

COMPASS

Issue 4

September 2022



President's Message - In the Summertime

By: CWA State President, Sharron Zoller



As the summer is waning and kids are readying for school with new backpacks, CWA is gearing up for the September SWM and fundraiser BBQ with California State University Fresno AG One in Merced. Since our May Advocacy SWM in Sacramento, chapter members have attended social and fundraising events, presented scholarships to students and supported county fair projects.

In June four CWA members Cheryl Lambert, Carol Chandler, Rose Tryon VanCott, and I traveled to Washington, D.C. where we were joined by Tracy Chow (not pictured), CWA's Federal Legislative Task Force Director, to participate in the American Agri-Women's (AAW) Fly-In. Busy, well-planned days of both educational and eye-opening panel presentations, and meetings with agencies and legislators packed our time! To capture the full scope of the event, I asked Heather Hampton-Knodle, AAW President, to reflect on our time in Washington D.C., found on page 6.



Above (L-R) Cheryl Lambert, Carol Chandler, Rose Tryon VanCott and Sharron Zoller

LISTENING TO PERSUADE - One thing that struck me as we moved through the meetings in Washington, D.C., with the agencies, panels and legislators, was the variety of perspectives and perceptions and the lack of real-life understanding that the decision-making folks have regarding the state of Agriculture in the United States, along with the challenges and needs of "on-the-ground" farmers. "Farming looks mighty easy when your plow is a pencil and you're a thousand miles from the corn field."-President Dwight D. Eisenhower, 1956. John F. Kennedy's 1961, quote captures the economic reality: "The farmer is the only man in our economy who buys everything at retail, sells everything at wholesale, and pays the freight both ways." And while only 2% of Americans directly produce food and fiber today, down from 25% in the 1930s and 16% in the 1950s, these quotes are still relevant today.

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So, what to do, as the degrees of separation from where food comes from and how it gets to the table expands exponentially? Education! When education is that key, what is the most effective strategy to inform and influence another's thinking? It may not be as simple as passionately giving the facts. When engaged in conversation where we want to convey information to persuade, we hope they are listening but are we listening? To successfully persuade, we must be careful listeners. Reflecting on my own listening skills during a spirited discussion, am I listening to the other person's perspective or waiting for my moment to jump in?

Conversation is not a competitive sport where who makes the cleverest point, or who speaks the longest and loudest is the winner. We fall into a pattern of interrupting, speechifying, insisting, and coming up with sparkling witticisms--all to support our point of view or display our superior knowledge. Yikes! No winners here. When you treat listening with the same care and concern that you put into speaking, your conversations have the best chance to influence and assure the effect you desire.

Seek to understand the whole person behind the words. People love to talk about themselves and their concerns. If you listen, pay careful attention and ask open ended questions, you will learn tons of information hiding in plain sight. You're not just gathering information; you're trying to understand their "whys." Listen between the lines, hearing the emotion, watching for body language, detecting needs and goals, identifying preferences and biases, perceiving beliefs and values, and the energy they are emitting--a bevy of clues.

A study has shown that only 7 percent of communication gets conveyed by spoken words. Facial expressions and body language account for 55 percent, with the other 38 percent coming through in one's tone of voice. When we jump in at the back end of someone else's sentence, we end up missing half of the sentence because we are so anxious to convey our brilliance instead of listening that we've lost the plot. One thing I try, although challenging, is to pause after the speaker finishes and wait two or three seconds before responding. It seems an excruciating long time and I have gotten the "Are you there?" look a couple of times. However, the more I use the pause, and think for a couple of seconds about what was just said, the more thoughtful is my response.

Talking is easy. Listening--as opposed to simply not talking--is hard. With our goals to educate and advocate for California Agriculture, listening may be the most valuable skill to expanding our influence. I would encourage us all to consider these strategies as we reach out to educate the consumer and/or decision maker about Ag! As always, thank you for supporting California Women for Agriculture!

Cheers,

Sharron Zoller, State President, California Women for Agriculture



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CWA Statewide Meeting and Legislator Visits

May 16-17th, 2022

By: Cheryl Lambert, CWA Northern District Director, Natural Resources Task Force Director



First of all, a big round of applause for another impressive May Statewide Meeting and Legislator Visits in Sacramento! Thank you very much to everyone who made arrangements, led the meetings, lined up the guest speakers, the Legislator Reception, Cornucopia Awards, wrote White Papers and visited their representatives at the state Capitol. Great job and it was very much appreciated! Our many sponsors and contributors were very generous and allowed us to hold a fantastic line-up of educational presentations and an awards ceremony.

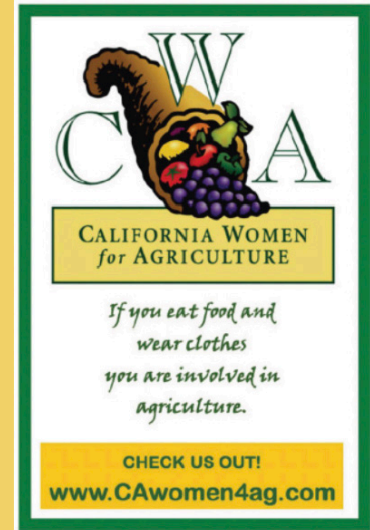


Above (L-R) Sharron Zoller presenting Cornucopia Award to Assemblymember Rubio.

One of my favorite venues was the reception, which was well-attended at the top of the Hyatt Regency in the Capitol View Room. The view was truly spectacular with the Capitol lit up in the evening, and the awards ceremony was a grand affair. CWA President, Sharron Zoller, presented the Cornucopia Award to Assemblymember Susan Rubio and Senator Blanca Rubio. Susan graciously accepted on their behalf. The event allowed attendees to network, enjoy appetizers and drinks hosted by Agri-Pulse while enjoying the amazing view.



Many of our CWA Chapter members took the opportunity to visit their legislators and staff in the Capitol "swing space", share the CWA White Papers and advocate for agriculture for the good of the industry. We all benefit from these efforts and actions.



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.

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CWA and Fresno State Ag Department: A decades long partnership

By: Nanette Simonian, Central District Director

In the mid '80's, California Women for Agriculture created a partnership with the Fresno State Ag Department, to create the Ag Boosters BBQ. This Fundraiser, for many years, was held at the Combs Ranch on the San Joaquin River. This was CWA's main fundraiser through the years, proceeds were divided with Fresno State Ag Department to support scholarships.



Not only did you get a delicious dinner out of your ticket, but they also had the wonderful CWA Country Store, filled with homemade goods, fresh produce and silent auction items to purchase. We also had competitions such as the milking contest, taste judging contest on canned or baked goods, and other exciting events.

As this event grew through the '90's, CWA had to enlist help, and partnered with newly formed Fresno State Ag One Foundation. As CWA and Ag One were able to grow the event, it moved to the stunning Borba Ranch. The event felt like a family reunion. CWA still had the Country Store, Ag One added the 'Doghouse' (Bulldogs is the school's mascot), and with the development of the Dairy and Meat programs at Fresno State we added the Cheese and Sausage tasting.

The event still grew even after taking a year off from the live event because of COVID. CWA and Ag One returned in 2021 at Panoche Creek facility which is next to the original site.

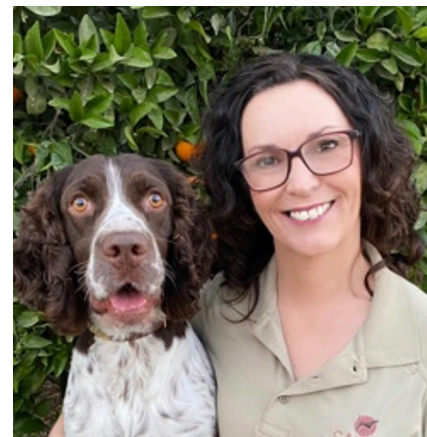
We are so grateful to all the volunteers, organizations and individuals who have put in countless hours and gave generous donations to this years CWA and Ag One fundraising event, keeping the tradition of Ag Booster BBQ alive. See you at the next family reunion Ag Booster BBQ September 11, 2022.



2021 CWA Volunteer Crew

September SWM Speaker Lisa Finke, Canine Detection Services

Lisa Finke is the owner of Canine Detection Services. The company seeks to find all the ways that "Man's Best Friend" can help humanity with their nose. She started with bed bug detection dogs and is now running the Asian Citrus Psyllid detection dogs program which is funded by USDA. Her love for agriculture has led her to seek to help citrus growers battle the deadly disease Huanglongbing which is vectored by the Asian Citrus Psyllid. Prior to starting this company in 2017, she worked as a consultant and professor in the field of Industrial/Organizational Psychology.





September SWM Speaker Christine Torosian-Klistoff, 2021 National Excellence in Teaching About Agriculture Award

Christine is Fairmont's Agriculture Science Teacher with over 30 years of teaching experience and a lifetime of hands-on farming and ranching background. At a young age, she worked with her family raising cattle and growing grapes to raisins. She self-financed her college education growing, cutting, raking and baling alfalfa hay. Christine's teaching achievements have been nationally recognized, most recent are California Foundation for Agriculture in the Classroom (CFAITC) 2020 Outstanding Educator Award and 2021 National Excellence in Teaching about Agriculture Award. Her passion is in educating others about Agriculture and its paramount importance in the growth and development of our community and economy, locally and globally. She believes that students must know they are fed, clothed, and housed with products grown right around them, on our farms, in our fields and within our forest. She has developed Fairmont's TK-8th grade Ag curriculum aligned with state science standards, including daily field experiments, engineering projects, and the study of plant and animal science. She wants to give students a head start, providing pathways to future Ag careers, innovation, and leadership, and has a long-term goal of sharing her established elementary Ag science education curriculum across the State of California.



Awards and Honors Related to Teaching

Sanger Unified Teacher of the Year 2000
 Fresno County Office of Education Teacher of the Year
 San Joaquin Valley Physical Education Teacher of the Year
 Walt Disney's National Teacher of the Year Nominee
 2020 Literacy for Life Grant Winner

YouTube video: <https://www.youtube.com/watch?v=jNIS1TNgAoo>

Cotton Rosser 1929-2022

By: Joan Webster, North Valley Chapter, State Parliamentarian

Cotton Rosser, passed away at age 93 on June 22, 2022, was much more than a stock contractor; he was a man who brought many to agriculture through the sport of rodeo. Thousands of rodeo fans from all walks of life attended Flying U Rodeos for many decades, being exposed to a chunk of basic agriculture in an entertaining way. Cotton Rosser and his rodeo company gave audiences the chance to think of all that goes into beautiful, healthy bucking bulls, and gorgeous bucking horses – that is agriculture!

Cotton believed in agriculture and supported and publicized California Women for Agriculture for many years through his *Flying U Rodeo Magazine*. We sincerely appreciate the wonderful generous support and offer our condolence to the Rosser Family.



2022 American Agri-Women Fly-In to Washington, DC!

By: Heather Hampton-Knodle AAW President

Women in agriculture from throughout the U.S. recently gathered in Washington, D.C., for the 36th Annual American Agri-Women (AAW) Fly-In to D.C. and the 27th Annual Symposium. After a two-year absence due to COVID restrictions, the group met with elected officials and policymakers to discuss critical issues, including environmental social and governance (ESG), trade and supply chain, land use, taxation, energy and mining, and the 2023 farm bill recommendations.

This year's 27th annual Symposium, by the AAW Past Presidents Council, "Energy: Rebirth, Renew, Refuel," featured panelists on renewable energy Kathy Bergren, National Corn Growers Association, Paul Winters, Clean Fuels Alliance America, and Hillary Leach, John Deere Electric Equipment. The Symposium moderator was Jeff Nalley, Agri-Pulse.

Also on the itinerary was the presentation of the coveted AAW Champion of Agriculture Award. This honor recognizes a member of congress who has displayed exemplary courage in presenting and supporting legislation promoting American agriculture, rural American lifestyles, and the U.S. Constitution. The 2022 recipient is California 1st District Congressman Doug LaMalfa.

Advocating for agriculture, the AAW Fly-In was an opportunity for AAW members to engage in a roundtable format with leaders from the USDA and EPA that interact and regulate farming and ranching. Members also met with their congressional representatives and senators to discuss how laws and regulations impact agricultural operations and businesses. The unsustainable cost of fuel and energy down the supply chain was included in these discussions, along with labor shortages and regulatory overreach.

American Petroleum Institute (API) hosted the group where members met with Executive Vice President and Chief Operating Officer Amanda Eversole.

A highlight of the 2022 AAW Fly-In was the Special Event arranged by Mitzi Purdue and Ruth Jensen at the National Press Club. Members participated in discussions with national security experts on the Russia-Ukraine War: A Looming Food Supply Crisis and other significant threats facing the food supply around the world.

"These high fuel costs hit rural areas even harder because people often drive farther for work, healthcare, groceries, and other services. Yet, these are the same people our country and much of the world rely on to produce food, fiber, and renewable fuels," stated Heather Hampton-Knodle, AAW president. "Our meetings are also an important way we educate legislators and policymakers."



Above: Debbie Bachigalupi, Heather Hampton-Knodle, Congressman LaMalfa and Rose Tryon VanCott.



Above: The 2022 AAW Fly-in attendees



Surveying What's Next

By: Maria Azevedo, President-Elect

Connecting to our membership is important to our Executive Committee. We want to thank those who took part in our survey. The goal of the survey is to help State Executive Committee make improvements to our organization to better serve you and your chapter. The information helped us prioritize the areas of focus. We learned what is important to you.

We advertised the survey during Convention, in our Compass Newsletter, asked our Division Director's to send this information to the chapters, and the President's Newsletter. We received 128 responses. The survey asked questions around our demographics, purpose of being in CWA, reasons for attending and feedback about elements of our convention and statewide meetings, communication methods used to convey information to our chapters and members, and topics important to our members.

Let us share with you highlights of the survey. Our membership demographics reported 75% of our membership are 41+ years old and the remaining 25% are 18-40 years old. The top three reasons reported for being a member is to be an advocate for agriculture, receive education and training, and supporting agriculture. The top three topics most important to members include agricultural education, water issues, and local and county issues. Further analysis showed we did well with our communication, though we recognized areas the State can improve concerning our mechanisms for sharing information.

Reviewing the results of the survey we found three areas of focus and developed an action plan around those priorities. The areas of focus are on membership, topics and communication. In each of the areas, we include an overview of the goals we are aiming to carry out.

Membership – Create a focus group to discuss the specific survey results about demographics, reasons for being in CWA to develop marketing strategies to increase membership and attendance during our convention and statewide meetings. We will be reaching out to those from the survey who are interested to being in the focus group. If you are interested in these topics and want to be in the focus group, please email me at margaze@sbcglobal.net or call at (209) 613-9706.

Topics – Ensuring the top topics are included in each statewide meeting. We will use our network to find industry leaders, members or chapters who are experts in these topics to share their knowledge. The idea is to share innovative ideas and offer strategies for chapters to have information and find ways to incorporate the ideas into their chapters and advance their goals in ag education, water issues or local and county issues.

Communication – We want to use our efforts to share information with our membership by tightening up our processes in managing our communication. We also want to use our various communication methods to use as many convenient options as possible for members to access information (website, email, social media, etc.). We aim to advertise the types of CWA communication offerings at meetings, in the weekly PNL, Compass, and work with our Membership Task Force Director, Chapters and administrator to update addresses and email lists.

We are excited to continue the efforts we began with the survey. Expect to hear more about the results in the coming months, during our meetings, and help us continue our efforts to better serve our membership.

Source: Connecting with Members Survey Results.





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Mark Your Calendars - November Statewide Meeting

Event Timing: November 12-13, 2022
Event Address: Ripon, CA
Contact us at 209.609.4789

La Quinta Inn & Suites by Wyndham Manteca-Ripon Reference CWA
1524 W. Colony Rd., Ripon, CA 95366 | 209.599.8999 or 209.382.8132
\$119 for a Queen or \$129 for a King | Reservation Block from Nov. 11-12



CWA Upcoming Events

September SWM, Ag Booster BBQ, Fresno
AAW Convention, Bozman, MT
November SWM, Ripon, CA
January Convention & SWM, Blythe, CA
March SWM, Kern Chapter, CA
AAW Mid-Year, Nashville, T
May SWM, Sacramento, CA
AAW Fly In, Washington, D.C.
September SWM, Fresno, CA
November SWM & AAW Convention, Sacramento, CA
January Convention & SWM, Merced, CA
March SWM
AAW Mid-Year, Kansas
May SWM, Sacramento, CA
AAW Fly-in, Washington, D.C.
September SWM, Ag Booster BBQ, Fresno
AAW 50th Anniversary Convention, Wisconsin
November SWM
January Convention & SWM

September 10-11, 2022
November 3-6, 2022
November 12-13, 2022
January 6-8, 2023
March 11-12, 2023
April 12-15, 2023
May 8-9, 2023
June 2023
September 2023
November 2-5, 2023
January 5-7, 2024
March 2024
April 4-6, 2024
May 2024
June 2024
September 2024
November 2024
November 2024
January 2024



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