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AAW's 34th Annual Meeting, Celebrating American Agriculture, Features Nationally Known Speakers

Join our hosts, the Oregon Women for Agriculture for the 34th AWW annual meeting, November 12-16, Salem, Oregon.

Jeanne Carver, Imperial Stock Ranch, Shaniko, Oregon, will headline the Thursday, November 12 evening program. Her presentation is titled, "Imperial Stock Ranch – A Heritage Ranch Claiming New Markets..The Imperial Stock Ranch is a family owned and operated ranch located near Shaniko that produces grains, hay, grasses, cattle, and sheep. In addition, the ranch has developed new and innovative ways to create retail markets for their raw commodities. Jeanne is a native of central Oregon and holds degrees in education and biomechanics from Oregon State University. She has taught and coached at the university level for many years, and has served on the U.S. Olympic Development Committee.

Dr. David Kohl is professor emeritus of Agriculture Finance and Small Business Management and Entrepreneurship in the Department of Agricultural and Applied Economics at Virginia Polytechnic Institute and State University. A popular speaker for agricultural groups such as bankers, Farm Credit, FSA, as well as producers and agribusinesses, Dr. Kohl will speak about "The Pulse of the Economy and What To Do About It."

A panel of speakers will focus on issue updates. This panel includes Barry Bushue, vice president of the American Farm Bureau Federation, a nursery and berry producer from Boring, Oregon, who will give a legislative update. Jo Lynne Seuffer, risk management specialist, USDA Risk Management, Spokane, Washington, will explain the risk management agency and its programs. Also on the panel will be

a representative of the Canadian Agri-Women, who will share the issues of our northern neighbors.

On Saturday, November 14, Tom Wright, spokesperson for true federal tax reform (now represented by FairTax, HR 25) will give an update on the national retail sales tax proposal. Tom is well known for his radio and television talk shows, opinion editorials, and forums. He addressed AAW



Jeanne and Dan Carver of Imperial Stock Ranch. Jeanne is the headline speaker at the AWW annual meeting.



Tom Wright is a spokesperson for tax reform.

at the 2008 convention in San Antonio.

Committee meetings, tours, business meetings, and workshops will complete the four-day program. The full program and other information is included in this newsletter. For registration forms go to www.americanagriwomen.org.



Dr. David Kohl, professor emeritus, Department of Agricultural and Applied Economics, Virginia Polytechnic Institute and State University, will address AWW members.



Barry Bushue is the vice president of the American Farm Bureau Federation.

President's Report ▶▶



Marcie Williams
AAW President

Most county fairs in the Midwest are over and students are back in school. My grandchildren were ready to reunite with friends they had not seen all summer, meet new teachers, see which friends were in their classes, and find their way in new school buildings.

A local newscaster reminisced over what was exciting to him on his first day of school. My age is showing. Where he remembered new sneakers, I remembered new saddle shoes. He remembered glue, I remembered paste. He remembered backpacks, I remembered trying to manage all of those books while trying to get the locker open one-handed. He loved his new calculator while I would have been dismissed from school if I had been found with one. The years change and we all have new and exciting experiences. Today's students don't know what a slide rule is and if it weren't for spell check on the computer, they couldn't write a grammatically correct paper. (As a matter of fact, my spell check didn't even know how to spell slide rule!) Change is good but I sure wish we could compromise with yesterday's teaching and today's.

This all brings me to my soapbox for this article. Why can't I just go to the field and farm like I used to? Yes, I know some of our practices of yesteryear were pretty crude and not nearly as environmentally friendly as today's practices. I have no problem with that. I just want to work! I want to work in an environmentally friendly fashion and treat my animals with proper respect and welfare. Why does someone who has never done a lick of work on a farm in their lifetime be the authority of the world on farming practices?

I know my everyday agricultural practices are safe and environmentally friendly. Why do I have to spend the majority of my time writing letters to the editors of newspapers and our elected officials defending myself? I'm proud of what I do and how I do it. I challenge anyone to prove otherwise.

And since when is making a profit bad? Joe Consumer wants to make sure his

IRA is profitable, and yells long and hard if he doesn't get his benefits from his job regardless of how hard he works. As a farmer, I am blasted in print for considering any economic benefits from my business. "It's all about profit," reports one paper. Agriculture is the only occupation in the world where profit is a bad word.

I've spent the past week doing nothing but trying to put out fires from articles about food safety, unsafe drinking water, and animal welfare. I shouldn't have to give up time in the field to defend my practices. The *Time* magazine article, "American's Food Crisis and How to Fix It," is based primarily on misinformation rather than science or an objective look at the industry's need to produce food for a rapidly increasing global population.

The *New York Times* newspaper claims, "Debating How Much Weed Killer is Safe in Your Water Glass," did nothing but fuel fear in my own state about detection of atrazine in Piqua, Ohio's water source. Stating that some scientists disagree with EPA findings on exposure levels, no where did they state who these scientists are or what their findings were. My local paper refuses to print anything I submit without a creditable source being named.

Ohio will face an uphill battle against the Humane Society of the United States (HSUS) in the next year over animal welfare. The outcome of Ohio will be the future for other states and livestock producers. I have seen some great strides in advertisements having farmers speak about their practices. Today's consumer does not care about our bottom line, they only care about safe food. We have to have our own "fuzzy, feely" type of ads to show them we have the same concerns they do. Safe food, environmentally friendly practices, and animal welfare are our concerns as well as theirs.

I stand behind our farmers and ranchers in this country and am proud to call myself a United States farmer, proud of what I do and how I do it. Standing together, speaking with one voice, and showing our commitment for a safe and economical food supply will be just another of our jobs in the coming years. We might as well pencil some hours out of the day for this work, alongside that of our other daily chores and farm practices.

See you in Oregon for our 2009 convention!

Marcie

American Agri-Women Executive Committee

President Marcie Williams
11404 Appleton Road
Croton, OH 43013
AAW Phone: 740-893-2624
Home Phone: 740-893-4300
Fax: 740-893-4003
president@americanagriwomen.org

1st Vice President Resolutions Chris Wilson
2103 Zeandale Road
Manhattan, KS 66502
Phone: 785-539-7899
resolutions@americanagriwomen.org

Vice Pres. Commun. Arlene Kovash
11425 Pedee Creek Road
Monmouth, OR 97361
Phone: 503-838-3512
communications@americanagriwomen.org

Vice Pres. Education Pamela Sweeten
9486 Tegner Road
Hilmar, CA 95324
Phone: 209-606-1418
education@americanagriwomen.org

Secretary Cheryl E. Day
3509 County Line Road
Cerro Gordo, IL 61818
Phone: 217-763-9907
Fax: 217-763-6010
secretary@americanagriwomen.org

Treasurer Carolyn Kleiber
PO Box 111
Hillsboro, KS 67063
Phone: 620-947-3094
Fax: 620-947-2476
treasurer@americanagriwomen.org

Past President Yvonne Erickson
34115 County Hwy 74
Battle Lake, MN 56515
Phone: 218-495-2867
Fax: 218-495-2659
pastpresident@americanagriwomen.org

AAW Web Site: www.americanagriwomen.org
AAW Email: info@americanagriwomen.org

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Editor Juanita Reed-Boniface
2462 Lake George Drive NW
Cedar, MN 55011
Phone: 763-753-4636
AgriFolks@gmail.com

—or—

Vice Pres. Commun. Arlene Kovash
(contact info listed above)
akovash@earthlink.net

Please send address changes to:
Carolyn Kleiber, Membership Chair
(contact info listed above)
carolyn@agpowerinc.net

Agriculture Groups Respond to *Time* food article

By **Juanita Reed-Boniface**

The article in *Time* magazine, “Getting Real About the High Price of Cheap Food” by Bryan Walsh, has produced numerous responses by the meat industry and other agriculture groups. The article includes a wide range of factory farming claims, including common myths about modern beef and pork production’s over-reliance on corn and antibiotics, the distorting effect of farm subsidies and poor farm animal living conditions, erosion of farmland, and contributions to global warming. He also makes the “dangerous and reckless claim” that our food is increasingly bad for us.

According to the article, “documentaries like *Food, Inc.* and the work of investigative journalists like Eric Schlosser and Michael Pollen are a renewal of Upton Sinclair’s work, *The Jungle*, awakening a sleeping public to the uncomfortable realities of how we eat.”

Fortunately agriculture groups have responded to these negative blasts with direct and positive messages. Patrick Boyle, president and CEO of The American Meat Institute, wrote a letter to the editor of *Time*, “In a world of 7 billion people and expanding, where malnutrition, hunger or outright famine are commonplace, it’s dumfounding that *Time* magazine would take one of the great American success stories—the efficient agricultural production of an abundant variety of healthy, safe and affordable foods for consumers in the U.S. and throughout the world—and turn it into an unrecognizable story of exploitation, manipulation and greed.”

American Farm Bureau Federation President Bob Stallman called the article “a vicious attack on modern farmers and the processes they use to care for the land, their animals, their neighbors and communities, all while producing safe, affordable, healthy and abundant food for consumers.”

National Pork Board President Tim Bierman in his letter to the editor of *Time* magazine pointed out that the article “draws indefensible conclusions about modern pork production” and “Walsh’s harangue drowns the many positive steps American farmers have taken over the past decades to become better stewards of all

resources entering and leaving America’s pork operations.” Bierman writes, “Finally the author urges us to eat more greens, less meat. Perhaps this is the real crux of the story.”

He concedes that meat can be produced sustainably, but in his opinion not in conventional farming’s quantities. Therefore he advises, “We should cut back on meat in favor of greens and fruits—which are better for us and the planet.”

AAW President Marcie Williams called the article a study of misinformation and in no way reflects the scientifically-based farming methods used today to produce high quality food for a growing world population at an affordable price. She went on to state, “There is also a misunderstanding of the term organic. While many prefer to eat organically-grown food, studies show that organic is no more or less nutritious than conventionally grown crops. Organic is a method of farming and not necessarily synonymous with the word sustainable. To insist that a certain method be used is to not look at the science and economics of using that method. Note the small percentage of organic foods being grown, which only has the capacity to feed a very small portion of the world population. There may be demand, but that demand cannot realistically be met using organic methods.”

Greg Henderson, editor of, *Drovers* online newsletter writes, “*Time*’s article is not

the first nor will it be the last to attack your business. And apparently we should not expect future writers or broadcasters of such stories to even ask for input from agricultural experts. As Walsh said recently, some journalists are now given the freedom to produce stories with the angles they prefer, rather than provide objective and balanced reporting”

Henderson goes on to say, “Like other media, *Time* magazine is trying to cope with the changes in readership and advertising. One strategy that is used is demonstrated by Walsh—“to have more stories angled toward the point of view of the writer” rather than presenting both sides in a balanced, objective manner. *Time* obviously sees a greater advantage in courting an organic food-loving audience than an audience made up of people who make their living producing the bulk of America’s food.

These trends among America’s journalists are not good news for AAW members and others in agriculture. Keeping informed, and speaking up for agriculture must be a part of our daily “chores.”

Sources: *Drovers* E-Newsletter, Sept. 4, 2009, National Pork Board Web Site, American Farm Bureau, National Cattlemen’s Beef Association e-newsletter, *TIME* magazine, Minnesota Farm Bureau National Legislative Update e-news, Sept. 4, 2009. ■

Oregon Women for Agriculture Pendleton Blanket Drawing

Oregon Women for Agriculture are conducting a drawing for the Pendleton Woolen Mills Special Edition Mount Hood blanket celebrating Oregon’s 150 years.

The blanket size is 64x80. Tickets for this drawing are \$5.00 each or \$20.00 for five tickets. The drawing for the blanket will be at the close of the AAW convention November 14. If you are unable to attend the convention, you can still buy tickets for this truly beautiful blanket. Contact Betty Jo Smith, Oregon Women for Ag at 541-481-3811 ■



▶▶ Consumer Awareness



Heather Hampton+Knodle
AAW Consumer Understanding & Awareness Chair

Agribusiness Speaks Out on the Need to Feed the World

Travelers riding on the Washington, D.C. Metro in and out of Reagan National Airport had the chance to think about food this summer. More specifically, they had the chance to ponder how to feed the world's people.

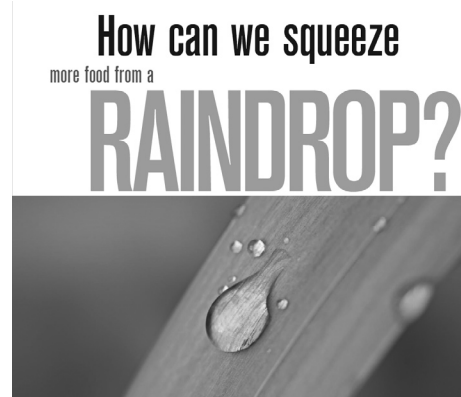
Monsanto had two thought provoking billboards at the entrance to the Metro. One read, "9 billion people to feed. A changing climate. Now what?" The other read, "How do we squeeze more food from

a raindrop?" The billboards are just one component of a multi-faceted campaign to speak to consumers. Find out more at www.producemoreconservemore.com.

Syngenta is on a similar track. An earlier *Voice* article highlighted the Nutrients for Life Foundation advertisements and resources for volunteers. Five key points are:

- Fertilizers are drawn from nature – they are not man made.
- Farmers are replacing nutrients that are lost at each harvest.
- The world MUST use fertilizers to sustain its people.
- Modern fertilizing helps preserve our habitats and way of life.
- Farmers are the best qualified environmentalists.

These messages pack a lot of punch. As spokespeople for agriculture, we can learn a lot from the brevity and condensed features of these messages. Think of your knowledge of agriculture as an iceberg with a small percentage of information (the message) above the water's surface to make people aware and a whole lot more accurate information beneath the surface to support the statement or position. ■



Advertisements from Monsanto's Produce More Conserve More campaign.

▶▶ Undercover Networking



Doris Mold
AAW Networking Chair

Fair Time Networking

Summer into fall is fair season. While many of us think of the fun we will have enjoying the fair as a visitor or exhibitor, there are other often hidden benefits to fairs. Fair time is also a prime season to network with the people who bring you your food and consumers. Some of our state and local affiliates do a terrific job of delivering a message and networking at their state or county fairs. However, if the event is at all sizeable, it takes a tremendous dedication of resources—money, time and organization to accomplish this as a solo organization. Many of our organizations

don't have the resources to make this commitment on their own. We can still be involved in networking and deliver a positive agricultural message even if we don't have as many resources as we may like. How? By networking with other organizations that are delivering or looking to deliver a great message. For example, your affiliate could be a financial contributor to a larger effort or maybe sponsor a specific portion of an activity. Your chapter might choose to volunteer with efforts that are being organized by others.

As I am writing this, I am in the thick of the Minnesota State Fair, "The Great Minnesota Get-Together," which draws about 1.7 million visitors a year. American Agri-Women members, Minnesota Agri-Women, District 11 Agri-Women and the University of Minnesota Collegiate Agri-Women are all involved in various efforts to educate the public and to network with agriculturalists, media, and consumers. Agri-Women members have spoken with thousands of fair visitors and have had media opportunities and interactions that

have helped to get the names of American Agri-Women and Minnesota Agri-Women to the public.

Minnesota District 11 and state Agri-Women were both contributors to the new Moo Booth™, which educates fair visitors about the farm-to-table process of the dairy and beef cattle industries. The Moo Booth is a \$1 million project at the fair supported by many donors. The Agri-Women name is listed on the donor recognition board and we were invited to network with other donors at a special event. Agri-Women members are also part of the 800+ cadre of people that help deliver the Moo Booth™ message to nearly half a million fair visitors. Several Agri-Women members worked on this venture including Ellyn Jennings, Caitlin Kaspers, Robin Kinney, Megan Reeck, Julie Tesch, Sarah Tesmer, Juanita Reed-Boniface, Pat Yeagle, and myself.

Pam Sweeten, AAW member from California, has been leading many fair visitors through the livestock barns with the Barn Tours program, educating and

Undercover Networking *cont. on page 5*

Undercover Networking *cont. from page 4*

networking with people who are interested in learning more about animal agriculture. University of Minnesota Collegiate Agri-Women member Elizabeth Olson was selected as Princess Kay of the Milky Way the night before the fair opened and started serving as the ambassador to Minnesota's dairy industry at the fair the next day. She has met literally thousands of people and has had the opportunity to advocate for agriculture throughout the fair.

U of MN Collegiate Agri-Women members also gave their time at the Little Farmhands exhibit at the fair. They helped children learn the basics of farming in a fun atmosphere. They do not have the resources to do the activity themselves, but they joined with the Minnesota State Fair and hundreds of other volunteers to help kids and their families learn about agriculture.

Voice editor Juanita Reed-Boniface networks with Minnesota Foundation for Responsible Animal Care (MnFRAC) and Minnesota 4-H to coordinate a Speak Up, Speak Out activity for 4-H livestock exhibitors at the State Fair. This program trains and encourages 4-H members to engage with the public, answer questions and leaves a lasting positive impression of their species.

This is done with a team of peer mentors—college students that have knowledge of the agricultural industry and skills in working with youth. All this leaves everyone a winner! The public has a better understanding of livestock enterprises, 4-H members have a change to share their information and meet new people, and the peer mentors have an opportunity to develop their leadership skills.

When it comes to networking at a fair, don't wait for someone to come to you—be proactive. If you see exhibits or activities that fit with your values, ask how you can be involved as an affiliate, chapter, or even as an individual. Fairs are a wonderful way to reach large numbers of people in a short period of time and you never know what doors may be opened.

It's time for me to get some rest. I have a 16 hour day ahead of me and thousands of people to network with. Who knows where it will lead? ■

Women's Breakfast Highlight of Minnesota Farm Fest

By **Juanita Reed-Boniface**

The 2009 Minnesota Farm Fest featured for the first time, a breakfast honoring women in agriculture. Sponsors of the event were Minnesota Pork Producers, Minnesota Farmers Union, and Farm Fest.

Featured speakers were Lt. Governor Carol Molnau, Linda Hennen, state executive director Farm Service Agency, and Colleen Landkamer, state director of Rural Development. Each speaker was asked to share their own story of the journey that brought them to this position with emphasis on the key things that made them successful.

Lt. Governor Molnau, a member of AAW and MAW, began her political career as a member of the Chaska City Council. She later became a state legislator and most recently elected to Lt. Governor. None of these were positions she aspired to, but in the course of involvement in the community they just happened. Her key messages:

- Become involved. Be there to do things and get them done.
- Don't let anyone or anything put a cap on your potential. Every individual has talents and skills—use

them to the fullest.

Linda Hennen had her eye on the FSA job for many years. She finally succeeded and is the first woman to hold this position in Minnesota. What were her words of advice? "People believed in me, I try to do this for others. Ag is at risk today. We all need to take an active role and be involved."

Colleen Landkamer began her leadership role in volunteer work, later served as the first woman on the Blue Earth County Board of Commissioners. What helped her in her journey was doing her homework, getting involved, and building relationships.

During the Q & A, Lt. Governor Molnau was asked if she belonged to any women's agriculture organizations and how they have helped her in her journey. Her response was that she does belong to AAW and that professional organizations give you up-to-date information, facts and details to address current issues, strengthen your leadership skills and provide a support group.

Nearly 80 women from rural Minnesota attended the breakfast and all left inspired by the hospitality and inspirational words. (Plus the food was excellent!) ■

Doris Mold, milking parlor superintendent, helps Marjorie "Blue Ribbon" Johnson milk a cow at the Minnesota State Fair Moo Booth™. Marjorie was thrilled by this new accomplishment of hers as she mentions that as a young child she was never able to get milk from the cow! Assisting in the operations of the Moo Booth are American Agri-Women members Julie Tesch, Sarah Tesmer, Megan Reeck, Caitlin Kasper, Ellyn Jennings, Juanita Reed-Boniface, Robin Kinney, Elizabeth Olson, MN Princess Kay, Pat Yeagle (Illinois) and Pamela Sweeten (California). This newly renovated exhibit at the Minnesota State Fair was made possible by the efforts of Moo Booth™/Milking Parlor staff, Minnesota State Fair Foundation, numerous volunteers and state fair competitive exhibits/ag education staff.

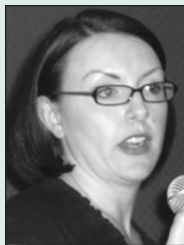


▶▶ Parliamentary Procedure



Val Velde

AAW Parliamentarians



Kris Zilliox

Motion to Limit or Extend Debate Made Simple

The motion to limit or extend debate is commonly used at most organization conventions and regular meetings. Within our organization, there are often an established limited number of minutes per speaker. AAW also establishes a limited number of minutes

per motion. To make a change to these established amounts the motion to limit or extend debate should be used. This motion is described below and hopefully made simple.

Definition: The motion to limit or extend debate is used to either extend or limit the amount of debate on a given motion. It can be moved in terms of number of minutes or number of speakers. It is a subsidiary motion, not debatable, and does require a 2/3 vote.

It's a common mistake to think a majority vote is enough to limit or extend limits of debate. This is an important error as *Robert's Rules of Order* feels strongly that if we are going to limit a member's right to speak, at least 2/3 of all members must agree with that course of action.

If you want to limit debate:

- Stand, wait to be recognized.
- State, "I move to limit debate on this motion to ___ minutes."
- Requires a second, not debatable.

- President announces this motion requires a 2/3 vote and proceeds to ask for a vote.

If you want to extend debate:

- Stand, wait to be recognized.
- State, "I move to extend debate on this motion by ___ minutes."
- Requires a second, not debatable.
- President announces this motion requires a 2/3 vote and proceeds to ask for a vote.

Limiting or extending is an effective parliamentary tool used to keep a meeting running efficiently. If used correctly, it is a great motion—but if used incorrectly, it can take away the rights of the membership. Use these points above to help execute this rule at your meetings.

Please contact the AAW Parliamentarians, Val Velde, vavelde@landolakes.com, and Kris Zilliox, krispoirier@hotmail.com, with any parliamentary questions.

▶▶ Focus on Leadership

Val Velde

Kris Zilliox

The Next Generation

Who is the next generation. You can put your Vulcan hand sign down, as I am not referencing those aboard the Starship Enterprise. The Next Generation is the age group born in 1977 through 2000+. They are known by many titles including the Millennials and Generation Y. This generation is a reflection of today's fast-paced, technologically-reliant society. They have been raised with computers, cell phones, and the Internet—and are able to use these tools to have instant access to most everything.

As agriculturalists and leaders in the American Agri-Women, it is important that we understand and embrace those in the Next Generation. With fewer farms producing more food to meet the demands of an ever growing population, there are fewer people being raised on farms with a true connection to the source of their food. I witnessed this lack of consumer awareness firsthand while working at the FFA Barnyard at the Minnesota State Fair. I was holding a piglet for the visitors to see and pet as a woman and her son approached me. The

woman exclaimed to her son, "Look honey, it's a baby elephant!" We all have stories like this one, and it really is sad how disconnected people have become from the source of their food and fiber products. This makes our task of consumer education even more important with the Next Generation.

Generation Y is eager to be involved and make their mark on the world. They are often enthusiastic students and have a hunger to learn, but in turn also seek respect and acceptance. On a recent episode of *Top Chef Masters*, I saw a perfect example of two different ways of working across generations with two different results. For those of you not familiar with the program, it mirrors the original *Top Chef*. Up and coming chefs compete in various food related challenges to ultimately be named the *Top Chef* in America. Instead of young, up-and-coming chefs, the Masters program brings in seasoned, well-accomplished, and very respected chefs from across the country. During one of the final challenges, the four remaining competitors were provided teams of young yet accomplished sous (assistant) chefs to assist them in preparing their intricate menus. The Master Chefs demonstrated two methods of leadership: authoritarian and democratic. The Master Chef that took the authoritarian leadership approach looked at this as his project, his reputation, and 100% his decisions, and the sous chefs were there

to act upon his plan. Needless to say, the sous chefs were not thrilled to be working for him. They felt no ownership over the project and that the Master Chef did not respect them as chefs. The other Master Chefs took a different approach to this challenge—a democratic style of leading. They questioned their sous chefs, asking them about their backgrounds, their culinary interests, and their skills. The Master Chefs then worked with their young sous chefs to create the menu, with all parties involved feeling ownership. Instead of tension and resentment, these kitchens were full of life, energy, and mutual respect. This was also reflected in the quality and creativity of the food—as the chef who ran his kitchen very democratically was the winner of this challenge.

As American Agri-Women, it is important that we work to attract and develop the leaders in the next generation of agriculture. A wise woman once told me that a true leader does not look upon their own accomplishments to gauge their success, but instead, the accomplishments of the next generation that she inspired and guided. What a powerful thought and in the scheme of leadership, it does make sense. Like my mother taught me, "Always leave a place better than you found it." I think that thought process applies to any organization,

AAW Mourns Death of Dr. Norman Borlaug

At a time when we are seeing near-record yields and crop production in the U.S., it is appropriate that we recognize the life and achievements of Dr. Norma Borlaug who passed away recently at age 95. He was a leader and pioneer in developing the tremendous increase in crop production that we enjoy today.

Dr. Borlaug received the Nobel Peace Prize in 1970 for his innovative breeding of disease-resistant wheat, which brought about the "Green Revolution" that alleviated hunger and saved the lives of millions and possibly billions of people. He also received the Presidential Medal of Freedom in 1977 and the Congressional Gold Medal in 2006 for his efforts.

Borlaug attended the University of Minnesota where he earned his bachelor's degree in 1937 in forestry, then his master's degree in 1940, and a doctorate in 1942 in plant genetics. In October 1944, he began breeding wheat at the International Wheat and Maize Improvement Center in Mexico.

Borlaug not only bred the high-yielding short-strawed, disease-resistant wheat, but also put the new cereal strains into extensive production in order to feed the hungry people of the world and thus providing, as he said, "A temporary success in man's war against hunger and deprivation." The yields gained by the new variety were tremendous and improved not only the lives of Mexicans, but also those around the world.

AAW President Marcie Williams noted, "The world will miss this giant of a man, the father of the Green Revolution, who worked to the end to eradicate hunger throughout the world."

Next Generation

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even AAW. By working to develop, inspire, and involve the Next Generation, we are able to build a strong foundation for the future of the American Agri-Women, thus leaving it better. This helps to ensure a strong, successful organization for many more generations of agriculturalists to come. I think many of us can name a woman or two that was our inspiration and support to become involved with American Agri-Women now it is our turn to repay that favor.

Affiliate News ▶ Kansas Sheep Auxiliary

Elizabeth (Liz) Ploeger
Past President

Kansas Sheep Auxiliary is a small but dedicated group of women who support the sheep industry with a number of programs. Two of the most visible programs are the Kansas Sheep Ambassador contest and the Make It Yourself With Wool contest. Janessa McDonald of Wellington was selected as the Kansas Sheep Ambassador for 2009. To receive this title, there was an interview, a speech, a written essay, and modeling of a wool outfit. As sheep ambassador she will be traveling throughout Kansas promoting the sheep industry. Janessa has been raising sheep for six years and is a 4-H and FFA member. The Kansas Sheep Association and Auxiliary awarded her a \$200 scholarship.

The Kansas Make It Yourself With Wool contest continues to be a popular event with entries in the pre-teen, junior, senior, and adult divisions. District contests are held in five locations and the state contest held in Manhattan, Kansas in November. Kathryn



2009 National Make It With Wool Ambassadors wrapped in wool Pendleton blankets of choice. Third from left, Meredith Olds, Manhattan, KS. *Photo courtesy of ASI, Jan Jackson*

Olds, Manhattan, Kansas serves as state director. In 2008, Meredith Olds, Kathryn's daughter, was named winner in the state senior division and went on to compete and win the senior wool ambassador award at the National Make It With Wool contest held in San Diego, California. In addition, Meredith was awarded a trip to Pendleton Woolen Mill as part of the celebration of the 100th birthday of the Pendleton Mills, Pendleton, Oregon.

Affiliate News ▶ Michican Agri-Women

Sharon Schmuhl
President

Michigan Agri-Women held its Annual Meeting March 28 with a good attendance. We welcomed state representatives from Districts 78 and 79. Having legislators at the annual meeting keeps us updated on what is going on within the chambers and gives us an opportunity to express our concerns. Also on the program was a representative from the Southwest Michigan Planning Commission who asked us to join them at a Learning To Tell Your Story seminar held in April with several AAW members attending. We also learned that there are grants available from the Michigan Department of Agriculture for innovative agri-projects.

Michigan Agri-Women has a new web site, www.michiganagriwomen.org.

We have new brochures and have been promoting our organization at ag and ag business functions during the summer months.

New members are joining both MAW and AAW. Kim Schmuhl, MAW member, attended the Syngenta Leadership Conference in April. She reports that it was a great experience.

MAW members worked the information booth at the Glad Peach Festival with much success, even though it rained and was very warm. Fresh picked peaches made for a good moneymaking project during the three days! MAW held their annual picnic/quarterly meeting in July. Members are looking forward to the AAW convention and the winter months.

Affiliate News ► Wisconsin Women for Agriculture

Rosemary Eckardt
President

A Celebration of Agriculture—Wisconsin's Finest Foods was the theme this year for our annual legislative brunch held in the senate parlor of the Wisconsin capitol. Eleven commodity groups and ag organizations, along with WWA chapters and individual members, contributed to the spread of our finest food products. We were honored with the presence of the honey and cranberry queens and princesses. A packet of issues was given to each legislator before the brunch stating our agricultural concerns. This opened the door to conversation as they filled their plates. WWA is fortunate to still have the opportunity to hold this function in our state capitol building, as some other states do not allow such programs.

June was Dairy Month in Wisconsin with celebrations of the dairy industry. Most counties and some FFA groups have a dairy breakfast in the countryside featuring a farm where city dwellers can come and see a dairy farm, enjoy a breakfast of cheese, milk, butter, ice cream, eggs, pancakes, maple syrup, sausage, and applesauce, and learn more about agriculture.

In the midst of the summer fair season, Wisconsin also features Farm Technology Days (FTD). This event is held on a farm in a different county in the state each

year. This huge three-day event brings in thousands of farm and city folks to observe farming practices and showcasing what is new in machinery and other agricultural services. Huge tents house the many educational exhibits that organizations use to teach and promote agriculture. The Rock River Chapter set up and worked the WWA booth in the Family Living tent this year as FTD were in their area. Recognition was paid to the recent scholarship recipients and WWA chapter events. AAW activity books and other articles were used for handouts. One of the owners of a well known Wisconsin seed and garden center was on hand for four hours each day to answer gardening concerns.

When possible, WWA members get involved in their county fairs by selling ice cream or setting up booths as a teaching tool for the public.

The Northwoods Chapter will host the annual meeting and convention in September with a focus on agriculture careers.

Members Eunice Guell and Rosemary Eckardt attended the Mid-Year meeting and Arlene Frelk and Joan Jacobson attended AAW Fly-In. Vick Coughlin's grain operation and Arlene Frelk's Christmas tree farm will be featured in the AAW RFD TV specials. ■

Affiliate News ► American Sheep Industry Women

Jean Brown
Past President

American Sheep Industry Women had a good year! Our Make It Yourself with Wool contest had 57 entries from 31 states and was outstanding in workmanship and design. We have four categories: the junior and senior young gals and guys, the adult category and a special fashion and design category. There were more than 2600 yards of at least 60% wool or mohair fabric, and more than 250 skeins of wool or mohair yarn used to construct contest garments.

This contest promotes wool as it is today, with its versatility of color, texture, and feel. It can be worn with pride—a fabric that is easy to work with and goes beyond to become the nation's most practical natural material.

In promoting lamb, as the most favored red meat in the world, we have the National Lamb Board that is funded with our lamb check-off. They feature lamb regularly in magazines, restaurants, and shows all over the country. They introduce lamb, some who have never tried it, as to the

Sheep Women

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Affiliate News ► Oregon

Women in Timber

Diann Washburn
Treasurer

Oregon Women in Timber is gearing up for another busy year. This year marks our 31st year of educating Oregon! Our forest education program, *Talk About Trees*, was presented to a record number of students over the 2008–09 school year—196,511 students in all! We currently have nineteen program facilitators throughout Oregon teaching the program. For more information about *Talk About Trees*, email talkabouttrees@att.net. View our web site: tat.orwit.org.

This fall we will be busy preparing for our annual auction that is held each year during the Oregon Logging Conference in Eugene, Oregon. This year's event will be held at the Eugene Hilton & Conference Center on February 26, 2010. This elegant social dinner event is our main fundraiser. All proceeds go towards our forest education program, *Talk About Trees*. We will also hold equipment tours and *Talk About Trees* education programs for students in Lane County on Thursday, February 25 at the Lane County Fairgrounds. We truly appreciate the support the Oregon Logging Conference extends to our education program and us. For more information about any of these events, please contact Diann Washburn at diann@washburnservices.com.

We will also travel to Washington, D.C. next spring with our fellow members in Federated Women in Timber. The fall meeting will be held in Coeur d'Alene on October 10. ■



Meet the Candidates

The nomination committee has announced the following candidates for offices.

Doris Mold
Candidate Vice President Vital Issues

Background and

Family: Doris

is a lifelong agriculturalist and agricultural advocate. She grew up on a farm, received college degrees in agriculture, has worked in a wide range of agricultural fields and volunteered with numerous organizations. Doris, her husband, Andrew, and daughter Sarah, own and operate a dairy farm and a small agricultural consulting business. Doris teaches Farm and Agri-Business Management one-half day a week at the University of Minnesota. Member of AAW for 17 years.



Doris Mold

AAW Involvement: Past AAW Vice-President of Education; Resource Center Past President, 2007 Convention Co-Chair; Current Networking and LEAVEN Chair;

Sheep Women *cont. from page 8*

wonderful flavor of lamb, which contains many essential nutrients, and is an easy fit for healthy diets. Doctors recommend it!

Our women also spend numerous hours writing our legislators about bills that come up concerning not only the sheep industry, but water, private property rights, animal welfare, and anything else that effects agriculture. Sheep producers are monitoring political actions taken by the United States Humane Society. This organization has nothing to do with local humane organizations, but advocates against animal agriculture. Another concern is Senate File 787, which is the Clean Water Restoration Act. If passed in its present form, it bring non-navigatable waters of the U.S. into government regulation. This will have a serious impact on our industry as well as U.S. agriculture.

I want to commend American Agri-Women on the great job they do for all of agriculture!

Public Understanding and Awareness Committee member. Coordinates responses for “AAW Asking an Expert” and online mentor matching. Past-President Minnesota Agri-Women; District 11 Chapter President; Collegiate Agri-Women Advisor; Women’s Ag Leadership Conference Chair.

Qualifications for Office: Proven track record of: leadership, follow-through, volunteer recruitment/mentoring/motivation and fundraising, broad understanding of agriculture and a large network of agricultural and related contacts. Experience in many volunteer capacities, involved in all levels of Agri-Women from the grassroots – starting chapters to serving as a state and national officer.

Goals to Accomplish: There are many goals that WE as an organization can accomplish. I strongly believe that we will need the work of all members, chapters, affiliates, committees and officers to make great things happen. We need to continue to move our strategic plan forward and as we accomplish goals within the plan we will need to set new ones.

Work on making AAW an even more recognized and relevant organization on all levels. Expand our realm of influence through networking with other organizations and individuals and work on getting more of our members in positions of influence on committees and in organizations.

Ensure long-term viability through the recruitment, development and mentoring of new leaders and members and the continued development of existing leaders. Find out of what provides value to members and potential members and offer it.

Expand our work as a force for truth for the agricultural community to the public. Look for more proactive ways to get the word out as we gird ourselves against the forces that are anti-agriculture.

Issues Facing AAW: As in most of agriculture, we have almost unlimited wants of what we need to accomplish and limited resources (people, time, money, etc.) in which to accomplish what we need to, while those that are anti-agriculture tend to have a growing pool of resources. We need to continue to cultivate and build on strategic alliances with other organizations

that are in line with AAW’s values so that we may extend our resources and have more influence whether it is legislative, education, leadership development, advocating for agriculture or networking in nature. We also need to continue to look for funding opportunities that will enable us to spread our reach and have more impact. Adding value to the membership and helping volunteers to feel valued and needed is critical to attracting and keeping our volunteer base strong.

Finally, there is no more vital issue to all of agriculture than to ensure that we have strong and informed leadership on all levels and areas of agriculture. Developing and mentoring new leaders is critical to the vitality of agriculture and our organization.

Karen Yost
Candidate Vice President Vital Issues

Background and

Family: Karen Yost

has been deeply involved in the agriculture industry her entire life. She was raised along with three siblings on the family farm of three generations in Park City,



Karen Yost

Montana and grew to love working with her dad operating the farm and ranch businesses. After receiving her B.S. degree in Education, she taught school for several years, then, in order to stay at home to raise and home-school her children, Karen established and operated with her family, “The Family Farm,” a hands-on operating farm hosting birthday parties with hand-cranked ice cream, field trips, pony rides, horse-drawn hayrides and day camps that served to “pay the expenses” and introduce city dwellers to the farm way of life. She and her husband, George, have four children and four grandchildren. They own Nutra-Lix, Inc., a feed supplement company in Billings that has dealers in six-states and Alberta.

AAW Involvement: Karen has been a member of AAW since 1996 and has been actively involved in leadership roles

Candidates

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Candidates*continued from page 10*

in Montana. Karen was co-chair of the AAW 2003 Montana Convention and has served as president, secretary and editor of the MAW newsletter, *The Voice*. Her involvement with AAW includes past Livestock chair, VP of Communications, AAW Strategic Planning Committee, and StART chair. She is currently serving as president of MAW and the President's Caucus liaison with AAW.

Qualifications for Office: Karen is a member of the American Feed Industry Association, the Montana Stockgrowers Association, the United States Cattlemen's Association, the Montana Cattlewomen, the Montana Farm Bureau, the Billings Chamber of Commerce Ag Committee, and various other ag-related organizations. She is a past 4-H leader, a musician and an avid reader of history.

Issues and Goals: Karen is concerned that the seeping agendas of obstructionists have unleashed a dam of unfounded, irrational philosophies that have influenced the perception of agriculture. That perception has heavily influenced the consumer, our educational system, Congress, and regulating agencies. It has placed undue economic burdens on farmers and ranchers and posed serious risks upon the domestic and world food, fuel and fiber supply. As AAW vice president, Karen would focus on positive communication within these areas. She would work through the AAW members to promote, advertise and support agriculture through the media, in our schools and in Congress. Her desire is to see AAW members and sisters in agriculture learn to be bold in marketing their lifestyles and products to the rest of the world and to unite to advance a positive perception of agriculture.

**Linda Swiercinsky
Candidate Vice President
Communications**

Background and Family: As a teenager, Linda moved from the city to a 200 acre farm southwest of Chicago where her family raised registered Hereford cattle. For more



Linda Swiercinsky

than 50 years her family was involved in Hereford activities participating in shows, conferences and awarding scholarships. Linda graduated from the University of Colorado with a degree in English and minors in journalism, French, history and political science. She has worked for *The Record-Stockman*, *The Drivers Journal* and as an international marketing specialist for the Illinois Department of Agriculture and served as public information officer for the Kansas Department of Health and Environment and Kansas State Board of Agriculture. She and her husband Jim operated a feed and fertilizer business in Kansas for nearly 20 years. Since 1992 she has lived in Illinois where she owns a bed and breakfast called The Sister House.

Involvement With AAW: Convention attendee since 1976, served as chair of Veritas and Livestock/Animal Welfare committees StART, livestock affiliate membership, Ag Day, Land Use and LEAVEN committees. Served on three convention planning committees, attended many Fly-Ins and represented AAW at National Association for Biomedical Research (NABR) meetings in D.C.

Qualifications for Office: Journalism background and longtime love for the organization.

Goals to Accomplish: Believing that our #1 strength is in networking and an interchange of ideas, I would form a public relations advisory committee comprised of AAW members who have established themselves in the field of communications, such as farm broadcasters, reporters and agricultural editors to ask them to advise me. I would also look for ideas and technical help from collegiate members or recent graduates who majored in communications. (I would definitely need help establishing social media sites such as Twitter, Facebook, and blogs.)

Secondly I would like to increase publicity in the local media at the convention site.

Third, I would like to develop local feature stores about AAW members in their hometown markets. (Perhaps building on AAW's RFD TV series?)

Issues Facing AAW: Recently I listened to Trent Loos (speaker at 2004 Davenport convention) interview Anne Burkholder, feedlot owner from Cozad, Nebraska, who had been previously interviewed by

Bryan Walsh of *Time* magazine, but was not quoted in his article, "Getting Real about the Real Cost of Cheap Food." Anne said, "I'm afraid we've got a huge gap between urban American and rural America. We really need to work on putting a face on our product and putting a face on our story." Anne's comments fit with my goal of featuring AAW members in their local papers. However we are an all-volunteer organization. How do we do this on a large scale that makes an impression?

Being "all volunteer" is our biggest challenge, but also our biggest asset. Coming from the Chicago area, I know that many urban dwellers are starving for more information about family farmers and how we produce food for their table. We just have to find reporters who will tell our story fairly, or members from within AAW who will help with this project.

**Ardath DeWall
Resource Center Candidate**

Background and family: Ardath DeWall, a member of Illinois Agri-Women and Foremost Farms USA, joined AAW in 1972.

She is owner/partner with husband Verlo of Shannondoah Holsteins Dairy/Grain Farm, milking 120 registered Holsteins. Ardath is active in the dairy industry, Foremost Farms USA Milk Marketing Board, Midwest Dairy Association - Chicago Division and Corporate Board of Directors and Illinois Milk Promotion Board.

The DeWall's have two sons and four grandchildren, and are active members of Prairie Dell Presbyterian Church.

Involvement in AAW: Ardath has served as President of American Agri-Women, 1st VP Resolutions & Vital Issues, Secretary, VP Education & liaison to the Resource Center. She recently served as chair of AAW's nominating committee, and chair of the Dairy Committee under StART and the New-Affiliate Committee. Also chair of the Past President's Council 2000 Convention Co-Chairman and AAW Fly-In Symposium Chairman.

Goals for This Position: I feel our Mission Statement says it very well, "Build and strengthen alliances, Communicate, Inform, and Cooperate with individuals and organizations to influence perceptions of agriculture."



Join American farm women from across the country at the new AgConnect Expo in Orlando, Florida, this January 12-15, 2010. Help us in establishing a place for women who take their role in agriculture seriously. AAW will be hosting a reception during this event and invite you stop by and say Hello!

We are honored to have three of our own AAW members as speakers at this industry gathering place. Doris Mold, Chris Wilson and Marcie Williams will be presenting

sessions on “Balancing Your Budget,” “Planning for Your Future”, and “Managing Multiple Tasks on the Farm.”

One of our partners from the National Council of Agriculture Employees, Frank Gasperini, will be sponsored by AAW and speaking on “Labor Issues on the Farm: Hiring, Wages and Migrant Labor”.

Preview Day is Tuesday, January 12, 11 a.m.-4 p.m. with an Evening VIP Celebration 4 p.m.-6 p.m. This will be an exclusive day for VIP producers, dealers, exhibitors and American Agri-Women. By special admission only, this day will offer:

- One-on-one interaction with exhibiting experts and executives in an exclusive professional, business environment
- VIP Evening Celebration connecting worldwide industry leaders
- New product launches and product innovations awards
- Admission to VIP Lounge throughout the show week

To participate, American Agri-Women members need to register using code AR10 AW. Additional information and registration forms can be viewed at www.agconnect.com or look for mailings in the near future.

Convention News

Travel Information

Some updated information on transportation options to the AAW annual convention, November 12-16, Portland, Oregon.

Air-fly into Portland, Oregon (PDX)

Amtrak-service into Portland

Ground transportation from Portland-Hut Shuttle Service 1-888-257-0126, Cost is \$64.00 round trip

Car rental-available at Portland Airport

Online shuttle service address: www.portlandairportshuttle.com

Salem is approximately 60 miles south of Portland, a one-hour drive.

For more information about the AAW convention and to register, go to www.americanagriwomen.org.

AAW Resource Center Hosting Photo Contest

by Julie Tesch

Once again, it is time to get out your camera! The AAW Resource Center is looking for your photographs portraying American agriculture to compete in their fourth annual photography contest. Selected photographs will be featured on note cards and Christmas cards being sold at the National AAW Convention in Oregon. All proceeds will go towards the AAW Resource Center.

GUIDELINES & RULES

The primary theme of the photographs must be “agriculturally related.” Judging points are based on composition and content.

Photos must be submitted by October 15, 2009. Photographs do not have to be taken during this time period. They can be from the past or present.

Primary theme of the photo may be scenery of a farm/ranch in the different seasons, stages of production of different agricultural commodities, close-up of a particular agricultural product, portrait, or collage, etc.

Contestant must be an AAW member.

Photos submitted must be the original work of the contestant.

No more than two photos may be entered by each contestant.

Photos may be taken with any type of camera: digital, 35 mm, etc.

Each photo may be submitted in an electronic tif, or jpg, file format

Each photo entered must be labeled with the contestant’s name, address, and description of the photograph.

Photo must not have a date or number on the front.

A panel of judges will select the winners.

All photographs become the property of the AAW Resource Center for any and all uses determined by the entity. Photos will not be returned.

Each photo must be submitted to:

Julie Tesch
1994 Buford Avenue
146 Classroom Office Building
St. Paul, MN 55108
e-mail: jtesch@umn.edu
Phone: 612-624-6249



AAW Cruise News

Carnival Cruise Lines has reduced the number of cabins we can hold at the reduced price, but you can still sign up for the cruise. If you are interested in joining us for this fun, relaxing opportunity to support AAW, you need to call and book ASAP!

Silent Auction

Don’t forget your contribution(s) to the annual silent auction. Unusual, creative items from your state are always welcome! Proceeds help to support the work of the Resource Center and our scholarship programs in particular.

Convention News ►► Schedule of Events

Wednesday November 11

3:00 pm - 5:30 pm
Executive Committee Meeting
3:00 pm - 5:30 pm
Registration Opens
Evening Dinner on your own

Thursday, November 12

8:00 am - 4:00 pm
Spouse Tours- South Valley
7:30 am - 3:00 pm
Registration
7:30 am - 8:30 am
StART Chair, Coordinators &
Committee Chair
8:00 am - 10:00 am
Resource Center Board Meeting
9:00 am - 10:30 am
Affiliate Presidents' Caucus Meeting
9:00 am - 10:30 am
Committee Meetings/Workshops
10:00 am - 10:30 am
Joint Resource Center/AAW
Executive Committee Meeting
12:15 pm - 1:30 pm
Lunch with Town Hall
Welcome OR President - Tricia
Chastain
1:45 pm - 3:00 pm
Board of Directors Meeting
3:00 pm - 3:15 pm
Break
3:15 pm - 5:00 pm
Panel-Issue Updates--

Legislative update-Barry Bushue,
American Farm Bureau Vice President
Canadian Update-Canadian Women
Risk Management-Jo Lynn Seufer,
Risk Management Specialist

5:00 pm - 6:00 pm
First-Time Attendees & Mentoring
Meeting
7:00 pm - 9:00 pm
Welcome to Oregon/Birthday Party
Welcome Mayor/Director of
Agriculture, Invited
Speaker - Jeannie Carver, Imperial
Stock Ranch, Shaniko, OR

Friday, November 13

7:30 am - 3:00 pm
Registration
8:00 am - 9:00 am
Opening Ceremonies - States Flag
Presentation
National Anthem- "One Voice"
AAW Business Meeting
9:00 am - 11:30 am
Speaker - Dr. David Kohl, Virginia
Polytech & State University
10:00 am - 10:15 am
Break
12:00 pm - 5:00 pm
Lunch/Tours-Willamette Valley
6:00 pm
Barbeque at Mission Mill/with Knox
Brothers

Saturday, November 14

8:00 am - 4:00 pm
Spouse Tours- North Valley
8:00 am - 5:00 pm
Trade Show
9:00 am - 12:00
AAW Business Meeting
12:15 - 1:45 pm
General Membership Luncheon
Invitation to 2010 Convention
Fair Tax update - Tom Wright
2:00 pm - 3:45 pm
AAW Business Meeting
3:45 pm - 4:00 pm
Break
4:00 pm - 5:00 pm
Workshops
Fundraiser Auction - Tricia Chastain
Education Workshop-Tami Kerr
6:00 pm - 6:30 pm
President's Reception - No Host Bar
6:45 pm - 9:30 pm
Banquet
Heads or Tails/Drawing for Pendleton
Blanket
Installation of Officers & Awards
Ceremony

Sunday, November 15

8:00 am - 9:00 am
Sunday Service-Gideons
7:00 am - 9:00 am
Committee Leadership Meeting/
Chris Wilson
Post Convention Tour-Oregon Coast



American Agri-Women
2462 Lake George Drive NW
Cedar, MN 55011

If you would like to
receive *The Voice* via email
instead of by mail,
email your request to
Carolyn Kleiber at
Carolyn@agpowerinc.net