

**Minutes  
Texas CattleWomen  
General Membership Meeting**

**Fall 2016  
October 22<sup>nd</sup>, 2016**

Meeting called to order at 9:11 am by Staci Schoenfelt.

Micheala Tennyson with Aggie CattleWomen welcomed everyone and introduced guest speaker Kyle Kacel, Texas House of Representative, District 12.

Prayer by Rosie Newsome.  
Pledge lead by Debbie Gill, followed by all.

Texas CattleWomen Creed read by all.

Treasurer Report by Marsha Shoemaker, there were no changes.

- General account- \$24,172
- Holding account- \$2,507
- Scholarship account- \$7,826
- TBC contract account- pending due to contract
- TBLT scholarship- \$2,548
- Pat Grotesque- \$5,087
- Edward Jones- \$148,470

Total balances were presented on the financial report  
Janna Stubbs moved to accept the treasurer report. Callie McCullough seconded.

Dakota Fleming read the credentials, 26 members present and 7 locals and at large members.

Minutes were read by Dakota Fleming. Change spring minutes to the password on the website is txcattlewomen1. Naeda Davis moved to amend the minutes and Marilyn Nance seconded.

Committee Reports were given by Marsha Shoemaker.

Beef promotion and education- education reached 1,072 reached as of today and 12,706 for promotion, but we believe there are more reports that need to be sent in, especially to receive the funds allotted to TCW. For promotion funds, we were allotted \$4600 but only sent in \$1500 and in education funds we were allotted \$2500 but sent in \$900.

An idea to use the funds is to work with Texas Beef Council to have promotional retractable banners made that are easier to ship and store. Asking locals if they would use these signs. Also an idea to make ones for locals to customize and have a 50/50 cost share with the Beef Council . Janna Stubbs moved to go ahead and make two signs, one for promotion and one for education. Tyler Gates seconded. TBC will be asked if they would be willing to help locals design their own signs.

Unknown

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It was discussed about making recipe cards for promotion. Ideas were quick and easy recipes, with approximate cost of meal.

Also discussed about making a take away for education events for elementary kids. Idea is to make crayons with beef messages on the box. Gummy snacks, coloring books and bookmarks are also ideas.

Membership report- In 2016 there were 726 members, a gain of 62 members from 2015, 16 locals and also at-large. 2017 year started October 1st.

Scholarship report- Those who won the scholarship will receive funds shortly. Texoma CattleWomen closed their chapter and the funds were placed into the Pat Grote fund. There was discussion to increase the \$500 high school scholarship to \$1,000 to reach more applicants. A chair member would like to see the results to have a deadline for the members to be notified who won the scholarships, as well as new releases. Marilyn Nance moved to increase the high school scholarship from \$500 to \$1,000. Tyler Gates seconded.

Speaker is Dr. Dan Hale, Professor and Extension Meat Specialist at Texas A&M University, discussing the new Ranch TV website.

State/National News- Debbie Gill spoke. She is the ANCW Region 4 Director. The Region 4 meeting will be held April 21<sup>st</sup> – 23<sup>rd</sup>, 2017 in Bryan/College Station, hosted by Washington County CattleWomen. The annual ANCW meeting will be in Nashville in February 2017. The National Beef Ambassadors has been replaced with a Collegiate Program and the Aggie CattleWomen are encouraged to apply. They are also encouraged to go to the collegiate round table during the convention in Nashville. Terry Chandler moved to approve the Region 4 ANCW meeting to be held in Bryan/College Station on April 21st, 2017. Chesley Rudasill seconded.

Terry Chandler awarded Marsha Shoemaker as CattleWoman of the Year.

West of the Pecos, Brush Country, Hill Country submitted scrapbooks in the scrapbook contest. The winner is Hill Country who will receive a \$25 check and the other two will receive \$10.

Texas Beef Leaders- the new application deadline is December 31st, they are ready to go online. January 31st applicants will be notified. They will be trained through two webinars and then one face to face meeting. Those selected will be required to attend fall and spring convention. To apply, they will fill out the required documentation and then submit a 3-7 minute video that addresses a current beef issue. Debbie Gill moved to accept the new program. Vicki Miller second.

Locals gave their updates on their chapters.

Social media- please like the posts on Facebook to boost the page. If you want something on the Facebook page, message the page to get it posted. Asked to share other local's Facebook postings on the main CattleWomen page.

Ways and means report- Tee shirt sales are going well but \$3,200 worth of inventory remaining. Cookbooks are also still around for sale. The raffle program is at a stall for a state wide raffle

Website report- password is txcattlewomen1. Two pages are blank right now, corporate partners and TBLT. TBLT will be filled now that the application is approved. Members are asked to send in pictures for the website. Send to [txcattlewomen@gmail.com](mailto:txcattlewomen@gmail.com) to get the pictures put on the website. The website responsibility will be with the president elect. Recommendation to increase the size of the tabs at the top as well as the officer listing and contact information.

Executive Committee Report- the recommendations have been given at the appropriate times of discussion. No action needed.

Budget- Beef signs haven't been selling well, income budget decreased to \$150. Tee shirt sales reduction to \$3,000. Expenses, CattleWoman of the Year goes down, organizational down, postage down, eNews increase, discretionary travel down, outside program support down. Informed the members about the upgrade security option that will be an additional \$500. This would increase the security on the website through the Chrome browser but seeing as there isn't monetary exchange the executive committee doesn't see it necessary. Send eNews information to the gmail address. Terry Chandler voiced concerns about the \$10,000 plus \$3,000 allotted for officer travel when TCW income is basically composed of \$23 member dues, when the member numbers are dropping below 650. She also voiced that TCW needs lots of feed back about national conventions and all other travel to justify going to the meetings. She also urged frequent newsletters, emails and other communications to involve all members. Naeda Davis moved to accept the proposed budget. Doris Koehne seconded. Local chapters would like the budget to be placed on the website so a spending pattern could be determined and the local could be in the know.

State wide event committee- Callie McCullough, Tyler Gates, Casey Matike will be on the committee.

Nominating Committee- Doris Koehne, chair of the nominating committee, presents Pam Bothe President, Debbie Gill as president elect, Marsha Shoemaker as Treasurer, Casey Matzke as VP, Dakota Fleming as secretary. Callie McCullough opened nominations from the floor. Marilyn Nance seconded. Casey Matzke moved to accept the slate of officers presented by acclamation. Janna Stubbs seconded.

Doris Koehne moved to adjourn. Debbie Gill seconded.

Adjourned at 4:23