

Katelin Spradley  
Attn: New Mexico CowBelles  
P.O. Box 943  
Mcintosh, NM 87032-0943

# The Wrangler

New Mexico CowBelles | August 2021



## 2021 Pat Nowlin Memorial Scholarship Recipients Chosen By NM CowBelles

Each year the NM CowBelles accept scholarship applications to honor the memory of Pat Nowlin who was instrumental in starting the first CowBelle organization in Arizona in 1947 followed by the New Mexico organization in 1957 when she moved to Cimarron, New Mexico. Nowlin served as the first NM CowBelle president as well as the secretary / treasurer for the American National Cattlewomen.

The NM CowBelles are pleased to announce the 2021 recipients of the Pat Nowlin Memorial Scholarship. The \$500 upperclassman scholarship winner is Koelle Brandenberger of Claunch, who is currently pursuing a degree in agribusiness at West Texas A & M University in Canyon, Texas with plans to become an agriculture

appraiser. Brandenberger was recently named to the WTA&M president's list and is actively involved in leadership opportunities through the Block and Bridle organization and Agribusiness Club. As a member of the college meats judging team, which earned reserve champion honors at competitions in Denver and Fort Worth, Brandenberger remains close to her roots having grown up on her family cattle ranch and showing cattle through 4-H and FFA. Capitan High School leadership positions in national honor society, student council, and FFA led to Brandenberger's decision to also become involved as a member of the NM CowBelles and the Crown CowBelle in order to remain connected to the beef industry.

Two additional scholarship winners will each receive \$500 as graduating high school seniors. Emily Gossett, a member of the Copper Cowbelles and recent graduate of Silver City High School, plans to attend New Mexico State University to major in agriculture communications and education. While in high school, Gossett held numerous leadership positions in her local FFA chapter as well as district and state level FFA officer positions including District VI President and State Vice President. As a FFA state officer, Gossett and her team members developed the Evolve Podcast, which discussed the importance of agriculture in NM among other agriculture related topics. Sharing NM Farm and Livestock Bureau's Ag in the Classroom beef and dairy cattle



Koelle Brandenberger is the recipient of the 2021 NMCB Pat Nowlin Memorial Upperclassman Scholarship.

### Inside this Issue:

- Pat Nowlin Scholarship Recipients
- WALC Reflections
- Silver Spur CowBelle Awards

### Wrangler Staff

Katelin Spradley, Editor  
katelinspradley@gmail.com  
505-860-0265

### NMCB State Officers

**President:** Sandra Lacy  
**President-Elect:** Jacinda Price  
**Vice President:** Vonda Frost  
**Secretary:** Michelle Greeman  
**Treasurer:** Stephanie Avent

# Message from the

# President

I recently posted this cartoon to my personal Facebook page, which not surprisingly, generated response from several friends. “7 percent of Americans think that chocolate milk comes from brown cows”, is that an actual representation? The long and short of the truth is, yes that is a fact.

A survey was conducted by the Innovation Center for U.S. Dairy in 2017; it included 1000 plus people over the age of 18 and also found that over 48% were unsure of where milk came from at all. Given that this was just a sample of people and we do not know the original methods used or the options relayed in order to answer the questions, you could scale back the percentage some but this isn't the only survey or study done on how well people in America understand agriculture. In 2011 a qualitative study found that half of the 4th-6th graders surveyed in a California school district were unaware “that pickles were cucumbers, or that lettuce and onion were plants.” As far back as the early 90s a Department of Agriculture study found that 1/5 of adults did not realize that hamburger was actually beef, from a cow.

Before the Dust Bowl era, a vast majority were directly involved

in agriculture, typically in the way of providing for their family. Today most people are 3 or more generations removed from any kind of production. You all know the statistic, farmers and ranchers are a mere 2% of the U.S. population or approximately 3.5 million farmers, ranchers, managers and other employees; 97% of which are family operated. Versus 16.4 million who think chocolate milk comes from brown cows.

That comparison is a little confounding, isn't it? Guess what this disconnect affects? Aside from backlash of extreme groups like PETA, it has a very real impact on agricultural policy. Many of those making decisions in the legislature simply do not know how the finished product ends up on a shelf in the store.

There has been some improvement due to consumers wanting to know where their food comes from and groups like National Ag in the Classroom and the USDA Farm to School program, however those of us in production cannot be apathetic. I recently read the monthly letter from New Mexico Cattle Growers' President, Tom Sidwell and he made a point about producers concern over private data being compromised in an animal

ID program. His sentiment of livestock owners driving the entire process to be in control of how data is accessed is much the same as educating the public on agriculture. Do you want to be the one telling the truth about your operation, or do you want the activist on social media doing it for you? I realize that it is a constant uphill battle but it's one worth constantly fighting for.

These social apps are not going away any time soon and it is the current media for 94% of adults age 18-24. Talk about a target market. I'm not saying you must take up your phone, create a Snapchat account and become the next Dale Brisby super star (although that might prove to be more lucrative than the cattle market) but if you are a producer I encourage you to get involved somehow. We need you. All of you. We cannot depend on someone else to tell our story.



Sandra Lacy  
NMCB President



## Call for Committee Chairs and Members

Fellow CowBelles, our organization does not operate without great women like you! Our committees are member led, and those committees play an integral part in getting things done for our group. As a committee chair, you are also a member of the general board, and can and should vote on

items presented by the executive board during the board meetings and communications. Currently we have some vacancies that need to be filled. Those vacancies include Membership Chair and Co-chair, Associate Membership Chair. If you are interested in serving, or joining one of

the other standing committees, please contact one of the executive board.

Thank you,

Your NM CowBelle Officers,  
*Sandra, Jacinda, Vonda, Stephanie, and Michelle*

# Tidbits from the

## Treasurer

Hello Ladies!

I hope you all are enjoying your summer and receiving some of that wonderful stuff they call “rain”!

It was so nice to get out in public and for CowBelles to have a presence at the Mid-Year Meeting! Thank you to all who attended, both in-person and virtually. Also, thank you to those locals who donated items to the silent auction. It was a great turnout. We raised a total of \$2,045 at the silent auction and a motion is to be made to allocate those funds to our Pat Nowlin

Memorial Scholarship and our Beef Ambassador Scholarship.

Reminder: The 2021 fiscal year ends September 30, 2021. Our annual membership drive will begin October 1, 2021 for 2022 and will be due by December 31, 2021.



Stephanie Avent  
NMCB Treasurer

## CALENDAR

### AUGUST

- 24 Preg Checkin' Class, Grant Cooperative Extension Office
- 22 NMCGA Regional Meeting - San Juan County
- 25 Field Day, Leyendecker Plant Science Center
- 26 Field Day, Agricultural Science Center Artesia
- 30 Field Day, Agricultural Science Center Farmington

### SEPTEMBER

- 6 Labor Day
- 9-19 NM State Fair
- 9 NM Livestock Board Meeting
- 10 Field Day, John T. Harrington Forestry Research Center Mora
- 15 Deadline to enter NM Youth Beef Feeder Contest
- 22 Field Day, Fabian Garcia Research Center

### OCTOBER

- 8 Field Day, Chihuahuan Desert Rangeland Research Center
- TBD Field Day, Corona Range and Livestock Research Center
- 15 Deadline for November Wrangler

For an up-to-date list of events going on around the state, visit [www.newmexicocowbelles.wildapricot.org](http://www.newmexicocowbelles.wildapricot.org).

Just because we are  
*social distancing*  
doesn't mean we can't be  
*social!*



Like us on Facebook!  
**@NewMexicoCowBelles**

## Chat with the Chaplain

Who told you that?

Do you ever find yourself following unwritten rules? Maybe it's about how you cook, what church you go to or even how you dress. We tend to get stuck in these patterns and sometimes don't even know where or why we are doing the things we do or thinking the things we think.

If it doesn't line up with the Word of God, we may need to question it

and then ask Him if it's the way He intended or just the way we've adjusted to be.

Be free in who He created YOU to be! There's only one you and the world needs to see that part of God that only you can show. Be blessed y'all!

Corrina Casler  
NMCB Chaplain

# News from the *Locals*

## **Pretty Tough Cattlewomen**

The PTC gals will be sponsoring the second annual Community Days event at the Rio Arriba County Fair July 31. Activities include outreach for the NM beef industry, a car show n shine, local dance groups and music. Adding the community day events recognizes some of the special traditions of our area, and the more we come together as a community, the stronger the support is for our agricultural youth.



Update and picture submitted by Sage Faulkner.

## **IN MEMORIAM**

*Copper CowBelles*  
Bobbie Neal-Little

## **Corriente CowBelles**

This year the Corriente CowBelles were able to award several scholarship to several deserving students this year with the donation we received last year from Laura and Ed McCabe.

We awarded Koelle Brandenberger Continuing Education \$1000.00 Scholarship to attend West Texas A&M to study AG Business.

Adrienne Romero has received a CowBelle scholarship for 4 years. Her mother RoseAnne has been a CowBelle for a very long time. She is currently

attending Grand Canyon University in AZ and was given a \$1000.00 scholarship. She will graduate in December.

Also awarded a scholarship was RaeAnne Summers. She was a Senior 2020 this year. She was awarded a \$1000.00 scholarship. No picture was available. Hopefully we will continue to provide her with a scholarship. And finally we awarded a \$1000.00 Scholarship to Mercedes Hazen Senior 2020. She will be attending NM State University.

Once again we were able to hold our annual scholarship fundraiser at NO Scum Allowed Saloon in White Oaks NM on July 17th. It was a huge success. We raised a lot of money for the kids. The winners of the Corriente CowBelle Cowboy Jackpot were Mr and Mrs Hilborn which was a \$5,000.00 cash prize. They inturn donated \$1,000.00 back to the CowBelles for future scholarship. Thank you to the Hilborns for the Donation. Jaimee Tate sold them the winning ticket.

*-Submitted by Cheryl Barber*



Koelle Brandenberger - West Texas A&M



Adrienne Romero - Grand Canyon University



Mercedes Hazen - NM State University

*Want to include news from your local in the Wrangler?  
Submit it before the deadline to Katelin at [katelinspradley@gmail.com](mailto:katelinspradley@gmail.com).*

# Pat Nowlin Memorial Scholarship

## Recipients Cont.

curriculum activities with elementary students in Grant County was a highlight as a high school student.

Riley Clavel, who also receives a \$500 scholarship, is a Roy High School graduate and daughter of Blair and Darcie Clavel, who is a member of the Pinon CowBelles. Raised in Harding County on the family's 100+ year old ranch, Clavel learned firsthand the value of hard work and the importance of the agriculture industry to her family and others. With a strong background in 4-H and FFA, Clavel excelled in showing cattle and horses, judging livestock, competing in a variety of other contest areas and receiving numerous local, state, regional and national awards, including the National FFA

Achievement in Agriculture award. Leadership positions and achievements in FFA, 4-H, student council, national honor society and varsity athletics, as well as a strong record of community service, will serve her well as she

pursues a career in agri-business while attending Hastings College in Hastings, Nebraska.

Congratulations to each of our scholarship winners!

*-Submitted by Shelly Hathorn*



Emily Gossett is the recipient of a 2021 NMCB Pat Nowlin Memorial High School Scholarship.



Riley Clavel is the recipient of a 2021 NMCB Pat Nowlin Memorial High School Scholarship.

What a joy it was to be out in public again and actually see everyone's faces, in person! Ruidoso did not disappoint, the weather was crisp and refreshing and we even had a little moisture after dinner. Most stood outside and enjoyed the sprinkle.

Apparently, being cooped up and locked away from social settings for over a year had an effect on us as officers. We all looked like deer in the headlights. We apologize for the miscommunication on the schedule and for the lack of time to discuss old and new business properly. We flat out underestimated the time necessary to accomplish what we had itemized. To use Michelle Greeman's words, it was baptism by fire but we know what we need to do for annual and have regrouped (even had a parliamentary procedure review). We appreciate all of you who were there in the trenches with us and for being so kind and understanding. We were

## Mid-Year Report

able to approve the budget! Please see Stephanie's report for all of those details.

Dr. Shanna Ivey, Department Head of Animal and Range Sciences, at NMSU was our guest speaker. She gave a detailed presentation on the future feed mill, custom feeding program, and USDA meat processing plant that will be built on campus. What an opportunity for each of us in the state of New Mexico, especially the New Mexico beef industry! And our future Aggies! The Animal Science department will be raising money, in conjunction with a bond which was voted on in 2018, for funding of buildings, equipment, classrooms, etc. We hope CowBelles will be able to partner with the department in some way and be a part of their growth and success.

After lunch, Hazel Donaldson from Heritage Wates Coalition presented a crucial workshop on the M.H. Dutch

Salmon Greater Gila Wild and Scenic River Act and how it would negatively impact rural communities in Grant County. Their organization is over 4000 members strong and has been the driving force in opposing this act and protecting the rights of private land owners as well as the water rights of those affected. This legislation could impact every other county in the state of New Mexico and we are grateful to Hazel and Heritage Waters Coalition for their dedication to fight. Please visit [www.heritagewaters.org](http://www.heritagewaters.org) and join their effort. The website is a wealth of information and we can all learn and be prepared.

Thank you to each and every one of you and all you do to protect and serve the New Mexico BEEF industry. We look forward to seeing you in December!

*- Submitted by Vonda Frost,  
NMCB Vice President*

# WALC 2021

## *Choices, Chances, and Changes*

While we waited with bated breath for things to “open back up”, the organizers for the Women in Agriculture Leadership conference weren’t cooling their heels. These ladies made a choice, took a chance, and changed the way they presented things so that the conference could still carry on and keep to its every other year schedule. Even though WALC was online via Zoom this year, it was still a great opportunity to meet and network, “see” some familiar faces, and further our efforts to be advocates for the agriculture industry.

Jacinda Price and Michelle Greeman both took the opportunity to log on, and we wanted to share with you all what we learned. For Michelle, it was the first WALC she has attended in many years. It was great to see so many friends online who are still out there fighting the good fight for our industry. For Jacinda, it was the second WALC she attended, ever, and she found the conference and break-out sessions not only very well organized and purposeful, but packed with applicable information that could be easily put into practice, a real meat and potatoes approach, so to speak.

The conference opened up with keynote note speaker California Secretary of Agriculture Karen Ross. Secretary Ross spoke about her experiences that drew her to agriculture, and the fact that you don’t have to be a farmer or rancher to be involved in agriculture. She also mentioned that she loved working with farmers and ranchers because they are so connected to the land, that they think long term- looking at how they can maintain the land and business for future generations. Secretary Ross also touched on how important it is to advocate for ourselves as an industry, keeping things positive,

and transparent, and connecting with people. She also said that just because you’re not directly involved in agriculture or have no background it doesn’t mean you can’t be. Her advice was to get involved, go learn, network, ask questions and volunteer. For all of us, Secretary Ross stressed how important it is to stay up to date on hot topics. She says she uses a combination on local/state and national resources and publications to keep her finger on the pulse of what’s happening in the industry. The last thing Secretary Ross spoke to was how we can bridge the gap between ourselves and people or groups on the opposite sides of issues. She emphasized that we need to spend less time focusing on our differences, and find what we have in common. We have to start locally, and work to build a relationship with outside groups with whom we can find common ground.

The second day of the conference offered breakout sessions of which participants could pick two to attend. Jacinda and Michelle both attended the Women in Politics session, which featured some of our most active New Mexico State Senators and Representatives in Crystal Diamond, Gail Armstrong, Candy Sweetzer, and Angelica Rubio. They all agreed that the most pressing issue that they see in their districts is water. Water is the state’s most precious resource, making sure we have enough to fill the needs of the state is becoming a more daunting task with the ongoing drought and new regulations. Other pressing issues include producers feeling as though they are being regulated out of making a living: green energy initiatives, wolves, labor force shortage, and consistent access to healthy food/food insecurity. All of these ladies emphasized that we can bridge the gap between ourselves and

our representatives by reaching out to them. Come to them respectfully with the issues and detailed information, follow up, and also make sure we understand what is happening within our local governments is connected to what happens in our state legislature. They encouraged us to reach out and told us to not be afraid to just give them a call- they’re here for us. They also encourage us to get involved to make change happen. We have to go to the county commission meetings, school board meetings, and fair board meetings, etc. if we want to know what’s going on in our communities to understand the issues and effect change.

One of the two last breakout session was about Balancing Changes in Life hosted by Erica Valdez and Jamie Viramontes. The emphasized change is inevitable, that we need to be able to adjust and be flexible, work on embracing the season we’re in because they are only temporary, and most importantly- when things go wrong “don’t throw your sucker in the dirt”. These were great reminders for us as cattle women in our ever changing and challenging world.

While this year’s WALC looked a lot different from years past, it was still a great event to expand our knowledge and network with other women in agriculture around the country. We’re looking forward to 2023 and what the next conference will have to offer. For more information about the Women in Agriculture Leadership Conference you can follow them on Facebook, or head to their website at <https://www.womeninagleadership.com/>.

*- Submitted by Michelle Greeman,  
NMCB Secretary*

# News from the *Locals cont.*

## Silver Spur CowBelles

Last Saturday was the Colfax County Livestock sale where the Cowbelles presented some awards for Man of the Year, CowBelle of the Year, Honorary CowBelle Award, and the Scholarship recipient. The Cowbelles supplied cookies and water/coffee for the buyer's dinner.



Silver Spur 2020 CowBelle of Year is Ada Marie Trujillo.



The 2021 Silver Spur CowBelles Man of the Year is Jimmy Lovato.



A group of the Silver Spur CowBelles at the Colfax County Fair Sale.



Stanley Harper was selected as the Honorary Member of the Silver Spur CowBelles.



Recipient of the 2021 Silver Spur Stanley Harper Memorial Scholarship is Sean Garcia.



Rita Beard is the 2019 Silver Spur CowBelle of the Year award recipient.



Emma Martinez received the 2021 Trade School Scholarship from the Silver Spur CowBelles.



## 2021-2022 NM Beef Ambassador Team

We're excited to introduce our 2021-2022 New Mexico Beef Ambassadors! From left to right Joanie Vance, Fallon Velasquez, and Callie Bennett. We're also thanking Mia Encinias and McKenzie Luna for their service this past year. The Beef Ambassador program is our consumer outreach effort highlighting beef nutrition, animal care and environmental

stewardship. With the help of our partners New Mexico Cattlegrowers, New Mexico Beef Council, Farm Credit of New Mexico and Nunn Ranches, we're excited to tell the story of our state's beef community.

- From the NMCB Facebook Page

