



RANCH MANAGEMENT

CATTLE CALL
Newsletter for Alumni of
TCU Ranch Management
Summer/Fall 2023

From the President, Matt McLelland '12

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Dear Alumni,

I'm writing this looking outside at how bone dry and hot it still is, where we saw the hopes of Labor Day rains pass by. It's not too late though, and it could definitely be worse! With Fall works, football season, and relief of this summer's heat coming soon, I want to encourage everyone to hang in there! One of the things that has stuck with me from going through the program was to see the value in everything. This drought and extremely hot summer can sure get a guy down and threaten a cowman's business and livelihood, but it can also force him to take a hard look at how he operates. That might mean having to cull deeper than normal - which down the road may improve your herd genetics, productivity, and overall cattle's efficiency. You may have to refigure stocking rates - which may give that country time to heal and reintroduce those ice cream grasses that haven't been around in a while.

The current class is up and running full steam ahead with Range Plans underway. I am excited about this group of men and women that the instructors worked diligently recruiting, vetting, and putting together for the Class of '24. The first week long field trip is coming up and I know the hosts and students are anxious to start that vital part of the program. For those who don't know yet, Dr. Matthew Garcia has taken the role of Director and is doing a great job leading the way, while still learning the Ranch Management program ins and outs himself.

I want to finish by challenging you all with a few tasks: 1. If the class is taking a trip close to you, we'd love to help get you connected with them somehow; if that's by helping provide a meal for them or stopping by to introduce yourselves and say hello. 2. Please make plans to attend the annual winter RoundUp; whether it's to help vote on any changes being presented or just to catch up with old classmates and friends, we would love to see you there. 3. It is never too early to beat the bushes to find good candidates for next year's class. I firmly believe it is our job to recruit the next generation of leaders in our industry, businesses, and way of life!

Thank you all and hope to see you soon.

Go Frogs!

Matt McLelland



11TH ANNUAL

Alumni Reunion AND RECRUITMENT TAILGATE

TCU VS. WVU

SATURDAY • SEPTEMBER 30TH



Scan the code and enter **TCUAG** to purchase discounted tickets for the game!

Parking and game day information



click on **FAN ZONE** in the purple menu bar



TCU Ranch Management
2800 Stadium Drive
Fort Worth, TX 76129

Win an Apex Cooler, provided by Apex Cooler Systems.
Buy 1 ticket for \$25; or 4 tickets for \$100

THANKS TO OUR SPONSORS

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Merck Animal Health • RanchSense • TSCRA • Zoetis

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Texas & Southwestern Cattle Raisers Association, Zoetis

Ag Texas, AgriWebb, Big Bend Trailers, Boehringer Ingelheim, Elanco,
Land O'Lakes Purina, Livestock Nutrition Center, RanchBot

*For sponsorship opportunities, please contact **Jessen Tucker Cowen '13***

jtcowen89@gmail.com (940)203-1893



Dr. Matthew Garcia
Director
Southwestern E & L S Professorship
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Herd Reduction Strategies During Drought: Who Goes and Who Stays?

As many of you know, I just left a state (Utah) that looks to be coming out of a three-year drought to come to a new state (Texas) that is still actively involved in a severe drought in many parts of the state. As such, I have had many conversations with producers about herd reduction strategies. Now, I know that the concept of selling animals when we don't want to is a touchy subject and the vast majority of us will hang on until the last moment, but it is essential to be proactive to our approach so that we have a good plan in place if we actually have to do it. The reason for this is that traditionally drought has both an economic impact and a production impact on our operations. Traditionally, the economic impact is realized because if we are selling animals due to drought, so is everyone else. As such, the market is depressed due to increased supply of cattle entering the market. However, this year is the exception to the rule, as markets are strong and calf prices remain high. This is most likely due to the fact that beef inventory in the US is already very low, and as Texas and Oklahoma potentially depopulate, this inventory could decrease significantly further.

If you are depopulating in the current market, you should definitely have a strategy in place for when you try to herd build in the future. With depopulation currently happening, and calf prices, cull cow prices, and cull bull prices remaining strong, many people are not looking forward to what this may mean when we go to herd build in the future. Due to extremely low inventories, repopulation or herd building may result in paying premium prices (sometimes for animals we normally wouldn't buy) because supply is low and everyone is trying to re-stock. The production impact is also realized as more than likely we have sold cows that were adapted and selected within our system over multiple generations and now we are replacing some or all with animals that are naïve to our production system. This usually results in increased production costs to purchase and keep animals in the system, and unfortunately increased culling rates for animals that could not assimilate into our system effectively.

Now, when we decide or are forced to do herd reduction, one of the big questions I get is, "Who goes and who stays?" Well, if we are in a drought situation, our production costs are going to go up due to increased supplementation and increased overall care of our animals. As such, the first animals to go should be animals that are not going to contribute any product (a calf) or are going to need additional resources above and beyond what is needed to get through the drought event. Open cows are a no brainer, but cows needing additional resources could be older cows with limited teeth, or cows that came in thin or traditionally come in thin. The next group that needs to be evaluated is mature versus young cows. Most people will say old or mature cows go first. However, let's remember that an older cow that is bred, in good condition, and still has teeth, is adapted to your production system. She is probably more resilient than some of the younger cows, and although she may not produce a world beater calf, that fact that she is going to produce a calf every year is more valuable than a cow that produces a good calf every other year. Now, the young cows may truly be your best animals genetically and these ones have both a financial and emotional investment. However, as we all know, in tough times we typically see our 2, 3, and 4 year-olds come in open. This is primarily due to the fact that they still have growth requirements, are raising a calf, and still trying to recover from pregnancy. Do we honestly think that throwing a drought event on them is going to help with their productivity? Furthermore, these young cows are still in the "prove it" phase of production to see if they will last in your system, where your older cows have already proved it. Obviously, these decisions are going to be made by producers as they truly understand which animals are going to be successful in their systems. However, let's be proactive in our strategies so that if we do have to make herd reductions due to drought, we do it in the most effective way possible.

For more information or in-depth conversation please contact:

Dr. Matthew Garcia

Email: m.garcia768@tcu.edu

Phone: 817-257-7145

Ranch Management would like to congratulate & thank Chris Farley and Kevin Johnson on their retirement from TCU RM and for a combined 28 years of instruction!

The RM Alumni Association proudly presented belt buckles to each instructor for their service.

BEST OF LUCK, GENTLEMAN!



WHAT A RIDE IT HAS BEEN!



Chris Farley



Kevin Johnson

Ranch Management

DEAN'S WELCOME RECEPTION

Please join Dean Michael Kruger in welcoming CSE's new Ranch Management Director Matthew Garcia, Ph.D.

SEPT. 29

Dee J. Kelly Alumni & Visitors Center
2820 Stadium Drive, Fort Worth
3 - 5 p.m., Dean's Remarks at 4 p.m.

Please RSVP by clicking [here](#).

TCU

COLLEGE OF
SCIENCE & ENGINEERING

RANCH MANAGEMENT





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

Plant I.D.

We just got back yesterday from taking the class out to do plant ID. You may remember this is the starting point for the Range Plan. My observation this year - it is the driest I have ever seen the plants for Plant ID in my 29 years of teaching at TCU. Several of the plants that are normally in abundance, we couldn't even find. The plants that we did find are extremely brittle.

People often ask if we teach real-life here. The answer is yes, we try to show them exactly what you all are dealing with daily. When we got back to the office, I pulled up a rainfall tally for the year from the app *Climate Field View* <https://climate.com/>; thank you, David Parkey and Dustin Valusek, for bringing the app to my attention. I will give you a few examples to put things into perspective of what we are dealing with: in Junction, TX, they have received 42% of their normal rainfall; in Crowell, TX, they have received 77% of their normal rainfall; and in Weatherford, TX, we have received 63% of our normal rainfall. The worst part is, this is going on the second year of dry ponds and a lot less moisture for a lot of folks. Combined with the excessive heat this summer, growing conditions have not been favorable to say the least.

Every year and every drought are a little different. One of the bright spots this year is the market is record high, and normally during droughts when folks are forced to liquidate livestock, the markets are usually a lot lower. If you are some of the fortunate to receive timely rain, count your blessings and for those of us still praying for rain, we are a day closer.

By the way, the class is off to a great start - they have the right attitude and are eager to learn. Please join us in supporting the Class of 2024 as they continue to develop their ranch management knowledge.



Welcome, Class of 2024

7th Annual Welcome Grill & Chill

Excitement for a new year filled the TCU Ranch Management building's halls as alumni, faculty, as well as TCU President Dr. Pullen, Dean Kruger, Dr. Barth, and various TCU leaders not only welcomed all the new students, but also Director Dr. Garcia on their first day of orientation.

The mission of this welcome dinner is and always will be to provide a network of support and resource sharing for the incoming class on day one, and showcase the genuine care each of us have for the program that has changed many of our lives. Since 2017, the welcome dinner has grown from cooking 40 steaks to this year over 100, and next year we expect more! If you have not experienced this special event, please know you are invited, come lend a hand, come share your expertise, and come get to know the future of our alumni base! Do not hesitate to reach out to myself or Patrick Murray to know more. The success of this dinner would not be possible without the donations of time, talent, and dollars of various alumni, so THANK YOU, you know who you are, from water bottles, tea, ice chests, desserts, and much more, there are way too many to list you all as there were over 30 alumni who were directly involved to pull this off. The main sponsor for this event comes from Joe Brhlik at Standard Meat, they have donated the delicious steaks each and every year, we owe them a huge thank you as well.

Students, utilize your resources, work hard, and represent TCU Ranch Management to the best of your abilities; you will be alumni before you know it! Once again, thank you to everyone who made this dinner possible, WELCOME, Students and WELCOME, Dr. Garcia.

Dustin Valusek
(832)788-5610 dustinsvalusek@gmail.com





Jason Faubion
Assistant Director
John Biggs Professorship
j.faubion@tcu.edu

Experiential Learning

With so much of the learning value of the TCU Ranch Management program coming to the student with the “learning by doing” method, our alumni that read this will undoubtedly recognize the value of ranch experience to a potential student. As I write this brief note for the Cattle Call, I have just spent three hours in a great class discussion with the students. After class, I mentioned to my colleagues, my hope that this group of students will likely continue to challenge us as instructors, as they demonstrate a strong background of industry work experience. This background is very evident by the excellent questions and comments made by the students thus far in the semester.

With that said, it is with pride that I convey to you that the Class of 2024 is coming out of the starting box looking very strong. I’m certain that I share the same hope as each of you, that the class will continue to grow, accept each challenge, and accomplish much in their careers – both within the program and professionally in our industry. We are excited about this class of students and thankful to each of you that may have referred one of them or maybe even employed one of them, as they needed more ranch experience before enrolling in the program.

I know that we ask a lot from our alumni, but I would ask for your continued support in offering ranch experience to our prospective students. There are several of this year’s students that have spent a summer or more working with our alumni to gain experience. In past years, Mr. Farley has put out the call, and I wanted to let you all know that we still need your help. If you would consider taking on a summer intern student to help them gain ranch experience, please let me know. We try to help potential students gain experience in areas in which they may be lacking, so we need everything from cow/calf to feed yard opportunities.

If you are interested, or if you have questions about the possibilities, feel free to contact me at the Ranch Management office or j.faubion@tcu.edu . Thank you!



first day of class 08.21.2023

Sponsor Spotlight: Livestock Nutrition Center

Livestock Nutrition Center (LNC) is a feed company that focuses on targeted nutrition to maximize the value of a producer's nutritional investment. With over 15 locations in the South-Central U.S., LNC is able to provide timely and consistent coverage to customers year-round. Founded in 1998, the mission of LNC has always been to deliver what the customer needs, rather than taking a "one size fits all" approach. As a result of this philosophy, LNC supplies custom blended feed to producers, specifically formulated to achieve a given performance goal, whether gain, or efficiency focused. With a wide offering of feed products, from tubs and range mineral to straight commodity sales, TMR premixes, complete feeds, and cubes, LNC's team of over 50 salespeople and 4 Ph.D. nutritionists work with producers to ensure value is added to their operations. From the initial sales call to when cattle are shipped and closed out, LNC's team of consultants and nutritionists provide excellent, ongoing customer service and support to help customers achieve success.

We had a chance to visit with Cody Welchons, a consulting Ph.D. Nutritionists at LNC in Chickasha, OK. Here's what he has to say...

What does a typical day as a nutritionist look like?

I spend about half my time in the office and the other half out seeing customers. During my office time I am working on putting together rations and feeding programs, conducting training for our salespeople, and working on company projects. While out of the office I usually travel to key accounts that I act as the consulting nutritionist for, often with one of our salespersons

What is your favorite part of working at LNC, or working with your customers?

I appreciate the ability to remain objective in my role which allows me to make recommendations to customers, regardless if that means LNC sells something or not.

What is the most random/odd request you've ever received as a nutritionist?

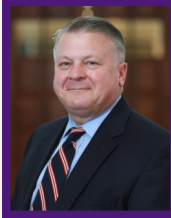
I was asked to make an emu ration with no soy products – that ranks as one of the oddest requests.

What is a piece of advice you'd give to our alumni group?

Don't let yourself become dogmatic. Things change, including ways, both big and small, you can manage cattle. In the realm of nutrition alone, nutrient values of ingredients change, new products become available, and new feeding programs are always being evaluated. If we are dogmatic in how we approach things, we may miss doing our best job.

Cody Welchons
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405.561.2900





Jeff Geider

IRM Director

William Watt Matthews Directorship

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How Are We Connected?

I recently discovered a piece written by McKinsey and Company which outlined, in great detail, the need for agriculture to confront two significant obstacles facing the future of the industry.

The first is the need to increase the necessary connectivity infrastructure in agriculture and the second, the need to rapidly deploy digital tools to meet the ever-growing demand of increased production.

The title of the article is what first caught my attention. *“Agriculture’s connected future: How technology can yield growth.”* The subtitle, almost as compelling, summarizes the thesis by stating, *“One of the oldest industries must embrace a digital, connectivity-fueled transformation in order to overcome increasing demand and several disruptive forces.”*

To those not familiar, McKinsey and Company is a very large global management consulting firm that offers professional services to corporations, governments, and other organizations and enjoys a very influential and wide following. Because of their expansive reach, governments and major global corporations tend to put a lot of stock in their analysis.

While the rise in the use of high-tech tools in agriculture is not necessarily a new concept, the need to strategically adapt this technology has probably never been greater. It can sometimes be referred to as the early days of yet another agricultural revolution. We are all too familiar with the challenges agriculture currently faces including the need to produce more with less, survive on razor thin margins, deal with supply chain issues, and remain environmentally responsible to mention a few. McKinsey argues that artificial intelligence, analytics, connected sensors and other emerging technologies could increase yields, improve the efficiency of water use and other inputs, and build sustainability throughout the agricultural industry. The key component to all of this is based on a solid connectivity infrastructure. We do not always think in terms of the different ways or the speed in which data is collected, analyzed, and transferred, but advancing connectivity technologies are what will facilitate progress.

According to research conducted by the McKinsey Global Institute, successfully implemented connectivity could add \$500 billion in additional value to the global gross domestic product by 2030. That is an impressive number by any measure.

The study goes on to claim that only about one-quarter of farms and ranches in the United States use any connected equipment or devices to access data and most of that technology is running on 2G and 3G networks that either are or will be obsolete in the near future. The current technologies running 3G and 4G cellular networks will most likely be sufficient to enable advanced monitoring of crops and livestock. Nevertheless, there are several advanced technologies on the horizon that will continue to move into this space. This is where their argument catches my interest. McKinsey and Company states that by 2030 it is expected that 80 percent of the world’s rural areas will be covered by some type of advanced connectivity infrastructure. The idea is that this advanced technology will likely deliver higher yields, lower costs, and greater efficiencies thus providing the agricultural industry with resiliency and sustainability for the future.

In this study the focus was mainly in five areas:

Smart-crop monitoring, drone farming, smart-livestock monitoring, autonomous- farming machinery, and smart-building and equipment management. The direct application of advanced connectivity can create economic benefits and efficiencies in everything from optimizing crop growth and reducing crop loss in farming to tracking illnesses, and optimum feed and medicine intake in livestock. The smart-building and equipment management application is especially interesting as it is aimed at improving performance and the useful life of equipment and other assets helping to reduce overhead costs.

There is little doubt that the industry will continue to look to technology to improve efficiencies in production and distribution of agricultural products. More and more entities will enter the tech arena with new ideas and new products. To be sure, not all technology fits every operation, but some may work nicely when integrated properly into the management system.

The article ends with a quote I think is worth repeating. “The success and the sustainability of one of the planet’s oldest industries may well depend on this technology transformation, and those that embrace it at the outset may be best positioned to thrive in agriculture’s connectivity-driven future.”

Definitely food for thought.

Excerpts and quotes were taken from an article published by McKinsey and Company October 9, 2020.

Alumni Spotlight



Name: Billy Knox '98

Current Employer: Liberty County Sheriff's Office; Liberty, Texas

Job Position/Title: Chief Deputy

Job Duties/Responsibilities: For those that don't know, the chief deputy is the Sheriff's 2nd in command. In the western states, they are called the undersheriff. I am responsible for overseeing all of the daily operations of the Liberty County Sheriff's Office under the direction of Sheriff Bobby Rader. These operations are divided into three bureaus: Law Enforcement, Corrections, and Support Services, encompassing 200 employees. Along with the daily operations, I coordinate budget management, staffing, goal setting, and personal achievement within the agency. Of course, our livestock division is special to me, and I am proud of what it has become. Ultimately, I am the point of contact to relay all information to the Sheriff and ensure his orders are followed.

TCU RM Reflections: It has been 25 years since I graduated RM, and I still talk weekly to some of my classmates. The classes that RM offers are one of a kind, and my time there is something I will always treasure. Many people don't think of a sheriff's office as a business, but realistically it is. Sitting at my desk to crunch numbers, I always reflect on the first week or two of class when we were asked to figure out our breakeven. My RM buckle on my duty rig is quite the conversation piece, and people are more curious about it than the rest of my belt.

Prior Experience/Education: After RM, I went to work for a stocker operation in Central Texas. A few years later, I put myself through a police academy and became a deputy. TCU Ranch Management; Tarleton State University, BS in Criminal Justice Administration; Lamar University, MS in Criminal Justice; FBI National Academy #277

Involvement in Organizations/Clubs: 100 Club Houston- Advisory Board Director



Name: Dale Smith '94

Current Employer: JA Cattle Co., Corsino Cattle Co., Adobe Walls Cattle Co., Horseshoe Bar Cattle Co.

Job Position/Title: Managing Partner

Job Duties/Responsibilities: General ranch management – marketing, range management, operations, finances, capital improvements, and strategic planning.

TCU RM Reflections: The TCU RM program, especially John Merrill, had a great impact on my life and career and I would not be where I am today without the valuable education I received at TCU RM. My attempt to being a lifelong learner started with Mr. Merrill.

Prior Experience/Education: Caprock Industries 1994-96; University of Texas at Austin, BBA 1993, TCU RM 1994. Currently enrolled in University of Idaho – Fire Ecology, Management, and Technology graduate studies

Involvement in Organizations/Clubs: Past President of CattleFax, past board member of TCFA, current board member of TSCRA. Founder and Past President of Texas Panhandle Prescribed Burn Association. Current Board Member of Texas Prescribed Burn Board. NCBA and Oregon Cattleman's Association Member. Member of St. Mary's Catholic Cathedral.



Congratulations, Class of 2023



Standing left to right/back row:

Devon Arndt, Goldthwaite, TX; **Jimmy Martin**, Bay City, TX; **Lucas Davis**, Weatherford, TX;
Jacob Shackett, Leander, TX; **Luis Rivas-Lastra**, Fort Worth, TX; **Sawyer Breeding**, Stephenville, TX;

Standing left to right/middle row:

Will Cantu, San Angelo, TX; **Chet Smith**, Tampa, FL; **Homer Bailey**, La Grange, TX;
A.J. Wright, Des Moines, NM; **Kyle Lanier**, Weatherford, TX; **Rylan Creighton**, Elida, NM;
Pete Etheridge, Dallas, TX; **Gramm Guillory**, Cranfills Gap, TX

Seated left to right:

Will Hurd, Nemaha, IA; **Amber Kribbs**, Harrah, OK; **Grace Bazar**, Muleshoe, TX;
Alejandra Morales, Panama; **Alex Carter**, Seminole, TX

These 19 young women and men graduated from TCU Ranch Management in May after successful completion of the comprehensive curriculum of the program. Intensive classroom study of ranching practices is reinforced in 9,000 miles of travel for onsite case studies of ranches, farms, feedlots, processing plants, market facilities, and research centers. They benefit from years of operating experience with some of the very top people in the ranching profession.

The future of ranching is in good hands.



Matt McLennan

Associate Professor

Houston L S & R Professorship

m.b.mclennan@tcu.edu

Expensive Money!

I have had and/or overheard several interesting conversations as of late about high-risk cattle and the risk of elevated death losses at these prices. I certainly agree. The amount of capital it takes to own these cattle clearly represents a huge, and much increased over previous years, investment. I have been pushing my pencil around and tapping on my own calculator, as well. For example, lets just consider a fairly good quality, #1 Texas/Oklahoma 350-pound heifer. By the time you bought her, landed her at your pens, processed her, and put 3-4 days of receiving feed and hay in her, she probably costs \$900.00 +/- . You can argue \$50 with me either way if you want, but for purposes of my illustration it is going to be the same. I understand that a 10-15% death loss is very high. I also have enough experience with these kinds of cattle and have overheard enough conversations to know that it is not that uncommon to have that kind of mortality in these kinds. If we just do quick math at 10% death loss, that's \$90/hd. Certainly, a big expense on anybody's breakeven; but let me ask you a question... How much did the money that was used to buy this heifer cost? How much will the money that pays her pasture, growyard and feedyard bill cost if you or I own her to finish (likely a year)? Let's just say she cost \$250/cwt dlvr'd to your Texas or Oklahoma operation. The cattle interest alone on her at 8% is \$70/hd. Let's say it cost us \$1000.00/hd in pasture or growyard and the feeding expense to take her to finish at 1225#. The interest bill on her pasture and feeding is around \$42/hd. This takes us to a total interest bill of \$112.00/hd. The cattle interest plus the operating interest is \$22/hd higher than the cost of a 10% death loss! That makes me want to take a few steps back!

I know I am preaching to the choir here when I am writing to alumni of this program! Many of you are way ahead of me on this and are not surprised at all. I feel like there are some other questions and possible implications that this kind of interest cost combined with the potential risk/reward going forward may have on our business. Consider the following scenarios:

From 2012 to 2017, the average age of the American producer was around 57 years old. Those producers would now be 63+/- if we use simple math. Cow calf producers within that demographic have the opportunity today to cash in cull cows, older bred cows, or even running age bred cows at all time highs in value. Instead of using that money to re-stock herds with younger females, they have to opportunity to put it in CDs or other low-risk investments at 5% or even higher rates of return than they've been able to do in over 25 years. What implications might this have on expansion and the re-building of the nations cow herd? Especially considering that the input costs to develop and maintain that younger female are also at all-time highs.

Since the 1980s and certainly since the 1990s, more and more feedyards have depended heavily on a high capacity, costs spread over high volume type of business model. This has been very true in the last 2 decades. The larger feedyards in the Southern plains particularly, are the drivers of feeder cattle value. Will the cost of money at 7% or 8% or even 9% change their analysis of the risk/reward of maintaining 95% or better capacity of 100,000 hd+ facilities? 500,000 hd+ facilities? The cost of money alone to keep these feedyards full is over double what it was 2 years ago. When will that trickle into the risk reward analysis? What and/or when does that impact feeder prices and ultimately calf prices?

Lastly, and one final point, I think over the years many of us would agree that anytime you make \$100/hd profit or even \$150, no matter if that is cow-calf, stocker or feeder, that is pretty good. Do the math this year. You will find that \$150/hd profit will not be a very strong ROI. With the cost of money and the overall \$ at risk, I'd say this deserves some careful second consideration by most of us!

There are a number of other confounding factors like drought, recession, labor availability and on and on. Like I said, I know I'm preaching to the choir here! Just run your calculators, your spreadsheets and dashboards, or whatever tools you use, and look closely at your investments in these times of expensive money!

SUMMER GATHERING OKC 2023

EVENT WINNERS

Team Roping:

Joel Reimer- Champion Header

Sawyer Breeding- Champion Heeler

Ranch Rodeo:

Smith Cattle swept the Ranch

Rodeo Top Three:

(each team was slightly different, but named the same) winning teams were a combination of the following: Sawyer Breeding, Taylor Burkett, Clint Jackson, Colton Jackson, Brent Jarvis, Joel Reimer

Fan Favorite Team:

Wesley Miller and Family



Thank you, Merck Animal Health for donating a saddle!

Merck Saddle Drawing:
Hyrum Miller



July 14 & July 15

**SUMMER ALUMNI
& FAMILY GATHERING**

Oklahoma City, Oklahoma



Announcements



Congratulations to Karley and **Tucker Brown '17** on the birth of their second daughter.

ADDRESS/EMAIL/PHONE CHANGES:

Chuck Babb '76

Rus Beheler 'E85

Jennie (Struthers) Bracken '05

Charles Jeffers '67

Timmy Mann '75

John Phelan '73

**CALL THE RM OFFICE IF
YOU NEED THE UPDATED
INFORMATION FOR THESE
ALUMNI.**

*With
Sympathy*

Jim Ware '71

June 27, 2022



CLASS OF 1984

40 YEAR REUNION

Contact [Roger Parks](#) for details

(254) 709-5972

parkscattleco@gmail.com



Dell's Member Purchase Program partners with TCU Ranch Management Alumni Association! Due to the relationship with Dell, we are pleased to announce that Dell has extended discounting on personal technology to our alumni members! Through Dell's Member Purchase Program all alumni, their families and friends are eligible to access the member discounts. Member site: www.dell.com/TCU/Alumni - Members can access this site 24/7 and will not need to enter additional information to receive the benefits. These offers will automatically apply at checkout as "Additional Member Savings" in your cart.

Member Benefits Include:

- Member Monthly Offers
- Best price guarantee on consumer PCs from Dell
- Free expedited shipping on every order
- Free enrollment in Dell Rewards Loyalty Program: 3% back + free expedited shipping
- Military and veterans' discount
- End to End customer service

White Glove Quoting - Tramain_Swindall@Dell.com for a quote request. Refer to your member ID: 42030087

For questions or concerns on the program please contact our team at mpp.contact@dell.com

TCU RMAA ALUMNI ROUNDUP 2024

Saturday, January 20



MORNING LOCATION: TCU Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive, Fort Worth, TX 76129 <https://alumni.tcu.edu/new/our-facilities>

8:30 REGISTRATION, LITE BREAKFAST, & VISIT

9:00 MORNING PROGRAM w/Guest Speakers

BREAK

11:00 ALUMNI ASSOCIATION BUSINESS MEETING

EVENING LOCATION: River Ranch Stockyards, 500 Northeast 23rd Street, Fort Worth, TX 76164
<http://riverranchstockyards.com/>

5:00 COCKTAILS/CASH BAR/AUCTION

6:00 DINNER /AUCTION

7:00 –10:00 AUCTION/MUSIC/DANCE

*LOCATIONS/TIMES SUBJECT TO CHANGE

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

Courtyard/FW Historic Stockyards, 2537 North Main Street, FW, TX 76164 (\$299/nt)

- * Phone: 817-624-1112 and refer to TCU Alumni 2024
- * Reservation Due Date for discount rate: January 4
- * <https://www.marriott.com/en-us/hotels/dfwcn-courtyard-fort-worth-historic-stockyards/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310b0>

Hyatt Place/FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164 (starting at \$408/nt)

- * Phone: (817) 626-600; group code 32847
- * https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp_lclb_gmb_seo_dfwzf

Hyatt Place/TCU, 3029 Sandage Avenue, Fort Worth, TX 76109 (\$184/nt)

- * Phone: 888-492-8847; group code G-MVLS
- * Reservation Due Date for discount rate: December 19
- * https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-tcu/dfwzu?src=corp_lclb_gmb_seo_dfwzu

Spring Hill Suites/FW Historic Stockyards, 2315 North Main Street, Fort Worth, TX 76164 (\$259/nt)

- * Phone: 844-205-7512 and refer to TCU Ranch Management
- * Reservation Due Date for discount rate: November 24
- * <https://www.marriott.com/en-us/hotels/dfwsy-springhill-suites-fort-worth-historic-stockyards/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310b0>



- * **September 21 & 22:** Texas A&M AGLS Career Fair, College Station TX
- * **September 21:** OSU AFNR Career Fair, Stillwater OK
- * **September 24-28:** Northwest Texas Field Trip
- * **September 27:** NW TX Field Trip Alumni Dinner with Class of 2024; AHI Warehouse, Hereford, TX
- * **September 29:** Dean Kruger Welcome Reception for Dr. Matthew Garcia, TCU Kelly Center, Cox
- * **September 30:** TCU RMAA 11th Annual Alumni Reunion and Recruitment Tailgate, TCU RM lawn
- * **October 19:** West TX A&M Career and Internship EXPO, Canyon TX
- * **October 23-27:** South Texas Field Trip
- * **November 8-12:** WRCA, Amarillo TX
- * **December 13-16:** NMCGA Joint Stockmen's Convention, Albuquerque NM
- * **January 20:** TCU RMAA Alumni RoundUp, Fort Worth TX
- * **January 31-February 2:** NCBA, Orlando FL
- * **February 2:** NCBA Convention Alumni Reception
- * **March 22-24:** TSCRA Convention, Fort Worth, TX
- * **March 23:** TSCRA Convention Alumni Reception

TCU Ranch Management Alumni Association, Inc. Executive Committee and Board of Directors

President: Matt McLelland '12
(806)778-8679 mjmclelland1@gmail.com

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

President Elect: Trevor Caviness '98
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Skyler Flake '06
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Communications Director: Jessen Tucker Cowen '13
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Frank McLelland '81
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Communications Director Elect: Lettie McKinney '17
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Jeff Mitchell '02
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Treasurer: Dustin Valusek '15
(832)788-5610 dustinsvalusek@gmail.com

Treasurer Elect: Zac Pogue '07
(580)467-6025 zac@orangeconnection.org

TCU RMAA presenting Dr. Tim Barth with belt buckle for serving as RM Interim Director.

THANK YOU, Dr. Barth!



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 _____

City _____ State _____

WEDDING

Spouse's Name _____

Date Married _____

BIRTH

Baby's Name _____

Date Born _____

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!



As a reminder, due to the rising cost of postage, printing, and budget cuts, **Cattle Call will ONLY be sent via email.**

You are able to view past issues on the TCU RM website <https://cse.tcu.edu/ranch-management/alumni/cattle-call-newsletter.php> or <https://www.facebook.com/TCU-Ranch-Management-269381929485>

Please make sure we have your most recent email address.

If you do not have access to a computer or email, or prefer a paper copy, let us know and a copy will be mailed to you.