

MORE COWBELLE!

Using Our Roots to
Grow

CHANGE IS INEVITABLE.
GROWTH IS OPTIONAL.



OUR ROOTS

- Began in Arizona in 1939 Douglas Arizona
 - 16 ranch women gathered to share social news and cattle talk about drought and ranch life.
 - Spread through Arizona and 29 states.
- 1957 Pat Nowlin moves to New Mexico from Arizona bringing the concept of CowBelles with her
 - Now 22 local groups across the state.
 - Involved in awareness about BEEF production, influencing legislation, supporting the beef industry.

NEW MEXICO COWBELLES

- NM CowBelles are women banded together by their common interest in the Beef Community and related agribusinesses. Many members have a financial interest in the Beef Community, but membership is open to any woman interested in the welfare of the Beef Community and willing to promote Beef.
- New Mexico CowBelles are instrumental in disseminating nutritional information to people of all ages through volunteering at schools, fairs, and events across the state and at regional and national conventions. They are the face of Beef as they man the NM Beef Council Booth during the NM State Fair.

CONT.

- NM CowBelles have a legislative program to inform members on key agribusiness issues so they may share their views with their congressional representatives.
- ACTIVE, AWARE, and INFORMED, New Mexico CowBelles are interested in the welfare of the Beef Community and the conservation of the natural resources required for its continued viability.

ISSUES FACING OUR ORGANIZATION

- **Generational gap**
 - Finding middle ground. Being willing to find what works to make our organization work. Learning from each other. Giving the next generation a chance to try their ideas.
- **Technology**
 - Embrace technology that can make our lives easier, recruit members, fundraise, lower costs. Finding ways to work smarter rather than harder.
- **Communication**
 - Utilizing technology tools on a **regular basis**.

CONT.

- Member Recruitment and Retention
 - Look at the issues that keep women from joining.
- Evolution of Purpose, Goals, and Mission
 - Is our strategic plan (2010) still relevant to our current goals?
- Budget/Finances
 - Should be driven by our purpose, goals, and mission.
What are we going to do and how can we pay for it.

FACTORS PROHIBITING NEW MEMBERS

- I don't know what CowBelles are.
 - Evaluate our brand, marketing and image. Clearly and concisely marketing our organization in line with our purpose.
- I don't have time.
 - Be mindful of people's time. Limit the time of business meetings. Prepare an agenda and stick to it. Designate a member to remind you when you stray from the agenda.
 - No one needs another boring meeting to attend. Make it fun. Women need to unwind- bring a bottle of wine, have a just for fun contest, meet someplace unusual, host an interesting speaker.

CONT.

- I can't go when they meet.
 - Consider trying new things or a compromise to accommodate working members. Alternate between lunchtime and evening meetings. Utilize email and social media to keep members informed.
- I'm not a rancher.
 - Brand/image/marketing. Promoting ranching and the beef industry is our goal but consumers and other agricultural industries are just as important to our success. How do we build partnerships and welcome non-ranchers?

CONT.

- I'm a Millennial.
 - Explore online platforms to reach out younger members that are comfortable with an online presence.
- I don't know what they do.
 - Brand/marketing/image. Purpose, mission, goal statements. What do we want to do for the next year? 5 years? 10 years? 50 years?
- No one has invited me.
 - Women are strange. This is a thing. Personal invitation is important.

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- Our heritage and roots are absolutely important.
- Does preservation of traditions outweigh future growth?
- Can we or will we change with the world around us?

STRATEGIC PLAN (2010)

- Vision
 - To sustain the integrity of the New Mexico Beef Industry through consumer awareness, education, and promotion while respecting the past, living in the present, and looking towards the future.
- Mission
 - Promote and support the New Mexico Beef Industry and related agribusiness.
- Goals
 - Increase membership and educate said members
 - Promote beef consumption.
 - Educate the public about the beef industry's environmental and animal welfare practices.
 - Promote legislative awareness and actions.

THINKING OUTSIDE THE BOX

- Things we are experimenting with/considering:
 - Protesting the protests. Guerilla media opportunities.
 - We stole the news from the wolf lovers!
 - Allied industries.
 - New Mexico Wine Growers- Beef and Wine Pairing
 - Partnerships. Partnerships. Partnerships.
 - What organizations can we have a mutually profitable relationship with?
 - Get outside our comfort zone. Learn about the things we are uncomfortable about.
 - Providing professional development for our members.
 - Development of new industries, products, opportunities.
 - Legislative impact- our industry is under attack!

POWER OF 3'S

- Goals- measurable, achievable, time constrained.
- We need to know what the membership wants.
- We need a team spirit moving forward.
- Each and every one of us must take ownership of moving forward.