

# BEEF IT



Volume 26 • Issue 3 – March 2011



## ANCW WINTER CONVENTION REPORT

Ladonna Good, WCW President and Angela Whitlock, WCW Vice President attended the American National CattleWomen's Winter Convention held in Denver, CO, Jan. 31 - Feb. 2. A few other WCW members attended also. Angela shares her experiences with us.

"While it was FREEZING outside, inside there was warmth and camaraderie. How wonderful to spend two full days hearing positive information about the beef industry! The very

first session had to be delayed because many folks had difficulty getting into Denver. We had awesome speakers at both the Opening Ceremony and the Brunch. We got information from USDA hot off the press regarding the 'new' food 'plate' -- they have finally gone away from the pyramid and will now be using a plate as the visual. We also learned that 95% of Americans eat meat and 87% report eating beef at least once every two weeks! Yes, we would love to increase that 87% figure, but keep in mind these figures show that only 5% of Americans eat no meat! Ladonna and I attended sessions all day Tuesday. I certainly learned a lot about ANCW and more about the beef industry in general. Each session was informative! I would suggest everybody try to attend our Region V Convention in Sheridan April 28-30 to learn more about ANCW and the programs they offer/support."

*Angela Whitlock, WCW VP*

## Where Are They Now?

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

**Dianne Kirkbride - WCW President - 1997 - 1998**  
**American National CattleWoman of the Year - 2001**  
**Cattlemen's Beef Board - 2004 - 2010**  
**Wyoming Beef Council - 2010 to present**

**Wyo Rep. on the Federation of State Beef Councils -2010 to present**

It's hard to believe that it's been 14 years since I had the honor of serving as Wyoming CattleWomen President. I think back to 1972 when I attended my very first Laramie County Cow-Belles meeting and am amazed at how much my life has changed and at how different the Beef Industry is today.

When Jon and I moved to the ranch in 1972 to become part of Harding and Kirkbride Livestock Company I had no idea what I was getting into!! I was a city girl who loved the conveniences of living in town and being close to the grocery store, restaurants and shopping. Living 35 miles from nowhere on dirt roads was a challenge. But I grew to love the ranch and the lifestyle. I became more and more committed to the importance of the ranching industry and to our way of life. When I heard an advertisement on the radio one day for "Meatless Mondays" I was shocked that anyone could think that was a good idea. That was when my commitment began! First, it was important for me to understand the ranching business and our job of providing food for our country. And second, I realized that



*Dianne Kirkbride*

we need to help people outside of our industry appreciate our product and value our commitment to providing a safe, healthy food source for them.

I got involved with our local CowBelles group and attended monthly meetings with my mentor, Grandma Peggy Kirkbride. As our children grew up and started school I had more of an opportunity to be involved. I attended my first State CowBelles meeting in the summer of 1973 - and that was the beginning of a great experience. Through the years I have been involved in the Local, State and National CattleWomen's organizations. I served as the American National CattleWomen Beef Promotion Chairman in 1999 and was on the ANCW Board of Directors from 1997-2002. Serving on four different NCBA Committees - Youth Education, Retail, New Products and on the Brand-like Commission - has given me a broader perspective on what the beef industry has been able to do to help all of us work together to promote and sell our product and to tell the modern story of beef. Working on the Wyoming Beef Council this

*Please see DIANNE on page 3*

## From your President

Are you looking forward to warm weather as much as I am? I want to fill you in on a few issues. The next meeting of Wyoming CattleWomen will be in Casper on Saturday, March 26, 2011 at the Agriculture Resources and Learning Center. The address is 2011 Fairgrounds Road. We will start the meeting at 9:30 in order to get business over before lunchtime. I plan to get a tray of Subway sandwiches and will have beverages, chips, and cookies to go along.

The Wyoming Beef Ambassador Contest will be held in the afternoon at the same location. I hope you have been out recruiting contestants. This is a wonderful opportunity for youth interested in becoming spokespersons for the beef industry. Contact Judy West if you need more information about the contest. [Swranch@wildblue.net](mailto:Swranch@wildblue.net) or call: 307-241-0350.

Agenda items will include details for the ANCW Region V meeting, 2011-2012 budget discussions, and nominating committee for 2011-2012 officers. It would be great to have a representative from each county group at the meeting. I also hope you have been out gathering contestants for the Beef Ambassador Contest.

One of the workshops at the ANCW Summer Conference I attended last August dealt with keeping our lives in balance. The presenter talked about the different aspects of a person's life such as family, finances, work, home, social groups, religion, health, and so on as being parts of a wheel and how it is necessary to pay attention to each part in order to maintain balance and not become overwhelmed or overrun by one thing. She also told us that, unfortunately, life will almost never be in complete balance, but suggested we try instead for "constant and never-ending improvement."

As CattleWomen, we often make reference to wearing many hats as we go about our daily lives and that is certainly a good analogy. It seems I've been changing hats a lot lately, spending a portion of time at each "job" and trying to maintain a little balance in my own life. I'm sure many of you experience the

same sort of challenges as you go through your days too. I spent time this week making sure the new born calves get tagged and are doing okay, took tax information to the accountant, got the Region V brochure from the printer, took Mom to lunch for her birthday, and then had the kids and grandkids here for the weekend. Add cooking, laundry, housecleaning, driving of the feed truck, bookkeeping, night-time heifer watching, and below zero weather into the mix and things got pretty hectic.

We are all very busy people. I am and I know most of you are as well. We also all have our own priorities as to what we can devote our time and energy toward. My hope is that each of you will set some time aside for your CattleWomen or Cow-Belle Organizations. Many already do a lot to promote the beef industry, but if more people share the load, it will be a lighter load and more enjoyable for everyone. We will soon be looking for new officers and committee chairs for the coming year. Some committee chairs have served in the same position for many years and may be willing to continue, but would gladly let another person have a turn. If there is a committee you could help with or a particular area of interest, please contact an officer or nominating committee member.

I hope you are all having good luck facing the challenges of this Wyoming winter. As spring looms ever closer we will hopefully be graced with good weather for calving season. I hope you can all get away for a day to come to the March meeting and if not then, maybe we'll see you in Sheridan in April. Let me know if you have any questions or concerns.

*Ladonna Good, President Wyoming CattleWomen*



## Join us for the Region V meeting in Sheridan

Enclosed in this issue of Beef It News will be a copy of the registration brochure

for the ANCW Region V meeting Wyoming CattleWomen are hosting in Sheridan, WY April 28-30, 2011.

If you or your group have items to contribute for the silent auction, door prizes, or goody bags of the Region V meeting, it would be helpful to have them brought to the March meeting or at least let us know if you plan to contribute so we can get a good idea of what we have and what more we will need to gather.

This meeting in Sheridan will be a wonderful opportunity for Wyoming CattleWomen members to spend some quality time together. You don't need to be a member of ANCW. Please encourage your CattleWomen friends and members to attend. One thing I've learned this year as President is how dedicated CattleWomen are in keeping the beef industry viable and how similar we all are. It's been great learning new information

*Please see HOST on page 2*



Visit our website at:

[www.wyocattlewomen.org](http://www.wyocattlewomen.org)

# WCW Committee Reports

## Beef Gift Certificate Committee by Gwen Geis & Kahla Mills

Beef Gift Certificates were given out by several local affiliates over the Holidays. The Wyoming CattleWomen are proud to be sponsoring "The Beefiest Player of the Game" for the Wyoming Calvary team. The WCW has donated

\$200.00 worth of Beef Gift Certificates for the Calvary to use for the Player of the Game. It's great to be getting some exposure for the Certificates. We still have a lot of certificates left in all denominations (we no longer have \$5.00).

## Condolence Report Committee by Betty Bogacz

November 1, 2010----February 15, 2011

November	5	Betty Thomas	Meeteetse
December	8	Jessie Ada White	Douglas-Cody
	9	Carol "Dianne" Tadewald	Van Tassell
	11	Adrian Franklin Weaver Jr.	Tie Siding
	25	George Ralph Salisbury Jr.	Carbon County
	31	Simon Iberlin	Buffalo
January	4	Cecil Butler Kaan	Lusk
	8	Wayne Bonham	Federal
	18	Charles "Charlie" Lawrence	Guernsey
	20	Thomas Marion Preuitt	Wheatland
	24	Herbert F. Tadewald	Lusk
	27	Deborah Ann Scott	Casper
	28	Robert "Bob" Mackey	Gillette

Respectfully submitted by  
Elizabeth "Betty" Bogacz, Condolence Chairman

## Wyoming Beef Ambassador Contest by Judy West

### Wyoming Beef Ambassador Contest for 2011

It's time for us to select a new Wyoming Beef Ambassador for 2011. We will be holding the contest on Saturday, March 26, 1:00 P.M., at the Agriculture Resources and Learning Center. Hopefully this date will allow us to avoid conflicts with sports, and other school activities. The early scheduling also allows for more time for the state winner to prepare for the national contest which will be held in Wooster, Ohio (Certified Angus Beef Headquarters) in October.

The state contestants will participate in a media interview and an issues response. Contestants should be knowledgeable of all aspects of the Beef Industry. The website ([explore-beef.org](http://explore-beef.org)) is an excellent source of information. Please return the entry

form on or before March 20, 2011.

The National Beef Ambassador committee will also hold a junior competition for youth ages 12 through 16, but has not yet published rules. If you have a person who would like to compete at that level please use the attached entry form and designate for junior competition. Juniors will participate in the interview only.

If you have any questions, needs or want a copy of the rules please call or e-mail me. I look forward to hearing from you.

*Yours for the Beef Industry,*  
Judy West, WCW Beef Ambassador  
P.O. Box 153  
Chugwater, WY 82210  
(307)241-0350  
[5wrench@wildblue.net](mailto:5wrench@wildblue.net)

## HOST *continued from page 1*

tion, sharing ideas, and forming new friendships. It's always reassuring to know others share your ideals, experiences, and problems.

Headquarters for the meeting will be the Sheridan Best Western, with a block of rooms reserved for "CattleWomen." A special room rate of \$80 applies until March 28, 2011. Make room reservations by calling 307-674-7421. You can put up to 4 people in a room for that rate. We would also appreciate receiving registration forms and fees by that date. You can bring those to the March 26<sup>th</sup> meeting as well.

We have tried to include activities that are both fun and informative while giving you an opportunity to visit

one of the truly beautiful areas of Wyoming. The Sheridan County CattleWomen are planning a fun tour of the town by trolley Thursday evening prior to the welcome reception. There are many historical and interesting landmarks in the town and we want everyone to feel at home in the "#1 western town in the US."

Friday will be a full day featuring several speakers, a visit from ANCW President-Elect Tammi Didlot, plus State and ANCW committee sharing. Cathy Vasko will give the keynote address Friday morning. Some of you will recognize her from the Women in Ag Conferences. She will be giving her presentation "Happy is

Healthy." WCW Past-President and Wyoming Beef Council member, Dianne Kirkbride, will teach us more about the "29 Lean Cuts of Beef" that we are always promoting and the Sheridan area Cent\$ible Nutrition program will present tips on "Cooking for 1 or 2." The day will end with a tour of the legendary King's Ropes and Museum followed by a delicious beef dinner and a fashion show presented by Living Historians at the historic Sheridan Inn. Saturday morning, we will hear about more ANCW programs and committees and hold elections for committee representatives. The business should be completed by early afternoon and you can spend some time on your own taking in the town or start your journey home.

## WCW Federal and State Legislative by Janet A. Jensen

Wyoming Cattlewomen had a lot of legislative action during the month of January and Feb 2011.

• **Federal Level- Call to action** to ask the EPA not to introduce tougher dust standards more than

the standard or current Standards. It would hit the agriculture community hard in reference to farming, feedlots. It is all part of living in the country for agricultural participants. The fines would be horrendous.

• Wyoming – HB16 To allow a Beef Check Off to be considered for the state of Wyoming. Bill was not passed. Ranchers want to know exactly how the money would be spent and what for.

## "Read Into My World" program

The Minnesota CattleWomen invite you participate in our second annual "Read Into My World" program. In the first year of this program, CattleWomen, 4-H and FFA members, college students, and farmers and ranchers reached more than 2,500 students in six states. We are anticipating even greater results this year.

During the 2011 National Ag Week, March 13-19, we are asking for a commitment to read a book about agriculture to children. The program is easy and the 30 minutes or so you spend reading a book and telling our story will make a lasting impression about the world of agriculture!

It continues to be very important to tell our story of animal agriculture production. As producers who stake our livelihoods on production agriculture, we need to have a voice and tell the story of how we care for our animals and the importance of beef and other proteins in a healthy diet. And what better way to do this than to read a story to children in an elementary class, after school program or day care.

Attached is a tip sheet to assist you in going into the classroom to teach about agriculture. This is a very simple program and does not require a lot of extra preparation. Simply contact a teacher or a day care provider (start with someone you know), select a book either from our suggested book list or a book you are familiar with, than go read! It's as easy as that.

Anyone is welcome to participate in the program. We want you to tell your story by reading to pre-school or elementary aged students. Please let Jennifer know when you read and how many students you reach.

For questions about the program or for more information, please contact Jennifer Scharpe at [jennifer.scharpe@gmail.com](mailto:jennifer.scharpe@gmail.com) or 507-995-4147.

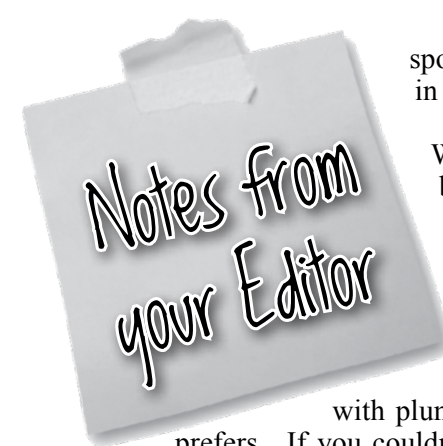
### Suggested Book List:

- "Little Star...Raising Our First Calf" by Rebecca Long Chaney
- "Usborne Flip Flap Farm" by Katie Daynes

"Farm Animals" By Katie Daynes  
Any book from the Farm Bureau Book Bundle – check with the school's library as many schools already have a Book Bundle. A complete list of Book Bundle titles can be found at <http://www.fbmn.org/shared/files/20/2529.pdf>.  
Any book that tells a positive and accurate story of agriculture.

## Special Prize for First-time Attendees

Wyoming CattleWomen Don't Be Shy! If you've never attended an ANCW meeting before, please come to Sheridan for the Region V meeting. Your name will be placed in a drawing for a special prize for first-time attendees. You aren't required to be an ANCW member to attend.



• Thank you to **Farm Credit Services** for sponsoring two issues in 2011. Their ad will run in June and December, both Convention issues.

• Please note the correction/update to Angela Whitlock's Plum Nut Cake recipe in the December Beef-It. If you don't have that issue, it is on the [wyocattlewomen.org](http://wyocattlewomen.org) website.

One of the ingredients is 'plum and apple baby food'. She was unable to find that this year so she did some experimenting! Angela found 'prunes with apple' comes closest to the original flavor. The 'apples with plum' was good, but more apple flavor than she prefers. If you couldn't find it and skipped making this delicious cake, she strongly suggests trying again using the '**prunes with apple**'.

• Many groups have special recipes for bull sales and other events.

• Kudos to the Johnson County CattleWomen for presenting the very successful Women's Ag Summit. The first time for something is always scary, but it turned out perfect!

• Have you noticed over the years how many Beef Meals the Washakie County CowBelles prepare! Thanks to them for promoting beef through delicious meals for groups meeting in their area.


Interesting items in this issue:

- The beautiful highway sign by the Lander Valley CattleWomen.
- Converse County CattleWomen hope we'll support Kolton LeClair's family.
- Cody Country CattleWomen's support of the troops with care packages.
- WCW March 26<sup>th</sup> meeting, please come if you can!
- ANCW Region V Meeting in Sheridan—our officers have devoted a lot of time to the planning of this and would love to have WCW ladies attend all or part of the action.

Plus many other notable activities in the news stories—enjoy!

• Finally, thanks to all you ladies who sent in news and photos. This paper wouldn't be possible without your participation. And, you may note the 7 week old little girl in your editor's arms in the picture—first grandchild!!!



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# DIANNE *continued from page 1*

past year and with the Federation of State Beef Councils has made me even more keenly aware that the our industry needs to have one voice, be well aware of "our consumer" and to provide the kinds of products that meet the needs of those consumers. I am a strong supporter of the Beef Checkoff and believe it has made a difference to our individual operation and to the beef industry. We all need to continue to promote beef as a healthy product and most importantly as a product that comes from caring ranchers.

As with all of you I'm sure, our life has changed considerably in the past few years. Both Jon and I are as busy as ever. We have 12 wonderful grandchil-

dren and are thoroughly enjoying being involved in their many activities. We are fortunate to have two of our sons, Jeff and Glen, and their families back on the ranch along with two of the Harding boys and their families. It's good to have those strong, younger backs to help carry the load. When our youngest Glen decided to return to the ranch, Jon and I moved from the ranch into Cheyenne. There are definite advantages to living in town (close to my job and the grocery store) but both Jon and I miss the sights and sounds of living on the prairie. Most of all, though, we feel blessed that the next generation loves the ranch as much as we do.

One of the things I am the most grateful for

through all these years is getting to know other ranch women. They taught me about hard work ; they taught me that we all are set up differently in our ranch operations but the end result is what matters; they taught me that kids are always welcome to help with our projects as long as they are willing to work hard too; they taught me how to cook for large groups of people and how to keep everything warm; they taught me to be prepared for winter storms and always keep a stocked pantry; they taught me that working by my husband's side is the best job in the world; but most of all they taught me how to love and appreciate the beautiful wide open spaces of our Wyoming prairies and the solitude that they offer.

# Simple Steps for Sharing Your Love For Beef Online

Here are a few tips and tools that will help you extend the *I Heart Beef* campaign:



**What and How to Use:**

- **E-Signature** – A graphic or image added to the bottom of your e-mail signature. Below are instructions for how to add the e-signature to your e-mail based on what e-mail system you use.

Instructions for Adding an Outlook Signature (For 2003 Microsoft Users):

1. Download e-mail signature image (right-click on image select "Save Picture As") to your desktop.
2. Go into Microsoft Outlook and click on "New Message"
3. When you get into the blank message document you will need to select the "Options" button and click on the down arrow to the right
4. Select "E-mail Signature"
5. Enter your contact information in the "create your e-mail signature" content box.
6. Then, select the "Insert Picture" button and select the e-mail signature image from your desktop.
7. The image should appear at the bottom of your signature. Once this process is complete, name the signature and save the signature. Then select the signature to appear at the bottom of your e-mails and close.
8. If you need help adding an e-mail signature, please contact the Web team or Katie Powers ([kpowers@beef.org](mailto:kpowers@beef.org)).

Instructions for Adding an Outlook Signature (For 2007 Microsoft Users):

1. Download e-mail signature image from (right-click on image select "Save Picture As") to your desktop.
2. Go into Microsoft Outlook and click "Tools."
3. From the drop down menu, select "Options" which is located near the bottom of the menu.
4. Once you are in the "Options" menu, select the "Email Options" button and it will take you into your "E-mail Signature."
5. Enter your contact information in the "create your e-mail signature" content box.
6. Then, select the "Insert Picture" button and select the e-mail signature image from your desktop.
7. The image should appear at the bottom of your signature. Once this process is complete, name the signature and save the signature. Then select the signature to appear at the bottom of your e-mails and close.
8. If you need help adding an e-mail signature, please contact the Web team or Katie Powers ([kpowers@beef.org](mailto:kpowers@beef.org)).

- **Facebook Flair** – An online version of the *I Heart Beef* and *I Heart Lean Beef* image can be added to a Facebook profile as well as shared with family, friends and colleagues who have a Facebook profile. Below are instructions to install the Pieces of Flair Facebook application and how to add and share.

1. Log-in to your Facebook account.
2. Visit the Pieces of Flair Facebook page with this link <http://www.facebook.com/apps/application.php?id=3396043540> and click on "Go to App" on the left-hand side column and install. (If you already have Flair on your profile page, you can still click "Go to App" and it will take you to the main Flair page.)
3. In the search window to the right, enter "I Heart Beef" or "I Heart Lean Beef" to find the piece of flair.
4. Click the "+add" to add the button to your own flair collection.
5. Click "Backgrounds" tab. Click on "I Heart Beef" flair in top row and it will automatically add to your Flair board.
6. Click "Save Changes."
7. To send your Flair to family, friends and colleagues, click "Browse" tab and then click "My Flair."
8. Click the "send" to share the button under the "I Heart Beef" or "I Heart Lean Beef" flair and select your Facebook family and friends. You can include a friendly message if you choose, and send.
9. To view your Flair, click "Home" in top right of screen (this is the same as your News Feed). Then click on the "Pieces of Flair" icon on the column to the left of the news feed. You can view your flair by clicking "My Flair" under the "Browse" tab or click "Backgrounds" tab.
10. Spread the "I Heart Beef" and "I Heart Lean Beef" flair love.
11. If you need help with your Flair, please contact Meredith Stevens ([mstevens@beef.org](mailto:mstevens@beef.org)).

## 29th National Beef Cook-Off® Seeks America's Winning Recipes

This year, the 29th National Beef Cook Off®, funded in part by the beef checkoff, is kicking off a recipe contest for everyday home cooks and entertaining enthusiasts nationwide. From now through April 30, 2011, consumers can submit their best beef recipes online at [www.beefcookoff.org](http://www.beefcookoff.org) for a chance to win \$25,000 cash and a trip to the Metropolitan Cooking & Entertaining Show in Washington D.C.

"Rather than hosting a cooking competition, this year, we are conducting a national search to find the best beef recipes home cooks have to offer," says Sherry Hill, Cook-Off Program Manager. "We're excited to offer four unique contest categories that demonstrate beef's versatility and encourage creativity with a variety of ingredients, cuts and preparation methods."

### Four NEW Categories Feed Creativity

Great taste, ease of preparation, originality and use of broadly appealing ingredients are a winning combination for recipe entries. And best of all, home cooks can increase their chances of winning by submitting multiple recipes in all four of the following contest categories:

**The 5:30 PM Dinner Crunch** – This category will focus on easy-to-prepare beef recipes for busy week-night meals using ingredients commonly on hand at home.

**Retro Recipes Revived** – For this category, home cooks can improve and modify an American classic or old-time family favorite recipe to be more convenient, healthier, or both for today's busy families.

**Fuel Up with Beef** – Recipes



in this category will feature convenient and healthy beef recipes using one of the 29 Lean Beef Cuts for people with busy lives.

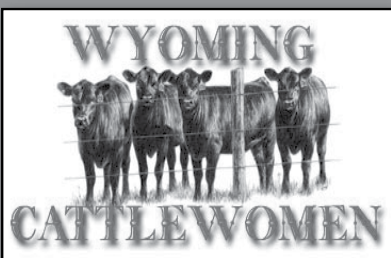
**Stir Crazy Solutions** – Home cooks won't go stir-crazy when they have a chance to create a unique stir-fry recipe using one of the 29 Lean Beef Cuts along with fresh vegetables and grain ingredients.

### Cook-Worthy Winnings

Four category winners (one per category) will receive \$3,000 in cash on or about July 15, 2011. One grand prize winner will receive \$25,000 plus an all-expense paid trip to the Metropolitan Cooking & Entertaining Show in Washington D.C. on Nov. 5, 2011 where they will be announced as the grand prize winner. Their winning recipe will also be demonstrated on the show floor for attendees to enjoy.

To view the complete contest rules and explore winning recipes from past contests, visit [www.beefcookoff.org](http://www.beefcookoff.org).

For more information about programs funded with your beef check-off investment, visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com).



Just by being a member of the Wyoming CattleWomen you're helping to support the beef industry! Thank You!

# COUNTY Happenings

## Crook County CattleWomen

Crook County CattleWomen and Associate members held their Christmas Party last December with Margaret Ellsbury, Janet Jensen and President Minnie Williams gathering non-perishable beef products for Moorcroft, Sundance and Hulett's Compassion Cupboard.

The group enjoyed a prime rib and shrimp dinner, and were entertained with soft guitar music in the background. Colorful "Beef It's What's For Dinner" signs with ranch names and brands are available. CCCW are taking orders from members and also from people in the community who have seen them and want the signs as gifts. They are perfect to give to families, for anniversaries or as thank you gifts.

This is a small replica of the sign. You can have



your name and brand or just a name, which can be personal or ranch or a business logo. Size is 18"x24". The price is approximately \$50.

If interested, E-Mail address: [info@jackpratt.com](mailto:info@jackpratt.com) Ph: 1 800-299-5551.

Submitted by Janet Jensen, Publicity

## Goshen CattleWomen

Our group hosted a booth at the Chamber Business After Hours in November, staffed by members Lynn Pulley and Pat Goyen. Sirloin

Steak appetizers were served from the Goshen Hole Grill and this restaurant also gave two \$50 gift certificates to their new business in Yoder,

WY in a drawing that evening.

In December we purchased four weeks of beef trivia on the local radio station with drawings each week of a \$25 beef card from local grocery stores. We also donated \$300 of beef hamburger to the local Care and Share Non-Profit. Another \$25 beef card was given as part of a Wyoming Goodies Basket/Raffle for a local boy seriously injured in a car accident. We also purchased a year's gift subscription to the Wyoming Livestock Roundup paper for the local library

and gave a gift card to Kim DesEnfants for her years of chairing the Ag Expo event.

Our annual Christmas dinner



Goshen County Meats Judging Team

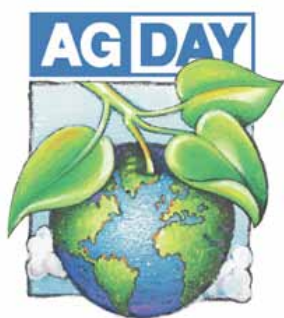
was attended by 65. Dan Halstrom of Denver who is the senior VP of Marketing and Communications for the U.S. Meat Export Federation was

the guest speaker. Other guests were the Judges and the Goshen County meats judging team. They were the winners @ National Western Stock Show and the American Royal Show. One of the judging team was the winner of another \$50 gift certificate to the Goshen Hole Grill. Three families from Goshen County sent cattle to Kazakhstan, Russia last fall: George Ochsner, Doug Booth and Don Wilkes. Those attending were introduced.

Donna Cay Heinz, Publicity

## Natrona County Cow-Belles

Four Food Closets in Casper are receiving boxes of 1 pound chubs of hamburger to give to their patrons compliments of the Natrona County Cow-Belles. beef worth \$400 and ground beef recipe brochures will be given.



The Senior Citizen's Centers in Natrona County will celebrate Ag Day, March 15<sup>th</sup>, with a roast beef dinner and \$400 in roasts will be donated to the center by NCCB. Door prizes of our silk scarves and napkins are earned by winning games the social director organizes, such as walking like John Wayne!

Socializing, dancing and bidding on auction items were fun at the Valentine's Gala sponsored by the Natrona County Wool Growers

and the Natrona County Cow-Belles. The beef and lamb chops were cooked to perfection by the Ramkota Inn in Casper!

We have a member who is an expert seamstress and she is making aprons for us! They will have Beef, It's What's For Dinner embroidered on them.

We will donate to the Region V meeting, and hopefully send a group up to the meeting!

Marcia Campbell, Treasurer

## Johnson County CattleWomen

Johnson County CattleWomen kicked off 2011 by hosting our first Women's Agriculture Summit. We are excited with the outcome of over 50 participants from Wyoming and Montana hearing from some great women in agriculture.

In a brief recap of the day, Vicki Hebb of South Dakota gave us insight into her role as a woman in agriculture and information about the Native Women and Youth in Agriculture program. Karen Yost, First Vice President of American Agri-Women discussed issues facing our industry both directly and indirectly including global warming and the Humane Society of the United States. Jody Lamp, a Public Relations Specialist taught us the importance of social media in agriculture and how by telling

our own story we can promote agriculture to the world. She even interviewed a couple ladies afterwards and posted their stories on Facebook! Karen St. Clair, from the Northern Wyoming Community College District rounded out the day discussing bridging the generation gap and explaining the make-up of each generation.



Karen Yost, First Vice President of American Agri-Women discussed issues facing our industry during the Women's Ag Summit.

We heard great feedback from the event and we are looking forward to next year!

In other happenings, bull sale season is upon us and the end of the school year is fast approaching. Providing the meals at production sales is our main money earner for our scholarship fund and we appreciate the folks from Sinclair Angus, Redland Angus, TJS Red Angus and the Cowboy Classic sale for allowing us to provide the meal at their sales.

Our annual meeting will be held April 2 in Buffalo at Sheridan College in Johnson County and we will plan out the events we'll participate in for the upcoming year. In addition, our annual Ag Expo is coming up in May. Amanda Kaufmann does a great job of putting this event together every year and not only do the kids learn a lot, but so do their teachers. Summer events will include participation in the county fair and rodeo parade as well as operating the Hamburger Stand on beef day of the fair.

Ashlea Redding, President

## Broccoli Salad from Virginia Watt - Johnson County Bull Sale Favorite!!

4 or 5 cups broccoli  
1 cup golden raisins  
1 cup sunflower seeds  
10 slices bacon, baked crisp and crumbled

Mix all above ingredients together.  
Add dressing:  
½ cup mayonnaise  
3 Tblsp sugar  
1 Tblsp vinegar

## Laramie Peak CattleWomen

As this is being written, Platte County, along with the rest of the State, is shivering from sub-zero temperatures and snow being rearranged by high velocity winds. Those of us in the BEEF industry are always being tested by the weather as we live the life we've chosen.

The Laramie Peak CattleWomen met in mid-December for our annual banquet in conjunction with the Stockgrowers. Our approach this year was to make the occasion more "family-friendly" and informal. To keep the organization successful, we need to encourage membership from the younger generation. We use the banquet to announce our selection of Platte County Ranch Woman of the Year with the honors this year going to Mary Kay Hunter. Mary Kay is a life-long resident who manages to be a working partner on the family ranch as well as pursuing her career with a town job. She, deservedly, joins the ranks of women who have been so honored over the years.

LPCW recently met on Feb. 10th for a regular business session. After reviewing the success of past events, we made plans for serving the Reyes Bull sale on Mar. 1st which is one of our biggest money-



The LPCW do their best thinking on full stomachs.

makers. Platte County is observing its Centennial celebration this year, and we want to remind the population, it was the ranchers and farmers who were the trail blazers here. We'll be seeking histories of the ranches that have been in continuous operation by the same family for 100 years. With the cooperation of the local newspaper, these stories will be shared. We're also going to encourage these families to submit their information for State recognition. Our long-term plan is to have an award's board in a highly visible place to recognize these ranches and add names as needed.

The upcoming Feeder Tour on Feb. 17th is a part of the year-long Centennial celebration. The tour will visit two of these old established ranches, the Springfield owned by the Small family, and the PR5,

owned by Myra Hanna. The day will conclude with an awards banquet that the LPCW have been asked to act as hostesses.

The Region 5 of ANCW will meet in late April at Sheridan this year. Our group will donate money to defray expenses as well as putting an item in the silent auction.

Assignments were made to gather Associate Memberships, and Cynthia Pederson has been peddling our napkins and is in need of a wrapping session. We'll meet in the library basement on Feb. 24th at 10 A.M. for that purpose.

Much was accomplished at the meeting, and the sizable group of members were delighted to get out of the house wearing something other than coveralls, stocking caps and overshoes.

Donita Graves, Publicity

### Lander Valley CattleWomen

Lander Valley Cattlewomen hosted a Christmas gathering for hubbies and members on Dec. 21<sup>st</sup> at the NOLS Noble Hotel dining facility. We had about 50 folks there to enjoy the prime rib dinner. A new twist to the dinner was having members carry in hors d'oeuvres. What a treat...everyone cracked out their best. We had enough goodies to feed the whole crew without the actual dinner. This was a perfect time for the guys to visit with the other guys to see how they had been wintering.

For a holiday project, we asked everyone to bring canned or preserved items that contained beef... soups, pastas, etc. etc. so we could make a contribution to the Lander Care and Share Food Bank. The food was donated to the community to help those less fortunate.

Be ready to come to Lander in early March to help Lander Valley Cattlewomen celebrate the Wyoming State Winter Fair. We are making plans to serve those FAMOUS Beef Sandwiches. Schedules are being cre-



Rocks and boulders could not dissuade Lander Valley CattleWomen husbands from getting the new LVCW sign in the ground and proudly displayed for everyone headed into Lander from the northwest on Hwy 287. Jim Allen and Fred Tammany finish tamping posts and securing the metal art sign 4 miles from Lander on the Jim and Mary Allen Ranch. LVCW signs now welcome folks from every direction into Lander, reminding them to support and enjoy WYOMING BEEF. Mary Allen, Sec/Treas.

ated, grocery orders prepared and the concession stand is being cleaned... we're almost ready to go.

Janet Givens

### Riverton Cow-Belles

The Riverton Cowbelles spent a Saturday in early December at one of the local grocery stores. While there our "Santas" handed out recipes and helped customers pick out their desired cuts of meat. We also gave gift certificates to those customers purchasing beef. Our generosity was well received and we hope it encouraged future purchases.

We had a wonderful Christmas dinner/gift exchange at a local restaurant and the fellowship was a wonderful break during a season of hustling and bustling.

After the "busyness" of the holiday season abated, the ladies met for their February meeting. The previous year our president had inquired about having info in the county library's display shelves for National Ag week. We signed up for this year and the ladies did a wonderful job. The goal of showing the importance of agriculture in our economy with emphasis on the nutritional value of beef was met with a wonderful effort from the members, many of whom added their own items to display. In March we were asked to again fill the display cases and plan to change it up a bit keeping with the theme of the importance of agriculture and specifically beef, with more emphasis on the by-products.

Jenna Anderson



Nancy Anderson and Betty Bogacz, WCW Condolence Chairman and mother of our WCW President Ladonna Good!



Claudine Gardner and Jenna Anderson

### Cody Country CattleWomen

The Cody Country CattleWomen again this year met at Shirley Bales' home to fill boxes of goodies for local folks currently deployed. This year we filled 21 boxes with cookies, fudge and caramels, candy, antelope jerky, socks, toiletry items, cheese and crackers, caramel corn, local papers and magazines. We also included a letter of support for them and a note about the Wyoming Christmas tree! Because Cody Families on the Frontlines don't have as many immediate family members deployed at this time, some boxes went to extended family members or friends of family. We try to do this every October so the packages are received before Thanksgiving. It was great hear-



Cody Country CattleWomen gathered at Shirley Bales' house to fill 21 boxes of goodies for local people currently deployed overseas.

ing back from some of the recipients -- they really appreciate the goodies and the contact with folks 'back home'.

In December we had our annual Christmas party for members, spouses and special guests. This year it was held at the home of Marilyn Walker with prime rib as the main course and every one bringing a dish to share. After a delicious dinner, we sang Christmas songs. A good time was had by all.

We are now gearing up for our Spring activities. We have a committee working on Ag Week activities, our annual Scholarship and updating our products.

Angela Whitlock, President and Shirley Bales

### Albany County Cow-Belles

The Albany County Cow-Belles have been quite busy with the annual scholarship auction held last November and the silent auction fund raiser in December. The scholarship auction brought in over \$1,200 this year and the group awards two scholarships per year of \$1,000 each. Thanks to everyone who donated to the auction this year, it was a lot of fun! The silent auction, at the December dinner-dance, raised nearly \$500 to go toward beef education and promotion, donations from other Cow-Belles and community businesses were much appreciated and we couldn't have done this again without their help. Thanks to Deanna Johnson and Maia Anderson for all their hard work on this event.

New officers were installed at the January meeting. Incoming officers are President Lindy Johnson, Vice President Leslie Miech, Co-Secretaries Stacy Berger & JoAnn Davis, and Treasurer Sandy Dalles.

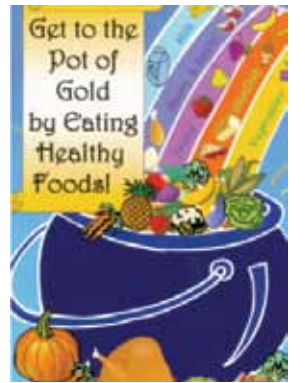
The Albany County Ag Expo is planned for April 20-21 at the Hansen Arena in Laramie. Family



Dixie & Amber Mathisen conduct the auction during the annual Scholarship fund-raiser last fall.

night will be held April 20. We will have 10 stations: Animals, Bees, Ruminants, Mosquitoes, Weed & Pest, Stock Trailer, Stream Trailer, possibly a brand booth, and exhibitions by a horse team and stock dogs. According to Expo Committee member Sandra Eike, the theme this year is "Get to the Pot of Gold by Eating Healthy Foods" and posters were judged the end of February. Invitations were mailed to past donors/sponsors and post cards were also sent to presenters. "Some changes may be made between now and the Expo - however things seem to be rolling along pretty well," said Eike.

At the annual Albany County Cow-Belle/Stock-grower Dinner Dance in December, the Cow-Belles announced the recipients of the 2010 Ranchwoman of the Year and Friend of



This year's theme for Ag Expo! We look forward to another exciting Expo on April 20-21. This will be our 15th Annual Family Night Dinner-April 20th at 5:30pm at the UW Hansen Arena on Highway 230 in Laramie.

Agriculture awards. Barbara Page was selected as the 2010 Ranchwoman of the Year and the 2010 Friend of Agriculture is Carolyn Durand. Congratulations to these two deserving individuals for the support they give to the agriculture community.

### Converse County Cow-Belles

Well it is that very busy time of year again for all ranch women. Either we are calving, gearing up for calving, waiting to start calving, or having babies of our own. Converse County Cow-Belles President ManDee Moore and her husband John recently welcomed the newest addition to their family, Miss PaisLee Ann Moore. She was born February 7<sup>th</sup> weighing 5lbs 14 oz. She will join the local organization as a fourth generation representative of her family. Her Great Grandmother Mae, Aunt Debbie Murray, Mom ManDee Moore, and she plus many more relatives are current members.

For some of the ranchers here in Converse County we wait until what we were once told would be a little bit warmer weather. The other half of the ranchers tend to risk it and start

calving very early in the year during what used to be the coldest part of the winter. However Mother Nature as normal has her own plans and it can be a complete toss up as to what is considered "better calving weather". Is it when the temps dip to 30 degrees below and then warm up the next day to 48 degrees with winds of 45 mph, or is when we get hammered with a late spring blizzard? It is purely a guessing game at this point.

Due to this very busy time of year our organization is preparing to enter our slow season. We only have a few small things planned other than our monthly meetings. However there is one topic that is weighing heavy on our hearts at this point in time. One of our local county members has been faced with a mother's worst night mare. Chad-

wick and Heather LeClair's son, Kolton age 5 has been diagnosed with a tumor in his head. He is currently in Denver at St. Luke's Children's Hospital undergoing testing and treatments. He is a very strong little cowboy but needs all of our prayers.



Great Granny Mae Manning and PaisLee Moore

The LeClair family will be helped with expenses through Jason's Friends a not for profit organization whose mission statement reads: Our mission is to assist Wyoming families with children suffering from brain or spinal cord tumors and childhood cancers by providing advocacy, helping hands and encouragement in the face of despair. Donations for Kolton can be made to Jason's Friends care of Kolton LeClair.

The address is:  
Jason's Friends  
340 West B St  
Casper, WY 82601  
Phone: (307) 235-3421  
Fax: (307) 265-4668  
[www.jasonsfriends.com](http://www.jasonsfriends.com)  
You can follow Kolton's progress, diagnoses, and journal entries by going to this website.  
<http://www.caringbridge.org/visit/koltonleclair>



Five-year-old Kolton LeClair

### Jackson Hole Cow-Belles

In September the Jackson Hole Cow-Belles held a ranch tour and dinner. We provided a great grilled flank steak, a corn dish and salad meal with homemade cookies. The people we served were from all over the country and they were so grateful for such a wonderful beef dinner. We handed out beef recipes and they were well received.

In January, the Cow-Belles donated the delicious beef served at a benefit for Ted Benson Jr., member of an old time Jackson Hole family. Claudia Burkhardt, treasurer and dedicated member, did the cooking and ended up feeding the 600 people who came to show their support. She slow cooked brisket with a Barb-B-Que sauce. St John's Medical Cen-

ter prepared potato salad, corn on the cob and delicious beans. Desserts were also available.

Claudia also cooked an appetizer snack for the Quilting in the Tetons ladies as a donation from us and a push for beef.

Wilma Barr, one of our quieter members, organized all of us and we sent in 100 ornaments for our National Christmas Tree. Thanks, Wilma!

For two hours every Monday about five of us Cow-Belles work at the Food Cupboard here in Jackson. We do not purchase the food. We just stock the shelves. We do donate five pounds of Mead ranch hamburger to a Senior Citizen every month

*Liz Lockhart, President*

### Washakie County Cow-Belles

You know you are doing something right when an area rancher was overheard at the WESTI Ag Days (Wyoming Extension's Strategic and Technologically Innovative Ag Days) registration desk saying, "It might be minus 30 with a wind chill factor of minus 42, but I just couldn't pass up eating some of that good CowBelle chow for lunch!"

Yes, the Washakie County Cow-Belles once again were the chief cooks and bottle washers for this year's WESTI Ag Days, which was held February 1<sup>st</sup> and 2<sup>nd</sup> in the Worland Community Center Complex. The CowBelles served over 150 lunches those two days, plus provided morning and afternoon snacks to even more attendees! They also prepared the Ag Ambassadors dinner the evening in between. With the Ten Sleep FFA Chapter members helping, the CowBelles served a delicious roast beef (and pork) dinner to over 170 folks. Former CattleWomen State President Jo Bowman and her husband Bo provided the musical entertainment for the evening.

That was followed on Valentine's Day with member Marlene Loudan, playing the role of Cupid, passing out \$40 worth of beef certificates to appreciative shoppers at the local grocery stores. The Washakie County CowBelles' generosity hit their mark as people enjoyed eating beef that night rather than the other meat they had considered buying! Just as an aside, at Christmas time, the Cow-Belles gave out four large prime rib roasts to people who entered drawings at the local grocery stores. One name drawn belonged to two elderly sisters who live together and who said

they could never have afforded to serve prime rib. They were so delighted that when they prepared the prime rib meal, they invited two CowBelle members and husband over to enjoy it with them. That's a win/win situation for everyone. Now, the one CowBelle member thinks she should make a prime rib dinner for the sisters because theirs was SOOOOO delicious!

Members have now circled March 2<sup>nd</sup> on their calendars because they will be serving their ever-so-popular roast beef meal at the Washakie County Weed and Pest annual meeting. Each year the Cow-Belles give scholarships to graduating high school seniors who are going on to an ag field. The money is divided in half, with the recipients receiving the first half after they start the school year and the second half after they have started classes the second semester. This year's three recipients are Al Hefenieder, Kate Richardson and Vicki Martin. The first two are majoring in the ag-business area and Vicki plans on becoming a veterinarian. The CowBelles also give a scholarship to a person who is an upper-classman or who is returning to college to further his/her education in an ag-related field.

Yes, the word is out and is spreading. When you need a group that can serve a wonderful beef dinner, complete with homemade sourdough rolls and desserts, you should call the Washakie County CowBelles. The money this busy group of women earn is always put right back in to the local economy to promote the growing consumption of BEEF!

*Marlene Loudan*

### 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 \_\_\_\_\_

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

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# AMERICAN HEART ASSOCIATION SPOTLIGHTS

## THREE HEART-HEALTHY BEEF CUTS!



Thanks in part to a partnership with the Beef Checkoff Program, the American Heart Association has listed three beef cuts as part of its Food Certification Program. This program places the association's heart-check mark on food packages to help healthy consumers over age 2 identify foods that meet criteria for saturated fat and cholesterol.

The three beef cuts that met the American Heart Association's criteria for extra lean and now are certified to display the heart-check mark include:

- Boneless Top Sirloin Petite Roast (select grade, recipe listed below)
- Top Sirloin Filet (select grade, recipe listed below)
- Top Sirloin Kabob (select grade, recipe listed below)

"We are extremely thrilled to receive the American Heart Association certification because, for consumers, it represents the independent voice of a trusted health organization," says Beef Board Member Margie Hande, a cow/calf operator from Amidon, N.D., and chair of the checkoff's Joint Retail Committee. "Today, the Beef Checkoff Program has added another nutrition success point to its growing roster to show that a serving of extra lean beef can be part of an overall sensible eating plan. The nutrients in lean beef, such as protein, iron and zinc, help people feel satisfied longer and get more nutrition from their calories without sacrificing taste."

The American Heart Association's heart-check mark is the one of the most trusted icons on food packaging today – and it continues to resonate with health-conscious shoppers, even in a challenging economy. In fact, more than 83 percent of consumers have an aided awareness of the heart-check mark, and nearly 75 percent of primary grocery shoppers say the heart-check mark improves the likelihood that they'll buy a product.

This certification allows retailers to display the heart-check mark on fresh case beef packages, promoting the health benefits of a serving of these particular beef cuts to their customers. This is good news, as many of the food industry's top brands have certified products. The mark has been shown to influence sales by as much as 5 percent. In addition, The Beef Checkoff Trade Association Certification simplifies a retailer's processing and related costs to participate in the American Heart Association's heart-check mark program, such as waiving of certain fees and significant discounts to participate.

In addition to the three products certified by the American Heart Association, there are many popular beef cuts that meet government guidelines for lean for a single serving, including favorites such as sirloin, flank steak, tenderloin, T-bone steak and 95 percent lean ground beef. With about 30 lean beef cuts, it's easy to build great-tasting and healthy meals that include America's favorite protein – beef – with vegetables, fruits and whole grains.

"Lean beef helps Americans build a healthy diet and manage their waistline because one three-ounce serving provides 10 essential nutrients for about 154 calories, helping you meet the new Dietary Guidelines," says Cheryl Hendricks, a registered dietitian with the National Cattlemen's Beef Association, which contracts to manage retail marketing efforts for the beef checkoff. "With today's focus on obesity, lean beef is a solution that satisfies our appetites and provides more nutrients for fewer calories than many other foods."

For retailers, the checkoff-funded integrated promotions feature merchandising elements where it matters most – the point of purchase. As part of the integrated promotions, there is a comprehensive campaign including on-pack labels, recipes and more to help drive awareness, traffic to lean beef cuts in the meat case and ultimately product sales.

mately product sales.

"Knowing that 99 percent of primary grocery shoppers think lowering saturated fat is important to managing overall health and wellness, we are pleased to be able to provide the three American Heart Association-certified beef cuts as another option in creating an overall sensible eating plan," says Hendricks. "Looking forward, we're not stopping at just three cuts. We are in the process of obtaining certification for some of our other extra lean beef choices as well."

To learn more about receiving the American Heart Association's certification, please visit [www.BeefRetail.org](http://www.BeefRetail.org).

*About the Heart-Check Mark: The American Heart Association established the heart-check mark in 1995 to give consumers an easy, reliable system for identifying heart-healthy foods as a first step in building a sensible eating plan. Approximately 800 products that bear the heart-check mark have been screened and verified by the association to meet criteria for saturated fat and cholesterol.*

*To learn more about the heart-check mark, and to see a complete list of certified products and participating companies, visit [heartcheckmark.org](http://heartcheckmark.org).*



### Palomilla Steaks ~ Submitted by Rachael Ray

Serves 4

*Note: you will need to allow for 4 hours marinating time for this recipe.*

- 2 tablespoons vinegar
- 6 tablespoons extra virgin olive oil, divided
- 2 cloves garlic, minced
- 1 teaspoon marjoram or oregano
- 2 tablespoons cilantro, finely chopped
- 1 teaspoon cumin
- 4 top sirloin steaks (8-10 ounces each), very thinly sliced – if you can't get them 1/4-inch-thick or thinner, pound them out a bit with a mallet
- 2 onions, very thinly sliced
- 1/2 cup beer or chicken stock
- 2-4 tablespoons butter
- 1/4 cup parsley, finely chopped
- Juice of 2 limes



In a shallow dish, combine the vinegar, 4 tablespoons EVOO, garlic, marjoram or oregano, cilantro and cumin.

Pat the steaks dry, season with salt and pepper and give them a turn in the marinade. Let the steaks marinate for 4 hours in the fridge.

Heat a skillet over medium heat with the remaining 2 tablespoons EVOO. Add the onions, season with salt and pepper and cook until very tender, about 20 minutes. As the onions cook, take the meat out of the fridge to bring it back up to room temperature before cooking.

When the onions are just about tender, heat a cast iron skillet over medium-high to high heat. Shake the excess marinade off the steaks and cook them in batches in the hot pan until crispy, 2 minutes on each side. Keep the finished steaks on a warm platter while you finish the rest of the pieces. When all the steaks are cooked, turn off the heat, then add butter to the pan and melt. Stir in the parsley and lime juice.

Serve the steak immediately, topped with the onions and the lime butter. Add black beans and rice alongside to complete the meal.

### Sensational Sirloin Kabobs

Ingredients

- 1/4 cup soy sauce
- 3 tablespoons light brown sugar
- 3 tablespoons distilled white vinegar
- 1/2 teaspoon garlic powder
- 1/2 teaspoon seasoned salt
- 1/2 teaspoon garlic pepper seasoning
- 4 fluid ounces lemon-lime carbonated beverage
- 2 pounds beef sirloin steak, cut into 1 1/2 inch cubes
- 2 green bell peppers, cut into 2 inch pieces skewers
- 1/2 pound fresh mushrooms, stems removed
- 1 pint cherry tomatoes
- 1 fresh pineapple - peeled, cored and cubed



In a medium bowl, mix soy sauce, light brown sugar, distilled white vinegar, garlic powder, seasoned salt, garlic pepper seasoning, and lemon-lime flavored carbonated beverage. Reserve about 1/2 cup of this marinade for basting. Place steak in a large resealable plastic bag. Cover with the remaining marinade, and seal. Refrigerate for 8 hours, or overnight.

Bring a saucepan of water to a boil. Add green peppers, and cook for 1 minute, just to blanch. Drain, and set aside.

Preheat grill for high heat. Thread steak, green peppers, mushrooms, tomatoes, and pineapple onto skewers in an alternating fashion. Discard marinade and the bag.

Lightly oil the grill grate. Cook kabobs on the prepared grill for 10 minutes, or to desired doneness. Baste frequently with reserved marinade during the last 5 minutes of cooking.

### Top Sirloin Petite Roast with Parmesan with Roasted Tomatoes

- Makes 6 to 8 servings Serving size: 3 oz
- 1 beef top sirloin petite roast (1-1/2 to 2 pounds)
- 1 cup lightly packed fresh parsley leaves
- 2 cloves garlic
- 1 teaspoon pepper
- 2 tablespoons olive oil, divided
- 8 plum (roma), cut in half lengthwise, seeded
- 2 tablespoons shredded Parmesan cheese



Preheat oven to 325°F. Place parsley, garlic, pepper and 1 tablespoon olive oil in food processor or blender container. Cover; process until just blended. Rub mixture evenly over all surfaces of roast. Place roast, fat-side up, on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef. Do not add water or cover. Roast in 325°F oven 60 to 75 minutes for medium rare to medium doneness.

Toss tomatoes with remaining 1 tablespoon olive oil in large bowl. Arrange tomatoes, cut sides up, on metal baking sheet. Roast in 325°F oven for 1 hour or until skins are wrinkled and begin to brown.

Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 10 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.) Meanwhile, increase oven temp to 425°F. Sprinkle tomatoes with Parmesan cheese. Continue roasting an additional 8 to 10 minutes or until cheese is melted and tomatoes are lightly browned. Season with salt and pepper, as desired.

**DON'T FORGET**  
**WYOMING CATTLEWOMEN**  
**SPRING MEETING**  
**SAT., MARCH 26, 2011**  
**AGRICULTURE RESOURCES AND**  
**LEARNING CENTER**  
**2011 FAIRGROUNDS RD., CASPER**  
**MEETING TIME—9:30 AM**  
**LUNCH PROVIDED**  
**WYOMING BEEF AMBASSADOR**  
**CONTEST—AFTER LUNCH AT THE**  
**SAME LOCATION.**



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

# BEEF IT News

## NATIONAL & STATE NEWS

### Notable Highlights from 2011 Annual Meeting

- It was really cold.
- Congratulations to Jean Barton of Red Bluff, CA, the 2009 ANCW Outstanding CattleWoman of the Year. [Outstanding CattleWoman of the Year Media Release](#)
- Jill Ginn, Texas, was installed as the 2011 ANCW President, Tammi Didlot, Okla. as President Elect and Barbara Jackson, Ariz., as Vice President.
- 2010 Beef Ambassador Malorie Bankhead, Calif., was awarded the USDA Internship for this coming summer
- Janey Hipp, USDA Director of Tribal Relations and Women's Agricultural Advocacy, addressed attendees at the General Membership Meeting.
- Jude Capper, Assistant Professor, Washington State University presented [How Green Is Your Beef](#), fascinating research on sustainability of beef production.
- CattleWomen received hot-off-the-press information on the release of the Dietary Guidelines from Shalene McNeil. Shalene had just returned from Washington D.C. and shared that protein guidelines did not change but there is an emphasis on consuming more from fish and nuts.
- At the Opening General Session, Scott Doyle, Larimer, CO county recorder, shared valuable insight on the legislative process, emphasized legislator contact early in the life of a bill and to build relationships.

### Calling All Interested CattleWomen!

I am working on a re-design of the Beef Council Website and I would like to feature one CattleWoman each month on the site, using photos of the ranch, the kitchen, the family, recipes, stories, etc. The point is to appeal to the urban 'foodie' crowd showing how beef is raised, that we serve what we produce and our passion for our industry.

be featured?

I would love to know how much interest is out there for this. Anyone interested can e-mail Mary Neese at the Wyoming Beef Council with **name, address, phone number** and any preliminary photos or ideas about their particular feature. Mary Neese [wybc@qwest.net](mailto:wybc@qwest.net)

Can you help me to find volunteers to

**Ann Wittmann**  
 Executive Director, Wyo. Beef Council

### Cathy Vasko



A gifted speaker and storyteller, Cathy Vasko has spoken to groups of all ages, backgrounds and interests about the importance of maintaining a sense of humor in difficult times. A sought-after presenter, Cathy is an honor graduate of the University of Nebraska Medical Center-College of Nursing. She is a member of Sigma Theta Tau International Nursing Honor Society and Who's Who Among Students in American Universities and Colleges, and was chosen Nebraska School Nurse of the Year in 2001.

Cathy is currently a school nurse for Goshen County School District, working with kindergarten through fifth graders...

And speaking to anyone that will listen...pull up a chair.



American National CattleWomen  
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[www.ancw.org](http://www.ancw.org)

**OUR VISION:** To sustain the integrity of the Beef Industry through consumer awareness, education and promotion; continuing to respect the past, living in the present and looking toward the future.



Join the fun at the Region V meeting in Sheridan, WY as Wyoming CattleWomen honor their 70th anniversary by featuring the rich history of the cattle industry in the Sheridan area. With plans for a poker tour of the town by trolley, a visit to the legendary Don King's Western Museum and dinner at the historic Sheridan Inn, there will be plenty of opportunity for education, information, and fun!

Keynote speaker Cathy Vasko will present "**Happy is Healthy**" a focus on the health impact of stress and the health benefits of laughter.

Learn about "**29 Cuts of Lean Beef**" and "**Cooking for 1-2**". States will share ideas along with important information from the ANCW programs that promote and support the beef industry.



"Photos provided by Sheridan, WY Travel and Tourism"  
 For more information, visit: [www.sheridanwyoming.org](http://www.sheridanwyoming.org)



### TRANSPORTATION

Sheridan, Wyoming lies at the base of the beautiful Big Horn Mountains in north central Wyoming. Highway access via I-90 from the north, I-25/90 from the south, and Wyoming Hwys 14, 16, or 26 from the west. Sheridan is served by Big Sky Airlines with direct flights daily to and from Billings, MT and Denver, CO.

### QUESTIONS? CONTACT:

Wyoming CattleWomen

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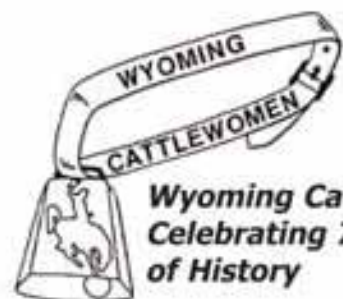
## MOOVIN & GROOVIN

Looking Back - Moving Forward



American National CattleWomen  
 Region V

April 28-30, 2011  
 Sheridan, Wyoming



Wyoming CattleWomen  
 Celebrating 70 years  
 of History