

# CCW

Colorado CattleWomen, Inc.

# News

Fall 2025

## From the President, Christy Hawk



I am grateful for the opportunity you have given me to serve as your President for the coming year. The common goal is to advance programs of Colorado CattleWomen across the state. I challenge each and every member to help us prepare for the future and to meet the challenges that lie ahead for the cattle industry.

We will be participating in events such as the Colorado Beef Challenge, Colorado State Fair, Western Colorado Cattlewomen Council, and other fairs. Hats off to those cattlemen beating the brush, to educate, promote and protect the cattle industry.

The new board consists of both returning and new members responsible for leading the team. You are only good as the board that you have. Sudzy Benesch will be the CCW Vice President; Sudzy heads the new beef ambassador program that has taken off like wildfire, and her passion with the ambassadors is amazing. Joanie Shoemaker will take on the responsibility of Secretary duties and parliamentarian; Joanie brings passion and vast knowledge of the beef industry inner

workings and is an asset to CCW. Joanie also chairs Ranch Raised Kids. Kathleen Shoemaker will take the financial tasks of the treasurer, her ability to keep us in the black is short of amazing. Kathleen is a great mentor in every aspect of CCW. Kelsey Pope is the communications director, and she is the keeper of CCW news. Kelsey's expertise does not go unnoticed; she has a large responsibility and never wavers. Julie Moore is the Colorado Beef Council Liaison, Julie's approach to the beef industry is always 100%; her expertise is nothing short of amazing. Sallie Miller contributes her expertise in beef industry knowledge and finance, while she and Joanie Shoemaker jointly manage the beef account. Together Sallie and Joanie make a talented team. Our Quarter Reps: Barb Howe (NE), Kathy Nelson (NW), Kam Elliott (SW), Sheron Berry and Chandra Fisher (SE). They provide us with updates on events and communications with our affiliates. Each one of these ladies is a true cattlemaster.

Keep our fellow cattlemen in our prayers as they are fighting, drought, fires and health. As we stumble through life as we know it today, I will always believe we are true optimists.

Remember, success comes from consistency, determination, and hard work.

*"To be successful at anything, the truth is you don't have to be special. You just have to be what most people aren't: consistent, determined and willing to work for it." Tom Brady*

## Mid-Winter Conference has moved earlier!

**Save the Date**  
**November 10-11, 2025**

Denver Marriott West | 1717 Denver West Marriott Blvd, Golden, CO 80401

Join us for the CCW General Membership Meeting on Monday, November 10th at 9am.

The CCW meeting is FREE to attend.

Please register with CCA if you plan to attend other meetings and meals.



# Colorado CattleWomen, Inc. Annual Meeting Summary

*Submitted by Sudzy Benesch, outgoing CCW Secretary*

The meeting was held June 24 at the Steamboat Grand Hotel in Steamboat Springs. There were 31 members present including officers and ANCW president-elect, Casey Matzke. Full minutes of the meeting are available to any member. Account balances totaled CD-\$30,739.43; Checking-\$49,304.43 and Scholarship-\$14,500. The proposed 25/26 budget was accepted after making the correction of adding \$2,400 for insurance cost and adjusting the other line items to balance the budget. The year-long activities of the CCW Beef Ambassador program were highlighted including events at the Colorado State Fair, National Western Stock Show, Ag Next/Dr. Matsushima visit and the June 23 training which boasted 19 participants. Beef Ambassador trainees received a t-shirt, practiced talking points, and received two ag books to develop leadership, knowledge and communication skills in beef advocacy. Outgoing president, Kathleen Shoemaker, was presented a t-shirt. Colorado Beef Council will again budget \$7,000 for the upcoming year of beef ambassador activities. Kenton Ochsner, CO Beef Council executive director, outlined three areas the Council is addressing to promote beef in our state of 6 million people. First the council is better connecting with the consumer by bringing the ranch to urban areas by using events and programs at the National Western Stock and the Spur Complex. Second, he reviewed the various educational programs in place that promote the nutritional benefits of beef, especially the "Game Plan" initiative with the Colorado High School Activities Association. Coaches, athletes and students are educated in proper nutrition and beef's ability to supply much needed protein. And lastly, the Council is addressing consumer concerns about the welfare of animals by implementing programs at the Stock Show and utilizing social media such as Snapchat, Facebook, YouTube, and Instagram. The ANCW president-elect shared her biography and pointed out that her beef advocacy career flourished after becoming a collegiate advocate and by joining Texas CattleWomen and ANCW. She stated the mission of ANCW is to empower women who share the same passion with the focus on beef promotion,

education and legislation. Committees that members can become involved are Collegiate Beef Advocacy, Retail Beef Promotion, Education K12, WILD, WIRED, Golden Cowbells and Legislation. Matzke encouraged all to get involved. President Shoemaker proudly presented The Heather Hays Stinnett CCW Legacy Scholarships to the recipients. Molly McMurray of Nathrop, Colo., received \$4,000, and Sammi Voeglein of Cotopaxi, Colo., received \$1,000. Both young women were appreciative and honored to receive the scholarship. Shoemaker also brought back the tradition of honoring outstanding members with the CCW Lifetime Awards. The recipients were JoAnn McEndree, Susie Magnuson and Connie Nelson, who received her recognition earlier in the year. Seth Joel and Charlie Holland, producers of the Ranch Raised Kids series presented a brief video showcasing six Colorado families who are included in the upcoming Colorado Ranch Raised Kids book. CCW has paid \$10,000 toward production costs and CKP has contributed \$20,000, and the ranch raised committee is working on sponsorships for the remaining \$60,000. Jo Stanko addressed three current ranching concerns: water supply issues, BLM rewriting policies and protocols and agriculture suicides. She encouraged members to become involved with water round tables discussions and district meetings and reminded everyone that the Farmers Union will help pay for mental health services. Following proper procedures, a slate of proposed officers were presented and elected: Christy Hawk, president; Sudzy Benesch, vice-president; Kathleen Shoemaker, treasurer; Joanie Shoemaker, secretary and parliamentarian; Kathy Nelson, Northwest Rep; Sheron Berry and Chandra Fisher, Southeast Co-Reps; Barb Howe, Northeast Rep; Kam Elliott, Southwest Rep. Other positions were reviewed and retained following protocol: Cindy Magnus, Stock Show Beef Council Booth chair; Jo Stanko, current Issues; Kelsey Pope and Tami Arnold, newsletter editors; Kelsey Pope, website and social media coordinator; Sallie Miller, Beef Account; Julie Moore, Colorado Beef Council liaison. There being no further business, Kathleen adjourned the meeting.



## CCW Board Welcomes New Quarter Reps!

Colorado CattleWomen is proud to welcome two dedicated leaders to represent their regions this year.

### Southeast Quarter Co-Rep – Chandra Fisher



Chandra Fisher, serving as co-rep alongside Sheron Berry, brings a wealth of passion and experience to the Southeast Quarter. A Kansas native, Chandra grew up on a farm near Garden City before pursuing studies in art and photography. She launched her own portrait and wedding photography

business, and served eight years as Office Administrator at her local church. After marrying Justin, she moved to his family's Colorado farm and ranch, where she now helps care for cattle, raises their children, and operates a home-based business selling homemade jams, jellies, and home-raised meats.

Chandra has been an active member of Lincoln County CattleWomen since 2016, serving in multiple leadership roles including Fair Coordinator, Vice President, and now President. She was named Colorado CattleWomen Rookie of the Year in 2017 and continues to champion agriculture, faith, and rural living. Whether quilting, cooking, or teaching, she invests wholeheartedly in her family, community, and the cattle industry.

### Southwest Quarter Representative – Kam Elliott



Kam Elliott, representing the Southwest Quarter, has played a key role in energizing and modernizing the La Plata County Cowbelles. As president, she introduced fresh ideas to promote beef and expand membership, while also helping lead educational presentations such as the Southwest Water Conservation District's Water Festival at Fort Lewis

College. From parades and classroom visits to hands-on ranch demonstrations, Kam shares the story of beef in engaging and creative ways.

Her popular social media posts, often shared from the seat of a tractor, horseback, or out in the corrals, offer a firsthand look at farm and ranch life while connecting with a wide audience. Beyond her advocacy, Kam openly speaks about her personal journey with skin cancer awareness, encouraging others to take preventative steps. Respected for her leadership, compassion, and commitment to the cattle industry, Kam continues to be a positive force in her community and across the state.

**CCW is excited to have Chandra and Kam serving as Quarter Reps, where their leadership, creativity, and dedication to agriculture will inspire and strengthen members across Colorado.**

## Big Changes at the National Western Stock Show

*Submitted by Cindy Mangus, CCW NWSS Chair*

Exciting things are happening at the National Western Stock Show (NWSS)! All livestock are moving into the new Livestock Center and barns, which opens up the entire lower level for education and interactive fun.

After many years of maintaining booths on both the main floor and upstairs, the Colorado Beef Council is consolidating into one larger, enhanced display on the lower level. This new space will be more accessible, spacious, and offer engaging experiences for visitors of all ages.

The Colorado Beef Council display will be part of the CSU Ag Adventures area and overseen by CSU students. While beef industry volunteers are not required, they are warmly welcomed to join the display to share their knowledge and interact with the public. For those interested, a small budget is available through the CCW Beef Account to help cover travel expenses.

This exciting change will remain in place until the new Expo Hall is completed. If you are interested in volunteering or have questions, please contact Cindy Mangus at [clwhm55@gmail.com](mailto:clwhm55@gmail.com) or 719-340-0853.



# Second CCW Beef Ambassador Training held at 2025 CCA/CCW Convention

Submitted by Sudzy Benesch, Beef Ambassador Coordinator

The CCW Beef Ambassador committee held its second beef advocacy training, June 23, 2025, during the CCA/CCW convention in Steamboat Springs at the Steamboat Grand Hotel. Held in conjunction with the Junior Colorado Cattlemen, 19 youths participated ranging from first grade through high school seniors.

The ambassadors reviewed BQA tenets with a fun ballon game, watched brief cattle-fact videos on YouTube produced by the Colorado Beef Council, reviewed the many careers in the cattle industry with a card game and role-played speaking with consumers to hone communication skills. In addition, they were treated to presentations from Colorado Brand Commissioner Todd Inglee, CCA Lobbyist Landon Gates and a college NCBA representative Denny Atchley. Ambassadors were able to ask questions and actively engage with these current leaders who encouraged them to remain active in the cattle business and to aspire to state and national leadership roles.

For their efforts in the four-hour training,



participants received a notebook filled with beef fun facts and nutritional information, an ambassador t-shirt and two Ag books that can be used in the classroom. Thanks to the generous support of the Colorado Beef Council, ambassadors are invited to attend and participate in advocacy activities at the Colorado State Fair, the CCA/CCW mid-winter conference, the National Western Stock Show and the 2026 CCA/CCW convention. In addition, ambassadors are encouraged to create social media content and reels showcasing the cattle industry and to engage in local events. Older students can help promote "Game Plan," a dietary plan for high school athletes which features beef as a wonderful source of protein. The Colorado Beef Council showcases "Game Plan" through the Colorado High School Activities Association.

Youth interested in becoming a CCW Beef Ambassador can sign up on the CCW website listed under "Programs" tab.

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## 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



**We pause to honor and remember the members of the Colorado CattleWomen whose lives and service touched us deeply and whose legacies continue to inspire our community.**

*Pat Leonard Hill*  
(Lincoln County CattleWomen)

*Arloa Gerber*  
(Moffat County CattleWomen)

*Marge Rogers*  
(Rio Blanco CattleWomen)

*Mary Kay Menger*  
(Routt County CattleWomen)

*Dorothy Bashor*  
(Weld County CattleWomen)

*As we gather to celebrate the strength and spirit of our CattleWomen community, we hold in our hearts the memories of those who have gone before us. Their dedication to ranching heritage, education, and community service continues to shine through in our work today.*

# QUARTER MEMBER SPOTLIGHTS

## Northeast Quarter Member Spotlight—Melanie Gilbert

Melanie grew up a Cattlewoman! In Ramah, CO, she loved working on her family's ranch as a child. She raised rabbits, horses, sheep, and cows, and loves to remember her "feral" days exploring the ranch! When she became an adult, Melanie moved off the ranch and earned a degree as an Animal Vet Tech, doing what she loved with animals in Colorado Springs. When she started her family, she utilized her creativity and took up cake decorating as a career!

She raised her children in Simla, as she wanted them to be in a rural school, her son and two daughters loved growing up in the country. As her children grew up, life changed a bit, and Melanie remarried and gained 2 more children! She is the proud mother of 2 sons and 3 daughters, and she is blessed to have 10 grandchildren! These life changes also took her back to her family ranch in Ramah after losing her father. Today, she and her husband raise commercial Black Angus cattle and enjoy all the activities that brings! As a cattlewoman, she can tag a calf while distracting the mama cow and is an expert hand at running ranch equipment and speaks with such joy when describing her herd and daily chores!

While Melanie is a relatively recent Colorado CattleWoman, she was instrumental in getting the Elbert County Cowbelles group going and loves the friendships she has found in the group. She is excited about educating the kids and adults in their communities. Her favorite activity to date has been the Farm to School Days they organized. The Elbert County Cowbelles brought animals and ranchers to the schools, and the kids and teachers could meet actual producers and pet the animals, as well as ask questions. In 2026, they will be providing a scholarship to a Senior HS young woman who will go on to pursue agriculture after High School.

Melanie never sits still, and when something interests her, she goes for it! This wonderful mindset has led her to many hobbies, including gardening, metal sign construction, woodworking, and making her family members cowhide clocks! While her list of hobbies is long and as impressive as she is, Melanie has most recently taken up welding!

Melanie's passion for ranching and animal husbandry is clear through her stories. She embodies the qualities of all CattleWomen, and we are so fortunate she uses her time to educate and advocate for the beef industry.



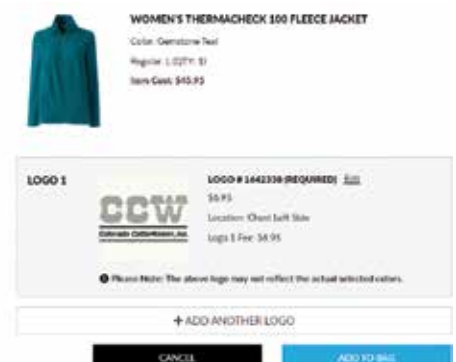
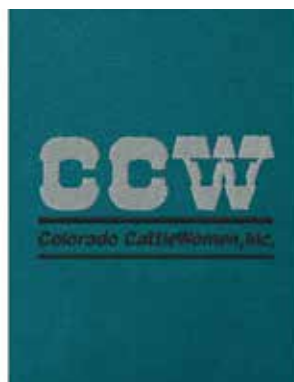
# CCW

Colorado CattleWomen, Inc.

## 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!



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

## Southwest Quarter Member Spotlight—Mae Morley



Mae Morley's family have been long time residents of La Plata County. The Kikel family first arrived in Colorado from Altlsg, Austria on May 15, 1892.

The Bar K Quarter Circle brand was first registered on Feb. 21, 1918. On the 42 acres her family homesteaded, they raised oats, hay, wheat, sudan grass, corn and cattle.

In May of 1969, Mae moved with her family to the ranch, where she still resides to this day raising cattle and continuing the family legacy alongside her husband, kids and grandkids.

Mae married her person, George in 1982. Together they raised three children on the ranch.

She was heavily involved in 4-H and High School rodeo as well as being a 4-H leader. She also judged horsemanship and has been involved in the La Plata-Archuleta Cattlemen's, Farm Bureau and La Plata County CowBelles for many years.

In 2020 she and George were awarded the La Plata-Archuleta Cattlemen of the year award and were beyond honored.

Her local CowBelles refer to her as their "National Treasure," and couldn't be more proud to have such a cheerleader amongst them. Mae donates her time in all the ways she can for advocating for the beef industry from reading books to preschool children about cattle to running CowBelles booths. If you need her, she is there and we're all so grateful to have her.

### Contact Us! Like Us! Follow Us!

Email: [ColoradoCattleWomen@gmail.com](mailto:ColoradoCattleWomen@gmail.com)

Website: [www.ColoradoCattleWomen.org](http://www.ColoradoCattleWomen.org)

Facebook: [ColoradoCattleWomenInc](https://www.facebook.com/ColoradoCattleWomenInc)

## Southeast Quarter Member Spotlight—Claricy Rusk

Claricy Rusk is an outstanding member of Custer County CattleWomen (CCCW). Following the lead of her mother, Myrtle Schulze, who served as CCCW president in 1979-81, Claricy did the same in 2005-2007 and 2009-2010. She has remained active in the organization and is always ready and willing to prepare beef for fundraising endeavors. She rolled many a beef burrito, grilled hundreds of hamburgers and cooked too many briskets to count. She remains a knowledgeable and helpful mentor to the younger members and has been a wonderful sponsor of CCCW by donating countless pounds of beef from her family's Prime Time Beef company.

She and her husband, Randy, ran Rusk Hereford Ranch in Westcliffe, Colorado for many years and were awarded the prestigious Leopold Conservation Award in 2004. They are now retired and watch the fifth generation of their family continue the ranching legacy and can proudly say that their grandchildren have captured grand champion market steer titles at the Custer County Fair.

Claricy is not only a true cattle woman in every sense, but an ardent outdoorswoman who is known for her keen hunting and fishing skills.

Claricy, along with her husband, children and grandchildren have led the way in Custer County with progressive ranch management and some of the first conservation easements to slow the expansion of development of the Wet Mountain Valley's working lands. In addition, Claricy has served on many boards, associations, and foundations, demonstrating a true commitment to leadership and civic responsibility. She continues to be a valuable member of CCCW, Colorado CattleWomen and Colorado Cattlemen's Association.



# LOCAL HAPPENINGS

## Black Mesa CattleWomen Celebrate and Promote Beef

*Submitted by Stephanie Campbell, Secretary*

Black Mesa Cattlewomen finished off the school year with two middle school beef cookoffs. We also had some barn-shaped book shelves made for the elementary school libraries and stocked them with children's books about agriculture.

During North Fork Uncorked, we hosted a Wine & Beef Pairing event at a member's winery. People raved about the flavor of the roast we offered. Great conversations and beef literature were shared.

This year at Pioneer Days, instead of doing an information booth, we did a Beef Cook Off based out of our vintage CattleWomen's Cookbook. Folks had to choose a recipe and enter the competition to win beef giveaways. It was a hit! We had great participation and folks were already asking about next year. Because we had so much interest in our cookbook, we sent a new edition to print with updated biographies of our ladies and several new recipes.

In July we had the wonderful opportunity to celebrate two amazing cattlemen from our region. Christy Hawk was elected President of CCW in June. A few of us were able to be



there to celebrate with her, but we also had a special presentation, gift and blessing ceremony for her at our meeting in July. We are proud of her and honor her hard work and dedication to the cattle industry in Colorado. Lila Linman, was awarded a Lifetime Membership to Colorado CattleWomen at a special luncheon we hosted in her honor at our museum. Kathleen Shoemaker and Penny MacPhearson came over the mountains to help present the award.

At Delta County Fair, we collaborated with the Delta CattleWomen to showcase the biographies of our Charter Members, beef by-products and branding. We hosted a cow themed photo booth, free face painting and shared beef information and giveaways with about 250 adults and 50 kids. Hot of the press swag was member designed tea towels showcasing our brands and local cattle ranching designs.

Coming up next is our first Bingo Fundraiser in partnership with the American Legion and then Prime Rib Dinner for the Elks Charity Ball in September.

## Custer County CattleWomen Successful Local Beef Showman

*Submitted by Teri Munson*

Custer County CattleWomen would like to congratulate this year's Micro Loan recipient Serenity Moos for all of her outstanding accomplishments at this year's 2025 Custer County Fair. Not only was this Serenity's first year showing a steer, it was her first livestock project EVER! What she accomplished in her first year was extremely impressive and we are incredibly proud of her!

She placed 3rd in the carcass contest with her steer Geo who weighed in at 1,227 pounds. They also secured GRAND CHAMPION in the new class of Local Led, Bred and Fed!

Thank you to the Custer County Fair Board for establishing a class to highlight these kids and our fantastic local beef!

The Custer County CattleWomen annually offer a micro loan to local 4-H or FFA kids to help cover the expenses of their first steer project.



## Elbert County CowBelles Active at County Fair

*Submitted by Tara Smith*

The Elbert County CowBelles are excited to highlight our members' participation at the Elbert County Fair last month. First, three of our Junior CowBelles who are active in 4H participated in the Livestock Show and Sale and did an amazing job supporting their fellow 4H-ers. Kinley Cornell, Hayden Fox, and Kelsey Harr are proof positive that the future of agriculture in Elbert County is very bright. We can't forget about the mama CowBelles who attended many events in support of their 4H kiddos and helped keep it all together. An exciting new category for 2025 was the Elbert County Ranch Raised Beef Show which showcased animals born and raised right here in our county! On the first Saturday of the fair, several CowBelles exhibited their fuzzy coos in the MSHCA Highland Cattle Show, with Jenny Hanson taking on the challenge of halter-breaking and showing a heifer calf all at once. The CowBelles were honored to sponsor all of the banners for the 4H beef exhibitors this year and, in addition to designing those banners, our own Taylor Cornell designed banners for all the other livestock categories this year! Lori Ellefson was a judge for 4H photography, Tara Smith helped serve at the BBQ ahead of the Livestock Sale, and Melanie Gilbert attended events nearly every day, highlighting the importance of supporting the fair in a variety of ways. No matter how we are involved, the Elbert County CowBelles are honored to play a role in keeping the fair tradition alive here in our community!



## Kit Carson County CattleWomen Have Successful Pink Night

*Submitted by Patty Ziegler*

The Pink Ladies were out during the Kit Carson County Fair! Pink night during the KCC Fair is always Thursday and the CattleWomen hold their annual chaps auction during the rodeo. This year we were blessed to raise over 17k to give to residents of KCC that are undergoing cancer treatments. We also had a silent auction for the corn hole boards that were donated by the KCC Sheriff's department. CattleWomen in the photo include Cody, Patty, Jasalyn, Jolynn, Tierney, Carrie, Jaclyn, Lindsey, English, Jenny and Monica.



# Lincoln County CattleWomen: A Summer Rooted in Beef & Community

*Submitted by Chandra Fisher, President*

The Lincoln County CattleWomen made the most of summer, blending education, outreach, and celebration to promote Colorado beef and connect with their community.

## May Is Beef Month

Partnering with Oscars Bar & Grille in Limon, we offered a Prime Rib special every Friday and Saturday in May for \$21.99. Plates sold out nightly! Table tents featured a link to our favorite recipes and a giveaway for two \$50 gift certificates. Servers enthusiastically shared the partnership, making it a true community effort.

## Supporting Ag Fest

Also in May, we sponsored the regional 5th grade Ag Fest hosted by Colorado Extension. We donated beef sticks from Beef Sticks for Backpacks (beefsticks.org), giving students and teachers a tasty, protein-packed snack while supporting a great cause.



## Story Hour on the Road

In July, four cattle-themed story hours were held with the local Bookmobile in Limon, Karval, Hugo, and Genoa. Kids enjoyed books, pencils, activity books, beef sticks—and a visit from Ginnie the heifer, who stole the show.

## County Fair Highlights

With the theme “Barns shape us. Brands mark us. Beef drives us,” we served 140 beef breakfast burritos in conjunction with the Ranchers Pen of Three, partnered with the Lincoln County Stockmen for a Steak Fry serving 300 slices of homemade cobbler, handed out beef sticks at our booth, and tossed 200 roast beef sliders during the parade.

## Looking Ahead

Fall plans include more educational outreach, continuing our mission to educate, promote, and protect the cattle industry.



# Western Colorado CattleWomen Council

*Submitted by Marlyse Cunningham, WCCC Secretary*

The regular quarterly meeting of the Western Colorado CattleWomen Council, composed of nine CattleWomen/CowBelles units on Colorado’s Western Slope, was hosted by the Plateau Valley CattleWomen on August 12, 2025 at the Collbran Fire House. Following the business portion of the meeting and a delicious BBQ lunch prepared by the Plateau Valley CattleWomen, the six units represented listened to a presentation by Kenton Ochsner, Executive Director of the Colorado Beef Council. He gave an overview of the Colorado Beef Checkoff and a synopsis of the Master of Beef Advocacy certification available free of charge through the Colorado Beef Council followed by a question-and-answer session. Guests attending the meeting were Brandon Melnikoff, Legislative Aide to Representative; Matt Soper, Colorado State Representative; and Nina Anderson, candidate for Soper’s House of Representative seat since Matt is term-limited. Our next meeting will be November 18, 2025 hosted by the Black Mesa CattleWomen. We would encourage any other Western Slope CattleWomen/CowBelles units who are not currently members to join us for some great networking opportunities.



## Rio Blanco Cattlewomen Update

*Submitted by Kathy Nelson*

We've been actively working on selling our custom napkins at local stores in both Meeker and Rangely, with the proceeds supporting our projects throughout the year.

Our group continues to connect with the next generation. At the FFA Farm Day, we used our by-products display board and "Rounder the Steer" to engage students and help them understand how beef plays a role in their everyday lives.

We also hosted a Mother's Day promotion at the local grocery store, where we served beef meatballs and dips. Thanks to a partnership with the store, we gave away two \$50 beef gift cards and two swag bags packed in reusable totes featuring local brands. Our Father's Day promotion was also held at the grocery



store with a drawing for beef certificates and swag bags again.

We honored one of our own with a special luncheon to celebrate Connie Nelson, who was surprised with a Lifetime Membership Award. It was a joy to

gather and recognize her many years of dedication.

We've also been proud to step up for our community. Our members helped set up, serve, and provide desserts at the funeral of a long-time CattleWoman, ensuring her family felt the love and support of the beef community. At the county fair, we gave every beef contestant a goodie bag filled with a custom tack box sticker, beef sticks, and snacks, and we also prepared salad and helped serve the buyers' lunch before the livestock sale.

Looking ahead, we're also committed to supporting our local ranchers affected by the recent wildfires. As recovery begins, our group will be finding ways to lend a hand to ensure our neighbors feel the strength of the cattle community standing beside them.



## Yuma County CattleWomen Busy at Fair

*Submitted by Teri Mekelburg*

Yuma County had a busy fair! We won best of show with our brand quilt, gave out 1,000 beef sticks and Eat Beef bumper stickers from our float in the parade, and had an informational booth at the fair with a beef basket giveaway. We also sponsored our Yuma County fair queens again.

The brand quilt is made from members that turn in a square at the first meeting of the year, sign up to stitch the square, and then a few of the members get together put the quilt together. We have a member who makes beautiful quilts so she guides us, and after we get it sewn together, she quilts it. We have been making quilts every year since 1972!



# Weld County CattleWomen Celebrate 70 Years

Submitted by Tori Grafton

This summer, Weld County CattleWomen proudly celebrated 70 years of promoting agriculture, education, and the cattle industry in our community. We marked this milestone with a special 70th Anniversary Potluck, where members and guests came together for a morning of great food, meaningful stories, quizzes, and shared memories. We were honored to have Makannah Tucker, 2024/25 scholarship recipient and guest speaker, join us to share her educational journey and experiences.

Our president, Lisa Herickhoff, and members Megan Buxman and Cathi Baker (Events Committee

members) represented WCCW in the Greeley Stampede Independence Day Parade on July 4th. Their presence in the parade was a fun and meaningful way to show our pride in beef, agriculture and the Weld County community. Parade watchers yelled, 'Go Beef!'

As our organization continues to grow, we've taken steps to build a strong future. This summer, we introduced new committees focused on fundraising, community outreach, and member engagement. These groups are already helping us increase visibility, connect with new audiences, and support the long-term success of our mission.



## Nominate an **OUTSTANDING CATTLEWOMAN**

for 2025

*CattleWoman  
and Rookie of  
the Year!*



**\*\*Please note earlier deadline!\*\*  
DUE SEPTEMBER 15!**

Nomination forms found on  
[ColoradoCattleWomen.org](http://ColoradoCattleWomen.org) / About Us

## Big Box Campaign Drives Millions in Beef Sales

The Colorado Beef Council (CBC), in collaboration with the national *Beef. It's What's for Dinner.* campaign, partnered with big box retailers to showcase beef through in-store promotions and digital ads. Shoppers encountered messages on beef's value, quality, and versatility at every turn—reinforcing beef as the go-to choice for family meals and celebrations.


### Campaign Results

- **Fall Campaign:** 858,351 impressions | \$1,288,650 attributable sales | \$250 ROI per \$1 spent
- **Spring Campaign:** 1.4M+ impressions | \$5,359,267 attributable sales | \$535 ROI per \$1 spent

These results demonstrate that when consumers see beef in advertising, they follow through at checkout—driving real sales and proving the power of producer-funded marketing.

### Looking Ahead

Building on this success, CBC has included these programs in the FY25-26 budget. Thanks to producer investment, beef will continue to stay top-of-mind and top-of-cart for Colorado shoppers.




**Wellness made easy**

Get the nutrition you need & the flavor you crave.

**BEEF**  
IT'S WHAT'S FOR DINNER

Shop now

Sponsored



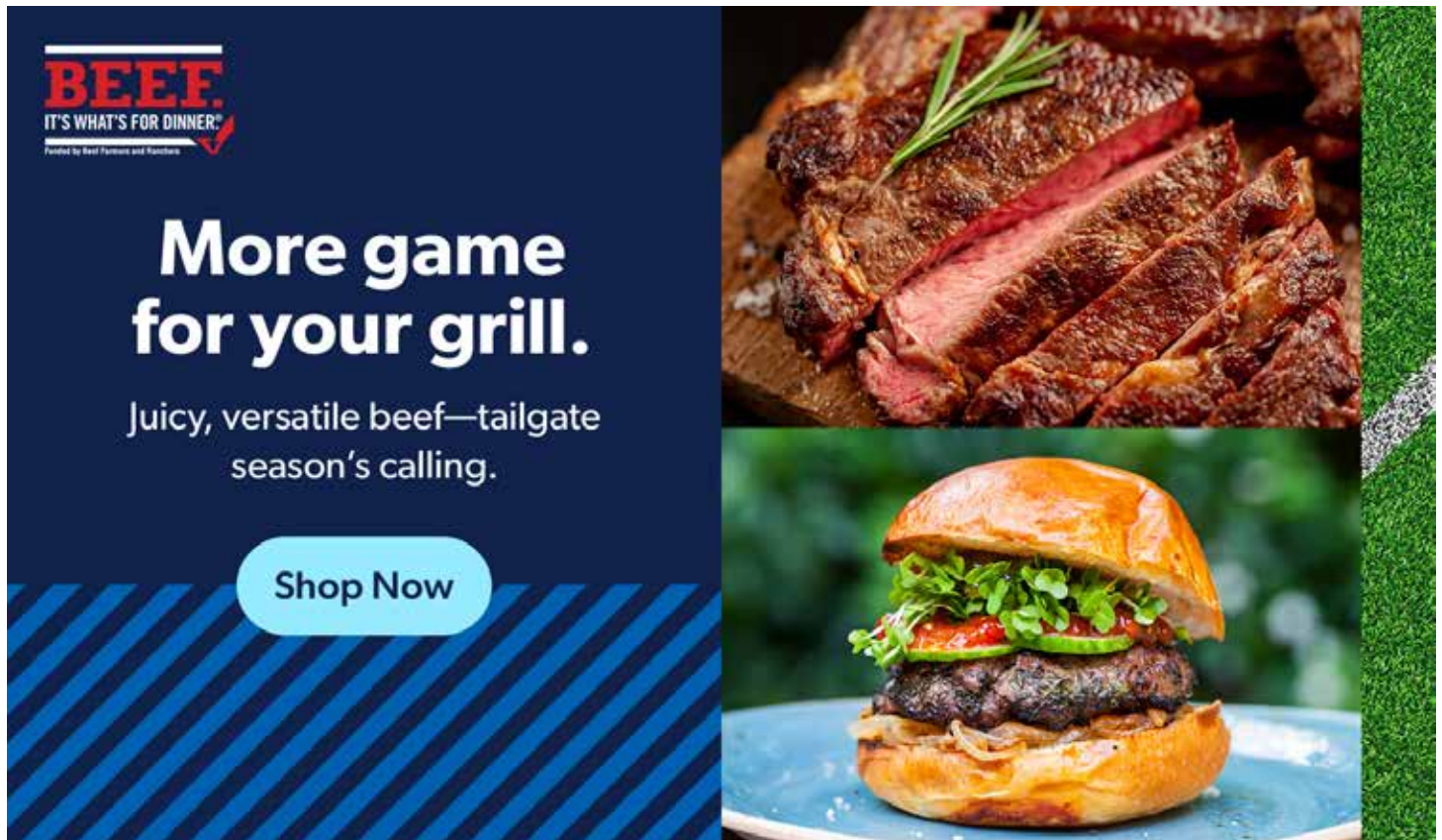
**Wellness made easy**

Get the nutrition you need & the flavor you crave.

**BEEF**  
IT'S WHAT'S FOR DINNER

Shop now

Sponsored



**BEEF**  
IT'S WHAT'S FOR DINNER  
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