



Winds of Change for ANCW

by **Brooke Byrd**

Restructuring and support are at the heart of CattleWomen.

DENVER, CO (Jan. 31, 2006) — The events of the American National CattleWomen Inc. (ANCW), hosted in conjunction with the 2006 Cattle Industry Annual Convention, got off to a great start Tuesday, Jan. 31, with a large crowd at the opening session. Highlighting the session was a report of the Advisory Committee, which last year was given the task to “take a good, hard look at our organization,” one cattlegirl said.

The Committee began by recapping a list of things ANCW needs to do or address, including find its niche in the beef industry’s new long-range plan, maximize the strength of its volunteerism, identify core values and competencies, and engage and support the next generation.

Mission and values

To date, ANCW membership has adopted a mission statement. It reads: *The American National CattleWomen Inc. is a voice for women who share a passion for the U.S. beef industry; our mission is to promote and support the beef industry by encouraging and equipping women in beef and related agribusiness.*

A set of core values have also been adopted:

- *We value respect, integrity and credibility.*
- *We value professional business practices within our organization.*
- *We value our volunteers and their contributions.*
- *We value a progressive mindset.*
- *We value lifelong learning opportunities.*

Proposed changes

The rest of the opening session revolved around discussion of further changes proposed by the Advisory Committee. First, the committee recommended that ANCW adopt three core areas on which to focus: the beef industry, women’s issues, and organization and leadership.

Within the beef industry, committee members noted the importance of continuing ANCW’s participation in consumer and youth education programs about beef.

“Educational programs are by far the most important type of service,” a committee member said, in regard to women’s issues. The ANCW puts on several educational programs for women during the Cattle Industry Annual Convention.

Advisory Committee proposes new organizational structure to allow greater efficiency and to unify focus.

Promotion Committee members emphasized the need of ANCW members getting involved with their local school districts in an effort to keep beef on the plate.

Regarding organization and leadership, the committee noted that a strong focus needs to be placed on communication between officers, committee members, regional directors and state presidents.

The Advisory Committee also suggested restructuring the organization to become more efficient and to allow all to focus on the same objectives. By affirming the Executive Committee as the operational management team, forming a Board of Directors to provide oversight, and reorganizing and redefining each committee's work, the Advisory Committee noted restructuring would allow ANCW to maximize efficiencies.

Finally, the Advisory Committee suggested the adoption of the following as a vision statement:

Founded in 1952, the American National CattleWomen Inc. enthusiastically volunteers to support the well-being of beef commerce in promotion and consumer education. Operating throughout the United States, ANCW offers a wide range of benefits to members including: representation in the beef industry, personal development; leadership opportunities; collaboration; research and forums on related women's issues. As an organization, ANCW remains fiscally strong through membership dues, financial support from contributors and grants.

Independent and progressive, ANCW is viewed as one of the beef industry's most dynamic volunteer organizations with core values that remain constant. ANCW provides a culture of innovation with distinguished partnerships in the beef industry that attract thousands of members and establish a strong national network of CattleWomen.

The proposals are to be voted on at the ANCW general membership meeting Thursday, Feb. 2.

Committee focus

After the opening session, a series of committee meetings took place. Below are descriptions of some of the ANCW committees and the programs and support they offer the beef industry throughout the year.

National Beef Ambassador Program Committee. So far, the most recent set of Beef Ambassador finalists have been in a whirlwind of activity. Having just returned from the Pennsylvania Farm Show, where they educated consumers about veal, the ambassadors are heading to the World Ag Expo in California to speak about the beef checkoff; the Boston Marathon, where they will be part of a focus on promoting beef in the Eastern United States; and the Washington, D.C. Capitol City Barbeque Battle. The ambassadors have also been trained in a workshop on nutrition, and there have been many requests for them to perform it.

Legislative Committee. The Legislative Committee reviewed ANCW's role as a 501(c)(6) tax-exempt organization. Committee members also discussed their goals of keeping membership informed on current issues and legislation to give every member the opportunity to get involved. To do so, they explored ways to inform members about legislative and other issues happening at the local, state and national levels.

Public Relations Committee. The Public Relations Committee discussed the best ways to get word of ANCW activities out to members and others who might be interested, including proposing stories to industry publications. They also explored ways to better mesh the ANCW Web site with that of the National Cattlemen's Beef Association (NCBA), as well as

where to turn for answers to tough questions posed to members by those outside the industry.

Promotion Committee. The Promotion Committee discussed the school nutrition policy (the Child Nutrition and WIC Reauthorization Act of 2004) that must be in effect no later than the 2006-2007 school year. This policy provides an opportunity to promote beef's health benefits.

Committee members emphasized the need of ANCW members to get involved with their local school districts in an effort to keep beef on the plate. Other ways of promoting beef were discussed, including involvement by church groups for elderly members and involvement of ANCW members with elderly relatives in assisted-care homes to ensure beef is an option.

Education Committee. The Education Committee also focused on the school nutrition policy as a way to educate consumers, especially youths, about beef. A School Wellness Tool Kit, offered through the beef checkoff, was discussed, and a sample video for

youths that promoted "power foods" was shown. The ANCW beef education resource book (available on the ANCW Web site, www.ancw.org) was also discussed as a wealth of information about classroom visits and lesson plans and ways to speak to both adults and children of the benefits of beef.

National Beef Cook-Off Committee. This committee shared media results from the 2005 National Beef Cook-Off, including a total of 2,794 media placements throughout the entry, finalist and event/post-event phases. Placements included a variety of newspapers and magazines, including *USA Today*, the *Houston Chronicle*, the *Chicago Sun-Times*, the *Los Angeles Daily News*, the *Chicago Daily Herald*, the *Miami Herald* and the *Hartford Courant*.

The committee noted that it had surpassed its media goal by 133%. The committee also discussed moving the contest from a host state to a host city.



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