

The Wrangler

New Mexico CowBelles | February 2020



Highlights from Annual Meeting

The New Mexico CowBelles held their 2019 annual meeting in Albuquerque, New Mexico, during December 11 and 12. Members heard from multiple guest speakers on a variety of topics including global agriculture, beef promotion and legislative action.

Guest Speakers

Crystal Diamond, a legislative consultant, shared her experiences as part of an agricultural trade tour in Brazil. She shared eye opening experiences about Brazil's cattle industry, including their unique food preferences. The experience was beneficial and worth the time, Diamond said.

Diamond also shared her experiences working on legislative issues for groups like the New Mexico Cattlegrowers Association. A major

point Diamond highlighted was the need for active voters, especially with the upcoming election in November.

Diamond also shared information about the Save Our Western Way of Life PAC and the work planned for the legislative session. She mentioned members should be on the lookout for upcoming events and encouraged locals to let her know if they would be interested in having an event in their area.

The use of technology would be important in getting voters to the polls, Diamond said. She invited NMCB members to attend Cowboy Coffee hosted by Save Our Western Way of Life PAC on December 13 to try out the selfie booth available. She explained that the selfie booth allowed them to employ facial recognition technology to be used in conjunction with social media to send people alerts when they were near a polling location and had not voted.

Dina Reitzel with the New Mexico Beef Council kicked off the NMCB general meeting by expressing her appreciation for the partnership with NMCB. She talked about the increase in NM Beef Checkoff fees and how support from NMCB members was a great asset. She also talked about the beef promotion work they had done and future work they hoped to do.

NMCB members also heard from NMCBA Executive Director Caren Cowan. Cowan noted her appreciation for the work the members of NMCB do and reiterated the need for active members, especially during the upcoming election.

Promoting Locals

Charity Saulsberry, NMCB president, shared that she would be

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President: Charity Saulsberry
President-Elect: Sandra Lacy
Vice President: Jacinda Price
Secretary: Vonda Frost
Treasurer: Stephanie Avent



Crystal Diamond sharing her experiences during an agricultural tour in Brazil.

offering many promotional options to NMCB locals in the upcoming year. She presented a variety of promotional items that locals could buy at cost and then have logos printed on for free. Saulsberry hopes this will help the locals spread the word about the benefits of beef and promote themselves. She also mentioned that the online store on www.newmexicocowbelles.wildapricot.org would be up and running soon for members to check out.

Saulsberry stressed the need for more attention on social media as a resource. She mentioned that social media would be a topic covered during the district workshops. Saulsberry also extended a helping hand to any local who would like to set up a Facebook page.

Local Awards

Finally, the Silver Spurs local received both the membership and volunteer awards. Congratulations!

Message from the

President

There's no mystery about our history as CowBelles in New Mexico. We're still here and kicking!

With a new slate of officers for the year that includes myself, Charity Ann Saulsberry as president, Sandra Ann Saulsberry as president-elect, Jacinda Price as vice president, Stephanie Avent as treasurer, and Vonda Frost as secretary, you have a full panel of very vocal beef advocates. Some of us have been at this public advocacy for a very long time, and some of us are new to it. Either way, we ALL need to be vocal about our lifestyles and our businesses.

Not only are farmers/ranchers the original environmentalists, we're also home-based businesses. No one ever thinks of us that way. While they ask for full disclosure and no secrets in our industry, they're overlooking the fact

that that expectation involves letting them into our homes, so to speak. We've always been a private industry, not because we have anything to hide, but because we like the solitude and the peace that comes with having a rural address. We tend to stay away from town and large crowds, not to be anti-social, but cows don't live on concrete or in town.

That geographical distance has also created a distance between ourselves and the general public. Since they can't necessarily come to us to ask the important questions, we are going to have to do a better job of going to them to provide the answers.

We've got some new projects coming up in 2020 that we'll be asking for producers to help us with. We need to do this as a team, all of us together in

the industry. The divide in our own industry is more harmful than the vegan population will ever cause.

Please be sure to follow us on Facebook at www.facebook.com/NewMexicoCowBelles. There is a movement on social media to flood it with our own stories, the truth about our industry. While the other side has decided to wage war on us in 2020 (it's a thing look it up), we'll continue to provide the safest and healthiest food we can to the rest of the world.



Charity Ann Saulsberry
NMCB President

2019 New Mexico CowBelle of the Year

Casey Spradley

New Mexico CowBelle of the Year for 2019 was awarded to Casey Spradley. Spradley, who is a member of the Broomtails local, owns and operates a commercial cow-calf operation with her husband, Craig, in Cuba, NM.

"I could not have survived this year without Casey's help," said Nancy Phelps, past NMCB state president, as she presented Spradley with the award.

Spradley has been an active member of the New Mexico CowBelles for years. She served as the state treasurer for four years and now serves as chair of the New Mexico Beef Ambassador program. She also serves as president of the Broomtails local.

New Mexico CowBelles was a natural fit for Spradley due to her deep ties to the New Mexico ranching

community. Her ancestors traveled to New Mexico from Texas in covered wagons and homesteaded land near her present-day home of Cuba.

A family legacy of serving others is also something Spradley continues to uphold. She currently serves New Mexico as an active leader in New Mexico Farm & Livestock Bureau, New Mexico Association of Conservation Districts, and New Mexico CowBelles. She was also recently appointed by the USDA to the Advisory Committee on Beginning Farmers and Ranchers.

Outside of her ranching and leadership duties, Spradley works for the Cuba Soil and Water Conservation District and as a real estate agent for Mossy Oak Centerfire Realty.

"There are so many women in the

CowBelle organization that personify what being a CowBelle is, including a positive and generous personality, being a strong leader, and know beef better than most," Spradley said. "Thank you for considering me among them."

Congratulations again!



Casey Spradley is the 54th recipient of the New Mexico CowBelle of the Year award. L to R: Robert Johnson, Craig Spradley, Casey Spradley, Pamela Johnson and Jennie Boulware.

Tidbits from the

Treasurer

I want to start off with saying thank you to New Mexico CowBelles. This is such a wonderful organization and I am thrilled to be a part of it at the state level. Also, thank you to all the wonderful ladies that hosted, helped with, and attended the district workshops.

Bomb Cyclone Disaster Donation

We collected a total of \$434.00 for Cattle Drive for Hunger during the district workshops. It was voted on and approved at the March Executive Board Meeting that these funds be donated to the Nebraska, North Dakota, and South Dakota Disaster Relief Funds for the recent bomb cyclone flooding and blizzards. We all know a little can go a long ways in a disaster of this magnitude!

Membership

We are still about 30 members short

of our goal and budgeted amount for regular memberships. If your local has yet to pay all their state dues, please remit those as soon as possible.

RADA Inventory

Just a reminder that all RADA Cutlery is still 30% off. Any local interested in purchasing the remaining inventory in its entirety is welcome to do so at cost. Please contact myself, Stephanie, to purchase. We did sell a good amount at the workshop and are down to only a few totes full.

I look forward to seeing you at Mid-Year!



Stephanie Avent
NMCB Treasurer



NOMINATE THEM FOR MAN OF THE YEAR



Do you know a man or group of men who have made a considerable contribution to NMCB and the beef industry? Nominate them for NMCB Man of the Year!

For the past 50 years, NMCB has recognized a man or group of men who have helped them achieve their mission of beef promotion. Take advantage of this opportunity by downloading the nomination form on the NMCB website and mailing it to Maddy Lee by the deadline.

NOMINATIONS ARE DUE MARCH 15

CALENDAR

FEBRUARY

- 4 NMF&LB AgFest at Santa Fe Community Convention Center
- 18 Roundhouse Feed in Santa Fe

MARCH

- 15 NM Beef Ambassador applications due
Man of the Year nomination deadline (must be postmarked)
- 18 District IV Workshop in Lovington
- 20 District I Workshop in Corona
- 21 District III Workshop in Magdalena
- 22 - 28 National Ag Week
- 24 National Ag Day
- 27 District II Workshop in Raton

APRIL

- 15 Pat Nowlin Scholarship applications due
May Wrangler submission deadline
- 27 - 29 ANCW Region VI Meeting in Tempe, Arizona

MAY

- 18 - 20 AgriFuture Educational Institute in Albuquerque

For an up-to-date list of events going on around the state, visit www.newmexicocowbelles.wildapricot.org.

News from the *Locals*

Corriente

The Corriente CowBelles are working on a big cookbook project and we would love your entries!

The cookbook will be a full-color, heirloom quality piece that is a mix between a coffee table book and a cookbook. Each profile is a two-page spread that includes photographs, recipes (handwritten encouraged!), family histories, beautiful graphics, and a color palette to make the Pioneer Woman proud.

Our goal is to beautifully showcase multiple generations of cattlemen from New Mexico and beyond and share the recipes they loved to feed their families and the crew.

If you are interested in submitting a profile for yourself or a family member, would like to know more about the project, or would like to order a cookbook, please email Cassidy Johnston: Cassidy.a.johnston@gmail.com. Spaces and quantities are limited.

IN MEMORIAM

Catherine Elizabeth Rice
12/20/19
Silver Spurs



*Want to include news from your local in the Wrangler?
Submit it before the deadline to Katelin at katelinspradley@gmail.com.*



Moments from the 2019 Annual Meeting



The New Mexico Beef Ambassador team shared some of their favorite experiences with members. L to R: Kiah Thompson, Anne Hodnett and Erica Garcia.



Installation of the 2020-2021 state officer team by Pam Griffin, ANCW Region VI Director.



Executive Director of the New Mexico Beef Council, Dina Chacón-Reitzel, addresses the New Mexico CowBelles continued support.



Members set up booths with all sorts of goodies for other members to peruse.



Every member who attended the meeting received a goodie bag stuffed with fun items donated from locals around the state.

Follow us on Facebook @NewMexicoCowBelles for more photos from meetings!

Installation of the

State Officers

The 2020-2021 NMCB State Officer team was voted on and installed during the 2019 annual meeting in Albuquerque, New Mexico.

The team consists of President Charity Saulsberry (Non-Local), President-Elect Sandra Lacy (Corriente), Vice President Jacinda Price (Non-Local), Secretary Vonda Frost (Crown), and Treasurer Stephanie Avent (Non-Local).

“Our motto for this year is, “There is no mystery in our history,”” said Saulsberry.

The team is pictured to the right. L to R: Jacinda Price, Charity Saulsberry, Vonda Frost, and Sandra Lacy.



Approaching Deadlines for NMCB Youth Programs

NM BEEF AMBASSADOR PROGRAM

The 2019 NM Beef Ambassador team did an outstanding job of representing beef in New Mexico.

Anne Hodnett, Kiah Thompson, and Erica Garcia traveled around the state promoting beef with New Mexico CowBelles and the New Mexico Beef Council. They served appetizers at the New Mexico State Fair and visited with the Legislators during AgFest.

We hope you caught their very informative Facebook posts as they took over the New Mexico CowBelles' Facebook page last fall.

They also represented the New Mexico CowBelles at the New Mexico Cattlegrowers Association mid-year meeting in Ruidoso and the Joint Stockmens meeting in Albuquerque.

Please help me congratulate these ladies on a job well done! We want to thank them for their time and service and hope they will continue to be a part of our organization in the future.

I would also like to thank our sponsors for their continued support of the NM Beef Ambassador Program: New Mexico Cattlegrowers Association,

New Mexico Beef Council, Farm Credit Services of New Mexico, and Nunn Ranches. You all make this possible. Thank you!

It's also time to start rounding up our next round of NM Beef Ambassadors. If you know of a young person age 15-20 who would be interested in being a beef ambassador, please encourage them to contact Casey at 719-252-0520 or CaseySpradley@gmail.com. Entries are due by MARCH 15, 2020.

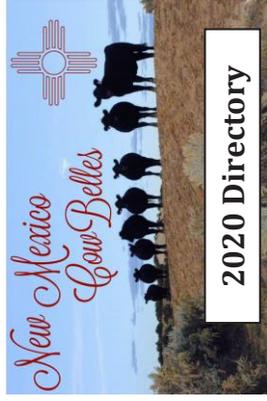
PAT NOWLIN MEMORIAL SCHOLARSHIP

The deadline for the Pat Nowlin Memorial Scholarship is April 15.

The scholarship commemorates Pat Nowlin, who was one of the founding members of the American National Cattlemen in Arizona and later went

on to organize NMCB and serve as the first state president. Her pioneering spirit is the inspiration behind this scholarship program available to NMCB members and their children. Shelly Hathorn, program chair, said

a copy of the updated information and application form can be found on the website. If you are a member returning to school or know a high school senior planning to attend college, you are highly encouraged to apply.



2020 Directory

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A BIG
thank
you...

TO JOSH AND THE TEAM AT

The Ranch House

Thank you for supporting the New Mexico CowBelles in our mission to promote beef education among our legislators and the public at AgFest in Santa Fe.

If you love beef, you will love The Ranch House!

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