



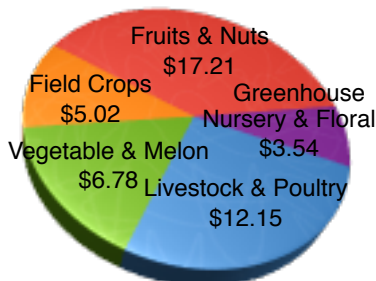
NEWSLETTER

President's Message

As we look forward to spring, leaving a dubious winter behind, we celebrate our successes and milestones and address the challenges. This year we celebrate the 40th Anniversary of our county's California Women for Agriculture chapter along with the statewide CWA and the American Agri-Women organization. Applause all around! We are proud and grateful to the women who stepped forward 40 years ago and grew the Lake County grassroots all-volunteer chapter. These women's work has had an impact - informing, educating and advocating for local and statewide agriculture. We invite all the Lake County CWA members to join in celebrating the women who founded our chapter at a luncheon on June 20 at Marilyn Holdenried's. We invite you to come and share the stories! More details to come. Save the date!

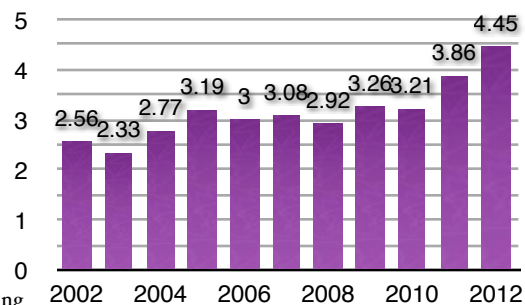
Our challenge is to continue with the passion for telling our story. Agriculture is an important part of California's history and future. Here's some of that story; Novels about farming, *Grapes of Wrath* and *Centennial* or movie *Places in the Heart*, give a slice of U.S. agricultural history. Today, fortunately things are not so bleak. Since 1948, the total U.S. farm production has more than doubled. There is no single element responsible for the increase. Improvements in the efficacy of chemicals and seeds and innovations in machinery design have contributed. Agricultural productivity is also driven by innovations and implementation of scientific research aimed at improvements in agricultural practices. California's agricultural productivity numbers in the billions of dollars, more than 350 commodities representing 11.3% of the total U.S. production and. One crop, grapes, has experienced an expansion in the state as well as in Lake County. We are, of course, mindful of the recent confirmation that California is in fact entering the fourth consecutive year of drought. The impact on farmers will vary depending on the crop grown, location in the state, and the source of the farmer's water. The huge challenge for farmers is to work with the competing entities vying for diminishing water resources. We hope for a 'Miracle March'.

CALIFORNIA'S GROSS CASH RECEIPTS, 2012: \$44.7 BILLION*



*total may not add due to rounding

ALL GRAPES CASH RECEIPTS IN BILLIONS OF DOLLARS, 2002-12



We look forward to 2015 and invite Lake County CWA members to participate in our activities, meet new folks and rekindle friendships. Thank you all for advocating for Agriculture!
 - Sharron Zoller

Calendar

March 18
AG DAY and Legislative Dinner at State Capitol Sacramento

April 14
LCCWA Board Meeting 11:30 Umpqua Bank Lakeport

April 26
Olive Festival - Chace Water Kelseyville

May 4-5
SW Meeting in Sacramento, Legislative focus

May 12
LCCWA Board Meeting 11:30 a.m. Umpqua Bank

May 20
Spring Social for LCCWA members and guests Ely Stage Stop

June 9
LCCWA Board Meeting 11:30 - Umpqua Bank

June 20
Luncheon celebrating LCCWA's 40th anniversary and its founders at Marilyn Holdenried's

July 24-25
SW Meeting Sonoma County

September 12-13
SW Meeting Fresno

November 14-15 **SW Meeting San Joaquin Valleys**

We sincerely regret our error of crediting (Dena Wood) rather than DENA KEITHLY for her Pear Festival work under November Shout Outs!



SENDING LOTS OF SUNSHINE:

To the families of longtime LCCWA members and Agriculture Advocates Elizabeth Springer and Carmen Carpenter, on their passing. To Toni (Renfro) Brown, Chuck March, and Pamela Kirkpatrick, as they continue to bravely face health challenges.

To the family of Carolyn (Holdenried) Hergert on her recent passing.

Always in our hearts and minds!

ANNUAL FALL SOCIAL AND INSTALLATION 2014:

The LCCWA Fall Social was held December 4, 2014, at the Riviera Hills Restaurant.

Founding member Marilyn Holdenried inducted the organization’s 2015 officers: president Sharron Zoller; vice presidents Toni Scully and Diane Henderson; Recording Secretary Susie Kauffman; Corresponding Secretary Cheri Cunningham; and Treasurer Paula Bryant. Area Representatives include Bonnie Sears, Lakeport; Karen Hook, Kelseyville; Colleen Rentsch, Upper Lake; and Karen Jones, south county. Lori McGuire and Rachel White continue as co-editors of the Newsletter; Sausa Racine as head of the scholarship committee; Rebecca Southwick as publicity chair and newly appointed AgVenture coordinator; and Terry Dereniuk, community support. President Zoller honored Annette Hopkins, recipient of the Lake County Farm Bureau Community Service Award, and founder of AgVenture; and Diane Henderson, agriculture Star of Lake County. She also recognized all LCCWA members for their outstanding contributions to Lake County agriculture.



Left to right: Marilyn Holdenried, Karen Hook, Karen Jones, Toni Scully, Diane Henderson, Cheri Cunningham and Sharon Zoller

A fine time was had by all!

WELCOME NEW CWA MEMBERS:

Scott Alonso, Jim Brown, Michalyn Delvalle, Rev. Oscar Diaz, Bill Dodd, Nanette Dutcher, Natasha Ibrahim, Melissa Kinsel, Susan Mesick, Kenny Parlet, Karlene Rebich, Jill Ruzicka, Blair Brooks, Jessie Flynn, Asia Jones, Lindee Jones, Jennifer Keithly, Alexandria Pruett, Cody Smith, Marcella Stifter and Allison Panella.

DIANE HENDERSON -
STAR OF LAKE COUNTY



**Brian Martin, Diane Henderson and
Melissa Fulton - Record Bee Photo**

There are times when reporting gets up close and personal. This is one of them. Recent Star of Lake County Agriculture Award recipient Diane Henderson and I spent our youth sharing idyllic “days off” on the back of a horse, in the cool depths of her family’s swimming pool, or on the deck of her upstairs bedroom during balmy summer nights gazing at starlit skies. “Days off” refers to those times when we were not logging hours on our respective family pear ranches, attending school, or the many extra-curricular activities that followed, like ballet, 4-H, Junior Horsemen, cheerleading, and sports. What my friend has accomplished in her lifetime is, indeed, remarkable. Diane earned a B.A. in 1968 with a major in English and a minor in Spanish from Chico State College. She then transferred to Cal Poly, San Luis Obispo (home of sister Criss) and earned an M.A. in English Literature and both secondary and junior college teaching credentials. From 1970 - 1982 she taught full time in the Language Arts Department at Cuesta Community College in San Luis Obispo — loving her work, except for the hours of essay grading.

Her teaching career came to a halt following the deaths of her

father in 1980 and her only child, Lynn, in 1981 at just 17 years old. A year later she took a leave of absence and returned to Kelseyville to work with the farm crew of Henderson Orchards — same work, same pay. The physical work she found healing and soon learned the business from the bottom up. She had become reacquainted before then with her old classmate, Syd Stokes, who provided additional motivation for staying in Kelseyville. They married in November 1982.

For thirty years Diane and Syd kept farming — he managing Stokes Orchards and property of his own plus some leases. Diane bought her own orchard in 1985, using her teacher’s retirement money for a down payment, and began officially managing Henderson Orchards in 1988, and leasing them in 1998.

In 1990 Syd and Diane bought a house and orchard together, an orchard that she had already been farming. Since then they have lived on Gaddy Lane next to her mom, Carolyn, a founding member of LCCWA.

As her farming responsibilities have lessened with reduced acreage and more help from Syd following his recent retirement, Diane has increasingly spent time advocating for agriculture. She has served on the steering committee of the successful and popular LCCWA AgVenture program since its beginning in 2010. In addition, she is a director on both the Lake County Farm Bureau Board and the California Pear Growers Board, a statewide group that negotiates price for canned pears.

Diane has also been a pioneer in integrated pest management and sustainable farming in Lake County. Her support of university research is

reflected in her 22 year of service on the statewide research committee of the California Pear Advisory Board.

Past LCCWA president and founder of AgVenture, Annette Hopkins, wrote this of her Star of Lake County nominee: “Farming is not only a way of life, it is a quality of life that defines Lake County’s culture. Long-time farmers such as Diane are the backbone of our agricultural economy and our identity as a community. Her passion for farming and for the environmental stewardship of her land and trees and consideration of her employees has added much to the quality of life in Lake County.” Toni Scully, another LCCWA past president and tireless county, state and national agriculture advocate added, “She has been a guiding light to the pear industry” since arriving back in Kelseyville.”

I might add that I could not be more proud of my friend Diane on receiving her much deserved recognition, except possibly for the year this beautiful girl, on her striking steed Bobby Sox, won the coveted Cow Palace Queen title in San Francisco! Diane sums it up best: “Live is good and I am very glad that I returned to my roots in Kelseyville.” We are, too, Diane— we are, too!

-Lori McGuire



**Octavio Jimenez, Rafael Fernandez and
Diane Henderson - AgVenture**

LAKE COUNTY FARM BUREAU NEWS

Executive director, Allison Tucker, and her assistant, Megan Lysell, have been working hard to manage the Irrigated Lands Watershed program. They have conducted four classes to assist members with their Farm Evaluation Surveys and they remain available for help. Members are also required to complete Nitrogen Management Plans. There will be classes for help on that as well.

LCFB is once again offering CPR/First Aid classes this year. They are scheduled for March 9 (English) and March 16 (Spanish), location to be announced. Enrollment forms are available in the Farm Bureau office.

Scholarship applications are now being accepted. The deadline for applying is April 15.

This year's Blue Jacket Bonanza winners have been selected from local FFA chapters. Receiving jackets this year are Edward Llewellyn (Lower Lake), Shaina Coles (Lower Lake), Abel Serrano Jr. (Upper Lake), and Carissa Forest (Middletown).

In conjunction with the Lake County Winegrape Commission and the UC-Cooperative Extension, LCFB will be facilitating and hosting a seminar on water, covering such topics as drought status, groundwater and surface water pumping, and regulations that can have an impact on local farmers and ranchers. The seminar is tentatively planned for early April. *-Diane Henderson*

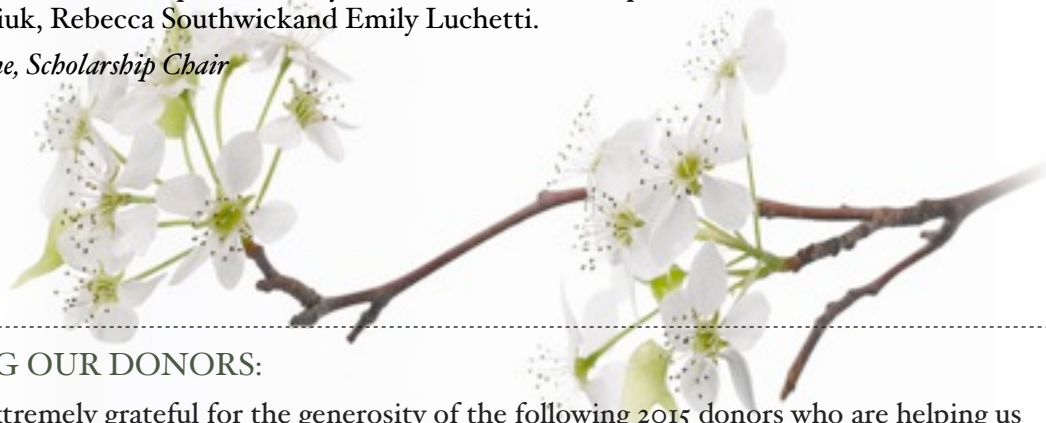
SCHOLARSHIP COMMITTEE AWAITS APPLICATIONS

The scholarship committee is anxious to see what wonderful scholarship applications this year may bring. The committee was overwhelmed with very talented and dedicated students last year, pursuing a degree in a field related to agriculture. Last year, eight scholarships were given out in a total amount of \$4000.

Up to \$1,000 scholarships are offered to graduating high school seniors and college or vocational students (regardless of gender) whose educational emphasis is related to agriculture and who will be attending a two or four year program as a full-time student.

The deadline to receive applications is April 1, 2015 at which time the committee will review applications and select recipients. This year's committee is comprised of Sausha Racine, Lori McGuire, Terry Dereniuk, Rebecca Southwick and Emily Luchetti.

-Sausha Racine, Scholarship Chair




THANKING OUR DONORS:

LCCWA is extremely grateful for the generosity of the following 2015 donors who are helping us accomplish our goals:

JONAS OIL, BENGARD MARKETING, JANET KING, ROSALIE SISEVICH, SHARRON ZOLLER, MARY O'MEARA, LOIS SUCHAN, SHIRLEY CAMPBELL, JANICE STOKES, MARILYN HOLDENRIED, JANIS ECKERT, DIANE HENDERSON, MONICA ROSENTHAL, WILDA SHOCK, DEBRA SOMMERFIELD, REBECCA SOUTHWICK, TERRY DERENUK, LIANNE CAMPODONICO AND JOLENE SILVA.

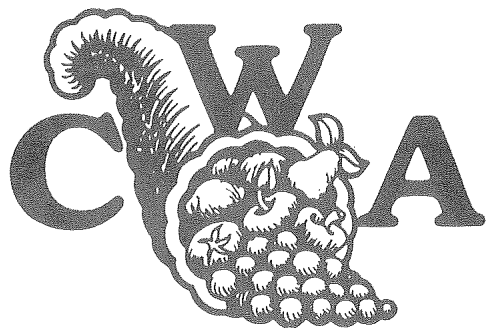
 WE GIVE A HEARTY SHOUT OUT TO THE FOLLOWING:

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- DIANE HENDERSON, Star of Lake County Agriculture Award recipient!
 - ALLYSON WEI, San Marino resident and daughter of Ted and Shirley (Chen) Wei on her achievement as 7th grade winner of the State-Wide “Imagine This” Agriculture Essay Contest sponsored by CA Agriculture in the Classroom! (Mom Shirley was a Clear Lake High School Valedictorian.) We will print her essay in our next newsletter.
 - Long-time LCCWA member and agriculture advocate CARMEN CARPENTER on reaching her one hundredth Birthday February 14! Her Pears4U license plate had become iconic here.
 - January SF CHRONICLE WINE COMPETITION winners: Steele Wines, Shannon Ridge, Gregory Graham, Chacewater, Langtry Estate, Six Sigma, Cache Creek Vineyards, High Valley, Shed Horn Cellars, Brassfield, Hawk and Horse, Thorn Hill, Wildhurst, Don Angel Cellars, Lajor Estate, Fore Family, Highway 20, Robledo, Moore Family Winery, Smiling Dogs Ranch, and Sol Rouge!
 - BONNIE SEARS for her continued work mentoring LCCWA members on computer skills!
 - TONI SCULLY for coining the “Agcitement” idea — one day meetings with legislators! Mike McGuire is scheduled for March.
 - CWA on its forty- year anniversary of advocating for agriculture!
 - Our LCCWA 2015 OFFICERS: SHARRON ZOLLER, President; DIANE HENDERSON and TONI SCULLY, Vice Presidents; PAULA BRYANT, Treasurer; SUSIE KAUFFMAN, Recording Secretary; and CHERI CUNNINGHAM, Corresponding Secretary!
 - Our AREA REPRESENTATIVES: KAREN HOOK, Kelseyville; BONNIE SEARS, Lakeport; COLLEEN RENTSCH, Upper Lake; and KAREN JONES, South County!
 - LCCWA member REBECCA SOUTHWICK on her new duties as the Lake County Tourism Ambassador Manager and new position as LCCWA AgVenture coordinator!
 - 2014 LCCWA Scholarship Winner and Ag Business major BLAIR BROOKES on her many accomplishments as a Freshman at Cal Poly San Luis Obispo. Among them: Ag Ambassador (giving tours to prospective students, college donors, elementary grade students, etc.); equestrian activities including polo; and participation in a one day planting of an acre of organic apple varieties at the Swanton Pacific Ranch in Davenport!
 - JIM LEONARDIS, local farmer who already works with several school districts in the county, on his new distinction as a partner farmer with the Lake County Farm to School project (to increase specialty crops in school meals!)
 - Lake County Winery Association executive director and LCCWA member TERRY DERENIUK and public information director and AgVenture graduate JILL RUZICKA for their involvement in promoting the November 2014 gathering to discuss an upcoming special ‘destinations’ section to feature Lake County in the San Francisco Chronicle!

 LCCWA MEMBERSHIP REMINDER:

Many thanks to all who have sent in their 2014 membership dues - and, it is not too late to do so. Checks for \$30.00 can be made out to LCCWA and sent to P.O Box 279, Finley, CA 95435. You may also renew online: www.lakecountycwa.org

If "each one could reach one"- imagine the possibilities for growth! Included next is a membership application to share with a prospective member.



California Women for Agriculture

LAKE COUNTY CHAPTER

Post Office Box 279
Finley, California 95435

Lake County Chapter CWA Membership Application/Renewal

Name

Mailing Address

City

State

Zip

Home Phone

Work Phone

Email Address

Cell Phone

Employer/Occupation

Areas of Interest

Scholarship

Pear Festival Fundraiser

Public Relations/Publicity

Chapter Leadership

Special Events

Type of Membership:

New Member

Renewing Member

CWA Membership \$30

American Agri-Women \$30

(this is an additional membership fee)

Additional Donation \$ _____

TOTAL Enclosed \$ _____

Payable to:

Lake County CWA

P.O. Box 279, Finley, CA 95435

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	Dena Keithly	dena@kranches.com	570-5635
Scholarship Chairman:	Sausha Racine	sausharacine@yahoo.com	263-7327(w) 245-4787
Publicity Chair:	Rebecca Southwick	rebecca.j.southwick@gmail.com	349-0406



Lake County Chapter, CWA

PO BOX 279

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Visit our website: www.lakecountycwa.org



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