

COMPASS

ISSUE 1 January 2023



President's Message — Looking Back with Pride. Looking Forward with Confidence. Happy New Year and Welcome 2023!

By: CWA State President, Sharron Zoller



Traditionally, a new year is a time when we reflect on the past and look ahead to the future. It's a time when we set some resolutions for the near or long term. These are sometimes "old chestnut" resolutions (exercise more, eat healthier, read more books!) that we try but waffle on achieving each year. With some we are more determined and those are the ones — when we do make

some positive changes — we celebrate.

The new year is an optimal time to reflect on CWA's mission—to promote and support California women involved or interested in agriculture and to promote a strong agriculture industry in California. This mission is guided by five principal objectives:

- To speak on behalf of agriculture in an intelligent, informative, direct and truthful manner
- To keep CWA members informed on legislative activities pertaining to agriculture
- To join forces when the need arises to deal with agricultural issues and challenges
- To improve the public image of farmers
- To develop a rapport with consumers, educators and governmental and business leaders in communities throughout the state (Unified Internal Message, Greenbook).

Whichever aspect of our mission —whether social, educational or advocacy—in the coming year we can examine our core objectives and find one or two that speak to our Ag passion. In doing so we affirm our commitment to California Agriculture.

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This is also a time to give thanks to you for your accomplishments this past year. Whether an executive board member, a chapter leader, a member for years or new to us this year, **THANK YOU** for your CWA commitment and

contributions. The respectful relationships we have built with others creates the strength of our organization. With that strength we are poised to do the work that is today more relevant than ever. **THANK YOU** to every CWA member for any contribution made. Small or large, they all count toward achieving our goals.

Looking ahead, my request to each of us is to take a moment early in this new year to consider how we might invest our CWA selves.

A HEARTFELT THANK YOU FOR 2022 AND WISHING YOU AND YOUR FAMILIES A SHINING 2023!

CHEERS,

Sharron

SHARRON



Welcoming Debra Keenan Stroschein as the 2023 CWA President Elect

Chief Science Officer/Owner
Research 2000, CA
Stroschein Family Farms — Owner / Manager Blythe, CA

Education: M.S. Pest Management, University of California, Riverside, CA; B.S. - Crop Science, California Polytechnic University, San Luis Obispo, CA.

Professional Experience/Honors: National Alliance of Independent Crop Consultants (NAICC) member — Treasurer 2010 – 2013 (current),

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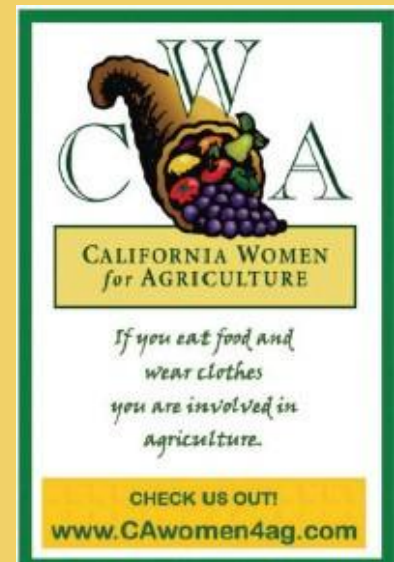
California Pest Control Advisor License, California PCO License; California Weed Science Society - Secretary, Vice President, and President and board member; Cal Poly San Luis Obispo Crop Science Board of Advisors – member (15 years); Walnut Blight Advisory committee; Taught Weed Science at Chico State; Manager of Research and Development Department – Chemtec from 1989 to 1999; Owner / PFI of Research 2000 – from 2000 to present. CWA chapter President, Southern District Director. NAICC 2023 President Elect.

Candidate's Statement: Just as it has been an honor to have served as the Southern District Director, it is an honor to be elected as the 2023 President Elect.

I joined CWA in 1998 and always felt that one of the greatest benefits of membership in CWA is the networking and prospect to meet members from areas other than my own. Information is available quickly, through the internet, however I feel that the personal relationships that I have gained allows me to have a surplus of knowledge and experience that is valuable in my business. This relationship allows me to make quick decisions and to come up with quick solutions. I feel that we can learn from each other by observing each other's jobs and practices; this gives us the additional knowledge to look at our own jobs with a fresh viewpoint. Recently, I had the opportunity to lobby in Washington DC with NAICC Governmental Affairs committee. By doing so, I have been given the opportunity to learn of the issues related to agriculture as well as speaking with legislators and regulators on these issues. I feel this is valuable to our organization.

Having been a member of NAICC for 25 years and previously involved at the committee level, along with the last four years of experience on the Executive Board, has enlightened me to the power of NAICC weight and the extent of NAICC contacts within the government and industry alike. My experience as treasurer has made me more proud of the association, what we stand for and the part NAICC plays in looking out for the interests of the crop consultants, researchers and quality assurance professionals that comprise our membership. Being a longtime member of CWA has given me the opportunity to grow as an individual as well as work with valuable team members on issues affecting us and our industry.

I was born and raised on a farm in Blythe, California. I am a third-generation farmer. As I worked with my father learning the farming business from the bottom up, my passion for agriculture grew. I knew at an early age that I wanted to have a career in agriculture. I have been in the agricultural research business for about 30 years. I work up and down the entire state. I live in Blythe and run the family farm since both parents have passed; keeping the legacy alive is important to me. I have one son, 27 years old. My mother and father were my role models, they taught me my work ethic and how to look at people and know how to develop and bring out their gifts. To me, I am only as strong as the people around me; I feel everyone has a gift and something to contribute. To influence and inspire others to become their best selves is the definition of leadership; that is how I try to lead.



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.

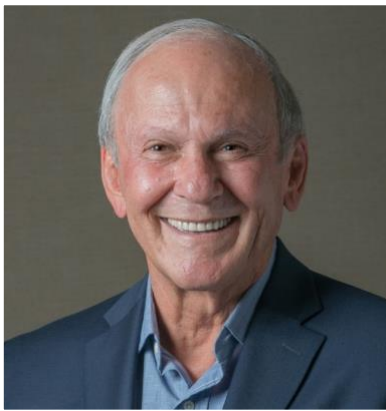
The Compass is published four times a year by California Women for Agriculture as a service to members.

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January 2023 Convention and SWM Speakers



Bart Fisher

Bart Fisher is a third generation farmer from Blythe, California. He graduated from the University of California at Davis in 1972, where he served as Student Body President from 1970-1971, and was captain of the UCD Rugby Club team from 1967-1969. Mr. Fisher was a member of Class 5 of the California Ag Leadership Program from which he graduated in 1976 following an overseas tour of India, Pakistan, Israel and Egypt. He presently owns 11,000 acres of farmland in Blythe, California, and farms approximately 12,000 to 16,000 crop acres annually. He also owns Fisher Ranch Corporation, a leading vegetable, cantaloupe and specialty melon packer and shipper located in Blythe, with melon shipping operations in Mexico, Yuma, AZ., Blythe, Central

and Northern California. Mr. Fisher is serving his 25th year as Trustee, and in his 3rd term as Board President to the Palo Verde Irrigation District. He is serving his 21st year as a member of the Colorado River Board of California, where he served 14 years as Board President, representing California to the other Colorado River basin states, as well as to Reclamation, and to Mexico on Colorado River issues. He is also a 30 year member of the California Melon Research Board, where he presently serves as Chairman. He also is a member of the California Cantaloupe Board, where he served two terms as Vice-President. He serves as a Board member of the Water Education Foundation in Sacramento and has mentored several members of the Foundation's Water Leaders Program.

Fisher also owns and operates Fisher Wireless Services, which is the largest privately owned land mobile two-way radio service provider in the United States.



Meena Westford

As the Executive Policy Advisor at the Metropolitan Water District of Southern California, Meena Westford is at the forefront of efforts to resolve some of the West's most important water issues. Westford is a key member of the Metropolitan team that works on issues to resolve the ongoing imbalance of supplies and demands on the Colorado River, including assignments with environmental stakeholders throughout the Southwest and with water users in the Republic of Mexico. She holds leadership roles advancing clean technology, and represents Metropolitan on key business and civic organizations that all benefit from Metropolitan's sustainable water management.

Prior to joining Metropolitan in June of 2012, Westford worked for the San Diego County Water Authority, managing the agency's water use efficiency and dry-year water transfer programs. Westford also worked for the U.S. Bureau of Reclamation for nearly 20 years, where she helped to develop one of the agency's first conservation programs and advanced other leading programs, such as its Title XVI programs, throughout the Mid-Pacific and Lower Colorado regions as well as held complex assignments in Washington, DC.

News from Ag Awareness and Literacy Foundation

By: Marit Arana, AAL President

The Agricultural Awareness and Literacy Foundation (AAL) is continuing to make strides towards providing educational tools for children and families. In just over one year from now we will be coordinating the first national Agri-Bee competition at the World Ag Expo in February 2024. Please visit the farmology.org website to find information on what is involved in having a local/regional Agri-Bee in your area that will be the source of the national contest contestants.

For those who are not aware, CWA is a 501 (c) 5 nonprofit entity, and donations to CWA are not tax-deductible as a charitable contribution. AAL is a 501 (c) 3 also a nonprofit entity but, the donations to AAL are tax-deductible. AAL has been able to receive grants from outside foundations and this "pass-thru" has benefited both the State organization and local CWA chapters. Please contact me if you have more questions about the "pass-thru" process.

AAL is currently looking to fill a vacant board member position. If you are interested in the position, please send me a copy of your resume.

As always, for more information on AAL, or to make a donation, visit our website at www.farmology.org or contact me at marit.arana@algilbert.com.

AG Bite's Club

By: Lora Daniels

Early 2023 CWA will officially launch our Ag Bite's Club. This communication strategy is another aspect of our legislative advocacy and ag education outreach programs. The program which will be delivered weekly under the Ag Bite's Club (ABC) concept and new logo has been undergoing a soft launch to our membership statewide in State President Sharron Zoller's President's messages. The campaign will utilize a single image to convey an aspect of agricultural commodities, processes, practices, ag education, and other aspects of CWA's legislative and Ag Education focus areas. The images will be sent directly to all members of the California Legislature on a weekly basis. "This is an important addition to CWA's communication strategy that will provide additional strength and support to our annual May Legislative Visit program and the local efforts that our chapters support year-round," said Sharron Zoller. Our goal is to continue the conversation and provide the legislators and their staff with agricultural facts that they can use in their own lives as well as their professional and legislative work. The images will be integrated into our social media strategy and their reach will be tracked and reported back to our membership in updates for our CWA Executive Team.





Rose Tryon VanCott Awarded the AAW LEAVEN Award

Congratulations to Rose Tryon VanCott who was awarded the American Agri-Women's (AAW) LEAVEN Award at their November 2022 National Conference held in Bozeman, Montana. The LEAVEN Award is presented to an AAW member who, to an extraordinary degree, has acted as "leaven," a truly feminine concept since "lady" means giver of bread. "Leaven" (yeast) is a small element that can interact and influence everything around it. It permeates and raises the elements it's mixed with multiplying its effectiveness for good.

Rose, a fifth-generation farmer on her father's side of the family and a third-generation Portuguese immigrant and farmer on her mother's side, grew up on a beef, dairy, and potato farm in Del Norte County, in northern California. She and her husband, Michael VanCott, have recently taken over full operation of the farm.

Rose was the 25th State President of California Women for Agriculture (CWA). A longtime member of CWA, prior to becoming state president, she served in multiple capacities at both her local chapter and state offices. Rose has been an active AAW member since 2011, serving six years on the AAW's foundation board of directors, as natural resources co-director and currently is the first vice president of the American Agri-Women organization. Rose will be installed as president at the November 2023 AAW National Conference hosted by California Women for Agriculture in Sacramento. Congratulations, Rose!

AFBF Establishes 2023 Farm Bill Priorities

By: Mike Tomko and Bailey Corwine, AFBF

The American Farm Bureau Federation today released its priorities for what may be the most consequential legislation for agriculture in 2023 – renewal of the farm bill. The priorities were identified by a working group of Farm Bureau members and staff from across the country.

AFBF's overarching priorities include:

- Continuing current farm bill program funding;
- Maintaining a unified farm bill that includes nutrition programs and farm programs together;
- Prioritizing risk management tools that include federal crop insurance and commodity programs;
- Ensuring adequate USDA staffing and resources to provide technical assistance.

"The farm bill is the most significant piece of legislation that affects farmers and ranchers across the country," said AFBF President Zippy Duvall. "Since enactment of the 2018 farm bill, farmers have faced significant challenges from market volatility, increased input costs and devastating natural disasters. Despite these headwinds, farmers and ranchers have met the needs of consumers both here and abroad while continuing to improve our environmental stewardship. We look forward to working with Congress to ensure the appropriate resources are available to craft farm policy that reduces food insecurity, bolsters national security and encourages long-term stability for all of our farm and ranch families."

The priorities include more than 60 recommendations over multiple titles of the farm bill including reference price increases for commodities, more transparency for milk checks, funding for conservation programs, rural development, and streamlining of nutrition programs to get food to those who need it most.

The AFBF board of directors voted unanimously to approve the recommendations. Final approval of policy priorities will be accomplished by a vote of delegates at the AFBF Convention in Puerto Rico in January 2023.

JANUARY STATEWIDE MEETING & CONVENTION



HOSTED BY CWA'S PALO VERDE CHAPTER
JANUARY 5-8, 2023



JOIN US IN BLYTHE, CA!

Kick off 2023 at CWA's annual January Statewide Meeting and Convention!
Register by _____ to reserve your spot today.

HOTEL & REGISTRATION

Hampton Inn

2011 East Donlon Street
Blythe, CA 92225
760-921-8000
Price is \$169/night

Reserve your room here:
<https://bit.ly/3VGsBei>

DATES TO REMEMBER:

Deadline to reserve hotel: **12/21/2022**

Deadline to register for meeting: **12/21/2022**

Task Force Director and District Reports
are due on: **12/28/2022**.

Scan the QR code, or visit

https://california-women-for-agriculture-105677.square.site/s/shop_to_register_today!



*For more information,
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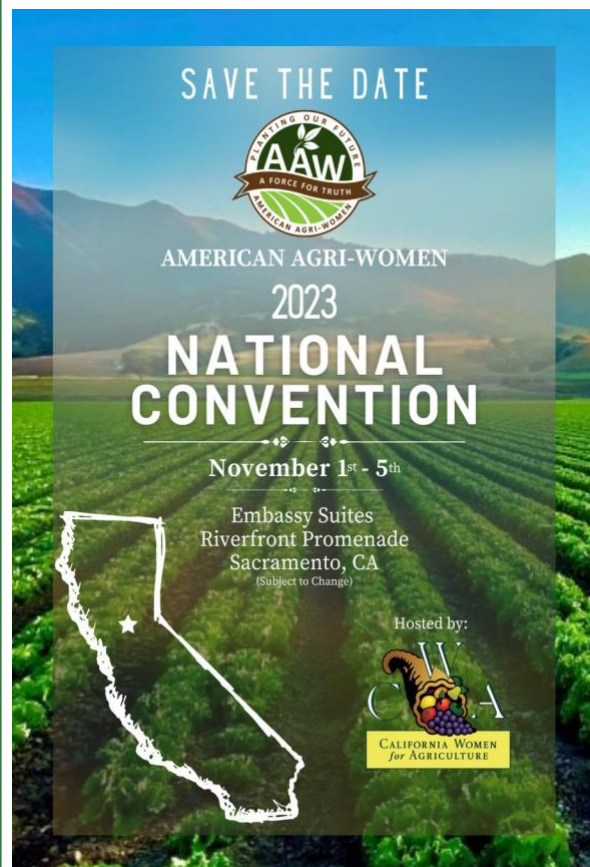
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U P C O M I N G C W A E V E N T S



January Convention & SWM, Blythe, CA
January 6-8, 2023

March SWM, Kern Chapter, CA
March 11-12, 2023

AAW Mid-Year, Nashville, TN
April 12-15, 2023

May SWM, Sacramento, CA
May 8-9, 2023

AAW Fly In, Washington, D.C.
June 4-7, 2023

September 2023 SWM, Fresno, CA

November SWM & AAW Convention
Sacramento, CA November 2-5, 2023

January Convention & SWM, Blythe, CA
January 5-7, 2024

March 2024 SWM

AAW Mid-Year, Kansas
April 4-6, 2024

May 2024 SWM, Sacramento, CA

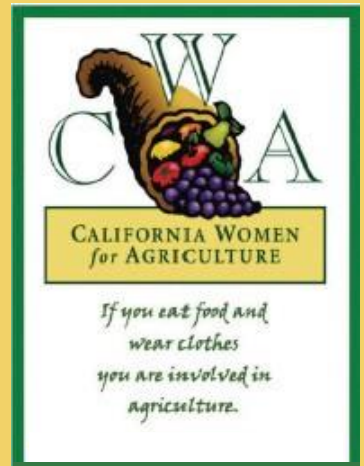
AAW Fly-in, Washington, D.C.
June 2024

September SWM, Ag Booster BBQ, Fresno
September 2024

AAW 50th Anniversary Convention, WI
November 2024

November 2024 SWM

January 2025, CWA's 50th Anniversary



**Thank you
2022 General
Donors**

View the complete list at:
www.cawomen4ag.com/donor