



THE CATTLE CALL

Newsletter for Alumni of the
TCU Ranch Management Program

FROM THE PRESIDENT MISSY BONDS 2001

INSIDE THIS ISSUE:	
Mr. Farley	2
Mr. Faubion	3
Mr. Johnson	4
Pete Bonds	4
Announcements	5
Roundup	6
Roundup Form	7
Merry Christmas	8

As the leaves are starting to turn beautiful colors and the air is blowing from the North, this year's class is learning what the 12 Days of Christmas means to a Ranch Management student. I am glad that I can now sit back and smile remembering the stressful nights studying and feel proud that I lived through it!

Rain, drought, and uncertainty are the topics of most conversations in the agriculture arena. Fortunately, most areas have seen some relief from the drought; but, there is still a long road to travel to be out of it completely.

I want to remind each of you to attend the TSCRA Convention to be held in Fort Worth, Texas on March 30—April 1. The TCU Ranch Management Alumni are sponsoring the Cattle Fax Outlook Meeting that will be held on Saturday March 31 from 3:30 to 4:30 p.m. Following that meeting on Saturday, from 5:00 to 6:30 p.m., we will hold our annual TCU Ranch Management Reception. Feel free to bring any potential students to this reception as well. We normally have a great turnout and this is a wonderful opportunity for potential students to meet with alumni and professors to find out more about the program. It is also a great way to keep in touch with your fellow classmates and other alumni.

This year's summer roping will be held in San Angelo. There is a strong group of alumni working very hard on your behalf to put this together and we would love to see you there. This roping is not about the actual roping ability of the alumni, it is more about networking and making connections with alumni from other classes. It is always a fantastic time; so make sure to be in San Angelo June 9-10 for this fun event.

I am going to end this with reminding you that Ranch Management's best advertising is word of mouth. Promote the program to young people in your communities that are thinking about staying involved in agriculture. The holidays bring people together and what better time to see your neighbor's son or daughter that has been away at college for 2 years and remind them just how important Ranch Management has been to our successes. I hope Christmas is blessed and the New Year brings happiness (and much needed rain) to each of you. Sincerely,

Missy Bonds '01
msag98@aol.com
 817-917-2958 cell



LOOKING FORWARD TO NEXT YEAR

This has been an interesting year for resource management. The main challenge for the majority of producers was lack of moisture. Most of this region has received some moisture this fall. It isn't nearly enough to make a big difference, but it is certainly welcome. The biggest difference this year, which has made things a little more bearable, is the market has been outstanding. It seems as if every day we set a new high.

We have witnessed optimism within the industry for the potential of the markets to move even (Continued on page 2)

(Next Year, cont. from page 1) higher in the future. This optimism has led us to look to the future and Roundup 2012. This year's morning session will be back on the TCU campus, and will offer an outstanding opportunity to hear about some of the challenges ahead from the lending side. The amount of equity required to do the same business has definitely gone up with the markets. Another interesting outlook for discussion is the potential for these markets created by supply and demand.

Optimism has been tremendous within the industry, and within this year's class. The producers we have been fortunate to meet with so far see the potential ahead for these young producers, and are excited by what they see. It is a blessing to be able to be around these wonderful folks who are willing to work with the students every year.

The faculty and staff at Ranch Management hope you and your families have a Merry Christmas and a Happy New Year. We look forward to seeing everyone who can make it to this year's Roundup in January. If you haven't been back in a while you need to try and make it. Each year, we have a lot of fun, renew old friendships, and make new friends and contacts.



THE TRUTH WILL SET YOU FREE

I just returned from the New Mexico Stockman's Convention where I was asked to give a talk on Generational Transfer of The Ranch. In return for the talk, I was given a complimentary trade show booth to promote the Ranch Management Program. This was a great time to meet many New Mexico RM Alumni and build new relationships. I want to thank all the New Mexico RM Alumni for the warm hospitality and I look forward to continuing those relations next year.

Many of the topics discussed at the Cattlemen's College were the same concerns we have heard time and time again: BSE cow limiting exports, use of implants, beef health issues, COOL, and many other controversial issues.

As I listened to each expert explain their topic, something hit me loud and clear: A lot of the issues that face the cattle industry today could be resolved with the educating consumers on the facts. Let's use implants as a good example. The undisputable facts of implants are that:

- 3 oz. of beef from non-implanted steer = 1.2 Nano grams (ng) of natural estrogen
- 3 oz. of beef from implanted steer = 1.9 ng
- 8 oz. of milk = 35.5 ng
- 3 oz. of peas = 336 ng
- 2 oz. of eggs = 1,750 ng
- 3 oz. of cabbage = 2,016 ng

On the whole, these implants improve average daily gain by 5% to 15% and improve feed efficiency by 5% to 10%. (OSU Implant Symposium May 1997, page 197).

By not educating consumers on the scientific facts, the beef industry allows reduction of productivity. Scientifically proven technologies are going to be the key to increasing productivity of beef with fewer cow numbers and the human population increasing to 9 billion by 2050.

Because the next generation will be two generations removed from the soil, they will not understand global food production as consumers. One of the latest challenges for the RM Faculty is to develop a new course for TCU on Global Food Production. We, as beef producers, need to start doing a better job of educating the next generation of consumers on how truly wholesome and safe our food really is.

So how can you as a beef producer share your story with the next generation? First, know the facts about beef and speak up when someone misquotes the facts. Second, join the Master of Beef Advocacy and spread the facts to everyone you meet. Volunteer to visit the 5th grade science class at your local elementary school or invited them out to the ranch and show them how beef is produced. Beef producers are respected and you have experiences that you can share with the next generation. Find a young person to mentor with your experience. (Continued on page 3)

(Truth, cont. from page 2) Encourage a youngster that may not have the financial support, but has the work experience and work ethic to get involved in production agriculture.

Many people have fallen victim to believing the lies of the world. Our heavenly counselor promises us that his truth will set us free. I know the truth can set the cattle industry free of many undesirable restrictions. I challenge you to be set free from the all the lies and share it with your neighbors.



New Agriculture Sales Tax Form for Texas Ranchers

Beginning Jan. 1, 2012, a person claiming an exemption from sales tax on the purchase of certain items used in the production of agricultural and timber products is required to have a Texas Agriculture and Timber Exemption Registration Number (Ag/Timber Number).

Complete details are available at the following website: http://www.window.state.tx.us/taxinfo/agriculture/get_ready_texas.html

If you prefer to apply for your registration number via a paper application, you can do one of the following:

1. Download the paper application from the Comptroller's website: [AP-228 Application for Texas Agricultural and Timber Exemption Registration Number \(PDF\)](#); or
2. Call the Comptroller's Fax on Demand service at 1-800-531-1441 to have the paper application faxed to you; or
3. Call 1-800-252-5555 to request that a copy of the application be mailed to you.

Note: Many retailers may have copies of the application available as well.

The Value of a Large Rolodex

If one spends much time in the ranching industry, he or she will soon discover the tiny nature of this ranching world – at least as far as industry contacts are concerned. After being a part of the TCU Ranch Management Program for a few years, I've discovered that this fact is even more true. I realize that this is well known among the more tenured alumni, but it has been interesting to see the value of the networks built while students go through this program. We faculty have the privilege of visiting with alumni, both young and old, on a regular basis and find how the network is working. For example, I got a call early last summer of a recent graduate who had several loads of cows for sale, within a few minutes of his call, another alum, from the graduating class one year prior, called in looking for the same type of cows. Now don't get the idea that we want to broker a bunch of cow trades, but this same type of connection can occur without our help. Alumni get together at least a couple of times each year. These gatherings are great venues for personal and business connections. Everything from hay trades to travel tips can be made through the connections made with alumni from various graduating classes. Of course, the more recent grads have their famed field trip notes. These resources (host ranchers and business people) are often great contacts to help with management questions and other resources.

I suppose the moral to this brief message is that in a unique year such as 2011 has been here in Texas, I have heard countless stories of the value of a large rolodex. As alumni of the TCU Ranch Management Program, folks have a fairly large set of great contacts to call upon. If you are an alumni that has not been connected, I urge you to come to Roundup in January and get re-connected with old friends and meet a few new friends as well.



Kevin Johnson
k.l.johnson79@tcu.edu

Houston Livestock Show and Rodeo™ Professor
Ranch Management Program

RANCH BIOSECURITY

I recently had the opportunity to work with some very talented veterinarians on a ranch bio-security program. We discussed a variety of problems and concerns that ranchers are faced with in today's environment.

The beef industry has changed over the past fifty years with cattle becoming extremely mobile. A great interstate highway system, along with excellent state highways, farm to market and ranch to market roads, has helped our business tremendously. This infrastructure allows for the easy movement of commodities, which helps our commerce be more efficient. This same system that allows for easy transportation of cattle also allows for the movement of problems. Everyone agrees that the dry weather of the past year has been very difficult for producers in the South and Southwest. The result has been a higher than normal volume of cattle with wheels under them. We need to remember when sending cattle out to new areas, or bringing them into our ranches, the risk for problems increases. Local veterinarians and NRCS personnel are great sources of information about disease concerns and potential poisonous plant problems when moving cattle into an area we are unfamiliar with.

We need to always be aware of what is going on around our cattle. Knowing the problems that can occur or that are in our area is imperative. It is very important to assess the risk we have in and around our herd. Communication with our neighbors is essential. Now and again we get comfortable with the status quo and we do not realize that a herd change has occurred on a neighboring ranch; changes that may lower or increase our risk for disease and problems. Changes can also occur in our own herd when we bring in replacements or stocker cattle.

The key to dealing with these possible herd changes is to have a plan in place. A good plan should address fences, quarantining new cattle, protecting our own cattle and our neighbors, vaccinations, grazing rotations, sanitation and overall animal husbandry. Bio-security does not just refer to diseases alone. Remember, we do not want to carry resistant parasites or noxious plant seeds with our cattle when we move them around. Get with your employees, veterinarian, extension specialist and neighbors and talk these situations through.

Trichomoniasis, IBR, BVD and a host of other problems are out there. Do not let these problems get started and cause an economic hardship on your operation. Having a prevention plan in place will help to minimize any problems that can occur with the movement of cattle, or the lack of good nutrition we are currently experiencing. This plan should also include how to minimize a problem if it does occur. Keep bio-security in mind if you have destocked and do not bring in problems that can affect you and your neighbor when restocking your ranch.

Remember, an ounce of prevention...

Have a Merry Christmas and a Happy New Year!



PETE BONDS: BEEF MAGAZINE'S 2011 BEEF STOCKER AWARD WINNER

The TCU Ranch Management Program is delighted to announce that our very own **Pete Bonds '73** was honored by Beef Magazine with the 2011 Beef Stocker Award. This is truly a wonderful honor for Pete. We are extremely proud of him and could not ask for a more outstanding representative of the TCU Ranch Management Program.

Congratulations Pete!

Below is the link to the official Beef Magazine article:

<http://beefmagazine.com/business/people/1001-stocker-award-winner-pete-bonds/index2.html>

**ROUNDUP
JANUARY 21, 2012
UPDATE**

2012 Roundup Hotel Information-Updated

Our block of rooms at the Hyatt Place is almost full. Therefore, we have acquired another block of rooms at the Radisson Hotel Fort Worth North-Fossil Creek. Information regarding both hotel room blocks is below.

Hyatt Place Fort Worth Historic Stockyards

132 E. Exchange Ave.
Fort Worth, TX 76106
Phone: 817-626-6000
Rate: \$159.00 + Tax per Night
Group Name: TCU Ranch Management
Reservation Cut-off Date: December 30

Radisson Hotel Fort Worth North-Fossil Creek

2540 Meacham Boulevard
Fort Worth, TX 76106
Phone: 817-625-9911
Rate: \$79.00+ Tax per night
Group Name: TCU Ranch Management
Reservation Cut-off Date: December 30

The Roundup Reservation Form is included here in Cattle Call, or you can fill it out online on the website and send it in.

Morning Program Information

This year's Round-Up morning program will be back on the TCU campus this year, and is setting up to be both informative and timely and we encourage you to attend and participate.

We are very fortunate to have two excellent speakers that will present programs centered on the topics of finance, lending, the general economy, market outlook, and industry structure as the industry transitions through some challenging times.

Mr. Paul Burrough, Senior vice president of National Finance Credit Corporation of Texas and Mr. James Robb of the Livestock Marketing Information Center head quartered in Denver Colorado will be our featured guest speakers. Mr. Burrough is familiar to many of our alumni and brings many years of extensive experience in finance and lending and will discuss the challenges and issues facing producers in an uncertain economic climate.

Texas Christian University and the Ranch Management Program are new associate members of the LMIC and Mr. Robb will be speaking on the services that organization provides and present economic analysis and market projections concerning the livestock industry.

This should prove to be a highly informative and very important program that will provide you with valuable "take away" information. We hope you make plans to attend and look forward to seeing as many of you as possible Saturday morning.

STOCKYARDS STATION



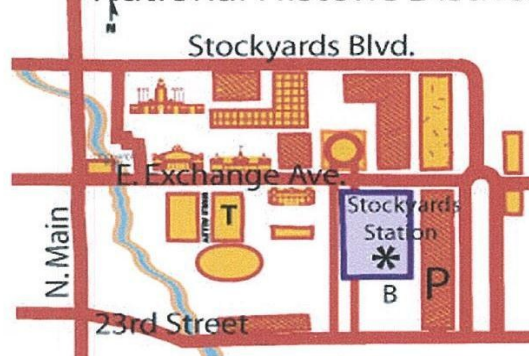
Complimentary Parking Pass

**Stockyards Station welcomes
TCU Ranch Management Dinner
Saturday, January 21st, 2012
Stampede Room**

Parking payment required without this pass

PARKING AVAILABLE ON EAST SIDE OF
STOCKYARDS STATION, ACCESS
PARKING FROM 23RD STREET OR EAST
EXCHANGE AVE
(See map)

Fort Worth Stockyards National Historic District



T Texas Cowboy
Hall of Fame

P Parking
B Back Forty

* Stockman's Club,
Stampede Room,
Lone Star Room

Submit by Email

Print Form

Roundup Reservation Form

Number Attending:

Morning: x \$5.00 =

Rodeo: x \$22.00 =

Dinner/Dance: x \$20.00 =

Total Amount Enclosed:

Payment is Due by Friday, January 13, 2012
 Please make Checks Payable to: Ranch Management
 Mail To: TCU Ranch Management
 TCU Box 297420
 Fort Worth, TX 76129

Or pay by Credit Card:

Card Type: Exp. Date:

Card No:

Name:

Grad Year:

Address:

City:

State: Zip Code:

E-Mail:

Guests Names:

AUCTION DONATION FORM

Items:

2012 ROUNDUP AGENDA Saturday, January 21, 2012

8:30-9:00
 REGISTRATION, LITE BREAKFAST & VISIT
 Auditorium
 Brown Lupton University Union
 Texas Christian University
 Fort Worth, TX

9:00
 MORNING PROGRAM

12:00
 LUNCH
 (on your own)

2:00-5:00
 MATINEE RODEO PERFORMANCE
 Southwestern Exposition & Livestock Show
 Block of 80 tickets \$22.00 each
 First come, first served basis and must be
 paid for by Friday, January 13, 2012

6:30-7:30
 COCKTAILS
 Stockyards Station - Stampede Room
 Cash Bar (Nothing Brought In)
 130 East Exchange Avenue
 Fort Worth, TX 76164

7:30
 DINNER
 Buffet (Menu Below)

8:30-9:30
 AUCTION

9:30-12:00
 DANCE

ROUNDUP MENU

Tender Smoked Brisket
 Slow Roasted Sausage
 Enchiladas
 Taco Station
 Homemade Potato Salad
 Fresh Cole Slaw
 Seasoned Pinto Beans
 Relish Tray
 Fresh Rolls
 Cherry Cobbler
 Pecan Pie

MERRY CHRISTMAS



*The Faculty and Staff of the
TCU Ranch Management Program wish you a very
Merry Christmas and Happy New Year!*

WHO DID WHAT:

Send NEWS to BOX 297420, Fort Worth, TX 76129 or call it in to 817-257-7145.

Grad Year _____
Name _____
Spouse _____
Children _____

MOVING

New Address _____
City _____ State/Zip _____
Phone _____
Company _____
Address _____
E-Mail _____
City _____ State/Zip _____
Phone _____ Mobile _____

JOB CHANGE

Company _____
Address _____
City _____ State/Zip _____
Phone _____ Mobile _____
Position _____ E-Mail _____

WEDDING

Date Married _____
Where _____

BIRTH Boy, Girl, Twins

Date Born _____
Weighed _____ lbs. _____ ozs.

Hats Off to You!!!

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, or birth. You are helping us keep up with you and that's what we want to do. It helps your classmates and us. **Thanks!**