



**Vina**  
**Groundwater Sustainability Agency**  
**Agenda Transmittal**

**Agenda Item: 6.1**

**Subject:** Consideration of Appointments to the Stakeholder Advisory Committee

**Contact:** Dillon Raney

**Phone:** (530) 552-3589

**Meeting Date:** May 8, 2024

**Regular Agenda**

**Department Summary:**

The Vina Groundwater Sustainability Agency (GSA) receives input and recommendations on groundwater sustainability plan development and implementation from the Stakeholder Advisory Committee (SHAC). As memorialized in the SHAC Charter (modified and approved October 11, 2023), the intent for the SHAC is to provide community perspective and participation in Sustainable Groundwater Management Act (SGMA) implementation. The Vina GSA SHAC is comprised of ten (10) members representing the beneficial uses and users of groundwater within the Vina Subbasin. Members must live or work in or represent an organization with a presence in the Subbasin. Interested individuals apply to the GSA and the GSA Board appoints at-large members to fill the SHAC seats.

Beginning on September 6, 2023, the Vina GSA initiated a call for applications to fill six (6) SHAC vacancies, adopting a rolling application process, which is explicitly stated on the Vina GSA website. As of April 10, 2024, the Board appointed four (4) members to the committee. However, two (2) positions remain vacant: the Environmental Representative and the Non-Irrigated/Rangeland Representative.

The Vina GSA has received one application from Ms. Holly Foster, who has applied for the Non-Irrigated/Rangeland Representative position. Upon review of Ms. Foster's application, she is eligible to serve on the SHAC. This position will expire in December 2027, to accommodate the recently adopted staggered terms, in which half the SHAC would be appointed every two years.

Currently, the GSA has not received applications for the Environmental Representative position.

**Fiscal Impact:** None

**Staff Recommendation:** Make one appointment to the Non-Irrigated/Rangeland Representative seat with term ending in 2027.



**Vina Groundwater Sustainability Agency**  
**Stakeholder Advisory Committee Application**

*Updated 11/7/2023*

**Date submitted: April 22, 2024**

**First and last name: Holly Foster**

**Address, phone number and email address:** [REDACTED]

**Describe how you meet eligibility (circle one):** *to verify that you are a resident or are employed in the Vina GSA boundaries search the GSA Map View: <https://sgma.water.ca.gov/webgis/index.jsp?appid=gasmaster&rz=true>*

- Resident living within the jurisdiction of the Vina GSA      Yes
- Employed at an organization with a presence within the jurisdiction of the Vina GSA      Yes

**Which at-large seat(s) are you applying for:**

- Agricultural representative
- Domestic Well User
- Environmental Representative
- Business Association Representative
- Non-irrigated/Rangeland Representative

**1. Describe how you will represent the interest group(s) indicated above and communicate with other members of these interest group(s):** I am a co-owner of a multi-generational cattle ranching operation with parcels that lie within the Vina GSA boundaries. Additionally, I am a director and officer in the Butte County Cattlemen’s Association, and have served in that capacity for more than 15 years. Our association has played an active role in providing input to the Vina GSA, and I have been asked by our directors and president to apply for this position to help provide input representing rangeland/non-irrigated landowners within the boundaries.

**2. Current Occupation(s):**  
*Within the last 12 months*  
*Commercial Cattle Rancher*  
*Operations Manager, Western Video Market (Livestock Auction Company)*

**3. Current License(s) and / or Certifications:**  
*Professional or occupational, date of issues / expiration, including status*



Vina Groundwater Sustainability Agency  
Stakeholder Advisory Committee  
VinaGSA@gmail.com

**4. Relevant Education / Experience:**

*Applicant may attach resume containing this information and any other information that would be helpful to the Board in evaluating the application.*

Please see attached.

**5. Other Relevant Board(s) / Commission(s) / Committee(s) on which you serve / have served (paid or volunteer):**

*Please list name of organization, title, and date of service.*

Please see attached.

**6. Letters of Support:**

*For at-large seats, applicants are encouraged to demonstrate support from local organizations and community groups engaged in issues related to the interest that the applicant seeks to represent (i.e. environmental, business, agriculture, rural communities) by attaching letters of support. Submission of letters of support are not required, but are encouraged in order to demonstrate the applicant's ability to represent the interests of the stakeholder seats for which they are applying. Please list the organization, author and date of the letters of support attached here:*

**7. References:**

*List at least two personal and / or professional references. Provide the name, affiliation, title, phone number, and email address of each reference. References remain confidential.*

**8. Please explain your reasons for wishing to serve and, in your opinion, how you feel you can contribute to the Vina GSA Advisory Committee:**

I am applying for this position at the encouragement of several industry stakeholders in order to have the interests of non-irrigator/rangeland ownership interests represented during this process.

NOTE: The Agency will keep all applications on file for one year from the date of receipt of the application.

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## EXPERIENCE

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### ***Video Operations Manager and Co-owner, Western Video Market—Cottonwood, CA*** (Jan. 2015—present)

Manage all facets of sale production for second-largest video cattle auction company in the United States.

- Manage all aspects of livestock auction business, including supervising support staff and contractors. Coordinate cattle consignments, contract and video submission with more than 60 individual field reps.
- Provide strategic direction for sale production and broadcast infrastructure. Manage multiple subcontractors and collaborate to produce video sales that market 400,000 head per year.
- Responsible for public relations and marketing activities, as well as advertising and sponsorship solicitation.
- Developed and implemented new business collaboration to expand service offerings in purebred and horse sales.

### ***Part-time Faculty, Feather River College—Quincy, CA*** (Jan. 2018—present)

Teach *Cattle and Equine Marketing* an upper division course in bachelor's program.

### ***Self-employed, Crescent Communications Consulting*** (Aug. 1998—present)

Specialize in public relations and information outreach projects for a variety of clients, including, but not limited to:

- National Cattlemen's Beef Association Centers for Knowledge and Research Management and Public Opinion and Issues Management - Developed content for technical reports, meeting executive summaries and other outreach materials (2003 to present) and also served as interim managing editor for NCBA *National Cattlemen* magazine
- Agricultural Council of California – Public relations support for events and special communications projects.
- Freelance journalist and public relations consultant - Published photos and more than 100 articles in national and regional agricultural trade publications. Developed promotional brochures, press releases and public relations collateral for several organizations.
- Volunteered to develop outreach strategy and identify target audiences for California Rangeland Trust (501-C3). Produced brochures, promotional video and communication materials to support outreach and fundraising plan.

### ***Contract Audit Specialist, IMI Global, Inc.—Castle Rock, CO*** (July 2009—Dec. 2014)

- Conducted more than 250 third-party audits to verify marketing and production claims to qualify cattle for USDA and private verification programs for domestic and international markets.
- Actively recruited and retained new clients to grow the company's business in California, Oregon and Nevada.
- Provided public relations consulting for company marketing initiatives, including WhereFoodComesFrom.com

### ***Operating Partner, Foster Ranch—Oroville and Taylorsville, CA*** (Lifetime)

- Partner in family-owned commercial cattle operation. Specialize in genetic selection, marketing and record-keeping.
- Implemented managerial accounting procedures and business succession plan.

### ***Associate Editor, Drivers, Vance Publishing—Lenexa, KS*** (May 2008—July 2009)

- Wrote monthly column, feature articles and contributed photos for nationally circulated beef publication.
- Contributed content for e-newsletters, Web site and other on-line media outlets.

### ***Director of Public Relations, California Beef Council—Sacramento, CA*** (April 2003—May 2008)

- Coordinated communications directed at retailers, foodservice operations, consumers and cattle producers.
- Oversaw all consumer and trade media relations. Developed proactive and issues response media policies. As lead spokesperson, quoted or have had press materials cited in more than 200 articles (May 2003 to May 2008) in publications with a combined circulation of more than 12 million. Conducted media interviews with major network television affiliates, radio and daily publications during crisis situations (Dec. 2003 and Feb. 2008).
- Managed and coordinated dairy beef quality assurance (BQA) outreach and research programs.

### ***Managing Editor, Beef Today, Farm Journal Media—Philadelphia, PA*** (Feb. 2001—Feb 2003)

- Responsible for all phases of editorial management, including article calendar, freelance assignments, and budgeting.
- Wrote monthly column, feature articles and contributed photos for nationally circulated beef industry publication.

## EDUCATION

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**Colorado State University, Department of Animal Sciences—Ft. Collins, CO** (1999—2001)

*Master of Science: Beef Industry Leadership Program, majoring in Beef Management Systems*

- Research associate; member of 1999 National Market Cow and Bull Beef Quality Audit research team
- Master's thesis projects evaluated timed estrus synchronization protocols in beef cows

**California State University, Chico—Chico, CA** (1994—1998)

*Bachelor of Science: Agriculture with an option in Animal Science, Minor in Business Administration (graduated Cum Laude)*

## PROFESSIONAL DEVELOPMENT

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**King Ranch Institute for Ranch Management—Kingsville, TX** (2009-2010)

*Certificate in Advanced Ranch Management (curriculum included Managerial Accounting, Systems Thinking, Current Issues in Ranching and Real Estate Law)*

**Appraisal Institute —Online Certification** (2013)

*Basic Appraisal Principles (State Code: 07754116) and Basic Appraisal Procedures (State Code: 07754117)*

**Farm Credit Council Services —Loan Officer Certification Program** (2013)

*Fundamentals of Agribusiness Analysis*

## INTERNATIONAL EXPERIENCE

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**Australia**—*Self-organized trip working on cattle operations and meeting with beef industry contacts* (Feb.—May 1999)

**Uruguay**—*Ten-day tour of cattle operations, processing facilities, research institutions and marketing organizations* (March 2002)

**Mexico**—*Represented National Cattlemen's Beef Association Young Producers Council at Five Nations Beef Alliance* (Oct. 2011)

## SKILLS

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- ✓ Proven written and oral communications skills. Experience in technical writing, popular press and photography.
- ✓ Lifetime experience in production agriculture. Knowledge enhanced through graduate studies.
- ✓ Competent in Microsoft applications (Word, Excel, Power Point, FrontPage, Publisher), design software (InDesign, Adobe Illustrator, Adobe Photoshop, DreamWeaver) and accounting applications (Quick Books)

## ACTIVITIES/MEMBERSHIPS

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- California Farm Bureau Federation—Beef Advisory Committee member, Butte County Farm Bureau Board of Directors (2002-present), First Vice President, Land Use Committee Chair, Membership Committee Chair
- California Rangeland Trust Board of Directors—Outreach Committee Chair (2002-2006)
- California Cattlemen's Assoc., (Beef Quality Assurance Committee Chair), National Cattlemen's Beef Assoc. (Young Producers Council Vice Chair 2011) and Cattle-Fax (2001-present)
- American Society of Animal Science (1998-present)
- Chico State Livestock Judging Team member (1997)
- California Women for Agriculture member (1996-present)
- California CattleWomen, Inc. member (1995-present)—Promotion Committee Chair (2002)
- Butte County Cattlemen's Assoc. (Treasurer, 2022-present, President 2017-2022, Secretary 1994-1999, Board Member 2008-present) and Plumas-Sierra Cattlemen's Assoc.
- American Quarter Horse Assoc. Amateur (1990-present) and National Reined Cow Horse Assoc. (2012-present)

## HONORS ACHIEVED (SELECT)

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- California Farm Bureau Federation Young Farmers and Ranchers Excellence in Agriculture Award (2004)
- American Agricultural Editors' Association Second Place, Team Story category (2002)
- California representative for National Cattlemen's Beef Association Young Cattlemen's Conference (2002)
- Women's Forum of Colorado Foundation, Inc. Scholarship Recipient (2000)
- Butte County Cattlemen's Association "Cattleman of the Year" (2022)



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**REFERENCES**

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**Dave Daley, Ph.D.**

*Professor of Animal Science and Associate Dean  
College of Agriculture  
California State University, Chico*

[Redacted]  
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[Redacted]

**Gary Smith, Ph.D.**

*University Distinguished Professor  
Center for Red Meat Safety  
Colorado State University*

[Redacted]  
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**Steve Cornett**

*Retired Editor, Beef Today Magazine  
Farm Journal Media*

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**Nita Vail**

*Retired Chief Executive Officer  
California Rangeland Trust*

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**Tom Field, Ph.D.**

*Director, Engler Agribusiness Entrepreneurship  
Program and Paul Engler Chair of Agribusiness  
Entrepreneurship*

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