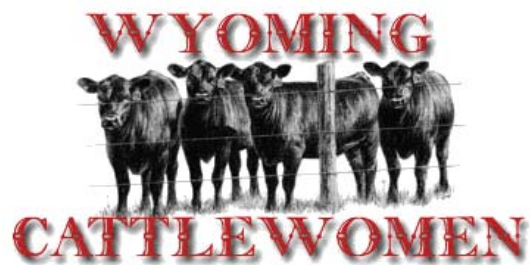
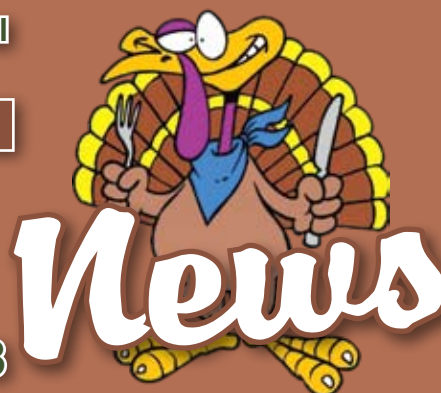


The Newsletter of the



# BEEF IT



Volume 24 • Issue 2 – November 2008



## WYOMING CATTLEWOMEN INSTALLATION

On Sept. 6 the Wyoming CattleWomen gathered in Sheridan for the installment of their 2008 officers. Pictured left to right: Leslie Hendry standing in for Wendy Harding, Treasurer; Diane Frank, Parliamentarian; Anjie McConnell, Auditor; Riki Davidson, President; Jo Bowman, Vice President; Ladonna Good, Secretary; Bobi Lentz, Past President.

## From your President

What a wonderful way to start off my year as president of Wyoming CattleWomen. The Presidency year has begun just a little different, normal has never been my middle name. Due to many non circumstantial reasons, my presidency didn't begin in June as usual. We were able to move my installation to September 6<sup>th</sup> when things were supposed to slow down and it should then be more convenient for others. The installation on "The Spice of Life" that Bobi designed for me was excellent and very appropriate. She must have really wanted to finally hand over the reins. My installation was based around perennial herbs. These hardy perennials can weather many seasons and add great flavor, yet blended with others, they can be outstanding and even spectacular in a whole new way. There was also a Parkman Blend of hot crushed peppers grown, hand crushed and bottled in Parkman Wyoming. With just a pinch, regular ho hum meals come right to life and add body and a warmth to everything. This can be very important with the rise in heating bills forecasted for this winter!



The turnout for the September State meeting and installation was very good and we saw faces we'd never seen or met and names I'll never remember (that's not saying much). Ideally, we would love to have a President or representative from all the counties to the 3 or 4 meetings we have a year so that our information will get back to the different regions. Traveling, gas, and time are never convenient for everyone, which means keeping everyone informed and up to date is always a challenge.



Riki Davidson and Bobi Lentz were guests at a recent Laramie Peak CattleWomen meeting

It was suggested to have leadership training at our meetings. Sometimes, with the changing of officers, not all the important information exchanges hands. If nothing else, maybe the transition would be smoother and maybe we'd even have more volunteers for the positions, since they could see how easy it could be. I am looking for any volunteers or ideas on leadership training. Maybe even a "round table" type of session so that all the counties can share their information and help in the learning process.

As you may have heard, the 9<sup>th</sup> - 11<sup>th</sup> of October, was the National Beef Ambassador Program competition, sponsored by the Beef Checkoff. Wyoming CattleWomen took their contestant Tressa Lawrence, a junior from Buffalo, Wyoming. Oklahoma did an excellent job hosting this very note worthy program. The Beef Council has voted not to sponsor the American National CattleWomen project in 2009. As we all know, the beef cattle numbers are way down due to the *many years* of drought and other unfortunate circumstances. As a result, the Beef Council was not able to budget our program in 2009. Everyone is feeling the crunch of "less checkoff dollars" and we can't blame anyone. We would love to have the program continue and benefit many more generations, but we will not be able to without many wonderful Sponsors and even more grants! Carol Abrahamson is working on the continuation of this very worthwhile program as I write. It's an excellent program and one we really cannot afford to lose. Not only is the schol-

Please see RIKI on page 2

## Where Are They Now?

### Past Presidents of Wyoming Cow-Belles/CattleWomen

#### Terry Henderson, WCW President 1993-1994



that our members make to the beef industry, then and now. Because of those long term commitments, I have maintained many friendships over the years, which I cherish. Indeed, it is often those friendships that I have shared the highs and the lows in my life since then.

During my term as president, Wyoming hosted the last big National Beef Cook-Off in Cheyenne, under the chairmanship of Eleanor Jones, a past Wyoming CowBelle president and American National CattleWomen president.

I joined CowBelles on the local level in 1972. I was fortunate enough to get to know some of the early founders of our organization such as Charlotte Snodgrass, which gives me a great sense of the history of our group. I appreciate the long term commitments

Because CowBelles/CattleWomen is a family based group, my children grew up knowing these people. When my first husband, Larry Svrko, died, CowBelles were there for support. Following his death, I left the ranch and Wyoming briefly to go back to school in Denver. I earned my vet technician degree before Frank Henderson, my second husband, brought me back to Wyoming and added many more connections to CowBelles. When my daughter, Starla, got married and moved clear to Arizona, many CattleWomen kept track. As my grandchildren arrived, that too was shared. When son, Monti, was killed in 1999, those prayers sustained us.

In 2003, when Frank underwent surgery for prostate cancer and a month later, I had surgery for breast cancer, it was again the solid ranching community, made up of many CattleWomen, along with family, who got us through. Since the late

'80's, I have added "traveling cowboy poet" to my agenda. I have done programs from Durango and Grand Junction, Colorado to North Dakota and many places in between. I did a radio program in Texas, via the telephone and have been to Elko, NV. I love sharing our western lifestyle with people while entertaining them. I currently have three chapbooks and a CD produced, along with being in several anthologies.

Several Wyoming papers have carried some of my freelance and column work over the years as I continue to try to tell our ranching story to the world.

For about five years, I ran the Wyoming School of Ranching, before Frank retired from the Extension service. That offered teachers (and others) a ranching experience which offered three University credits for their week of work and classes, on our ranch.

I have managed a neighbor's 5000 acre ranch for the last 8 or 9 years. It is being sold this fall, so I will be out of that job. The Douglas and rural schools used me as a substitute teacher for ten years, until my certificate expired last spring and I didn't renew it. I was appointed to the state FSA committee in August of 2005. Depending on the election outcome in November, I may be out of that job in 2009. However, that does not mean I can just



Terry doing a presentation for a Cowboy Poetry gathering.

Since the late

Please see WCW on page 6

### Wyo Beef Ambassador competes in Oklahoma City

The Wyoming delegation, consisting of CattleWomen Riki Davidson, Bobi Lentz, Leslie Hendry, and Judy West, along with contestant Tressa Lawrence and her father John Lawrence flew out of Casper early on the morning of Oct. 9<sup>th</sup> and arrived in Oklahoma City shortly after noon. We had a good opportunity to get settled in before activities got started. All of us Cattlewomen were assigned duties during the contest and met for orientation with our own Wendy Harding, NBAP national chair.

The first scheduled event was the evening meal and welcome by the Oklahoma CattleWomen. The featured Speaker was Trent Loos of Loup City Neb. He introduced each contestant and did a great job of putting them at ease with an informal interview. Trent is a great motivational speaker with a passion for agriculture, the beef industry and especially the National Beef Ambassador Program. His presentation set the tone for the entire event.

The competition events were scheduled from 8:30 am to 4:00 pm on Friday



Wyoming CattleWomen delegates Judy West, Leslie Hendry, Bobi Lentz, Riki Davidson, contestant Tressa Lawrence and her father John Lawrence standing in front of a John Wayne statue at the National Cowboy and Western Heritage Museum in Oklahoma City during the National Beef Ambassador Program competition

Please see BEEF on page 8

## RIKI *continued from page 1*

arship money an incentive and a bonus for the winners, but all of the knowledge gained from the beef promotions through their travels will continue to be part of these ambassadors young lives forever. As a result, we are asking all the counties to donate towards the program.

Osage county in Oklahoma, Barbara Jacques president, which just hosted the contest, has issued a challenge for all counties to donate \$1,000 to the cause. The program ran on \$118,000 in the past and we're hoping to raise \$100,000 to keep it running. Any and all money should be sent to the ANCW Foundation or Wendy Harding and it will

be used to keep the NBAP going and promoting beef.

As with the NBAP being discontinued, our Grassroots funding has also been cut back. This year, there is only about \$300.00 to be allotted to the individual counties for projects they chair promoting beef and the Beef Checkoff. There are criteria that have to be followed and forms filled out and submitted to the Chairman of Grassroots funding. Do make sure you submit your promotions to Deanna Crofts of Riverton so that Wyoming CattleWomen along with the Beef Checkoff can help with some of the funding. Hopefully this won't be an overwhelming hindrance to our counties and the beef

promotions they present.

The good news is – we have a new Red Beef bag available this year and *Just BeCows* has been updated and is just hot off the press! With the help of the Beef Checkoff budgeting, we were able to make changes and updates. The bags will be easier to see at the Health fairs and Ag Expos. The *Just BeCows It's Fun* booklet has also been updated with more nutrition information, and yet still retains hours of fun entertainment for our young Cattlemen and CattleWomen.

Once again this year, with lots of work from Leslie Hendry, we will be selling Beef Gift Cards from most of the banks around Wyoming. They are available and can be made for any amount from

\$10 - \$500 on each card. They make great Christmas Cards, Wedding gifts, Birthday cards, Bonuses - to show someone how much you appreciate them, going back to College and you don't want them to suffer on Tuna, and any other special occasion that you can use as an excuse. They are easy and available and they don't cost more than the amount you're wanting to purchase. This is unheard of, with most of the Gift cards that can be used anywhere Visa Cards are accepted. Most malls, eateries, or banks sell their

cards, plus a cost for using them or they can't be used *just anywhere*. WY CattleWomen are supplying these cards at cost so that everyone can promote Beef!!! These cards can be used for buying Beef, going out for dinner, ordering Pizza, buying groceries and many other wonderful uses. Even those ranchers who are lucky enough to raise their own beef still like to eat beef when they go out for dinner. (Old habits are hard to break!) I, myself, like to keep a few Beef Gift Cards on hand, for those last minute emergencies. Luckily

this year will work out even better, because the brand new cards don't expire for years. If they aren't given or used this year, they will still be good for next year! It would be nice if Leslie Hendry could find a way so she doesn't have to work so hard to handle the *rush* all through the "Holidays". Please try to order early to make her Holiday Season more bearable!

The more we sell, the more Beef we promote, the healthier and happier everyone will be!

**Riki Davidson, President Wyoming CattleWomen**

## MEET THE NEW WCW OFFICERS!

### Will the real Riki please stand up?

One thing I can tell you about Riki is that this lady despises talking about herself. She is well aware of this feature and in a weak moment beseeched me to rise to the occasion of writing her biography.

Is 'Riki' her bona fide name? Absolutely, she was born Riki Rae Scott on November 27, 1957 in Dayton, Wyoming. She grew up on the N-5 Ranch between Dayton and Sheridan until her Dad took over as CEO of the family ranch when she was 12 years old. Riki was taught to be humble at a young age and she continues this trait to this day. Therefore you will seldom hear her mention that her family owns the Padlock Ranch. She has witnessed more concerning our industry at a young age than most people will in a life time. But enough about that - she will beat me about the head for just mentioning this. Sorry Madame President, but it IS part of your bio...

Riki started her "Plants Plus" Greenhouse in 1991 when her daughter Becca Jeanne was 8. Riki loves watching things grow from seed to a flourishing established plant. Yet, she is not an absolute lover of 'flowers'. I am certain that you will hear her say 'stinking petunias' more than once. Her greenhouse has grown up to be a successful 'growing' business. Becca has grown up to be quite a young lady also. She owns a home in Sheridan and is her mom's #1 fan.

Besides working away from her home she periodically worked on the family ranch, running farm equipment or working cattle. Riki was also in charge of the "Bum Barn". As we all know heifers don't always cooperate when it comes to raising

their young, and with at times over 3,000 heifers to contend with... Riki had an abundance of job security. Feeding bottle babies 3 times a day and keeping them healthy kept her home bound, as did her greenhouse in the growing months. This lady is NOT used to sitting idle!

Her college years were spent in Bozeman, MT where she achieved her BS in Animal Science... This education has helped her with her greenhouse, her individually owned cattle, and her newly established paint horse enterprise.

She was also an accomplished 'Pampered Chef' distributor for several years. She has organized and worked the blood drive in Dayton for the last 'umpteen' years. She's been instrumental in the Dayton Day's festivities every July and has volunteered for several events too numerous to mention.

Cattle will always be the main stay of her roots and it is more than befitting to witness her taking the position as our Wyoming CattleWomen President. She is as sincere as the day is long and just as dedicated. She will fight for what is right and help this industry with all her heart. It won't be long before you discover this for yourselves. Her heart is in the right place and it will work for the industry from sunup to sundown.

*Sincerely submitted by Suzi Hoiness*



### Jo Bowman - WCW Vice President

Where do I start to tell you about me and Cattlewomen. I know I have been interested in the beef industry and "Cowbelles" for a long time. Always been a carnivore and cowboys have been my heroes since I was a little girl. So how on earth did I get here? Would someone kindly tell me what happened? When Bo and I came back to Wyoming after living on a ranch in Stillwater County Montana, we went to a yard sale down the Southfork. The Cody Country Cattlewomen were selling *beef* sandwiches and various Cattlewomen items. I think I bought one of each gift item and then asked if I had to be a producer to come to meetings. They said no, just interested in beef, and that pretty well sealed it. I began attending in 2003. I was elected President in 2005. Bo and I both place a high value on heritage and culture and the history of our state. The beef industry is an inseparable part of that. To have an opportunity to teach that to my family, grandchildren (11 to date), friends and folks we meet seems to be a part of knowing us.

What do I bring to the state organization? Well, I have very good people skills and I grew up around the radio and television



studio. I am a professional musician so I am not afraid to speak in front of others. I have lots of enthusiasm for the things I love. If I can serve by being a voice for the beef industry, encouraging *non-traditional* ladies to become involved in promoting our industry and helping educate future consumers about the benefit of beef, I think that would be one of my strengths. In my areas of in-expertise, teach me and I will learn. Thank you for this opportunity to serve the beef producers of Wyoming.

*Bo added: "Don't let her fool you, folks. I've seen this lady with manure up to her knees, a needle gun in her hand, and a smile on her face. She's ridden big circles, and knows what the momma cow says to her calf."*

### Ladonna Good - WCW Secretary



I grew up in Fremont County and have been involved with CattleWomen groups since 1987 when the Shoshoni-Lysite group was formed. I have served all offices of the Fremont County CattleWomen, and am currently in my fourth year as an officer of the

Wyoming CattleWomen.

My husband, Ray, and I have a commercial cow-calf operation and raise hay on our place north of Riverton. We have been fortunate to obtain summer pasture in the Waltman area the past several years and were especially grateful this year to have **both** grass and water! (Too bad the market didn't hold up too!) We also have a housing construction business, but have had to make adjustments to both operations since Ray had the misfortune of falling from a roof last year.

Our son and his wife live in Dallas, TX where

they are pursuing medical careers. Our daughter and her family live in Casper. We get to see them quite often and spend time with the two granddaughters. They love to come to Grandma's house so they can help feed the cows and ride on my horse with me. It won't be long before they'll want a horse of their own!

I enjoy being part of what CattleWomen do—i.e. promoting the beef industry and educating students and consumers. But, I especially enjoy the friendships and the opportunity to be informed.

### Anjie McConnell - WCW Auditor



I am looking forward to serving as auditor for the WCW. My name is Anjie McConnell. I was born in Lander and was lucky enough to grow up in this small town too. My family ranches just outside of town in Lyons Valley. I attended the University of Wyoming and graduated with a BS in Agribusiness. My husband, Mike, is the high school agriculture instructor and the FFA advisor. We have two children. Our son Mark is 9 and our daughter Kiley is 7. I regard the other WCW officers very highly and look forward to working with them this year.

### Wendy Harding - WCW Treasurer

Wendy Harding has climbed through the ranks of all officers in Wyoming CattleWomen starting as Parliamentarian in 1997 and ending as President in 2002. She has served as the semi-permanent treasurer of Wyoming CattleWomen since 2003 and is currently serving the American National CattleWomen as the committee chair of the National Beef Ambassador Program. Promotion and education of our beef industry has been Wendy's passion since first joining "Cow-Belles" some twenty-eight years ago.

Wendy's interests and activities other than CattleWomen on the state and

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# NATIONAL & STATE NEWS

## More Bang For Your Buck!

by Kelli Loos, wife of Trent Loos

As producers we may lay awake at night worrying about the markets or the weather or maybe even whether or not the neighbor's peaked-rumped bull will jump the fence and get in with our heifers. But perhaps what we should be worrying about is what we will do if consumers decide to listen to the well-funded vocal minority and cut meat out of their diets. Now that is something worth considering and even more importantly something worth taking action on.

For the past 19 years, representatives of the National Beef Ambassador Program (NBAP) have worked in urban areas and convinced literally millions of soccer moms and college coeds that beef is a vital and important part of a healthy diet. The teams have gone to places we would just as soon steer clear of, where

traffic jams don't mean a herd of cattle plodding down a gravel road, just to get out the good word about beef and to help us sell our product. For whether you believe that you raise beef or you raise cattle, without a market for beef we would all be in trouble.

In the past, the NBAP has been funded by check-off dollars and run by the American National Cattlemen (ANCW). In 2007 alone, working on a bare-bones budget of just over \$100,000, this program made over 115,000 direct consumer contacts, 24,000 student interactions and over 20 million media impressions using print, TV and web-based communications. Despite the success and longevity of the program, ANCW was denied the use of check-off funds for the 2009 fiscal year.

In light of this new development, ANCW is reaching out to the beef producers of the United States that benefit most from the work of this energetic and enthusiastic bunch of beef lovers. If every beef producer in this country were to donate just \$1, the program would be adequately funded for the next five years. You already send your dollars, one per head, to the Cattlemen's Beef Board every time you sell an animal. We are requesting just one dollar be sent to the ANCW Foundation, PO Box 3881 Englewood, CO 80155 or soon you can donate on the web at [www.ancw.org](http://www.ancw.org) (we are in the process of getting this set up). Of course, larger (tax-deductible) donations will not be turned away!

After seeing these passionate young leaders in action, I personally guarantee that this donation will be a wise investment for the future of our industry and you will certainly get the most bang for your buck that you have ever gotten in regard to the promotion of beef!

## National Beef Ambassador Team 2009

20 contestants from all across the U.S. came together in Oklahoma City to compete for the National Beef Ambassador Team Oct. 9-11, 2008. It was a long day of competition with the new contest format with each student competing in Classroom Presentation, Consumer Promotion, Media Interview and Issue Response (a 150 word response to a negative or positive article concerning the beef industry). The 2009 National Beef Ambassador Team is Jessica Sampson - Calif., Sierra Simpson - Okla., Sharon Byrne - Pa., Allison Grainger - Texas, and Bradley Copenhaver - Va.

The Oklahoma Cattlemen Women made their state shine by showcasing the Oklahoma City area during

our Friday evening spent at the Express Ranches owned by Robert "Bob" Funk and the Saturday luncheon and tour of the National Cowboy and Western Heritage Museum and Bricktown Canal Ride.

The NBAP was recently hardest hit when the Operating Committee of the Cattlemen's Beef Board cut all checkoff funding for this program. During the contest cattlemen held a meeting in which it was decided that the program would go on with or without checkoff dollars. Oklahoma CattleWoman, Ddee Haynes issued this challenge during our Express Ranches tour and dinner: "I personally make a challenge to each State Cattlemen Women's organization to raise at least \$3,000 to sup-

port the NBAP in 2009. Oklahoma has already surpassed that and my personal goal for Wyoming is \$10,000! I know we can do this if we all work together".

This National Beef Ambassador Program goes beyond increasing beef demand. It produces the future leaders for the beef industry. These bright young stars will lead us toward opportunity and progress in our great industry. If you or someone you know would like to support the NBAP, donations and sponsorships may be sent to: ANCW Foundation, C/O Ruby Poteet, 8303 Middle Warren Road, Pine Bluff, AR 71603

Wendy Harding, National Beef Ambassador Program Chairman.

## Diane Frank - WCW Parliamentarian



My name is Diane Frank. Gary and I live on the ranch we own and operate in Lyons Valley out of Lander and am serving as the Parliamentarian for WCW this year. I was born and raised in northern New Jersey which was lake country in the Garden State. I could swim before I could walk I've been told. Circumstances led me to attend UW where Gary and I met through a mutual friend...but that's another story...

We raised three wonderful children all grown now with families of their own. Dan is an attorney in Cheyenne and his wife Bobbi is the Executive Director of the Conservation Districts of WY, Anjie

works for us on the ranch and Mike Mc Connell is the Ag teacher at Lander Valley High School, Melissa and her husband Keith McPherson own their own business but live adjoining the ranch and help out when they have time. All are graduates of UW. My grandchildren are almost all close by and I love to be able to watch them grow.

I taught swimming for Fremont County School District #1 for 20 years, retired from that in 1997, then was appointed to the Fremont County Planning Commission on which I still serve, and in 1998 was elected to the position of school trustee for FCSD #1 serving for 8 years although I chose to not run again. I really wanted to have time to do other things. You know what "they" say, when one door closes another will open! All for now and hope to see you at the Winter meeting.

## Reflections of a National Beef Ambassador

When I stepped on to the small stage at the Wyo. National Beef Ambassador contest in 2004, I thought I was just stepping into another speaking competition. I had memorized facts and figures, written a cute speech about BSE and was looking forward to earning scholarship money. I had no idea I was embarking on a journey that would lead me to the most influential experience of my life to this point.

As I served my term as the 2005 National Beef Ambassador later that year, it didn't take me long to find out this was a program that extended far beyond speaking skills. The National Beef Ambassador Program is one that cultivates young people's critical thinking skills, maturity, leadership and innovation. But even more important than the effect the program has on the individuals involved is the impact these students can have on others. The effect beef ambassadors can have on consumers became very apparent to me while working at the Pennsylvania Farm Show early in my year as an ambassador. An unhappy woman approached our booth and told me exactly how cruel she thought veal production was and what an atrocity animal agriculture was. After several minutes discussion, the woman left with

pamphlets and brochures with a different outlook and willing to understand our story. This is the impact the beef ambassador program has on thousands of people each year.

In the years since, I have been a public relations intern for the Wyoming State Department of Agriculture, written curriculum for the Wyoming Rural Development Council, worked for Wyoming Ag in the Classroom, remained involved in NCBA and most recently worked in public relations and marketing for Certified Angus Beef LLC. When applying and interviewing for each of these positions, I had gotten the same reaction from the hiring committees when I share my experiences with the National Beef Ambassador Program: "Wow". I know without a doubt it is the values, skills and relationships I developed as a beef ambassador that opened all of these opportunities to me. As I prepare to graduate college this spring, I am confident my role as a beef ambassador and the consequent opportunities have fully prepared me to enter a successful career in the beef industry and to forever be an advocate for agriculture and the beef industry. **Laura Nelson** (Laura is working as an intern at the North American Livestock Expo in Louisville, Ky Nov. 8th thru 21st)

## WCW Calendar

WCW Meeting	Dec 8, 2008 10am	Parkway	Casper
WSGA Convention	Dec 7-10, 2008	Parkway	Casper
ANCW Annual Meeting	Jan 26-29, 2009		Phoenix, AZ
ANCW Region V	May 15-16, 2009		Oregon
ANCW Region VII	Sept 19-24, 2009		Medora, ND
Nat'l Beef Cook-Off	Sept 19-24, 2009		San Francisco, CA

### Beef Myth Busting

It seems you hear it everywhere: "Organic and or grass fed beef is better for you and the environment," and, "I'm not eating beef because I'm concerned about the environment." What's the truth?

- Grass fed cattle produce nearly twice as much methane as cattle fed supplemental grain diets.

- EPA data shows that livestock con-

tribute less than 2.4% of total US greenhouse gas emissions, not the 24% you hear often. Fossil fuels combustion contributes 80%.

- All of agriculture is responsible for just 6.4% of total greenhouse gases.

Consumers are not hearing balanced info so share whenever you can. (see [http://www.cgfi.org/tag/ HUDSON\\_institute/](http://www.cgfi.org/tag/ HUDSON_institute/) and or the Oct. 2008 issue of *Drovers* for more information)



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# COUNTY Happenings

## Albany County Cow-Belles

In June the Albany County Cow-Belles held family night to celebrate the beginning of summer and offer scholarship awards to students entering college. We honored Blake Maddox and Brooke Howard (pictured right), each with \$1,000 scholarships for the academic year 2008-09. Both students plan to attend the University of Wyoming and enter engineering fields.

The Albany County Cow-Belles had a busy summer with their summer cookouts June 19 at the Oliver & Joyce Hill Ranch, July 12 in downtown Laramie, and Aug. 7 at the UW Experimental Farm.



Proceeds from the cookouts continue the work of the Cow-Belles in support of beef education and promotion throughout the county. Ollie Hill (pictured left) gave a brief history of his ranch SW of Laramie.

In July, we held a retirement celebration for brand inspector Red Garretson. It is rare to hear of someone who has spent 47 years at the same career and we were proud to be part of this special evening. The retirement celebration turned out close to 300 community members to honor an individual who has been so much a part of our community for so many years. Although we will miss seeing Red at shipping time we hope to see him around the community as he enjoys his retirement.

Abbey Robbins-Lilley has been serving as our Beef Ambassador this year by attending the cookouts, selling beef raffle tickets to raise money for beef education and promotion, and sharing information about the Cow-Belles activities around the community. Abbey is a freshman at the University of Wyoming and a member of the Wildfire Dance Team. Abbey (standing) is pictured here at the Hill Ranch cookout while assisting our Treasurer, Ruth Blake.

With winter weather threatening, we have another busy schedule, beginning with our regular monthly meetings and annual scholarship fund auction in November. We sell our properties at the Harmony Country Fair on Nov. 1st and hold a silent auction at the Stockgrower/Cow-Belle dinner dance Dec. 13, in order to continue our beef promotion activities. In addition, we will have officer elections in November and will install our new officers in January for the next calendar year.



## Albany County Cow-Belles 1966-2008

Organized in 1966 with over 20 charter members, the Albany County Cow-Belles have come a long way in creating an organization of over 200 members strong. The charter members originally formed the organization as a way of bringing ranching women together and working toward a common goal: beef and agriculture promotion. These dedicated, hard working ranch women became champions for the cause in promoting and educating the community and state of the importance of the industry. Along with the first president, Margaret Page, these individuals held various fund raisers in order to continue their goal and have continued to grow and foster its mission in the years to follow.

Margaret shared that the original charter members were active within the community by holding beef promotion events at local grocery stores, cooking burgers on a parade float...yes, while the float moved down the street...and decorating old cowboy boots. One of the most fun activities included boiling vertebrae to make candleholders for decorations for one of the yearly dinner dances held jointly with the Albany County Stockgrowers.

Toots May was the first beef promotion chair and she kept everyone busy cooking fondue, holding cookouts at various locations, and visiting with people around the state regarding the importance of beef. The objective was to develop awareness about the importance of beef and promote the beef and agriculture industry.

"There has always been a lot of beef promotion and we did a lot of the same activities we do today," said Margaret. "There were a lot of good times and great get-togethers."

Today, those good times continue as the Albany County Cow-Belles stay busy with many of the same activities (minus the float). There are now properties or promotional items for sale and the current properties chair, Rita Parker, keeps things well organized and represents one of the most

active volunteers of the organization. The Cow-Belles sell brand scarves, napkins, t-shirts, sweatshirts, coffee mugs, and cookbooks to local community members as well as visitors from across the country. In addition, a book entitled Cow-Belles Ring School Bells is for sale and provides excellent insight into the history of the rural schools in the County.

Also among the top volunteers in the organization are Dixie Mathisen and Shirley Lilley, who have worked for years to secure funding for annual scholarships by securing donations and raising funds through the sale of properties and an annual auction. The scholarships are awarded to residents of Albany County for use at any accredited post-secondary institution. One of the two scholarships is awarded to a relative of an Albany County Cow-Belle and preference is given to undergraduates.

Each year, the Cow-Belles hold the Ag Expo where nearly 400 Albany County third graders and their teachers learn about everything from honey bees and branding, to noxious weeds and West Nile virus. The Cow-Belles started the expo in the mid-1990s to teach students about agriculture in general and the importance of the industry in Albany County and Wyoming. Expo chairman Lindsay Gale, co-chairs Margaret Page and Shirley Lilley, and other committee members put many hours into the preparation of this top-notch program. The Expo is held in April of each year and includes a family night that is open to the public, and a poster contest for the third graders in the County. The poster contest is sponsored by the Laramie Rivers Conservation District.

The hard-working and dedicated women of the Albany County Cow-Belles continue their mission of beef promotion and education. A huge thank you goes to the charter members for their hard work and continued support in making this organization what it is today!

*Thyra Shepherd*

## Cody Country CattleWomen

I can't believe it is November already. We in Cody have already had two meetings and I am excited about happenings here in Park County.

Our September meeting was a great deal about "catch up." A lot can happen over the summer and we need updates in order to get down to business.

Our October meeting was at the Absoroka Assisted Living Center and we were joined by two of our favorite Cattlewomen, Lucille Patrick and Kay Siggins. It was a delightful time

for business and getting to visit with two of our long standing members in their new "digs."

I really look forward to November 19<sup>th</sup> when we have a Big Horn Basin wide meeting and Riki Davidson will join us. The meeting will be held at the Park County Courthouse in the basement in the Barling Room. We will have soup, bread and dessert. I can't report on what hasn't happened yet, but stay tuned, it is gonna be terrific!!!

*Jo Bowman*

## Converse County Cow-Belles

We hold our monthly meetings on the 4<sup>th</sup> Monday of every month. We alternate between Douglas and Glenrock so that some of our older members who live closer to Glenrock can attend the meeting. Most recently we held a steak feed during the Wyoming State Fair in conjunction with

two sons of active members. The float design was made by Kari Gray, a local member.

This past year Converse County Cowbelles also supported a contestant for



the Miss Rodeo Wyoming Pageant held during the Wyoming State Fair. Emily Delyea was the Converse County Bank and Farm Bureau. We fed over 1,200 people steaks, pork and beans, potato salad, and drinks in under an hour and a half. From this event we were awarded the Converse County Farm Bureau Outstanding Service to the Ag Community award.

Also during the state fair we put together a float where we followed the theme of Ribbons, Rides and Rodeos. We chose to throw dum-dum suckers and Jolly Ranchers from the float since they are made from beef by-products. On the float we had all Converse County Cow-belle members as well as

Converse County Cow-belles representative. Emily was awarded a leather banner in two colors, a leather serape. She was an excellent choice for the pageant as she represented us with great dignity, class, and pride. We are very proud of her representation as well as accomplishments over the past year.

In March we will be doing our hat skit for the third grade classes in Douglas. There are approximately 30 hats that are taken into each class. Each represents a part of the agriculture industry. The hats represent

local businesses and how they help to get a hamburger from the field to the grocery store and all of the different steps that are included in between. An Ace Hardware cap is used to help the rancher maintain his day to day activities. An Innovator cap represents the vaccines that are used to keep the animal healthy. A John Deere Cap represents the equipment that is required to care for the animal. A Douglas Grocery Cap is used to represent the butcher as well as the grocery store. An explanation of each hat is given and a child in the class is chosen to wear the cap and then a story is compiled upon delivery of the last cap. Then the children are asked some short questions about beef and what it takes to get a hamburger onto the table for supper. At the end of the class the children are given Rice Krispy treats, since the marshmallows are also a by-product of a beef animal.

*Mandee Manning, President*

## Crook County CattleWomen

Welcome from Crook County Cattlewomen. It's been a beautiful fall and the trees have been their loveliest. However, all did get a very welcome foot of snow and thank goodness it all melted. We had four members of CCCW attend Riki Davidson's installation as Wyoming Cattlewomen President in Sheridan, Wyoming. We also traveled to Newcastle to join Weston County CattleWomen for Riki's WCW presidential visit to this area of Wyoming. Seven members of CCCW attended and we enjoyed the meeting with Weston County Cattlewomen and the delicious luncheon. Riki Davidson gave us information on what we could expect for 2008-2009 funding. We enjoyed the fall colored three leaf corsage decorated with little silver or gold cowbells given to each of us. Silver Bells on the corsages won the door prizes.

We are all starting to get ready for the holiday season. We will put inserts in local bank statements encouraging people to buy beef gift Visa cards. We also collect non-perishable beef products at our Christmas Party, Dec. 12<sup>th</sup> at 6:00



9-6-08 Installation of Riki Davidson- Left to Rt, BR: Bobi Lentz, WCW President, MT Gal, Janet Jensen, CCCW, Beverly Seely, CCCW President, Jeanette Smith, CCCW, Marjorie Goodson, CCCW, Linda Davis, MT Regional Director, Riki Davidson, WCW Elect, Sitting: Friend of Riki Davidson, & Suzi Hoiness, WCW

P.M. at the Aero Café in Sundance, Wyoming. We divide the beef items among our three main towns; Hulett, Moorcroft, and Sundance. Minnie Williams, Evelyn Hejde and Opal Oudin are in charge of this project and do a nice job. Dave Wagner and wife Denise, our longtime CattleWoman, Barbara and Dee Clark's daughter and husband, will entertain CCCW at the Christmas Party with Gospel Christmas Music. Until next time, keep busy and keep happy.

*Beverly Seeley, President*

### Fremont County CattleWomen

The wind nearly blew us out of Riverton but we persisted and had a great Fremont County CattleWomen gathering. The special guest for our meeting was Riki Davidson, Wyoming CattleWomen President. Her side-kick, past-President Bobi Lentz traveled with her. As always, the presence of the State President makes everyone feel special. We had a great meal hosted by the Riverton Cowbelle, a good meeting with healthy discussion, and a pep talk from Riki. All county groups were represented so the county reports were all covered. It is

always nice to get together with the ladies and hear what's going on in their groups.

Discussions were held regarding the wolves being returned to the endangered species list, the COOL rules, and vouchers being used for FCCW expenses. Everyone was reminded to vote on Nov. 4<sup>th</sup> and that it was a privilege to be an American voter.

The next gathering will possibly be a holiday celebration hosted by the County Officers. More information will be forthcoming if there's a plan formulated.

*Janet Givens, President*

### Goshen County CattleWomen

Fourth graders from Guernsey, Lingle, Southeast, Torrington and Valley Christian schools participated in the annual Goshen CattleWomen Ag Expo September 25<sup>th</sup> at the Goshen Co. Fairgrounds. Twelve educational stations were toured and included a beef lunch for 170 students/teachers. The first stop of the day was Torrington Livestock and they were greeted by Shawn Madden and Eleanor Jones/Huntley, Past President of American National CattleWomen. Southeast FFA conducted a meat identification booth and Marvin Fales demonstrated sheep

shearing. Other stations included Gaukel Grown and Ground Wheat from Keeline, Brook Gerke from WY Ag in the Classroom presented by-products of beef, Ellen Preston had a wool spinning demonstration, GCW had a calf pulling and plant-a-brand station, Torrington FFA had an "Ag Jeopardy" game and herding dogs. Other groups involved were the North Platte Conservation District and Wyrelec. A special thanks to all the



Marvin Fales shearing a sheep at the Ag Expo

county FFA chapters for their assistance, the booth moderators and to Kim DesEnfants, Chair of the Beef Education committee.

*Submitted by Donna Cay Heinz, Publicity*

### Shirley Hladky Goshen County Charter Member

Shirley Hladky became a charter member of the Goshen County Cowbelle in 1959. Bob and Shirley were employed at the Patrick Brothers Ranch at the time. Mary Patrick and Shirley went to the organizational meeting in November 1959 in Torrington, Wyo.

Shirley has held the office of Historian and has served on various committees throughout the years. Some changes have taken place since the charter years. Shirley fondly remembers the Jay Em group holding a "Hawaiian" theme meeting and the Prairie Center hostesses having a "Gunsmoke" theme. The ladies no longer wear hats, gloves, and dresses to the meetings but one thing that has remained constant is the strength of the organization and the commitment to the beef industry the organization was founded upon.

Shirley recalls the kindness of her fellow Cowbelle following the loss of the family home to a fire in 1972. So many wonderful friendships have developed and endured as a result of being a part of the CattleWomen's organization.

Shirley is a lifelong ranch woman. She grew up north of Harrison, Neb., and began riding horseback when she was four years old. She is the daughter of the late Ollie and Hazel Seaman. While growing up, Shirley preferred to be outside working with her father. She competed in rodeo in high school and was chosen Sioux County High School Rodeo Queen.

Shirley has logged many hours in the saddle, planted many gardens, prepared many meals, worked many days in the corral, and attended many meetings all in

the spirit of a true Cattlewoman.

Shirley still helps with the daily work on the ranch and continues to keep cookies on hand for the grandkids and their friends.

The Hladky ranch is located 12 miles south of Lusk in Goshen County. Shirley and Bob have four children. Bobbi Jo Wade (Mike) of Big Piney, WY, Tracy Johnson (Dave) of Lingle, WY, Sheri Hester (John) of Keeline, WY, and Troy Hladky (Cindy) of Lusk. All of the Hladky children have a connection or business related to agriculture and the Wyoming outdoors.

The four Hladky children will tell you how much they admire their mother Shirley. After all, only a true ranch woman/cattle woman would race toward the highway on foot to save the horses only to be "clotheslined" by the invisible electric fence and still get the job done.

The Hladky's have ten grandchildren. Amanda Wade (attending Casper College), Emily Wade (freshman at Big Piney High School), Kodi Johnson (sophomore at CSU), Kelli Johnson (senior at Lingle High School), Hayden Hester (senior at Lusk High School), Drew Hester (7<sup>th</sup> grader in Lusk), June Hladky (employed at IGO Oil, Casper, WY.), Brock Hladky (senior at Lusk High School), Lance Hladky (sophomore at Lusk High School), and Zane Hladky (6<sup>th</sup> grader at Lusk).



### Johnson County CattleWomen

I am sure that everyone is relieved that the irrigation season is finally over and almost all of the calves have been shipped!! Now it is time to think BULL SALES! Our first sale will be the Redland Bull Sale on Nov. 22. It is always great to get together with the friends that you have not seen all summer long. Jan. 10, 2009 is the date of

the Cattlemen's Bawl. It will be in Buffalo this year. Does anyone have any ideas for speakers? Jerry Palen turned us down!! Our silk scarves should arrive sometime in November. I received a sample of one and it is very nice. They will come in 6 different colors and we will be selling them for \$16.00 each. It will be a relief to

actually get them as it has been a very long two year project. Our only activity that we had this summer was our hamburger stand during the beef show at our county fair. It was a warm day and the hamburgers went fast!! A special thank you to Farm Credit Services for doing all the grilling!

*Linda Matthews  
JC CattleWomen*

### Natrona County Cow-Belles

Our 50-50 promotion includes .30 sec radio spots on KTWO, and we will have three \$25 Beef Gift Card giveaways to folks who call in and answer a trivia question.

Natrona County Cow-Belles will have the Ag Expo Jan 13-15<sup>th</sup>, 2009. We gave

an afghan and tote to the Wy Women in Ag for a door prize for the Symposium Nov 20-21<sup>st</sup>. Member Morgan Legerski assisted at the Chutes and Giggles Rodeo for special needs riders. She judged the little girl queen contest. New officers will be installed at the Christmas meeting Dec. 6<sup>th</sup>.

### Sheridan County CattleWomen

Sheridan County CattleWomen are up and running again. We have a new slate of young energetic ladies who have stepped up to the plate and offered their time and talents to lead us forward. We have Trink Morss as President; Tara Kalasinsky as Vice President; Sharon Ackerman as Treasurer and Riki Davidson as Secretary. However, not one of them live in Sheridan. All our officers are now from Dayton or Parkman, but we claim them since it is all Sheridan County.

We provided the fair dinner this year again with the help of Valley Meats of Dayton. They provided and cooked beef Brauts and hamburgers. It has always been advertised as the Buyer's Fair Dinner. We have decided we need to come up with a different name for this dinner. Most of the buyers are now up at the free "Happy Hour" provided by the Sheridan Chamber of Commerce. We serve the presenters and families. They are very appreciative of this dinner since there are no eating places close to the fairgrounds. Anyone who may have a suggestion for a name for this dinner, we would like to hear from you. We are open to suggestions.

Sheridan County was also host to the annual Wyoming CattleWomen meeting and installation of officers. We were happy to see so many new faces in attendance. Local gals decorated the dining room for the installation. The installing officers were Susie Magnuson, a past President of American National CattleWomen and Linda Davis, Region V Director. The installation was based on the use of different herbs that our newly elected state president, Riki Davidson, happens to grow in her greenhouse.

We made our presence

known at our local Health Fair in September that was held at Sheridan College. We provided nutritional information on beef and beef recipes. We also had our annual Ag Expo in September. It has always been held in April but due to a suggestion from the Beef Council and listening to other groups around the state we decided to change it to fall. We feel this was a good change and have our date already set for next year. The fall expo gives the 4<sup>th</sup> grade teachers the opportunity to incorporate any information we provide them into their lesson plans throughout the year. Brooke Gerke from Ag in the Classroom was also available to confer with teachers about any additional information she has available and to answer any questions they may have. We had a very favorable response from all the teachers and 4<sup>th</sup> graders. We have to thank all the presenters and FFA Chapters from Clearmont, Tongue River and Sheridan for their help. It would not be possible to take on this project without their participation.

To complete our projects for this year we have some plans in the works to help with the biggest bake sale in the country to help support the National Beef Ambassador Program. These plans need a little more work, and information. We also have plans to participate in the Holiday Bazaar at the Holiday Inn in November to sell our new cookbooks, napkins, note cards and mugs. Then of course we always participate in the Christmas Stroll. It is always the



Sheridan County officers (l-r) Sharon Ackerman - Treasurer, Riki Davidson - Secretary, Tara Kalasinsky - Vice President, and Trink Morss, President

Friday after Thanksgiving which will be November 28<sup>th</sup>. We provide the general public with samples of our famous "Riki Beef Chili". This year though, we will all remind her to please add the chili beans. Any chili feeds a few more people when we have "beef and bean chili" rather than just "beef chili" like we served last year. (However we had lots of great comments as to how beefy good the chili was.)

Let us all remember, "If it is to be it is up to me." This is a saying I heard from Trent Loos in Oklahoma City at the National Beef Ambassador Contest. Think about it! It should put us all on alert to make things happen whether it be raising money or getting new members to join us. If we all continue to think and say, "if it is to be, it is up to me", we will all become motivated to improve our industry, our own local group and ourselves. If we have an idea to make us better in any way, share it and pass it on. I loved his comments and the message it brings and wanted to share it with you. I also want to leave you with this other little bit of knowledge I picked up along the way. Happiness keeps you sweet, trials keep you strong, sorrow keeps you human, failures keep you humble, success keeps you glowing, but only God keeps you going. Season's Greetings to you all!!

*Bobi Lentz*

### Shoshoni/Lysite CattleWomen

Our group hosted the Fremont County CattleWomen in July for a picnic at Sunset Park in Riverton. We serve lunch at the WBCIA Bull Sale held on the first Saturday in April each year. The funds we make from that project have helped us to continue awarding a scholarship to

a Shoshoni High School graduate each May. We also provide meat for the awards program each May. We have members who help with the Ag Expo in Riverton each spring, as Shoshoni third grade students get to participate in that activity.

*LaDonna Good*

### Laramie Peak CattleWomen

The Laramie Peak CattleWomen are fortunate to have members that willingly volunteer to take on their pet Beef promotional projects. Consequently, our organization gets involved in numerous community activities. Mary Irvine's interest in photography inspired her to organize our annual contest 8 years ago as a local Fair event. Public participation this year was a record-setting 92 entrants competing for generous Beef Certificate prizes. Sandy Kontour & Cynthia Pedersen, as young mothers, are comfortable supervising the little kids of pre-4-H age in the PeeWee Showmanship contest. We loaded up a wagonful of CattleWomen, kids, grandkids and dogs to ride behind Mimi Kontour's team in the fair parade. LPCW's presence is known at the fair.

Mid-August found us serving a Beef lunch to 90 Texas ranchers and their spouses who were touring ranches and facilities throughout Wyoming and other Western States. Judy West chaired the meal with the assistance of Jeri Courier & daughter Katie, Callae McManus, Sharon Utter, Donita Graves, Holly Crowley and Jan Hyche. Many of our Texas guests found their way to the kitchen to compliment the LPCW on the best meal of their entire 2 week tour.

With the onset of Fall and school back in session, the annual Ag Expo becomes our target project. Over 150 3rd & 4th graders from Platte Co. were exposed to various agriculture ventures as they visited the 10 different stations available. Lindy Schroeder and Jan Hyche had a double table full of Beef By-Products. Marika Anderson offered a hands-on experience with her pen of 3 bum calves. Mimi & Sandy Kon-



Lindy Schroeder & Jan Hyche's Beef By-Products Display at Ag Expo

tour brought in their family's team of Belgians as a sharp contrast to Cynthia Pedersen's miniature horse. Clara Powers herded small groups through an empty cattle trailer. Brook Gerke, Director of Wyoming's Ag in the Classroom, shared informational packets with the teachers. We depend on different agencies as well as local businesses, and the invaluable assistance of FFA members from Glendo, Chugwater and Wheatland to make this a successful event. Other members participating were Judy West (chairman), Cindy Schanamen, Jeri Courier, Val Heatherly, Sherri Cullen, Sharon Utter and Donita Graves. The local newspaper gave us front-page coverage along with a large color photo.

Our regular Fall meeting was held in late September at the home of Cheri Faris for a salad luncheon. Our special guests were current WCW President Riki Davidson and past President Bobi Lentz. Many of our members have not been involved on the State level so it was informational to hear about the work & activities coming from that direction. On Oct. 1st, President Mimi Kontour participated in the Health Fair at the Guernsey High School. A booth was set up that distributed age-appropriate literature along with Beef Jerky. We always get attention when Beef Jerky is available.

Along with the Stockgrowers, we will be having our annual banquet on Nov. 22nd at the Stampede Steakhouse in Chugwater. Our annual Ranchwoman of the Year will be recognized at that time. Activities will slow down until after the busy Fall work schedule and the Holidays are over.

*Submitted by Donita Graves*



Lunch Time for Texan Ranchers

### Lander Valley CattleWomen

Lander Valley Cattlewomen recently held their first-ever fall Ag Expo. Even though there weren't any baby animals, we felt like our diverse group of presenters kept the kids' attention...for 10 minutes at least. Doctor Dirt and Sally Soil and their gummy earthworms, sliced apples and kid friendly information; a "real" tractor that everyone got to steer; chickens that laid eggs; and a question about cow magnets kept everyone busy for the two sessions of 3rd graders. Probably the most exciting presentation was local ranchers Ingrid and Roger Buchmeier who brought their very patient and very gentle horses. Every 3rd grader who wanted to got to have a ride. Our most enthusiastic presenter was a young 7th grader who took the day off from his classes to bring his rabbits and chickens. He was so proud to be able to share his knowledge

with the younger kids. He was also very concerned for their lack of manners! Interesting observation on his part....

Between the morning session and the afternoon session, the CattleWomen served lunch to all of the presenters and the Lander FFA chapter students who were our main worker bees. Mike McConnell, Lander FFA Chapter Sponsor, and his junior class students are the backbone of our event. The kids come the day before our Expo to help set up the booth space and get pens ready to house the livestock. The day of the Expo, they all come spiffed up in their FFA jackets and proper attire to act as tour guides for each group of 3rd grade students. Many of them take on the role of presenter and share with the little students what they know about the particular activity or species of livestock. To help thank the FFA Chapter and Mr. McConnell, the CattleWomen present a scholarship to an FFA mem-

ber who will be heading off to college. We present this award during the annual FFA Awards Banquet in the Spring. Our scholarship is to a student who can really use the college help and who might not otherwise receive an award from the normal scholarship entities.

The guests from all of the Lander elementary schools, from the Wind River Indian Reservation and Lander's home school groups seemed to have a great time at this year's Expo. We will continue to invite the classes to our Fall Expo and will continue to use this tool to introduce these young people to the world of agriculture. We will invite presenters with diverse programs in hopes of sparking a bit of interest in each of the students.

Happy Fall to all Wyoming Cattlewomen from Lander Valley Cattlewomen!!

*Janet Givens, LVCW*

### Niobrara County CattleWomen

We gave two scholarships, one to Kitson Brown and Cameron Brown this spring. We gave to the Relay for Life on May 30 in Lusk. We also help with the Post Prom party. The Graduating Seniors of Niobrara County CattleWomen are being honored with a card and \$15. The group included Cameron Brown, Wyatt Cushman, Ben Hanson, Thomas Holmes, Taylor Johnson, Jamie Reed, and Ethan

Starck. We wish them the best of luck in their future life. Our officers this year: Sena Pearson-president, Barb DeGering-treasurer, and Lorrie Reed-secretary. We had to say goodbye to Jamie Reed in her roll as Miss Wyoming High School Rodeo Queen. She helped us promote beef and gave a talk at our Ag Expo on being a rodeo Queen which the kids just love. So we will miss all your help and wish you the best in going to college. We have

our new brand napkins in and ready for sale. They look nice. The Art work was done by Dolores Cushman, which is very good. We've all enjoyed the rain this year and it's kept everybody busy. Now we're moving into fall with a very important election coming up. May God be with you the rest of the summer as we all keep busy on our ranches and traveling to fairs.

*Sena Pearson, President*

### Weston County Cow-Belles

The Weston County CowBelles had a busy four months beginning with a family picnic at the Fairgrounds in July. In August we served the annual fair barbecue that is prepared by the Junior Livestock committee. CowBelles enjoy visiting with all of the fair exhibitors and guests as we serve the roast beef sandwich dinner.

In September we sponsored the Weston Co. Ag Expo. Co-sponsors are the Newcastle FFA and Fairgrounds. We treat the Newcastle and Upton 4th grade students and teachers to a morning of fun lessons about agriculture. This year the FFA students provided sessions on beef production, beef by-products, sheep and goat production, rabbit projects and poultry production and horse safety. FFA students also conducted a session on how to rope. The Conservation District coordinator conducted an educational and fun session on bugs--harmful and beneficial. The county Weed and Pest supervisor presented a lesson on nutritious and junk grasses. Two local ranchers led the group in understanding branding--why and how it is done and how brands are bought and sold, invented and registered. Another rancher brought his team and wagon to town to provide wagon rides complete with cowboy outrider and cow dog.

The fourth grade students are divided into 10 groups. Each group was led by an FFA student or CowBelle. Each student was given a "Celebrate Wyoming Agriculture" vinyl bracelet to wear during the Ag Day. The groups rotate thru the 10 minute sessions. At the end students receive a stick of beef jerky as they board the buses. Teachers are given boxes of packets for the students and themselves. Packets were prepared by the CowBelles and contained numerous educational pamphlets and booklets provided by the Wyoming Cattlewomen, the Beef Council, Wyoming Ag in the Class-



A student gets the chance to learn about branding calves during Ag Day

room and the Weston Co. CowBelles.

After cleanup the FFA students and adults were treated to a beef meal by the Weston County CowBelles.

We think this is our most important project. The Ag Expo is a fun way to educate our youth about agriculture. Letters from the fourth grade students praised every area for its interesting and informative presentation. The high school students also learn a lot about their individual subject and about presentation technique. This was the fifteenth annual Expo that began in 1994 with a petting zoo and has evolved into a wonderful educational tool.

In October we hosted State CattleWomen President Riki Davidson, immediate past president Bobi Lenz and the Crook County CattleWomen for the two-county meeting. We enjoyed hearing reports from Riki and from Crook Co. president Betts Seely. Beautiful silk leaf corsages for each lady served as nametags and each lady received a magnetic notepad featuring a photo of Wyoming cattle grazing in the Black Hills. Riki also gave everyone lighted pens. Riki was presented with a money corsage from Crook County and a county afghan from Weston County.

*Nancy Darnell*

## WCW *continued from page 1*

sit around.

I am currently chairman of our local landowners LLC, which covers about 150,000 acres. We are working to attract a wind farm to our site which will help landowners earn extra income to stay on the land, to put up "unattractive" towers to keep developers away, and to maintain some open spaces for sage grouse and other wildlife. Dealing with the "big boys" has been an education and takes quite a bit of time. In addition, Frank and I raise all natural, grass-finished beef. We use ultrasound, DNA, and other tools to help us provide the best beef we think we can pro-

duce. As a result of that, we have formed a pilot project this year to get a calf/yearling pool of grass fed animals to Tallgrass, which is a marketing company. We have put together enough animals that Tallgrass has contracted with a processing company in Pierce, CO, to harvest those animals this next year.

I am still busy with beef organizations as I am the vice-president of our local Stockgrowers group. I was the 2006-2008 public relations chairman for our local CattleWomen group.

The rest of the time, I have grandkids for a big part of the summer, unless we're fighting fires. I have been

a rural firefighter for nearly 25 years and am the county training coordinator. Starla, who got divorced, remarried at the ranch this fall. So we had a lovely old fashioned country wedding in our hay barn. She was married on the pine ridge above the house where Monti's ashes are, so he "could be there". Frank has taken up the fiddle to rehabilitate his shoulder (replacement surgery, July 2008). I plink along on my banjo to keep him in time.

It has finally warmed up to 50 degrees so I need to go get busy putting body putty and paint and a new floor on the old stock trailer so it will last a few more years. God bless you all and never quit working for our industry.

*Terry Henderson*

# WCW Committee Reports

## Condolence Report Committee by Betty Bogacz

### Condolence Report July 27, 2008-October 31, 2008

July	27	Ralph C. Larsen	Meeteetse
Aug.	9	Berniece Josephine (Haworth) Reed	Lusk
	16	Helen R. Farver	Laramie
	19	Sara M. Nachtman	Douglas
	24	Gloria A. Lozier	Pinedale-Casper
	31	Rodney Welch Crosby	Cowley
Sept.	5	Lois Aleen Long Newell Morel <i>Past President WCW 1970-71</i>	Gillette
	18	Earl K. Parsons	Torrington
	18	Jeanne LaVonne Morrison	Cheyenne-Torrington
	21	Margaret I. Stoll	Crowheart-Riverton
	23	John Chester 'Chet' Mercer	Basin-Hyattville
	24	Ulric A. Hawken	Sundance
	28	Joseph E. 'Joe' McIntosh	Jeffrey City
Oct.	4	Mary Amelia (Ryan) Cross <i>WCW Past President 1955-56</i>	Douglas
	30	Elizabeth Ann Haas	Lander

*Betty: I am a native of Fremont County and Wyoming. My grandparents homesteaded here in 1906. Four generations of the family currently reside in Wyoming. I have five grown daughters, seven grandchildren and seven great grandchildren. Two of the daughters and their husbands continue to be engaged in the farming and livestock industry. I joined the Wind River group of Fremont County Cow-Belles in 1967. I served as president of Fremont County in 1992 when the name change to CattleWomen was made. I began participating in the state meetings at that time and have continued to do so through the present time. There have been many changes made during this span of time.*

## Legislative Reports by Janet Jensen

The Legislative report references a letter from NCBA by Bill Donald, chair of NCBA Policy Division. Janet's comments concerning his letter: "We will **need this increase in membership** in the coming years. We need to be **vigilant** in watching out for our interests in the federal government and **those** who represent us. My wish for our industry is to work together and not each group

pulling in a different direction and having different goals. I really feel it will be a difficult struggle to try and prevent inheritance tax, taxes on our inputs in agriculture. Our margins are so thin without more taxation. I received a note from a friend in France telling of the duties imposed on the people and the difficulties on the people. This could definitely be coming for us."

*Janet Jensen went to grade and high school in Belle Fourche, SD graduating 1960. She took Registered Nurses Training at St. John's McNamara School of Nursing in Rapid City, SD 1960 to 1963. In August 1963. I took my State Boards for Nursing first week in August, 2<sup>nd</sup> week married to Thorval E Jensen, August 11, 1963. We moved to a small farm in Sunrise Valley, British Columbia Canada between Dawson Creek, British Columbia the starting of the AlCan Highway and Fort St. John, British Columbia. We cleared land and farmed for five years. We were offered the chance to come back to Colony, Wyoming to start ranching on the Belle Fourche River that Thorval had come to when he was 6 years old. His mother, Lillian A.M. Jensen was retiring to Buffalo, Wyoming on a small irrigated farm to raise Arabian Horses.*

*We started with a small pickup to Canada with me bawling missing friends all the way to Canada and came home with a semi-truck of useful tools and me bawling about leaving friends in Canada December, 1967. We have two children born 1968 and 1969. Tami Lynn Jensen and Lee Erik Jensen ( wife Heidi and three children, Tucker James age 13, Hadlie Lynn age 8, and Gunner Jensen age 6). During ups and downs of 1985 started a small construction company with husband, Thorval Jensen, to help pay for our agriculture endeavors. We still farm the Highway, Mine land, and Railroad right of ways. In 2007, our son and daughter joined us in Jensen LLC Livestock and Land Company and are both very active in both organizations ranch and construction company.*

*My activities over the years: active member of the ranch and construction business, leader of 4-H, Colony Community Club offices, Beta Sigma Phi Sorority offices, Board of Hospital Trustees Belle Fourche S.D. North Central Health Care and Banner Health Care for 10 +years, Crook County FSA. Crook County Cattlewomen, President 2005,2006,2007 terms. Third year of working with Crook County Hospital and Health Fair blood draws in Colony,WY held in the spring.*

## Associate Member Committee by Kim DesEnfants

I have sent out letters and brochures to all the County Presidents or Membership Chairmen. I have gotten 9 new members from Campbell County back to me, way to go!! Please be sure during the next couple of months to THANK your associate members for their support. I will be sending out renewal let-

ters in January. These 9 new members from Campbell County and any more I receive now will be credited to the 2009 year. Any questions, please be sure to call, write or e-mail me.

Kim DesEnfants, 5182 Van Tassell Road, Torrington, 82240; 307-532-3297; dougdwy@bbcbw.net

*Kim: I've been married 32 years to a wonderful man from a ranching family, Doug DesEnfants. We have two sons; Curt is married and in Denver and Cole is single and on the ranch. We have one grandson Joe in Denver. I've been involved in CattleWomen since 1977. I've served in all the offices and committees in Goshen County. I am currently Beef Education Chairman in charge of the Ag Expo. I work part time at Torrington Livestock on Sale days and whenever needed. I serve as Chairman of Goshen Co. Fair-board and am involved in church at Jay Em and the fire department.*

## Grassroots Funding Committee by Deanna Crofts

Statewide we have local cattlemen organizations that share the passion of the beef industry with others. Did you know that we are able to receive up to \$300 reimbursement this year for expenses incurred for activities such as ag expos, health fairs, business appreciation luncheons, etc?

Eligibility dates are May 21, 2008 through May 20, 2009.

If you would like to know more about this great program or need a form, contact Grassroots Funding Chairperson: Deanna Crofts, PO Box 226, Riverton, WY 82501; 307-856-1350; dcroft@state.wy.us.

## 50/50 Funding Committee by Janet Givens

Since attending the State Cattlewomen Fall Meeting in Sheridan, I volunteered to give a hand with the 50/50 funding. Now is the perfect time for all groups to get their holiday advertising ready for the season. What better idea is there to promote our products!! Promotions are perfect for holiday season. There are a few guidelines that must be followed to meet the criteria of the 50/50 funding. The Beef Checkoff logo MUST be printed on all forms of printed material. The tag line must be assigned to all radio spots. We have those available for you if you need copies. As you get rolling on your promotions, the ORIGINAL receipts must be sent in for reimburse-

ment. You will also need to submit copies of the radio ad, the newspaper ads or any other type of advertising that your group has done. All of those will be forwarded to me for approval.

Those of you who have e-mail addresses on my list will be receiving a heads-up from me reminding you that it's time to start preparing for the holiday advertising season. Those of you who don't have e-mails on the list should not be surprised if you get a phone call from me. The 50/50 funding is on a first come first served basis so if you usually do holiday advertising, now is the time to get moving.

I might also suggest that you check with your local banks to make sure

that they all are stocked up with gift cards. We'd hate to have folks go in prepared to buy cards and find that the banks are low on their supply. If any of you run in to problems, give me a call or call Leslie Hendry who is the gift card guru. Someone will make sure that all of the banks have plenty if you find that they are low. I also have a list of banks who sell cards throughout the state.

I wish all of you the best of calf prices and hope that your stack yards are full to the brim with feed for your winter.

My contact information is: Janet Givens, 442 17 Mile Rd. Arapahoe, WY 82510. (307) 856-6310, (307) 335-0402 Work [jgivens@fre1.k12.wy.us](mailto:jgivens@fre1.k12.wy.us)

*My name is Janet Givens, a newby to the committees for Wyoming Cattlewomen. I live about 20 miles from Riverton on the Wind River Indian Reservation. We run Angus mother cows but have seen our numbers drop due to the drought that we have experienced in our area over the last 6 or so years. I have been involved in the Lander Valley Cattlewomen for many years and have most recently become active in the Fremont County Cattlewomen group. I am honored to be serving as that group's president at this time.*

## Beef Gift Cards Committee by Leslie Hendry

Don't forget to think BEEF for the Holidays. Beef Gift Cards are a perfect gift for anyone on your Christmas list. Also, contact your local businesses and ask them to give BEEF to their employees instead of the usual turkey or ham.

Now is the time to thank your local banks for all their support of the Beef Gift Card program. Without them we could not have a successful program. Note the Thank You ad in this issue of Beef-It.

*Leslie: I joined the local and state CattleWomen organizations in 1984. I worked my way up in both groups serving as President of the Natrona County Cow-Belles in 1990 and the WY CattleWomen in 2001. I am currently the chairman of the Beef Gift Card Program.*

*I married Robert L. Hendry in 1981. We have two children, J.W. and Jarrod. J.W. is married to Hannah and they are living and working on the ranch. Jarrod graduated from High School this year and is attending Casper College. I have joined the ranks of the "empty nesters".*

*I serve as Treasurer for the Powder River Shepherders Fair and the Shoshoni FFA Alumni. I am the bookkeeper for Clear Creek Cattle Co., Big Horn Ranch Co., Clear Creek Construction and Clear Creek Cap & Cast.*

## WCW Thanks These Banks For Carrying Our Beef Gift Cards For Free! We appreciate you!

**Albany County:** American National Bank – Laramie • Bank of the West – Laramie  
First Interstate Bank – Laramie • First Interstate Bank-West Branch – Laramie  
First National Bank – Laramie

**Big Horn County:** Security State Bank – Basin

**Campbell County:** Bank of the West – Gillette • First Interstate Bank - S Douglas Hwy  
First Interstate Bank - South Gillette Highway • First National Bank - Gillette

**Carbon County:** Bank of Commerce – Rawlins • Rawlins National Bank – Rawlins  
Bank of the West – Saratoga • Rawlins National Bank - Saratoga

**Converse County:** Bank of the West – Douglas • Converse Co Bank – Douglas  
First National Bank - Douglas

**Crook County:** Summit National Bank – Hulett • Pinnacle Bank – Moorcroft  
Sundance State Bank • FirstTier Bank

**Fremont County:** First Interstate Bank – Lander • Wyoming National Bank – Lander  
Bank of the West – Riverton • First Interstate Bank – Riverton  
Wyoming National Bank - Riverton

**Goshen County:** First National Bank – Lingle • Bank of the West – Torrington  
First National Bank – Torrington • First State Bank – Torrington US Bank - Torrington  
Pinnacle Bank – Torrington • Platte Valley National Bank – Torrington

**Hot Springs County:** Bank of Wyoming - Thermopolis

**Johnson County:** American National Bank – Buffalo • First Interstate Bank – Buffalo  
First National Bank - Buffalo

**Laramie County:** Bank of the West – Cheyenne • First National Bank - Cheyenne

**Natrona County:** Bank of the West – Casper • Hilltop National Bank – Casper  
First Interstate Bank - Casper

**Niobrara County:** Lusk State Bank

**Park County:** Bank of the West – Cody • First National Bank – Cody  
Shoshone First Bank - Cody • Bank of the West - Meeteetse

**Platte County:** Oregon Trail Bank – Chugwater • First State Bank – Wheatland  
Platte Valley National Bank – Wheatland • Wells Fargo - Wheatland

**Sheridan County:** Cowboy State Bank – Ranchester • Cowboy State Bank – Sheridan  
First Federal Savings Bank – Sheridan • First Interstate Bank - Sheridan – Downtown  
First Interstate Bank - Sheridan – Sugarland • Sheridan State Bank • US Bank - Sheridan

**Sublette County:** 1st Bank – Pinedale • First State Bank – Pinedale

**Teton County:** Jackson State Bank

**Uinta County:** 1st Bank of Bridger Valley - Mt View

**Washakie County:** American National Bank – Worland  
Big Horn Federal Savings Bank – Worland • Security State Bank - Worland

**Weston County:** First State Bank – Newcastle • Pinnacle Bank - Newcastle

## PLEASE JOIN US IN DECEMBER!

All CattleWomen, especially the County Presidents, are invited to join us for the next WCW meeting during the Mid Winter WSGA Convention in Casper.

The December meeting will be held Monday, the 8<sup>th</sup> at 10:00 am in "our room" at the Parkway Plaza. We will also be having our own luncheon there so as to finish our meeting if we need to. We'll have a chance to visit and avoid the crowds. We don't really get together very often to discuss new ideas..... RSVP's will be mandatory and vote for a Chef's salad or French Dip. Only the first 20 get to vote, so hurry and RSVP – riki@wbaccess.net or 655-9400.

## BEEF *continued from page 1*

with 4 areas of competition: Consumer Promotion, Classroom Presentation, Media Interview, and Issues Response. The NBAP committee and Oklahoma CattleWomen did a fantastic job of organizing and coordinating the day with all areas being judged at the same time. My only regret is that I did not get to watch



Tressa Lawrence the Wyoming NBAP contestant with a new pair of boots that she won.

all areas of competition. It was the consensus of all attendees that this was the best overall group of contestants in the history of the program. I was able to watch all 20 contestants in the classroom presentation and was very impressed with every presenter. There were 2 judges assigned to each area and score sheets were tallied to determine the winners.

After the competition all participants were loaded onto busses and transported out to Express Ranches for a tour of the facilities and dinner at the exhibit barn. The contestants were given a tour of the state-of-the-art embryo transplant facility while everyone else visited the horse barn and got acquainted with giant black Clydesdales. The food was excellent and the entertainment was exceptional. We enjoyed listening to a country swing band, a talented group of brothers and cousins between the ages of 12 and 21. After a hectic day everybody relaxed and had a great time.

The schedule for Saturday morning included workshops for contestants and cattlemen conducted by Trent Loos and Daren Williams. The focus was on communication and telling the stories of production agriculture to the general public. The goal of the Beef Ambassador Program is to educate the consumer and the newest tool is the internet. Daren is the executive director of spokesperson development for the National Cattlemen's Beef Association and is developing an online educational program called MBA - Masters of Beef Advocacy.

Upon completion of the workshops everybody boarded the buses again for the Western Heritage and Cowboy Hall of Fame Museum. We were treated to a delicious buffet and spent about 2 hours looking at the many exhibits. We could have spent an entire day and not seen everything in the museum but we boarded the buses again for a trip to Bricktown, the old industrial part of the city. The area has been completely renovated and includes a manmade canal with boat tours.

Back at the hotel we got ready for the awards banquet and the announcement of the winners. The 2008 NBAP team members, Michelle Wiggley, Leticia Varelas, Jennifer Rassler, and Caitlin Williams were MCs. The judges, the 2008 NBAP committee members, and the Oklahoma Host State Committee members were introduced and honored for all their hard work. A drawing for a \$300 pair of Justin boots was held and our Tressa Lawrence was the winner. Individual winners in each segment of the competition were recognized and finally the 2009 team was announced. This year they were introduced as a group with no one recognized as the first place winner. The 2009 team members are Jessica Sampson-California, Brad Copenhaver-Virginia, Sierra Simpson-Oklahoma, Sharon Byrne-Pennsylvania, and Allison Grainger-Texas.

Plans are on hold for the travel activities of the 2009 team due to the loss of Beef Check-Off funding for 2009. With the generosity of local, state, and national cattlemen and beef producers we hope the team will be able to fulfill all travel activities.

Judy West

## WYOMING BEEF IT News

Wyoming CattleWomen, Inc.  
4408 Rd 232  
Meriden, WY 82081



## CHRISTMAS CORRAL



Crook County has two designs of Note Cards of 5 each design with envelopes, sealed in plastic for \$5.00. There is no printing inside, ready for you to write whatever note you desire. Only Wyoming is written. Displaying Devils Tower and Brands of our paid members. We think it is a good bargain for gift giving. Order: "Crook County Wyoming is Beef Country" PO Box 434, Sundance WY. Or contact any Crook County Cattle Person. E-Mail order- tjensen@dishmail.net or Minnie@vcn.com



Cody County CattleWomen have brand mugs, an afghan with local brands and a unique picture in the center for \$40, dinner and cocktail brand napkins with a sketch from Deanna Siggins father-in-law. 307-587-5272

Johnson County will have silk scarves in Nov. in 6 colors for \$16 each. Contact Linda Matthews 307-684-5102.

Weston County has Brand Afghans for \$40 and cookbook for \$15 with a wipeable vinyl cover and easel, 900 recipes. Nancy Darnell 746-4044

Sheridan County (Contact Riki Davidson 307-655-9400)  
New in '08 cookbook \$15.00 (over 200 pages of recipes)  
New in '08 napkins \$15.00 or \$6.00 Luncheon  
\$18.00 or \$5.00 Cocktail  
New in '08 note cards \$10.00/10 WY CattleWomen  
\$10.00/10 WY  
12 oz. "the end" mugs \$3.00

Natrona County Cow-Belles have brand afghans with bucking horse in center oval=\$40. Brand napkins with Mary Cunningham's "Wyoming" picture=\$17 sleeve of 200. Totes with same picture as afghan=\$7.50 Contact Sue Wyatt, 307-237-7446

## 50/50 CattleWomen Holiday Beef Card Promotion Ideas

The tag line reads, "This advertisement has been brought to you by the \_\_\_\_\_ County Cattlemen, Wyoming Cattlemen and the Wyoming Beef Council with funding provided by Wyoming's Beef Producers through their \$1-per-head-check-off." BEEF, It's What's for Dinner.

Goshen CattleWomen had a very successful holiday beef card promotion for the past several years. We are making plans now for our 2008 promotion. We sponsor a beef trivia contest on the local radio station for four weeks prior to Christmas. We ask a daily trivia question, Monday through Friday, and listeners call in with their answers. There is one winner each day and winners are put into a drawing at the end of the week for a twenty-five dollar beef card. At the end of the four weeks, we draw for a fifty dollar beef card from all the daily winners. We also purchase thirty second radio spots advertising beef cards. We reach a large and diverse population this way with very little effort. People look forward to hearing the trivia question and calling in their answers. We try to make the questions educational and not too hard. And of course the winners are happy to get the beef cards. We appreciate the 50/50 funding we get from WCW to help with the promotion. Goshen County has consistently been one of the top counties for sales of beef cards and we feel this promotion is a contributing factor. Wording for some of the thirty second radio spots will be:

**Radio Spot #1:** It's Christmas time in the Valley! And what a fun time it is going to be...for those who give AND for those who receive... when you give Beef Gift Cards. Available in denominations of \$10-\$500, they can be purchased at (list local banks) and redeemed at restaurants or grocery stores anywhere Visa is accepted. You'll be a winner when your family or friends enjoy a juicy roast or tender steak. This message brought to you by Goshen and Wyoming Cattlewomen, and the Wyoming Beef Council with funding provided by Wyoming's beef producers through their \$1 per head check off.

**Radio Spot #2:** Hi...ho...it's off to shop we go! We're heading straight for a Goshen County bank to purchase Beef Gift Cards. Easy on the budget, and sure to please, Beef Gift Cards can be purchased in denominations of \$10 to \$500 (same info as above) but adding at the end one size fits all, no special wrapping required, and a postage stamp will send it anywhere in the U. S. you want it to go. This message

brought to you by (same wording as above)

**Radio Spot #3:** 'Tis the season to be jolly...and who wouldn't be happy when the package under the tree is a Beef Gift Card. No need to worry that your gift will be the wrong size or the wrong color. Available...Brought to you by...etc.

**Radio Spot #4:** Starting your list, checking it twice... and want to be considered oh! so nice? A beef Gift Card will move you to the top of the list as a gift-giver! One stop can do it all. Just go to (list of banks...etc.) Remember Beef Gift Cards when you are looking for a door prize for a holiday party, or a gift for your hostess, employee, boss, co-worker, or mail carrier. This message brought to you by etc...funded by etc. ...

**Radio Spot #5:** Counting the shopping days 'til Christmas? No need to panic... just head to your local Goshen County bank and pick up Beef Gift Cards. Easy to buy, easy to mail, and easy to spend, recipients can use the Gift Cards to purchase a beef roast at the grocery store, or a steak dinner at a restaurant, wherever Visa is accepted. You pick the amount from \$10-\$500. This message brought to you by etc....Funded by etc.....

The Chamber of Commerce puts out a monthly newsletter to all of its members and we plan to put a notice in the next newsletter encouraging businesses and members to buy Beef Gift Cards for their employees, for door prizes etc. during the holiday season. Since we are a chamber member, we can do this for free and it will again reach a large number of people.

Submitted by Kayle Berry and Lynne Pulley

The November bank statements from First State Bank will contain an enclosure advertising Wyoming Beef Gift Cards. 2,000 individual and 1,000 businesses will get these enclosures which we prepared for distribution. Newcastle Chamber of Commerce members will also get a flyer in the November newsletter to urge them to buy and use Beef Gift Cards. About 150 individuals and businesses will get these flyers. We will also run some radio and newspaper ads to promote the gift card program. Nancy Darnell