



South Dakota CattleWomen

Auxiliary to the
South Dakota Stockgrowers

2020-2021

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

Celebrating 70 years of promoting BEEF!

Volume 41, Issue 4

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

Annual Meeting
Thursday, September 9

10:00 a.m. MT

Holiday Inn

305 N. 27th Street

Spearfish, SD 57783

605-642-4683

In conjunction with

SD Stockgrowers Annual Meeting

Tentative Meeting Agenda:

1. Call to Order, Pledge, Creed
2. Minutes of the Previous Meeting
3. Treasurer's Report
4. Committee Reports
 - A. Membership
 - B. State Fair
 - C. Investments
 - D. Beef Certificates
 - E. Social Media
5. ANCW Region III and VII Meeting Report
6. ANDW Convention Report
7. Old Business
 - A. Audit Report
8. New Business
 - A. Election of Officers
9. Adjournment
 - C. Directory



Message from your President

This has been an exciting two months for the South Dakota Cattlewomen! We are moving up and forward. Our **website** will be getting an overhaul with many additions and improvements; the greatest being we will have a professional webmaster doing the renovations and maintenance. We will have a “members only” section, outreach, education, recipes, spotlight on members and more!

I want to take this opportunity to thank each of the members that attended the strategic planning meeting in July. I so appreciate all of you that spent the day in Pierre with Buddy Seiner. He led us through the challenging task of sorting out our priorities and organizing the results. It was an interesting and energizing experience.

We decided to focus on three areas: **Education, Promotion and Membership Development.** Buddy emphasized that We should concentrate our energies and not worry about accomplishing everything at once. If you would like to volunteer to be part of this huge effort or if you would like a copy of the Strategic Vision, please contact me! We are going to need a concerted effort to achieve our goals!

We will continue planning at our upcoming Annual Meeting September 9 at the Holiday Inn in Spearfish. I hope to see you there...



BEEF CERTIFICATES UPDATE

COMING SOON! You will soon be able to purchase beef certificates using your credit or debit card. This is made possible by the revamping of the SD Cattlewomen website which will be completed soon. By making it easier to purchase beef certificates and beef gift cards we will be able to spread the good word about eating beef in a more timely and up-to-date fashion.

It is time to start considering buying beef certificates or beef gift cards for the holidays. The Christmas season always rolls around way too fast – get a head start this year. Call to order 605-842-9066 or email: beefcertificates@yahoo.com. Or check out these 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
Quoin Financial Bank:
Miller, Highmore
Roberts Co. State Bank
SD Beef Industry Council, Pierre
SD Stockgrowers, Rapid City
Sentinel Federal Credit Union,
Winner

Secretary's Report

The South Dakota CattleWomen's quarterly meeting was held Tuesday, June 15, 2021, at the Perkins meeting room in Ft. Pierre, SD, with 10 members present (Lindy H. Norma O, Carol Simon, Noreen K. Brenda D, Carol Sides, Mary H, Mary J, Ruth F and Shirley T).

President Lindy H. called the meeting to order at 10:30 a.m. She led the flag salute and the CattleWomen's Creed.

Mary J., secretary, recommended approved the minutes of the last meeting as printed in the newsletter. Mary H. moved and Ruth F. seconded to approve. Passed.

Noreen K., treasurer, gave the SDCW General Account and the BIC treasurer reports. Norma O. moved and Carol Sides seconded to approve. Passed.

COMMITTEE REPORTS:

Membership: Norma reported. It was suggest she should send reminders for dues due to clubs and unaffiliated members.

Consumer Education: No report.

State Fair: Brenda D. is working on this.

Scholarship: Brenda reported that there are 22 applications. Judging will be done soon.

Investments: Becky reported. Carol Sides moved the Investment Committee transfer funds to the Morgan-Stanley money market account from the beef certificate account. Carol Simon seconded. Passed.

Beef Certificate Contract: Carol Simon moved and Shirley T. seconded to approve the contract with the changes made. Passed.

Featured CattleWoman: Ruth has lined up Winnie Bones and Nancy Neuhauser to "Spotlight" in the next newsletter.

RASDAK: Discussion was held. Twenty-nine states and countries were represented.

Social Media: There are four applicants for the position. No one has been selected yet.

Club Reports: Southern Hills, Harrold Steakettes, Southern Belles, Prime and Mellette County gave short reports.

Ellsworth Air Base: Brenda moved to spend \$2,500.00 for cooler bags to use as needed at Ellsworth, with funds to come from the Ellsworth budget. Carol Sides seconded. Passed. Katrin is to order ASAP.

OLD BUSINESS:

Region VII and III Meeting: Set for June 21-22 in Mitchell, SD. Shirley T. updated us on the agenda for the event. The SDCW have given financial support in the past. Ruth moved to give \$500.00 for the ANCW Region meeting. Brenda seconded. Passed.

ANCW National Convention: Brenda moved and Shirley seconded to allow \$2,000.00 for expenses for a member to attend. Passed. Norma plans to attend.

Meeting recessed at 12:15 p.m. for lunch and resumed at 1:10 p.m.

Web Page: Discussed earlier.

Planning Meeting: Lindy has checked for a facilitator for the meeting.

Strategic Planning: Norma moved to hire Buddy from Pierre for the meeting on July 13 and offer him \$1,000.00 to do the job. Ruth seconded. Passed.

SDBIC: Lindy reported that AR's are due July 1 and asked if there are any extra projects to include. The projects BIC is focusing on include: "build a Base", "May Beef Month", "Ag Day Events", "Prime Time Gala" and the "Junior Beef Ambassador", which is over.

20/20 Land Grab: No one has heard anything about it lately.

Photo Contest: Brenda showed photos of the top three winners. There were 35 entries. Mary H. moved to give 4100.00 People's Choice prize to the winner. Norma second. Passed. Second and third places will also receive awards.

NEW BUSINESS:

Audit Committee: Noreen suggested that this should be done. Mary H. and Norma were appointed. Date and place to be decided.

Annual Meeting: September 9-11 in Spearfish, SD. Suggestions will be made at the planning meeting.

Brown County Fair: August 16-22 in Aberdeen, SD. Was discussed and decision made to decline invite this year.

Lindy adjourned the meeting at 2:10 p.m.

Respectfully submitted,
Mary Jessen, Secretary



Bonnie Nosika and Sue Chytka, members of Rosebud Rancherettes, served Beef Tidbits to shoppers in Bruns Market in Burke, SD. We gave away bags with much beef information and many beef recipes. We also held a drawing for three packages of hamburger patties. And, we got to visit with a lot of people about "beef".

Region III and Region VII CattleWomen hold joint conference June 22-23, 2021

by Debbie Chute (Region III)
and Shirley Thompson (Region VII)

Regions III (MN, MO, WI, IL, IA) & VII (KS, NE, SD, ND) of the American National Cattlewomen met on June 22 & 23 in Mitchell SD. The event kicked off with an evening reception with Amanda Radke. Amanda focused on all the hats that cattlemen wear. She also discussed how the pandemic has influenced producers through innovation, being creative, and digging deep for opportunities. There were also many reactions from people outside the industry including consumers that were concerned about where their food was coming from. Amanda also provided many pieces for purchase from her very popular www.amandaradke.com website.

The Tuesday morning event began with breakfast and a pasture tour at the J&M Ranch southeast of Mitchell. The focus of this ranch is centered around regenerative grazing management techniques. The ladies enjoyed discussing the cover crop diversity and the different approaches for livestock grazing that benefits conservation with Josh Lefers with Audubon Dakota and Ben Lardy, the soil health specialist with Pheasants forever.

President-Elect for the American National Cattlewomen, Reba Y Mazak, provided an in-depth overview of how the beef industry and being a cattle woman has impacted her personally. She also shared how the actions and programs of the ANCW have benefited the women of the beef industry through leadership opportunities. Shirley Thompson provided a short presentation of the Build Your Base program that was developed by the South Dakota Beef Industry Council and has now been expanded in a national pilot program.

Reba Mazak presented the Women in Leadership and Development (WILD) program to the ladies in attendance. The WILD program was developed to be a leadership toolbox to help with many of the most important topics identified by member leaders. The WILD program is planned to be released to members as part of a resource library for members in the future on www.ancw.org.

The state presidents and representatives from regions III and VII in attendance provided updates on the many activities that the cattlemen in the joint region area have been accomplishing. Despite the challenges with the pandemic, many events and activities were adapted and held to continue to promote the benefits of beef.

During the Region meeting, the following members were elected/re-elected to the Administrative Committees:



*Reba Y. Mazak
ANCW President-Elect*



*Amanda Radke with Shirley
Thompson, Dist. VII Director*



Ben Lardy, soil health specialist with Pheasants



*Region III Committees:
Budget: Andrea Kientzy
Public Relations: Michelle Mouser
Ways & Means: Natasha Mortenson
Membership & Communications: Penny
Zimmerman*

*Region VII Committees:
Budget: Ashley Iliff
Public Relations: Jenny Johnson
Ways & Means: Beckie Christensen
Membership & Communications: Judy Trent
Region Director – Shirley Thompson*

The newly elected and/or re-elected positions begin at the ANCW Annual Meeting during the 2022 Cattle Industry Convention in Houston, TX. The group decided to again have a joint meeting in 2022, with Minnesota being the host state.



Winners announced In South Dakota CattleWomen Photo Contest

Cows, dogs and barns were some of the themes for winning for the first ever "Tell Us Your Beef Story" photo contest coordinated by the South Dakota CattleWomen (SDCW) for Beef Month. Over 50 individuals submitted photos on the SDCW social media channels to enter. Winners will be awarded Beef cards to enjoy their favorite cut of beef at a grocery store, locker or restaurant. All photos will be on display at the new SDCattlewomen website coming this fall.

Winners included:

People's Choice Award and a prize of \$100 for a photo of a Red Barn - Katy Lynn (Schoenfelder) Larson, Hamill.

First Place Award and a prize of \$125 for a photo of cattle, a dog, and a red barn - Katy Lynn (Schoenfelder) Larson, Hamill.

Second Place Award and a prize of \$50 for a photo of a cold cow – Megan Harkless of Oelrichs.

Third Place Award and a price of \$25 for a photo of a girl kissing a cow – Lee Pdx, White River.

To receive a copy of photos in a format for publication, please email bdreyer@midco.network.

The South Dakota CattleWomen are made up of a group of women who impact the Beef industry in South Dakota through education about Beef's health benefits, promotions to consumers and partnerships with business and organizations who share our goals. To learn more visit sdcattlewomen.org or find us on Facebook.

Member Spotlight

Donna Adrian

After high school, Donna attended Business College in Rapid City, then married in 1962 to Bill Adrian and became a full-time rancher. They began ranching first near Fort Pierre and then later moved back to White River so Bill's parents could retire. The family began with Jeffery, then Kenneth, Colette Kessler and Chuck.

Donna served three years as secretary of the National Pinto Association.



The first thing after they were married, Bill's mother, Bess Adrian, signed her up as member of CowBelles, local state and national (now called CattleWomen) and Extension. She kept busy serving various offices, cooking for ranch cowboys and keeping track of the trucking business. Donna has added Mellette County Chamber of Commerce, Mellette County Historical Society, serves on the RC&D board, Lions International and a Master Gardener to her list of activities.

Bill and Donna enjoy their eight grandchildren and three great-granddaughters, it is exciting to see them and hear their enthusiasm about horses, cattle, and the ranching way of life, yet being exposed to the 4-H, sports, camping, boy scouts, music and dance, gymnastics, bike racing and all the other activities of modern time city lives.



Rancherettes hold dedication

Rosebud Rancherettes was seeking a way to honor former members and contribute to our community. The City



of Burke was preparing the Civic Center for dedication this year. All of the photos and items from the civic center had been stored since the 2019 tornado. Burke Rosebud Rancherettes decided that restoring those treasures was an excellent way to honor our past members and contribute to the civic center project. Mary Horn, Bonnie Noziska and Janiene Wilson restored the photos and awards and took on the task of hanging them in the civic center. As part of this project, the Lambley Family donated a clock which was the center of the photo arrangement. Rosebud Rancherettes and the Herreris and Mary Lambley family are pleased to contribute to the Civic Center in honor of Herreris and, charter member, Mary Lambley. (Photos courtesy of Burke Gazette)



The ladies of Wall Meat Processing, a federally inspected locker plant



Don and Lisa Even



Bryan and Kasey Hanson Family

Local Beef in Burke Schools makes its return

January 2019 was the first time that the Burke School served locally resourced beef. Ironically, this was the same time that the Wall School District started the program also. These were the first schools in SD to implement this program. Locally the Rosebud Rancherettes, the local CattleWomen group, was the drive behind getting local beef in the school lunch program. At that time, the first cattle were donated by Myron and Carol Johnson, Rich & Sara Grim and Betsy Senter & Bonnie Noziska. Then in September 2019, three more head of cattle were donated by Majestic Ranch; Tony & Meg Weborg, Jesse & Kim Johnson, and Bill & Renee Sutton.

The Burke School continued to use the locally sourced beef and then Covid hit in the spring of 2020. The school closed their doors and locker plants filled their calendars. When the schools opened back up in the fall, school lunches were served totally different and there was not much use for the beef. As things gradually got back to normal, it was impossible to find a date with any locker plants that wasn't two years out! When the Cattlewomen started to have meetings again in the spring of 2021, they decided to call Wall Meat Processing to see if there was anything available.

Ken Charfauros of Wall Meat Processing is the driving force behind a highly successful local beef program. Their success includes restaurants in Wall and Rapid City, trucks that go to Rapid City each week, 15 schools that participate in the local beef program, and furnishing local beef for the Meals on Wheels program in Western South Dakota. These are just a few of the examples of the drive to use our South Dakota Beef and know where your meat is coming from.

After a phone call with Ken, he said that he dedicates certain months to butchering for the school districts and he has worked with them to make sure that the recipes fit the federal guidelines for school nutrition. The Cattlewomen booked a July 22 date for three head of beef to be butchered for the 2021-2022 school year. The Wall Meats is a federally inspected locker plant that is a requirement for beef used in the schools. They also do not have an overnight holding place for the beef, so the beef has to be delivered to their door at 8:00 in the morning. The Cattlewomen went back to their list and contacted the people who had asked about donating beef to the program. Don and Lisa Even, Bryan and Kasey Hanson, and Burke Livestock Auction all stepped up to the plate and donated beef for the program. The cows were gathered up on the evening of July 21 and held at the Burke Livestock Auction so that they could be loaded at 5:00 AM and taken to Wall, SD.

Sara Grim, Mollie Andrews, and Sandy Williams made the three and ½ hour trip to Wall and delivered the cows. They are federally inspected live and will all be ground into hamburger and be ready by the middle of August. The plan is to have the local FFA chapter make the trip out to Wall to tour the school lunch program in the Wall District and the Wall Meats facility.

Now the group is on the lookout for a way to transport the meat home under refrigerated conditions. If you or someone you know is able to help, please contact Sara Grim 830-0776. At this time, we will also be booking an appointment for three more head in November or December. The Cattlewomen are excited to bring local beef back to Burke School and are extremely appreciative of the community support. (Photos courtesy of Burke Gazette)

Harrold Steakettes hold promotions

Janna Larson of Highmore was the winner of the Harrold Steakettes CattleWomen's "May Beef Month" Mother's Day project this year. She received a card and a beef certificate.

Roland Kleinschmidt of Harrold was this year's recipient of the "Beef for Father's Day" project. He also received a card and a beef certificate.

Beef gives the body ZOP (zinc, iron and protein)!



ROSEBUD RANCHERETTES are selling tickets to raffle off a 40" x 60" hand crocheted gray and white Afghan made by Helen Grim. Tickets will be sold until the Burke Homecoming football game and the winner will be drawn then on September 17, 2021. Proceeds will be used to benefit the "Beef in the School" program and donated to the processing of the beef. Raffle tickets can be bought from any Rosebud Rancherettes member and at First Fidelity Bank. Tickets are \$2 for one and \$10 for six.

The Afghan will be on display at First Fidelity Bank. (Photos courtesy of Burke Gazette)

Evie Fortune works with South Dakota Beef Industry Council

Work on the SDBIC continues apace in spite of the setbacks and delays caused by current challenges on the national and global levels. Whichever side one stands on regarding the need for the CheckOff, I firmly believe that the SDBIC Council and its Executive team are working hard to respect the limitations set forth in the Act & Order while remembering that ultimately it is the producers' dollars that are being allocated to the various promotional, educational and scientific projects and programs that are brought before us each year.

I have served on the Promotions Committee, the Bylaws Committee and am currently serving on the Research committee. It has been interesting and challenging to listen to the ideas coming from scientists and their colleagues about matters concerning food safety, pre-processing interventions and more.

Some members of the SDBIC and within the Research Committee have been serving for several terms. While fresh voices like myself are good for challenging the status quo, those with

longevity also serve a much needed role. These long term members remember where we have been. They have been along for every step and can offer recall to new arrivals that allow for a clearer vision of the big picture.

As a member of the SDCW, our voice continues to have value on the Council. I am so excited for the momentum that Lindy is building with the strategic planning and social media development for our own organization. Such steps serve to strengthen our value and our impact on the Council as a well informed and organized voice for women in this industry.

Whatever the upcoming months hold for our country, the Council and those appointed to serve on each of its committees, remembering our core values as Cattlewomen will put our organization in a strong position to provide confident leadership and needed support to the producers of this great state.

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

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