

15TH ANNUAL **WOMEN'S  
AGRICULTURE  
SUMMIT**



In Memory of  
Tracy Alger

Saturday, January 17th

8:30 a.m. ~ 5:30 p.m.

Playhouse Market 7 N Main St

Buffalo, Wyoming

*Sponsored by  
Johnson County CattleWomen*

JC CattleWomen  
PO Box 434  
Buffalo, WY 82834

## Women's Agriculture Summit Pre-Registration Form

\$45 Before January 9<sup>th</sup> • \$55 After January 9<sup>th</sup> Please include payment with registration form ;

Make Checks Payable to Johnson County Cattlewomen ~ P.O. Box 434 Buffalo, WY 82834

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

CattleWomen Member: \_\_\_\_\_

Non-Member: \_\_\_\_\_

For Room Reservations Contact Host Hotel:  
The Historic Occidental Hotel

10 North Main  
Buffalo, WY 82834

Ask for Johnson County CattleWomen room rate.  
(307) 684-0451

# Women's Agriculture Summit Agenda

- 8:30-9:00** Registration
- 9:00-9:30** Jennie Gordon, First Lady  
"Wyoming Hunger Initiative"
- 9:30-9:45** Session Questions & Answers
- 9:45-10:00** Break
- 10:00-11:00** Dr. Rose Digianantonio  
"Infectious Diseases & Biosecurity"
- 11:00-11:15** Session Questions & Answers
- 11:15-11:30** Break
- 11:30-12:00** Andrea Allen  
"Turning Pain into Purpose"
- 12:00-12:15** Session Questions & Answers
- 12:15-1:30** Lunch Time
- 1:30-2:30** Sara Hollenbeck  
"From Pasture to Profit: Real Stories  
of Creative Marketing in Agriculture"
- 2:30-2:45** Session Questions & Answers
- 2:45-3:00** Break
- 3:00-4:00** Sara Hollenbeck  
"The Marketing War Room: Hands-  
On Strategy for Your Ranch"
- 4:00-4:15** Session Questions & Answers
- 4:15-5:30** Shopping

## Speaker Bios

**Jennie (Muir) Gordon, First Lady of Wyoming**  
Prior to becoming First Lady, Jennie managed day-to-day operations at Merlin Ranch, the Gordon family's cow-calf and heifer development operation located in Johnson County. Jennie grew up in Omaha, Nebraska until her family moved to Buffalo, Wyoming. The First Lady received her Bachelor's Degree in Health Sciences from the University of Wyoming. She worked for 15 years as a laboratory medical technologist at Sheridan Memorial Hospital. When Governor Matthew H. Mead appointed her husband to serve as Wyoming Treasurer in 2012, Jennie took over management of the Merlin Ranch full time. The ranch has garnered national recognition for its environmental stewardship and conservation achievements, as well as efforts to promote the sale of Wyoming beef worldwide. Jennie previously served on the board of the Wyoming Stock Growers Land Trust and is a graduate of the Wyoming Leadership Education and Development (L.E.A.D.) class. Governor Gordon and his wife Jennie have four grown children and five grandchildren. In October 2019 Jennie launched the Wyoming Hunger Initiative, whose mission is to end hunger in Wyoming. The initiative works to prevent food insecurity by increasing awareness and support for the work of local anti-hunger organizations statewide.



**Dr. Rose Digianantonio** completed veterinary school at Colorado State University in 2018 with an interest in food animal medicine and herd health. Since then, she worked at a mixed animal practice in southern Colorado and completed a residency in herd health and reproduction at the University of California - Davis. After completing her residency, she started as the Wyoming Assistant State Veterinarian in August 2023. Her main interests are in infectious disease management and disease epidemiology for large animal species. As Wyoming Assistant State Veterinarian, she has enjoyed conducting producer and veterinarian outreach on regulatory diseases and working on grant projects related to biosecurity and animal disease traceability.



**Andrea Allen** along with her husband, Shane, and daughter, Molly, formed the Cowboy Cole Memorial Foundation to advocate for suicide prevention and mental health awareness after the loss of their son and brother, Cole, in October of 2021. Andrea is going to share some of the projects that they are working on in our community to help reduce the suicide rate and help with mental health awareness.



**Sara Hollenbeck** is a rancher and entrepreneur from Molt, Montana, where she and her family raise sheep, cattle, goats, and horses. In 2015, she founded High Five Meats to connect local beef, pork, and lamb directly to consumers. Sara's work has been featured in the Emmy Award-winning documentary FarmHer, PBS's Moveable Feast, Montana tourism campaigns, and the international reality series Montana Wild in France. Known online as the "Sara Sheep Lady," she blends storytelling and humor to share the real, unfiltered side of ranch life. Passionate about connecting consumers to agriculture, Sara brings high energy, authenticity, and fresh insight to audiences eager to better understand food, ranching, and the future of agriculture.



**For more information contact:**  
Johnson County Cattlewomen  
jccattlewomen16@gmail.com

Give us your Best Shot  
2026 Women's Agriculture  
Summit Photo Contest!  
How to enter: Email your  
photo(s) to  
jccattlewomen16@gmail.com  
with the following information  
- Photographer's name, title of  
photo and location taken.



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