



THE CATTLE CALL

Newsletter for Alumni of the
TCU Ranch Management Program

Winter 2014

FROM THE PRESIDENT, CHAD MCCORMICK

2015 I can't believe that it's right around the corner. What could possibly be in store for us this year? Well, that's what makes it fun. The uncertainty is unsettling, but can be motivation in itself. If we all went back to a time when analyst knew what was happening and charts told us the future; we would all regress from where we are now. Today we have to be more informed than any time in the past. The world changes in a second and so does the cattle market. One thing I have realized is that as much as I want to be an expert in all things related to my business, something always comes up that I know little about. Of course, there is always google. However, we all have a resource that always has a better answer than google. It's **us...** the alumni of this great program! We have graduates from Brazil to Montana and they work in all facets of business, law, politics, health care, you name it - I bet we can find a match. **That** is the beauty of our network. There are experts in many fields and the examples are endless. Selling cattle?? Ask someone who works at a sale barn. Oil company knocking?? Ask someone who has been through it before. These conversations will help you out of course, but they will also strengthen our bond and create new relationships. I've said it before and I will say it again, people are what make this business. The more people you know, the more successful you will become.

Everyone join us at roundup for great fellowship and a good time. Each year it continues to get better and better. We will have a new Alumni President introduced, but you already know him - Skyler Flake '06. I know he will do a great job and will represent us all well.

It has been a joy and a privilege to serve as your Alumni President for the last two years. Thank you, and as always, if I can ever help please let me know.

Have a Merry Christmas and a Happy New Year!

Chad

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Kerry L. Cornelius
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 Director
 Burnett Ranches Professor
 Ranch Management Program

ROUNDUP 2015 - MORNING SESSION

We have planned a very informative morning session for Roundup 2015 with four top individuals, each from a different segment of the industry. We hope to learn from each of these panel members how they are dealing with their own struggles within the industry and their vision for the future. Also, what they see as the main challenges within the industry and how they are preparing to meet those challenges and remain successful. Mr. Jeff Geider will serve as the moderator for the panel discussion. Start thinking of the questions you would like to have answered and bring them with you.

Panel members:

John Welch, Cow/Calf - Stocker Producer

Paul Burrough, Banker, National Finance Credit Corp.

Terry Caviness, Cow Packer, Caviness Pack

Mike Heard, Feedyard Manager, Cattle-Town Feeders

The morning session will be held in the Kelly Alumni Center and starts at 8:30 a.m. with registration and a light breakfast which will be followed by a brief business meeting. The panel discussion will begin at 9:00 a.m. We look forward to seeing you all on January 24th.



Ranch Brigade

RANCH BRIGADE - JULY 14TH - 18TH



Chris Farley
 j.farley@tcu.edu

Assistant Director
 Southwestern E&LS Professor
 Ranch Management Program

Help recruit cadets age 13-17 years old that would benefit from learning Land Stewardship, Livestock Production, and Leadership Skills. The application process has started and will close in March. Ranch Brigade is a career changing week for many future nature resource managers.

Adult leaders are great roles that TCU Ranch Management alumni can play. Applications for adult leaders are also open and can be filled out online. Adult leaders should have a desire, and patience, to work with high-achieving teenagers in a fast-paced demanding environment. The schedule is packed full of Ranch Management 401 and runs from before daylight to dark. As an adult leader, you will be assigned to a group of six cadets which will be your "herd." You will ride herd on this group with an assistant leader who has been selected as a top cadet from a previous Ranch Brigade camp. You, as an adult leader, will be with your herd 24/7 as their prodder, mentor, role model, and motivator.

There is no charge for adult leaders to participate. It will only cost you 4.5 days of your summer and travel to and from camp. In return for your service, you will learn from some of the top Professionals about Land Stewardship and Livestock Production and have one of the most satisfying weeks of your life.

All applications can be found at TexasBrigades.org or contact Chris Farley.

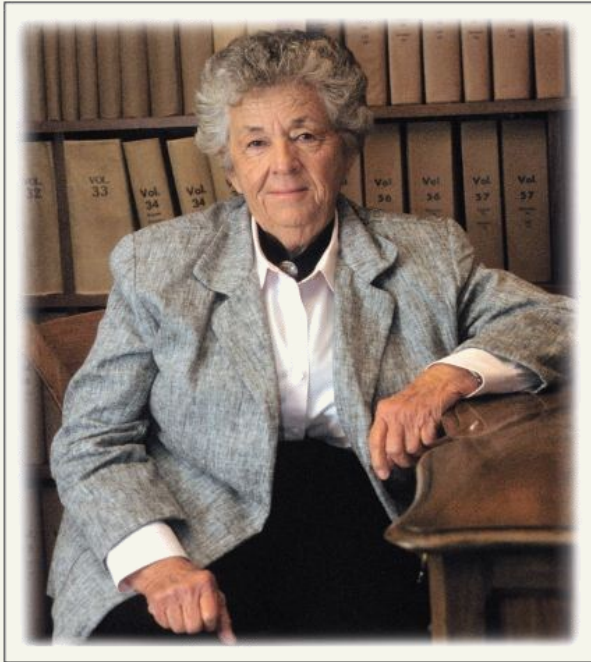


photo courtesy of www.livestockexpo.org

Longtime supporter and friend of the TCU Ranch Management Program, Minnie Lou Bradley, was inducted into the Saddle and Sirlain Portrait Gallery housed at the Kentucky Exposition Center during the 41st annual North American International Livestock Exposition. This honor is bestowed to individuals based on service to and impact on the livestock industry.

Congratulations, Minnie Lou!

Section 179 & Bonus Depreciation

It is difficult to compete with “up to the minute” news with a quarterly newsletter, but I wanted to give an update on the Tax Increase Prevention Act of 2014 through the U.S. House of Representatives. It was approved in the House on December 3, and is in the Senate for consideration there soon. The act includes at least two major incentives for ranchers and other businesses that are planning to make major equipment purchases in the near future.

Section 179 of the IRS tax code allows businesses to deduct the full purchase price of qualifying equipment during the tax year as an incentive to encourage businesses to buy equipment, providing a stimulus to the economy. Bonus depreciation is similar, but with some differences as to amounts and other criteria.

This article is not intended to encourage readers to go buy equipment, or even to fully explain the tax stimulus legislation. This is just intended to encourage readers to visit with their accountant regarding this matter. By the time this article is printed and sent out, there will likely be updated information that your tax professionals can answer.

I would add a reminder that major purchases should be considered only if cashflow will allow for them in coming months. Tax savings are great, but not if the purchase causes financing issues and interest expenses later.

Jason Faubion



Congratulations to Chase Seany '03, Summer Alumni and Family Gathering raffle prize winner of the custom TCU RM saddle generously donated by



A TIME TO REFLECT



2014 has been a great year for the beef business. Demand for beef has been tremendous and prices are at record levels. With the prices for cattle at all-time highs, management of animal health and every other aspect of the cattle business have never been more important. At current prices a 2-3 percent increase or decrease can be significant dollars. Reputations on health and performance may have never been more scrutinized.

The holiday season generally brings a slowdown in the livestock business; this might be a good time to reflect on the past year and see what areas of our operations worked for us and where we need to make improvements. Stocker and feedlot operations may want to look at pull rates, timing of pulls, treatment success rates, repull rates, and product success just to name a few. When reviewing our operation, it would be a good to work with our vet and nutritionist to look at biosecurity, nutrition, sanitation, facilities, vaccination plans, treatments and many other aspects of our operation. Sourcing cattle from different parts of the country and the genetics we utilize as well as handling, trucking, and stressors would certainly be topics up for conversation. This would be a good time for catching up with other producers and networking, as well as wishing each other season's greetings. Cow calf producers would be well served to revisit the past year with the vet, nutritionist, marketing specialist, and other key members of their team. Weaning weights, weaning percentage, replacements, genetics, breed up, health, cull rates, and range management are just a few topics up for discussion and thought. Employee training and education may need to be considered also. Having a good team to work with and review our operation would be a tremendous help before we work up our management plan for next year.

Having a good team to work with on the ranch is important. Everyone's team may consist of different members but good employees are a real key. We all need good sources of advice for marketing, production, finance, legal issues, and sources to get new cutting edge information. Choose your team members wisely because we all need help and good advice. This time of year can be used to review, network, and build a good team to help you through the New Year.

I cannot speak about a "team" this time of year without remembering a truly valuable member of my own team that I lost this past year. Dr. Mac Devin passed away this last spring leaving a big hole in my team and my heart. My thoughts and prayers go out to his wife and sons especially this time of year. We all need to reflect on family, friends and colleagues this time of year and take time to remember the reason for this glorious season that is upon us. I wish all of you a happy New Year and may the peace and joy of Christmas be yours.



Jason Faubion
j.faubion@tcu.edu
 Assistant Director
 John Biggs Professor
 Ranch Management Program

OUT WITH THE OLD - IN WITH THE NEW

As I am scribbling this down, the heavy equipment is moving into the parking lot to the west of our beautiful Winthrop Rockefeller Ranch Management Building to begin construction. By the time our alumni come in for the winter Roundup, construction will be well on its way for a new parking facility in that area of the campus. If I am not careful, that news can bring me to a bit of grumbling about change, as I think of how things used to be. But for students on campus, this will bring an opportunity to finally find a place to park!

This article is not to describe the new parking garage, but to remind us that change is a necessary thing that affects all of us. If you take a look at ranching, we are heavily tied to tradition. We can even get caught up in the way things used to be. Sometimes we need to remind ourselves that our forefather ranchers were very forward thinking and entrepreneurial, blazing new paths to get things done. As we continue to promote learning and leadership in our industry, we need to continue this by implementing new technologies and methods that can make our business more efficient and sustainable, while producing more pounds of wholesome food for the world. It is our duty, as well as opportunity, as ranchers today.

While I am not a big fan of changing, just for the sake of change, I believe that it is necessary to reevaluate what we do and how we do it. We need to avoid getting caught in the rut of the routine. Sometimes, this can be as simple as comparing notes with a co-worker, family member, son or daughter, or your neighbor. In agriculture, we face changes every day and we must make every effort to keep pace.

This year's Roundup in January should be a great way to start the new year with a deeper look at our industry – through the eyes of 3-4 leaders in our industry. We are planning a panel discussion of our beef industry, with leadership in various areas of the industry. These folks will give their view and outlook of the industry. This should be a great time to hear an outlook for the beef industry, from differing viewpoints. I hope you will all try to come to Fort Worth for the annual Roundup on January 24, 2015. It should be a great time to catch up with classmates and friends. I look forward to seeing you here!

I wish you all a Merry Christmas and a Happy New Year in 2015.

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 : Thanks to all who attended the Third Annual TCU RM :
 : Alumni Tailgate and a special thanks to the sponsor, :
 : Heritage Land Bank. Thank you also goes to Clay Bebee :
 : for organizing this event! The food was prepared by Chris :
 : Farley and Mike Micallef, and there wasn't much left if that :
 : is any indicator of how delicious it was!
 :



ROUNDUP 2015

Make plans NOW to attend Roundup 2015 on Saturday, January 24th and please consider making a donation to the auction.

Hotel Information:

Hyatt Place Fort Worth/Historic Stockyards
(discount reservations until Dec. 13; group code G-TCUU)
817-378-1709 (ask for "sales") or www.stockyards.place.hyatt.com

Holiday Inn Express & Suites Fort Worth Downtown
(discount reservations until Dec. 24; group code TCU)
817-698-6565 or www.hiexpress.com

8:30 Morning Session - Dee J. Kelly Alumni & Visitor Center

The panel will be comprised of Paul Burrough - Banker, Terry Caviness - Packer, Mike Heard - Feedyard Manager, and John Welch - Rancher with Jeff Geider as the moderator. We hope this group can give insight to our alumni on the unique challenges within the industry. Also, we hope each panelist will help us look into the future and prepare for new markets, equity challenges, herd rebuilding, and increasing cost of production. And with all these challenges, consider how we can maintain profitability and optimism within the industry.

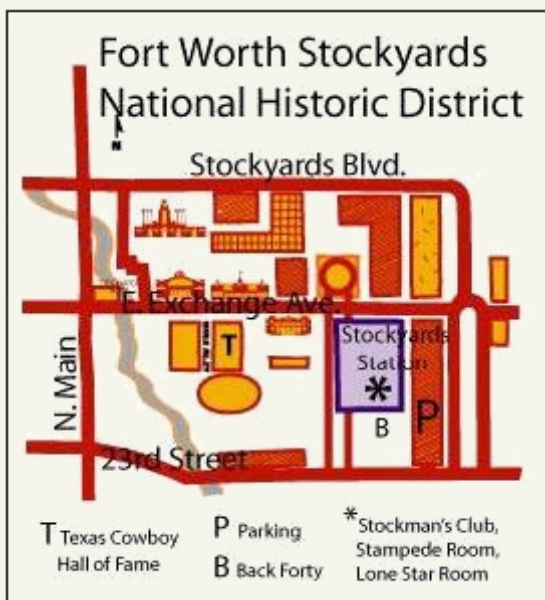
2:00 - 5:00 Matinee Rodeo Performance Southwestern Exposition & Livestock Show

6:30 - 7:30 Cocktails Stockyards Station—Stampede Room

7:30 Dinner Stockyards Station—Stampede Room

8:30 - 9:30 Auction Stockyards Station—Stampede Room

9:30- 12:00 Dance Stockyards Station—Stampede Room



STOCKYARDS STATION

FORT WORTH, TEXAS

Complimentary Parking Pass

Stockyards Station welcomes
TCU Ranch Management Dinner
Saturday, January 24th, 2015
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)



Thank You!!!

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, birth, or job.

You are helping us keep up with you and that's what we want to do!

WHO DID WHAT:

- Send NEWS to TCU Box 297420, Fort Worth, TX 76129 OR
 - call 817-257-7145 OR
 - email ranching@tcu.edu

Grad Year _____

Name _____

NEW ADDRESS/PHONE/EMAIL

Address _____

City _____ State/Zip _____

Home Phone _____

Cell Phone _____

E-Mail _____

CATTLE CALL BY E-MAIL

SEE ALL OF THE PICTURES IN COLOR!

Cattle Call can be sent out by email for those of you who would like to cut down on the amount of mail that accumulates in your mailbox.

To receive your copy of *Cattle Call* by email, just send an email to ranching@tcu.edu with "Email Cattle Call" in the subject line.

Please be sure to give us your name if it isn't clear from your email address.



Cowgirl Hall of Fame 2014 Induction Luncheon—
table sponsored by TCU RM

JOB CHANGE

Company _____

Position _____

Address _____

City _____ State/Zip _____

Work Phone _____

Work E-Mail _____

WEDDING

Spouse's Name _____

Date Married _____

Where _____

BIRTH

Baby's Name _____

Date Born _____

Weight _____ Length _____



2015 ROUNDUP RESERVATION FORM

Number Attending:

Morning: No. _____ x \$ 5.00 = \$ _____

Rodeo: No. _____ x \$25.00 = \$ _____

Dinner/Dance: No. _____ x \$20.00 = \$ _____

Total Amount Enclosed \$ _____

*Payment Is Due By Friday, January 16, 2015
Please Make Checks Payable To: Ranch Management
Mail To: TCU Ranch Management
TCU Box 297420
Fort Worth, TX 76129*

To pay by credit card, please contact our office at 817-257-7145.

Your Name: _____

Grad Year: _____

Address: _____

Email: _____

Telephone Number: _____

Guest Names:

AUCTION DONATION FORM

(Please include value of item/s listed.)

ITEMS: _____

2015 ROUNDUP AGENDA

Saturday, January 24, 2015

8:30 – 9:00

REGISTRATION, LITE BREAKFAST, & VISIT

DJ Kelly Alumni Center
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 \$25.00 each – first come first served basis and must be paid for by Friday, January 16, 2015

6:30 – 7:30

COCKTAILS

Stockyards Station – Stampede Room

Cash Bar (Nothing Brought In)
130 East Exchange Ave.
Fort Worth, TX 76164

7:30

DINNER

Buffet (Menu Below)

8:30 – 9:30

AUCTION

9:30 – 12:00

DANCE

to the music of
Billy Mata and the Texas Tradition



ROUNDUP MENU

- Spicy Steak Fajitas**
- Refried Beans & Spanish Rice**
- Beef Tacos**
- Enchiladas**
- Homemade Guacamole**
- Shredded Cheddar Cheese**
- Real Sour Cream**
- Fresh Shredded Lettuce**
- Pico de Gallo**
- Tortilla Chips & Salsa**
- Dessert**