

Destra Crawford named 2011 Texas CattleWomen of the Year

The ladies who are the heart of the Texas CattleWomen work hard to support the Beef Industry through their daily beef promotion and education activities. Annually the organization recognizes one special cattlemen by awarding the Texas CattleWomen of the Year.

This year's Texas CattleWomen of the Year recipient is a daily spokesperson for the beef industry by participating in many online forums through Facebook, Master's of Beef Advocacy and providing leadership for beef advocacy in her community, state and on the national level.

Destra Crawford joined her local and state organization over 13 years ago. She has served as the President and Vice President of Hereford CattleWomen and has been on every committee in that organization. During the past few years, Destra has been very active in organizing and promoting the Special Olympics Golf Tournament in the Hereford area. They have raised over \$30,000 through the years which benefits the local chapter of the Special Olympics who support special needs children and adults. She has organized the Texas Beef Leaders of Tomorrow program to visit the Hereford schools to speak to the students about the nutritional value of beef. Destra owns her own catering business where she utilizes beef recipes which she also posts online. She is very active in raising funds for local and state scholarship programs, encouraging your people to be involved in the beef industry and the community they live in.

On the state level, Destra has contributed many years serving on the executive committee and served as Vice President for one year. She has been the National Beef Cook-Off state team member for several years, before becoming a member of the committee. She has been very instrumental in developing and maintaining the Texas CattleWomen Facebook page and encouraging members to complete the Master of Beef Advocacy program. This year Destra served on the scholarship and nominating committee. Destra was very instrumental on helping set-up a Texas CattleWomen web-site link for assistance to Texas cattlemen and ranchers during the wildfires, and is currently seeking help for those folks again as fires continue to rage throughout the state.

Destra has been involved on the National level with the American National CattleWomen . She has been on the National Beef Cook-Off committee since 2008-present, editor of the Texas CattleWomen and American National CattleWomen (ANCW) newsletter, and established the ANCW Facebook page which she keeps current. She was also chosen to represent ANCW on the prestigious Young Cattlemen's Conference where 57 other cattlemen and cattlemen from across the nation, participated in a 10-day "tour" of the beef industry, an honor which is considered the capstone of leadership training with in the cattle industry. Destra is currently serving as the secretary for the ANCW executive committee. This year she has developed a new program called, *Among Friends--A New Approach to Selling Beef in the Home*, which shows how CattleWomen can win over the household influencers, one living room at a time and comfortably among friends. This program is now included in the ANCW's "saddlebag of programs" for members.

Desta truly believes in what she stands for and has a passion and desire to promote the beef industry wherever she goes or whatever she does, whether it is cooking for 100 people on Wednesday night at church, or cooking for 500 people.

Crawford was named 2011 Texas CattleWomen of the Year at the Texas CattleWomen's Fall Convention in Nacogdoches, Texas in October.

Desta and John have been married for 12 years. She and her husband are very involved in their community and enjoy traveling.