CattleWomen

Our Sheridan County CattleWomen have been a little off kilter this summer. There were many things happening in May and June when plan A was to go into effect. We were to have our regular election of officers and installation. That did not happen so like all creative CattleWomen, we came up with plan B. Our President Connie Portwood, for personal reasons, asked to step down out of an officer position. Bobi Lentz, local treasurer and president of Wyoming CattleWomen, volunteered to become temporary chairman for the summer as we had several projects in progress. Needless to say we carried on without a break in activities, thanks to several dedicated members. In June we made our donation for awards to the Junior members of 4H. These awards will be given at County Fair which is going on as our Beef-It Newsletter is being printed so we do not have the win-

ners to announce. Our new cookbooks arrived in June and again, several dedicated members met to insert the dividers in order to get the cookbooks to the public for rodeo and fair week. We have many visitors in town for summer activities and wanted them to see our new products. We now have our new napkins for sale, our new cookbooks, and our brand mugs. We have completely sold out of our brand afghans, this is a good thing. If there is a demand for more we need to have a new one designed since this one has been around a number of years. It was designed by Suzi Hoiness, who deserted us and moved to Cody a number of years ago. (Our loss, their gain)

Riki Davidson is now in the process of soliciting donations for the buyers' dinner which we will serve at the county fair August 4th. Last year we served a number of people who were not only buyers and sellers but those who came to watch the auction. Needless to

say we ran out of food. Hopefully we planned better this year. We have ordered 300 beef brauts and 250 burgers which are locally processed. Our local meat processor in Dayton, Valley Meat, has again volunteered to bring their huge barbeque and do all the cooking of the meats for us. Last year we set up our serving tables with dessert first on the table right after plates, napkins and silverware. We had many great comments about it. I think it should be a mandate for this year. It is always lots of work but we manage to have fun and all seem to enjoy it.

Our election and installation of officers will be Sept 8th. We are again trying to get a tri-county meeting together in Sheridan. If this does not happen we will have our first meeting in October. Anyone is welcome to attend our meetings. They are the first Monday of each month from October thru May at noon.

Bobi Lentz

Crook County CattleWomen

Since April reporting of Beef-It-News, we have been a busy group of ladies. Beef promotion at the Sundance Health Fair drawing for two \$10.00 Beef Certificates and a fun promotion of babies born closest to Mothers' Day and Fathers' Day receiving Beef Roasts weighing the same as each baby's weight. Pictures were placed in the three area Newspapers with the proud parents, babies, and the Crook County cattlemen delivering the meat to the parents.



Past president, Jeanne Wyatt give the installation of officers to President- Beverly (Betts) Seely, Vice-president- Janet A. Jensen, Secretary- Opal Oudin, and Treasurer- Margaret Ellsbury.

Installation of 2008-2009 Crook County Cattlewomen officers was held June 24, 2008 at the home of Jeanette Smith on Sand Creek with a dessert luncheon and fellowship following. We had a past president, Jeanne Wyatt give the installation of officers to President- Beverly (Betts) Seely, Vice-president- Janet A. Jensen, Secretary- Opal Oudin, and Treasurer- Margaret Ellsbury. Beverly Seely gave out her committees to: Audit- Jeanette Smith and Vernie Nussbaum, Beef Promotion- Janet Jensen and Jeanette Smith, Courtesy and Condolence to Evelyn Hejde, Publicity - Jeanette Smith, Legislative- Minnie Williams, Membership and Associate members- Margaret Ellsbury and Marjorie Goodson, and Scrapbook for President- Janet Jensen.

Plans for Crook County Fair July 26 to August 3 in Sundance were made with ideas flowing for the Fair Theme of Barn-

yard Beach Party. Crook County Cattlewomen came up with Beef on the Beach for a booth and float in the parade. Time will tell how this comes out... not sure you can get our group in swimming suits on a float... not a pretty sight. We will serve the Community Barbeque provided by the Sundance Chamber of Commerce and Fair Board August 2, 2008 at 5:00 P.M.

Plans and committees were chosen to provide a Beef lunch for Wyoming MS Rally held in Sundance, Hulett, Devils Tower, and Aladdin, to be held August 17th at the lunchroom of the Sundance High School. The lunch is given to riders completing their ride and heading to their homes across the State of Wyoming. We have the Beef Board and promotional information on Beef to give to the riders.

Our dear Opal Oudin had surgery as the Beef-It is being printed. Please drop her a card—she would love to hear from her fellow CattleWomen. Box 1031, Sundance, WY. 82729. Thanks!

Janet Jensen, Vice President

Beef Checkoff Launches New Web Site

Centennial, Colo. — It has a new look, a new feel and it's coming straight to your home. It's www.MyBeefCheckoff.com, the new Cattlemen's Beef Board (CBB) Web site, designed to be the one place to go to find out how national beef checkoff dollars are invested and the results of those investments.

"The site is interactive, well organized and very user-friendly," says CBB member Richard Nielson, cow-calf producer from Ephraim, Utah, and chair of the producer communications committee. "Most important is that the design is very versatile allowing us to deliver a number of different services to different users. For example, with the launch of the new site, we're also offering 'sign-and-go' newsletters in beef and dairy editions to help producers stay up to date on their checkoff."

On July 15, the new site hit the Web with a splash, giving beef and dairy producers across the country new access to information about their checkoff investment. Some highlights of the new site include:

- Easy access to CBB members and staff
- Expanded state beef council information and access
- Monthly e-newsletter sign-up
- Producer profiles from across the country
- Links to all checkoff-funded consumer and industry sites
- Robust newsroom

"It is our hope that the site brings producers together, whether they are a dairy producer in New York or a beef producer in Washington, with the knowledge they need to educate their neighbor about the checkoff over a cup of coffee," says Nielson. "That's the unique thing about the new site - it reinforces the idea that producers can't be everywhere, but their checkoff can."

For more information about the beef checkoff, visit www.MyBeefCheckoff.com.

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Summer Grilling Lights A Fire Under Beef Sales

On the heels of its highly successful 2007 summer grilling campaign, the beef checkoff is cooking up new checkoff-funded promotional plans for this summer to encourage customers to fire up their grills for America's favorite protein.

"The 2007 summer grilling season was very successful and we were pleased with the results," says Don Stewart, Cattlemen's Beef Board member, chair of the beef checkoff's Joint Retail Committee and importer from Highland Park, Ill. "Together, through co-marketing partnerships, the 2008 campaign will encourage consumers to choose beef in the grocery store meat case for all their grilling needs. We know burgers are popular year-round, but through the beef checkoff summer grilling program, we encourage consumers to give in to their passion for a great-tasting beef experience by purchasing other popular grilling items like steaks."

During the 2007 summer grilling season, grilling cuts accounted for \$5.3 billion in total beef sales and 870 million pounds of grilling cuts were sold. As one might expect, steaks and burgers were the most popular beef items for grilling.

This summer, national beef checkoff-funded radio advertising continues. There will be three, two-week

national radio flights leading up to key grilling occasions:

Memorial Day, 4th of July and Labor Day. Also, popular retailer promotions such as the Sutter Home/Build a Better Burger® promotion (\$50,000 in prizes) continue this year, while an additional partnership with Kraft A.1.® and Anheuser-Busch kicks off Memorial Day. Also, watch for Kraft A.1. coupons for \$1 off beef with a purchase of A.1.

"This year's marketing efforts consist of a mix of previous successes and exciting new partnerships," adds Stewart, noting that summer occasions are great beef holidays and events. Additional in-store promotions and co-marketing efforts will follow.

As the approaching summer months begin to heat up, so do checkoff-funded grocery store promotion efforts encouraging everyone to be sure to add some sizzle to 2008 grilling with beef.

For more information about the beef checkoff, visit www.beefboard.org.



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

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More Light Beef Recipes

Beef Brisket

Pour over each side of a whole brisket 1 tbsp liquid smoke and 1 tbsp worchestershire sauce. Then rub the following spices to each side 1 tsp each garlic salt, onion salt and celery salt. Wrap in heavy duty foil and double seal.

Place on cookie sheet and Bake 250 degrees for 5 hours. Cool slightly. Slice diagonally and serve on toasted buns w/au jus.

Recipe given to me by a couple who came to the ranch to buy some cows in the 1970's and were rice growers in CA.

Grilled Steak Sandwich w/Salsa spread

Mix together one teaspoon each of Lawry's seasoned salt, unseasoned meat tenderizer and cracked black pepper. Divide in half and rub into each side of one flank steak. Fold the meat and place in ziplock bag and refrigerate overnight. Grill to medium doneness and slice diagonally.

Salsa Spread

- 1 cup mayonaize
- 1 cup chunky salsa (drained)
- 1/4 cup chopped green onions (including tops)
- 2 tsp minced cilantro.

Combine and refrigerate. Serve on toasted vienna bread as an open face sandwich, if desired. Spread bread generously w/salsa, add shredded lettuce, and then meat slices, Yield: 2 flank steaks 12 servings. Our CattleWomen group have served 5-600 flank steak sandwiches in an afternoon for various functions. Always a hit.

Donna Cay Heinz, Past President NCW 1982-83

Congratulations to County Groups

Your editor has been traveling more than usual this summer. I must comment on the beautiful BEEF signs along many well-traveled highways. I recognize many from the feature we did and enjoyed seeing them in person. Congratulations on the unique beef signs.

ATTENTION!!

Starting Fall 2008 we will be adding a new feature to the Beef It newsletter.

Each issue we will pick one county CattleWomen organization to be spotlighted and we will let that group share with the rest of the CattleWomen across the state why their organization is unique and what is special about their county and group.

So get together ladies and come up with ideas that make your group stand out.

We will let you know in advance that your county is our featured group for that issue, or if you feel your county is innovative and you want to be featured right away send your responses to beef_it_news@yahoo.com. Your group may be the first to be featured in our next issue!



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Americans Love the Sizzle and Energy that Come from Steak

Steak tops the list of foods that deliver the most energy according to a recent consumer survey. Grilling is a popular pastime for 79 percent of Americans and 63 percent say the food they most often cook on the grill is beef.

The survey reveals that consumers feel beef is the protein that delivers on the eating experience and health benefits. A substantial body of scientific evidence shows protein can help in maintaining a healthy weight, building muscle and fueling physical activity – all of which play an important role in a healthful lifestyle and disease prevention. Beef is an excellent source of protein.

When Americans are in the mood for a comfort food to cook on the grill, beef wins over other proteins, with steaks at the top of the list at 39 percent and hamburgers coming in second with 26 percent. The consumer survey was funded by The Beef Checkoff.

“Today’s health-conscious consumer knows that beef satisfies the craving for a food that tastes great and is good for you,” said Mary K. Young, M.S., R.D., vice president of nutrition, National Cattlemen’s Beef Association. “Everyone can feel good about loving beef because the protein in beef is a powerful nutrient that strengthens and

sustains their bodies.”

Additional survey findings include:

The Fourth of July is the number one grilling holiday with 63 percent of respondents saying the Fourth is their favorite holiday to cook out on the grill.

Grilling isn’t just for the guys – 83 percent of men say they grill but so do 76 percent of women.

41 percent of Americans say they grill out year round.

When cooking beef on the grill, consumers choose hamburgers (56 percent) more often than steak (42 percent).

America’s favorite hamburger is a classic – a lean beef patty on a plain white or whole wheat



bun with lettuce, tomato, onion and ketchup.

Many Americans also like mustard on their burgers but ketchup won the condiment battle by a small margin. Slightly less than half (49 percent) of respondents say they also like mayonnaise on their burgers.

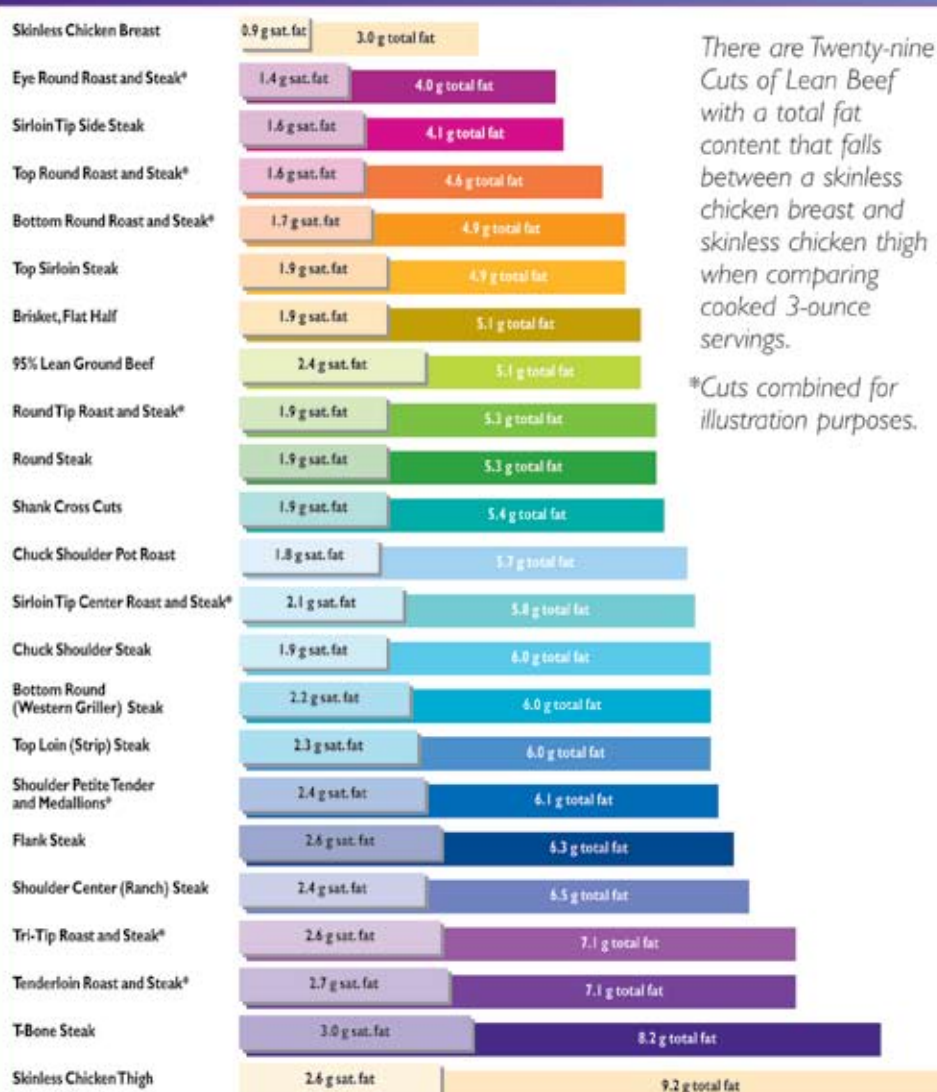
Ribeye, T-bone and sirloin steaks were listed as favorite cuts to grill.

“Not only is grilling a great way to experience beef’s versatility, but you can feel good about using this naturally low-fat cooking method for your favorite steaks,” Young said.

There are 29 cuts of beef that meet government guidelines for lean, so it’s easy for people to “go lean with protein” and follow the U.S. Dietary Guidelines. These lean cuts include many popular cuts such as tenderloin, T-bone, top round and top sirloin steaks, as well as 95% lean ground beef. Among the 29 cuts, all have less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams. Lean beef is a naturally rich source of nine essential nutrients that are needed for a healthy, active lifestyle, including: protein, zinc, vitamin B12, selenium and phosphorous, and a good source of: niacin, vitamin B6, iron and riboflavin.

Discover the power of protein by visiting www.BeefItsWhatsForDinner.com.

Twenty-nine Ways to Love Lean Beef



There are Twenty-nine Cuts of Lean Beef with a total fat content that falls between a skinless chicken breast and skinless chicken thigh when comparing cooked 3-ounce servings.

*Cuts combined for illustration purposes.

Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95 mg of cholesterol per serving and per 100 grams. Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on cooked servings, visible fat trimmed.