



South Dakota CattleWomen

Auxiliary to the
South Dakota Stockgrowers

2021-2022

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For more Information, go to

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Celebrating 70 years of promoting BEEF!

Volume 42, Issue 2

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

**South Dakota CattleWomen
Quarterly Meeting**

Tuesday, November 30, 2021

12:00 Noon

Perkins Restaurant, Ft. Pierre, SD

Tentative Agenda:

Call to order, Pledge, Creed

Additions to the Agenda

Minutes of the previous meeting

Treasurer's Report

Committee Reports:

A. Membership

B. State Fair

C. Investments

D. Beef Certificates

E. Social Media

F. SD Beef Industry Council

G. Scholarship

Club Reports

Old Business

A. Strategic Plan: Assignment of Committee Chairs

B. Moving forward with the plan

New Business

A. Approve Yearly Budget for 2021-2022





Message from your President

The Annual Meeting of the South Dakota Cattlewomen was held on September 9. The current officers were re-elected for the year 2021-2022. In other business, Buddy Seiner, who had earlier led us in our strategic planning session, reviewed the results of our planning and gave us a detailed outline to follow. This plan should help us focus on specific goals that will create a dynamic organization that will promote and enhance the beef industry in South Dakota.

This is an ambitious plan that will take the assistance of the entire organization. I am hoping that all members will be willing to support the plan in some way. The following are the three priority areas and a few suggestions as to how **YOU** might be able to help.

EDUCATION:

- Scholarship promotion
- Educational videos (ideas, participation)

PROMOTION

Our primary goal at this time is to create an online MEAL PLAN with cattlemen recipes. A great way for individuals to contribute!

Ambassadors for Beef (Connections to high profile ranchers/farmers who will promote beef)

Contribute to the new website and promotional materials

MEMBERSHIP

- Asking each club to increase their membership
- Connections to communities that don't have clubs currently

These are just a few suggestions. Any additional suggestions and ideas are encouraged. Please contact a SDCW officer to offer your support.

Thank You!

Thank you, South Dakota Cattlewomen, for allowing me to represent you at the National Cattlewomen Convention in Nashville, TN, August 8-10. The first day was a tour day, so we visited Nash Creamery, Jack Daniel's Distillery and Deer Valley. The next day started with a speaker and meetings to follow with reports on what other states/region's were doing. The last day began with another great speaker and ended with much energy and encouragement to continue our goals for promoting BEEF! I learned so much and met so many wonderful ladies. I then witnessed the opening session of the NCBA which contained some great info about the beef checkoff and ended with several songs sung by Kix Brooks!

Katrin Van Zandbergen



SDCW 2021-2022 Officers: (from the left)

- Norma Olson, Membership Director
- Noreen Krogman, Treasurer
- Katrin Van Zandbergen, Vice President
- Lindy Harkin, President
- Mary Jessen, Secretary (not shown)

Secretary's Report

The South Dakota CattleWomen's Annual Meeting was held at the Holiday Inn in Spearfish, SD, on September 9, 2021, at 10:00 a.m. MT. President Lindy called the meeting to order and led the flag salute and the CattleWomen's Creed. Those attending in-person were: Lindy H, Katrin V, Noreen K, Ruth F, Norma O, Brenda D, Evie F, Carol Sides and Buddy Seiner (a guest). Those attending by Zoom were: Donna, Becky L, Mary J, Shirley T, Kodi B and Tonya Ness.

The agenda of the meeting was approved with the addition of the scholarship project.

The Secretary's minutes were approved as printed in the newsletter. A motion was made to accept them and Ruth second. Passed.

Noreen gave the Treasurer's report for the past year. Evie moved and Carol Sides seconded to approve. Passed.

Buddy Seiner was introduced and reported on the progress of the Strategic Planning. He suggested some ideas and stayed in the meeting until lunch.

Norma gave the membership report. She is working on contacting affiliate and club members.

Brenda gave the State Fair report. The SDCW had banners around the fairgrounds and gave away beef certificates. No beef bags were available this year. Brenda suggested that something fresh needs to be added in coming years.

Becky gave the investment report.

Lindy gave the Beef Certificate report. It was suggested to add advertising to the SDCW Social Media and ask the South Dakota Stockgrowers to carry the beef cards in their office.

Brenda and Shirley reported on Social Media. Debra Elliott has been hired to update and maintain the website. Debra has been hired for the website, only, but not for social media.

Evie gave the Beef Industry Council report. BIC is focusing on the "Build Your Base" program, which is an athletic beef meal program. BIC holds the rights to this program and must be given credit by users.

The PGA events sponsored by BIC and

Sanford Health receives national and international attention promoting beef here in South Dakota.

Lindy reported that the Sturgis Rally touched over 30,000 people.

Brenda reported she received over 20 applications for the scholarship. She, Kodi and Mary J. will review the applications and finalize the winners by mail.

Shirley suggested her regional report in the newsletter be accepted as printed.

Club reports were given by the Harrold Steakettes, Mellette County, Rosebud Ranchettes, Southern Belles and Southern Hills, who reported they have not held any meetings.

A lunch break was taken.

Katrin gave a report on the ANCW mid-year meeting she attended.

Lindy introduced the slate of officers for the coming year. Nominated were Lindy for president, Katrin for vice president, Mary J for secretary and Norma for membership. Noreen did not want to continue, but Lindy nominated her. Noreen asked if a printer could be purchased for the treasurer. A printer will be added to the next budget. Noreen then agreed to serve one more year.

Ruth moved to accept the slate of officers presented. Carol Sides second. Passed with a unanimous vote.

The open term on the BIC Council was introduced by Lindy. Evie could be reinstated and Becky expressed interest in the position. A vote was taken and Becky was declared the winner.

The next quarterly meeting will be November 30, 2021, at 10:00 a.m. in Pierre, SD.

Lindy adjourned the meeting.

Mary Jessen, Secretary, thanks Evie Fortune for recording the minutes of the meeting.

Respectfully submitted,
Mary Jessen, Secretary

Membership Update

SDCW has 141 members
2 Sustaining Members
39 Associate Members



In the
Spotlight

Highmore Herald



Hello, everyone! I am Mary Ann Morford, publisher of the Highmore Herald. Before I begin a history of the Highmore Herald, I want to thank the South Dakota CattleWomen for allowing me the privilege of printing your newsletter. It has been an interesting project and I have learned a lot about beef in the process. It is my favorite main dish of nearly every meal. My husband, Lynn, and I have a daughter in Pierre, whose daughter is attending SDSU and a son, daughter-in-law and granddaughter in Sioux Falls. We are very fortunate to have them all in the state.



The Highmore Herald is now 139 years old. At one time, there were 15 newspapers published in Hyde County. Back in the early years of Hyde County, each township was a potential town with a complete set of elected officers. Newspapers were among the first to establish a business of presenting news and legal transfers. The Highmore "Mirror" was the first paper established in Hyde County, starting in 1882 by William G. Geary. He sold to Eli Johnson in 1882, when the name was changed to the Highmore Herald. There were different operators between 1883 and 1908, but the paper was owned by John C. Stoner. John B. Perkins leased the paper and purchased it in 1908. He owned and operated the Herald until 1950, when it was sold to William McDermott. Irwin Hayes purchased the paper in 1966. He owned the paper until March of 1989, when he sold the Highmore Herald to me. For many years, the pages were designed in Highmore and printed in Pierre. At the present, the pages are still designed in Highmore, but the printing is done in Mobridge.

I am the seventh owner of the Highmore Herald and the first woman to be a publisher of the Highmore Herald. I really never gave that much thought until someone mentioned it to me one day and I remember thinking "that is an accomplishment in itself." I began working at the Highmore Herald as a typist and bookkeeper in 1977. There have been many changes over the years and the work is not nearly as strenuous as it was, although there are still deadlines to be met each week.

The Highmore Herald is not only a weekly newspaper, but also a small commercial printing business that includes newsletters, envelopes, letterhead, sales invoices, etc. We make wedding invitations and programs, as well as other types of invitations, plus have party supplies available.

Over the years, there have been several part-time employees at the Herald. Mary Beth Hamlin has been a full-time employee since 1989 when I purchased the paper. We have taken thousands of pictures for the various events, have watched the construction of three Mid-Dakota Water towers and the construction of wind turbines in Hyde County. The life of a newspaper publisher means being on-call 24 hours a day, seven days a week, but it is a very rewarding (sometimes stressful) job that I have enjoyed.

Shown above is the sign on the front of the Herald building and shown here is the masthead of the Highmore Herald, which has been in use since the very beginning.



South Dakota Beef Industry Council holds annual meeting

The Annual Meeting of the SD Beef Industry Council was held September 27, 201, at Ft. Pierre, SD. Reports were given on several ongoing projects. No complete reports were available for the Sturgis Rally or the Sanford International Golf Tournament, since final financials haven't come in yet.

Authorization requests for the 2021-2022 FY were approved. The SD CattleWomen received approval for their requests for the SD State Fair and the Ellsworth Air Force Base picnic.

The new officers who were elected for the 2021-2022 year were: President Veabea Thomas (SD Beef Breeds); Vice President Gary Deering (SD Stockgrowers) and Secretary Erin Yost (SD CattleWomen).



Beef Certificates and Beef Cards . . . Yes, it's Fall and it's time to start thinking about Christmas! SDCW has the perfect answer for you: SDCW Beef Certificates and Beef cards.

Beef Certificates and Beef Cards are a thoughtful and easy gift, especially for friends and relatives who live a distance away. Certificates and Beef gift cards can be tucked into a Christmas card and sent through the mail. Beef Certificates come in \$5, \$10, \$20, and \$25 increments. The charge for certificates is the face value.

The gift cards are especially appropriate for those who live outside of South Dakota and are not familiar with SDCW. They are pre-paid Visa gift cards that are redeemable anywhere Visa is accepted. The cards come in \$25, \$50, and \$100 amounts. There is a \$3.50 handling charge per card.

To order certificates or cards call **605-842-9066** or **e-mail** beefcertificates@yahoo.com or **mail** your order to: Lindy Harkin, PO Box 451, Winner SD 57580.



Southern Belle CattleWomen put up a Welcome Hunters Scarecrow riding a horse and roping a bull with a sign saying "Refuel with Beef after your hunt!" in honor of opening weekend of pheasant hunting. They are also having their annual Beef Fest November 19, with a dine-in or carry-out dinner of roast beef, mashed potatoes/gravy, green beans and dinner roll!

Harrold Steakettes

The Harrold Steakettes met September 29 at the home of Millie Salathe with three members present. The secretary and treasurer reports were given. September is Beef Education Month and four new teachers in the Highmore-Harrold School District were given a beef certificate to welcome them to the district. New business is the club has begun collecting state dues.

The Harrold Steakettes met October 20 with three members and one guest present. The secretary and treasurer reports were given. A thank you note was passed around. Old Business is that the club is continuing to collect state dues from members. New business is that the next SDCW quarterly meeting is in Pierre on November 30. The club welcomed a new member, Judy Bollweg. The club extends sympathy to the family of Joan Ramsey, who had served as vice president of the club.

Southern Belle CattleWomen

The Southern Belle CattleWomen met October 22 at the Tripp County Library meeting room. Kodi called the meeting to order with Debbie, Kay, Katrin, Becky and Ruth in attendance. Guests were Amy Greathouse and family. Everyone wrapped silverware to get ready for Beef Fest.

Debbie brought sponsorship letters for 4-H recognition night and Becky paid her \$300 for awards. In addition, the Southern Belle CattleWomen donate \$10 to every 4-H member using Beef in the Special Food recipe and for all Youth-in-Action presentations with the topic related to beef.

Old business was that the club will be checking to see if there is something that can be given to new residents moving into Winner. It has been done in the past and would like to do again. It was suggested to check with the Chamber.

The scarecrow at Jeff's gun vault is still standing. The message "Refuel with Beef after Your Hunt" was a good idea. Beef Jerky was nearly done and many had signed up for raffle for Beef Certificates. Drawings will be held the end of October and the end of November. Next year there will be some brochures for hunters to pick up. The project had reached people from the area and several surrounding states.

New business was to update information in the project booklets. Kodi will be working on that, so if you have a new phone number or other contact information, contact her.

The club will not be serving lunch this year at the Prospect Show on November 6, but will look into setting up a membership drive booth in conjunction with the booths that will be set-up that day. The club donated money to help the Prospect Calf Show, which brings families from all over the state and surrounding states to show.

Promotions items were discussed. Those stored at Chamberlain are to be used for State Projects first and the remaining items can be used by the clubs.

Beef Fest will be November 19 at the Tripp County 4-H Center. There will be delivery, take-out and dine-in options for the meal of roast beef and gravy, mashed potatoes, green beans, homemade bars and rolls. Donna will slice the roast, Becky will take care of potatoes, Katrin will bring green beans, Ruth will provide dinner rolls, Kris will do the calling and all members will be contacted about helping and bringing a jelly roll size pan of bars, Kodi will get paper products, Becky will contact businesses about complimentary tickets for those that sell beef certificates and marques, Kodi and Ruth will take reminders to the businesses two days before the event and Debbie will put up posters and put one ad



Mellette County Cattlewomen participated in the White River Frontier Days parade. The club honored their "unsung heroes", the ladies who first promoted "Cow Belles" in Mellette County and celebrated 65 years of promoting beef. Promotional materials were distributed along the parade route.

in the newspaper.

The Christmas tree at the courthouse will be decorated by Katrin and Barb. Katrin feels new decorations are needed, so they will be working on that. Discussion was held on the Parade of Lights on November 27 and Ladies Night Out on December 8. Club will decide late is they are participating.

Meeting adjourned and the group finished wrapping silverware. The club thanked Amy for helping.

Rosebud Rancherettes back to meeting

The Rosebud Rancherettes are back to having meetings and supporting the Beef industry. The club provided cookies for the Burke Livestock BBQ sale in September. Never met a farmer/rancher who didn't like a homemade cookie! We appreciate all their hard work.

The club provided and served the beef at the 4-H premium sale.

Our group furnished ten pounds of hamburger for chili for the last Farmers Market.

The club had a float in the Homecoming parade and threw out pencils promoting beef.

Happy Fall!



Five new Burke School staff members were welcomed to the community by Mary Horn, representing the Rosebud Rancherettes, and presented Beef Certificates by the organization.

Pictured above from left to right is: Todd Ser who is the elementary school custodian; Mary Horn representing the Rosebud Rancherettes; Amber Wilhelmsen, a Paraprofessional in the elementary; Crystal Simison, a Paraprofessional in the elementary and Robby Thompson, the Burke School District's new superintendent. Not pictured: Sabrina Bauld, who is also a Paraprofessional in the elementary school.



Helen Grim, who crocheted the beautiful grey and white afghan for the Rosebud Rancherettes Raffle, is pictured above with the lucky winner Rose Kerner. Rose's name was drawn during halftime of the Homecoming Football game. The Raffle was held as a fundraiser in support of the Rosebud Rancherettes effort to put local beef in the school lunch menu and the organization would like to thank all those who purchased tickets in support of the project. The Rosebud Rancherettes have facilitated the Beef in Schools program in the Burke School District since 2018, with the first delivery of locally-raised beef incorporated into recipes in January, 2019. The latest round of livestock donated came from Don and Lisa Even and family, Bryan and Kasey Hanson and family and the Burke Livestock Auction family and was processed at Wall Meats and delivered back to the Burke School on August 20.

Merry  
Christmas

South Dakota Cattle Women
Norma Olson
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Breakfast Beef Burritos

8-oz. Sirloin Steak,
 cut 1/8" to 1/4" thick
 2 Eggs, beaten
 1/4 cup Mexican Cheese Blend,
 Shredded
 1 Tbsp. Water
 1/4 tsp. Pepper
 Salt to taste
 2 10-inch Flour Tortillas, warmed
 1/4 cup Salsa
 Toppings: Sour Cream, Chopped Fresh
 Cilantro, Additional Salsa
 Combine eggs, cheese and water in
 small bowl. Spray large nonstick skillet
 with cooking spray; heat over medium-
 high heat until hot. Add egg mixture;
 cook and stir one to two minutes or
 until scrambled and just set. Set aside,
 keep warm. Season steaks with pepper.
 Wipe out pan and spray with

cooking spray; heat over medium-high
 heat until hot. Add half of the beef, cook
 1/8-in. steaks one to two minutes (1/4-
 in. steaks three to four minutes) or until
 outside surface of beef is no longer pink.
 Remove from skillet. Repeat with
 remaining beef. Season beef with salt,
 as desired. Layer half of the beef on
 each tortilla, leaving 1-1/2-in. border on
 right and left sides. Top with two
 tablespoons of salsa and half of the
 eggs. Fold right and left sides of tortilla
 over filling. Fold bottom edge up over
 filling and roll up rightly. Put on grill or
 in frying pan to brown if you want them
 a little crunchy. Add desired toppings.

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| ★ Associate Members | Elevate Agronomics | | |
| ★ Animal Clinic, Ltd., Winner | First Dakota Bank, Yankton | Olson Family Trust, Witten | Sustaining Members |
| ★ Anson Insurance Services, Inc., | First Fidelity Bank of Burke, | Purvis Electric, Burke | Shirley Thompson |
| ★ DBA Southern Dakota | Colome and Winner | Raven Angus, Colome | |
| ★ Insurance, Burke | Fishing Buddy Studios, Pierre | Riverview Chevrolet, Oacoma | |
| ★ BankWest, Pierre | Frontier Motors, Inc., Winner | Rosebud Electric Coop, Inc., | |
| ★ Buche's, Gregory | Gregory Animal Clinic, Gregory | Gregory | |
| ★ Burke Livestock Auction, Burke | Grossenburg Implement, Inc. | Statewide Ag Insurance, Inc., | |
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| ★ C&B Operations, Chamberlain | Highmore Herald, Highmore | Statewide Ag Insurance, Inc. | |
| ★ Cahoy's General Store, | Kohlman, Bierschbach and | Winner | |
| ★ Bonesteel | Anderson, Miller | Stella's, Burke | |
| ★ Charly's Restaurant & Lounge, | Lewis Family Drug, | Westwood Ranch, White River | |
| ★ Chamberlain | Chamberlain | | |
| ★ CHS, Inc., Corsica | Littau Angus, Carter | | |
| ★ CHS River Plains, Winner | M & M Jessen Ranch, Holabird | | |
| ★ Dailey Dental, Chamberlain | Mathis Implement, Winner | | |
| ★ DeJong Ranch, Kennebec | McKay's Insurance Agency, | | |
| ★ Drifters Bar & Grill, Ft. Pierre | Sturgis | | |
| ★ Duling Ranch, | Mid Dakota Meats, LLC., | | |
| ★ Joe Duling, Gregory | Winner | | |

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