



South Dakota CattleWomen

2020-2021

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For more information,
go to
www.sd cattlewomen.org

Celebrating 67 years of promoting BEEF!

Volume 41, Issue 1

***Quarterly Meeting
Wednesday, January 13
11:00 a.m.***

***South Dakota Hall of Fame
Chamberlain, SD***

Prime CattleWomen will serve lunch

Tentative Meeting Agenda:

1. Installation of Officers
2. Call to Order, Roll Call
3. Minutes of the Previous Meeting
4. Treasurer's Report
5. Committee Reports
 - A. By-Laws
 - B. Consumer Education
 - C. Scholarship
 - D. State Fair
 - E. Investments
 - F. Beef Certificates
6. Club Reports
7. Old Business
 - A. Credit Card
 - B. Booth at the SD Stockgrowers' Convention
8. New Business
 - A. Special Olympics
 - B. Other Promotions
 - C. Directory
9. Next Meeting Date
 - A. April 14



Merry Christmas

Message from your President

It's a Whole New World!

I would like to thank everyone who attended the Annual Meeting November 5, either in person or remotely. If this is the world we need to work with to move forward – so be it! I am thinking that even “post COVID-19” we would be wise to continue this method of meeting – in part. My belief is that nothing beats that face-to-face meeting; however, since we are such a widespread group, it would be incumbent for us to use distance meeting on a regular basis. The more people who can attend a meeting, the more productive it can be.

Our next meeting will be Wednesday, January 13, 2021, at the Hall of Fame. I hope as many people as possible will be able to attend (in person). Since we weren't able to have installation of officers at the Annual Meeting it will be done at that time. I am so looking forward to working with all of you this coming year, please join us!

Lindy Harkin to serve as SDCW president

Greetings to all and wishes for a happy and healthy New Year! Just a little background so that you all know who you will be working with the coming year.

I have lived in Winner, SD, most of my life. After being widowed for nine years, I met and married Larry Harkin. Larry ranches 37 miles southwest of Winner and moved to Winner when we were married 20 years ago. He drives the distance every day to help on the ranch with his brother, Dan.

I have two children, Stefanie, who lives in Minneapolis and Brian and his family, who live in Mitchell, SD. My two grandchildren both were recently engaged, so we are looking forward to two weddings in the coming year.

Before I retired, I was the executive director of the Winner Chamber of Commerce and Office of Economic Development. I held that position for more than 20 years and enjoyed it very much.

Upon retirement I accepted to job of Beef Certificate Coordinator for the SDCW. This is part-time, and I can work from home, so it works very well for me. I also volunteer one day a week at the Winner Thrift Center, am the financial secretary for the Christ Lutheran Church, and secretary for the Christ Lutheran Ladies group. My days are full!



***Lots of people can be cowboys.
Few can be cattlemen.
But NO ONE can match
the heart and soul of a
Cattlegoman!***

www.ranchdesigns.com

HAPPY★NEW★YEAR

Secretary's Report

The South Dakota CattleWomen annual meeting was held at the Rushmore Plaza Holiday Inn in Rapid City, SD, on November 5, 2020. President Evie Fortune called the meeting to order at 11:00 a.m. MST. Six members were present and nine members attended via Zoom.

Evie gave the 2020-2021 BIC budget as follows: Air Base Picnic, \$700.00; SD Hall of Fame, \$500.00; State Fair, \$2,250.00 and Discretionary Funds of \$50.00 for a total of \$6,500.00.

Noreen K. gave the Treasurer's report. Shirley T. moved to approve the General (SDCW) Fund and Lindy H. second. Passed. Lindy moved to approve the BIC report and Shirley T. second. Passed. The Audit Committee of Mary Hendricks and Becky Littau reported no irregularities from the audit. There was a recommendation to use Quicken to generate reports for the members. After discussion, the Quicken program needs to be evaluated on the laptops to see if it can generate PDF for the membership.

Lindy gave the Beef Certificate report. We have sold nine \$25.00 beef debit cards. Lindy suggested that \$50.00 beef cards should be purchased as the loading fee is the same. Letters have been mailed and statewide ads will appear soon for both beef cards and beef certificates.

Brenda D. gave the State Fair report. Attendance numbers were down. We did our promotions via social media. Next year, we will use new boards for our promotion.

AR's were discussed. Carol Sides talked about the AR deadline dates. The SDCW AR requests for the coming year are due in early July—three months before the fiscal year ends, September 30.

The Executive Committee met on Wednesday evening and recommended we feature CattleWomen and that Facebook would be a start. The committee to start it are Kodi B., Mary J., and Ruth Farnsworth. Shirley T. volunteered to help add pictures. Carol Sides suggested a short bio could appear in the newsletter.

The Executive Committee also recommended we approve a credit card for the Treasurer to use for online purchases only for corporate expenses. Carol Sides moved and Shirley T. second. Passed. She is to check for best deal.

The By-Laws were addressed by each article and section. Each article and section was approved individually. Under Article II, there was a recommendation to eliminate three past presidents and to only have the past president and that was approved. Article 12 received approval with one vote not to approve. Evie suggested bringing this up at the next meeting for review.

The slate of officers for the coming year was given as follows: Lindy Harkin, president; Katrin Van Zandbergen, Vice President; Noreen Krogman, Treasurer and Mary Jessen, Secretary. Carol Sides moved and Shirley T. second to accept this slate of officers. Passed.

NEW BUSINESS:

Mary Jessen gave the next newsletter deadline as December 10 and to be out before Christmas.

Lindy asked for permission to order \$50.00 of beef gift cards. Ruth Farnsworth moved and Shirley T. second to do so. Passed.

Lindy plans to have the next quarterly meeting about the second week of January and installation of officers will be held at that time. Evie was presented a gift for her two years of SDCW president.

Shirley T. mentioned that the ANCW meeting has been moved from February to August.

Shirley T. moved and Lindy second to adjourn the meeting at 1:00 p.m. MST. Passed.

Thank you to Becky Littau for taking minutes at the annual meeting.

Respectfully submitted,
Mary Jessen, Secretary

Present at the meeting: Evie. F., Lindy H., Carol Sides, Ruth Fortune, Shirley T. and Becky L.

On Zoom were: Kodi B., Donna A., Karla P., Danielle S., Ruth Farnsworth, Brenda D., Noreen K., Katrin V. and Mary J.

SD Beef Industry Council holds annual meeting

The SD Beef Industry Council met for their annual meeting on September 21 in Pierre. Representing SDCW were Evie Fortune, Lindy Harkin and Erin Yost (via Zoom). Council staff gave their annual reports, as did committee chairpersons.

Promotion Committee: (Les Shaw) Two successful events in this year of the Covid-19 were the Sturgis Rally and the Sanford PGA Golf Tournament. Budget has been a main concern and various budget allowances were awarded. SD CattleWomen were given \$6,500.00 for promotions for FY2020-2021. This will go to events already planned by SDCW. However, if any new events are presented there are unobligated BIC funds available upon request.

SDBIC also funds beef research at South Dakota State University.

SDCW Membership

State Membership: \$20.00

Sustaining Membership: \$35.00

Send memberships to:

Katrin Van Zandbergen

31843 DeJong Road, Kennebec, SD 57544



Happy
New Year!

The Perfect Gift

Beef Certificates are the perfect gift because: (1) They are easy to send; (2) Easy to order (3) Redeemable at any grocery, restaurant (that will take checks) and meat locker; (4) Always a welcome gift; (5) Great for last minute gifts; (6) Come in four denominations (\$5, \$10, \$20, \$25) and two gift card amounts (\$25 & \$50). Better yet they promote sales of beef and introduce beef products to those who may not purchase beef otherwise.

To order: Mail to Lindy Harkin, PO Box 451, Winner SD 57580 or email: beefcertificates@yahoo.com or phone: 605-842-9066. **Or purchase from these outlets:** American Bank and Trust (Miller, Wolsey, Pierre), BankWest (Kadoka, Winner, Kennebec, Onida, Pierre), Dacotah Bank (Aberdeen Bison, Lemmon), Dakota Prairie Bank (Ft. Pierre, Presho), First Dakota Bank (Chamberlain, Kimball), First Fidelity Bank (Gregory, Burke, Bonesteel, Colome, Platte, Winner), First Interstate Bank (Belle Fourche, Edgemont, Hot Springs, Spearfish, Sturgis, Wall) First National Bank (Faith, Midland, Philip), Great Western Bank (Gettysburg) Heartland State Bank (Highmore, Tulare, Wessington), Quoin Financial Bank (Miller, Highmore), Roberts County National Bank (Sisseton), Sentinel Federal Credit Union (Winner).



BEEF CERTIFICATE Report

Beef certificate sales have been going well this Christmas season and the Beef Gift cards have been flying out! The \$25 cards have done so well that we decided to add \$50 Beef cards as well. This is encouraging since certificate sales had dipped just a bit in 2019; I believe this was because many restaurants no longer accept checks. Thank you for your support of this program; it is definitely a positive method of promoting South Dakota beef across the country.

Beef Industry Council End-of-the-Year Report Fiscal Year 10/1/2019 - 9/30/2020

Beginning Checkbook			Balance
			\$218.20
Income Categories	Budget	Actual	
Beef Industry Council	\$20,000.00	\$20,000.00	
Interest Income		1.17	
TOTAL INCOME	\$20,000.00	\$20,001.17	
Expense Categories	Budget	Actual	
80 Years of Beef and Bikes	\$ 1,750.00		
Be #Beefstrong during the SD State Fair	\$ 2,250.00	\$ 2,246.70	
Ellsworth AFB Annual Appreciation Picnic	\$ 3,700.00		
Kids Beef Bags	\$ 6,050.00	\$6,050.00	
RASDAK (Riding Across SD Powered by Beef)	\$ 750.00		
Recipe Brochures	\$ 2,500.00	\$ 1,599.16	
River City Band Festival	\$ 1,100.00	\$ 448.63	
SDCW in the Main Street Square	\$ 1,250.00		
South Dakota Hall of Fame Reception	\$ 500.00		
Miscellaneous Expense	\$ 150.00		
TOTAL EXPENSE	\$20,000.00	\$10,344.49	
Amount returned to SD Beef Industry Council			\$9,655.51
Ending Checkbook			\$219.37
Current as of 10/14/2020			

Thank You!

Thank you to Tanya Totten and her daughter, Courtney Tyrell, for getting the boxes of the paper bags (the beef bags) that were designed with kids beef friendly activities on the outside moved from Pharmco to the SDCW storage unit.

Thanks to our Beef Checkoff Funding and the approval of funds via SDBIC, our CattleWomen were able to continue to support the Lewis and Clark Information center at the Chamberlain rest area with the beef bags that are stuffed with family oriented South Dakota promotional materials such as coloring book and beef recipes. Merretta Anderson from the SDBIC staff did a great job designing the bags with various educationally inspired word finds, jokes, and word jumbles.

Twelve thousand bags were printed using the Borns Group. These bags were delivered to Pharmco in June. We appreciate Pharmco's support on accepting the boxes on pallets, which is delivered at an unknown time. The CattleWomen then move them at their convenience to the storage unit. Tanya and Courtney saw that the ones that didn't fit on the shelf were placed on pallets, keeping the boxes off the floor in case of moisture.

In order to get the best price possible on printing of the bags, bags are printed in quantity. The bags should not need to be reprinted for the next two or three years. These bags are largely used at the rest area, but also at Ellsworth picnic and other activities in the Rapid City area.



South Dakota CattleWomen Fiscal Year 10/1/2019-9/30/2020

	Actual	
Beginning Checkbook		Balance
Income Categories		\$ 4,026.24
Beef Certificate Account	\$ 6,600.00	
Dues	\$ 4,505.00	
Other Income	\$ 0.33	
Stock Account	\$ 5,300.00	
TOTAL INCOME	\$16,405.33	
		\$20,431.57
Expense Categories	Actual	
Accountant	\$ 0.00	
Beef Certificate	\$ 8,047.47	
Advertising	\$ 2,400.00	
Contractor	\$ 1,533.50	
Office Supplies	\$ 3,638.97	
Postage	\$ 410.00	
Travel		
Bond	\$ 359.00	
Club Project	\$ 500.00	
Dues (ANCW)	\$ 330.00	
Liability Insurance	\$ 2,273.00	
Meeting Expenses	\$ 2,117.38	
Printing (Newsletter)	\$ 1,384.98	
Regional ANCW		
Rent (Storage Unit)	\$ 330.00	
Scholarship	\$ 520.00	
TOTAL EXPENSES	\$15,796.83	
Un-Budgeted		
Equipment/Org	\$ 79.64	
Postage/Org	\$ 90.80	
Refund/Beef Certificate	\$ 65.00	
Supplies/Org	\$ 117.45	
All Expenses	\$16,149.72	
Ending Checkbook as of 10/2/2020		\$ 4,281.85

Message from the SDCW Out-going President

Dear Cattlewomen,

I wish to thank you all for the last two years. My presidency was a journey and I learned so much. I learned how to conduct a formal meeting. (We didn't have a local 4-H chapter when I was a girl.)

I learned the value of getting our requests for special funding to the BIC in a well presented and timely fashion. I thank all of you who sent pictures and reports.

I learned that community is powerful when disaster strikes and women can get the job done! I learned that small things done faithfully have bigger impacts than we might think. I learned that communication is not only desirable, it is vital.

Thank you for being my teachers.

Lindy, may this new year be one of dynamic new activity for the SDCW under your leadership. I look forward to supporting you as we move forward.

Noreen, thank you for stepping into the Treasurer role and working so hard to do things with care.

Becky, thank you for speaking for the heart of the Cattlewomen and what makes our group so beautifully diverse. Your words often steadied me when I felt inadequate.

Mary Jessen, thank you for your love for the SDCW and your reminders to get my information into the newsletter. You kept me accountable.

Shirley Thompson, thanks for your friendship both in SDCW and on the BIC. I will always remember our conversation over lunch in New Orleans. You gave me the chance to listen to a different perspective and to defend (I hope with grace) my own view.

Karla, what can I say but thank you for loving the SDCW and for driving yourself so hard to uphold this organization!

Katrin, you and your peers are the future of this organization. I hope my work has set the stage for you to do great things. Thank you for keeping our communication stream flowing!

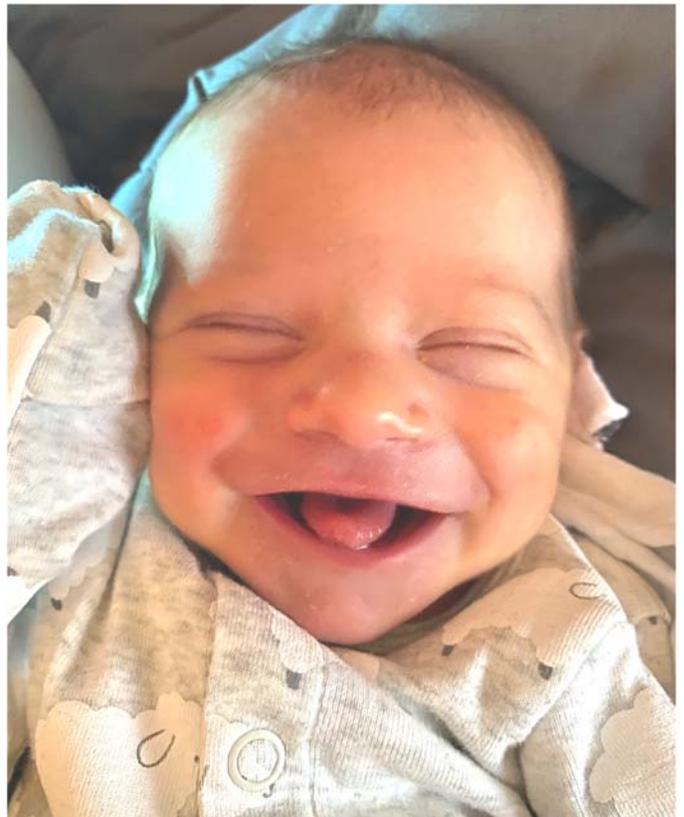
And lastly, to Julie Holmquist, thank you for your reassurances that I could do the job, for the companionship on our trip to the ANCW regional meeting in Iowa, and for being a voice of reason when I felt in over my head.

To all the rest of you, thank you for supporting the SDCW with your dues and your actions in your communities. I hope that reading my thank you's to the women above has helped you see that the SDCW still does what the founders intended, supporting producers, like myself, to succeed at life in the BEEF industry.

Your Past President
Evie Fortune



The Rosebud Rancherettes provided cookies for the Burke Livestock Annual BBQ sale. Never met a farmer/rancher that didn't like a homemade cookie!



Welcome Baby Barrett . . . Barrett Stanley Michael Cox was born November 7, 2020, to Prime CattleWomen member Carrie Cox and her husband, Preston, of Pukwana. Siblings are Everly, Adeline and Zander. In addition to being a busy mom and wife, Carrie teaches at Chamberlain High school as the chemistry, physics and research and design teacher.



Ashley Thompson of Keloland Living with Chef Justin Warner of the Food Network and Leslie Reuer, SDCW rancher and representative



Eric Reuer with Judge Justin Warner



Winning Burger



Leslie Reuer with a plate of completed burgers

BIC holds beef cook-off

South Dakota Beef Industry Council held a fun beef cook-off at the Sanford International Golf tournament in Sioux Falls September 12. The event was called “Grillin’ on the Greens” and was held at SDBIC “The Ranch” area near Hole 17 of the course. Leslie Reuer, Prime CattleWoman president was our representative from the South Dakota CattleWomen. She brought her Jr. High son, Eric, and college-age daughter, Paige, along with Paige’s SDSU roommate to cheer her on. The other competitors were also ranchers representing the SDBIC partners. Each rancher was teamed with a media celebrity and the two were given a challenge to prepare a burger with beef, of course, and to incorporate choices from an interesting pantry of ingredients. The cook-off was open to spectators from the golf tournament.

Leslie was teamed with TV personality, Ashley Thompson from KELOLAND LIVING. Their recipe included salt and pepper, onion, soy sauce and garlic salt. A horseradish sauce was spread on the top of the almost-cooked burger to create a flavorful crust and then the completed burger was topped with provolone cheese and bacon. A dipping sauce of wine and kimchi was served on the side.

Karl’s TV and Appliance provided the competition grills and the grills were given away to those in attendance. The judges were a mighty trio: Head official Justin Warner, from Food Network fame, along with strength coaches, Clete McLeod from USD and Nate Moe from SDSU.

The burger battle came down to top honors going to South Dakota Cattlemen’s Auxiliary member Jenny Johnson and Sanford Sports representative Terry Vandrover. The time-pressured cook-off ‘was a lot of fun’ according to Leslie and she was glad to participate.

South Dakota Cattle Women
 c/o Katrin Van Zandbergen
 31843 DeJong Rd
 Kennebec, SD 57544
 www.sdcattlwomen.org

'Beef, It's What for Dinner' coming back for the holidays

The holidays may look a little different in 2020. However, the National Cattlemen's Beef Association and the Beef Checkoff want one thing to remain the same, and that's beef. "Beef. It's What's for Holiday Dinner." For the first time since 2003, the iconic "Beef. It's What's for Dinner" brand will be on television. It will air a limited number of ads during the Hallmark Channel's Countdown to Christmas movies. The campaign released a successful video last year called the "Drool Log." It's a two-hour video of a Beef Prime Rib slowly cooking over an open flame, and viewers saw it more than. NCBA shortened the video to 15 seconds in the ads that will appear in late November and through December on the Hallmark Channel.

In addition to bringing the brand back to television, the "Beef, It's What's for Dinner" brand will help consumers learn how to make the perfect holiday meal through fully integrated digital and social media work. Whether

families are having a smaller family gathering or working with a tighter budget, there's a beef option for everyone, and experts will be available through an updated landing page on www.BeefItsWhatsForDinner.com as a one-stop shop for all cooking needs.



With Sincere Thanks!

The South Dakota CattleWomen express their sincere appreciation to the family of Gloria Schaefer for the generous memorial donation to our organization.

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|--|---|---|--------------------|
| ★ Associate Members | First Fidelity Bank of Burke, Colome and Winner | Sioux Nation, Kimball | Sustaining Members |
| ★ Animal Clinic, Ltd., Winner | | Statewide Ag Insurance, Inc., Chamberlain | Shirley Thompson |
| ★ Anson Insurance Services, Inc., DBA Southern Dakota Insurance, Burke | Frontier Motors, Inc., Winner | Statewide Ag Insurance, Inc. Winner | |
| ★ BankWest, Gregory | Gregory Animal Clinic, Gregory Grossenburg Implement, Inc. Winner | Stella's, Burke | |
| ★ Buche's, Gregory | Highmore Herald, Highmore | Teena's Kitchen, Colome | |
| ★ Burke Livestock Auction, Burke | Kohlman, Bierschbach and Anderson, Miller | Tim Pazour Trucking, Pukwana | |
| ★ Burke Oil Co., Inc. Chamberlain | Lewis Family Drug, Chamberlain | The Insurance Center, Winner | |
| ★ C&B Operations, Chamberlain | Littau Angus, Carter | Westwood Ranch, White River | |
| ★ Cahoy's General Store, Bonesteel | M & M Jessen Ranch, Holabird | Winner Livestock Auction | |
| ★ Chamberlain Veterinary Supply LLC, Chamberlain | Mathis Implement, Winner | Winner Seed/Gene Brondsema Winner | |
| ★ Charly's Restaurant & Lounge, Chamberlain | Mid Dakota Meats, LLC., Winner | | |
| ★ CHS, Inc., Corsica | Midwest Liquid Feeds, LLC | | |
| ★ Country Pride Coop, Winner | Wood | | |
| ★ DeJong Ranch, Kennebec | Purvis Electric, Burke | | |
| ★ Dobesh Ranch, Belle Fourche | Raven Angus, Colome | | |
| ★ Joe Duling, Gregory | Rosebud Electric Coop, Inc., Gregory | | |
| ★ First Dakota Bank, Yankton | | | |

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