

Wyoming CattleWomen

June 5, 2019

Cam-Plex – Gillette, WY

Approved at Wyoming CattleWomen meeting held September 7, 2019. Motion made by Angela Whitlock, seconded by Janet Givens; motion carried

MINUTES

Vice President Leslie Miech call the meeting to order at 4:04 p.m.

The Pledge of Allegiance and the CattleWomen’s Creed were observed by all present. There were 22 attendees. Members introduced themselves and presenters Wanda Pinnow, President of American National CattleWomen, and Ann Whittmann, Wyoming Beef Council, were introduced.

Minutes

Leslie Miech called for corrections or additions to the minutes of the April 6, 2019 meeting. Martha Hellyer noted that she and Janet Givens did not work on the display and that Becky Langley had someone else complete the Audubon display. A motion was made for the minutes to be approved by Gwen Geis. Kim DesEnfants seconded the motion. Motion carried.

COMMITTEE REPORTS:

Membership - Jenny Conrad

Jenny Conrad reported via telephone. Total Wyoming CattleWomen membership is 335 paid members, 10 of which were lifetime members. As of May, there were 130 delinquent members, 20 replied to the letters sent. Now, only 108 delinquent members remain. Dues for 2020 are due on October 1st.

Condolence - Karen Buchanan

Karen Buchanan reported the Condolence Books were displayed in the hallway at the Cam-Plex. Ann Whittmann was finding a good location for the Scrapbook and would be displayed until the Prayer Breakfast on Friday morning. She emphasized the need for the Condolence Chair or another member of each county to report to her on the local obituaries. She keeps track through the Round-Up, Fence Post and other publications. She will pass on the obits to the Beef It News. Please direct any information to Karen’s cell number (307) 850-6499. This will be reinforced in the October/November newsletter. The updated obits will be available on Thursday and Friday. Karen also suggested that obituaries be published on the website. Volunteers would be needed on the tech side.

Website - Liz Lauck

Liz Lauck reported via text message and read by Leslie Miech. “We have a new look. Just go to wycattlewomen.org. It’s much more friendly for mobile devices.”

Beef Promotion - Liz Lauck

“Beef Promotion will have to reorder the ‘I HEART BEEF’ temporary tattoos. These are a popular item used by our local affiliates, Ag Expo and Summer events. We also use them at our booth at State Fair. I cannot remember if this requires a motion of the membership or if it’s a standing order in my budget. Please let me know either way. If it requires a vote, please make a motion.” A motion was made to purchase more ‘I HEART BEEF’ temporary tattoos by Kim DesEnfants. Gwen Geis seconded. Motion carried. Liz continued, “As always, items are available for pick up in Wheatland or to be shipped out to local affiliates. We ask for shipping if we need to mail them somewhere. I welcome volunteers and ideas – and encourage local groups to check out the American National CattleWomen website, ancw.org for promoting delicious, nutritious beef.”

Grassroots Funding - Gwen Geis

Gwen Geis reported that Cody County gave hamburger and recipes to the Cody Cupboard reaching 100 people. The committee paid \$102.54. These funds come from the old beef certificate funds moved into Grassroots, which each county can get up to \$300 and if the program qualifies for Wyoming Beef Council, Gwen reaches out to Wyoming Beef Council instead of using the State Grassroots funds. Albany County reached 434 students through Ag Expo. Niobrara County reached 44 students through Ag Expo. Campbell County went to the Cultural Arts Highschool class and reached 38 students-this program qualifies for Wyoming Beef Council and can be refunded \$81.52. Laramie Peak’s Ag Expo reached 183 students. Total State and Wyoming Beef Council fund \$972.46. \$666.14 has been spent. The new year begins June 1st.

There are 6 to 8 boxes of Beef Check Off brochures “Cooking Confidently with Beef” available for promotion purposes. Wyoming Beef Council will not be printing any soon.

Wyoming Beef Council - Ann Whittmann

Ann Whittmann state that many projects can be reimbursed that are not being requested for reimbursement. Wyoming Beef Council are willing to be partners in your project. As you know, we cannot fund Ag Expo, but we can fund beef promotions supplying Beef It’s What’s for Dinner stretch bands, flexible cutting boards, brochures (reimbursing downloadable and printed brochures) and producing Chuck the virtual assistant on an Amazon Alexa device for events. Ann explained that 76% of Americans have an Alexa device and a majority put it in their kitchens. “Chuck Knows Beef” could be placed in local retail butcher counters answering costumers’ questions about beef and supplying recipes. The smart software is still developing.

Wyoming Beef Council is also looking for more spokespersons for Masters of Beef Advocacy. Beef Quality Assurance is coming out with a new manual which is being sent to Steve Paisley. Another program in development includes Team Beef – raced, runs supported with giveaways, talking points, engaging examples making a working team of fit volunteers.

The new website beefitswhatsfordinner.com is now consolidated making it easier to find resources. Jenny Gordon, Wyoming's First Lady, has been featured on the website and Bon Appetite, Reader's Digest and Taste of Home websites (<https://www.bonappetit.com/>, <https://www.rd.com/>, <https://www.tasteofhome.com/>). A Wyoming Culinary School Graduate and a Wyoming Registered Dietician developed recipes for the website. Ideas about digital advertising are always welcome.

Lindsay Wood mentioned Campbell County CW just met with a local marketing company to create a video about the local cattle industry and would welcome ideas on the direction of the video. Ann mentioned the most visited page on the website is "Meet the Rancher." Ann recommends subscribing the drive to find out what projects the Wyoming Beef Council is involved in.

UW College of Business Students' Marketing Plan for WSGA

Stockgrowers is partnering with a UW Business class – working on a marketing plan. Jennifer, Johnny and Rob, UW Business students working toward their MBA, have a booth at the convention where they are making contacts and interviewing people who are part of WSGA and people with the goal of increasing membership. This project will take place over the summer and they are willing to travel. They welcome everyone who would like to participate.

Beef It News-Marcia Campbell

The price for printing is not fixed yet, but the vendor is giving Wyoming CattleWomen a good price, color is twice that of black and white. Wyoming CattleWomen is paying for the black and white printing; and Platte Valley Bank, Brown Equipment and another sponsor are paying for the color printing. Farm Credit donated \$500 for the 2 issues which covers postage. The issue consists of two 11" X 17" pages which fits the profile for first class postage using one stamp. 35 members take the newsletter by email. A postcard has been sent out in the Fall and Spring. A parting gift was presented to Marcia for all her years of service. Tana Stith, retired UW graphic designer, will be helping Liz Lauck with Beef It News. Now, the person who designs the graphics is receiving \$175 per issue. It was suggested that the newsletter be sent out in digital format when the time is right for everyone.

FaceBook-Becky Langley

Becky Langley reported Angela Whitlock has been posting occasionally for Wyoming CattleWomen.

Audubon Grant- Becky Langley

Becky Langley reported that Lindsay Wood completed the display which can be used at any CW event and trade shows. 2 applicants from UW applied for the internship and were accepted. The first learning opportunity was 2 weeks ago. Lindsay Wood reported that the interns were wonderful help and very knowledgeable but were sent back home a day early due to weather. Hopefully the interns can help with the beef promotion booth during the 4th of July weekend along with the Audubon bird banding event. They will also be helping with State Fair. Another workshop and another internship will be held next year to finish out the Audubon grant.

American National CattleWomen President Wanda Pinnow Presentation

President Wanda Pinnow shared her experiences as an American National CattleWomen member in Washington D.C. at the Metropolitan Cooking Show impacting 30,000 people and at the Timonium Maryland State Fair where they cooked 33,000 lbs. of beef. She believes in the American National CattleWomen's long-range plan, mission, purpose and vision. Benefits from the affiliation include Women's Leadership Certificate Program, Legislative and Policy alerts, Collegiate Beef Advocacy Program participation (deadline December 1st), quarterly webinar, WIRED (Women in Ranching Education and Development), and beef education, development and promotion resources. The next American National CattleWomen business meeting will be held July 28 & 29 at Gaylord Rockies Resort Convention Center in Aurora, CO. Also consider donating to American National CattleWomen through Amazon Smile. She thanked the 58 Wyoming CattleWomen that are members of American National CattleWomen.

Door Prize

Tina Willis donated jewelry made by Ann Whittmann as a door prize. Judy Thomas was the winner.

Treasurers Report-Becky Langley

Becky Langley raised the dues in the proposed budget to \$7000 which was consistent with past numbers. The general fund contained \$85,420.25. The money market account contained \$66,801.88. The two CD's contained \$20,393.54 and \$10,196.78. This resulted in the total net worth of Wyoming CattleWomen at \$182,812.45. A motion was made to move the CD's to Pinnacle Bank in September when they mature having Becky Langley and Kim DesEnfants on the account. Motion was made by Becky Langley and seconded by Gwen Geis. Motion carried. A motion was made by Gwen Geis to accept the new budget as presented. The motion was seconded by Kim DesEnfants, motion carried.

Old Business

Gwen Geis commented that Wild Apricot was too expensive to consider. She wasn't sure if Jenny Conrad had investigated a more affordable data base.

New Business

Rhonda Brandt told the group she can help with getting Ag Census numbers and county profile to groups. Her number is (307) 757-3630 ext. 1. She stressed that the members watch their neighbors and family due to increasing suicide rate in the ag community. She also wanted to bring attention to the opportunity of Gillette hosting the National Curling Championship from April 26 to May 2, 2020. There may be an opportunity for a CW to speak to thousands of people for 5 minutes, 4 times a day during halftime.

Installation of Officers

A vote was held, and new officers were voted in unanimously. The new Wyoming CattleWomen officers are:

President: Leslie Miech

Vice President: Kim DesEnfants

Secretary: Jenny Conrad
Treasurer: Becky Langley
Auditor: Kahla Mills
Parliamentarian: Janet Givens

Next Meeting

The next meeting will be held at the Hangar, Bar Nunn, Wy on September 7th.

Adjournment – 6:30 p.m.