

COMPASS

Issue 1

January 2022



Rose Tryon Vancott Final President's Message

By: CWA State President Rose Tryon Vancott



This time of the year can bring up many feelings and emotions. As we say goodbye or maybe good riddance to 2021, we are looking forward to a new year and a fresh start.

As I think about my last two years as State President, I would be lying if I said it all went perfectly. Like most new Presidents, I had high hopes, a bunch of fresh ideas, and plans to travel to each chapter. After the convention, my first Statewide meeting was in Paso Robles in March 2020. The Paso Robles Chapter did a great job planning the meeting. Then in the following weeks, it seemed the entire world

closed down because of COVID. We were not able to meet in person again until September of 2021.

Most of the plans I had were quickly uprooted and replaced with thoughts of how to keep our organization together and how to pivot to a virtual platform. I am proud to say throughout the COVID pandemic; our organization never missed a meeting. I am not saying it was always perfect, but as a group, we persevered. I will be forever grateful to my executive board team for being able to "Roll With It" and keeping our organization moving forward. The theme for my Presidency was "Standing Tall and Reaching Out." This executive board team did exactly that they stood tall and continued to meet the many challenges that came our way. We are a resilient group and kept moving forward with CWA's mission.

While facing many challenges, we made improvements where we could. CWA now has digital platforms to communicate directly with our members. We now have the capability to deliver legislative alerts and President messages directly to members through email. We will be rolling out an updated website in January. Moving forward, CWA now has the equipment and technology for hybrid (In-person and Virtual) meetings. As the saying goes, I tried to leave it better than I found it. With deepest gratitude, I want to thank the membership for entrusting me with the honor of being your CWA state President.

I'm holding you all in my thoughts and prayers this holiday season.

~Rose

Rose Tryon Vancott
State President
California Women for Agriculture

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Greetings and welcome to UNITED FOR AG 2022 -2023, where we share a mutual passion for the enduring success of an economically strong California Ag community. I am grateful for the passion to achieve the **UNITED FOR AG** mission - **Education, Innovate and Activate**

The three objectives are: Build Our Leadership, Promote Ag, internally and externally and Build Collaborative Partnerships.

1. **Build** Our Leadership. No matter one's experiences, talents or stage in life, each CWA member can make an impactful difference. With leadership and guidance opportunities, we can build a cadre of leaders.
2. **Promote** Ag, internally and externally. Provide touch points and deliver a consistent compelling message utilizing a variety of methods.
3. **Build** Collaborative Partnerships. Reach out to partner with organizations who have shared values. Leverage the combined strengths to have a greater impact.

California agriculture is massive and a vastly complex community. The quantities and diversity of agricultural products grown by entrepreneurial farmers who employ the cutting-edge science-based solutions to expand food production and implement sustainable practices. Working in concert to solve complex problems of growing our food and fiber. Now more than ever, government policies, regulatory agencies, and consumer preferences have a direct impact on the agriculture community's viability in increasingly urbanized landscape. Organizations like CWA play a valuable part in telling the stories. "Farming looks mighty easy when your plow is a pencil, and you're a thousand miles from the corn field", said President Dwight Eisenhower. Personal connections are crucial in "keeping it real."

My husband, Broc, and I are first generation farmers: pears, walnuts, and wine grapes. We are both U.C. Davis under grads and graduate degree recipients. To support our farm adventures, we both had other careers. I worked in California K-12 public school administration and Broc is an independent PCA, while we raised three children. I got the 'volunesia' bug (when you forgot you were volunteering to help change lives and realized it was changing yours) in high school and my life has been for ever enriched.

I am humbled, honored and thrilled by the opportunity to serve as CWA President and grateful to the wonderful women who raised a hand to join the Executive Team!

In California every day is Ag Day! We are CWA members because there is the opportunity to unite and effect positive change in our ourselves and our communities. We never know how strong we are until being strong is the only choice. Let us use our combined strengths in furthering the mission of UNITED FOR AG!

Sharron Zoller
State President
California Women for Agriculture



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CWA January Dues Reminder

Friendly reminder to pay your dues with your chapter! If you would like to pay now, please scan the QR code to pay your annual dues. We accomplish amazing things because of our chapter members and donor members. Collectively, we are powerful and can accomplish amazing things. Renew your dues to remain a part of a network of passionate volunteers dedicated to the stewardship and conservation of California agriculture. Select your choice of annual membership option, scan the QR Code and renew or join today! You may pay your dues directly to your chapter

California Women for Agriculture Membership Options

Chapter Membership



Donor Membership



Student Membership



Thank you for supporting our organization as we work to support California agriculture through education, advocacy and public relations.

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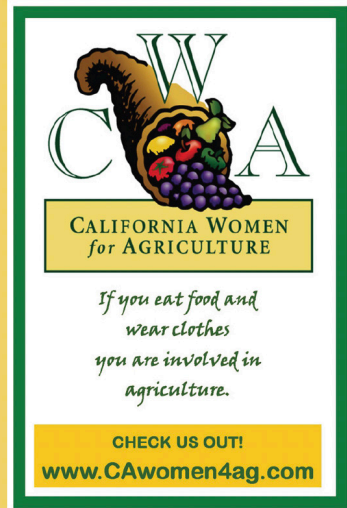
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The Compass is the external communication for California Women for Agriculture. Recipients include CWA members, agriculture organizations, associations, elected and appointed officials and other selected recipients. Chapters are encouraged to submit 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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Join us at World Ag Expo!

2022 WORLD AG EXPO®
February 8-10, 2022

The 2022 World Ag Expo (WAE) is around the corner and we are excited to tell people about CWA and advance women's place in agriculture. Our committee is planning and working to step up the success we experienced in 2020. We are in a new location and hope the change will bring a new opportunity for our organization to network with attendees and other exhibitors! It is a chance for us to reach a broader audience. Having our members at the expo showcases who we are and why we are the agricultural organization to join. Many of the attendees are from across the world, and comprise an audience of high school and college students, agribusiness professionals, farmers and ranchers, as well as consumers. Most who stop and speak to us are looking for ways to get involved in their communities outside of organizations such as 4-H, FFA or their schools.



CWA's presence at the WAE helps support other women in agriculture. We all come from different backgrounds and have different skill sets, but when we can promote the message that each person matters and has a voice to speak up about agriculture, progress is made. There is strength in numbers, and letting other women know that they are not alone and can have a supporting network of other women behind them is encouraging and empowering. Even if they are too young to become members, some students have heard about us through our scholarship programs across the state. It is amazing to see the reach our chapters have when a recipient stops by the booth to say, "thank you" for helping them further their education and learn more about agriculture.

Having a booth at the World Ag Expo opens up our organization to connect with a diverse group of attendees that walk the 2.6 million square feet of exhibit space each year. In 2020, there were 106,357 attendees representing 46 states, the District of Columbia and 56 countries.



There is a lot to see and do while attending the event. Volunteer to work the booth this year! In exchange for helping, we provide a free pass to enter the WAE. There is time for you to split your time working at our booth and experiencing WAE elements. Spend half a day educating others about maintaining a "seat at the table" in our local governments. Spend the other half educating yourself on all the wonderful things the agricultural industry has to offer by walking the expo grounds.

Our members are key to the success of this event! We rely on our members to share the many benefits of CWA including being educated about issues impacting agriculture throughout the state, developing communication and leadership skills, and utilizing networking opportunities available on both the local and state level. If you love talking about CWA, you will help excite attendees to join our mailing list, or become members on the spot!

If you have questions, please contact VP External Maria Azevedo at margaze@sbcglobal.net or at (209) 613-9706. Ready to sign up? Visit the following link and choose the schedule block that works for you!

<https://www.signupgenius.com/go/9040E4FA5A929A5F94-world>

Source: WAE Article, Paige Gilligan, Central Valley Chapter, Compass - March 2020

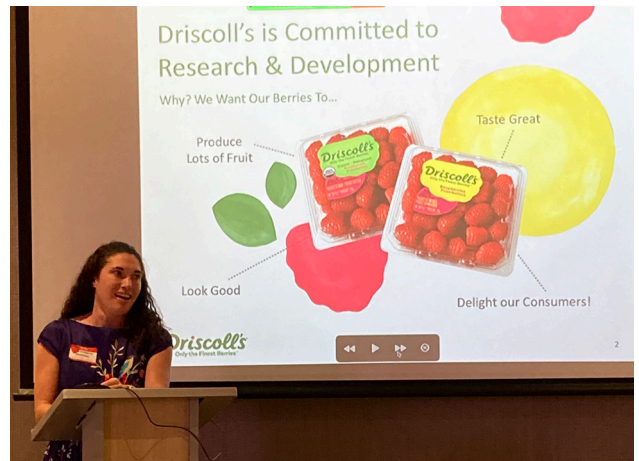
Salinas Valley Chapter Welcomed All to Tides of Change

By: Deirdre O'Grady

"Tides of Change" was the theme of the November 6th-7th Statewide Meeting hosted by the Salinas Valley Chapter. Although the Sunday meeting was a combined in-person/virtual gathering, it was wonderful to be able to return to in-person tours on Saturday. Tour attendees visited Rancho Cielo in Salinas to see its hands on agriculture related programs at this comprehensive learning and social services center for underserved and disconnected youth. A barbequed tri-tip lunch followed at beautiful, pastoral Rustique Wines where winemaker, Chad Silacci, told of the evolution of the family business. The weather was perfect for the outdoor meal. Later that evening camaraderie was enjoyed at the hotel fire pit.

After a full breakfast at the hotel, in-person attendees checked in and received swag bags. The Sunday morning business meeting opened with the flag salute lead by local 4-H members. Christina Beckstead had the room set up and handled the virtual ZOOM technology. More than half the nearly 50 attendees attended virtually. The first guest speaker was Mandy Linquist, Marketing Manager for the California Rodeo Salinas. Her focus on pro-actively promoting rodeo to prevent the promulgation of mis-information by those who are uninformed really resonated with the attendees who know personally how false information can distort the truth. Mandy urged everyone to put the effort in to tell public officials the importance of agriculture and what needs should be supported to keep the industry strong. The second speaker was a strawberry breeder from Driscoll's. Deb Menicos gave a power point presentation on the history of berry breeding and how it is done currently. It was interesting to learn that strawberries come in a several other colors than red. Be sure to look for pink strawberries at your local store next spring.

The Salinas Valley Chapter would like to thank donors Rustique Wines, Nunes Company, Ocean Mist, California Rodeo Salinas, PaddleJack, Taylor Farms, California Strawberry Commission, Monterey County Ag Commissioners Office and Green Giant Fresh. Additionally we are grateful for the tremendous help from our outgoing District Director, Elizabeth VanEyck.



Above: Debora Menicos, Strawberry breeder from Driscoll, excited to discuss their commitment to research and development to offer the best to their customers.

Below: President Rose Tryon Vancott and Salinas Chapter President Becky Bazabal thanking our speaker Mandy Linquist, Marketing Manager of CA Rodeo Salinas for sharing her time and knowledge.



Above photo: Rancho Cielo tour attendees were impressed by the alternative educational facilities for disadvantaged youth.

Left: Our CWA members enjoying lunch at Rustique Winery.



Bringing Everyone Together in September

Our September statewide meeting was a return to being together in the same room, hybrid style of course! The planning involved stepping up our meeting technology, to offer an improved hybrid meeting, graduating from solely using conference calling.

During our statewide meeting we heard from our speakers Lorna Rousch, Sarge Green, and Dr. Jake Wenger. Lorna Rousch is the 5th generation on the family farm. She currently works for the family farm in the office. Lorna shared her efforts to bring safety to a highway corridor near her home. She issued the challenge it all starts with one person to get something accomplished. The people will join in along the way to work towards a common goal or vision. Sarge Green is a water management specialist with the water programs at Fresno State, including the California Water Institute, the Center for Irrigation Technology and the International Center for Water Technology. Dr. Jake Wenger is an assistant professor of entomology at California State University, Fresno where he teaches entomology, integrated pest management, beekeeping, and biotechnology. Dr. Wenger taught us about bees.

We returned to in person BBQ at a new location, Panoche Creek River Ranch. Thank you to our District Director Bianca Ramirez, Ag One BBQ Task Force Director Lorna Rousch, and our hardworking chapter members from the Central District. A special shout out to our Central Valley Chapter and their members! Each year your chapter plays a pivotal role in providing leadership in planning with the Ag One Foundation and supplying the logistics to help make this event run smoothly.

Despite the challenge of a new venue, our members and community came out strong to support Ag One BBQ and its fundraising efforts. We appreciate our members and chapters who organized donations of live and silent auction items, and the baked goods, vegetables and fruits were appealing and delicious. Thank you to everyone for your generosity and support.



Above: Congratulations to our Salsa Contest winners: 1st Place Paige Gilligan of Central Valley Chapter and 2nd Place Cheryl Lambert of Sacramento Valley Chapter.

Below: Madera County Farm Bureau meeting hall allowed us to gather together for our Statewide Meeting.



Member Spotlight: Rose Tryon VanCott

By Maria Azevedo, VP External and Friends

CWA Role: CWA State President | Hometown: Paradise, CA | North Valley Chapter

"As a young girl, I watched my father struggle to keep our family farm and could never understand why a profession so noble was so difficult to maintain. Even as a child, I knew that something had to be done to help farmers, and that eventually led me to join CWA."

- Rose Tryon Vancott

Rose Tryon Vancott joined North Valley CWA at the recommendation of her employer at the time, Durham Pump. The recommendation offered her an opportunity to utilize her skills, gaining a sisterhood of women with a common interest of connecting to and protecting California agriculture. CWA provided a place to focus on one of her passions, protecting family farms for generations to come.

Rose is a 5th generation farmer who grew up on a beef, dairy, and potato ranch in Northern California. Rose and her husband, Mike VanCott, are actively involved in the operation of her family farm in Del Norte County, California. Her parents are Presley Scott "Scotty" Tryon and Ceceillia Mello Tryon, though departed, are close to her heart and a large part of the strength she carries today. Her family heritage includes being Portuguese, and Rose has shared fond memories of her mother's family.

She currently resides in Paradise, California with her husband, where they recently rebuilt their home after they lost it to the 2018 Camp Fire. Rose was elected in 2020 to serve a 3-year term on the Paradise Town Council. She is working hard to help Paradise as it recovers from the fire. She also has a business that assists farmers, ranchers and small businesses with business management and regulatory affairs. Rose is a retired district attorney investigator, specializing in child abuse, sexual assault, and domestic violence investigations; Her career has also included being a full-charge bookkeeper specializing in agricultural accounting.

Rose is finishing her term as the 25th State President for California Women for Agriculture, but not ending her journey as a passionate advocate in agriculture. She was recently elected to the 2022 national officers of American Agri-women as First Vice President of Vital Issues and Resolutions. CWA is an affiliate of American Agri Women (AAW), a national non-profit organization supporting agriculture and rural communities. Her involvement in AAW is not new. She served as their natural resources director and served on the AAW Foundation Board of Directors.

Rose thank you for your hard work leading our organization these past two years, navigating our chapters and their members through the pandemic was a rough task and you did it with grace and dedication. This unexpected turn of events made your presidency challenging, through your focus, we were able to maintain our connection, improve our meeting technology, and continue to advocate for agriculture. Together, we learned to continue moving forward as an organization, standing tall together.



Above: Rose with husband Mike VanCott.

Below: American Agri-Women Elects 2022 National Officers: Pictured below are Immediate Past President Karolyn Zurn, Secretary Kim Bremmer, Vice President Communications Laura Hart, President Heather Hampton Knodle, Treasurer Kathy Bassen Goodyke, Vice President Education Jacquie Compston, First Vice President Rose Tryon #aawconvention2021



"There's a phrase that our members like to use whenever they describe their involvement with the CWA: we join for the cause but stay for the friendships. CWA is more than just an organization, we are a family that will fight tooth and nail for the industry we love, but even more so for the relationships we create."

- Rose Tryon VanCott



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CWA Upcoming Events

January

7-9th: Annual Meeting and Convention – Kelseyville, CA

15th: Items for March President's Newsletter (PNL)
Submit to Sharron Zoller

25th: Treasurers Report – to Kathy Stroschein

31st: Chapter Bylaws – to Parliamentarian

February

March Statewide Meeting Registrations – recipient TBD

8-10th: World Ag Expo

15th: Items for March President's Newsletter – to
Sharron Zoller

28th: January Statewide Meeting Expenses – to Kathy
Stroschein

March

TBD: Reports for March Statewide Meeting – to your
District Director

TBD: March Statewide Meeting

15th: Items for April President's Newsletter
Submit to Sharron Zoller

22nd: Capitol Ag Day – Sacramento

31st: **Membership Report – Membership list
Membership Task Force Director

Survey coming in January!

We are emailing a survey to our California Women for Agriculture membership. The goal of the survey is to help State Executive Board make improvements to our organization to better serve you and your chapter. The information will help us prioritize the areas of focus. We'd love to hear about what information is important to you. The survey should only take 15 minutes, and your responses will be anonymous. We really appreciate your input.

If you have any questions about the survey, please email us: statecwa@gmail.com.