



South Dakota CattleWomen

Auxiliary to the
South Dakota Stockgrowers

2021-2022

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For more Information, go to

www.sd cattlewomen.org

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, March 1, 2022
10:00 a.m. CST
Civic Center, Burke, 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. Scholarships

H. Chamberlain Rest Stop

Club Reports

Old Business

A. Strategic Plan: Assignment of Committee Chairs

B. Promotion

New Business

A. Special Olympics

B. Rasdak

Editor's Notes . . .

The following information is from a previous editor, but still applies today:

"As I begin my year as Editor, I would like to share a few ideas with you. The Newsletter serves a purpose. It is a means of keeping you informed of upcoming events and events gone by - along with project and club reports. This is where you can help:

1. If you are a project leader, use the newsletter to publish what you want done. Then when the project is finished, send a report to me to let everyone know the results.

2. Club Presidents: Be sure your reporter sends me a report each month on your club activities. Besides being interested in what you are doing, you can share ideas through your reports with other clubs.

3. When you know of a "Beef" promotion activity in your area, get it listed on our bulletin section. The newsletter goes all over the state. Maybe someone would like to attend in your area.

4. Send pictures of your club in-action or a picture of your club.

5. State Officers: If you attend a meeting or workshop, please send a report to me.

If we all share our work and accomplishments, we will have better communication across the state." Thank you, Lylas Fisher, Editor

Message from your President

Many thanks to Mary Jessen for creating this beautiful Christmas tree for South Dakota CattleWomen to display for Christmas at the Capitol. We appreciate your hard work.

I hope everyone has had an opportunity to check-out our new and updated website. It will be convenient and easy to navigate – not only for our members, but also for members of the public interested in learning more about BEEF.

Soon-to-come will be several exciting additions that you, our members, will be able to contribute. There will be a recipe and meal planning section. Please send your favorite BEEF recipes to be shared!

New also will be a Calendar of Events. We want you to send all your club's events to be included in the calendar, as well as the state events.

If there are other services that you think would be relevant for the site, please let me know! We want to make sdcattlegirls.org useful to members and potential consumers as well. Thanks for your help!

Lindy Harkin, President



Beef certificates, cards available with credit card payment option

Beef Certificates are now able to accept credit cards in payment for the certificates and gift cards. This enables more efficient and faster payments and distribution for SDCW and the customers. Soon we will be able to order and pay for Beef Certificate and cards online! Another way we will be making it easier to use beef certificates and cards. Sales for beef certificates and gift cards during the holiday were very good and continue to promote South Dakota beef.

Beef Certificates come in \$5.00, \$10.00, \$20.00 and \$25.00 increments with no additional fees and are used like a check.

Beef cards come in \$25.00, \$50.00 and \$100.00 increments with a \$3.50 additional fee for processing and are used like a credit card.

**Give the gift of delicious,
locally-grown South Dakota Beef!**

BEEF CERTIFICATE OUTLETS

American Bank & Trust: Miller, Wolsey, Pierre
 Bank West: Kadoka, Winner, Kennebec, Onida, Pierre
 Dacotah Bank: Aberdeen, Bison, Lemmon
 Dakota Prairie Bank: Ft. Pierre, Presho, White River
 First Dakota Bank: Chamberlain, Kimball
 First Fidelity Bank: Burke, Gregory, Colome, Platte, Winner
 First Interstate Bank:
 Belle Fourche, Edgemont, Hot Springs, Spearfish, Sturgis, Wall
 First National Bank: Faith, Midland, Philip Harrod Steakettes
 Heartland State Bank: Highmore, Tulare, Wessington
 Mellette County Cattlewomen White River
 Quoin Financial Bank: Miller, Highmore
 Roberts County State Bank
 South Dakota Stock Growers: Rapid City
 Sentinel Federal Credit Union: Winner

Secretary's Report

The South Dakota CattleWomen's quarterly meeting was held November 30, 2021, at Perkins' meeting room in Ft. Pierre, South Dakota.

President Lindy called the meeting to order at 10:00 a.m. with 10 members present.

Lindy led the Pledge of Allegiance and the CattleWomen's Creed. Additions to the agenda were added.

Secretary Mary J. moved to approve the minutes of the last meeting as printed in the newsletter. Kay A. second. Passed.

Lindy gave the Treasurer's report in the absence of Treasurer Noreen.

Committee Reports:

Membership: Given by Norma. She is receiving dues from clubs now.

State Fair: No report

Investments: Becky gave the report and announced the balance in the account.

Beef Certificates: Lindy reported. Beef cards are available in \$25.00, \$50.00 and \$100.00 amounts, along with the paper certificates.

Social Media: No report

South Dakota Beef Industry Council: Lindy reported about on-going events and the next meeting.

Scholarship: Brenda not present, but entries are being judged now.

Christmas Tree: Mary J. showed ornaments used and talked about the tree in the Capitol.

Newsletter: Mary J. has next deadline as February 1.

Club Reports: Southern Belles, Prime, Harrold Steakettes and Southern Hills reported.

Next Meeting: March 1, possibly at Gregory or Burke if they agree. Lindy will contact Sue Chytka.

OLD BUSINESS:

Strategic planning will be talked about at all meetings. Becky and Ruth talked about recipes online. Access to meal planning was discussed.

Mellette County got several new members and are challenging other clubs to do the same.

Other items discussed included: blood

drive in Winner and Valentine's Day promotion at the sale barns.

SDCW Budget

Income:

Beef Certificates	\$23,500.00
Donations	\$1000.00
Dues	\$4,450.00
Other	\$500.00
Scholarship	\$50.00
Stock Account	\$8,500.00
Total Income	\$38,000.00

Expenses:

Accountant	\$1,800.00
ANCW	\$2,500.00
Beef Certificate Expense	\$12,000.00
Club Projects	\$500.00
Newsletter	\$2,500.00
Organization (bond, dues, equipment)	\$7,700.00
Scholarship	\$2,250.00
Web Contractor	\$6,750.00
Miscellaneous	\$1,000.00
Special Olympics	\$1,000.00
Total Expenses	\$38,000.00

Kodi moved and Carol Sides seconded to donate \$1,000.00 to Special Olympics to be included in the budget. Passed.

Mary H. moved and Carol Sides second to approve the SDCW budget presented. Passed.

Mary H. moved to adjourn at noon and Kay A. second. Passed.

Those in attendance: Mary J, Lindy H, Kay A, Mary H, Becky L, Carol Sides, Kodi B, Carol Simon, Ruth F and Norma O.

Respectfully submitted,
Mary Jessen
Secretary

Membership Update

111 State Members
2 Junior State Members
2 Sustaining Members
41 Associate Members



South Dakota CattleWomen feature member this month is Nancy Stirling-Neuhauser. This article was written by Ruth Anne Farnsworth of Southern Belle CattleWomen, who had the honor to share good memories with Nancy promoting Beef.



Nancy and Dick Stirling were married in 1949. They lived and worked on the Stirling ranch west of Fort Pierre, buying their own place nearby in 1951. Their children, Kathy, Cyndi, Julie, Sandra and Allen, were born while they lived in Stanley County. In March of 1964, they purchased a ranch in Hyde County and trailed all of their cattle to the new home. Brett, Carrie and Kristen were soon added to the family.

Nancy joined a CowBelles club in Stanley County in the late 50's. After moving, she joined the Mid-So-Dak club. Nancy said they had some really good gatherings and she became active in this club. The first National Cook-Off was held in 1975-76 in Denver, Colorado. Nancy was on the committee to help, and that was the beginning of her involvement with the National Organization. Nancy was very involved with the South Dakota cook-off and other Beef Promotion projects.

In 1981 the National Cook-off was held in Sioux Falls and Nancy's daughter, Cyndi, participated. Thanks to Nancy's encouragement, many South Dakota members were actively involved with this event. In 1979-80 she was Treasurer of our state Cowbelles and worked her way up the officer chain becoming President in 1982-83. During those years membership was growing to 574 state members, 254 national members and 28 clubs. Her husband, Dick, was very encouraging of Nancy promoting Beef. They attended many events together. When work on the ranch wouldn't allow him to go, he encouraged her to be involved.

As an officer, her team traveled across the state encouraging the clubs and growing membership. In 1982, the Southern Belle CowBelles hosted them with a picnic and entertainment with Lylas Fischer on the guitar and the others joining in on the singing. This was just one of many fun times they had with their spouses promoting the organization. Nancy's theme for her first year as SD president was "Beef Feeds the Hungry" and many beef certificates were donated to the Salvation Army to provide others free beef.

In 1997, Dick passed away from a long battle with cancer. Nancy and her family developed a memorial event for people with cancer called the Stirling Family Memorial Ranch Rodeo. They are in their 25th year of "Families Helping Families Fight Cancer".

In 2000, Nancy married Ray Neuhauser, a man she had known from her youth. Nancy spent years as a consultant for the South Dakota Beef Council, promoting beef. One example of her cooking savviness was when Nancy coordinated with South Dakota Tourism to provide beef samples at the Chamberlain Rest area. They served beef salad in a bag, which was great for camping. She educated people in many situations about the ease and healthiness of beef.

Nancy served several terms representing the CattleWomen on the SD Beef Industry Council board. She was very supportive of the officer teams that followed her term and also was encouraging to new members to get involved. She served on many National committees, eventually becoming National President in 2006. Her theme was Bee—F Positive, "You are not born on this planet to take up space, but you are here to do and to give and to Bee—F Positive, so that when you leave this earth you leave something good behind," said Nancy.

Amanda Nolz Radke was the National Beef Ambassador winner that year. "I had the pleasure of getting to know Nancy when I was a National Beef Ambassador. In her role as ANCW President, she was a strong leader, a passionate advocate, and a powerful voice for the beef industry. I'm proud to know her and to have had the chance to learn from her," said Amanda.

Nancy chaired the 2005 National Beef Cookoff South Dakota hosted in Rapid City. Thus, the cook-off had incredible media coverage and some part of it was picked up in several major television markets. Under Nancy's leadership, she knew exactly what was needed to be done. She said it was Great TEAM work that made it so successful.

Following Nancy's term as National President, she came back to South Dakota and filled in the gap as President one more time. During her year, we hired Lindy Harkin to handle our Beef Certificates, relieving the Stockgrowers office of this job. With the help of some very creative younger members, we finally developed our own web page.

Nancy remained a part of the National and State CattleWomen for many years serving on various committees. She said she is very thankful for all the opportunities she has had and the people she has met. After she and Ray moved to Pierre, she helped out at the Beef Council office when needed.

They now live at Kelly Retirement apartments, 1522 East Dakota Avenue, Pierre SD 57501. She would love to hear from you if you want to drop her a card or stop and visit. Her phone number is 605-945-5118

Nancy always would end her President's letter for this publication with one comment. "Remember we must promote BEEF everyday - Because Nothing Satisfies Like Beef."

Marcella LeBeau supported justice

Marcella Rose LeBeau, an Army nurse who was honored for her service during World War II and leadership in the Cheyenne River Sioux Tribe, has died. She was 102.

Family members said she “passed on to journey to the next world” in Eagle Butte, South Dakota, after experiencing problems with her digestive system and losing her appetite. LeBeau had remained active all of her life and earlier this month traveled to Oklahoma for a ceremony honoring her induction into the National Native American Hall of Fame.

Her daughter, Gerri Lebeau, said the matriarch of her family demonstrated fortitude, as well as an ability to seek healing, as she overcame the abuses she faced at an Indian boarding school during her youth. She went on to treat frontline soldiers as an Army nurse in Europe during the Allied invasion of Normandy. After returning home, she became an outspoken advocate for health in the Cheyenne River Sioux Tribe.

“She was the foundation of our family,” said her grandson Ryman LeBeau. “She had a lifetime of good things that she had accomplished.”

LeBeau was born in 1919 and grew up in Promise, South Dakota, as a member of the Cheyenne River Sioux Tribe. Her mother died when she was 10 years old, and her grandmother gave her the name Wigmunke' Waste Win', or Pretty Rainbow Woman.

But, LeBeau grew up at a time when the government was attempting to eradicate her culture — while her grandmother only spoke the Lakota language, she could be punished for speaking it at the boarding school she attended.

LeBeau's father had instilled the importance of education, and that led her to become a registered nurse, Gerri LeBeau said. At 24 years old, LeBeau served with the Army Nurse Corps' 76th General Hospital based in Minster, England. As Allied forces retook France and Belgium, she treated injured soldiers from medical tents, sometimes with bombs buzzing overhead.

“It was one of my greatest privileges and honor to have cared for those soldiers,” LeBeau told the Rapid City Journal in 2004 when she was honored with the Chevalier de la Legion d'Honneur, France's highest civilian honor.

After the war, LeBeau kept treating patients on the Cheyenne River Indian Reservation and with Indian Health Services for over 30 years.

“In addition to keeping her people healthy, she protected their heritage by helping repatriate important cultural items belonging to the tribes,” Gov. Kristi Noem said in a statement. “Through it all, it was her joyful spirit that connected her with many in her community.”

As a member of the tribal council in the 1990s, LeBeau helped push an ordinance to ban smoking in tribal office buildings, even as she initially faced tribal council meetings that billowed with smoke from her fellow council members. Ryman LeBeau, who was inspired by his grandmother to become a tribal councilman, said she demonstrated how to stand her ground while keeping relationships intact.

“She never got mad at people, definitely disagreed with people but never in a disrespectful manner,” he said.

In recent years, LeBeau also advocated for Congress to rescind the Medals of Honor awarded after the Wounded Knee Massacre on South Dakota's Pine Ridge Indian Reservation. When Democratic presidential candidates made their way through Iowa in 2019 for a debate centered around Native American issues, she asked each candidate whether they would support removing the medals and invoked the grief that still pervades Native American communities.

For Ryman LeBeau, it was yet another example of her compassion for others.

“She always supported justice for those that are treated unfairly,” he said.



Do you remember . . . 1982 Clubs

1. Beef Boosters of Ree Heights
2. Beef Country of Redfield
3. Black Hills Belles of Rapid City
4. B-Bar-B of Kimball
5. Bossy Belles of Edgemont
6. Carcass Cutups of Piedmont
7. Central Meade of Enning
8. Circle C of McLaughlin
9. Circle L of Leola
10. Hand-E-Belles of Wolsey
11. Harrold Steakettes of Harrold
12. L7 of Keldron
13. Lawrence County of Spearfish
14. Lariat Gals of Sisseton
15. Mellette County of White River
16. Mid-So-Dak of Highmore
17. Palace City Belles of Mitchell
18. Prairie Belles of Belvidere
19. Prairie and Pines of Buffalo
20. Prime of Chamberlain
21. Rosebud Rancherettes of Burke
22. Sioux-Z-Belles of Sioux Falls
23. Southern Belles of Winner
24. Top Choice of Cottonwood
25. Town and Country of Aberdeen
26. Tri-State of Belle Fourche
27. Yellowstone Trail of Ipswich
28. Longhorn Belles of Faith
29. Medicine Rock CowBelles of Gettysburg



DRIVE THROUGH MEAL . . . The Rosebud Rancherettes served a Drive-Through Roast Beef Supper on January 10. It was something new for us. We normally hand our customers a plate...this time they stayed in their cars and the Gregory County FFA (big thanks to those young folks) gave them a sack with the food inside. The proceeds will go to providing scholarships to Gregory County seniors. Helping prepare the meals were: Deanna Nelson, Betsy Senter, Sue Chytka, Bev Kehn, Mary Horn, Ann Bailey, Katie Adams and Laura Kahler with six-week-old Luella who kept a smile on our faces. The Rosebud Rancherettes helped serve the Firemen's Banquet on January 15. They are always helping our community...it is nice to be able to help them.

November 29, 2021

Mellette County Cattlewomen
c/o Carol Hutchinson
PO Box 293
White River, SD 57579

To: South Dakota Cattlewomen
c/o Lindy Harkin
PO Box 451
Winner, SD 57580
llharkin@goldenwest.net

On behalf of the Mellette County CattleWomen, who authorized me to write this letter at our regular monthly meeting on November 20, 2021, we would like to request that the South Dakota Cattlewomen continue to support the Beef Certificates/Cards program, toward enhancing its purpose by educating South Dakota retailers about its existence and ease of use.

During our meeting, many of us reported that friends, and ourselves, have experienced difficulties when attempting to use Beef Certificates/Cards at various retailers in South Dakota – including fast food chains, restaurants, and grocery stores – all of which sell beef and/or beef products. Managers of these businesses have indicated that they don't redeem Beef Certificates, and many have said they have never heard of them.

We think the South Dakota CattleWomen do an exceptional job of promoting Beef Certificates/Cards to consumers, but if these consumers aren't able to easily redeem them at the retail level, we're afraid many consumers will choose other options for gifts or promotions.

Our hope is that the South Dakota CattleWomen might be able to partner with the South Dakota Retailers Association and other similar organizations, to devise a letter explaining how important the beef industry is to the future of agriculture in South Dakota, the purpose of Beef Certificates/Cards, and how easily they can be redeemed at their banking institution. In addition, a laminated sign/poster could be provided to each beef retailer, to remind managers and employees that yes, they do accept and welcome Beef Certificates/Cards at their place of business.

To this end, the Mellette County CattleWomen would be happy to assist in any way you feel would be appropriate. Thank you for your consideration in this matter.

Sincerely,
Joyce Glynn,
Member, Mellette County CattleWomen
Member, South Dakota CattleWomen
25044 Cedar Butte Rd.
Belvidere, SD 57521
rjglynn@gwtc.net

ANCW/SDCW go hand-in-hand

The American National CattleWomen (ANCW) is a voice for women who share passion for the beef community with a focus on Beef Promotion, Education, and Legislation. The SDCW is an affiliate of the ANCW. Workshops and program updates were provided during the national meeting which was held January 30-February 2, 2022, in Houston, TX, in conjunction with the 2022 Cattle Industry Convention and NCBA Trade Show. New officers were voted on and installed for 2022 and another excellent group of women leaders are set to lead the charge.

The Women in Ranching Education and Development (WIRED) program continues to grow and there are three locations planned for 2022. There is an event scheduled in Grand Island, NE, on July 15 and 16, 2022, hosted by MOLY Manufacturing. The WIRED program provides invaluable hands-on training for low stress handling, animal health, nutrition and management, record keeping, and several other topics.

The Collegiate Beef Advocacy Program (CBAP) also provides an excellent opportunity for future leaders to have a well-rounded experience in the Beef Industry. The collegiate aged participants learn to be better advocates for the industry by highlighting their unique perspectives and sharing their positive message about Beef through social media and other activities. The CBAP program has an application process that can be found at www.ancw.org

Beef education resources are also available under the programs tab found at www.ancw.org. These include the ANCW Books resource list and a list of useful links to find them at. There are also suggestions on how to work with your local schools to share some curriculum available to learn more about Beef.

If you'd like to learn more and meet up with other cattlemen, there is a regional meeting April 28-30, 2022, in Rochester, MN. Our Region 7 meeting is held in conjunction with Region 3 this year.

The American National CattleWomen is our guiding body for the South Dakota CattleWomen and I really appreciate those members who have maintained their membership in the ANCW to help support these programs. Thank you!

Shirley Thompson
Region 7 Director, ANCW

Minnesota CattleWomen present ANCW Region 3 and Region 7 Meeting

A TASTE OF WIRED

American National CattleWomen
APRIL 28-30, 2022
**Graham Park/Olmstead
County Fairgrounds
Rochester, MN**

Thursday, April 28

Check-in at Candlewood Suites
Relax with fellow CattleWomen in our
Hospitality Suite

Friday, April 29

"A Taste of WIRED Workshop Day"

Women In Ranching Education and Development is ANCW's hands-on, boots-on day of learning for women. You will get a taste of what a WIRED event is like, gain knowledge and leave equipped to host one in your own state.

Saturday, April 30

We will hear updates from an ANCW Executive committee member, state presidents and host our regional election.

Register online: www.ancw.org
Block Rooms - Candlewood Suites
1640 Broadway Avenue South
Rochester, MN 55904

Southern Hills CattleWomen

Southern Hills Cattlewomen have not been very active during this Covid-19 pandemic, but we continue to monitor our community needs for someone who could use a little extra help. We are hopeful that we can return to our normal routines soon.

This summer a rancher friend requested our Club's help to fill a basket with beef-related items for a school reunion silent auction. In addition to her providing a beef certificate and a nice coffee cup, we provided a Cattlewomen cookbook, a package of our brand napkins, an "I Love Beef" t-shirt, an oven mitt and some other cooking items.

We wish a happy, healthy 2022 to all our fellow South Dakota CattleWomen!

South Dakota Cattle Women
Norma Olson
26642 309th Avenue
Witten, SD 57584
www.sdcattlewomen.org

**South Dakota Beef Industry Council Meeting
 December 13, 2021**

The Bylaw Committee met on Sunday night and is getting ready to present recommendations to the entire board. Bylaw work is appreciated by the board, as updates need to be done on a timely basis.

Monday morning began with Nominating Committee members meeting, followed by Promotion Committee member meeting.

The Board of Directors meeting was called to order by President VeaBea Thomas. Introductions of those in attendance were made, approval and additions to the agenda were made and the minutes of the September meeting were approved. Erin Yost gave the financial report. The staff gave a presentation of activities. The Olympic athletes that made appearances in Sioux Falls and Spearfish had a very positive impact on those they interacted with. Their message for elementary children and college students impressed our board members and office staff that were able to attend.

Our staff has varied events across the state and serve us well with the message they deliver about our great product ~ BEEF.

In the afternoon committee reports were presented. The Nominating Committee recommended Gary Deering for Region VII Federation VP. The board approved and Region VII will be represented by Gary Deering for a three-year term.

The Promotion Committee received four authorization request proposals. They made recommendations to the board to approve three proposals. In other business, ASMEF Directors gave reports. A discussion was held on New Staff and Board Members orientation. The office staff is working on orientation.

The next meeting will be held Wednesday, February 23, 2022.

- | | | | |
|------------------------------------|--------------------------------|-------------------------------|--------------------|
| ★ Associate Members | Elevate Agronomics | Olson Family Trust, Witten | Sustaining Members |
| ★ Animal Clinic, Ltd., Winner | First Dakota Bank, Yankton | Purvis Electric, Burke | Shirley Thompson |
| ★ Anson Insurance Services, Inc., | First Fidelity Bank of Burke, | Raven Angus, Colome | |
| ★ DBA Southern Dakota | Colome and Winner | Riverview Chevrolet, Oacoma | |
| ★ Insurance, Burke | Fishing Buddy Studios, Pierre | Rosebud Electric Coop, Inc., | |
| ★ BankWest, Pierre | Frontier Motors, Inc., Winner | Gregory | |
| ★ Buche's, Gregory | Gregory Animal Clinic, Gregory | Statewide Ag Insurance, Inc., | |
| ★ Burke Livestock Auction, Burke | Grossenburg Implement, Inc. | Chamberlain | |
| ★ Burke Oil Co., Inc. Chamberlain | Winner | Statewide Ag Insurance, Inc. | |
| ★ C&B Operations, Chamberlain | Highmore Herald, Highmore | Winner | |
| ★ Cahoy's General Store, | Kohlman, Bierschbach and | Stella's, Burke | |
| ★ Bonesteel | Anderson, Miller | Westwood Ranch, White River | |
| ★ Charly's Restaurant & Lounge, | Lewis Family Drug, | | |
| ★ 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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