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The Wrangler

New Mexico CowBelles | May 2020



New Mexico CowBelles: Through the Eyes of the Past Presidents

Editor's Note: This story is based on a project I did for a graduate class at Texas Tech University. The journalist in me thought the front page should talk about COVID-19 changes, but the human being in me thought we might all enjoy a look back at NMCB's history instead. Thank you to all of the women who agreed to interview with me!

The American National Cattlewomen first started in the 1930s as the CowBelles during potlucks among ranching wives in the Douglas, AZ, area. Sixteen women were a part of the initial forming of the group with five of them having ties to New Mexico. Pat Nowlin started the New Mexico CowBelles in 1957 and today the organization has many locals throughout the state split into four different districts. I interviewed five past NMCB state presidents, each from a different decade, about how they helped NMCB uphold its mission to serve as the premier women's agricultural organization by promoting and supporting the New Mexico beef industry through education.

Those Before Us

Many of the women I interviewed told me how past members helped to encourage them to get involved. For some, family members, including those acquired through marriage, played a large role in their participation.

"I married into a family that was very agriculture-related. Upon learning about all of the nutritious and efficient ways beef helps our economy and our nation, I felt that joining [New Mexico CowBelles] was a very worthwhile endeavor," stated Maddy Lee.

Nancy Phelps, who served in 2019, shared similar sentiments, stating that her mother-in-law had been a state president in Colorado and that her father-in-law was very involved on both the national level and state level. "It

has always been in my background," Phelps mentioned.

Other women, like Fita Witte, said members within the organization encouraged them to take on more leadership positions.

"Originally I had been asked to be the state treasurer so I served in that capacity for a number of years. Finally, they told me I had to move up so I did," said Witte.

Lyn Greene stated, "I started in New Mexico CowBelles because of Kay Lindsey. I was still in Albuquerque with my kids so I started out in the Chuckwagon group."

Partnerships

Many of the past presidents took great pride in the partnerships they had with other organizations, especially the New Mexico Beef Council and the New Mexico Cattle Growers' Association.

"One of the things I was very proud of was that we worked hand-in-hand with the NM Beef Council to get our word out. Not all states did that. I would go to the national meetings and they would say, 'How do you get all of this done?' and I would say we worked with the NM Beef Council. A lot of them didn't even know who their beef councils were," said Witte.

Other partnerships were valued by the past state presidents. Witte said she worked closely with Dr. Stevens to speak for the NM Farm and Ranch Heritage Museum. "He wanted the NM CowBelles' input," she explained.

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NMCB State Officers

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

Phelps stated she really valued the relationship they had with the American National Cattlewomen Association.

"ANCW really welcomed us at their meetings. We have had ladies like Fita Witte and Lauren Nunn who were ANCW presidents. I was really proud to be a part of being back in the loop," said Phelps.

A Sense of Community

Among all of the women I spoke to, many said that the sense of community NMCB provided was what drew them to the organization initially. No matter their background or past experiences with agriculture, NMCB provided them with a place to gather with like-minded women to celebrate their rural lifestyle.

"When I joined it was a really good way to meet a lot of the neighbor ladies that I didn't already know. Once I got started in it and found out about the

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Message from the

President

Wow! That escalated quickly!

I'm writing this in the third week of March 2020, approximately day 6-7 of the Coronavirus social distancing event.

If you're like us, you wouldn't have noticed anything different if you hadn't noticed the immediate lack of toilet paper at your local store. As American farmers and ranchers, we are already isolated from the rest of the general population. Was anyone else as surprised as I was that the first item to get raided and wiped out was toilet paper? No one thought about food first?! Really?!?! And that right there is a glaring reminder of our disconnect with the public. What we see as normal supply runs once, maybe twice a month, to a larger grocery store, sometimes 50-100 miles away, is now an emergency situation to the

public. And it hasn't slowed down yet. Anyone else remembering what their grandmother told them about conserving food, canning food, drying food? I do! I also remember them telling us about 2 seater outhouses and corn cobs or Sears catalogs. Lord, please don't let us go back to that!

Right now is the absolute best time for us to reach out to the public and educate them, relieve some of their panic, calm them. After all, isolation and supply runs are a norm for us, right? Right now may be our best chance in their lifetimes to emphasize or point out how important it is for them to know where their food comes from. We may never get a better chance. I'm hoping we can all pull together to try and help them get through this, clearly living on bare essentials isn't fatal, look how awesome

we all are! I want to encourage all of you to try and calm the public the best you can about how healthy, nutritious, and plentiful the American food supply is that we produce. We do that and we can continue to do that.

As of this publication, the Mid-Year meeting has also been cancelled. We are really wanting to get back to some semblance of normal as soon as possible. Here's to hoping the last half of 2020 is so much better than the first. Y'all hang in there!



Charity Ann Saulsberry
NMCB President



New Mexico Beef Ambassador Competition Update

The New Mexico Beef Ambassador competition is moving to an online format to accommodate recent changes as a result of COVID-19.

Beef Ambassador Chair Casey Spradley said the interview and speech portion of the competition would be judged over Zoom. The 2020 New Mexico Beef Ambassador competition is set for May 27.

"The goal for this year's team will be focused on social media," Spradley said. "New Mexico Beef Ambassadors will be asked to work with the social media coordinator to develop monthly beef-related posts for New Mexico CowBelles' social media platforms."

Spradley said she would like to remind locals that the selected NM

Beef Ambassador team is a great resource for them to leverage at their beef promotion events.

"The NM Beef Ambassador team is available for locals to include in their meetings, county and state fair activities, and any other beef promotion events," she encouraged.

The New Mexico Beef Ambassador program is a beef advocacy program open to youth ages 16 to 20. Those selected to serve as NM Beef Ambassadors travel around the state and share information about beef nutrition, food safety, and stewardship practices with consumers and students. The NM Beef Ambassador program is rooted in allowing youth to share their beef production story with consumers

through promotion, education, media and the online environment.

Best of luck to all of the competitors!



The current NM Beef Ambassador team at the NMCB 2019 Annual Meeting.

Tidbits from the

Treasurer

Hi CowBelles! I hope you all are well and staying safe.

Budget Approval- As you all are aware, the 2020 Mid-Year Meeting has been cancelled. It is during this meeting that we normally discuss and vote on the proposed next fiscal year budget, as the fiscal year ends on September 30th. With the absence of this meeting, I will be emailing out the proposed budget with notes to executive committee and local presidents. If this pertains to you, please respond with any discussion or questions, and ultimately, your vote of approval or disapproval. I understand this is different from our normal methods, but in these unfortunate times we must find ways to work around the circumstances and insure our organization continues on.

Website Update - We have officially switched our website over to the Wild Apricot platform and our fully using all the capabilities the platform has to offer. I believe this is going to give us the best “bang for our buck” with the program. You can access the website

with our previous web address, www.newmexicocowbelles.org. There is a members only tab where you can find our documents and forms just as before; however, this is password protected and requires a Wild Apricot login. If you are not setup with a login, please contact me or another state officer to be set up.

Membership Update - At this time we are about 20 members shy of meeting our 600 member goal. Please continue to encourage new members and old to renew. We do have the option on our new website now for new members to join and renew electronically. Just have them visit www.newmexicocowbelles.org and click on “Join”.

Sending my best to you all!



Stephanie Avent
NMCB Treasurer



Scholarship Opportunities

NMCGA Young Cattlemen’s Leadership Committee Graduate Scholarship

ELIGIBILITY: Applicants must be New Mexico residents, have a background in beef cattle production, and pursuing a post-graduate degree. Financial need will be considered, but is not a prerequisite. Preference will be given to NMCGA members and their families.

DEADLINE: June 25, 2020

For more information, visit www.nmagriculture.org.



*Does your local offer a scholarship to youth?
Let us know so we can include it here!*

CALENDAR

MAY

10 Mother’s Day

JUNE

1 BEEF Month

21 Father’s Day

JULY

4 Independence Day

15 ANCW District VI Meeting in Fountain Hills, AZ

Deadline for August Wrangler

26 - 27 ANCW Summer Conference in Aurora, CO

SEPTEMBER

10 - 20 New Mexico State Fair

24 Five States Roundup in Clayton

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.

Chuckwagon

On March 12, members of Chamiza and Chuckwagon CowBelles gathered at the Belen Public Library to meet with and listen to Bernice Ende as she shared her stories about traveling alone across America—on horseback.

Tommie Aber and Sue Hawkins (Chuckwagon) drove to T or C to hear Ms. Ende speak a few months earlier, but they arrived too late for the whole presentation. They did, however, meet with Ms. Ende afterward, and while she was autographing her book, *Lady Long Rider*, they invited the author/

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.

- Submitted by Cassidy Johnston

IN MEMORIAM

NONE SUBMITTED



rider to come share her amazing stories in Belen. Ms. Ende said she'd be delighted to do that!

Ms. Ende and her horses (and a dog she picked up along the way one day) have covered many miles together, crisscrossing the USA. In fact, since 2005, she has logged about 30,000 miles. She carries her home (tent) with her, doesn't have anyone following with a trailer, and just savors America from the top of her horses.

Along with her book tour this year, Ms. Ende spoke of riding to celebrate the 100th anniversary of Women's

Right to Vote—her “suffragist tour.”

After a couple week respite at the home of Tommie Aber, Ms. Ende (whose actual home base is in Montana) and her horses headed to Santa Fe where producers are making a documentary about her. Anyone wishing to follow her on her travels may go to www.endeofthetrail.com (be sure to spell ende not just end—that's another website!).

Ms. Ende is a fascinating lady with some fascinating stories.

- Submitted by Ruth Romero



Picture submitted by Ruth Romero from the Chuckwagon CowBelles.



Chamiza and Chuckwagon CowBelles invited Bernice Ende for a public presentation in T or C, New Mexico. *Members in the back row:* Ruth Romero, Michelle Stephens, Tommie Aber, Sue Hawkins, Cathy Pierce, Lyn Grenne, Carolyn Chance, Venita Shaw, Gail Goodman. *Seated:* Bernice Ende. Picture submitted by Ruth Romero from the Chuckwagon CowBelles.

News from the

Locals cont.

Cactus

Lea County Cactus Cowbelles are doing well, keeping our social distancing, but really missing being together, visiting, and keeping up on all the ranching and family news. Rhonda Ussery is making masks, Doris Wheeler is grading papers. Other members are cooking, working, hauling, and feeding cattle. Some of us are working on our spring cleaning. We are hoping and

praying everyone remains safe.

We received the new rules on trich testing and evaluations that begins August 1, 2020. The new rules require testing of neighboring herds and bulls shipped direct to slaughter. These new rules can be costly and time consuming.

We have put our District IV meeting on hold for the time being and hope to be able to reschedule this

summer. We are looking forward to our Lea County Fair and Rodeo in August. We will be working on another Grand Prize Winning Booth and selling tickets on our fund raising branded quilt.

- Submitted by Gail Goff

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

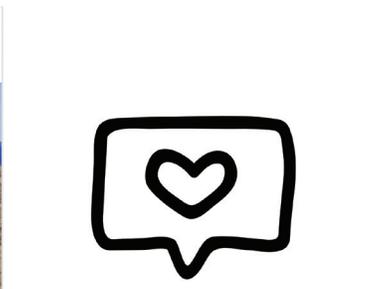


Staying Social With the Locals

During these unprecedented times, social media is a great way to connect with all of the NMCB locals without meeting in person. We love seeing the locals posting and sharing the beef story on social media! Check out these Facebook posts from just a few of our locals, and be sure to follow them.



This post from Copper CowBelles was shared more than 700 times!



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program it became something that was really important to me. I thought we could get a lot of things done that the men didn't always have time to do. It started out as a social outlet and it grew into more of a job and something that was really important to me," explained Sauble.

Lee stated that one of her most memorable experiences was traveling around the state during district workshops. Although it required a lot of time, she felt it was worth it.

"I felt like we were really able to learn different things across the state. We are basically in the same mindset or agricultural arena but things are very different due to the land," she said.

Get Involved

It was clear that NMCB held a special place in every woman's heart. Each woman had very perceptive and encouraging words to prompt more involvement among the organization.

"We promote beef and beef education. You don't have to own a cow to be a [New Mexico] CowBelle," Greene stated.

"This is an organization worthy of good people," Phelps encouraged.

Sauble echoed those sentiments stating, "Don't be hesitant. Get in and be a part of it. Don't just be a member, be a leader. We need talent."

Changing Times

Started in 1957, NMCB has changed and adapted with the times. Whether it be changing how the organization is perceived or bringing it up to speed, each past state president left their mark to form the organization we know today.

"One of the most gratifying things I did was try to get the [New Mexico] CowBelles recognized as something more than just a ladies auxiliary group type thing and put us on a little more

equal footing with New Mexico Cattle Growers' Association. I wanted to prove ourselves, that we could be a viable group. We had a lot to offer as far as time, ability and talent they could tap into," said Sauble.

Forging Forward

As we navigate through these new times under 2020 NMCB State President Charity Ann Saulsberry's motto, "There's no mystery in our

history," let's not forget to take a look back.

"If you don't know where you've been, you don't know where you're going to go," said Witte.



Past NMCB presidents gather for a group picture.



NMCB was started in 1957. This historical picture was pulled from the NMCB website.

Changes Due to

Coronavirus Pandemic

Many organizations have had to adjust their yearly calendars to accommodate for changes due to the recent pandemic. Like many others, the New Mexico CowBelles and locals around the state have had to cancel their events and meetings to ensure the safety of their members.

On April 23, the New Mexico Cattle Growers' Association announced that they had cancelled their Mid-Year Meeting set for June 9-11 in Ruidoso, NM. NMCB leadership followed by cancelling the NMCB Mid-Year meeting, as well. The decision was made early in the pandemic to

postpone District Workshops from the original dates in March to a later date in July. As of now, District Workshops are now cancelled.

Although this is a disappointment for many, these precautions are necessary to protect NMCB members.

"We are disappointed that we are unable to hold this event for our membership and industry leaders, but we know it is the right decision based on the information we have today," NMCGA staff said in a letter to their membership. "We are sincerely sorry for any inconvenience this may have caused you, but we felt this was the

best way to proceed during such an unprecedented global situation."

Members are encouraged to keep checking in to the NMCB and NMCGA websites and social media pages to find updates on future events and current issues in the industry. We hope that you all stay safe and healthy during this time. Please continue to connect with us and let us know how you are helping to keep America fed during this unusual time!



FIVE STATES ROUNDUP

SEPTEMBER 24, 2020
CLAYTON, NM

Join Us!

The Lariat CowBelles invite all NMCB members, their spouses, and any guest to join them at the Five States Roundup set for September 24, 2020 in Clayton, NM. Mark your calendars for this upcoming event!