

CCW

Colorado CattleWomen, Inc.

News

Spring 2025

From the President, Kathleen Shoemaker



It seems like this year the cold, gloomy weather has drug on forever and I'm sure we are all looking forward to warmer temperatures, green grass and baby calves.

The brutal weather did not dissuade people from going to the National Western Stock Show with over 650,000 in attendance. The Colorado Beef Council booth was a huge success, thanks to all of you that helped man it this year.

Our Mid-Winter meetings were also well attended. We had presentations from Robert Sakata of the Colorado Dept of Agriculture, Colorado Brand Commissioner Todd Inglee, AgNext Communications and Outreach Specialist Erica Giesenhausen. We wrapped up the day with a presentation/ workshop by Barb Wilkinson from NCBA. We were also treated to have both Rookie and Cattlewoman of the year join us for the banquet to receive their awards.

In Denver, and San Antonio at the ANCW Convention, I was fortunate to meet and reconnect with some outstanding young ladies. You might be thinking about succession planning, and CCW is no different. We kicked off our Beef Ambassador program last summer, and I am happy to tell you we have 27 kids across the state involved in our program. We had three ANCW Collegiate Beef Ambassadors come to NWSS to help with our booth and attend meetings.

It is so impressive to hear about what our young people from Colorado are doing. They are working at the U.S. Meat Export Federation, giving presentations about reducing carbon emissions, starting cattlemen clubs at colleges, reading at elementary schools, doing social media posts and videos, attending events and handing out literature.

From our youngest CCW Beef Ambassador who is so in love with his bottle calf "Brenda", to high school, college and beyond -- these kids get it. They are articulate, enthusiastic, and educated. They are not afraid to promote or defend the beef industry and agriculture.

I'm pretty sure the generation before us had their doubts about us being able to carry the torch. They probably thought, "Oh boy we are in big trouble!" I can assure you we are in good hands.

"You can't be great without the greatness of others"
- Nick Sirianni

Congratulations!

Membership Drive Winners!

Co-winners of the CCW 2024 Membership Drive were Weld County and Elbert County Cowbells. Each group increased membership by 11 members and will receive \$250. The winners were announced at Mid-Winter Convention in January.

Mid-Winter Meeting Overview

Submitted by CCW secretary, Sudzy Benesch

A cold blast greeted CCW at the Mid-Winter general membership meeting held at the Denver Marriott West in Golden on January 20. Present were ten board members, six members and four guests. Minutes from the annual general membership meeting through the December meetings were available for members to peruse.

A financial report showed a balance of \$49,081.58 in checking, \$30,707.30 in the money market and \$13,550 in the Heather Hays Stinnett memorial CCW Legacy scholarship fund. Karen Smith shared that the scholarship committee is now accepting applications through April 15. A basket, a framed print and a commemorative gun were being auctioned at mid-winter meetings as a fundraiser. She invited interested members to join the scholarship committee.

Sudzy Benesch reported that there are currently 26 youths on the CCW Beef Ambassador roster and seven would be attending the National Western Stock Show. She encouraged members to look at the "Meet the Ambassadors" page on the CCW website, detailing the many activities ambassadors are doing. She and Sara Shields will speak on behalf of the CCW Beef Ambassador program at the ANCW Winter Convention on Feb 2.

Joanie Shoemaker introduced Ranch Raised Kids creators and publishers, Seth Joel and Charlie Holland, who presented a PowerPoint featuring photos and quotes from previous state books. Nearly \$30,000 of the \$90,000 publication cost has been raised. The Colorado book will feature more youth quotes from the 26 families highlighted in the Colorado book showcasing a wide variety of landscapes to capitalize on the uniqueness of the state. Joanie will be soliciting banks and other entities to secure continued funding for the project.

Kathleen Shoemaker announced that the Honorary Lifetime Member Award would again be presented to a worthy CCW member after a lengthy hiatus. In addition, a Lifetime Achievement Award would be created to honor special CCW members. Co-winners of the Membership Drive were Weld County and Elbert County Cowbells. Each group increased membership by 11 members and will receive \$250.

Robert Sakata, water policy advisor to the

Colorado Department of Agriculture, shared many concerns facing agriculturalists: aging water structures, high seasonal temperatures, evaporation, drier soil, decreasing water tables and the water demands of an increased state population.

Todd Inglee, Colorado State Brand Commissioner, explained why and how fees would be going up in the future to fund the brand inspection division of CDA. He also updated membership on stolen cattle cases and protocols.

Erika Giesenhagen, Manager of Communications for AGNext detailed the innovative research it does to enhance ecosystems, sustainability, profitability for ranchers and supply chains. She spoke about the multi-faceted ag curriculum at Colorado State University and invited members to attend a Research Summit on June 13.

Vice-president of Operations of the Colorado Beef Council, Julie Moore, discussed the high-profile beef promotions and QR codes on YouTube, Facebook, Instagram and other digital platforms. She outlined the partnership the Council has with Colorado High School

Activities Association in promoting beef as a good protein choice for students. The Colorado Beef Council Booth at the National Western Stock Show showcased the Beef Quality Assurance Program in addition to sustainability this year. Consistent beef messaging was shared on table tents and flat screens throughout the Stock Show.

ANCW Beef Ambassadors Ava Budde, Miranda Zuvich, and Kyla Beck outlined the many social media projects they created to connect with consumers and to dispel myths around the cattle industry. They shared the

many activities they directed on various college campuses and helped man the Beef Council Booth at the Stock Show.

Executive Director of Leadership Development of the

National Cattlemen's Beef Association, Barb Wilkinson, led the group in a self-discovery exercise to help CCW members and affiliates become better leaders and organizations. Using the SOAR method (Strengths, Opportunities, Aspirations, and Results) explored ways to improve leadership roles and relationships.

After the exercise, Kathleen invited everyone to participate in the June CCA/CCW Convention and adjourned the meeting.



Colorado CattleWomen Honor CattleWoman of the Year and Rookie of the Year Award Winners

CCW proudly awarded the 2024 CattleWoman of the Year and Rookie of the Year recognitions to Penny McPherson and Kam Elliott, respectively, at Mid-Winter Conference on January 21.

Penny McPherson 2024 CattleWoman of the Year



Penny McPherson grew up in Cheyenne County in Eastern Colorado where her family raised Hereford cattle and Bison, so she is committed to the agriculture way of life. After retirement, Penny moved to Canon City and became a member of Fremont County Cattlewomen in 2019. She immediately became an active member in Fremont County's efforts to promote and educate their community about beef. For example, Penny has stuffed and handed out to the public 100's of beef bags with educational material at local grocery stores and farm stores. She has cooked and served countless meals at fundraising and support events such as the Sr. Mini College and 4-H Cleanup day prior to Fremont County Fair.

She currently serves as the treasurer and is always willing to participate in local and state functions. She has attended both Colorado Cattlewomen Region V and State CattleWomen Convention meetings.

Penny has a long history of community involvement that includes being on the Board of Directors of the Friends of Royal Gorge Regional Museum.

The Fremont County Cattlewomen wrote, "Penny can be counted on to complete any job she has taken on in a professional and timely manner. When Fremont County Cattlewomen are doing an event, everyone says who is going to do it? The stock answer is Penny. She is the type of member that every organization wants to have."

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Kam Elliott 2024 Rookie of the Year

Kam Elliott, president of La Plata County Cowbelles, has helped energize and modernize the La Plata County Cowbelles.

Kam has brought new ideas to promote beef and increase the membership. While being president, Kam has been instrumental in the educational presentation at the Southwest Water Conservation District's Water Festival at Fort Lewis College among many other activities. She has been a positive influence in every aspect of the beef industry, from parades, presenter, teaching young children about beef, and her most popular attribute becoming a social media influencer by posting pictures and videos of life on a farm and ranch life from the seat of a tractor, back of a horse or working in a corral.

Kam has been recognized by many organizations for her ranch style life of operating a cow/calf operation. She has spoken in other states about farm and ranch life. Kam speaks openly about the importance of protecting against skin cancer coming from personal experiences. Her peers describe her as a bright, kind, compassionate and beautiful young woman.



National Western Stock Show 2025

Submitted by Cindy Mangus, NWSS Chair

The Beef Quality Assurance (BQA) initiative at the 2025 National Western Stock Show (NWSS) was a success, featuring informative materials for both producers and consumers. Attendees had access to educational flyers, stickers, cutting boards, and images showcasing Colorado producers, highlighting the importance of beef quality and safety.

While the event started off slow, we finished strong with assistance from new groups. Special appreciation goes out to those who shared posts, engaged with the local community, and especially to the 15 dedicated CattleWomen and veteran volunteers who filled 27 of the 64 available shifts.

Julie Moore played a key role in securing the Colorado State University (CSU) BQA class, which covered 14 shifts. Scott Stinnett also made an impact by involving 4-H groups, with nine youth leaders and members stepping up to participate. The Colorado Beef Advocacy Program (CBAP) returned this year, bringing their signature enthusiasm and providing two full days of coverage.

None of this would have been possible without Julie Moore and Colorado Beef Council (CBC). Her tireless dedication—ensuring smooth operations, filling gaps, and keeping daily check-ins at NWSS—was instrumental in the program’s success.

As we wrap up another year, we extend our deepest gratitude to everyone who contributed their time and energy. The collective effort of volunteers and partners continues to strengthen BQA’s mission and impact within the beef industry.

Longest Distance Traveled

Norma Conley, *LaPlata CowBells, Ignacio*
Christy Kimble, *Montrose CattleWomen*
Marilyn Willett, *veteran volunteer, Sanford*

4-H Volunteers

Elijah and William Vrbas, *Orchard Mesa Clovers 4-H, Fruita*

Most Members from one group

Mile Hi CattleWomen
(Four ladies doing several shifts)



Colorado CattleWomen Announce Scholarship

The Colorado CattleWomen (CCW) announce the 2025 CattleWomen Legacy Scholarship. The Heather Hays Stinnett Memorial Scholarship honors Colorado CattleWomen Past President Heather Stinnett and will be awarded to a woman pursuing an undergraduate or graduate degree.

Heather was a staunch advocate for the beef industry and a proud fifth generation Coloradoan who traced her cattle industry heritage to early Colorado statehood and ranches homesteaded by ancestors on both

sides of her family. Heather's agricultural credentials include serving as Colorado FFA Reporter, judging livestock at Seward Community College and graduating from Oklahoma State University with degrees in Animal Science and Agricultural Communications. She and her family owned a feed store, raised commercial cattle, and operated a custom grazing enterprise. Heather served as the President of the CCW from 2017 to 2019. She then served as the Chair of the Board of Directors for the American National Cattlewomen in 2019.

Applications are being accepted for the scholarship until April 15, 2025 at midnight and the scholarship will be awarded in June at the 2025 Colorado CattleWomen annual meeting in Steamboat Springs. Women who are a Colorado resident, a college Junior, a college Senior, or a Graduate student at an accredited 4-year university or college, majoring in agriculture or an agricultural related major aspiring to work in or advocate for the beef industry are encouraged to apply. Contact CCW with questions: coloradocattlewomen@gmail.com



Colorado CattleWomen Membership Application

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

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

Local affiliation:

Do you need contact information for a local CattleWomen's group?
Yes No

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 Kathleen Shoemaker, 1040 Lone Tree Circle, Canon City, CO 81212

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

CCW Beef Ambassadors Enjoy a Busy Winter

Submitted by Sudzy Benesch

CCW Beef Ambassadors were on hand at the National Western Stock Show in Denver and did a great job representing and advocating for the cattle industry. Charlie Rogers of Meeker spent five days in Denver where she proudly showed her heifer and market goat. After the Stock Show, she came home and helped pen an article, "Heart Healthy Beef," for her local newspaper.

Custer County beef ambassadors Brylee Shy, Sage Shy, Mitchell VanDeusen, Hesston VanDeusen and Alexis Grosshardt attended FFA Day on January 22. They visited the Colorado Beef Council Booth, the Education Hall and had a fun time taking in all the cattle shows, sales and the PRCA Rodeo. Beef Ambassador committee co-chair, Sara Shields, took time out of her busy schedule working NWSS and was able to spend some time with the ambassadors.

While at the Stock Show, Brylee Shy was interviewed by popular agriculture podcaster and social media influencer, Trent Loos, who hosts, "Trent on the Loos." She detailed some of the challenges her generation faces as agriculturalists.



Fowler and Frank Farnam of Brush attended at the Colorado Cattlemen's/CCW Mid-Winter meetings in Golden where Frank assisted

Sage Shy, Hesston VanDeusen and Mitchell VanDeusen savor a "Stock Show" meal in the Education Hall.



CCW Beef Ambassador co-chair Sara Shields poses with Custer County Beef Ambassadors and FFA.

with some drawings at the 1867 banquet, January 21.

Beef Ambassador committee co-chairs, Sara Shields and Sudzy Benesch, were invited to share information about the CCW Beef Ambassador program at the American National CattleWomen's Winter Convention on February 2 in San Antonio, Texas. It was quite an honor to be attend and be asked to share about our program on a national platform!

All CCW beef ambassadors will be receiving a copy of the Ag in the Classroom book, Cattle, Corn and Courage by Rachel Gabel in March which tells the story of beef industry pioneer and leader, Dr. John Matsushima. They will also be receiving a letter from the CCW Beef Ambassador committee outlining ways in which they can use the book to promote the beef in their community.

The CCW Beef Ambassador Committee is already discussing and planning activities for the upcoming beef ambassador training at the CCA/CCW annual convention in Steamboat Springs in June. More information will be available in the following months.



Watch Brylee Shy on the "Trent on the Loos" podcast.

AgNext

COLORADO STATE UNIVERSITY

SUSTAINABLE SOLUTIONS
FOR ANIMAL AGRICULTURE

AgNext Tour Save-the-Date! April 25th!

Watch for time and details in your email!

AgNext is committed to finding sustainable solutions for animal agriculture. Their team of experts works with members of the entire livestock value chain to produce new solutions that help move the industry toward a sustainable future.

Join us to tour their facility and learn more about their research and work!

Colorado Cattlewomen at ANCW at CattleCon25 in San Antonio, TX -- Feb, 2025

Submitted by Karen Smith

Several CCW members attended the ANCW meetings and events at CattleCon in San Antonio in early February, including Kathleen Shoemaker, Joanie Shoemaker, Karen Smith, JoAnn McEndree, Susie Magnuson, Meredith Volquardson, Nicki Nimlos, Sudzy Benesch, and Sarah Shields. Kathleen Shoemaker, Colorado president, presented her state report at the Board of Director's Meeting where all ANCW state affiliates share the best activities their state currently does to promote beef, increase education, support the industry and attract members.

Sarah Shields and Sudzy Benesch were asked by ANCW president Ruth Coffey to present on the new Beef Ambassadors program that CCW developed because Ruth was so impressed by our Colorado program. Sarah and Sudzy did a great job presenting this to approximately 75 people from across the nation. Well done ladies!

A new slate of national officers was advanced and voted in. The new incoming ANCW president is Nikki Weston of Utah, President Elect is Casey Matzke of Texas, and Vice President is Debbie Chute of Minnesota. CCW members Karen Smith and Susie Magnuson will be serving as the ANCW Recording Secretary and Parliamentarian respectively for the next year.

Several members chose to participate in the ANCW pre-convention tour of the Briscoe Museum of Western Art, The Graff 7A Ranch of Hondo, TX and Primo Processing. The ANCW Cowgirl Cotillion also featured a dinner, auction, and cowboy poet/musical legend Red Steagall.

If you'd like information on joining ANCW, reach out to any CCW Executive Board member and they will be glad to help you! And, come join us at ANCW Region V meeting in June 2025 in Oregon!



Colorado Beef Council and CHSAA Join Forces

The Colorado Beef Council (CBC) is delighted to announce an exciting new partnership with the Colorado High School Activities Association (CHSAA). Together, we're proud to feature the Sports Nutrition Game Plan, a cutting-edge program designed to empower high school athletes with the nutritional knowledge they need to excel in their sports and maintain peak health. This program was created and funded by the Texas Beef Council.

Part of the partnership also included exhibiting and presenting the Sports Nutrition Game Plan at the CHSAA All School Summit in July. Throughout the school year the CBC is hosting a webinar series for parents and athletes featuring Nationally Recognized Sports Dietitian Registered Dietitian Amy Goodson. The series focuses on the importance of protein in fueling, recovery and immunity. These activities help to extend the reach of the Sports Nutrition Game Plan.



What Is The Sports Nutrition Game Plan?

SPORTS NUTRITION GAME PLAN The Sports Nutrition Game Plan is a comprehensive initiative that focuses on educating athletes, coaches, trainers and parents about the critical role nutrition plays in performance, training and recovery. With the Colorado Beef Council's expertise, the program places special emphasis on the benefits of incorporating beef into a well-rounded diet. The FREE online platform provides videos, handouts and additional resource materials for participants to gain valuable insights into meal planning, nutrient timing and how to fuel the body for optimal athletic performance.

Why Beef?

Beef is an excellent source of high-quality protein, essential vitamins and minerals that are pivotal for muscle growth, energy and overall health. By incorporating beef into their diets, athletes can benefit from its nutrient density to enhance their training regimen and recovery process.

CCW Quilting Committee

Hi ladies! My name is Meredith Halweg. I am an active member of Mile Hi CattleWomen, Colorado CattleWomen, and American National CattleWomen.

I'm reaching out to all of the cattlwomen across the state of Colorado to see if there is interest in starting a quilting committee for Colorado CattleWomen. We would focus on making a brand quilt as our large project for the year, and could possibly also make placemats, lap blankets, baby blankets, etc., that would eventually get auctioned off at the Colorado Cattlemen's Association reception, with proceeds coming back to CattleWomen.

Please don't hesitate to reach out if you're interested and we can start quilting!!
Meredith Halweg; meredithhalweg@outlook.com; 720-550-2166

Contact Us! Like Us! Follow Us!

Email: ColoradoCattleWomen@gmail.com
Website: www.ColoradoCattleWomen.org
Facebook: Colorado CattleWomen Inc.

CCW Board Member Feature



Kelsey Pope

The CCW board is proud to feature Kelsey Pope who willingly shares her experience and outstanding skills to our organization. Kelsey grew up in Lincoln County on her family's ranch. She excelled in 4-H and FFA showing cattle, both market and breeding projects, being on the livestock judging team and holding state offices.

She went to college at Kansas State University where she earned her Bachelor of Science and Master's degree in Ag Economics. While in college, she met her husband Ronnie and after college they moved to Nebraska where she worked for the Nebraska Corn Board for 5 years.

They returned to Lincoln County in the fall of 2014 to partner with her family on the River Bend Ranch. She currently is very involved in the purebred side of

their cattle business and works for CattleFax as their social media manager. Kelsey immediately became a Lincoln County Cattlewoman bringing her enthusiasm and energy to the club, resulting in a large growth in membership. She has held many offices including President. She is currently the Beef Promotion Chairman, and they are very active promoting the beef industry in their county.

Kelsey was honored as being the 2018 CCW Rookie of the Year. Her grandmother Larue Frasier is a CCW Past President, and Kelsey followed her path to the CCW executive board. She has brought invaluable expertise to us in being our Media Director managing our web site and CCW newsletter. We are honored to have her on our team and cannot thank her enough for all the work she does behind the scenes.

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QUARTER MEMBER SPOTLIGHTS

Northwest Quarter Member Spotlight—Kari Brennan



Kari Brennan is an active member of Rio Blanco Cattlewomen. As a past president, Kari is always willing to pitch in and help with any project. Often accompanied by her two helpers, Kari excels in event planning. Her knack for organizing food, setting up, and serving shines through in every event she handles.

Beyond her work with the cattlemen, Kari operates her own independent dental hygiene practice in Meeker, Colorado. Her life is a blend of professional commitments and family responsibilities. Living and working with her husband, two children, and in-laws on their cattle ranch, Kari's dedication to her family's heritage is evident. Kari is a 4th generation sheep and cattle rancher, while her husband is a 5th generation cattle rancher. Their children, Hattie and Milo, are active in sports and 4-H, reflecting the family's engagement in both community and agriculture.

Despite her busy schedule, Kari makes time to attend meetings, where her input is highly valued. Her ability to balance her roles as a businesswoman, mother, and community leader exemplifies the resilience and strength of cattlemen.



Northeast Quarter Member Spotlight—Ileta Benjamin Blake

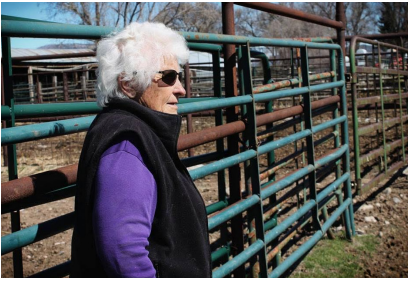
In 1951, Cattlewoman Ileta Benjamin Blake joined the Elbert County Cowbellees. Today this group is known as the Elbert County Cattlewomen, and Ileta is still a member! She was in her early 20's and had just married her husband, Harold Benjamin, whom she had met at a Saturday night dance in Simla.

Ileta has been a cattlemember her whole life, as she grew up on a farm (ranch) 5 miles south of Simla, Colo. Her childhood on this ranch was during the Great Depression here in the United States and she said that they always had beef on their plate. They raised beef and that was their main protein source. She fondly remembers her mother as an incredible 4H teacher, seamstress, baker, chef, and housekeeper. Some of these skills are lost in our modern world, but Ileta learned from one of the best. Her father had come from Downs, Kan., as a child and they settled near Simla, where he later built his family farm. His passion was raising show cattle. He decided to raise Shorthorns while most of the state was raising Herefords. Ileta has memories of going to the State Fair and seeing her father show his Shorthorns! In fact, he sold one Shorthorn bull to a movie star one year!

Ileta's life as a Cattlewomen in Elbert County was filled with raising two sons, Lee and Glenn on their ranch. Today, both sons are still ranching! Glenn is ranching the original Benjamin homestead that his late father grew up on. This specific property was homesteaded in 1913!! Her son Lee is ranching the family ranch he grew up on, just outside of Ramah. Ileta served as President of the Cowbellees in 1979 and 1980, and her words of admiration of the group of women that have been and are Elbert County Cattlewomen today resonated. She said they were some of the best people she has ever known and they all took care of each other. Ileta is 96 years young now, and sharing her passion for beef cattle, and her heartwarming stories to this day.



Southwest Quarter Member Spotlight—Dee Burns



Dee Burns was raised on the family ranch in Campbell County, Wyoming, known as the Hay Creek Ranch, where they raised Hereford cattle, horses for ranch work and sheep. The Hay Creek Ranch was the first in the area to introduce Brangus bulls to Hereford cows to produce the super Baldy cow.

Dee met Kenneth Burns at the Casper Bull Sale, they later married and started their herd of Herefords. In 1968, they moved the Registered Hereford cattle to Barrow Mesa in Hotchkiss. Dee's parents, Velma and Robert Wright, moved the Brangus herd to Stewart Mesa near Paonia. Dee eventually took over the management of the Brangus herd and moved the family to Paonia. She hauled her Brangus cattle to all the major shows in the southwest, where she continually won honors in the show ring.

Over the years, the ranch took a different approach, an opportunity arose to own a permit and increase the size of the cow herd, so she bought in the West Elk Allotment. Her sons have been by her side since the beginning and now operates the ranch.

Over the years Dee was very involved in her community, 4-H leader, Delta County Fair Board member and president, member of Eastern Star, local, state and National level, board member and secretary of Stewart Mesa Ditch and Reservoir Company, pass president of the Stewart Mesa Domestic Water Company, Delta County Livestock Association.

Dee was involved in the Cattlewomen's organizations for many years, she was president of Middle Park CowBelles, North Fork CattleWomen before it dissolved, Western Colorado CattleWomen Council member, Dee's leadership skills have shown through as she served as President and secretary for the Black Mesa CattleWomen and was honored in 2005 as CattleWomen of the year. In 2015, Dee was awarded the Delta County Livestock Associations Lifetime Achievement award.

Dee installed her enthusiasm and love of agriculture in her children: Kenny, Karl, Susan and Sandra, and grandchildren. Even in her semi-retired years you would find Dee, caring for her yard, cooking meals, and running errands at the drop of her hat. Dee was always a mentor and role model for young women in the agricultural world.



Southeast Quarter Member Spotlight—Linda Yoder

Linda Yoder of the Lincoln County CattleWomen has been an active member for over 50 years. After she and her husband, Harold married in 1969, her mother-in-law, Oleta (who was a CCW past president) encouraged her to get involved with the CattleWomen to educate, promote, and protect the cattle industry of which was now her livelihood. She has held various offices within the local association including president several times: 1976-77, 1981-82, 1996 and 2016-17. Yoder also served on the Colorado CattleWomen board in different positions with one of them being president of the organization. She served as ANCW recording secretary for ANCW Presidents Susie Magnuson and Marilyn Weber. She was awarded Colorado CattleWomen of the Year for 2018. In past years, she spent countless hours giving programs at schools, passing out beef samples locally and in the big cities, working the Colorado CattleWomen's booth at the National Western Stock Show, helping put on several National Beef Cookoffs and working alongside the local Stockman's Association. She was an extension agent for many years and her passion for teaching others shows in all she does. Now, she serves the local 4-H kids on the 4-H Foundation raising funds for 4-H youth awards, trips and programs. In most recent years, Yoder has done a phenomenal job in helping to revive the local association and has done a fantastic job of teaching and training the next generation of Lincoln County CattleWomen. Linda and Harold have three children: sons, Kenny and Sid who are both involved in the beef industry, and daughter, Marlene Schimke and her family live in Kampala, Uganda teaching at African Bible University. Harold and his father, Ralph, were both past presidents of CCA. They are a family fully involved and supporting the beef industry!



Corn, Cattle, and Courage – Ag Literacy Project Update

The Colorado Ag In the Classroom (COAIC) 2025 literacy project, “Cattle, Corn, and Courage- the story of Dr. John Matsushima” has been highly successful this spring. This will reach 47,000+ students, with the elementary students each receiving a beef stick as part of the program. Thank you to the CattleWomen that stepped up to make donations and volunteered to read in the schools. These students are getting a small taste of agriculture, seeing the difference between whole kernel corn and flaked corn, and learning about a professor that took on tremendous challenges for the cattle industry, while enjoying a healthy, tasty beef snack. This wouldn't be possible without the generous donations from the many sponsors. If you are interested in reading the book, checking out the activities that were created or learning more about the program go to <https://colorado.agclassroom.org/teaching-resources/literacy/>. There are activities for elementary and middle school level as well as videos to watch. All previous literacy projects are there as well.



COAIC is also working on the Summer Ag Institutes for teachers to get hands on ag experiences during the summer and earn professional development credits. If you know a teacher that could benefit from the program make sure they check out the information on the COAIC website. Teachers can also submit applications for the Outstanding Teacher award, nominate themselves or a co-worker, or a parent can nominate a teacher. This award is for teachers incorporating ag into their everyday lesson plans, with our very own CO teacher winning a National award this spring!

The website, www.coloradoagclassroom.org, has all the materials you need to present a program to a classroom and for a teacher to supplement their curriculum with ag information, we just need to get the word out that the information is available. Incorporating agriculture into the classroom is important to ensure kids understand where food comes from and how agriculture impacts the environment, local culture, and society in general.

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

LOGO 1

LOGO # 1642338 (REQUIRED) Edit

\$6.95

Location: Chest Left Side

Logo 1 Fee: \$6.95

Please Note: The above logo may not reflect the actual selected colors.

+ ADD ANOTHER LOGO

CANCEL

ADD TO BAG

To shop, go to: <https://business.landsend.com/store/ccw/>

LOCAL HAPPENINGS

Black Mesa CattleWomen Holiday Activities, Beef Cook-Off

Submitted by Stephanie Campbell, Secretary

As the leaves began to fall, we turned our focus to holiday activities. Beef fajitas were on the menu for the Friday night fundraising dinner we served to the general public. Our members donated quite a few gift baskets and ag specific items to auctions happening throughout our Valley during the holidays. With generous help from the North Fork High School art class, we decorated for the year-end Delta County Livestock Association Banquet, where we got to celebrate our BMCW of the Year, Karmen Clark and raise funds for our annual scholarships. Scholarship applications are now available for this year's graduating seniors and the folks at the Senior Center enjoyed their Valentines Dinner made with roast beef that we donated.

We sponsored another Beef Cook-Off for Hotchkiss K-8 culinary class in December, which had great student participation. Some of our members joined the judge team for our local FFA public speaking competitions and also donated beef goodie bags to the West Elk Challenge Marathon and North Fork High School Volleyball team's trip to Regionals.

Meals for Minds, a new program developed in August by Homestead Natural Meats (HNM) with a mission of serving locally sourced beef every Wednesday to all schools in our Delta county, has seen over 33,500 meals served. HNM, a partnership of 6 family ranches which includes several of our members, have been sharing their vision and many locals have joined them to donate the meat. 10-15 more beef are needed this year. In order to make this program successful, the school kitchen staff was taught how to prepare the meat using the equipment they already have. This boost of protein served to the students has shown great results in better focus, not being hyper and paying attention during the afternoon.

Instead of doing a Meat-In event this spring, we are planning to collaborate with a local auto supply store's annual Customer Appreciation BBQ to promote eating more beef in Colorado. We are also looking into training to help people in rural communities support each other's mental health.



Gunnison Valley CattleWomen Cattle Artwork Dedication

Submitted by Lucy Waldo

Gunnison Valley Cattlewomen have had a busy winter and are looking forward to spring! The snow is melting, and mud is everywhere. In December, we hosted a booth at the very popular (and very cold) Night of Lights holiday celebration in Gunnison. We gave away 300 beef sticks (thank you CattleWomen!) and talked with hundreds of festival participants of all ages about ranching and beef. We displayed the "Rounder" cow that shows cuts of beef and products that are derived from cattle. We felt a "warm" reception from the crowd and enjoyed the evening. Gunnison CattleWomen also offered our annual Holiday Beef drawing, with entry boxes located at 10 local business. We awarded eight prizes of local beef to happy winners. In February, three local members traveled to Delta for the Western Colorado CattleWomen Council meeting. On February 23, we hosted an ag family potluck at the Gunnison library in partnership with Gunnison County Stockgrowers. The potluck was followed by a public ceremony where Barbara East's artwork, "For Generations to Come," was re-dedicated in its new spot at our public library. (See photo). The picture commemorates the Gunnison County Stockgrowers 100th anniversary (30 years ago!) and is filled with Barb East's attention to details about local ranching and ranchers. We appreciate that the Gunnison library offered to display this artwork focused on ranching.



Southwest Cowbelles/CattleWomen Raise Funds with Calendar and Brand Quilts

Submitted by Bunny McComb

The SW Cowbelles/CattleWomen produced their 2025 calendar. This is a yearly project. Recipes and vintage photos are collected and area brand holders purchase a space for their brand. 3,000 calendars were printed and distributed to area businesses in December.

The annual SWCLA meeting and banquet was held February 9, 2025. Members provided and served the lunch during the meeting day. In the evening, the banquet was held and the brand quilt was raffled off.

The organization came into possession of two vintage brand quilts. One was from 1963 and the other was from 1979. The 1979 quilt was auctioned off at Yellow Jacket Livestock Auction in November. The 1963 quilt was auctioned off at the SWCLA banquet. Proceeds from both auctions will be used for the scholarship fund.

Officer elections were held at the February meeting. Officer installation will take place in March. The group will have a booth at the Ag Expo in March at the Montezuma County Fairgrounds.



Weld County CattleWomen Give Back and Plan for the Future

Submitted by Lisa Herickhoff

Weld County CattleWomen (WCCW) were busy in Q4 2024/Q1 2025. We hosted a trunk-or-treat event that distributed more than 150 beef bags, and more importantly had great conversations with both parents and kids about the products that cattle provide. We also created trail-mix bags for the fire fighters at Galeton Fire Protection District where we hold our meetings.

In December, we had a philanthropy and brunch Christmas party. Our all-beef brunch (containing items made from cattle) included beef salads, jello salad, taco bar, and many more tasty treats! We then carpooled to CSU's meat lab to take a tour and pack beef sticks in boxes for distribution to 'Beef-sticks-for-backpacks' program (pictured).

Our association has created a committee program so that we can drive progress forward in between our bimonthly meetings. These committees include new member, bylaws, finance and events. Committees may be transient or long-term depending on their respective mission.

In 2025 we are endeavoring to update our vision statement and model our events and activities against it. We used the SOAR analysis (as demo'd at CCW Mid-winter meeting) to drive this process relishing in our strengths of knowledge, diversity and energy, the opportunities afforded us in Northern Colorado by strong local 4-H programs, the college and university programs, and fairs to drive our philanthropic, education and trans-generational aspirations. All of these will be focused to increase the number of events we attend, increase our membership and reach. Stay tuned for our final vision statement (to be completed in March).

Our first outreach event of the year was a booth at CSU bull sale where we sold our wildrags, napkins and T-shirts but more importantly, created awareness of our group to drive membership.

Join us for our 2025 meetings (6 pm at Galeton Fire Protection District community room, unless otherwise noted): Apr 10, June 14 (day event, TBD), Aug 14, Oct 9 and Dec 13 (Christmas Brunch day event, TBD).



**NEWS
NEWS
NEWS!**

**2025 CCA
MID-WINTER
CONFERENCE NEW
DATE!**



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