

CCW News

Colorado CattleWomen, Inc.

Fall 2023

From the President, Kathleen Shoemaker



I am very honored to have been elected to lead the amazing group of women in this state that make up our Colorado CattleWomen's organization. Thank you for the support that you have already shown to me.

I have been so impressed by all the work that you do in advocating for the beef industry through your local organizations. Your hard work does not go unnoticed. I had the chance to meet some of you and am looking forward to continuing local visits throughout the year.

I have a great group of ladies on our executive board who are passionate about Colorado CattleWomen and our first goals for this year are to do some exciting beef promotions, while we celebrate members of our local organizations. The executive board is having a planning day to map out the year with projects that will increase the visibility of our organization as we educate and promote the beef industry and its importance in Colorado agriculture.

You are vital to us, and it's important that we can recognize some members in your groups. We are asking for you to submit stories about ladies in your group so that we can feature them in our newsletter and website. I know that there are some fabulous ladies out there. We also want to give the Rookie of the Year, and CattleWomen of the Year awards to a deserving CattleWomen at our Mid-Winter convention in January. Please consider submitting nominations for these important awards that recognize the hard work of your members.

This is going to be a busy year and we have lots of work to do so stay tuned!

Membership Drive

What local wants to claim the honor of being number one in the state for new Colorado CattleWomen members? We are having a membership drive from July 1, 2023 until December 31, 2023. What is in it for you? We will be awarding the winning affiliate a \$250 cash prize as well as your CCW affiliate dues paid for the year. You will also be recognized in the newsletter, and on our website. The best part? You get to claim the title of being Number One!!

We will keep track of numbers added to your club so that it is fair to everyone and announce the winners at Mid-Winter Convention in January 2024. So start inviting those women in agriculture to be a part of the premier women's beef advocacy group in Colorado!

Are you getting CCW emails?

We are getting feedback that our email blasts are not reaching all of our members. It could be that the emails are going to your spam/promotion folder other than your primary inbox. We are going to be testing sending emails from a different platform and new email address, news@coloradocattlewomen.org. Watch for this to come out with our next newsletters in November, March and May. Also, please make sure your email address is correct and updated with your local treasurer/officer. Thank you for your patience as we work through this issue!

Nominate for CattleWoman of the Year and Rookie of the Year

Do you have a member in your local CattleWomen's organization that you would like to celebrate as a great Colorado CattleWoman of the Year or Rookie of the Year? Please find the nomination form on our website under the About Us tab. If you'd like us to email you the form, please email Kelsey at coloradocattlewomen@gmail.com. Nomination forms are due Oct. 31.

Colorado CattleWomen Annual Meeting Summary

Submitted by Joanie Shoemaker

The annual meeting was held on June 20, 2023 at the Steamboat Springs Grand Hotel, Steamboat Springs CO. There were 23 members in attendance including 7 officers and 7 past presidents. ANCW Vice President Nikki Weston was present and brought greetings from ANCW. The full minutes of the meeting are available to any member.

The treasurer's report was provided to the meeting. The year end balances are \$52,995.90 in the checking account, CD/Money Market balance is \$30,335.85 and \$12,000 in the scholarship fund. The projected income for the year was \$48,392.34 which includes the restricted funds for the scholarship and beef promotion gift given by the estate of Pearl Ann Adams. The income was above projections because of the Region 5 conference. Expenses were overbudget by \$2,693.03. Several expense lines were underspent to include executive board, office expenses and programs. The newsletter expenses were higher than anticipated even with moving the printing to a cheaper alternative. While the organization's overall budget was positive, it should be noted that the Region V meeting cost the organization \$3,152.47. The membership approved the proposed 23-24 budget.

Special recognition as a Friend to CCW was given to Julie Moore, long time staff member of the Colorado Beef Council. She has worked with CCW for a number of years and is invaluable to the organization. She actively participates with the Executive Committee and offered great assistance in organizing many parts of the Region 5 meeting. Julie works closely with local units when they need any information from the Colorado Beef Council. Todd Inglee, Executive Director of CBC presented the award with President Smith.

Committee reports were provided from the newsletter, beef account, and membership. The groups was reminded to send any newsletter articles for the September/October issue. Sallie Miller reminded the group that funds were available through the beef account to local units that provide beef education and beef is provided free for community events.

Julie from the Colorado Beef Council reported on the On the Farm Stem program for high school and middle

school teachers. The event was well attended and had many hands-on activities. She also reported on the work being done with health care providers regarding feeding in the younger years.

Vice President Shoemaker and Quarter Rep Hawk updated the group on the website and MemberClicks. The previous domain name was bought by another group so is unavailable for CCW. The new website is www.coloradocattlewomen.org The use of MemberClicks is being evaluated by an appointed committee of the executive committee.

ANCW Vice President Nikki Weston provided an update on ANCW business and challenged the group to continue to talk about what we do.

The election of officers was elected as follows: President – Kathleen Shoemaker, Vice President Christy Hawk, Secretary Sudzy Benesch, Treasurer Debbie Anderson, Northeast Quarter Rep Britt Pratt, Southeast Quarter Rep Sheron Berry, Northwest Quarter Rep Kathy Nelson. Christy Hawk was appointed to serve as Southwest Quarter Rep until a the board appoints a member from that region.

Installation of officers followed and was done by Janice Shoemaker Zeiler. She spoke about how CCW could be compared to an Aspen stand. Each stand has the same root system and share the same genetics. CCW's root system began in 1941 with the DNA being ranching families and the cattle industry in Colorado. Kathleen as the new president shares a legacy with her mother who was president in 1973, elected to office in the same location and on the same dates as this year. Some of the issues from Helen's scrapbook still sound familiar to all – crazy economy and break-even cattle, boycott protesting the rising cost of meat and Helen's comment of the boycott is a result of misconceptions about the beef industry and our need to reach more people with information.

Each officer accepted their role and duties. Janice challenged each with looking to your roots and considering how they can enhance CCW, to match the vision and mission of educating, promoting and protecting the cattle industry. After the installation, President Smith adjourned the meeting.

Contact Us! Like Us! Follow Us!

Email: coloradocattlewomen@gmail.com

Website: www.ColoradoCattlewomen.org

Facebook: Colorado Cattlewomen Inc.

Colorado CattleWomen Board of Directors Meeting

Submitted by Joanie Shoemaker

The Board of Directors meeting was held in conjunction with the Annual meeting on June 20, 2023. 19 members were in attendance representing 13 local units. Local units shared their activities throughout the year with beef promotion and education about the cattle industry and agriculture. All units reported on their work with their schools and awarded over \$18,000 in scholarships. Community service activities include donations to providing meals to veterans, 4-H/FFA programs and other local events. Beef promotion activities include utilizing brands on wild rags, napkins, and community display boards. Many are partnering with restaurants to provide beef meals during holidays throughout the year.

Beef Promotion Opportunity

Submitted by Joanie Shoemaker

CCW Executive Committee values and appreciates all the beef promotion activities being done by local Cattlewomen in their communities across the state. During the Board of Director's meeting in June all locals reported on how they work with schools to promote beef and educate about cattle, agriculture, and the importance of beef in diets. The Executive Committee wants to support those efforts and increase the resources available throughout the state. Specifically, two books have been purchased using funds donated by the Pearl Ann Adams estate to be utilized for beef promotion. Pearl Ann Adams, Greeley CO was a longstanding member of CCW advocating for the beef industry and agriculture in Colorado.

The two books are written by Rebecca Long Chaney and will be sent to each local unit. The books are "Star Becomes a Mother" and "Better Together ... Digging it with Dairy and Beef." The Executive Committee is proud to provide another opportunity for local units to work with their schools.

ANCW Summer Meeting- July 23-24, 2023- San Diego, CA

Submitted by Karen Smith

Since neither Kathleen nor I were able to attend in person this year, I attended virtually by Zoom to the Summer ANCW meetings this year. ANCW has added a virtual option in hopes of better reaching and serving members who are unable to attend in person. Any ANCW member can attend virtually, not just board members or state presidents. I am still serving as ANCW Board Member at Large and Kathleen is on the board as a state president. Colorado is part of Region V, which also includes WY, MT, OR, and WA. It's vitally important for CCW to continue to be an active part of serving in ANCW so our voices are heard at the national level.

Here's a brief re-cap of the Summer 2023 meeting:

- Region V will be hosted by Montana Cattlewomen in Great Falls, MT- May 10-11, 2024- who wants to join us? These events are always informative and fun!!
- ANCW has gained 179 new members since New Orleans winter meeting in Jan 2023
- ANCW is looking to re-hire an Executive to support the ANCW President and Board and also has started working with an outside CPA - this is really good news!
- Instead of membership dues renewal always being in Oct, it will now be one year from the time you personally joined. So if you joined in August, your renewal would be the following August now instead of

only October like the past. A positive change!

- Budget- lots of changes and lots of really contentious discussion, but it passed. Discussion was around why the expenses had increased so much, and it's basically inflation driven and potential new projects. Extra sponsorships and additional new members are the proposed additional income to cover the increased expenses.

- Currently each State President's report has been compiled into a paper booklet. This document will become electronic in the future and stored in a shared location. More info to come from Nikki Weston, current ANCW VP.

- Speakers included Ethan Lane of NCBA who indicated that no farm bill expected to pass this year; Sarah Falen and Karen Budd Falen spoken on Ag Law and "ag-vocay" and legal cases, and Coach Kiah spoke on leadership, women genuinely connecting with each other, and taking care of ourselves better because we are a true asset to our families and ranches.

- President Pam Griffin led the group through several roundtables discussions for the group in the room; after these are compiled, they will be sharing the findings at some point.

- If you are not an ANCW member, why not join today? Reach out to me if you have questions!

Quarter Rep Feature Members



Northwest Quarter Connie Nelson

The Northwest Quarter is proud to spotlight Connie Nelson of the Rio Blanco Cattlewomen. Connie began as a Cowbelle in the mid 1960's. She has been actively involved since that time and has held all offices. Connie is currently the secretary/treasurer and provides a historical insight from time to time. Connie follows her mother's cattlewomen footsteps and has passed on the same legacy to her daughter. Connie and her husband of 61 years, Forrest, are both third generation ranchers still running the family ranch along with their children Chris and Kathy. They have four grandchildren and a great grandchild on the way. White River Ranch in Meeker raises high quality show livestock including cattle, sheep and goats and produces commercial cattle and hay. Rio Blanco Cattlewomen are lucky to have such a long-standing and hard-working member.



Southeast Quarter Mary Ellen Lesage

Mary Ellen Lesage came to the Wet Mountain Valley in Westcliffe, CO, in 2001 when she and her husband, Charles, were looking for a place to raise their Morgan show horses and to grow some hay for their prized equines. Little did Mary Ellen know that once she settled into her recently acquired ranch, she would soon become an important part of Custer County CattleWomen (CCCW) and the community.

The bags were barely unpacked when Mary Ellen's new friend and neighbor, Sheron Berry, invited her to attend the next CCCW meeting which was being held at the adjacent Koch ranch. Virgie, the ranch matriarch and longtime cattlewoman, wanted to meet Mary Ellen. With her pleasant and fun, but let's-get-down-to-business personality, Mary Ellen impressed the CCCW group and found herself elected president the following year. She served another term in 2007-2009.

Mary Ellen is a firm believer in exposing America's



Northeast Quarter Jaci Wagner

Jaci grew up on wheat farm in Peetz and now lives outside Sterling with her husband Kevin and their boys: Cooper and Hadley.

While technically it's her job to be at fair, there of course is lots that she volunteers for during our fair week. She loves her job as a 4-H youth development extension agent and county fair is the largest platform for that! This will be her 3rd fair in this role. Kids are her passion and 4-H helps me celebrate each members talents and interests.

When she was in 4-H in Logan County, she was a member of the Plateau Pioneers 4-H club and was in Decorate your Duds (now Upcycle your Style), Fashion Revue, Child Development (her favorite!!) and hogs. Her hogs were nowhere near as trained and tamed as the hogs at our fair currently! She has always loved the county fair.

Jaci also does so many other things in Logan County Cattlewomen. She and her husband were awarded our 1st ever "Friends of Logan County Cattlewomen" this year for their efforts in cooking 200 steaks for the past 2 years we have held our "Calling on the Capitol" event. She is also a huge voice for our "Flat Rancher" product as her love for kids and cattle shine. We wouldn't have as a successful group without her.

youth to agriculture and getting them involved with hands-on experiences. To help children needing financial assistance in raising a 4H or FFA beef project, Mary Ellen and a few other CCCW members created a micro loan fund. By asking local community businesses and individuals to contribute to the cause, they raised a hefty sum. 4H and FFA members can borrow from the fund to finance their beef project including the purchase of an animal and feed. Local experts and mentors are recruited to help the youth with proper feeding, training, grooming and showing of their animals in addition to keeping accurate records. Once the animal is sold at the County Fair, the loan is repaid to CCCW. For an added layer of protection, insurance is taken out on the animal in case of a death loss. The micro loan project has served many youth over the years and continues to help and encourage 4H and FFA members.

Another endeavor that gives Mary Ellen great pride is the CCCW scholarship program. Under her guidance, the number of applicants reached was broadened by allowing any Custer County senior to apply who can

demonstrate that their educational pursuits will help agriculture. For example, attending a diesel mechanic school is given as much weight as attending a university. In 2022, in conjunction with the county stockgrowers association, \$8,000 was awarded between four seniors, and this year two \$2,000 scholarships were handed out by CCCW.

A graduate with a nursing degree from Winona State in Minnesota, Mary Ellen had a fulfilling and successful career in Chicago at Northwestern Hospital. Being retired and having an arsenal of administrative and medical skills, she volunteered her time to help set up and run the Custer County Health Fair. The fair which is held every year benefits the rural community by bringing much needed medical services and testing.

Currently, Mary Ellen serves on the board for Valley Assisted Living which is a non-profit senior-care home. Mary Ellen is quick to point out that many elderly do not wish to leave the Valley, and this facility allows them

an opportunity to stay in their hometown. According to Mary Ellen, the running of the operation reflects the agriculture values that are found in Custer County.

"The agriculture culture is one of neighbor helping neighbor and people looking out for one another," said Mary Ellen, who as a child spent time on her uncle's dairy farm in Illinois. Her attraction to Colorado CattleWomen and CCCW was that the organizations embody those values. Her focus has been to impart that moral code to future generations. "Children who have been exposed to agriculture and take an interest in it make a big difference in how they go out into the world," said Mary Ellen. She sees work ethic, compassion and understanding of life as important aspects to success. "Unfortunately, the agriculture culture is waning," said Mary Ellen. She believes the mission of cattlewomen can help restore those core principles to our nation's youth and society.

Southwest Quarter *Lila Faye Linman*

Lila moved to Crawford in June of 1952 and married William O. "Bill" Linman on February 14, 1954. She graduated from Crawford School in 1954 and raised four sons, Dennis, Lyle, Scott and Leslie on their ranch in Crawford. Lila served as postmaster in Maher and Austin for 31 years before retiring.

She joined Black Mesa CowBelles sometime in 1962 after the family acquired a grazing permit on Black Mesa. At that time membership in the Black Mesa CowBelles was restricted to owners/wives of Black Mesa Pool permittees. A favorite memory was helping her mother-in-law cook the food for the annual Black Mesa pool meeting in February which the CowBelles always catered. Then her mother-in-law would babysit Lila and Bill's four boys so they could attend the meeting.

She held every office available in CowBelles/CattleWomen from President to Historian. Lila was voted Black Mesa CattleWomen of the Year in 2006. She still lives in the original home where her husband, now deceased (2013) was born and raised. Though the bulk of the property was sold in 1989, Lila and Bill retained 18+ acres where their home sits. Lila continues to do the irrigating, appreciating the recently installed center pivot, and oversees putting up the hay on the remaining

acreage. She spends her spare time babysitting great-grandkids and engaging in her hobbies of needlework and sewing. Always willing to lend a hand or the use of her livestock facilities to friends and neighbors near and far, Lila will help.

With retirement from post office and Bill's death, she has once again become a more active member of the Black Mesa CattleWomen, attending meetings and helping with our numerous program of activities during the year.



Randy Sunderland/DCI
BLACK MESA CATTLEWOMAN TERESA Burns (right) presents an award to Lila Linman, a 44-year member of the Black Mesa Cattlewomen. Linman raised four sons and served as postmaster in Maher and Austin for 31 years — all while being involved in agriculture. She's held several offices in the Black Mesa Cattlewomen.

Help us Celebrate CattleWomen from around the state!

Do you have someone in your local CattleWomen's organization that you would like to celebrate as a great Colorado CattleWoman?

We are looking for ladies from each quarter of the state to feature in the Colorado CattleWomen newsletter throughout the year. You'll see the first women featured in this newsletter! We know there are plenty of deserving ladies in your group that go above and beyond to promote the cattle industry and CattleWomen and we want to recognize that.

How it works

Your local group chooses someone, or multiple ladies, and writes a summary of why you think that they should be featured. Include a picture of them and email to your quarter rep (contact information below). They will collect all the entries from their areas and choose 1 per quarterly newsletter. This can be any member -- they may be a long-time member or someone new to your group.

NE Quarter Representative:

Britt Pratt, britt@mccattle.com

NW Quarter Representative:

Kathy Nelson, kathycnelson101@gmail.com

SE Quarter Representative:

Sheron Berry, sberryccw@hotmail.com

SW Quarter Representative:

Christy Hawk, chawk81415@yahoo.com

118th NWSS January 6-21, 2024

Submitted by Cindy Mangus, CCW NWSS Chair

Colorado CattleWomen and Colorado Beef Council promotion booth embodies tradition at NWSS, along with that snowy walk through the Yards or one of the shows from the infamous green seats in Stadium Arena. IT ONLY HAPPENS IN DENVER so plan to attend and enjoy opening doors, promoting, educating, one conversation at a time. Meals, mileage and event tickets offered when volunteering at the booth.

Looking for Pictures

Submitted by Colorado Beef Council

Do you have an awesome photo of your children and their friends participating in the industry, send it in so we can use it to advocate! Send in photos of your kids working on your ranch or farm, showing animals, or eating a juicy burger etc.

Send all photos to sarah@cobef.com.

What we need from you:

- Photo
- Contact name for photo
- Names of children in photo (so that we can gain permission from each guardian)

We are looking forward to seeing your photos!

Colorado CattleWomen Membership Application

Name: _____

May we send communication via email, including the quarterly newsletter and any upcoming information? (circle one) Yes No

Address: _____

Local affiliation: _____

City: _____ State: _____ Zip: _____

Phone: _____

Do you need contact information for a local CattleWomen's group?

Yes No

Email: _____

Amount included with application: Colorado CattleWomen

_____ \$25 for Colorado CattleWomen annual membership due

_____ \$10 for Student Colorado CattleWomen (high school/college) annual membership due

Membership year is January - December. If dues are received after July 1 they will be applied to the following year. Dues for the Colorado CattleWomen include liability insurance coverage for the member.

Colorado CattleWomen dues should be made payable to CCW and mailed to:

Treasurer Debbi Anderson; 23557 Hwy 125, Walden, CO 80480

American National CattleWomen dues must be sent to: _____

ANCW c/o Jill Worthington; 16799 Prairie Circle, El Reno, OK 73036 or pay online at ANCW.org

LOCAL HAPPENINGS

Black Mesa Happenings

Submitted by Katherine Tracy, BMCW Secretary

Happy end of summer to all of our fellow chapters! The Black Mesa Cattlewomen continue to put forth our full effort for beef promotion and increasing our involvement within our community. At the end of last school year, we were able to award a Senior student a scholarship from the proceeds of our wildrag sale! We always look forward to seeing all of the capable applicants we receive. In order to promote the healthy benefits cattle have on the Earth, we used Earth Day as an opportunity to put table tents at a 4H cookout and at local businesses that shared positive beef facts. Our members were also able to spoil our local police departments for police week, by gifting beef sticks, coffee gift cards and beef inspired coffee cups. They appreciated us thinking of them and we loved finding a way to thank them! Our President, Christy and her husband took on the task of putting their old pickup in one of our local town's "Pioneer Days" parade. They threw out beef jerky packets with beef facts attached on behalf of our cattlewomen. We were also lucky enough to have a booth at this event to promote beef in various ways. To continue our efforts to increase our fundraising for scholarship and promotion revenue, we have recently designed shopping bags with our cattlewomen's brands displayed on them. Our chapter was able to share our new shopping bags recently at our county fair booth, where we were also able to do beef drawings, share beef facts/recipes and interact with the fair goers. The Black Mesa Cattlewomen wish you a happy and productive Fall!



Pikes Peak CattleWomen

Submitted by Dixie Boyer

Congratulations to all the 4-H and FFA breeding beef exhibitors who showed cattle at the 2023 El Paso County Fair.

Each member was given a cash premium and a beef information packet prepared by the Pikes Peak CattleWomen.

Pikes Peak Cattlemen and the El Paso County Farm Bureau joined in with funding the project. We all wish these youth exhibitors continued learning and success in the livestock industry.



2023 El Paso County Fair Breeding Beef Exhibitors

Kit Carson County Cattlewomen

Submitted by Patty Ziegler

Kit Carson County Cattlewomen held their annual Pink Night at the Kit Carson County Fair, July 27. Pink night is always a success in raising money for our local pink funds. The funds raised go back into our community to help anyone living in Kit Carson County during cancer treatments. This year we raised over \$18,000, thanks to McArthur Audiology, Hitchcock Family, Erker Farms, Cure Feeders and Griebel Family.

Local Cattlewoman Tawny Fye designed and made our chaps. Cattlewomen present in the photo are Patty Ziegler, Carrie Wollert, Jasalyn Hays, Jenny Schaal, English Powell, Jaclyn Griebel, Lindsey Mills, Denise Cure, and Monica Weiand.



Moffat County CattleWomen

Submitted by Kelli Blough



The Moffat County CattleWomen survived another year at the county fair! Many of our members had children showing and competing at the fair this year. While this is nothing new, three of our members had seniors compete in their last year! These three lucky kids were also our scholarship recipients this year! Easton Eckroth (Jamie Eckroth), Aftyn Kawcak (Amber Kawcak) and Carter Green (Kacey Green). MCCW put on our usual Cowboy Baby contest and Bucket Calf contest this year as well and this year marked our 3rd annual BBQ Jackpot in which locals competed for best BBQ and all our locals got to sample and vote for their favorites! In May, the club put on our annual 4th Grade Ag Day led by Chris Rhyne. She works tirelessly to educate all of our local 4th grade students on Agricultural subjects with the help of the rest of the group and the local FFA Chapter. It is always fun day and this year was no different! I think we all are looking forward to relaxing a bit now that the hectic summer is over! Now to look forward to helping with the Cattlemen's Fall Gathering!

Gunnison Valley Cattlewomen

Submitted by Lucy Waldo

Gunnison Valley Cattlewomen read books to kids for the local library's Reading Rodeo in July. Sherry Redden is shown reading to kids at the Crested Butte Library.



The Gunnison Valley Cattlewomen provided a gift package to the local family who gave birth to a baby in the hospital nearest to Father's Day. The gift includes local beef, gifts for mom and items for the new baby - who in this case turned out to be twins!

Gunnison Valley Cattlewomen rode horses and pulled a stock trailer with beef banners in the Cattlemen's Day Parade.



Logan County CattleWomen

Submitted by Chrissy Befus

The county fair is always a culmination of the summer. Most years harvest is over, and all the hard work of the summer gets celebrated right before kids go back to school and seasons change. This year the Cattlewomen could be found in every aspect of the fair. If it was helping their kids with projects or the parade, we had a great fair.

This year we had a great parade float and were able to hand out 1500 beef sticks with some stickers, beef industry facts and 60lbs of candy!! We haven't heard an official placing as of yet but we believe we are a shoe in for 1st place float prize!!

We also provided water bottles for the day of the sale!

We are proud of this community and our members and how we come together to support and celebrate agriculture all over our state, but especially in our little northeastern corner.

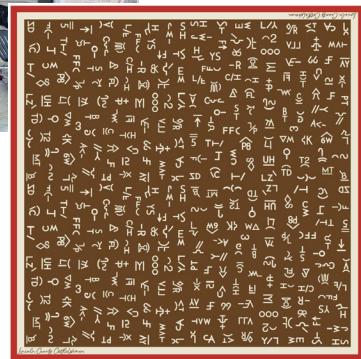


Lincoln County CattleWomen Advancing Beef

Submitted by Kelsey Pope

Lincoln County CattleWomen promoted beef while participated in the fair theme, Advances in Ag, with a consumer-facing booth, free beef tastings, homemade cobblers and parade float, "Advancing BEEF!". On the Friday and Saturday of fair, we offered three free beef samples at different times with three different cuts of beef. We also participated with the Lincoln County Stockmen and their steak fry fundraiser, making and serving 250 servings of homemade cobblers. During the parade, we made and handed out 150 roast beef sliders on the parade route - they were a big hit! Throughout the week, fair goers had the chance to enter a drawing at our booth to win a \$75 beef box from our local grocery stores - we gave away 4 beef boxes, two from each grocery store in our county.

We are continuing to sell our silk, brand wild rags and have just a few more available if anyone is interested!



Late last spring, we helped sponsor a regional Ag Fest put on by Colorado Extension, where we purchased Beef Sticks for Backpacks (beefsticks.org) to hand out to the kids who came to Ag Fest, along with promoting the program to the schools involved. This was a great way to get beef into the hands of kids/teachers while also supporting the Beef Sticks for Backpacks program!

For May is Beef Month, LCCW partnered with the Limon restaurant, Oscars Bar & Grille, to offer a Prime Rib special. Each Friday and Saturday night in May, Prime Rib was discounted to \$19 a plate, first-come-first serve. You bet your boots they sold out of prime rib every night! Even if people didn't come for the prime rib, we had table tents on each table with beef trivia and fun facts for people to read while they sat. This was the second time we've done a promotion like this and it was a great success again!

Southwest Quarter

Submitted by Christy Hawk

Gunnison Cattlewomen have been busy from reading books to kids for the local library's Reading Rodeo, to riding horses and driving trailers during the annual Cattlemen's Day celebration. Western Colorado Cattlewomen Council was held, Barbara East, Western Artist, Range Rider, keeper of the land was guest speak, along with members from Gunnison Cattlewomen, Black Mesa Cattlewomen, Montrose Cattlewomen, Southwest Cattlewomen, Plateau Valley Cattlewomen. CCW President, Kathleen Shoemaker and Vice President Christy Hawk were also present.

Montrose Cattlewomen Organized and ran the Chuck Wagon concession at the Montrose County Fair. They also found themselves participating in the Western Colorado Cattlewomen Council annual Wine and Food Festival held in Montrose.

Southwest Cowbelles/Cattlewomen manned a booth at their annual fair handing out BEEF information and selling promotional items. After long anticipation they finished their grocery bags with 134 brands represented. Looking forward to the brand napkins being finished soon.

Custer County Summer Events

Submitted by Sudzy Benesch

Custer County CattleWomen host Burger Bash for second year during 4th of July

The Custer County CattleWomen sponsored a free burger give-away at our Burger Bash immediately following the Westcliffe, Colorado 4th of July Parade. CCCW purchased 75 pounds of meat from the Prime Time Beef Company and San Isabel Ranch which CCCW was reimbursed from the Colorado CattleWomen Beef Account. In addition, San Isabel Ranch donated another 10 pounds.

CCCW members made 340 quarter-pound patties and gave every pound away free! The event began at 10:45 am and CCCW ran out of supplies by 12:30 p.m. and had to turn people away. Tourists from around the state and from across the U.S. came through the serving line.

CCCW members who served wore the black "Beef, It's What's for Dinner" apron with our CCCW logo embossed on the bottom.

As people went through the line, they were offered a beef bag with a variety of Beef Check Off items available to them including the Beef Life Cycle/Expert card, the Beef Sustainability/Myth Buster hand out, In Colorado Beef It's What's for Dinner sticker, Wow that Cow pamphlet, Beef It's What's for dinner bumper sticker, the Powerful Protein handout and the Grilling Goodness pamphlet. CCCW gave all their stickers and Beef Sustainability/Myth Buster hand outs away.

The venue was on a grassy area on Main Street in front of the Salty Pine Floral Shop and Boutique. Pepper Stafford, owner, reported that her business was three times that of a normal day and credited that to our promotion.

A letter to the editor was published in both local newspapers and the local radio station also announced our event. In addition, we posted to social media and according to FaceBook, our posts received 4,430 clicks.

We set out a scholarship donation jar which stated that all monies would be used toward our two \$2,000 scholarships in 2023. Donations to that cause totaled \$1,052.

Beef, It's What's for Breakfast!

On July 15, Custer County CattleWomen served 92 burritos to contestants, their families and spectators who were gearing up for the beef show at the Custer County Fair. CattleWomen arrived at the fairgrounds at 7 a.m. and started selling beef sausage, green chile, egg and cheese burritos for the affordable price of \$5. This was the first time CCCW held such a breakfast and sold- out by 8:45 am. The event helped 4H and FFA families by providing a nutritious and delicious breakfast and also helped to bolster the CCCW scholarship coffers.

CCCW awards \$4,000 in scholarships

Custer County CattleWomen were excited and proud to be able to award two \$2,000 scholarships to deserving seniors, Bailey Sluder and Kyleigh Martin. Both young women grew up involved in 4H and FFA and will continue to have a hand in agriculture. Sheron Berry, CCCW treasurer, presented the scholarship awards on May 26 at the Custer County Scholarship Award Night.

CCCW SAVES HISTORICAL BRAND BOARD

For 60 years or more, the Custer County Stock Growers Association displayed the brands of its members on a huge board in a high-profile location in the town of Westcliffe. The brands were featured for many decades on Grandma's House, a multi-use building which houses an art studio and curio shop. Unfortunately, the Stock Growers Association became inactive and the brand board was in jeopardy of becoming a tradition of the past.

Custer County CattleWomen stepped in to create a new version of the historical brand board and a way to fatten the organization's scholarship coffers. For \$100, owners of a registered brand with the Colorado Department of Agriculture can have theirs lasered onto a wooden plaque with their name and placed on the updated brand board. Every three years, brand owners can renew their plaque on the Custer County CattleWomen Brand Board



for a minimal cost.

Already 50 brand owners have paid to have theirs displayed. Stars are featured on the wooden plaque for each decade that a brand has been in a family. There are several brands that boast between eight and 12 stars as Custer County is home to 11 Centennial Ranches.

"This is a wonderful way for our community to showcase our western heritage and at the same time donate to an educational cause," said CCCW member, Lindsey Camper, who is co-chair of the project alongside Christe Coleman Holt. "The brands look great, and I am so excited that this endeavor is becoming a reality," added Christe. "It is a win, win for everyone involved," summarized Diane LoPresti, one of the owners of Grandma's House where the new 6-by-12-inch engraved wooden plaques are proudly adorned on the side of the building.

CCCW SPONSORS LIVESTOCK CLINIC

On June 14 the Custer County 4H extension office and Custer County CattleWomen sponsored a Livestock



Clinic for students interested in honing their master showmanship skills. Participants rotated stations that featured sheep, goat, hog, steer and horse and learned the finer details in showing, grooming and nutritional feeding of each animal. The conclusion of the clinic featured a master showmanship contest where winners were announced in each livestock division.

Winners of the Custer County 4-H and CCCW Livestock Clinic were Steer-Brylee Shy; Sheep-Evangeline Golovanoff; Swine-Taylor Berry; Goat-Alexis Grundy; Horse-Hesston Van Deusen; Most Improved-Lucas Schram. Thank you to clinicians Shannon Byerly, Sara Shields, Katie Smith, Carol Spies and Marci Wommack.

Sponsors Westcliffe Meats LLC, Valley Feeds, Travis & Amber Wood, Tate & Wendy Rusk, Randy & Claricy Rusk made it possible for all participants to have hats, winners to receive feed certificates, and all kids to receive a parting gift of their choice from buckets, brushes, show sheen and other helpful items. A fun and learning experience was had by all.

Custer County Beef Micro Loan

Submitted by Teri Munson, Vice President Custer County CattleWomen

I'd like to give a shout out to the Custer County CattleWomen. Last year, my son Owyn Clark applied for the Beef Micro Loan through the Custer County CattleWomen for his first ever FFA Steer project (he's been a pig kid for the past 6 years).

He was awarded the loan and purchased Mark, a black angus from Rusk Ranch in Westcliffe CO.

On July 12th we hauled Mark off to the Custer County Fair where he weighed in at 1272#s.

Owyn & Mark placed 3rd in their weight class and 3rd in showmanship! My son was thrilled!

The Custer County CattleWomen established the micro loan fund years ago to assist kids who were interested in showing steers and promote the beef industry.

Mission Accomplished! Owyn cannot wait to show again next year!

I just wanted to share this huge THANK YOU to my fellow herds!

Get your own CCW Logo Apparel!

Colorado CattleWomen has an opportunity for CCW members to purchase Land's End apparel with the CCW logo! Simply open up the website and you can choose from all kinds of clothing options with the CCW logo.

Happy Shopping!



WOMEN'S THERMACHECK 100 FLEECE JACKET

Color: Gemstone Teal
Regular: L (QTY: 1)
Item Cost: \$45.95



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