

# SAN JOAQUIN SOUNDING

## *California Women for Agriculture*



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DECEMBER '22/JANUARY '23

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6-8 - State CWA Convention and

Statewide Meeting in Blythe

18 - AgVenture in Stockton (see pg 8)

25 - SJ CWA meeting, 6:00 at San  
Joaquin Farm Bureau, 3290 N Ad Art Rd  
in Stockton

#### FEBRUARY

3-4 - Celebrations in the Country Table  
Setting Event, Roberts-Union Farm  
Center - drawing tickets are available!

TBD - SJ CWA meeting

#### MARCH

3 - AgVenture in Lodi (volunteer!)

TBD - SJ CWA meeting

29 - AgVenture in Tracy (see pg 8)

AFTER THREE YEARS, LESLIE AVANSINO (L) YIELDED HER GAVEL TO KRISTA MCCOON, SJ CWA PRESIDENT, AT OUR RECENT CHRISTMAS PARTY AT ANGELINA'S IN STOCKTON. JOINING IN THE FESTIVITIES IS KRISTA'S DAUGHTER, RYLEE. SEE MORE PHOTOS ON PG. 5

### PRESIDENT'S MESSAGE

#### Preserving the Past as We Move into the Future

Greetings and Happy Holidays! Let's start with some background. I'm Krista McCoon, mom to two adorable children, wife to Ryan, Escalon resident, SJC AgVenture Coordinator for the past 9 years, and as of the banquet - SJ CWA Chapter President!

Having shown swine through both 4-H and FFA, my passion for agriculture and the hardworking men and women who make up the industry runs deep. While this experience is now well in my rear view mirror, it truly shaped who I am. I quickly learned there is a great need to educate the public about agriculture and the folks who give of themselves, day in and day out, to make it happen.

(continued on next page)

## PRESIDENT'S MESSAGE, CONT.

After attending Modesto Junior College, I attended Oklahoma State University (OSU) where I majored in Agricultural Communications. To further my educational endeavors, I got a master's degree in the same field from OSU. SJ CWA supported my educational endeavors through both a high school scholarship and my thesis, *"Perceptions of Youth Livestock Exhibits at the California State Fair"*. I was able to determine there is a direct connection between our interactions with the public and their perception of the industry.

I'm thrilled to be continuing to improve the community's knowledge and perception of agriculture as the San Joaquin County AgVenture Coordinator. Every year, we educate roughly 10,000 third graders via four in-person, experiential learning events and 35,000+ folks via [virtual programming](#). I've been blessed to work in this role for 9 years!

That brings us to present day. My daughter, Rylee, is my sidekick, and son, Kade, thoroughly enjoys helping daddy raise club lambs. We hope they develop a passion for agriculture, as we have – both the industry and people.

It doesn't take long to realize the agriculture industry is a family-like web of passionate individuals leaning in to help each other. And we all know the saying, "many hands make light the work". The executive officer team and I are excited to jump in and continue the legacy of agricultural education in the community.

While the goals and objectives remain largely familiar, how we accomplish those goals changes and develops with time, new/returning members, and increased involvement. Our chapter is BLESSED to have a core group of dedicated ladies. My hope is that during this year, we can diversify and expand the circle of active members.

It's important to keep a few things in mind. One, we have a very rich tradition of volunteerism, community outreach, and educational endeavors, so we don't have to recreate the wheel. Two, we CAN reinvent the wheel and do things differently if someone has an idea they'd like to bring to fruition. Three, many hands make light the work!

**Here's my challenge to you:** volunteer for just one committee or event, attend an extra meeting or two, or share your ideas. Sometimes, having a rich history can be intimidating for new members to join in and speak up. Remember, just because we've done it before, doesn't mean we have to do it again. **Plus, we're fun - promise!**

Undoubtedly, we can honor our past while adapting for the future to solidify our legacy!

I look forward to being part of a team working to make this happen.

Honored to be your SJ CWA President,

Krista McCoon

# CWA BOARD

## Executive Board

### President

Krista McCoon 209.402.5734  
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Vacant

### Vice President External

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### Area Directors

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#### Lodi, Galt, Woodbridge, Lone,

#### French Camp, Lockeford

Elsie Alegre 209.482.8828  
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## JANUARY MEETING - JANUARY 25, 2023

Our next meeting is on Wednesday, January 25th, at 6:00pm. We will meet at the San Joaquin Farm Bureau office at 3290 N Ad Art Rd, Stockton. There will be lots to catch up on after the holidays. All members are welcome and if you are new to our chapter or haven't been in awhile, call an officer or area director to find out more. Contact Krista McCoon (209.402.5734) for more information or if you have any questions. Looking forward to seeing everyone there. Let's see what the officer team has put together for 2023!

## CALLING ALL MEMBERS

### AGVENTURE: CAN YOU HELP?

Sign up for this 2023 AgVenture event. See pg. 8 for more information.

**Stockton: Wednesday, January 18, 2023**

Contact Krista McCoon at 209.402.5734 or [sjcagventure@yahoo.com](mailto:sjcagventure@yahoo.com)

### 2023 CWA CONVENTION IN BLYTHE, JAN 6-8

Get your reservations in by **December 21** for the State CWA Convention and Statewide Meeting (SWM) in Blythe. Tentatively, the tour will visit the Diversion Dam, Riparian Habitat, Fisher's Broccoli Harvest/Packing, a Cotton Gin and Cibola Old Farmer's Bridge. Go to [www.cawomen4ag.com](http://www.cawomen4ag.com) to register. Contact Krista at 209.402.5734 to find out if anyone wants to carpool for this road trip.

### FESTIVAL OF TREES



LESLIE AVANSINO AND HER FRIENDS, EMILY SCHAEDE AND JENNIFER LEWIS, WORKED TIRELESSLY TO DECORATE FOUR TREES FOR SJ CWA. THE THEMES WERE WATER, RECREATION, AGRICULTURE, AND HUNTING AND FISHING. THE EXHIBIT ALSO SHOWED OFF OUR NEW QR CODE FOR WALNUTS AS A WAY TO EDUCATE THE PUBLIC ABOUT OUR LOCAL AGRICULTURE COMMODITIES.

### SENDING SUNSHINE



Sending healing thoughts to Angie Vana's mom, Mary Mullins. We hope you're back to feeling like yourself real soon!

Helen Burke has been a bit under the weather. We're thinking of you, Helen!

Congratulations to Robyn and Steve Moore on the arrival of a new granddaughter, Giuliana! Greg and Gianna Moore and big sister, Gemma, welcomed Giuliana home in early October.

Send Sunshine to Suzanne Longstreth

## Sounding Staff

### Newsletter Staff

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### Publishing

The San Joaquin Sounding is published monthly by the San Joaquin Chapter of California Women for Agriculture.

Memorial **Scholarships** are awarded to the children and grandchildren of SJ CWA members. This scholarship is funded through generous donations. Contact Karen Cultrera at 209.982.4945 for more information.

\*\*\* SJ CWA email \*\*\*

[SanJoaquinCWA@gmail.com](mailto:SanJoaquinCWA@gmail.com)

### WEBSITES

[sanjoaquincwa.com](http://sanjoaquincwa.com). (Check this out!)

[cawomen4ag.com](http://cawomen4ag.com)

[learnaboutag.org](http://learnaboutag.org)

[agleaders.org](http://agleaders.org)

[sjcagventure.com](http://sjcagventure.com) Field Trips

[sjcagventure.com](http://sjcagventure.com) Presentations

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## SAN JOAQUIN CWA CHRISTMAS PARTY



**EXECUTIVE TEAM:** (L-R) KRISTA MCCOON, SUZANNE LONGSTRETH, EDELE NORMAN AND ELISA MCDANIEL

**NAMETAGS,** CREATED AND DONATED BY EMILEE CRAIGHEAD, A SCHOLARSHIP RECIPIENT CURRENTLY ATTENDING CSUFRESNO

**AREA DIRECTORS:** (CLOCKWISE FROM TOP LEFT) MELISSA MOREHOUSE, CANDICE GHIO, KIM VALVERDE, ROBYN MOORE AND ELSIE ALEGRE (MISSING FROM PHOTO LYNN MILLER AND CAROL REGUSCI)

A BEAUTIFUL ARRAY OF DELECTABLE **COOKIES** PREPARED BY OUR OWN MEMBERS.

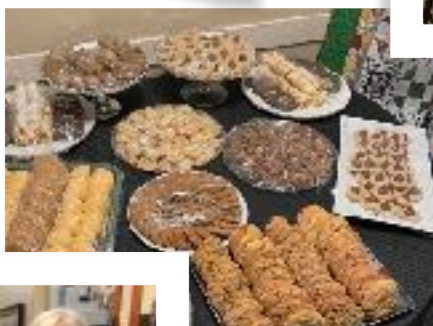
LESLIE SAID MEMBERS WERE HER **LIGHT** BUT SHE HAS BEEN OUR **LIGHT** THESE PAST THREE YEARS!

**COMMITTEE MEMBERS:** (L-R) SUZANNE LONGSTRETH, ROBYN MOORE, SUSIE CALHOUN AND ROXANN FUGAZI (NOT SHOWN: STEPHANIE MOORE, LYNN ARMANINO, KAREN CULTRERA AND EDELE NORMAN)

**CONGRATULATIONS** TO DONOR MEMBERS, NELLIE AND DAVID FRISON, THEY SPENT THEIR 54TH WEDDING ANNIVERSARY WITH US!



OVER TWELVE GROCERY BAGS FULL OF CANNED/NON-PERISHABLE FOOD WAS DONATED TO C.A.R.E. ESCALON. THE DONATION WAS VERY MUCH APPRECIATED!



## LESLIE AVANSINO: 2022 CORNUCOPIA AWARD RECIPIENT

BY TERRY PAOLETTI

Leslie, originally from West Covina, moved with her parents, Don and Diane Driever and brother, Eric after high school to Loomis where Leslie attended college and started working. A chance birthday meeting at the Waterloo Club, she met her future husband and best friend, Joe Avansino. They married and settled in Linden and had two sons, Andrew and Paul. They built a life surrounded by family and friends who came to form a cocoon around Leslie and her boys when they lost Joe, making sure their lives bounced back to a new normalcy.



**LESLIE'S GREATEST ACCOMPLISHMENTS, PAUL (L) AND ANDREW (R)**

So what has Leslie meant to our San Joaquin CWA Chapter? Leslie is a repeat table hostess at our Table Setting event. She and Angie Vana created license plate t-shirts. Leslie volunteers yearly to lead SJ CWA's Festival of Trees decorating (several trees) at San Joaquin Historical Museum. Under Leslie's watch, our QR code project came to fruition. Signs with a QR code will be posted locally so people driving by can learn about local agriculture. Now other chapters are interested in implementing the same thing in their areas.

Leslie has been a Linden Area Director for a number of years. She became President in 2020, the year everything changed. It was very frustrating for a President who had so many plans to put everything on hold. After months of playing by the rules, we started meeting again in person. What a difference that made. She meets with other groups to educate about agriculture and maintains a presence on social media. Leslie, along with newly elected President

Krista McCoon, led a group of dedicated members to put together a very successful CWA SWM in Ripon just a few weeks ago.

Leslie's proudest accomplishment as President was developing the Legislative Tours, inviting local and State legislators and leaders to learn about different areas and agricultural businesses in our county. The tours have been taking place for the past two years and have been very successful as an educational outreach.

Leslie has served as co-Director for our North Central District for State CWA and will continue on as Director in 2023. Leslie has assured me that when she retires as Chapter President, she intends to include our Chapter in her journey to educate and incorporate the outside world with agriculture.

Our Annual Cornucopia Award is presented to women who have been long-time CWA members. These women have given their time and have unselfishly supported CWA in its many endeavors. They have demonstrated an ability to speak out on behalf of agriculture, to develop rapport and to inform the public of the important issues that affect agriculture in San Joaquin County and throughout California.

So I hope you all agree with me and the awards committee that there was only one person we could choose this year - - - Leslie Avansino.



**LESLIE WITH HER PARENTS, DON AND DIANE DRIEVER**



**LESLIE WITH THE AWARDS COMMITTEE LYNN MILLER (C) AND TERRY PAOLETTI (R)**

**San Joaquin Chapter  
California Women for Agriculture  
Invites you to their 26<sup>th</sup> Annual  
Celebrations in the Country**

**Enjoy 30 tables beautifully set with individual themes**

**Friday, February 3, 2023 from 5 to 9 pm**  
**Complimentary wine & charcuterie included with your  
\$10 donation  
RSVP's Appreciated**

**Located in the beautiful California Delta at the  
Roberts-Union Farm Center  
4925 Howard Road, Stockton, California**

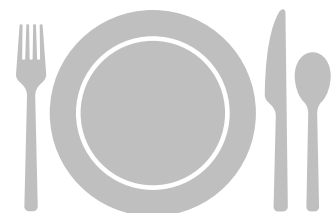
**For information regarding purchasing drawing tickets at only  
\$5 each or luncheon ticket availability, held on  
Saturday, February 4, 2023 check with:**

**Leslie Avansino at 209-609-4789 or [Lesliedrieuer@gmail.com](mailto:Lesliedrieuer@gmail.com)**



**Sponsorship Opportunities are Available.**

**THIS BEAUTIFUL QUILT, LOVINGLY CREATED AND  
DONATED BY EDELE NORMAN, IS BEING  
OFFERED AS A DRAWING PRIZE AT THE 26<sup>TH</sup>  
ANNUAL TABLE SETTING EVENT. PLEASE  
CONTACT LESLIE AVANSINO TO GET YOUR  
OPPORTUNITY DRAWING TICKETS.**





## STATE CWA STATEWIDE MEETING IN RIPON



(L) FIRST TOUR STOP AT TRAVAILLE & PHIPPEN. (R) PUMPKINS AND OLIVE BRANCHES LINE THE LUNCH TABLES. (LOWER R) KRISTA MCCOON AND RYLEE ARE READY FOR THE EVENING MEAL AND BUNCO GAMES. (BELOW) MARLENE MIYASAKI, STATE SECRETARY (L) AND SHARRON ZOLLER, STATE PRESIDENT (R) ENJOYING A MEAL AT MATT'S BARN IN RIPON.



LYNN MILLER (L) SETTING UP THE MAIN TABLE FOR BRUNCH AND MELISSA MOREHOUSE (ABOVE) READIES THE BREAD CORNUCOPIA FOR THE BREAKFAST BAR.



(L) THE NOVEMBER STATEWIDE MEETING WAS A SUCCESS FOR OUR CHAPTER. WE MET AT THE RIPON GRANGE HALL AND WE DID LEARN THAT ONE SHOULD ALWAYS CHECK TO CONFIRM THAT ALL APPLIANCES ARE IN PROPER WORKING ORDER!



(R) OUR GUEST SPEAKERS FOR THE MEETING, STANDING ON EITHER SIDE OF STATE PRESIDENT SHARRON ZOLLER, WERE MOLLY WATKINS (L) AND MELISSA MACHADO CHENEY (R).



2022



2023

**Manteca** (Manteca, Ripon, Escalon, & Tracy Unified) • Thurs., November 3, 2022 ✓

**Stockton** (Stockton & Lincoln Unified) • Wed., January 18, 2023

**Lodi** (Linden, Lodi, New Hope, Oak View & Stockton Unified) • Thurs., March 2, 2023

**Tracy** (Lammersville, Jefferson, Banta & New Jerusalem Unified) • Wed., March 29, 2023

*Trips will run approx 9 -1 p.m.*

San Joaquin County third graders will attend a **free**, educational field trip to learn about agriculture in San Joaquin County and the benefits of making healthy eating choices.

## We are in need of

**60+ plant, animal, machinery and other agricultural displays  
and 400 volunteers to accomodate 4,000 students**

**BONUS\*\*** Two LIVE, virtual farm trips will be offered to students. You are welcome to view these as well. Please let me know if you'd like to host a virtual farm trip. Examples can be found [here](#).

### AgVenture Partners

SJC Board of Supervisors  
SJC Agricultural Commissioner's Office  
SJC Office of Education • SJC Farm Bureau  
SJC California Women for Agriculture  
SJC Fairgrounds • Manteca Unified School District  
Lodi Grape Festival Grounds  
University of California Cooperative Extension

### For more information

Krista McCoon  
SJC AgVenture Coordinator  
sjcagventure@yahoo.com  
(209) 402-5734

[www.sjcagventure.com](http://www.sjcagventure.com)



**JOIN LESLIE  
AVANSINO (L) AND  
KAREN CULTRERA  
(R) AND OTHER  
MEMBERS OF CWA  
IN STOCKTON ON  
WEDNESDAY,  
JANUARY 18 TO  
HELP OUT AT  
AGVENTURE.**





# DONOR MEMBERS

*CWA activities are made possible, in part, through the generous donations of our Donor Members.  
Donor Members as of December 10, 2022.*

## **Double Diamond Level (\$1,000+)**

Brocchini Farms, Inc.  
Port of Stockton  
^^Roberts-Union Farm Center

## **Diamond Level (\$501-\$999)**

Chiappe Farms, Inc.  
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Current Resident or

## UPCOMING EVENTS

### **JANUARY, 2023**

6-8 - State CWA Convention and Statewide Meeting in Blythe

18 - AgVenture in Stockton (Volunteers are needed, see page 3 & 8)

25 - SJ CWA meeting at 6:00pm at San Joaquin Farm Bureau, 3290 N Ad Art Rd, Stockton

### **FEBRUARY**

3-4 - Celebrations in the Country Table Setting Event, Roberts-Union Farm Center

TBD - SJ CWA meeting

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TBD - SJ CWA meeting

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