



THE CATTLE CALL
Newsletter for Alumni of the
TCU Ranch Management Program
Summer/Fall 2015

RANCH MANAGEMENT

FROM THE PRESIDENT, SKYLER FLAKE '06
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I hope this finds you and your family doing well. We've gotten a little dry here in W. Texas and could sure use a rain. But what cowboy isn't always wishing for a rain in September after a long and dry August. We had an exceptional spring, and we're going into fall with our cows in good shape and the country is haired over really good. It's a good sight to see after the couple of tough, dry years everybody had.

A good friend and I were having a conversation the other day about the role social media is having in operations today. Social media can be a great way to promote your operation, your product, your annual sale, and give the general public a view into your daily operation, but it's a very sharp double edged sword. The same platform that can expose the good to thousands of people can also portray an operation in a negative light to an even greater number of people. It's amazing how fast negativity spreads today. One wrong picture posted on a social media platform can undo a century's worth of agricultural legacy. The post may be something that is common practice to us but, to the misinformed public may look like a travesty. I'm not advocating a complete change in operations at the ranch. If a yearling needs doctored in a 1200 acre wheat field, the most effective method is to rope him, lay him down, and doctor him. Posting a picture of him tied down with your horse holding a tight rope can be taken out of context extremely fast in this touchy, feely world we live in. Once it has been seen in a negative light it takes years of PR work to get it erased from the public's eye.

It is our responsibility to shed a positive light on our operations and production agriculture as a whole. We are responsible for feeding the world, but the world tends to forget that sometimes. They are pretty quick to bite the hand that feeds them. Special interest groups are always working to back us into a corner to put us out of business. Anything they can use to fuel their fire is latched on to and ran with. Any attack from them, regardless of where it started, is aimed at production agriculture as a whole. As we move into a world that is further and further removed from the farm, we need to do all we can to show the world we are the best at providing a safe, wholesome, and nutritious product to feed them.

I would urge you to have a conversation with your co-workers and employees about helping to portray production agriculture in the best light possible. We are great stewards of the land, our crops, and our livestock. We need to tell our story, and not let it be told by the misinformed and misguided.

If I can ever do anything for you, please don't hesitate to get ahold of me.

Skyler Flake



Kerry Cornelius
Director
Burnett Ranches Professorship
k.cornelius@tcu.edu

DOERS. DREAMERS. TRAILBLAZERS.

This year's class is off to a great start. We have 28 students (5 women and 23 men) from six different states; one each from Colorado and Florida, two from California, three from Oklahoma, three from Wyoming, and eighteen from Texas. As I write this, the students are putting the finishing touches on their Corral Plans and starting work on their Range Plans. This is always a fun time of year because you can see the sparkle in their eyes each and every day from learning something new.

October 3 we will host our fourth Tailgate Party at the Ranch Management building prior to the TCU vs University of Texas football game. The game time has not been announced, but we will post it on our website as soon as we know. The game is sold out so we won't have any tickets available. But if you come to the Tailgate we will have the game on in the classroom and it will be shown on a large screen on the back lawn of the Kelly Alumni Center. Standing Room Only tickets go on sale Monday, September 28 at 8:00 a.m. online at www.gofrogs.com or by calling the TCU Athletics Ticket Office at 817-257-FROG (3764). Of course, parking on game day is always a challenge but parking (both free and paid) with shuttle service is available at several lots around town. For a complete listing of parking lots and their locations: <http://www.gofrogs.com/gameday/parking.html>.

I encourage you all to come by and see the latest addition to the west side of campus; the new parking garage behind our building. It is a really a nice looking addition to the campus. TCU went above and beyond to make it blend in with the existing structures and not just look like a parking garage.

In closing, I would like to thank Missy Bonds and David Mayfield along with their crew for all their efforts in organizing and putting on the Summer Gathering in Hamilton this past summer. Missy and David did a great job and it was a tremendous facility.

WELCOME, CLASS OF 2016





Saddle (donated by Merck Animal Health): won by Dakota Holmes '12

A fantastic **29th Alumni and Family Summer Gathering** was held in Hamilton, TX at the Circle T Arena June 19-20. Friday evening there was fellowship and fun at the Circle T Arena with the use of the volleyball courts, swimming pool, and horse shoe pits. Forrest Watson with AHI, Clay McKesson with Bayer Animal Health, and Robert Horner with Elanco provided a great meal for all those in attendance Friday night. Saturday morning started with calf roping and team roping events, as well as, shooting events at Lone Star Sporting Clays. Saturday afternoon teams competed in the ranch rodeo. After Saturday's activities everyone gathered for a steak dinner and awards for the day's events.

THANK YOU TO THE COMMITTEE FOR AN OUTSTANDING WEEKEND!

Calf Roping:

1st place – Bobby Harter

Team Roping:

1st place – Jeff Davis and Waylon Davis

2nd place – Skyler Flake and Bobby Harter

3rd place – Bill Angell and Skyler Flake

Ranch Rodeo:

1st place overall – Bill Angell, Skyler Flake, Dakota Holmes, and Richard Meyers

2nd place overall – Bill Angell, Payton Chambless, Chase Seaney, and Daniel VanVickle

Branding 1st place – Bill Angell, Skyler Flake, Dakota Holmes, and Richard Meyers

Trailer Loading 1st place – Payton Chambless, Cassidy Seaney, Chase Seaney, and Colton Seaney

Cattle Doctoring 1st place – Reese Clark, Waylon Davis, Skyler Flake, and Dakota Holmes

Sporting Clay Shoot:

Top Female – Kristen Kirkland

Top Male – Steven Mafrige

Top Hand/Top Horse:

Bill Angell





4th ANNUAL
ALUMNI REUNION
AND RECRUITMENT
TAILGATE

We will be tailgating on the lawn at the Ranch Management building before the game between TCU and UT on Saturday, October 3rd.

Pack your cooler, get in touch with your classmates, and make this a reunion party!

If you know of potential students for the Program, this would be a great way for them to see the building, meet alumni/faculty, and get information about the Program.

The exact time of the game has not been set, but we **will** be there. Food will start being served **2 hours before game time**.

Sponsored by



RANCH AND LAND DIVISION

Don't have a game ticket? Standing Room Only tickets will go on sale Monday, September 28, at 8 a.m. online at gofrogs.com or by calling the TCU Athletics Ticket Office at 817-257-FROG (3764).

A GREAT BIG THANK YOU TO THE SPONSORS BELOW FOR THEIR SUPPORT OF THE 29TH ALUMNI AND FAMILY SUMMER GATHERING!

Cowboy Level — Buford Ranch, Hargrove Ranch Insurance, National Livestock Credit Corp., Norbrook, Inc., Roger Williams Chrysler, Superior Livestock Auction, LLC, Taylor Made Custom Roofing, Texstar Ford Lincoln

Ranch Boss — TCU Alumni Summer Roping

Wrangler Level — Crossroads Cattle Co. LTD., John L. Lessor, III, Land O' Lakes, Inc., Lone Star Ag Credit, Mayfield Farms & Ranch, Inc., Missy Bonds, Producers Trading Co., Inc.

Individual and Business Contributions — Aaron White Insurance, Missy Bonds, James Donnell, Jr., C.J. Ertel, Wayne Hallett, Bobby Harter, John L. Lessor, III, Virginia and John Merrill, Doug Perkins, Tom Schwartz, Daniel Van Vinkle, James Wood, Y Bar Ranch

USING OUR RESOURCES



Kevin Johnson
Assistant Director
Houston L S & R Professorship
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Disease, stress, and lack of good animal husbandry practices cost the cattle industry billions of dollars each year. It is estimated that Bovine Viral Diarrhea (BVD) cost the United States cattle industry 2 billion dollars per year and that stress alone is responsible for 1 billion dollars in losses every year. Trichomoniasis is still a costly problem throughout Texas and the rest of the country. Veterinarians and state health officials have told me that Trichomoniasis is still showing up much more than it should. We all know stressed cattle have a lowered immune system and this contributes to health problems. Lowered immunity and sickness seem to be a bigger concern than ever. We are also learning more every day about using good nutrition to enhance the body's disease fighting ability. Moreover, reports from veterinarians and animal health professionals show that an increase in disease spread is also due to basic sanitation problems. This might be a good time of year to review our operations and look for some resources that are available to help with production and employee training on our ranches.

Kansas State University came forward last year with an innovative website tool called BVD Consult (www.bvdconsult.com) to help producers understand BVD and how it can affect their operation. In addition, they have a new tool to help producers understand Trichomoniasis called Trich Consult (www.trichconsult.com). This website is a very helpful for ranchers to assess and understand their risk, and prevent this costly disease.

Merck Animal Health has a great new website that deals with cattle handling, and features several world renowned experts in this field. The website is www.creatingconnections.info. Anyone can access the website for a preview, but you must be a Merck customer to login or you will need to contact your local Merck representative. The website has some excellent videos and information available, and it could be a great tool for training employees.

Beef Quality Assurance (BQA) training is an absolute must in our business. BQA can help with production, sanitation, and quality problems; plus it is the right thing to do. Many of us were trained years ago, but today the majority of young people and those new to agriculture have not been trained. I dare say, there are also a few of us who could use a refresher course. Boehringer Ingelheim is sponsoring national BQA training at www.bivi-bqa.com. The training is not free, but Boehringer Ingelheim is currently covering the cost for producers to take the training. When you log in use the access code **bivibqa** and you will not be charged. This training would be good for all of us; especially young people and folks new to the business. Any person who lacks proper training should not be working around livestock.

There are new products coming out like Bayer Animal Health's immune stimulator called Zelnate. You may want to check out www.Zelnate.com to learn about this new tool. Feedlots and yearling operations may want to look at the new technology involving a computer generated diagnosis of lung sounds. This technology has proven to be helpful in reducing death loss, medicine cost and lung damage. The technology is available from www.WhisperScope.com and Micro Beef Technologies. Also, several feed and additive companies are working on products to improve nutrition and boost the immune system. Many companies and universities offer excellent tools that could help our ranches. Take some time and visit with company representatives and university people for new information and training that may be available for you and your employees. *Let us be good managers and use all the resources available to us.*

January 23, 2016
SAVE THE DATE
Alumni Roundup

Event details still to come, but hotel reservations can now be made!

**Hyatt Place Fort Worth/Historic Stockyards
132 E. Exchange Ave, Fort Worth, TX 76164
T 817.378.1704 F 817.378.1730**

<http://stockyards.place.hyatt.com/en/hotel/home.html>

When booking by phone:

call 800.833.1516 and refer to the group under the name of **TCU Ranch Management 2016** with group code **UNIV** to make reservation.

When booking online:

follow the web link <http://www.hyatt.com/hyatt/reservations/flow6/place/propCheckAvailability.jsp?pid=DFWZF&extCorporateId=G-UNIV>. This link will take you directly to the booking page and have the discount pre-loaded.

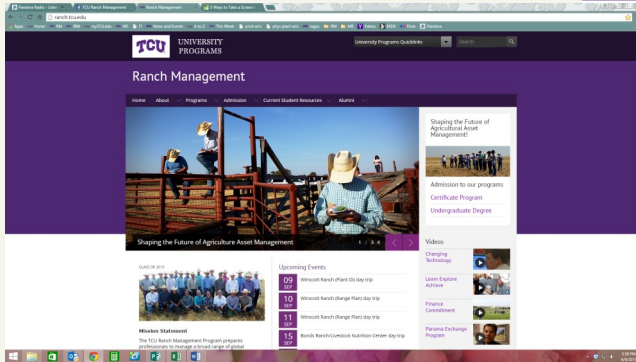
Reservation Due Date:

You have until Friday December 4th, 2015 at 11:59pm to book your reservations under this discounted group block.

**Institute of
Ranch
Management
Summer 2015**



HAVE YOU TAKEN A LOOK AT THE REDESIGNED WEBSITES?



www.irm.tcu.edu

www.ranch.tcu.edu

CONGRATULATIONS, CLASS OF 2015!



First Row (L to R): Jason Faubion, Michele Barrow, Janelle Davila, Dr. Bonnie Melhart,
Dr. Nowell Donovan, Kerry Cornelius, Chris Farley, Kevin Johnson, Jeff Geider

Second Row (L to R): Kelton Woodard, Cooper Eden, Mark Ryan, Jordan Mansager, Zack Peters,
Maggie Hanna, Caitlin Hoeft, Katie Foster, Shelby Brown, Matthew McClure, Tate Bostick,
Levin Porter, Austin White

Third Row (L to R): Matt Crow, Dusty Hicks, Parke Greeson, Clay Jarriel, Josh Ferguson,
Brody Russell, Connor Huser, Brandon Mann, Pate Stewart, John Haley, Dustin Valusek,
Garren Bellis, Heath Cox, Gage Moorhouse

THANK YOU!!!

WHO DID WHAT:

- mail: 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 _____

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 _____

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!



Call 817.257.7145 or email michele.barrow@tcu.edu for prices and an order form for RM merchandise!



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.