

**Celebration 61 years  
of Promoting BEEF!**



**Volume 33, Issue 4**

**2012-2013**

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**SDCW Annual Meeting—September 27-28  
Ramkota Hotel and Convention Center  
Rapid City, SD**

**Friday, September 27**

8:30 a.m.: Opening Ceremony; 10:30 a.m.: Meet and Greet Barbara Jackson – Welcome our President; 12:00 Noon: Lunch, Keynote: Barbara Jackson, ANCW President; 1:30 p.m.: Advocacy Panel: Tami Gilbert, Dawn Schreier, Dee Sleep; 3:30 p.m.: American State Bank of Pierre Afternoon Coffee Break; 3:45 p.m.: SDCW Business Meeting; 5:30 p.m.: South Dakota Cattlewomen Social and Wine Tasting; 6:30 p.m.: Banquet with Keynote: Bill Bullard, CEO, R-CALF USA; 7:00 p.m.: Family Feud and other activities

**Saturday, September 28**

7:30 a.m.: Inspirational Breakfast; 8:30 a.m.: SDCW Meeting – Round Table Sessions; 9:30 a.m.: DakotaLand Feeds Coffee Break; 10:00 a.m.: SDCW Business Meeting; 11:30 a.m.: Lunch with Keynote: Lucas Lentsch, South Dakota Secretary of Agriculture; 12:30 p.m.: SDSU Ice Cream Social; 1:00 p.m.: Jolene Brown: Top 10 Mistakes Families Make; 3:00 p.m.: South Dakota Stockgrowers Association Membership Meeting; 5:30 p.m.: Social Hour; 6:30 p.m.: Banquet with Keynote: Senator John Thune; 8:00 p.m.: Fundraiser and Auction; 9:00 p.m. – Midnight: Band

“As your president, I’d like to welcome everyone to the annual meeting that will be held in conjunction with the Stockgrower’s on September 27 and 28. Silvia and the staff have worked hard to get a program that would be a value to our membership and to other Stockgrower wives who may want to join CattleWomen. There will be a registration fee (which is not determined yet) for meals and programs. Of course our CattleWomen meetings are free and we encourage you to come and bring a potential member to join us. Our business meeting will start at 3:45 on Friday and complete on Saturday morning. Do come in for the Friday lunch where our American National CattleWoman President, Barbara Jackson from Arizona will be speaking. We would like to have members also welcome her that morning at the Meet and Greet event at 10:30 AM Friday. Saturday morning we will be breaking into round table discussions and try to get some of our upcoming programs and projects discussed and developed while we have many members available. We need your input and direction, so do attend. Our budget from the Beef Council will have been determined at the SDBIC annual meeting scheduled in Brookings on Sept. 14 (SDSU Beef Bowl). I also want to thank the membership who saw to the successful summer projects such as the Rapid City Country Roots, Rally, State Fair Booth and Cook-Off, Hot Springs Veteran’s Memorial meal, and the Ellsworth Base picnic. I recently came back from the NCBA summer conference in Denver and we once again were reminded of the consumer drivers that dictate the sale of beef. They are Taste, Convenience and Cost (in that order) . . . as producers we always must remember that we work for the consumer and need to reach out to the millennial age who are now the parents determining the meal choices for the newest generation. Our challenge is great, our enthusiasm is greater. See you in Rapid!” - Karla Pazour -

**SEEK VOLUNTEERS FOR STATE FAIR BOOTH**

The SD CattleWomen will once again be having a booth in the Expo building at the SD State Fair. We will be there Thursday, August 29, through Monday, Sept. 2. We have a new look for our booth this year and some exciting new games to use to educate the consumer about BEEF. Any time you are able to stop and help for an hour or more is greatly appreciated. If you know what day you will be there and want to volunteer ahead of time that will be very helpful also. Just call Ruth 605-879-2497 or 605-842-5490 or Kodi 605-378-3845 or 605-828-2329. Just a chance to get a sandwich or bathroom break is appreciated. We will be serving samples each day at 3:00 p.m. - come and join in promoting BEEF.

**Mission: South Dakota Cattlewomen strive to Promote, Educate and Inform about our BEEF INDUSTRY.**





# National Beef Ambassador Program held July 25

## Mitchell Youth Named SD Beef Ambassador



**Senior Winner: Kelsey Repenning, Beginner Winner: Ella Stiefvater & Junior Winner: Leslie Zubke**

Kelsey Repenning has been named South Dakota Beef Ambassador; and she says she can't wait to get to work. "I'm really excited to get out there and tell the story of beef," says Repenning. The South Dakota State University sophomore, majoring in Ag Communication, won the Beef Ambassador title at the statewide contest in Huron on July 25.

A Mitchell native, Repenning grew up on Blacktop Farms, her family's purebred seed stock business, where she showed cattle in 4-H and FFA. The daughter of Steve and Lori Repenning, Kelsey says being a beef advocate has always been a passion. "It doesn't matter how young you are, you can always make a difference," says Repenning. "I want to get the story of beef out there to everyone who needs to hear it."

In her role as South Dakota Beef Ambassador, Repenning will travel the state promoting beef. She will also represent the state at the National Beef Ambassador Contest in the fall of 2014.

The Beef Ambassador program is focused on providing youth with the resources and skills to be informed and effective spokespersons for beef and the beef industry says Holly Swee, the director of nutrition and consumer education for the South Dakota Beef Industry Council (SDBIC), one of the primary sponsors of the Beef Ambassador program. "These youth make a difference," says Swee. "They will one day be the leaders of our industry, and the Beef Ambassador program helps prepare them to be today's active voice regarding beef, not only amongst their peers, but to the general public, as well."

In addition to Repenning, who took first place in the senior division (ages 17-20), Leslie Zubke, daughter of Jack and Grace Zubke of Watertown, SD, took first place in the junior division (ages 12-16), and Ella Stiefvater, daughter of Mike and Carie Stiefvater of Salem, SD, took first place in the beginner division (ages 8-11). Contestants in the senior and junior divisions were judged on their performance in four different settings: a media interview, consumer presentation, youth presentation proposal/personal interview and a written response to a recently published news article regarding the beef industry.

As the senior division winner, Repenning receives an all-expense-paid trip to the 2014 National Beef Ambassador Contest and a \$500 cash award. All contestants received cash awards from the SDBIC as well as additional cash and prizes from the South Dakota Cattlemen's Auxiliary and South Dakota CattleWomen.

Emma Christensen, the 2013 South Dakota Beef Ambassador, will be representing the state at the National Beef Ambassador Contest this September in Arkansas.



This year's Beef Ambassador participants were, from the left: Hadley Stiefvater of Salem, Madeline Loewe of Lennox, Kelsey Repenning of Mitchell, Sophia Sudenga of Madison, Ella Stiefvater of Salem, Leslie Zubke of Watertown, Korbin Leddy of Stockholm and Sean Sudenga of Madison.

## Southern Belles raise funds for Relay for Life

The Southern Belle Cattlewomen teamed up with local restaurants, including Shirly's, Sargent's, Joie's and the Holiday House to donate \$1.00 for each beef luncheon served between 11:30 a.m. and 1:00 p.m. June 26, 2013. A total of 171 beef lunches were served. The Southern Belle Cattlewomen matched that amount for a total of \$342.00 donated to the Relay for Life.

The Southern Belle's served Beef Appetizers to the Faces to the Falls bike riders at Carter on June 11, 2013.

The Southern Belle's sponsored the Beef Basket Challenge at the Mid Dakota Fair August 2.

### Thank You!

Thank you for being a sponsor for the South Dakota Beef Ambassador Program and for the award I received for the beginner's division. I greatly appreciate your support and I look forward to entering the contest next year!

**Madeline Loewe**

### Thank You!

Thank you for sponsoring the SD Beef Ambassador contest. I appreciate it very much. I had a fun time participating in the event. Thank you again.

**Sincerely, Leslie Zubke, SD Jr. Beef Ambassador**

## SDCW Minutes of the June 18 quarterly meeting in Chamberlain



South Dakota CattleWomen met June 18, 2013, at SD Hall of Fame in Chamberlain, with 26 members present. The Pledge of Allegiance and CattleWomen's Creed were led by Caroline Reis. Roll call was introduction of members. Minutes of the last meeting were read and approved. The treasurer's report was given. Ruth Farnsworth made a motion to approve the report. Julie Holmquist second. Voted and passed.

Lindy Harkin gave a report on Beef Certificate sales. As of Oct., 2012 to June 18, 2013, we had sold approx. \$91,020.00. We need places East River to sell them if anyone would like to make connections at a bank out that way.

Mary Jensen reported that the next deadline for the newsletter is Aug. 1. The last mailing was 290 copies at a cost of \$1.80 including postage.

The SD CattleWomen website was discussed. Kodi Blotsky has been working on it. We need to decide if we want the website to be a contact for members, so if we want information there to drive outsiders to read, before we look at upgrading the site.

Shirley Thompson gave a report on the Taste of Home held at Cedar Shores in Chamberlain on May 11. Approx. 400 people were reached. East Meets West salad was served. We could use more (wom)man power at this event.

Kodi Blotsky and Danielle McDonnell gave a report on the Powered by Beef sponsorship for the Faces to Falls Bike Tour. Good response from the bikers and the SD CattleWomen will look to help with the event again next year.

Essays from the Scholarships were passed around to be read. There were three scholarship recipients with year. A recommended change for next year will be to have the due date moved up to April 1.

Julie, Mary, Shirley and Karla gave updates from Region 7 Meeting. ANCW has a great resource website we should all be using. There is a password for members only section. Different TOOL KITS for projects to do. Minnesota will be the host next year and South Dakota will help out.

Shirley Thompson reported on the Facebook Father's Day Promotion. Four winners were picked and approx. 1,400 people were reached.

Sarah reported that promotional items have been ordered. Plastic toothpick holders, iPad Covers, and cell phone cases. I Love Beef tags and cutting boards and cookbooks were discussed. Sarah made a motion to purchase 10,000 Meal in Minutes Brochures. Lisa Dorschner second. Voted and passed. Becky made a motion to purchase a small amount of National Cookbook. Pat Bloom amended to motion to 200 National Cookbooks. Tonya second. Voted 14 for and five opposed. Motion passed.

New Business:

Karla introduced Sara Colombe from the Beef Speakers Bureau. She told her history and about how you can take training to become a speaker for the Bureau.

Colligate CattleWomen Group was discussed. Sarah, Sara, Shirley and Becky will work on this project as a committee.

Nomination committee has the following cast of officers: Kodi Blotsky- President; Shirley Thompson- Vice President; Danielle McDonnell- Secretary; Erin Yost- Treasurer; membership Director- Becky Littau. Ruth made a motion to accept the volunteers to hold offices next year. Mary Jessen second. Voted and passed.

Beef Ambassador contest will be July 25. We could use volunteers to help with the event.

Country Roots Festival will be held in Rapid City July 27. Kodi Blotsky, Shirley, Tonya, Tammy Basil and Lonna Johnson will work to get something arranged for the event. Julie made a motion that the money given to Vietnam Veteran's wall event in Hot Springs can be used for meat, buns, and condiments. Mary Jessen second. Voted and passed.

Contact Kodi Blotsky if you can help at the Sturgis Bike Rally. ANCW conference in Denver Aug. 6-8. Julie and Lisa volunteered to attend. Shirley made a motion for Julie and Lisa to represent SD CattleWomen at the event. Second by Kodi. Voted and passed.

Ellsworth Airbase promotion will be Aug. 15. Karla will be looking into a possible Beef Basket Challenge there.

If you can help at the State Fair contact Ruth Farnsworth. All day or just a couple hours - Any help would be appreciated and possible motel room is available. Shirley will be working with Cook-Off on Saturday, Aug 31, 11:00 a.m. to 2:00 p.m. Brenda Dryer will be helping with the Basket Challenge.

We need to look into reprinting education beef bags for rest areas, cookbooks, and 4-H Projects. Napkins, placemats and sticky notes were also discussed. Danielle will work with Lonna to come up with some pricing for the next meeting.

Sarah made a motion for officers to meet to work on the budgets for next year. Second by Lisa. Voted and passed.

Budget meeting will be held July 1 at Sarah's in Kennebec.

Meeting Adjourned.

Danielle McDonnell, Secretary

Members were reminded about the ANCW promotion challenge for each state if members to join the National group. If you know of some third, fourth or fifth grade teachers that would be interested in Beef Education for students please get their contact information to Julie Holmquist.



The Southern Belle CattleWomen held their second annual Beef Basket Challenge at the MidDakota Fair August 2 in Winner. Competitors were Tom Kauer of State Wide Ag and Father Anjay Wrostek of the Winner Catholic Church. Father was the people's choice winner. They both had interesting ways of presenting their sirloin steak. The crowd was much larger this year and enjoyed the rivalry among the contestants and of course the sampling. Thanks Katrin VanZanbergen for doing the emceeing.

## SDCW Budget Requests for Fiscal Year - 10/1/2013 to 9/30/2014

### **Ellsworth Airbase \$6000**

Traditionally we provide the beef for the burgers and hot dogs for their summer picnic as well as provide cookbooks, kids' books and beef certificates. There is such an opportunity and need to work with this group that has young families; especially to help educate and provide updated nutrition information. Would like to work with their meat department on base and perhaps have some beef certificate giveaways throughout the year.

### **Beef Up Your Ride \$5000**

This is the Sturgis Bike Rally where the CattleWomen have a great location at the Stone House Saloon, west of Belle Fourche. We try to put emphasis on interaction, by providing a game such as 'Know your Beef.' Beef Jerky and beef certificates are also distributed.

### **Powered by Beef \$1000**

Last year we supported this first-year bike tour by offering beef stops along the route that traveled from Mt. Rushmore to Sioux Falls. It was great for a first-time (and short-notice) pedal bike tour. We think any time you can connect beef with a healthy lifestyle, we should be on board. We need to provide more beef education along with our beef stops. Will have 'Powered by Beef' logo on t-shirts and on the support vehicles that travel with the bikers. They are expecting 200 participants next year; traveling through Interior/Badlands and Hwy 44.

### **Promotion Projects \$4500**

**Special Olympics \$500** Logo on t-shirts and in program; recognition at opening ceremony

**Beef for 4-H & Events \$500** State Fair Talks and Special Foods using beef (not livestock award)

**Beef for State Events \$500** Beef Day at the Capitol and SD Hall of Fame Reception tidbits

**Seasonal Promo \$1500** (New Project) Using beef throughout the year, such as Father's Day Grilling, Dog Days of Summer, Back to School, 30 Meals in 30 Minutes, Holiday Celebrations

**Support Items \$1500** Cookbooks, beef jerky, I-Pad covers and more millennial-minded promos

### **Cooking Events \$5000**

**Taste of Home \$1000** Booth rental, product, recipes and beef certificates

**State Fair Beef Cook-off \$3500** Trying to keep our presence at Fair – with less expense

**Country Roots in Rapid \$500** Cooking Challenge with local celebs (firemen vs police)

### **Consumer Education \$2000**

Supplies and beef purchases for cooking events and fairs. We need to purchase some electric grills or portable cooking stations for cooking demos and challenges; as well as the usual paper products and items used for sampling. Aprons, cookbooks, meat thermometers, grill spatulas; insulated totes are given away at demos/fairs.

### **Youth Education \$11,000**

**Education Bags \$5000** (enough for 2 years – quote from Pryntcomm) Largely distributed at Information Centers – Chamberlain Rest Area gives them only to families with children and have requested their use. Also provided as a support tool for various events and functions. (examples provided)

**Education Materials \$6000** \$1500 for Ag Week in the classroom - to purchase books for students (third to fourth grade) to take home and keep (last year CW went into Alexandria, Mitchell, Kimball, Chamberlain, Winner, Witten, Mission, Todd County – teachers love that support); \$4500 to develop and print a much needed youth activity/education brochure; would like to work closely with staff on design. (examples provided)

### **State Fair Booth \$2500**

Rent, Beef samples and Interactive Game with limited freebies

### **Travel \$4000**

(actually requesting less than previous years – CW easily put in that much expense, but many freely give not only their time and talents but their own gas money too!) However we want (especially new members) to have this option of travel reimbursement to help our members who rightfully request their travel expenses related to gas and lodging.

**TOTAL BUDGET REQUESTS \$41,000**



Kodi Blotsky had this display at an elementary environment fair in Mission in April, where she taught fourth through sixth graders about how cows help the environment and handed out the WOW That cow information and white activity sacks to about 300 kids.

**BIC Account - SDCW  
Fiscal Year - 10/1/2013 to 9/30/2014  
Proposed Budget**

| Income                 | Budget             |
|------------------------|--------------------|
| Beef Industry Council  | \$41,000.00        |
| Additional BIC Funding |                    |
| Interest               |                    |
| <b>Total Income</b>    | <b>\$41,000.00</b> |

**Expenses**

|                        |                    |
|------------------------|--------------------|
| Airbase Promotion      | \$6,000.00         |
| Beef Up Your Ride      | \$5,000.00         |
| Powered by Beef        | \$1,000.00         |
| Promotion Projects     | \$4,500.00         |
| Support Items          |                    |
| Special Olympics       |                    |
| Beef or 4-H and Events |                    |
| Seasonal Promotion     |                    |
| Beef for State Events  |                    |
| Consumer               |                    |
| Education              | \$2,000.00         |
| Supplies               |                    |
| Promotion Items        |                    |
| Storage                |                    |
| Youth Education        | \$11,000.00        |
| Education Bags         |                    |
| Education Materials    |                    |
| Travel                 | \$4,000.00         |
| Cooking Events         | \$5,000.00         |
| Taste of Home          |                    |
| State Fair Cook-off    |                    |
| Country Roots Rapid    |                    |
| State Fair             | \$2,500.00         |
| Other Expense          | \$                 |
| <b>Total Expenses</b>  | <b>\$41,000.00</b> |

**SDCW CattleWomen  
Fiscal Year - 10/1/2012 to 9/30/2013  
Proposed Budget**

| Income Categories      | Budgeted           |
|------------------------|--------------------|
| Dues - Association     | \$1,200.00         |
| Dues - Affiliation     | \$ 175.00          |
| Dues - State           | \$3,500.00         |
| Dues - Sustaining      | \$ 400.00          |
| Interest               | \$ 1.00            |
| UBS - Piper Jaffrey    | \$8,000.00         |
| Other Income Donations | \$ 500.00          |
| <b>Total Income</b>    | <b>\$13,776.00</b> |

**Expense Categories**

|                           |                    |
|---------------------------|--------------------|
| Accountant                | \$ 700.00          |
| Advertising               | \$ 200.00          |
| Newsletter and Postage    | \$2,100.00         |
| Postage (other)           | \$ 150.00          |
| Telephone/Internet        | \$ 350.00          |
| Bond                      | \$ 400.00          |
| Delegates                 | \$1,000.00         |
| Dues - ANCWliation        | \$ 200.00          |
| Filing Fee (Sec of State) | \$ 20.00           |
| Gifts (Donation)          | \$                 |
| Liability Insurance       | \$2,000.00         |
| Meeting Expense           | \$1,500.00         |
| Membership Promotion      | \$ 500.00          |
| Officer Expense           | \$2,500.00         |
| Printing                  | \$1,000.00         |
| Scholarship Fund          | \$1,000.00         |
| Supplies                  | \$ 156.00          |
| Taxes                     | \$                 |
| <b>Total Expenses</b>     | <b>\$13,776.00</b> |



Amanda Kammerer



Annie Johnson

**SDCW awards scholarships**

SD CattleWomen awarded their annual Scholarships to three very qualified students. Judges were impressed by the answers given to the essay question. SDCW is dedicated to promotion of BEEF and

students were asked how they would promote BEEF. The students have some new and refreshing ideas.

Amanda Kammerer of Rapid City is already attending SDSU, majoring in animal science. She is a dedicated student, involved in many college activities and hopes to attend vet school after completing her bachelor's degree.

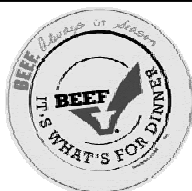
Annie Johnson is a recent graduate of Bennett County High School. She will be attending Chadron State College, majoring in elementary education. She believes she will have many opportunities to educate her young students about BEEF.

Jessica Goeken is a Yankton High School graduate and plans to have a career in veterinary medicine, which will help her attain her goal to continue a life working with large animals. Showing 4-H animals, working on the farm and being involved in her community have prepared her to attend SDSU this fall.

Each recipient will receive a \$250.00 scholarship. SDCW is proud to award these scholarships and wish these students the best as they attend college.



Jessica Goeken



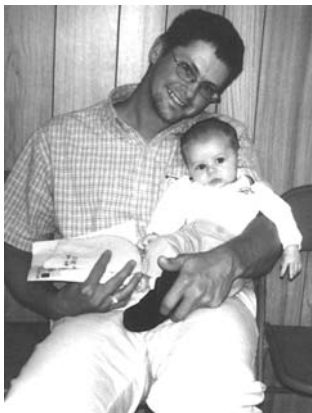
**Join us on facebook!**

<http://www.facebook.com/BeefItsWhatsForDinner>

**Fun on YouTube ~**

**National Beef Cook-off**

Have you checked out the National Beef Cook-Off (funded in part by your beef check-off) on YouTube lately?



The Harrold Steakettes had two winners this year in the "Beef for Father's Day" project. A beef certificate and a bib that reads "When I get teeth, feed me BEEF" were presented to Jayden Phillip Luke and his father, Dustin, (left) and to Maya Joy Webb and her father, Jeremy (right).



A style show featuring garments worn from the 1940's to the present from Prime CW Edie Holmquist's personal collection was a surprise at the June Quarterly meeting in Chamberlain. Model Kim Phillips shows off a canary yellow, polyester pant suit from the 1960s.



## Prime CattleWomen

The Prime Cattle Women of Chamberlain meet the third Tuesday of the month, at the SD Hall of Fame. Our Chairman, Erin Yost keeps us well informed of the activities of promoting our product BEEF. Some of our promotions have been, granting scholarships to seniors, Karina Reuer of Reliance and Erin Miarose of Kimball. Prime hosted the quarterly SDCW meeting in June at the SDHF with a great attendance of 38. The meeting was lead by Prime member Karla Pazour; your state chairman. Prime served the group Beef Brisket for lunch, which had raving reviews.

Prime CW have many future plans to serve Beef. SDHF has asked us to assist in their annual Recognition reception September 13, 2013. We will serve sliced beef sandwiches and provided help in serving the reception. We plan to assist at the SD State Fair with the booth and the Beef Cook-Off on Saturday, August 30, 2013. Some members will work at the SDCW Beef Ambassador Competition in Huron July 25, 2013. We have discussed the Beef promotion that the SDCW will be doing at Sturgis Bike Rally. Karla and Mary Hendricks will be attending the National Cattlemen's summer conference in Denver Co. The SDCW and SDSG annual meeting will be held in Rapid City September 27-28, 2013. Prime will have several members in attendance.



The Prime's annual Beef luncheon will be held in Chamberlain at the United Church of Christ on Sept. 10, 2013, with each of our members providing beef dishes, salads and desserts, also manpower for the day as we will serve a beef dinner to over 200 local people. We are planning to have a Beef Cook-off at a local celebration August 16, 2013, per request of the Chamberlain Chamber of Commerce.

### Coming Events!

- August 23: Ellsworth Air Force Picnic
- August 29-Sept. 2: SD State Fair: Booth, Brisket BBQ, Beef Cook-off, Beef Basket Challenge
- Sept. 27-28: Annual meeting in conjunction with Stockgrowers in Rapid City





Powered by Beef was the South Dakota CattleWomen's new idea as they helped out with the Faces to the Falls bicycle race the week of June 9-14. As the title states the bicyclists started in the Black Hills at Palmer Gulch Resort and biked their way to Sioux Falls. During their trip they stopped at various towns and pit stops to refuel themselves so they could continue on. We decided to help them refuel with the great tasting and very nutritious Beef. The bikers enjoyed three stops where they received free beef jerky and at other stops great tasting beef meals. With the help of the Southern Hills CattleWomen the bikers received jerky to continue their route and later that day the State Line CattleWomen helped host a beef dinner in Martin, SD. The Southern Belle CattleWomen hosted a beef appetizer stop for them in Carter, SD and the Rosebud Rancheretts served them a roast beef lunch the following day in Burke. There was around 100 bikers and support people that participated and enjoyed the South Dakota CattleWomen hospitality and efforts. Plans are in the making for next year where they plan for at least 200 bikers and the South Dakota CattleWomen will be there helping them power down the highway with beef. Thank you to all that helped out!

### **SDCW at the Sturgis Rally**

The roar of the motorcycles you hear all day along with many thank you and questions about the beef the South Dakota CattleWomen know and love. This is the fifth year the CattleWomen have gone out to the Sturgis Rally to promote beef and still run into new people from almost all the states and from at least five different countries.

Starting August 5 and going through August 7, the SD CattleWomen setup at the Stone House Saloon west of Belle Fourche, interacting with the bikers. During our promotion time, we hand out free beef jerky, recipe handouts, and a few "Above All Else Beef It's What's For Dinner" bumper stickers. For some of the bikers that are intrigued with our promotion and willing to take a moment, they may even walk away with a \$5.00 Beef Certificate, South Dakota CattleWomen 60th Anniversary Cookbook, Meat Thermometer, or lip balm by playing beef trivia or just discussing their opinions and/or concerns about eating and cooking with beef.

During these days we continue to let the bikers know about the nutritional value in beef and how it can be a healthy choice for their diet with the 29 Lean Cuts of Beef. We also focused on how beef compares to other foods nutritional values so they are aware how much zinc, iron, protein and B12 beef has. Many of the



bikers are unaware of those facts and amazed how much more they would have to eat if they don't choose beef.

A huge thank you goes out to Silvia Christen, VeaBea Thomas, VeaBea's friend, Tammy Basel, and Kodi Blotsky for going out to the Bike Rally and promoting beef. The project was another success and wouldn't been able to happen without the Beef Check Off Dollar the South Dakota CattleWomen receive.

### **ANCW and State CattleWomen announce "WIGGY" partnership**

The "WIGGY" (Wildly Important Goats Go Yahoo) program is a volunteer, joint effort to grow membership and participation in your state and ANCW. It's designed to create some specific "marketing" activities that will reach out and engage more Cattlewomen. It's set up to provide friendly competition among the states in your region and then among the regions. There will be prizes for winning states and regions.

Required activities to participate in this program are: Increase state membership and Increase ANCW membership from your state by one percent. Both activities will give you 10 points. Optional activities, which add another 20 points, include: implement 20 youth or adult beef presentations, send one mailing to all state members, host an ANCW officer and/or region director at your state meeting, implement one of the "Beef Story" toolkits and submit survey, implement in your state one of the ANCW committees' programs and any other item you can think of, but it must be submitted for approval.

Select as many as are realistic for your state to accomplish. This can change from year to year. Again, the membership increases are required, with membership being counted for the calendar year of May 1, 2013 through April 30, 2014. Explanations for the optional goals are listed at [ancw.org](http://ancw.org). There will be two winners, point based and most improved. State winners will be announced at the 2014 region meetings and region winners will be recognized at the 2014 summer conference. Prizes will include, but are not limited to: one complimentary registration to ANCW annual meeting and one complimentary registration to ANCW summer meeting. The "agreement form" is available on the SDCW website.

**South Dakota Cattle Women**  
**c/o Becky Littau**  
**27969 301st Ave.**  
**Winner, SD 57580**  
**www.sdcattlewomen.org**



**SDCW attends County Roots Festival**

On July 27, the Rapid City Main Street Square hosted its second annual Country Roots Festival to celebrate the agriculture industry we have here in South Dakota. Those that attended were able to ride in a horse drawn wagon, pet various animals, listen to great music, and learn where some of their everyday things in life come from. Such as seeing how wool was spun into yarn and guessing how many baseballs, basketballs, and footballs come from one cow hide.

The SD CattleWomen had a booth setup where they discussed with the audience how cattle need a certain ration of different foods, as they were handed out their own rations of tasty snacks in a little bag. The CattleWomen went to the Country Roots Festival in hopes of focusing on the youth by playing WOW That Cow Bean Bag Toss, Beef By-Products Matching Game, and handing out youth activity sheets, coloring pages, and beef jerky to give them their ZIP (zinc, iron, protein) to enjoy the festival. Along with the booth, we helped organize and fund with the Beef Check-Off Dollar a BBQ Boot Camp that SDSU meat specialist put on. The group traveled to Rapid City the night before and was grilling and/or smoking different beef cuts by 10 a.m. that were donated by Family Thrift Center in Rapid City. During the festival, they continued to show the audience different ways to grill and smoke their beef, how to pick out the proper grill for them, introduced them to new rubs and marinades for beef, and handed out a lot of samples of the beef they were cooking. There was a constant crowd over at their area and no one walked away without a delicious sample of beef.

Overall the day was a success with smiling children and adults enjoying the atmosphere, beef sample, and fun kid activities. Thank you goes out to Shirley Thompson, Carol Sides, Tanya Totton, and Kodi Blotsky for stepping up for the CattleWomen to make this activity a success. We are looking forward to next year and hope we can encourage more CattleWomen to come out and enjoy the fun and tell your beef story to the public.

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|------------------------------------|-----------------------------------|--------------------------------|-------------------------------|
| ★ Associate Members                | Chamberlain                       | Gregory Farmers Elevator       | Gregory                       |
| ★ Animal Clinic, Ltd., Winner      | CHS Farmer's Alliance             | Johnson Implement Inc., Burke  | Rosebud Farmers Union Coop,   |
| ★ Anson Insurance Services, Inc.,  | Elevator, Chamberlain             | Jungle of Flowers, Burke       | Cenex, Gregory                |
| ★ DBA Southern Dakota              | Country Pride Cooperative,        | Kohlman, Bierschbach and       | Scott's Welding & Repair,     |
| ★ Insurance, Burke                 | Burke, Chancellor, Dallas,        | Anderson, Miller               | Colome                        |
| ★ BankWest—Kennebec, Kadoka,       | Fairfax, Freeman, Menno,          | Littau Angus, Carter           | Sioux Nation, Kimball         |
| ★ Mitchell, Onida, Pierre,         | Mission, Platte, Wagner,          | Main Street Auto, Burke        | Synder Ranch, Piedmont        |
| ★ Rapid City, Selby, White         | White River and Winner            | McKay Insurance Agency,        | Stagg Veterinary Clinic,      |
| ★ River, Gregory and Winner        | Cuz'ns Corner, Bonesteel          | Huron                          | Highmore                      |
| ★ BG's Electronic Service/Serenity | Dakota Properties of Gregory      | Mid Dakota Meats, LLC., Winner | Statewide Ag Insurance, Inc., |
| ★ Hair Salon, Burke                | Gregory                           | Midriver Vet Clinic, Julie     | Chamberlain                   |
| ★ Bob's SD Hunting Service, LLC,   | DBA Naper Café & Lounge           | Williams DVM, Chamberlain      | Statewide Ag Insurance, Inc.  |
| ★ Herrick                          | Naper, NE                         | Midwest Cooperatives,          | Winner                        |
| ★ Brule County Coop, Pukwana       | Divine Concrete, Bonesteel        | Highmore                       | Teena's Kitchen/The           |
| ★ Buche's, Gregory, Mission and    | Eklund Tax, Gregory               | Midwest PMS, Firestone, CO     | Stockmen's, Colome            |
| ★ Wagner                           | Erik and Sara Loe, Feed           | Midwest Seamless Gutters,      | Tim Pazour Trucking, Pukwana  |
| ★ Burke Building Center, Burke     | Consultants, Jefferson            | Burke                          | The Feed Mill, Colome         |
| ★ Burke Livestock Auction, Burke   | First Dakota National Bank,       | Midwest Supply, Chamberlain    | The Insurance Center,         |
| ★ Burke Oil, Inc. Chamberlain      | Chamberlain, Yankton              | Noteboom Implement, Inc.,      | Burke, Winner                 |
| ★ Burke True Value, Burke          | First Fidelity Bank of Bonesteel, | Chamberlain                    | Victor Schmitz CPA, PC, Burke |
| ★ Cahoy's General Store,           | Burke, Murdo, Colome,             | Purvis Electric, Burke         | Willis Veterinary and Supply, |
| ★ Bonesteel                        | Gregory, and Winner               | Raven Angus, Colome            | Chamberlain                   |
| ★ Casey Drug and Jewelry,          | Flying D Convenience Store        | Ray's Western Wear and         | Winner Livestock Auction      |
| ★ Chamberlain                      | Colome                            | Saddlery, Chamberlain          | <b>Sustaining Members</b>     |
| ★ Chamberlain Livestock Auction    | G.A.B., Burke                     | Redi Mix Inc., Chamberlain     | Marie Addison                 |
| ★ Chamberlain Lockers              | Green's Grocery, Burke            | Ringling Cattle & Trucking,    | Mary Buchholz                 |
| ★ Charles Mix County Livestock     | Gregory and Burke Animal          | Platte                         | Kathy Fuoss                   |
| ★ Market, Inc., Platte             | Clinics, Burke and Gregory        | Ronald Tedrow, CPA, Pierre     | Nancy Stirling Neuhauser      |
| ★ Charly's Restaurant & Lounge,    | Gregory Building Center           | Rosebud Electric Coop, Inc.,   |                               |

**Mission: South Dakota Cattlewomen strive to Promote, Educate and Inform about our BEEF INDUSTRY.**