



NEWSLETTER

President's Message

When thinking of the little blue marble as Planet Ag and the survivability of our future, what farmers do rises to #1. It is expected that the global population will grow over 30% (6.8 billion in 2010 which is expected to rise to 9.15 billion) by 2050. Food production will need to grow by 70% to meet with demand. (USAID) The answer to the question "How?" lies with the evolving science and technology of Agriculture.

Agriculture is science--the science of growing plants, breeding animals, and producing other food products. While fewer than a million Americans are involved in traditional farming and more than 21 million people employed in less traditional agriculture careers from Agronomist to Zoologist, many of which require advanced degrees, the answer to "how" is the science and technology of agriculture. Driven by the needs, the scientific discoveries and developed inventions/interventions intersect to support agricultural innovations. The general public and sometimes the lawmakers play catch-up to understand and embrace the advancements. On October 5, 2015, the USDA announced a \$63M grant program to "develop and disseminate science-based tools to address the needs of specific crops across the entire spectrum of specialty crops production, from researching plant genetics to developing new production innovations and developing methods to respond to food safety hazards." UC Davis was awarded \$4.5M. We look forward to the results of this investment.

CWA, and specifically our own Lake County Chapter, has been actively engaged in educating the public, promoting the profession and advocating for balanced laws/regulations all of which support the sustainability of our agriculture and American grown products. We are continually working on telling the "Ag" story!

As I come to the close of my two-year term as LC CWA's president I reflect on what *our teamwork* has accomplished. It has been a pleasure to work with the board, committee chairs and volunteers, who as a *team* make it all happen.

- Awarded 7 scholarships to students pursuing post-secondary studies in ag-related careers and
- Presented six \$100.00 Teacher mini-grants to K-8 teachers for school garden projects and "Ag" related curriculum. Educational support is made possible by the membership dues, the pear pie & turnover sale at the Kelseyville Pear Festival, and community sponsor donations.

Communicating with our membership is very important.

- Published quarterly newsletters.
- Provided a website (lakecountycwa.org) and Facebook posts which are all part of our connected Planet Ag community.
- Forged good relationships with our federal, state and local lawmakers. New state legislator, Bill Dodd, took our 2014 AgVenture class, and new state legislator, Mike McGuire, participated in a special one-on-one AgCitement! seminar held in Kelseyville. One of his aides joined the 2015 AgVenture class. As part of our CWA lobbying in Sacramento each spring, we met with both of those legislators as well as others advocating for the Ag position.
- Continued the AgVenture program, which is concluding its sixth year. That means 60 community leaders have completed the four-day course. This November we will be hosting an AgVenture alumni reunion.

Utilizing many modes of communicating our message, we are able to step forward on important topics leading the dialogue that sometimes is handled inaccurately by others.

- Hosted spring and fall/winter socials -- a great time to get together.
- **December 2, is the Fall social and installation** of new officers at the Lakeport English Inn.
- Celebrated the 40th anniversary of the Lake County Chapter of CWA, founded in 1975. At a summer luncheon at long-time member and chapter Founding President, Marilyn Holdenried's home, we invited the original members to be the honored guests. We heard some wonderful stories and are grateful to these women. Upon their shoulders we have built a great organization.

Thank you for supporting LC CWA. By renewing your membership, you continue to be part of a community of women who support the sustainability of production agriculture and a safe, reliable food supply grown in California. Become a vital part of our Planet Ag!

- Sharron Zoller



SENDING SUNSHINE:



Our hearts and thoughts remain with all those who continue to be challenged with health issues: CHUCK MARCH, PAMELA KIRKPATRICK, TONETTE BROWN, CAROL CONRAD and long-time pear and cattle rancher (retired) DAN GROTHE! We rejoice that JAN STOKES and ANNETTE HOPKINS have recovered from their surgeries and are doing well!

We are keeping all those affected by the summer fires, or those who have recently lost family members or friends in our hearts and thoughts as well!

Calendar

**Fall Social and
Installation December
2 @ 5:30 p.m. Lakeport
English Inn (Please
RSVP by Nov. 24)**

*January SWM January 8 -
10 Ventura, CA*

A HEARTY SHOUT OUT THIS MONTH TO:

- ❖ MARILYN HOLDENRIED and SHARRON ZOLLER, co-hosts of this year's Pear Festival, along with their dedicated and hard working CREW! What a smashing success it was again - and fun for all! Kudos to you for your many years of devotion to this well loved and attended event!
- ❖ SUSIE KAUFFMAN and DENA KEITHLY for co-chairing this year's LCCWA pear pie and turnover making and selling (for scholarships) at the Pear Festival - AGAIN! Awesome work, ladies!
- ❖ TONI SCULLY for the honor of being selected as a local Woman- of- the-Year by U.S. Representative John Garamendi. Way to go, Toni! You are our non pareil!
- ❖ SCULLY PACKING for being showcased in a front page article in the Press Democrat during Pear Harvest! You make us proud, SCULLY FAMILY— as well as all your hard-working SCULLY PACKING EMPLOYEES!
- ❖ KAREN HOOK (walnuts), MARGARET EUTENIER (jams and jellies), DIANE HENDERSON (dried pears), SHARRON ZOLLER (wine), and TONI SCULLY (Lake County pears) for their wonderful donations to this year's Country Store and BBQ at the September SWM in Fresno. SCULLY PACKING served once again as the donation center and transportation to Fresno! Many thanks to all!
- ❖ PAULA BRYANT AND UMPQUA BANK for the use of their meeting rooms and overall support. PAULA also provides postage and labels for our newsletter!
- ❖ LAKE COUNTY WINE ALLIANCE for the use of their meeting room and support!
- ❖ BRENNAN SULLIVAN of the Lake County Farm Bureau for running off and collating our Newsletter hard copies!
- ❖ JAY JENSEN, brother of LCCWA MEMBER Jill Jensen, and son of past member and south county representative Ellen Heath, for his newest venture growing goji berries! Jay remains CEO of Novavine, the thriving grapevine nursery in Santa Rosa begun by Ellen.
- ❖ CARSON HOLDENRIED, and JARED SMITH, who earned their state FFA degrees this past spring! Kudos to you for your hard work and dedication!
- ❖ SAUSHA RACINE and FAMILY on their newest addition - daughter Riley - and their new home!
- ❖ LEGISLATORS DODD AND MCGUIRE on the recent opening of their Lakeport office!
- ❖ KARAN MACKEY, LCCWA member and Lakeport English Inn proprietor for the use of her Inn for our upcoming Fall Social!
- ❖ To the vocal CITIZENS and our REPRESENTATIVES and LEGISLATORS who have helped stall the onerous WOTUS bill!
- ❖ ALL THOSE who helped those affected by the summer fires!
- ❖ ALL THOSE involved in our AgVenture program - BRAVO!

LOCAL LCCWA MEMBERS COME TO THE AID OF VALLEY FIRE VICTIMS

Several of our LCCWA members joined in the efforts to assist those affected by the September Valley Fire. Hit hard were those folks in the Cobb and Middletown areas. In addition to their own pressing needs for shelter and food, many had livestock in jeopardy who needed feed and a safe place to stay.

Three local wine groups - Lake County Wine Alliance, Lake County Wine Grape Commission and Lake County Winery Association united to form #Lake County Rising - hosting fundraisers, accepting donations, giving out cash and generally helping in any way possible. Members Sharron Zoller, Debra Sommerfield and Terry Dereniuk were directly involved. Others, such as Lake County Farm Bureau, under the direction of new director Brenna Sullivan, solicited hay and other animal feed. Ken Barr and Shirley Campbell of Adobe Creek Packing (ACP) provided needed covered storage for the feed, and became a distribution center, with the actual distribution handled by Carleene Caddy and Brenna of Farm Bureau. ACP also donated wooden pallets to the Lake County Disaster Recovery Efforts. LCCWA member Debbi Holdenried (Brent) donated hay, and member Tracey Ayer took in animals at her ranch (goats, sheep, horses, cows, dogs and cats). Several of our members donated time, services, food, clothing, supplies, cash and generally assisted in multiple ways.

Hats off to those who gave so generously and selflessly! As the winter months approach, more help will be needed and any further assistance will be greatly appreciated!

BUT I'M NOT A FARMER...

So how does a person born and raised in Los Angeles find a home in agriculture in Lake County? And, for that matter, how can someone not involved in farming or ranching make an impact in agriculture?

There are certainly ways to be involved, such as becoming an informed consumer so that you can separate myth from fact about growing food. You can also support organizations working to educate and influence decision makers who regulate and legislate agriculture.

After leaving the Los Angeles area I lived in Santa Cruz County for 29 years. I found many ways to be involved in my community during those years; and in 1997 I was selected as a participant in a Farm Bureau-sponsored program called Focus Ag, the goal of which was to educate community leaders about the importance of agriculture in Santa Cruz County. I loved it! I was excited to learn so much about what it takes to be in agriculture, to meet the farmers and to hear speakers talk about various crops and the challenges involved in the business.

In 1999 my husband's job brought us to Lake County, and as I quickly acclimated to my new home I understood how important agriculture was to our community and economy. I applied and was appointed to the Lake County Fair Board of Directors and am now serving my 13th year on that board.

I also began searching for an organization I thought would be interested

in sponsoring an ag education program such as Focus Ag. It took a while, but eventually I connected with Toni Scully and Lake County California Women For Agriculture. A steering committee was formed by enthusiastic board members and together we created AgVenture, an education program for community leaders who wish to learn more about agriculture in Lake County.

We are now in our 6th year and will have graduated 72 people, including several legislators and/or their aides, when we complete this year's program in November. AgVenture has also spawned our One Day Visit program for legislators who come to Lake County to learn more about agriculture.

We know how important it is that agriculture tell its story so that facts about farming—not myths—are what is communicated.

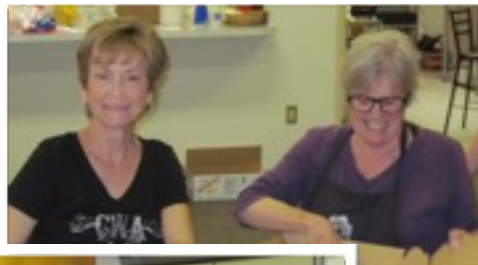
I have been grateful to receive Stars of Lake County and Lake County Farm Bureau awards recognizing my efforts to educate, promote and advocate for agriculture. So before you think a non-farming person can't have an impact on agriculture, remember that "If you eat food and wear clothes, you are involved in agriculture!"

-Annette Hopkins

Ed. note: We will continue to feature outstanding women and businesses who have furthered the goals of LCCWA. We welcome suggestions.

PEAR FESTIVAL PIE AND TURNOVER SALES

Our pear pie and turnover sales were successful due the work of our wonderful volunteers. Thank you to all of you. We baked and sold 80 pies and 600 turnovers! The crowds at the sales booth were testament to the consistently good quality of the pies and turnovers over the years. We have one customer from San Francisco that has been purchasing up to 10 pies a year for the past 3 years! I believe we sold out by 1 pm this year. A new sign advertising that all profits go to our scholarship fund and an added 'tip jar' encouraged folks to donate additional money which increased our profits. The gross sales were \$3631 with a net of \$2929. Very special thanks to Umpqua Bank which stores our supplies and provides labels and printing every year and especially to Paula Bryant who handles all of the accounting and lots of moral support! Dena and Susie are very grateful for all of your help. See you again next September.



1. Annette Hopkins, Sara Dorn 2. Sharron Zoller 3. Dena Keithly and Katie Baker 4. Paula Bryant, Diane Henderson, Karen Hook and Andrea Adams 5. Susie Kauffman, Fiona Kirkpatrick and Winona Toffoli 6. Carolyn Henderson-Robner, Karlene Ellis Toni Scully and Lori McGuire

LAKE COUNTY FARM BUREAU NEWS

The Lake County Farm Bureau has been very busy in a number of projects assisting those affected by the Rocky, Jerusalem and Valley Fires. The Farm Bureau was initially involved in livestock hay donations and has recently partnered with the Redwood Credit Union to provide financial assistance to those looking to replace damaged livestock and agricultural fencing. We have also been working closely with the Lake County Fair Foundation and #LakeCountyRising to provide donations to the Cobb and Middletown 4-H and FFA programs.

The California Farm Bureau Federation's Annual Meeting is December 5-9th at the Peppermill Hotel in Reno, Nevada. The Lake County Farm Bureau is entitled to two delegates and an alternate to review and vote on Tentative Basic Resolutions proposed by County Farm Bureaus and various CFBF advisory committees. The Lake County Farm Bureau will host the Northern Counties Caucus on November 19th to review the TBRs and discuss any new topics pertinent to Northern California farming.

We are looking to hire a Project Assistant to help administer the Irrigated Lands Program. Applicants should send their resumes and a cover letter to the Lake County Farm Bureau office by mid-November. The 2015 billing cycle for the Irrigated Lands Program will begin in December. There are new Nitrogen Management Plan requirements in 2016; farmers in 'high vulnerability' areas will be required to certify their NMPs. The Regional Board has yet to define what areas fall under 'high vulnerability', however, Lake County has very low potential.

-Brenna Sullivan

AGVENTURE 2015 CLASS APPROACHES THE HOME STRETCH

AgVenture 2015 participants will graduate from the AgVenture 2015 program on Friday, November 13. The final session will be held at the Lake County Winegrape Commission office in Kelseyville; the session will focus on olives and olive oil. AgVenture 2015, in its sixth year, launched this summer on August 7. The program is designed to teach community leaders who are unfamiliar with farming and ranching about the crucial role that agriculture plays in Lake County's economy. Class membership is contingent upon application, and program acceptance is competitive. AgVenture consists of four program sessions and each focuses on a different Lake County commodity. The August session focused on pears; September's program highlighted winegrapes; October's session emphasized walnuts; and olives and farm workers are the focus of the final session.

Presenters have included Myron Holdenried, owner of Holdenried Ranches; Diane Henderson, owner of Henderson Orchards; Dr. Broc Zoller, "The Pear Doctor, Inc.," Toni Scully, owner of Scully Packing Company; Pat Scully, General Manager and owner of Scully Packing Company; Frances Spivy-Weber, Vice Chair, State Water Resources Control Board; and Cecilia Chi-Ham, Director Research Planning with HM.CLAUSE. Class topics included crop marketing and financing, integrated pest management, regulatory compliance, and the history and evolution of Lake County agriculture. Sessions included field trips to Suchan Farm and Nursery; Laujor Estate Winery; Beckstoffer Vineyards; the Scully Packing Shed; and a tour of the Big Valley District and the Kelsey Bench areas of Lake County.

Members of the 2015 class include: Barbara Ehr, Clinical Supervisor with the Lake County Office of Education; Brenna Sullivan, Executive Director, Lake County Farm Bureau; Danielle Matthews Seperas, Manager, Government and Community Affairs, Calpine; Jim Steele, District 3 Supervisor, County of Lake; Jan Coppinger, Lake County Special Districts Utility Systems Compliance Manager; Dr. Karen Tait, Health Officer, County

of Lake, Health Services Department; Rick Hamilton, Commercial Realtor and owner of RAH; Kerrie Lindecker, District Representative, Lake and Mendocino Counties, Senator Mike McGuire; Tiffany Ortega, Assistant Administrator, Sutter Lakeside Hospital; Andrew March, Constituent Service Representative, Office of Congressman John Garamendi; Terre Logsdon, Farm-to-School Coordinator, North Coast Opportunities; and Lisa Wilson, General Manager, Shady Acres Campground and Mobile Home Park.

AgVenture 2015 would not exist without the generosity of the following businesses and individual donors: Calpine; Sutter Lakeside Hospital; The Pear Doctor, Inc.; Umpqua Bank; Adobe Creek Packing; Harbin Hot Springs; Quackenbush Mountain Resource Recovery; American AgCredit; Bob Bartley Pump, Inc.; Beckstoffer Vineyards; Lianne Campodonico; Judy Cortesi; Scully Packing Company; Tibor & Petra Major; Sharron Zoller; Bengard Marketing; Janet King; Wilda Shock; North Lake Medical Pharmacy; Savings Bank of Mendocino County; Polestar Computers; Lake County Farm Bureau; Mendo-Lake Credit Union; Janice Stokes; and Peggy Campbell, CPA.

Additional support has been provided by Tallman Hotel; Gregory Graham Winery; Chacewater Wine and Olive Mill; the Lake County Winegrape Commission; the Lake County Winery Association; Laujor Estate Winery; Suchan Farm and Nursery; Scully Packing Company; Beckstoffer Vineyards; and Henderson Orchards. Transportation for the field trips and site visits is being provided by the Military Funeral Honors Team van.

The AgVenture program Steering Committee, all CWA members, are Annette Hopkins, Paula Bryant, Toni Scully, Diane Henderson, Terry Dereniuk, Debra Sommerfield, Sharron Zoller, and Rebecca Southwick.



Top row left to right: Danielle Matthews Seperas, Lisa Wilson, Andrew March, Barbara Ehr, Brenna Sullivan, Terre Logsdon. Bottom row left to right: Jim Steele, Rick Hamilton, Jan Coppinger, Dr. Karen Tait, Kerrie Lindecker, Tiffany Ortega

HERE AND THERE ADVOCATING FOR AGRICULTURE



May SWM in Sacramento Clockwise from top left: 1. Terry Dereniuk, Senator Mike McGuire, Sharron Zoller; 2. Sharron Zoller and Terry Dereniuk 3. Sharron Zoller, Assemblyman Bill Dodd, Terry Dereniuk at the State Capitol, Sacramento



Diane Henderson at her orchard educating 2015 AgVenture Class



LCCWA Founding President Marilyn Holdenried sharing memories



L to R: Allison and Greg Panella; Michelle and Pat Scully; Andy Scully, Senator Mike McGuire, Beau and Gabriella Moore. (From the March 6 Mike McGuire event in Kelseyville)



LCCWA FOUNDERS Back Row l to r: Toni Scully, Laura Hodgkinson, Joann Ruddock, Sara Dorn, Carol Conrad Front Row: Carolyn Henderson Robner, Marilyn Holdenried, and Rosalie Sisevich



CWA Display at Umpqua bank designed by Karen Hook



Annette Hopkins, our "not-a farmer" advocate!



Lake County California Women For Agriculture

Fall Social

December 2, 2015

5:30 – 8:00pm

English Inn

675 N. Main Street

Lakeport, CA

Potluck dinner

*Please bring a
Salad or Main Dish or Dessert and
a beverage to share.*

*R.S. V. P. by November 24 to Karen Hook 279-4364
The Inn will be decorated for the Holidays with gifts to purchase!*



LAKE COUNTY

NOVEMBER 2015

California Women for Agriculture

Chartered 1976



2016 Membership Renewal

Agriculture connects us all

Lake County CWA was one of the original state chapters chartered in 1976. Our mission—to educate the community, to advocate for and to promote California agriculture—is a message we all can support. If you eat food and wear clothes you are part of agriculture. We invite you to renew your CWA membership for 2016.

ADVOCACY

Legislation
Lobbying
Network with local, state & federal legislators

COMMUNITY SUPPORT

Sponsors
Donors

NETWORKING

State CWA
American Agri-Woman
Personal & Professional

SOCIAL

Fall & Spring Events
Special Events

EDUCATION

AgVenture Program
One-day AgCitement!
School Mini Grants
Student Scholarships

INVOLVEMENT

Board officers
Committees
Events (Pear Festival Pie Baking!)

COMMUNICATION

Quarterly Newsletters
Facebook
Lake County CWA website
eblast notifications

1

Complete the application and payment on paper or the full process on line.

2

Mail to:
CWA Lake County Chapter
P.O. Box 279
Finley, CA 95435

3

We look forward to receiving your application!

www.lakecountycwa.org

Facebook: Lake County California Women for Agriculture



"New Horizons in Agriculture"
Lake County Chapter CWA
*Membership 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

**Membership may be renewed on the CWA website for \$32.00.

☐ CWA Membership \$30 (website renewal is \$32.00)

<http://www.lakecountycwa.org/>

☐ American Agri-Women \$30 (this is an additional membership fee)

<http://www.americanagriwomen.org/>

☐ Additional Donation \$_____

TOTAL Enclosed \$_____ Payable to:

Lake County CWA
P.O. Box 279,
Finley, CA 95435

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Lakeport	Bonnie Sears	bsears@ymail.com	349-5917
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AgVenture Contact:	Paula Bryant	paulabryant@umpquabank.com	262-3342w
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	Dena Keithly	dena@kranches.com	570-5635
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Publicity Chair:	Rebecca Southwick	rebecca.j.southwick@gmail.com	349-0406



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