

Wyoming CattleWomen

November 27, 2017

Ramkota – Casper, WY

MINUTES

Approved at Wyoming CattleWomen meeting held April 7, 2018. Motion made by Angela Whitlock, seconded by Janet Givens; motion carried.

President Kahla Mills called the meeting to order at 2:05 p.m.

The Pledge of Allegiance and CattleWomen's Creed were recited by all present. Introductions of all present were made. There were thirteen attendees.

SPECIAL GUEST PRESENTATION - AMERICAN NATIONAL CATTLEWOMEN PRESIDENT, PENNY ZIMMERMAN

Kahla Mills introduced American National CattleWomen President Penny Zimmerman who is visiting from Minnesota. Penny informed us of her background in the cattle industry and what activities are ongoing and on the horizon for the American National CattleWomen. The national organization has over 1,400 members. They are proud of the women's leadership courses, and the Beef Quality Assurance certification that are available to members. She also provided details about the Collegiate Beef Advocacy program that is available for college students. The American National CattleWomen has three primary focuses: Beef Promotion, Beef Education, and Legislation. There are opportunities for individuals to get involved in any or all of those areas. The American National CattleWomen and National Cattlemen's Beef Association Convention will be held January 31 through February 2, 2018 in Phoenix, Arizona. Wyoming's Gwen Geis will be installed as the 2018 American National CattleWomen President on Tuesday at the convention. The American National CattleWomen is currently an all volunteer organization with no paid staff. National fees are currently due and can be paid either through the state or directly to ANCW online at the website: ancw.org. The cost is \$60.00/year.

ASSOCIATION BUSINESS:

Minutes

Minutes for the September 29, 2017 meeting were distributed via email for review prior to the meeting. A motion to approve the minutes was made by Angela Whitlock, seconded by Gwen Geis; motion carried.

Minutes Approval Committee will be Gwen Geis and Becky Langley.

Correspondence

There was no correspondence received since the last meeting

Treasurer's Report

Kahla Mills reports for Kim DesEnfants that the General Fund checking account has a current balance of \$52,560.90. The CDs held at First State Bank both will mature September 18, 2018. They currently have respective balances of \$20,254.58 and \$10,128.31. The CD held at Platte Valley National Bank for beef gift certificates has a balance of \$58,876.83. It will mature January 13, 2018. The total net worth (excluding Beef Gift Certificates) is \$141,820.62.

COMMITTEE REPORTS:

Membership – Jenny Conrad

WCW's 2018 membership drive began October 1st. There are currently 151 members registered for 2018, and 276 members registered in 2017 who have not yet renewed. Forms have been emailed once every two weeks to those who have not yet renewed. There are currently nine Lifetime members. We had a total of 411 registered members at the close of the 2017 membership year, with 56 members delinquent. Confirmation emails have been sent out to those who have provided an email address as the 2018 memberships are entered.

The annual membership fee is \$25.00 (\$15.00 for collegiate, and \$300.00 lifetime) and the form can be found online at <http://wyocattlwomen.org/membership.htm>.

Grass Roots Funding – Angela Whitlock

Angela reports that President Kahla Mills was able to get grassroots funding from Beef Council for 2018 for activities meeting their criteria. Several groups are still requesting funds for ag expos that do not meet the criteria. It is hoped that new funding options to be discussed later in this meeting will provide options to remedy that. Cooking demonstrations have been a well received and good option for an activity that falls within the Beef Council's guidelines for funding. Gwen Geis notes that they have approved cooking demonstrations to high school cooking classes to receive funds. Albany County CattleWomen has done a 5K run in years passed that was a great success. Applications are due by May 1, 2018 to get money for this year.

Beef It Newsletter – Liz Lauck

Platte Valley Companies is now sponsoring the color portion of the Beef It Newsletter so we are once again able to publish in color. Printing continues to be provided by the Kaycee Voice. Affiliates are providing lots of good content. An exact number for the cost of printing is not available at this time, but Liz believes it to be around \$400, with Platte Valley paying for

whatever the color expenses are. The Wyoming Livestock Roundup provides the mailing labels. Farm Credit Services has been a loyal supporter through their paid advertising. The Wyoming CattleWomen is very grateful for the support it has received from these and other contributing organizations.

Audit Report - Deanna Crofts

The annual audit was completed after the September meeting. Six members participated. Everything was found to be in good order.

Associate Membership – Kahla Mills for Lindsay Woods

Lindsay Woods was unable to attend the meeting today. Kahla Mills reported for her that window clings are needed as she only has around 15 left. Any organizations that have paid from November to the end of the year she is crediting for 2018 support. Associates are recognized as supporters on the WCW website, in the Beef It Newsletter, and at the State Fair Booth.

Beef Gift Certificate Decision / Funding Ag Bags – Liz Lauck

A telephone committee meeting was held at 10:00 a.m. on November 25, 2017. Committee members Angela Whitlock, Leslie Meich, Liz Lauck, Kim DesEnfants participated.

The committee discussed funding grassroots projects that don't meet Beef Council guidelines; they suggest capping the amount spent per year at \$3,000 and up to \$300 per group, which would serve 10 requests per year. These requests would be those that don't qualify for Beef Council grassroots funding. We would offer this on a first-come, first-served basis. This money would last 20 years at these amounts. In addition, we still have \$30,000 in a CD at First State Bank that is not earmarked for anything.

The committee also discussed funding other beef promotion and advocacy needs for Wyoming CattleWomen and American National CattleWomen. We believe it's important to fund local, state and national projects that promote beef to uneducated groups, whether it's elementary, jr./sr. high school, college, or adult populations. We want to be open to these needs as they come along and consider the importance or supporting national projects as well that can help educate populations beyond our reach, but still benefit the beef industry, and therefore benefit our livelihoods. Ideas include reordering ag bags and donating to the ANCW Collegiate Beef Advocacy Program.

ACTION ITEMS FOR TODAY'S MEETING:

1. The committee recommends closing the \$10,000 Beef Gift Certificate Program checking account and move the funds to a new money market checking account.

- a. Notes: It has been a year and a half since there has been any activity on this account, aside from interest. No certificates have been redeemed in this amount of time and would justify closing this account and dissolving the Beef Gift Certificate Program.
- b. The money market account would have virtually the same interest as the CD. We could write up to 10 checks per month out of this account, which is plenty to meet our needs.
- c. We would then have this money available for grassroots funding and other beef promotion and education projects.

A motion was made on this recommendation and passed after some discussion.

- 2. The committee recommends moving the \$58,000 CD at Platte Valley Bank to the newly established money market checking account.

A motion was made on this recommendation and passed after some discussion.

- 3. The committee recommends using the \$58,000 to support our affiliates in grassroots projects. Allowing \$3,000 per year to be spent with a maximum of \$300 per affiliate.
 - a. Notes: Funding would support Ag Expos, cooking seminars, etc. and to purchase promotional material as needed.
 - b. At this rate, the initial \$58,000 could support our groups for 20 years. There would also be sufficient funds available if someone chose to restart the Beef Certificate Program.
 - c. This committee will work on guidelines to be presented at the next meeting regarding qualifications and requirements to use WCW Grassroots funds.

A motion was made on this recommendation and passed after some discussion.

- 4. The committee recommends reordering ag bags for use by our local groups at their events. Funds to come from the initial \$10,000 in the money market checking account.
 - a. Notes: Ordered 12,000 ag bags (24 cases at 500 per case) in 2014 from ULINE for \$2,112.
 - b. Beef Council has given us an agreement for \$3,000 in qualifying grassroots funding and \$1,500 for Southern Women Shows. This does not include ag bags.

A motion was made on this recommendation and passed after some discussion.

- 5. The committee recommends donating \$1,000 to the ANCW Collegiate Beef Advocacy Program.
 - a. We believe it's important to contribute to programs that advocate for beef in populations that are less educated about beef than Wyoming.

A motion was made on this recommendation and passed after some discussion.

After discussions at today's meeting, the committee will meet in January 2018 to discuss specific guidelines that local groups need to meet to qualify for the WCW grassroots money. Initial ideas include needing to provide a report about the project, displaying the WCW logo at the event or on materials and needing to turn in original receipts. A motion was made by Marilyn Mackey to allow the Beef Certificate Committee authority to draft criteria for approval of grassroots funding programs outside of Beef Council funding areas for the 2018 fiscal year; seconded by Jenny Conrad, motion passed.

SPECIAL GUEST PRESENTATION – Wyoming Stock Growers Association, Dennis Sun

Dennis Sun from the Wyoming Stock Growers Association asked for suggestions from Wyoming CattleWomen on how the Stock Growers and CattleWomen could better work together to achieve common goal in progressing the beef industry message. He would like feedback on what we see the Wyoming CattleWomen's role in the conventions for the future.

WSGA is considering moving towards having one annual conference, with the other being replaced by regional meetings. This is in the hopes of lowering expense while increasing participation. Much feedback has been received recently that indicates there would be more interest in the WSGA activities if they were brought to the producer, especially from younger producers who feel that conventions are outside of their budget and scheduling limitations.

Social Media – Angela Whitlock

Angela is doing her best to keep the Facebook active and up to date. Becky Langley requests to be made an administrator so that she is able to contribute to the page.

Liz Lauck has been working to keep the website current. If you see anything that needs to be updated please contact her. There is some discussion about if the Bylaws should be available online (they currently are). The American National CattleWomen has chosen to remove their bylaws from their site.

OLD BUSINESS:

Collegiate Beef Advocacy video Presentation – Kahla Mills

No action has been taken on this. A report will be given at the next meeting

Wyoming Stock Grower's Association Convention, Auction Basket – Becky Langley

Becky Langley has been working to collect items for the silent auction. Items have been left at the back of the conference room. She will be putting the basket(s) together tomorrow morning if anyone would like to help her with those preparations.

NEW BUSINESS:

Ideas to be more visible at Wyoming Stock Grower's Association Conventions – Kahla Mills

Kahla led discussion on ways that the Wyoming CattleWomen can be more visible at Wyoming Stock Growers Association events. The suggestion is made that a WCW representative should be present at WSGA meetings as a non-voting member in order for us to stay informed of upcoming events. This would allow the WCW to know what activities are being planned so that we can make advance plans for ways to contribute.

The WCW does have their banners that are used for state fair on display at the WSGA conventions. These are also available for other events.

The Wyoming Stock Growers Association does host a legislative day including a luncheon during the state legislative sessions that would be beneficial for WCW members to be a part of.

Next Meeting

The next Wyoming CattleWomen meeting is tentatively planned for Saturday, April 7, 2018 in Casper, Wyoming (time and location to be determined).

Adjournment - At 4:15 p.m.

UPCOMING EVENTS

American National CattleWomen and National Cattlemen's Beef Association Convention – January 31-February 2, 2018; Phoenix, AZ

American National CattleWomen combined Region IV & V Meeting – May 3-5, 2018 in Burlington, CO.