



2020-2021

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For more Information,
go to
www.sdcattlewomen.org

Celebrating 67 years of promoting BEEF!

Volume 41, Issue 2

Quarterly Meeting *Tuesday, April 13* *10:30 a.m.*

Drifters Conference Center
Ft. Pierre, SD

(Next to the bridge)

Guest Speaker: Suzy Geppert
Executive Director of SD Beef Industry Council

Link to join by Zoom or Phone is below:

<https://zoom.us/j/91734692455?pwd=K0NhR2Fvby9PQm01aEdpT1ljVGF1Zz09>

Meeting ID: 917 3469 2455

Passcode: 429262

To join via phone: 1-312-626-6799

Tentative Meeting Agenda:

1. Call to Order, Pledge, Roll Call
2. Speaker: Suzy Geppert, SD Beef Industry Council
3. Minutes of the Previous Meeting
4. Treasurer's Report
5. Committee Reports
 - A. By-Laws, Points of Order
 - B. Membership
 - C. Consumer Education
 - D. State Fair
 - E. Scholarship
 - F. Investments
 - G. Beef Certificates
 - H. "Featured Cattlewoman"
 - I. RASDAK
 - J. Special Olympics
 - K. Social Media
6. Old Business
 - A. Sale barn promotion
 - B. Booth at the SD Stockgrowers' Convention
7. New Business
 - A. Regional meeting - South Dakota hosts June 10-12
 - B. Strategic Planning

Message from your President

It's Spring! The grass is greening and soon the rains will start (we hope). I found an essay by Richard French, MD of Hastings NE that I thought you might find interesting. Here is an excerpt:

"Have you ever calculated what has to happen for an inch of rain to cover a square mile of land? First, weigh water standing one inch deep in a 12 x 12-inch pan. It takes five pints weighing five pounds for an inch of water in one square foot. (one pint equals 1 pound). Then multiply 5,280 by 5,280 to get the number of square feet in a square mile, which is 28 million pounds of water. Next multiply by five for the water weight in pounds for that one-inch rain and we have 140 million pounds of water. Divide by 2000 pounds per ton and you have 70,000 tons of water carried in clouds to pour one inch of rain per square mile. This almost defies the laws of gravity. Is it not mind-boggling that this weight of water can be carried in the air as vapor? The next time you wonder why it seems so hard to get rain, think what has to happen to get all that water over those fields. It is one of the common miracles that surround us."

At our last meeting, Brenda Hofeldt of Millboro suggested we go to our local sale barns and encourage the women at the sale to join Cattlewomen. She then proceeded to put her plan into action. I helped her pass out brochures and Cattlewomen spatulas to every woman coming through the door at the Winner Livestock Auction one Friday. Then we went on to the Tripp County Bull-a-Rama being held that day. We got to talk with a lot of people and spread the word. We will get an update on any new members at our upcoming meeting.

If you would like me to help with a project or attend a meeting, when you are able to get back to regular meetings, call or email me! 605-842-9066 or llharkin@goldenwest.net.



SDCW Officers are, from the left: Past President Ruth Farnsworth, Secretary Mary Jessen, President Lindy Harkin, Vice President Katrin Van Zandbergen, Treasurer Noreen Krogman and Membership Director Norma Olson

Membership Report

There are 90 State members in the South Dakota CattleWomen, with six sustaining members: Kay Abbott, Kodi Blotsky, Danni Beer, Ruth Farnsworth, Katie Nold and Shirley Thompson; and 36 Associate members. It's not too late to pay your dues: State membership is \$20.00; Sustaining membership is \$35.00; Business/Ranch membership is \$50.00. Send checks to: Norma Olson, 26642 309th Avenue, Witten, SD 57584.

Secretary's Report

The South Dakota CattleWomen's quarterly meeting was held January 13, 2021, at 11:00 a.m. at the South Dakota Hall of Fame in Chamberlain, SD.

Installation of officers for the year was the first item of business. Ruth Farnsworth did the "Wheel" installation ceremony. Officers installed were: Lindy Harkin, President; Katrin Van Zandbergen, Vice President; Mary Jessen, Secretary and Noreen Krogman, Treasurer.

Lindy Harkin, President, called the meeting to order. Kodi B. led the flag salute and Lindy led the CattleWomen's Creed.

Introductions of all present was made with which club they represented and office held or committee they served on.

Mary J. gave the Secretary's report and asked that it be approved as printed in the newsletter, with the correction that the BIC budget for the Air Base project should be \$3,700.00 not \$700.00 as listed. Mary H. moved and Leslie R. second to approve. Passed.

Noreen K. gave the SDCW General Account and the BIC Account for the Treasurer's report. Becky L. moved and Brenda D. second to approve. Passed.

BY-LAWS: Article XII was discussed. It was decided to leave as is.

SDBIC: Lindy gave the report and reported that the BIC gave beef certificates to 45 hospitals in South Dakota to give to non-certified employees, such as janitors, cleaning ladies, cooks, etc. The BIC office plans to have a booth at the Black Hills Stock Show in Rapid City this year. A Beef Ambassador Project having kids cooking on Facebook was mentioned.

CONSUMER EDUCATION: Karla P. mentioned about a cookbook that Nebraska has.

PROMOTION: Brenda D. mentioned that we need a committee for sale barn promotion, such as signs being put around. The committee is Brenda H., Brenda D. and Ruth Farnsworth.

SCHOLARSHIP: Mary J. mentioned we gave two \$250.00 scholarships in 2020. After discussion, Mary H. moved and Ruth F. second to give two \$1,000.00 scholarships in the future. It was suggested to go through the school counselors. Passed. The "Hallie Cordes Scholarship" was discussed. There is approximately \$2,400.00 in the account. A committee of Noreen K., Kodi B., Mary J. or Carol Simon and Kay A. was appointed. All five clubs present voted yes to this being a separate account, managed through the SDCW Treasurer.

STATE FAIR: Brenda D. has ideas to get the SDCW more involved and is working with the State Fair office.

INVESTMENTS: Becky L. advised that the committee is Becky L., Lindy H. and Carol Hutchinson.

BEEF CERTIFICATES: Lindy H. gave the report. The new beef cards were very good sellers this year. A request was made to get a \$100.00 card. Some banks have a sign at the drive-through window stating "Beef Certificates are sold here".

Broke for lunch at 12:30 p.m. Karla had a door prize and Katrin V. was the lucky winner. The meeting resumed at 1:00 p.m.

CLUB REPORTS: Clubs present gave a brief report of their activities. Most clubs did not have a meeting during the year, but did do some projects through the mail or virtually due to the pandemic.

OLD BUSINESS: Beef cards - Lindy had given this information earlier.

SDSGA BOOTH: No discussion since Evie Fortune was not present.

DIRECTORY: Changes to the pink sheet in the newsletter were made and will be printed in the next newsletter. Brenda D. says we need to show photos of what we do. Brenda D. will have a proposal by the next meeting.

NEWSLETTER: Deadline is March 15.

SPECIAL OLYMPICS: Katrin V. will contact Tonya Ness to see what she wants to do with this project.

NEXT MEETING: Tuesday, April 13, 2021, at the Drifters in Ft. Pierre, if available.

ZOOM: E-mail Brenda Dreyer about how to get on and put this information in the newsletter.

FEATURED CATTLEWOMEN: Nothing has been done yet.

Thank you to Prime CattleWomen for furnishing the taco lunch.

Mary J. moved and Kay A. second to adjourn at 2:00 p.m. Passed.

Present: Mary J., Carol Sides, Kodi B., Kay A., Ruth F., Brenda D., Katrin V., Norma O., Brenda H., Becky L., Mary H., Leslie R., Lindy H., Karla P., and Noreen K.

Respectfully submitted,

Mary Jessen, Secretary

South Dakota Beef Industry Council holds quarterly meeting

The SDBIC team has displayed flexibility and patience with the COVID situation. They continue to promote beef in a persuasive and consistent manner. Several of their promotions include: Black Hills Stock Show, Team Beef South Dakota, Influencer Outreach and their most ambitious, Build Your Base.

They have started the Build Your Base program, along with Sanford, to reach out to high school and college students to educate them on the importance of beef in their diet as it affects athletic performance. They will soon be expanding the program to elementary students and eventually roll out the plan nationally.

Executive Director Suzy Geppert will be speaking at the April SDCW meeting to expand on these subjects and answer any questions you may have.

South Dakota CattleWomen Beef Certificates, Gift Cards

JUST ADDED:

**\$100 gift cards are now available
to purchase in addition
to the \$25 and \$50 cards.**

Each card has a \$3.50 additional charge to cover production costs. These cards work the same as any gift cards available on the general market.

Beef Certificates continue to fill a need to educate and as a convenience for the public. This fiscal year (October 2020 – March 2021) \$99,000 worth of Beef Certificates and cards have been sold. That is a lot of retail beef going out the store to benefit you, the producer. Please continue to promote and use the cards and certificates for gifts (Mother's Day and Father's Day are coming up!) or benefit sales or employee bonuses.

To order South Dakota Cattlewomen Beef Certificates contact: Lindy Harkin, PO Box 451, Winner SD 57580; 605-842-9066 or email: beefcertificates@yahoo.com

OUTLETS:

American Bank and Trust:

Miller, Wolsey, Pierre

BankWest: Kadoka,

Winner, Kennebec, Onida, Pierre

Black Hills Federal Credit Union:

Rapid City

Dacotah Bank:

Aberdeen, Bison, Lemmon

Dakota Prairie Bank:

Ft. Pierre, Presho

First Dakota Bank:

Chamberlain, Kimball

First Fidelity Bank: Gregory,

Burke, Colome, Platte, Winner

First Interstate Bank: Belle Fourche,

Edgemont, Hot Springs, Spearfish,

Sturgis, Wall

First National Bank:

Faith, Midland, Philip

Harrold Steakettes

Heartland State Bank:

Highmore, Tulare, Wessington

Mellette Co. CattleWomen,

White River

CHS: White River



*Club to
award scholarships ...*

Prime CattleWomen support a Burger Battle

Prime CattleWomen will again be awarding one \$500 scholarship

and one \$250 scholarship to a graduating senior of Chamberlain, Kimball, Lyman, or Lower Brule High School. Graduates must be attending a South Dakota college or vocational school. Studies related to Ag or Beef Industry are preferred; however all seniors are encouraged to apply.

Prime CattleWomen, Paula Grussing, Wendy Swanson and Leslie Reuer helped Elaine Reimer from the R&R Cattle Company serve their bull sale on February 19. Members also provided bars for the lunch.

A new project this year was a financial contribution of \$500.00 of beef certificates for prizes that will be awarded to Chamberlain Oacoma Area Chamber that is hosting a Burger Battle. This is a first-time-ever event that includes a Bingo Card with eleven different restaurants or food trucks in Chamberlain, Pukwana and Kimball. Participants are encouraged to eat a burger and get a punch on their bingo card. Some delicious creations are heading up menus, such as Steak Burger, Brule County Brisket Burger, and Bloody Mary Burger. As local chefs bring on the game for their tempting burger varieties, they are also competing for the traveling trophy that sports a burger on top! Prime is thrilled to be able to support the local businesses who support those us in the beef business.

Quoin Financial Bank:

Miller, Highmore

Roberts Co. State Bank

SD Beef Industry Council, Pierre

SD Stockgrowers, Rapid City

Sentinel Federal Credit Union,

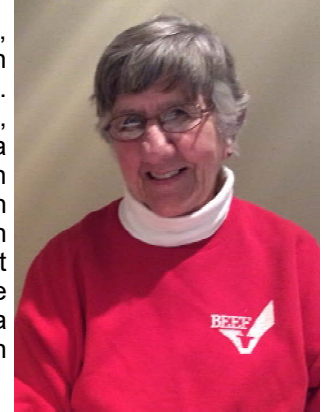
Winner

Member Spotlight

Mary Hendricks

I entered this world in 1939 in Miller, SD, the sixth of 10 children and raised on the ranch where Ron and I live today. Those were the days of no running water, electricity or conveniences. I attended a rural grade school that sat on our place. In 1957, I graduated from Gann Valley High school and then went to Aberdeen Presentation School of Nursing until I met the love of my life, Ron Hendricks. We were married in 1960 and it was such a notable affair that the church burned down shortly after.

We started our married life in Bookings,



SD, where our two sons were born. In 1962, we moved to Boulder, Colorado. I worked at the hospital in Boulder and our daughter was born there.

In 1964, Ron began his career with the Soil Conservation service and the moves began. We lived in six locations in Colorado, moving from the east slope to the west slope about every other year. In 1974, the call came for Ron to move to Oregon, then to Pennsylvania, New York, Maine, Nebraska and back to South Dakota in 1990. Many times we lived in motels and our camper was our dining area. That's when I told our kids we have a dog and a cat, but we just can't have a horse. During this time, we bought and sold 15 houses.

While in Pagosa Springs, Colorado, I had a visit from the president of the bank asking me if I could come to work for him and so the banking career began. The work in banking was very different from today, we had to keep our debits and credits on a legal pad and

balance them at the end of the day as we did not have calculators. I have held many positions in banking from filing checks, to managing branches, auditing and collections. In Pennsylvania, I was one of those chosen to set up the original ATM system. During our time in Pennsylvania, a doctor asked if I would set up an accounting system for him as he was going into practice for himself. I agreed and kept his books for three years until we left Pa. I have taught banking classes and taken banking classes, as well as working for various banks. During Ron's career, we have hosted many co-worker, employees, dignitaries and friends. We also hosted five "Up With People" during our stay in Maine. They were a wonderful group of young people from around the world.

Ron had come back to South Dakota in 1982 to buy the place we live on now from my mother. When Ron retired in 1994, we moved to the place and built the home we live in now. Pat Blum approached me and asked if I would join the Prime Cattlewomen. I have served as president of Prime and treasurer of SDCW. It is a great organization to be a member of. I have also served on numerous boards including Sanford hospital and regional health and South Dakota Association of Health Organizations. We are active members of our church. Unfortunately, with all the moves, we have dropped our children off along the way. One in Montana, one in Pennsylvania and one in Connecticut, who recently moved to Colorado. So, we don't get to see our seven grandchildren very often, but have enjoyed them. We were fortunate to have some of them for a month each summer helping us build and repair fence.

In my life, God is first, Ron and family, friends, neighbors. We have found there are good people wherever you live and we have kept in touch with many of them in various states. Always remember the beautiful sunrises and sunsets in South Dakota. We are truly blessed to live here.

Some of my favorite pastimes, gardening, crossword puzzles, playing with my grandchildren and a "gofer" for Ron.

Mary and Ron Hendricks of rural Gann Valley own the BS Ranch. Both are natives of the area. However, their work took them to many parts of the United States. Upon retirement, they chose to come back to the untouched prairie of Buffalo County.

"Mary Hendricks is sunshine and spitfire rolled into one. Always enjoy working with Mary. Not only is she dependable, but she's just so much fun. We've taken many road trips together, such as day trips to State CattleWomen meetings or regional meetings outside the state where Julie Holmquist often joined us. Locally, she has served in many capacities. For many years, she has headed up the annual Prime beef luncheon, which is our major fundraiser. Currently, she serves as a Membership Chair for Prime. At the State Level, she has shared her financial background by auditing beef certificate accounts, serving on the investment committee and often guiding the state treasury. She can be found with her hands in the dishpan, while helping serve the SD Hall of Fame reception where beef hors d'oeuvres are featured. Her leadership is appreciated by many of our members. Past president, Brenda Dreyer, while president, would use the 'WWMD' concept (WHAT WOULD MARY DO?) to direct her decision making. Lastly, I believe as members, we need to model the welcoming invitation that Pat Blum gave to get Mary involved initially. All of our CattleWomen have interesting stories and it's crucial that we continue to grow our organization," commented Karla Pazour.



PRIME CATTLEWOMEN assist with bull sale . . . R&R Cattle Company of Chamberlain held their 36th annual bull sale on February 19. Prime CattleWomen helping serve the complimentary lunch was Paula Grussing, Leslie Reuer, Wendy Swanson, and Elaine Reimer. Before the bull sale started, Steve and Elaine Reimer and family were recognized for receiving the prestigious Gold Book Award which is given by American Simmental Association Foundation. Dr. Wade Shafer from the association noted that there was no one any more deserving than Steve Reimer for his contributions in the genetics and leadership role. R&R Cattle Company is a seed stock business for Simmental, Sim Angus, and Angus breeds.

Zoom available to use for club meetings

The South Dakota Cattlewomen recently purchased a subscription to the Zoom virtual meeting platform. This allows for virtual meetings that are longer than 40 minutes. Zoom can be utilized via your computer or smartphone to include video, and via phone to just use audio.

Zoom is not perfect, and doesn't work well for large groups where several voices are speaking at once but it does work great for smaller meetings or events with just one speaker.

"We understand we are a widespread group and we don't want to let physical miles or a pandemic keep us from working to promote BEEF," said Lindy Harkin, SDCW President.

If you would like to schedule a Zoom meeting for your club, please contact Brenda Dreyer at bdreyer@midco.net.

Rosebud Rancherettes salute 'Unsung Hereos'

In January, the Rosebud Rancherettes prepared and served a meal to our local "unsung heroes", the Burke Fire Dept. It is an honor to serve them a meal as they unselfishly serve our community.

We have decided to start having meetings in April. It will be nice to see everyone again.



Directory Changes . . .

Past Presidents

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38630 142nd St.
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Phone 605-290-8223
bdreyer@midco.net

Julie Holmquist
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Prime CattleWomen
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Reliance, SD 57569
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Parliamentarian

Carol Simon
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Tolstoy, SD 57475
Phone 605-442-2522

Committees

Beef Certificate Investments
Becky Littau
Lindy Harkin
Carol Hutchinson

Sturgis Rally: SDBIC

Father's Day
Individual club project

Scholarship

Carol Simon
Mary Jessen
Brenda Dreyer

Featured CattleWomen

Kodi Blotsky
Ruth Farnsworth
Mary Jessen
Danielle Schubert

SD Cattlemen's Association

Jodie Anderson, Executive Director
215 E. Prospect Ave.
Pierre, SD 57501
Phone 605-945-2333
executive@sdcattlemen.org
<http://www.sdcattlemen.org/>

Beef Certificate Outlets

- * American Bank and Trust: Miller, Wolsey, Pierre
- * BankWest: Kadoka, Winner, Kennebec, Onida, Pierre
- * Black Hills Federal Credit Union: Rapid City
- * Dacotah Bank: Aberdeen, Bison, Lemmon
- * Dakota Prairie Bank: Ft. Pierre, Presho
- * First Dakota Bank: Chamberlain, Kimball
- * First Fidelity Bank: Gregory, Burke, Colome, Platte, Winner
- * First Interstate Bank: Belle Fourche, Wall, Edgemont, Hot Springs, Spearfish, Sturgis
- * First National Bank: Faith, Midland, Philip
- * Harrold Steakettes
- * Heartland State Bank: Highmore, Tulare, Wessington
- * Mellette Co. CattleWomen, White River
- * CHS: White River
- * Quoin Financial Bank: Miller, Highmore
- * Roberts Co. State Bank
- * SD Beef Industry Council, Pierre
- * SD Stockgrowers, Rapid City
- * Sentinel Federal Credit Union, Winner

Scholarships available from SDCW



Applications for the New Generation scholarship are available on the SDCW website at www.sdcattlwomen.org.

The deadline to apply for this year's scholarships is May 1, 2021. We have more funds available and are hoping to offer more than one scholarship.

The highlight of the scholarship application is an essay telling how the student would promote beef.

High school seniors planning to attend college or a technical school and college students already enrolled are encouraged to apply.



Easter is a time to rejoice and be thankful. May your Easter season be blessed with family and friends!

★ 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	Kay Abbott
★ BankWest, Gregory	Gregory Animal Clinic, Gregory		Kodi Blotsky
★ Buche's, Gregory	Grossenburg Implement, Inc. Winner	Stella's, Burke	Danni Beer
★ Burke Livestock Auction, Burke	Highmore Herald, Highmore	Teena's Kitchen, Colome	Ruth Farnsworth
★ Burke Oil Co., Inc. Chamberlain	Kohlman, Bierschbach and Anderson, Miller	Tim Pazour Trucking, Pukwana	Katie Nold
★ C&B Operations, Chamberlain	Lewis Family Drug, Chamberlain	The Insurance Center, Winner	
★ Cahoy's General Store, Bonesteel	Littau Angus, Carter	Westwood Ranch, White River	
★ Chamberlain Veterinary Supply LLC, Chamberlain	M & M Jessen Ranch, Holabird	Winner Livestock Auction	
★ Charly's Restaurant & Lounge, Chamberlain	Mathis Implement, Winner	Winner Seed/Gene Brondsema Winner	
★ CHS, Inc., Corsica	Mid Dakota Meats, LLC., Winner		
★ Country Pride Coop, Winner	Midwest Liquid Feeds, LLC 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 Cattlemen strive to Promote, Educate and Inform about our BEEF INDUSTRY.