



# NEWSLETTER

## President's Message

At the LCCWA Spring Social this year we wish to honor successive family generations who have carried on the work of our organization. For the relatively small size of our county, we have an impressive number of multi-generational women members. Several of them come from the core group who founded the Lake County chapter of CWA. I am one of them.

The women in the state who first formed California Women for Agriculture came from the Coachella Valley. They originally met to take action against the ongoing grape and lettuce boycotts led by Cesar Chavez. My mom, Carolyn Henderson, and Marilyn Holdenried heard about this through their husbands' state level farm affiliations. Marilyn was invited to attend the Coachella meeting, and she participated in the three-day event that resulted in the formation of a formal organization replete with mission statement and bylaws. CWA was to be "the voice of the busy farmer."

Marilyn was so inspired by her experience that she called a meeting to create a Lake County Chapter of CWA. She invited all of the county farm women that she knew to her home to discuss the formation of a local chapter. About 40 women were there, and they came from all areas of farming. In those days, the majority of the women were homemakers who were in a supportive role to their farmer husbands. While they helped on the farm in various capacities, few of them held outside jobs. I grew up knowing many of these women, and they were an intelligent, well educated, ambitious bunch with a diverse array of talents. They jumped at the chance to band together to become the political voice of the farmer in "a league of their own." Besides, as my mom put it, "The men were good at solving the problems of the industry under a pear tree. They could talk to each other but not to legislators."

The Lake County chapter was started in 1976. My mom nominated Marilyn to be the first president of the chapter. Rosalie Sisevich was the first vice-president, Frances Seely the second vice-president, Carolyn Henderson the secretary, and Loris Keithly the treasurer. The baton has been passed on from these women and the others who worked with them.

I was teaching in San Luis Obispo County at the time, but I was aware of this development and saw my mom's enthusiasm about the potential of the new group. In the years that followed, these Lake County women learned to make presentations before the state and local legislatures, give lessons and demonstrations in the schools, and write position papers advocating for agriculture. Some of them, like my mom and Toni Scully, took a special course offered through the California Tree Fruit Agreement to become spokespersons for the industry through the media of radio and television. They did cooking demonstrations as well to promote summer fruit.

As the years went by, many LCCWA members, like Margaret Eutenier and Wilda Shock, developed into professional political farm advocates. The example they set for their children and other women in the community inspired us to follow in their footsteps. Because so many young women these days are holding down full time jobs as well as raising families, it is hard for them to find the time to commit to farm organizations like CWA, but every little bit of support helps. And after the children have grown or after the career workload eases, there may come the chance to participate more fully in ag advocacy if they have maintained the connection. I encourage you busy members to stay connected!

*-Diane Henderson*

## Calendar

- May 25:** Spring Social:  
Ely Stage Stop
- June 5-8:** AAW Wash.
- July 16:** DC Fly-IN
- Aug 5:** AgVenture Session 1
- Sep. 9:** AgVenture Session 2
- Sep. 10-11:** SWM Leaders  
Cal Poly, Pomona
- Oct. 14:** AgVenture Session 3
- Nov. 4:** AgVenture Session 4
- Nov. 12-13:** SWM Ag Booster  
BBQ
- Jan. 2017:** SWM Meeting



## SENDING SUNSHINE

We keep the following in our hearts and thoughts as they continue to brave health challenges:

Don Eutenier; Pamela Kirkpatrick; Toni Brown; Chuck March and Carol Conrad!

## LAKE COUNTY FARM BUREAU NEWS



The rain has given us plenty to be thankful for from the full-capacity reservoirs around Northern California to this year's stunning wildflower blooms in Lake County. Unfortunately, water continues to be at the forefront of legislation and regulation from water diversion and ground water legislation to the potential changes in the Irrigated Lands Program.

In May, the Lake County Subwatershed group will be collaborating with the Sac. Valley in a series of comment letters regarding changes to the Irrigated Lands Program. One of our objectives will be to differentiate the Sacramento Valley and upper watersheds (such as ours) with more impacted areas on the state.

The Lake County Farm Bureau is hosting three trainings in May and June. A Farm Contingency seminar on May 17 in Ukiah will educate farmers and ranchers about insurance coverage in natural disasters such as the 2015 Lake County fires. A Heat Illness Training and

a Forklift Safety Training will be held in June. For more information on these trainings, please contact the LCFB office.

Finally, the Lake County Farm Bureau's Annual Meeting and Love of the Land dinner will be on Thursday, July 7, 2016 at the Cole Creek Equestrian Center. If you are interested in attending, tickets are available through the LCFB office. We look forward to seeing everybody there!

*Brenna Sullivan*

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## HEARTY SHOUT OUT!

This month we give a hearty shout out to the following:

- ❖ MONICA ROSENTHAL honored as Lake County's WOMAN OF THE YEAR by U.S. Rep. (CA-5) Mike Thompson March 20 in Washington, D.C.!
- ❖ BLAIR BROOKES; CARSON HOLDENRIED; WYATT JONES; JENNIFER KEITHLY; JARED SMITH and KENZI WATTENBURGER —our outstanding 2016 scholarship recipients!
- ❖ RACHEL WHITE for her years of outstanding service as LCCWA newsletter co-editor!
- ❖ BRENNAN SULLIVAN for stepping in to fill the vacancy left by RACHEL!
- ❖ BLAIR BROOKES (and her Cal Poly SLO team) for their recent National Agri-Marketing Association (NAMA) national marketing contest achievement. The team, which marketed avocado seeds, placed in the top six at the competition held in Kansas City, MO April 13 - 14!
- ❖ HANNA SCULLY, who continues to make the news for her Orphan Dog platform as Lake County's Miss Outstanding Teen. (Over 3,000 dogs have been adopted!)
- ❖ JILL JENSEN on her recent career advancement as newly confirmed co-owner of Lincoln-Leavitt Insurance!
- ❖ REBECCA SOUTHWICK for her excellent work as LCCWA publicity chair!
- ❖ BARBARA EHR who has stepped up as our new publicity chair!
- ❖ BRENNAN SULLIVAN (again) as LCFB Executive Director for her meeting with Assemblymember Bill Dodd and Colusa County rice farmer Chris Torres at the state Capitol to "discuss issues important to California Agriculture!"
- ❖ BROCK FALKENBERG, Lake County Superintendent of Schools, who worked diligently with TONI SCULLY and others to help pass the student labor bill!
- ❖ PAULA BRYANT AND UMPQUA BANK for continuing to provide meeting rooms!

## SCHOLARSHIP RECIPIENTS

The scholarship committee met in April to review scholarship applications and were delighted by the caliber of applicants. The committee selected 6 recipients for the 2016-2017 academic year totaling \$5,500 in scholarships and I am pleased to announce the following awards, in alphabetical order:

- ❖ **Blair Brookes** has been awarded a \$1,000 scholarship. She is a past recipient of our scholarship and is studying Agricultural Business at Cal Poly. She wishes to attend law school to later work in Agriculture Policy and says though she did not grow up on a farm, her longtime involvement in rural life and being a third generation Lake County resident makes her feel connected to the area which has deep agricultural roots. This past summer she played an important role at Scully Packing Company and will be interning at J Lohr vineyards this coming harvest. She expressed her gratitude for our support over the years.
- ❖ **Carson Holdenried** is a senior at Kelseyville High School and has been awarded a \$1,000 scholarship. Carson said, "Ever since I can remember I have known that I wanted to be in farming for the rest of my life." Carson will be attending Chico State and wants to get a degree in crop production/agriculture business. Carson expressed his excitement about 42 acres of hay he planted this winter and said he looks forward to the harvest when he can "cut, rake, bale and stack" it. Carson said, "It is a feeling I cannot explain seeing the product of my toil neatly stacked. The memory of the sweat, stress, and hard work it took to get to this point."
- ❖ **Wyatt Jones**, a senior at Middletown High School, has been awarded a \$1,000 scholarship. He wants to become an Agriculture Engineer and plans to attend Reedley Junior College before transferring to Cal Poly. Wyatt said, "By the time I was two years old, I had real tools, because I knew the difference between real and play tools. If I was strong enough or had enough ingenuity, I could break an engine down and re-build it by the time I was six. Sometimes there would be extra parts, most times there were not." Wyatt has been very active with extracurricular activities and interned at Guenoc Winery last summer where he woke each morning at 4:30 a.m. to check the service truck. Wyatt prides himself in being self-sufficient and said we would know the money is helping a student that must pay for his own education and is determined to reach his goals.
- ❖ **Jennifer Keithly** is also a multi-year past recipient of our scholarship and has been awarded a scholarship in the amount of \$1,000. Jennifer is wrapping up her third year of veterinary school at U.C. Davis and her final year will be clinical experience at the veterinary hospital. This past year was geared toward surgical experience including spay and neuters, cow omentopexy, sheep cesarean section, pig hernia repair, calf claw amputation, calf castration and calf eyeball removal ("exenteration"). Wow, what a mouthful! Jennifer expressed her appreciation for our support and said, "I think of you ladies often, and hope that you know that you have had a huge impact on the road that I am traveling. I hope that I am making you proud!"
- ❖ **Jared Smith** is graduating from Kelseyville High School and has been awarded a \$1,000 scholarship. Jared grew up on a 40-acre vineyard and says he developed a strong passion for the agricultural industry at a young age. He said, "The early mornings, late nights, and countless hours of hard work that resulted in making a living for our family was simply amazing to me." Over the years, Jared has been involved with 4-H, FFA and K-CORPS along with other extracurricular and community service activities. Jared will be attending Cal Poly in the fall, wishes to get a degree in Agriculture Sciences and ultimately intends to become an Agriculture Education Teacher. Jared said, "I believe that agriculture literacy among students and the community is a vital part of our society today. Being able to effectively communicate the agriculture industry to students and foster their passion for it, is one of the many reasons I wish to be an Agriculture Education Teacher."
- ❖ **Kenzi Wattenburger** is attending Chico State University and will graduate December 2016. Because Kenzi only has one more semester (not a full year) before she will begin applying to veterinary college, she was awarded a \$500 scholarship. Kenzi will be earning her degree in Animal Science and hopes to pursue a degree in large animal veterinary medicine at U.C. Davis. Kenzi has worked as a student research assistant for two semesters, organized and managed two ruminant nutritional projects and recently returned from an internship dealing with pork production. Kenzi described challenges she has overcome by saying, "I'm a fighter and have been from day one. I was taught early that there's no such thing as the word "can't" although I did show my parents that it existed in the dictionary when I was in kindergarten."

I would like to congratulate these bright young students and wish them all the best in their continued success. We are inviting them to our May 25th social and hope some will be able to attend. I would like to give a very special thanks to Terry Dereniuk, Toni Scully, Barbara Ehr, Emily Luchetti and Rebecca Southwick for participating on the scholarship committee. What a pleasure it is to witness the passion and determination that these students share for agriculture and its future.

*Sausha Racine*

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## AGVENTURE UPDATE

After negotiating some changes this year, the AgVenture program is optimistically off to a great start. The Steering Committee was disappointed to learn that the Military Funeral Honors Team Van would be out of commission this year, but found a reasonable replacement. There were also a few beloved speakers who were unable to participate. However, all of this year's speakers are superlative and the Steering Committee is looking forward to a great class. Applications will continue to come in until June 1st when the Committee will pick the twelve class members for the year. Session dates are: August 5th for pears, September 9th for winegrapes, October 14th for walnuts and November 4th for olives and labor. The Steering Committee hopes to put the final tweaks to the agendas by the June meeting.

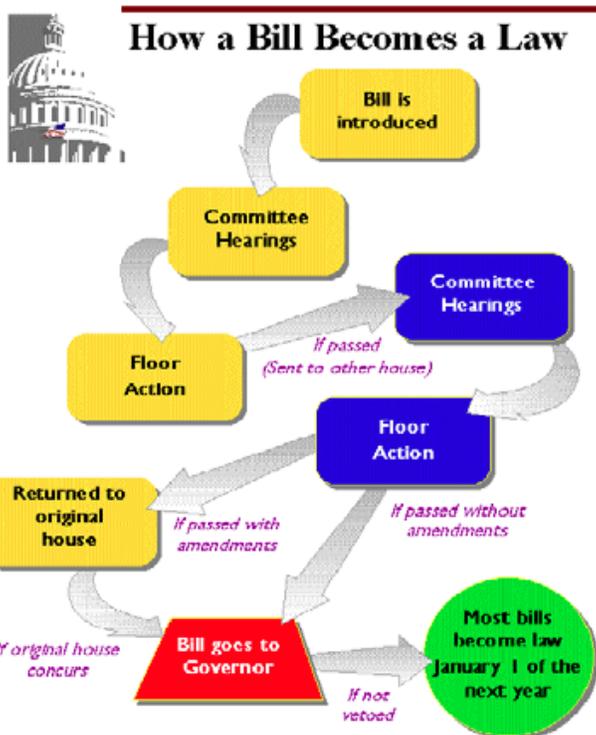
*Brenna Sullivan*

MAY STATEWIDE MEETING: FOCUS ON LEGISLATION

At the Sacramento May 2-3 SWM about 55 statewide members celebrated the 40th anniversary of California Women for Ag’s lobbying legislators on issues and challenges facing those involved in agriculture, now and in the future.

In order to get a feel for the current legislative landscape, speakers Chris Reardon, Pesticide Consultant; Dr. Anne Megaro, State Agriculture Committee Consultant; Assemblyman Adam Gray; and George Soares, attorney & lobbyist, shared their personal perspectives. A resonating theme running through each presentation emphasized the importance of farmers telling their story and connecting with those making the laws and developing the regulations. This reflects CWA’s mission to influence public opinion via education and advocate for respectful Ag public policy. Our getting involved is more important than ever.

We spent time reviewing the Ag bills currently on legislators’ plates. The bills we were going to discuss ranged from phasing out Ag overtime, to a bill that undermines the local management of water by creating a centralized oversight system, to developing an Ag theft task force. Armed with well-researched information and talking points developed by the CWA Legislative Action Committee, a team visited every legislator.



Educating and influencing the legislative process is complicated. We find that legislators are frequently under-informed, tied to support a bill because of reciprocal agreements or pressure, the multi-layered impact is not fully researched, or special-interest groups have their ear. With well-vetted data, resources and strategically presented counter arguments to support the Ag-focused positions, we were well received and through the legislator’s questions found that the visits do make an impact. The legislative process is not for the faint of heart and it is true that the process of making laws is like making sausage: it is better not to see them being made. This meeting is a very important meeting for CWA. Our goal is to make sure we give legislators the best ingredients to create good legislation.

*Sharron Zoller, Northern District Representative*

NEW DONORS AND MEMBERS

**We are pleased to announce the recent LCCWA Donors:** **New or renewed Membership includes the following:**

- |                 |                |                |                 |
|-----------------|----------------|----------------|-----------------|
| Garton Tractor  | Mary O’Meara   | Gaye Allen     | Bernie Butcher  |
| Umpqua Bank     | Lois Suchan    | Peggy Campbell | Judy Cortesi    |
| Scully Packing  | Lisa Wilson    | Scott DeLeon   | Nellie Dorn     |
| The Pear Doctor | Weed Tech      | Marjean Evans  | Marianne Graham |
| Kenny Parlet    | Sharron Zoller | Diana Hawkins  | Linda Hedstrom  |

Thank you to all donors and members! Your support is vital to helping us reach our goals!

## A LOOK BACK WITH MARILYN HOLDENRIED



*Three generations represented by Jean Holdenried, Stephanie Holdenried and Marilyn Holdenried.*

You might say Marilyn Holdenried has the Midas Touch. A visionary with the drive, determination and dedication to get things done, she served as the founding President of LCCWA forty-one years ago. Her extraordinary leadership skills have been a part of the continued success not only of our organization, but of the birth and subsequent success of The Kelseyville Pear Festival (approaching its 24th year) and the Lake County Quilt Trail (which just reached its 100th quilt block.) She was also instrumental in the revitalization of downtown Kelseyville as well as a historic home in Kelseyville, and the launching of two businesses: Holdenried Farms (retired), and more recently Wildhurst Vineyards Winery and Tasting Room - along with husband Myron.

Marilyn's mother-in-law, Jean Holdenried, a favorite local artist and rancher who completed her earthly journey in 2009, was also a member of early LCCWA. Marilyn's daughter-in-law, rancher and LCCWA member Debbi Holdenried, married to son Brent, makes LCCWA membership a three-generation achievement! We thought it would be appropriate for our May issue to get Marilyn's take on the changes she has seen in agriculture over the decades. Here are her insights:

"I am sure that every generation that has gone before us will say that the 'olden days' were a simpler time. And, compared to today, with all of the sophisticated technology and fast pace, we did have a simpler time in the past. But there have been many aspects that have made life better.

"In my mind, the biggest change in our lives was the introduction of the Internet with computers. In the beginning, we were able to change the way that we did our bookkeeping, payroll and reports. With the introduction of email, we changed the way we communicated with family, friends and businesses. We have instant communication with our computers and cell phones.

"Agriculture in Lake County has changed incredibly since 1976. In 1983 there were 8 pear- packing houses in the county. Today there is one. In 1991 there were 5 wineries. Today there are over 30. Pear and walnut orchards have been replaced by wine grape vineyards. The 'hills and valleys' of farming continue to be very challenging. We have seen our prices and our income go high and low. The costs and the rules and regulations have become incredibly sophisticated and demanding. We must constantly be aware of marketing in the world market where one must 'play in order to stay' in business.

"In addition, the whole issue of water in this state has become so challenging with 'Big Brother watching over us.' Legislation has been passed that enables the state to control our ground water. At a meeting that we attended recently we were told that there are thirty-two agencies trying to decide what to do with the Delta water. Water regulation has created a new industry of consultants.

"Commercial agriculture also segues into the whole food awareness niche. Since 1976 there has been an incredible upswing in Farmers' Markets, upscale restaurants, and elitist foodies. This, of course, leads to more awareness of healthy eating and nutrition... which is a good thing. There is a greater concern regarding the quality and the safety of our food. There is more focus on wine and that lifestyle. Look at all of the wine regions of California and the rest of the nation.

"Technology and research continue to help and support us as farmers, but the politics are very challenging.

"I will always be grateful to the state-wide and local organization of California Women for Agriculture. It gave me a wonderful opportunity to grow in friendships and an awareness of our industry as a whole."

We honor and applaud Marilyn, and wish her continued success in all future endeavors!

*Lori McGuire*



*Marilyn with her daughter-in-law Debbi Holdenried*

## TWO AND THREE GENERATIONS OF LCCWA MEMBERS

The month of May with its new crops and new birth brings to mind the fertility, budding and blossoming of nature. It also is the month that celebrates mothers and their contributions to their families and society! In that spirit, we would like to recognize, honor and celebrate the two and three-generation family members that have contributed to the Lake County Chapter of CWA.

The following is a list (in alphabetical order) of those we compiled from our archives: Sara Dorn and daughter Nellie Dorn; Margaret Eutenier and daughter-in-law Kristine Eutenier; Diane Henderson and mom Carolyn Henderson-Rohner; Marilyn Holdenried, mother-in-law \*Jean Holdenried, and daughter-in-law Debbi Holdenried; Karen Hook and mother-in-law \*Lucy Hook; Jill Jensen and mother \*Ellen Heath; Karen Jones and daughter Lindee Jones; Dena Keithly, mother-in-law \*Loris Keithly and daughter Jennifer Keithly; Lori McGuire and mother \*Bernice Thomas; Mary O'Meara and mother Lois Suchan; Martha (Muffie) Panella and mother Janice Stokes; Colleen Rentsch and mother \*Frances Seely; Toni Scully and daughters-in law Michelle Scully and Pam Scully; Michele Rohner and mother-in-law Carolyn Henderson-Rohner.

We look forward to seeing many of these families at our May 25th Social, at which time they will be personally recognized, honored and celebrated!

\*in memoriam

*Editor's note: We sincerely regret any errors or omissions.*



## GENERATION PHOTOS



*\*Frances Seely and daughter  
Colleen Rentsch*



*Carolyn Henderson-Rohner and her daughter,  
LCCWA President Diane Henderson*



*Sara Dorn and daughter Nellie Dorn*

GENERATION PHOTOS CONT'D.



Three generations of Holdenrieds from left to right: Marilyn Holdenried with daughter-in-law Debbi Holdenried and a photo of Marilyn's mother-in-law \*Jean Holdenried, her daughter Stephanie Holdenried and Marilyn herself.



LCCWA founding member \*Bernice Thomas (second from left) with her daughters Connie Wright, Jeannie Lewis and Lori McGuire



Jill Jensen and her mother \*Ellen Heath



Muffie Panella and mother Janice Stokes

**Lake County Chapter  
California Women for Agriculture**

***Spring Social***

*We will be Honoring Multi-Generation CWA  
Members*

**Wednesday, May 25, 2016  
5:30 to 8:30 p.m.**

**Ely Stage Stop  
9921 Soda Bay Road, Kelseyville**

***A casual social***

***Bring an hors d'oeuvre and bottle of wine  
or non-alcoholic beverage to share.***

***Friends and Spouses are welcome!***

***Please respond no later than May 20, 2016***

***RSVP: 707-263-7162 ext 7 or  
jill-jensen@leavitt.com***



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

\_\_\_\_\_  
Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City

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State

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Zip

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Home Phone

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Work Phone

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Email Address

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Cell Phone

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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  
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