The Nevada Cattlemen’s Association is eager to announce this year’s convention. The 84th Annual Nevada Cattlemen’s Association Convention and Trade Show will be held November 20-23, 2019 at the Elko Convention Center in Elko, NV. As NCA members around the state gather in Elko, we will celebrate a lifetime of traditions, revise and review policies, and take a chance to enjoy our friends and neighbors.

At convention members of the Nevada Cattlemen’s Association, guest speakers and vendors that provide services to the beef cattle industry will join together to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide you with a memorable and educational experience.

Registration information for convention will be available and sent out soon. If you are interested in attending and would like more information please call the office at 1-775-738-9214 or email nca@nevadabeef.org.

The forms for exhibit booths and sponsorships have been sent out. If you did not receive these forms and wish to receive one please contact us, we would be happy to send one to you. The Nevada Cattlemen’s Association would like to thank the sponsors and exhibitors for helping make our event a success.

Committees will meet on October 18th at the NCA office located at 542 Commercial St. Suite 2A in Elko, Nevada, to discuss new issues or resolutions to be proposed at convention and review past resolutions. These meetings take place to set policies. This is a chance for you to provide input to a committee chairman on any changes to a policy or a new policy that affects our industry and way of life. By participating it is a great way to get involved and have your voice be heard in the policy-making process. For more information on each committee, please contact the Committee Chairs or the NCA Executive Director.

To see a tentative schedule of convention, please see below and also look online at our website. We are constantly updating it. We look forward to seeing you all at convention!

**WEDNESDAY, NOVEMBER 20**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 – 6:00 PM</td>
<td>Exhibitor Move-In</td>
</tr>
<tr>
<td>2:00 – 3:00 PM</td>
<td>Nevada Rangeland Resources Commission</td>
</tr>
<tr>
<td>3:00 – 6:00 PM</td>
<td>Central Grazing Committee Meeting</td>
</tr>
<tr>
<td>5:00 – 6:30 PM</td>
<td>Nevada CattleWomen, Inc. Board of Directors Meeting</td>
</tr>
<tr>
<td>6:30 – 8:30 PM</td>
<td>Open Social hosted by Nevada CattleWomen, Inc.</td>
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**THURSDAY, NOVEMBER 21**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 – 11:00 AM</td>
<td>NV CattleWomen’s Breakfast &amp; General Membership Meeting</td>
</tr>
<tr>
<td>7:30 – 9:30 AM</td>
<td>NV WoolGrowers Breakfast</td>
</tr>
<tr>
<td>8:00 – 9:00 AM</td>
<td>Research and Education Committee Meeting</td>
</tr>
<tr>
<td>9:00 AM – 7:00 PM</td>
<td>Trade Show Open to All NCA Convention Attendees</td>
</tr>
<tr>
<td>9:00 – 9:30 AM</td>
<td>Break in Trade Show – Coffee and Snacks provided</td>
</tr>
<tr>
<td>9:30 – 11:30 AM</td>
<td>Public Lands Committee Meeting</td>
</tr>
<tr>
<td>10:00 AM – 12:00 PM</td>
<td>NV CattleWomen’s Youth Beef Cook-off — site location TBD</td>
</tr>
<tr>
<td>11:30 AM – 1:00 PM</td>
<td>NV Beef Council Lunch</td>
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<tr>
<td>1:00 – 2:00 PM</td>
<td>Legislative Affairs Committee Meeting</td>
</tr>
<tr>
<td>1:30 – 4:00 PM</td>
<td>NV CattleWomen’s Youth Team Debate</td>
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<tr>
<td>2:00 – 2:30 PM</td>
<td>Nevada Lands Action Association Meeting</td>
</tr>
<tr>
<td>2:30 – 4:00 PM</td>
<td>1st General Session – CattleFax</td>
</tr>
<tr>
<td>4:00 – 7:00 PM</td>
<td>Convention Opening Reception in the Trade Show</td>
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**FRIDAY, NOVEMBER 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 – 9:00 AM</td>
<td>Inspirational Breakfast</td>
</tr>
<tr>
<td>9:00 AM – 7:00 PM</td>
<td>Trade Show Open to All NCA Convention Attendees</td>
</tr>
<tr>
<td>9:00 – 9:30 AM</td>
<td>Break in the Trade Show</td>
</tr>
<tr>
<td>9:30 – 11:30 AM</td>
<td>Private Lands and Environmental Management Committee Meeting</td>
</tr>
<tr>
<td>11:30 – 1:00 PM</td>
<td>Lunch in the Trade Show</td>
</tr>
<tr>
<td>1:00 – 2:00 PM</td>
<td>Cattlemen’s College – DC Issues Update from NCBA</td>
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<tr>
<td>2:00 – 3:30 PM</td>
<td>Animal Health Committee Meeting</td>
</tr>
<tr>
<td>3:30 – 5:00 PM</td>
<td>2nd General Session – Marketing Your Cattle</td>
</tr>
<tr>
<td>5:00 – 6:00 PM</td>
<td>Last Call Reception in the Trade Show</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Trade Show Closes</td>
</tr>
<tr>
<td>6:00 – 7:00 PM</td>
<td>Cocktail Hour</td>
</tr>
<tr>
<td>7:00 – 9:00 PM</td>
<td>NCA Annual Awards Banquet</td>
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**SATURDAY, NOVEMBER 23**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 11:00 AM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>General NCA Membership Meeting</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>NCA Board of Directors Meeting</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>NV CattleWomen, Inc. Silent Auction Closeout</td>
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</tbody>
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Greetings FROM COW COUNTRY!

Sam Mori, President, Nevada Cattlemen's Association

Hello Everyone,

I hope this writing finds you all well and enjoying what is left of what seems to be a really short, fast summer. Things here at the Nevada Cattlemen’s Association have been active in a good way.

We have recently returned from the National Cattlemen’s Beef Association summer meeting where many things were worked on for the betterment of our industry. Notice I said worked on and not just discussed as countless people connected to the right places at the right time are truly making progress on the hard issues that are vital to the success of our livelihood.

The gradual but positive changes we have seen in recent months—and will continue to see over the coming year—are not occurring by coincidence. Meaningful changes to regulations don’t simply happen because of discussion at a dinner party, a social media post, or a liked tweet.

Forward momentum is happening on things like Targeted Grazing of Annual Grasses, Results Based Grazing, Preference, Endangered Species Reform, Recreation and Livestock Interaction, Animal Health, Fake Meat, Marketing on multiple facets, and too many more to mention. The challenges that we face today did not come about overnight and it will take time to swing the pendulum back to center, but we are seeing progress being made in the right direction. It is important that we stay engaged to make sure things keep moving toward the finish line on these important issues and your association is committed to doing so.

There is another item that we all need to be aware of: the new legislation that pertains to public access across private property. As of this writing there is a lot of confusion and we hope to have discussion and clarification of the bill at our annual convention November 20-23 in Elko, NV. We are planning to have a well-rounded agenda at the convention that should have something for any and everyone’s interests. Most of all, we hope to provide an enjoyable experience and a good time!

In closing I want to thank everyone along the way that is helping pull on the rope. Together we are making progress in the right direction.

Till next time,

Sam

NCA Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between July 23 and August 23, 2019.

(New members are in bold.)

- Lance Johnson
- Liphatec Inc., Michael Brownell
- Multimin USA, Inc., Kimber Bay
- Nevada Department of Wildlife, Joe Ducette
- New Generation Supplements, Anna Bavor
- Travis Peek
- Scales NW LLC, Meghan Few
- University of NV Reno Agriculture, Vet. & Rangeland Sciences, Tamzen Stringham
- USDA-APHIS-Wildlife Services, Jennifer Mowbray
- WSR Insurance, Jim Vann
- Wood Ranch LLC, Dustin Wood
Special prices at a considerable discount during the convention. Part of the profits will go to the NCA for all the work they do to protect our industry!

Part of the profits will go to the NCA for all the work they do to protect our industry!

View and purchase this beautiful custom-made Swift Built trailer at this year’s Nevada Cattlemen’s Association Convention — November 20-23, 2019 in Elko, Nevada.

- 1/2 top construction for easy loading of a mother cow & calf
- 4 foot walk-in tack room
- Ready to head off to the next ranch hand rodeo

DAVY STIX: 775-741-7849  •  FALLON, NEVADA  •  TOMMY LEE: 775-741-4523
NCA Seeking 2019 Teacher of the Year Nominations

The Nevada Cattlemen’s Association has started their annual quest for “Teacher of the Year” candidates and are asking for your help in soliciting nominations. The nominations must be an elementary, junior high, or high school teacher who incorporates agriculture into their regular curriculum, current Agricultural Education teachers are not eligible.

For example, a teacher who teaches a one-week segment on agriculture and its importance to Nevada. Nominees may also include teachers considered in previous years but were not selected for the award. Nominations must include a completed NCA Teacher of the Year Application Form and an attached outline of the nominee’s curriculum that has integrated a unit about agriculture.

The winner of this award will receive a $1000 school supply stipend, donated by Nevada Agriculture Foundation. The award recipient will also be recognized during the Nevada Cattlemen’s Association’s annual awards banquet on November 22nd, 2019 in Elko, NV at the Elko Convention Center.

Anyone may submit a nomination form which is available at www.nevadacattlemen.org, for any questions please contact the NCA office at 775-738-9214.

Nominations may be submitted by email to nca@nevadabeef.org with “2019 Teacher of the Year Nomination” in the subject line; forms may be faxed to 775-738-5208; or sent by mail to, “Teacher of the Year Nomination”, C/O Nevada Cattlemen’s Association, P.O. Box 310, Elko, NV 89803.

Nevada Cattlemen’s Association believes that the future of our industry lies in the education of the generations to come, as we explore new and innovative methods of sustainability. Please help us in our efforts to recognize and support our teachers and their vital efforts in educating our youth.

Thank you in advance for nominating a deserving teacher!
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Preparing for Nevada CattleWomen, Inc. Convention
Update of ANCW Summer Business Meeting

Staci Emm, President, Nevada Cattlewomen

Well, I think my summer flew by, and now we are all scheduling appointments for fall making sure we block out those hunting dates. I hope everyone had the best summer. I made several memories this summer while spending time with the girls at the spa, hanging out with friends, and I can’t forget the cows getting out and destroying my yard. I think I am ready for fall. I would like to update everyone on activities for Nevada CattleWomen, Inc. as we have been working on cattle women issues and events.

The summer business meeting for American National Cattlewomen (ANCW) at the end of July went very well. I taught the Level I Basics in Leadership with Leslie Lohrenz to kick off the meeting, which started on Sunday. The biggest highlight of the ANCW business meeting was working on, approving, or rejecting about 23 ANCW resolutions. The resolutions approved will be officially voted on by membership in San Antonio in February 2020. A committee had been working on these resolutions before the meeting and we thank them for all their efforts. A listing of resolutions discussed is at the end of this article, and I am very pleased that our Nevada Agricultural Literacy resolution will be moving forward. In addition to the resolutions, ANCW handled other business issues including approving the 2020 budget, putting out the application for 2020 officers, announcing region meeting dates, and updating bylaws and policies and procedures. The biggest change was in ANCW policies and procedures in regards to creating a “budget committee” and a “ways and means committee.” Previously, all these duties were put together, and current leadership would like to separate out budget from ways and means. Having these responsibilities together is a huge workload for a volunteer to take on. The final decision on this will also be made in San Antonio in February 2020.

At the state level, we have been making plans for the state convention. This year Nevada CattleWomen, Inc. want to make some changes and participate more in the NCA convention. We also want to get youth to the convention and provide some events for them. Melinda Sarman and I worked with Nevada Cattlemen’s Association Executive Director, Kaley Chapin, to set the agenda and events for this year’s convention. We are currently working on getting sponsors and volunteers involved in the events.

The first thing that was negotiated with NCA is a special rate for Nevada CattleWomen, Inc. members attending the convention. We were able to set a $100 registration fee for our members that includes the convention, Nevada Cattlewomen, Inc. membership breakfast, lunch and convention socials. Please watch this as you are filling out your registration forms to attend the convention. Nevada CattleWomen, Inc. will also be holding a silent auction again this year. Please let us know if you would like to donate an item or sponsor one of the events below. I am listing the board members contact information right after the resolutions.

The proposed Nevada CattleWomen, Inc. schedule will be the following for state convention in Elko, Nevada:

**Wednesday, November 20, 2019, Elko Convention Center**

5:00 p.m. Nevada CattleWomen, Inc. Board of Directors Meeting
6:30 p.m. Nevada CattleWomen, Inc. Social

**Thursday, November 21, 2019**

7:30 a.m. Nevada CattleWomen, Inc. Breakfast, Elko Convention Center
7:45 a.m. Nevada CattleWomen, Inc. General Membership Meeting
10:00 a.m. Welcome FFA Youth- Location To Be Determined
10:30 a.m. Youth Assigned Stations for Beef Cook-off Event
11:15 a.m. Youth Groups Provide Statement of what they cooked, how they cooked it, and how their recipe can be used to promote Nevada’s beef industry
12:00 p.m. Nevada Beef Council Lunch at Elko Convention Center. Winners of beef cook off are recognized.
1:30 p.m. FFA Youth Debate on Nevada Agriculture Issues at Elko Convention Center
4:00 p.m. Youth Day Completed and NCA Reception in the Trade Show Begins

**Friday and Saturday, November 22, 2019**

Nevada CattleWomen, Inc. members attend NCA events and meetings.

We hope that everyone is in favor of the changes we are trying to make.

---

**FLATNOSE RANCH**

East Side — near Pioche
Approx.700 acres with 340± with water rights out of Flatnose Spring and 3 underground Wells.
Ranch received 6 landowner Mule Deer Tags last year.

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333 Flint Street / Reno, NV 89501
tomg@nevadawatersolutions.com

Over 31 years of experience with the Nevada State Engineer’s Office
strongly believe in giving our youth the opportunity to be a part of the overall events. The cook off will have to be at a different location than the Elko Convention Center due to the convention center’s food policies, but we are confident we can find a location near the convention center. We also want our students to be able to debate real life agricultural issues in Nevada. Please don’t hesitate to contact a board member with feedback. All your help and opinions are welcome.

Lastly, there are seats open for Nevada CattleWomen, Inc. State officers beginning in December 2019. We have the seats open for Vice President, Secretary and Treasurer. If you are interested in one of these seats, please send a letter and resume to past president and chair of the nominating committee, Sidney Wintermote, at cwnv.inc@gmail.com.

Current Nevada Cattlwomen, Inc. officers are below. Please contact us if you would like to sponsor a convention event, have an item for the silent auction, or would like to volunteer.

Staci Emm, President (775) 312-0424
Melinda Sarman, President Elect (775) 385-3619
Madison Bowers, Vice President (775) 388-3259
Sidney Wintermote, Treasurer (775) 397-4750
Ruby Uhart, Secretary (775) 297-5722

ANCW Policy and Resolution List – Denver July 2019

Existing resolutions to be reapproved (Resolution was approved unless there is a note):
- Farm Policy
- Disaster Relief
- Animal Welfare

- Animal Health
- Congressional Oversight
- Livestock Processing Facilities
- Beef Safety
- Border Security
- Immigration (Immigrant Workers)
- Nutrition
- Agricultural taxes
- Beef Checkoff
- Federal Lands Ranching

New resolutions to be approved (Resolution was approved unless there is a note):
- Lab Grown Protein
- Traceability – Not voted on. Strike from record
- Private Property Rights
- Alpha Predators Wolves, Cougars and Grizzlies
- Beef Consumption Tax
- Agriculture Biosecurity
- Beef Irradiation – Not voted on. Strike from record
- Labeling of Technological Safe Product – Tabled
- Waters of the United States

New resolutions to be approved from ANCW regions (Resolution was approved unless there is a note):
- Mutual Affiliation – Region V
- Ag Literacy and Education – Region VI
My name is McKenzie Molsbee, wife to Jason for 10 years and mom to two boys, Easton (9) and Cavin (7). I grew up on my family ranch in northeastern Nevada. I am the 5th generation. We live in O’Neil Basin at the base of the Jarbidge Mountains. We are 2 ½ hrs from our closet shopping town which is tied between Twin Falls, ID or Elko, NV but because of Costco we go to Twin Falls. Our shopping days, similar to most other ranching families, are long, long, long days always involving a stroll to Costco. We try to limit our town runs to once a month. We are fortunate to have my folks and grandma living at the ranch also. When the kiddos were little, they would stay with my folks while we made the run. Now, we try to make every other trip where we stay the night and give the kids a chance to swim in the hotel pool. When I was growing up my parents made sure we did the same thing which has always stuck with me. Yes, we have irrigation ditches, head gates, and the creek but the water is still barely above the “snow melt” feel and it’s nice breaking up the town run trip with a special night in the pool.

I went to elementary school in a one room school house in Jarbidge. My mom was the school teacher. When my brother went to high school we moved to Wells where my mom got a teaching job at the elementary school and we finished high school there. Growing up we weren’t the typical cattle operation. We also have a lodge and guests were a big part of the ranch. My grandparents also raised horses and we ran a stud bunch throughout all of my childhood. I remember having to pack a stick every time we had to ride through the pasture where they were kept. When I was about twelve, the ranch entered in Holistic Management. Riding changed at that time. We needed to move the cows around in a rotational grazing system which included more animal numbers. When we first started there were not as many allotment divisions as we have now so riding happened every day. Part of the grazing allotments run up onto the Jarbidge Wilderness where there is no back-boundary fencing. The wilderness is rugged, big, and well watered. Cows and riding are in my blood. My parents let me ride at a young age with the cowboys who were working for us. I would be the pesky kid tagging along, I’m sure they thought, but I would quiz them or my dad constantly to learn the country. I wanted to know it like my dad and grandpa knew it and be able to go everywhere I was sent.

I went to several educational workshops with my dad throughout my high school years; Holistic Management, Bud Williams Low Stress Stockmanship School, several horse clinics, and Livestock Marketing Class. We had pressure from an
environmental group trying to stop livestock grazing within an allotment but I was seeing the positive change on the land that was happening from grazing with more numbers and shorter duration. That made my decision to go to college for a range management degree from Utah State. I originally wanted to be a private consultant to ranchers to help combat those environmental activist groups that were wanting livestock removed from the West. However, I discovered that I did not enjoy monitoring although I did love the knowledge behind it. I was always pulled back to cows, land, and horses.

Before Jason and I got married we attended a Ranching for Profit class which set the spark to eventually dive into our own livestock enterprise and more knowledge in the think tank for coming into the family operation. In 2009, we had the opportunity to come back to the ranch to manage the cattle operation. We moved onto my family’s ranch, Cottonwood, the year we were married. At the time we were living in Crescent Valley where Jason was working for the Dean Ranch. Being owned by Barrick Mines meant the typical ranch lifestyle was very much altered to comply with their safety regulations. I was not allowed to ride in the pickup truck with Jason even to run out and check the pivots. We knew it just wasn’t going to be the long-term lifestyle we were wanting going into marriage and eventually starting a family.

When Jason and I came to the ranch they were running a cow/calf operation and retaining calves to run as yearlings. The ranch had room for more livestock during the growing season and it had always been a goal of ours to own our own livestock so in the fall of 2009 we bought into 500 head of calves. We went through Farm Service Agency for the funding. When we pitched them our proposal, they thought we were a little crazy and they had never funded a business proposal for buying calves to run as yearlings but somehow, they accepted. This was the beginning. We had to buy them late that fall and carry them through the winter but O’Neil Basin was not the ideal spot for running sick, pieced together calves coming from all different places. We needed a more accessible and affordable winter spot. We spent that first winter in a borrowed 5th wheel outside of Winnemucca along the Humboldt River. I was pregnant with our first son. We continued down that path of buying calves in the fall and selling as yearlings the following year for about 3 years. Every winter we had to find new winter pasture and live away from the ranch where our calves were. If we weren’t doing that we were driving back and forth and after Cavin was born we decided we wanted to stay home at the ranch during the winter months.

We changed out of the yearling operation and bought into cows. Currently, we own and run a cow/calf operation at the ranch and an A.I. program on the heifers. In 2017, we went into partnership with Jason’s parents and started a registered Red Angus program. We wanted to supply our commercial side with part of the bull inventory. We still have a long way to go to get our Red Angus program exactly how we want it but it’s been a fun side enterprise to tinker on. Eventually we would like to private treaty a few bulls every year. We have learned to work livestock together better. Communication is key and a few walks out of the corral and “leave you to your onesies” moments never hurt either. Making sure we value each other’s game plan and at least hearing each other out helps.

A typical day for us changes with the different seasons. The boys are enrolled in an online public charter school so during school season I spend the majority of the day helping with their school work. I always start my mornings with coffee and catching up on the news before the kids wake and it’s on to breakfast and school. I try hard to have the boys start their school days about 8:30. Fall is a hard time to get a routine down. My friend, Jessica and I do big game pack-outs during the hunting season so sometimes we are both pulled away for that and Jason is gone all season with the guiding business. I also usually help with the cooking in the fall for the hunters staying in the lodge. Throw our main business on top with livestock and the days are usually busy and it is by far my
most stressful time of the year. A summer day still consists of coffee in the mornings but then regular ranch chores begin. Days are filled with riding and moving cows to the next allotments, irrigating, fencing, running horses, A.I. heifers, moving electric pasture fences in meadows, and of course our favorite... brandings! My favorite time of year is late spring. We start calving out our heifers in April. I love seeing the new babies hit the ground. Our main cows are outside on a BLM allotment which means feeding is less time consuming. The countryside is greening up and the sun once again holds warmth when it does show its face. Brandings start popping up and getting back in the saddle is always a welcomed soreness. My absolute favorite thing about ranch life is the variety within the days and seasons. Winter will eventually end and change into spring activities and new life. Spring’s crazy schedule will morph into summer must dos intermixed with playtime days. Then there is fall. Riding through the mountains with new crisp fall air and vibrant colors lifts the spirit for the crazed stress filled days ahead. And then winter returns and it’s a sigh of welcomed calmness and a time to recoup. All is experienced surrounded by family and each season brings new understandings and learning opportunities to have with the boys.

It seems like we are always thrown a curve ball from time to time but one sticks out in my mind the most. I am reluctant to share so please don’t judge. I won the “Mom of the Year” award when Cavin was 4. We had gone 6 years since Jason and I returned to the ranch with mild winters. Well the winter of 2016 was one for the record books across the West. We had hay hauled in for the cows but enough for a 90-day feed season not 120 days. Things came tight. We had hay bought in Idaho but semi-trucks were snowed out of the Basin. Every time the county road crews came, wind would blow the road shut again. The snow berm along the road was wide enough for a pickup and as tall. Then the warm up came and it took our piled road snow and made rivers down the county road. Our side of the Basin still held on to the snow but toward Highway 93 the road was gone. It would be a long time until the road was made passable. Without so many of our surrounding neighbors’ support we would have been in lots of trouble. We are very thankful to have such great people around us. That was a long background story but, we had to turn cows out early. The south facing slopes on one of our BLM allotments were bare enough we had to take the cows everyday out across the snow to the exposed feed. Cavin, 7 dogs, and I had that job one morning. We could travel the country road with the ATV while the dogs swung out around the cows in the brush. I parked the four-wheeler on the road with Cavin and was just walking over to where the dogs were moving the cows up the hill. I was focusing on each foot placement as I walked across so wasn’t really paying attention to cows in front until I heard the noise.........All 7 dogs on one mad red angus cow. This cow was looking for anything to mow over in her path. This all sounds like I might have had decent amount of thinking time but I really didn’t. She came at me with me having enough time to put my hands out and jump to the side as she blew snot running by me with her old head bowed like they get when start to get hot blooded in the corral. I had NO idea that Cavin was right behind me just enough that when I stepped to the side...
as she blew by, she now had a new target. She nailed him straight on, knocking him clean out of his snow boots. Honest to goodness truth, his snow boots stayed in the snow as he was thrown out. She stopped a little way past us and I was worried she was going to come again so I quickly gathered my crying little boy and his boots up and ran to the four-wheeler. He miraculously did not have any life-threatening injuries. He kept saying his “tooth was dulling” so we took him to the dentist and the old red cow did split one of his molar teeth to the root so we had to have that removed. The dentist asked “so you moved out of the way and your son got run over?” “Yes,” was all I could say. We definitely were the first for them. I do not feel too proud that I moved out of the way for my four-year-old to get mucked out but we can all smile about it now.

One of our most memorable times comes during 4th of July celebration... not always celebrated on the exact day of the 4th due to our friends and family who have more fixed work schedules. It really goes back to when my dad was a kid growing up at the ranch. They used to have a big rodeo event with close to 400 people attending until things got a little wild and they decided to take a break from hosting a big 4th of July event. It’s been in the last 10 years or so that we again started picking our old tradition yet in a slightly different way and it grows every year. We have a 4th of July party where everyone coming is required to enter a float in our spectator-less parade. Tractors, ATVs, trucks, trailers, jeeps, go carts, horses, and our VFD fire truck all sporting red, white, and blue decorations file out our main gate to do a loop that ends in our meadows. A water fight is always given with the top victor usually the fire truck. We all stand in a circle for the Pledge of Allegiance, patriotic songs, and salute to our veterans and those still serving. It is very powerful and moving to all be standing together 70 miles from the nearest town to celebrate our country. The parade is following by a potluck dinner, pit cooked pig or lamb and fireworks.

We have to roll with the flow and be flexible for the curve balls thrown at us. And living this far from town we have to have extras of everything; dog food, hay, groceries, etc. especially for the long blustery winter days. Sometimes going "with the flow" is something I struggle with. I have a very planned, organized demeanor and being thrown off my plan always rattles my cage. You just have to ask my husband that one! One fall day when I felt like my world was falling apart and my husband was gone guiding my neighbor/friend told me, “It will all buff out, it always does.” I had no idea how much that little saying would replay itself to get me through the tough times.

I believe ranch life has its own different stress levels. It is the stress factors that we are used in rural life but are very different from urban. Perhaps one difference might be that we don’t have the ability to leave our work at the workplace. It surrounds us daily and at all hours. Sometimes I envy an 8 to 5 job but the thought is always fleeting.

It is important to share our story especially in today’s society. The ranching voice is not loud enough to ride over the dominant influence of the extreme environmental activist groups. We need to show and demonstrate good stewardship of the land and resources done within our industry. It is essential to show the value that livestock and ranching has on the landscape and have that positive picture painted within the minds of the urban communities who see and hear the negative. We are in a unique position to be able to have a positive direct impact on the land and resources surrounding us and to use what we do in our everyday lives to create a positive influence.

If you’re interested in ranch life, go for it! Learn as much as you can. Be progressive and open minded. Remember to cherish the old traditions at the same time as bringing in the new.

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NCBA and PLC Accepting Summer 2020 Policy Internship Applications

WASHINGTON (August 7, 2019) – The Summer of 2019 is going to keep the mercury rising for a while longer, but it’s never too early to plan for next summer. That’s why the National Cattlemen’s Beef Association and the Public Lands Council’s government affairs office in Washington, D.C., is already accepting internship applications for the Summer 2020 semester. Positions for next summer (mid-May - early August 2020) include a public policy intern and law clerk. The deadline to submit an application for either position is Dec. 6, 2019.

The internships give college students the opportunity to work alongside staff on a range of issues that impact U.S. cattlemen and cattlemens. The interns will work closely with the lobbying team on Capitol Hill and assist with NCBA and PLC’s regulatory efforts, providing college students a one-of-a-kind view into the policy making process.

Producer-led and consumer-focused, NCBA is the nation’s oldest and largest national organization representing America’s cattle producers. PLC is the only organization in Washington, D.C., dedicated solely to representing cattle and sheep ranchers that utilize federal lands. The organizations work hand-in-hand on many issues, sharing office space in the heart of the nation’s capital.

Public Policy Intern
The public policy internship will give students an opportunity to learn about career options and provide practical experience. From tax and trade to environmental and food safety regulations, interns will work on a variety of issues and have the opportunity to work specifically in the area of their interest. College juniors, seniors and graduate students are encouraged to apply.

Law Clerk
The law clerk will provide support to NCBA’s Environmental Counsel on issues relating to environmental legislation and regulations that impact beef producers. The position will also work closely with the Executive Director of the Public Lands Council on issues relating to Federal lands management, grazing, and the Endangered Species Act. To apply for the law clerk position, students must currently be enrolled in an ABA-accredited law school.

How to Apply
Applications for the full-time internship and law clerk positions will remain open until Dec. 6, 2019. To apply for the public policy internship or law clerk position, visit http://www.beefusa.org/opportunitiesforstudents.aspx.

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Brandon Willis grew up on a western livestock operation and then from 2011-2017 worked directly for the U.S. Secretary of Agriculture in Washington, D.C., advising him on USDA’s insurance programs. Brandon has now moved home and works for Ranchers Insurance advising ranchers on USDA’s insurance programs.

To learn more about PRF call Brandon at (866) 374-2112 or email brandon@ranchersinsurance.com.

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A Return on Your Investment

Organizations such as the Cattlemen’s Beef Board and Nevada Beef Council regularly monitor the results of checkoff-funded programs and efforts to ensure their effectiveness. One important study recently conducted by the CBB measured the return on beef producers’ and importers’ investments into the national portion of the Beef Checkoff program over the five-year period of 2014 to 2018, finding that the investment of the $1.00 per-head checkoff returns $11.91 to producer profit.

The primary objectives of this study were to measure the impact of CBB demand-enhancing activities on beef demand in the U.S. and in foreign markets, and to compare benefits to costs of CBB activities for producers’ and importers’ investments in the national checkoff program.

Through a thorough analysis of several factors and the creation of econometric models of the domestic and international beef markets, the research team was able to determine the impacts of important facts affective beef demand besides checkoff-funded activities, such as beef prices, income, exchange rates, and economic conditions in importing countries.

In addition to the return on investment of $11.91, the study found that, had there not been any domestic CBB demand-enhancing activities over the period studied, total domestic beef demand would have been 14.3% lower than actual. Similarly, had there not been any CBB contribution to USDA Foreign Agriculture Service and US Meat Export Federation foreign market development programs over the past five years, U.S. beef export demand would have been 5.5% lower than actual in the eight foreign markets studied here.

A full review of the study, titled “An Economic Analysis of the Cattlemen’s Beef Promotion and Research Board Demand-Enhancing Programs”, is available at www.beef-board.org.

Study Shows Premium in Cattle From BQA-Certified Producers

While many producers across the nation and here in Nevada have participated in the Beef Quality Assurance (BQA) program because “it’s the right thing to do,” recent research indicates that there’s also a financial benefit. According to a study by the Beef the Beef Quality Assurance (BQA) program because “it’s the right thing to do,” recent study by the Beef Checkoff-funded BQA program and conducted by Colorado State University (CSU), results show a significant premium for calves and feeder cattle sold through video auction markets.

The research study “Effect of Mentioning BQA in Lot Descriptions of Beef Calves and Feeder Cattle Sold Through Video-based Auctions on Sale Price,” led jointly by CSU’s Department of Animal Sciences and Agricultural and Resource Economics, was conducted to determine if the sale price of beef calves and feeder cattle marketed through video auction companies was influenced by the mention of BQA in the lot description. Partnering with Western Video Market, CSU reviewed data from 8,815 video lot records of steers (steers, steer calves or weaned steers) and heifers (heifers, heifer calves or weaned heifers) sold in nine western states from 2010 – 2017.

The result was a premium of $16.80/head for cattle that had BQA listed in the lot description. This value was determined by applying the $2.71/cwt premium found in CSU’s statistical analysis to the average weight basis, it implied higher weight-based premiums for lighter cattle (for example $3.73/cwt at 450 lbs/head) and lower premiums for heavier cattle ($2.24/cwt at 750 lbs/head).

“This study was a first of its kind opportunity to utilize advanced data analysis methods to discover if there was a true monetary value to participate in BQA,” said Chase DeCoite, director of Beef Quality Assurance. “Study results clearly show that participation in BQA and BQA certification can provide real value to beef producers. It means that the initiatives within the industry are rewarding cattlemen and women who take action to improve their operations and our industry.”

Additional study findings show that over the past 10 years, consistent frequency of BQA mentions have been included in the lot descriptions of cattle selling via video auctions. In some states, like Montana, the frequency of mentions has been fairly sizable and upwards of 10 percent or more of all lots of calves/yearlings offered for sale. Even without documentation of a premium in the past, the results imply that over time many producers have proactively chosen to highlight and emphasize their participation in BQA when marketing their cattle.

The results of the BQA value study emphasize the importance of transferring information from sellers to buyers as well as the importance of collecting BQA certification information during the auction process.

For more information on the study or to complete online BQA training, go to www.bqa.org/certification.

Latest Nevada Beef Council Campaign Launching This Month

This September, the Nevada Beef Council (NBC) is launching its latest integrated marketing campaign designed to promote beef and encourage Nevada consumers to select this protein option at the retail level. Through a comprehensive campaign tying together beef and tailgating season, the NBC will feature ads in select media markets, launch a digital campaign, and offer cash-back rebates on select beef cuts on the popular mobile retail app Ibotta. By offering the rebate through Ibotta, consumers can shop for beef at any participating retailer in Nevada, qualify for the rebate by watching a video on the app, and receive the rebate via PayPal or gift cards.

Similar campaigns conducted by the NBC in the past have shown promising results and high consumer engagement. Stay tuned in the coming months for more detail on the results and highlights of our next campaign!

Learn more about the Nevada Beef Council at www.nevadabeef.org.