

# COMPASS

Issue 3

September 2016



## President's Message



**CWA PRESIDENT JEANETTE LOMBARDO WITH ATTENDEES AT THE JULY LEADERSHIP AND EMPOWERMENT STATEWIDE MEETING.**

### Developing Leadership

In July CWA held an incredible Leadership and Empowerment Workshop for our members on the campus of California State University, Pomona. The meeting was very well attended and I know that all whom joined us left with new skill sets to take back and share with their chapters. I was asked, "Why does CWA hold this meeting for its members?" My response was that great leaders are needed for the succession of our organization. We teach our members to be good leaders by providing mentoring and practice. To me, successful leadership comes from leading by example. Every day I learn something about myself and my leadership style as your State President.

Last year in my quest to be a better leader, I read several books on leadership. One was from Brian Tracey, who is an internationally recognized guru on leadership. Here is a list of leadership principles that Tracey thinks every leader needs. I felt that it is worth sharing.

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### Upcoming Events:

September 10-11 - Sept. SWM and AgBooster's BBQ, Fresno, CA

November 12-13 - November SWM, Turlock, CA

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1. Leaders learn. When people lose interest in learning, they lose their edge. We must continue to find opportunities to learn and teach all our members. Tracey encourages anyone seeking leadership success to read at least an hour every day. That hour a day will make you a recognized leader within three years in the subject matter you focus on.

2. Leaders listen. I have had to learn the difference between passively hearing and actively listening.

3. Leaders develop discipline. Good leaders develop discipline by curbing the impulse for instant gratification. Learning to say “no” when you might say “yes” is the road to becoming more disciplined. Just because you can doesn’t mean you should. Curbing your desire makes you stronger in every aspect of your life. That’s why leaders discipline themselves to do necessary tasks even when they don’t feel like doing them.

4. Leaders take time to be quiet. Successful leaders are usually very busy, with very little extra time in their schedules. The most successful ones take 15 to 30 minutes every day to be absolutely silent. They remove all distractions and noise to sit within the calm of quiet surroundings. In this silence, they’re able to hear themselves think and feel. This helps develop their intuition, which guides them in making decisions.

5. Leaders are compassionate. Effective leaders know that kindness trumps bad behavior; they care about others’ feelings. They know that softly spoken words are more easily heard and understood, while yelling at peak volume typically just makes for a battle of the wills.

6. Leaders understand when to delegate. Successful leaders are people of action, but they also understand when to be patient and when they cannot do everything themselves. That said, a gifted leader will first ensure that those to whom they delegate can actually get the job done well. In this way, they also foster success in the people they lead.

7. Leaders manage time well. Successful leaders know that time is the only commodity they cannot get more of, no matter how successful they become. So they treat it with great respect. Good leaders manage their time by planning their day with precision.

8. Leaders are persistent. Persistence is key. The refusal to give up separates a good leader from those who would have success but give up too soon.

9. Leaders focus on the positive. A successful leader keeps his eye on the end result. They maintain a positive outlook, regardless of current circumstances. Good leaders see problems as opportunities to find a solution, and they never blame others for what they’ve failed to accomplish. Leaders understand that they are in command of their own thinking.

10. Leaders value failure. The average leader will fail many times before he or she succeeds. They are undaunted by failures and view them as golden opportunities to get closer to their goal. They know that failure is not an end, but a chance to learn to do it better next time.

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11. Leaders are authentic. They know that their clothes, homes and cars do not make them successful as human beings. It is their actions in the world and their intentions that make someone a leader worth following. So a good leader is authentic in his or her approach to life, which includes day to day living. Their spoken principles reflect in their actions.

12. Leaders want to share what they have learned. Successful leaders are generous with sincere praise to others. Those following in your footsteps or learning from you need to hear directly from you when they're getting it right. So make your praise specific to what someone has accomplished.

In CWA we are privileged to be mentored by some incredible leaders with a variety of personalities and styles. Don't try to become exactly like someone else; individuality is important to leadership as well.

Best Regards,

Jeanette Lombardo, CWA President

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## **MENTORING: Positive Benefits for Volunteers**

### **By Carol Chandler, Past State CWA President**

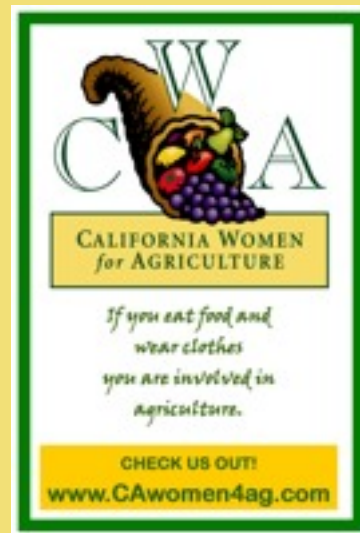
Throughout my time as an advocate for agriculture, I have been both a mentor and a mentee. The advantages of mentorship are important for both leadership development and personal growth for a member of a volunteer organization.

As a mentee, I looked to my mentors as trusted resources who would be supportive, encouraging, and respectful of confidences. Often, I would turn to my mentor for advice about handling a difficult situation or task. Knowledge that the wise council and advice would be given for my personal benefit as well as for the good of the organization was extremely helpful. Sometimes it just helps to know that you are not alone and your mentor is there to listen, advise, and share experiences.

Choosing a mentor is as important as any advice they may provide. If a mentor is respected, accessible, and a good listener, a volunteer can call on her/him on a regular basis. A mentor can help an individual set goals, chart a path to achieving those goals, and promote accountability. While working on goals for volunteers, it is important for a mentor to remember the following:

“Our great mistake is to try to exact from each person virtues which he does not possess, and to neglect the cultivation of those he has,” said Marguerite Yourcenar.

Volunteer organizations like CA Women for Agriculture can benefit greatly by mentoring prospective leaders. We each have a great opportunity to try something new, adventurous, and challenging, knowing that there are mentors to help along the way. Take on a leadership role, plan an event, step out of your comfort zone with the help and encouragement of those who have gone before. CWA provides the perfect opportunity to spread your wings and soar while advocating for our agriculture industry!



The Compass is the external communication for California Women for Agriculture. Recipients include CWA members, agriculture organizations, associations, elected and appointed officials and other selected recipients. Chapters are encouraged to submit news, photos, announcements, articles, and suggestions. Directors should submit issue updates and information in advance if action is required.

The Compass is published four times a year by California Women for Agriculture as a service to members. Deadline is the 20th of the month in which a statewide meeting is held.

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## Member Highlight

**By Bianca Ramirez**

I grew up in Bakersfield, which is surrounded by agriculture and it has always been part of my life. My mother worked for Bolthouse in their sorting and packing line and my dad was the head chef for a Mexican restaurant in town and communicated with produce brokers to make sure he had fresh produce to cook with. That being said, I didn't realize the large impact of agriculture in my life until I joined FFA in high school. I joined FFA mainly because I wanted an outlet to participate in public speaking competitions. Once I joined FFA, I learned about the significance of agriculture in my community and the need to produce a safe food source for the rest of the country. FFA is where my passion for agriculture was cultivated and the reason I decided to pursue a career in agriculture.

I studied Agricultural Business at California Polytechnic State University, San Luis Obispo (Cal Poly). When I entered Cal Poly, I knew that I wanted to work for an agriculture company back in my hometown but was unsure as to the route I wanted to take. I really enjoyed my finance and economic classes and knew I wanted to go the analytical route, but I didn't want a job where I was stuck in a cubicle all day, every day. I took an Ag Lending class taught by a Farm Credit West employee my senior year in college and thoroughly enjoyed it. She talked to me about how lenders in the Farm Credit system work from an office but also visit customers on their operations. As the class continued I thought Ag Lending was a great match for me. I accepted an internship with Farm Credit West right after college, which led to a full time credit analyst position, which then led to my current position as a lender. I really enjoy learning about the different operations in Kern County and getting to serve my customers.

I joined CWA about a month after my internship at Farm Credit West because I saw it as an opportunity to expand my agricultural network. The Kern Chapter was having their August meeting and a coworker invited me to attend the meeting. Once I was there, they let us know that the annual September BBQ fundraiser was coming up and they needed people to assist. I went along with another new member. At that point I was only a member for a couple weeks and they put me straight to work setting up the country store and helping in the wrapping room.

Cheryl Mendoza who works with me was instrumental in getting me to join CWA. She introduced me to the group and always reminded me about upcoming meetings and events. Through Cheryl I met Janie Sustaita who was helping us rebuild the Kern Chapter. Janie encouraged us to assist at Statewide Meetings and it is through her that I began to get involved in CWA on a state level.

I inspire others to get involved by sharing my experiences with them and letting them know that CWA is a great outlet to advocate for agriculture and grow personally and professionally. I let them know about the great networking and community service opportunities that come with being a member of CWA.



Since the Kern Chapter is rebuilding, we are focusing our efforts in building membership. We have had success by scheduling a presentation or agriculture tour before or after our meetings. We advertise the presentation or tour via emails and on fliers and have had success in bringing in new membership. The best example I can give was when we had our meeting next to swarms of bees. We were all in bee suits while two beekeepers explained some of the challenges they are facing. By understanding the beekeepers concerns we are better suited to advocate for them and educate others about the bee industry. My suggestion is to keep your meetings dynamic and interesting by incorporating presentations and tours that would excite your current membership and potential members.

My concern is that we will lose focus on the purpose of CWA in the future. Networking events are great but we need to make sure that we are also hosting and attending events that promote our message to educate and promote agriculture. We do a great job of doing this in the legislative meeting but we need to also make sure that the chapters and the state are focusing their time and energy to fulfill our message of educating and promoting agriculture, especially to those who have little understanding about it.

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## Common Threads North Award

Founded in 2003, the Common Threads North program was formed by representatives of the California Agricultural Leadership Foundation, California Women for Agriculture, nine county Farm Bureaus and the UC Davis College of Agriculture and Environmental Science. Over the years, enriched by partnerships with Butte Agriculture Foundation, California Foundation for Agriculture in the Classroom, California State University Chico, Center for Land-Based Learning, and Resource Conservation Districts, the Common Threads North program has grown to be one of the most prestigious and meaningful distinctions in the agricultural community and beyond. Common Threads North recognizes outstanding women who have contributed greatly to their region through volunteering, working, sponsoring or otherwise fostering programs and activities that create positive change. The 2016 honorees are Karen Cultrera of San Joaquin County, Pam Giacomini of Shasta County, Joan Hemsted of Shasta County, Mary Kimball of Yolo County and Joan Webster of Butte County. These five remarkable women with deep roots in agriculture have chosen to make a difference in their communities through their contribution of time, talent and treasure.

From the very start Karen Cultrera's life was filled with agriculture. Karen was the fourth generation to grow up in the Salinas Valley on her family's lettuce farm and was involved with 4-H where she exhibited livestock and entered food and canning projects at the county fair. She has stayed involved in agriculture ever since. Karen and her husband Dave own a small almond orchard and raise goats in Escalon.

She has served the agriculture community by working with both Golden Valley Achievers and Ripon 4-H for over 10 year, Ripon FFA for over 20 years, serving as treasurer of the Friends of San Joaquin County Fair for 10 years, and as a member of Beta Sigma Phi women's sorority for over 36 years. She currently serves as Chairman of the Ag Education Committee for San



**CWA MEMBERS SHOWING SUPPORT FOR THE 2016 COMMON THREADS NORTH AWARD RECIPIENTS**

Joaquin Farm Bureau Federation and serves on the executive committee and the Foundation Board.

Karen's long time passion includes California Women for Agriculture (CWA) where she volunteers at numerous events throughout the year and chairs the scholarship committee. She is highly involved with AgVenture and is part of the steering committee. AgVenture educates more than 12,000 3rd graders each year at three different field days. Her ability to relate to students and teach agriculture in a fun and easily understandable way is truly remarkable.



**JOAN WEBSTER, CWA STATE TREASURER AND NORTH VALLEY CHAPTER**

Karen is someone you can always count on—from volunteering to plan tours, writing tests for teachers, riding along on the ag tours for four days during the annual county Ag in the Classroom Seminar and assisting in many other ways. Her dedication and passion for agriculture and community are second to none.

Joan Webster was raised on a small ranch in Siskiyou County. As a youth she was involved in the local 4-H club and joined Etna High School FFA as a freshman. During her time in FFA Joan participated in the parliamentary procedure team and livestock judging. Due to her hard work and dedication to her projects, Joan was awarded the American FFA Degree. Along with being active in agriculture in high school, Joan had a seasonal job helping to pack tourist, on mules and horses, into the Marble Mt. Wilderness area.

A graduate of Chico State with a degree in Agricultural Business, Joan began working for Fenn Farms as their office manager and was there for more than 20 years. Joan currently owns her own business that provides bookkeeping and business assistance to farmers in the Butte and Glenn County area.

Joan Webster's philanthropic involvement is extensive from serving on California Women for Agriculture since 1996, as Committee Chairperson for the Farm City Celebration, as a current Board of Directors Member for the California Farm Water Coalition, and on the committee for the California Nut Festival. She has helped keep the public and the industry informed of the significance of agriculture to California's economy and is dedicated to making sure this continues.

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## Productive Conflict Benefits Overall Outcomes

By Lisa Bodrogi, State CWA Leadership and Empowerment Director

Hosting a meeting for members during the month of July has proven to be successful two years in a row. The July meeting is intended to bring tools and ideas to the forefront for our membership. The time is spent on building relationships and strengthening the foundation of California Women for Agriculture. This year's meeting was held on July 16th at the beautiful campus of Cal Poly Pomona with a gathering of over 40 members.

The day began with President, Jeanette a discussion on led by Tess Cox, and Advisor, of Tess We learned that unavoidable; we How we choose to through various styles unassertive behaviors creating self-actions we have the conflict and keep it and handle it well.

This discussion ended where we were able to styles of conflict collaborate, and accommodate by of urban vs.

users on how to resolve the water shortage. It was interesting to hear the outcomes from the various groups using the different styles. For example, two people in a competitive mode would not give in to compromise or collaboration for the sake of protecting their water rights. Avoidance leads to sidestepping the issue and not seeking common ground for solutions, and accommodating led groups to simply relent to giving the water to the other user. You can see how these styles of behavior can be very useful to move to understand after CWA members who deal with conflict regularly.

We had the pleasure of hearing from Mary Madison Campbell of Peaceful Legal who represents the California Agricultural Mediation Program. Stemming resolution she shared her conflicts for farmers and learn the high rate of suicide for her work is well needed and

Monique Bienvenue took the presentation on social media. Task Force Director and can be moniquebienvenue@gmail.com. maintaining a level of on our Facebook page and shared with us great tips on how our audience in the most effective ways. Thank you Monique for being a part of our team!



After lunch we heard three presentations on the state of CWA from members Diana Westmoreland Pedrozo, Wilja Happe, and Sara Reid Herman. The women spoke openly and freely on their concerns and ideals for the organization. It was agreed that more work needs to be done to peel back the layers of the organization at a more interactive retreat to be held in November. The overall take away and theme from the day can be summed up with the following reminder: "relationships, teams, and organizations need healthy and productive conflict in order to navigate towards the overall vision." Thanks to all who attended and devoted their time to this important and enlightening seminar.



an introduction by our Lombardo, kicking off Conflict Resolution, Professional Coach Cox and Associates. conflict is cannot escape it. deal with conflict of assertive and yields results. By awareness around our choice to avoid unresolved, face poorly, or face conflict

with an exercise practice the different resolution: compete, compromise, avoid, representing the views agricultural water

from the discussion on conflict insights and skills in managing ranchers. It was staggering to farmers and ranchers. Mary and appreciated.

stage next with an excellent Monique is our Public Relations reached at: She is doing an outstanding job professionalism and authenticity social marketing efforts. She to get our message across to



American Agri-Women Legislative Fly-In was held June 5-8, 2016. Attendees from every corner of our nation, represented agriculture by speaking to legislators. It was also a great opportunity to listen to speakers about relevant topics related to agriculture.

For more information on joining and attending, please visit:

<http://americanagriwomen.org/legislative-fly-in/>

<http://americanagriwomen.org/membership/why-join/>

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We would like to give a special thanks to the following organizations that have sponsored the reception:

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