



RANCH MANAGEMENT

CATTLE CALL
Newsletter for Alumni of
TCU Ranch Management
Winter 2024

From the President, Matt McLelland '12

(806) 778-8679 mjmclelland1@gmail.com



Hello everyone,

I hope this Winter Cattle Call finds you all with full bellies and good memories from a great Thanksgiving holiday and thick strands of winter wheat growing stout under your yearling's feet. Once again, it seems like the year has flown by. With Christmas and the New Year coming up fast, this is no doubt a busy time for everyone. The current students are hard at it learning time management one way or another with field trips, speakers, and new information in the classroom. They are underway with the famous (or infamous) Management Plan and it's time to start putting everything they're learning together.

The instructors, between teaching, going on field trips, and making TCU Ranch Managements' presence known at career fairs/events, have already started interviewing prospective students for next year. I firmly believe it is our job as alumni to keep beating the bushes for the right type of candidates to send their way!

Something I have been sure proud to see as an alumnus this year is the class getting to witness firsthand how involved our alumni are by the several meals and get togethers they have put on and hosted during the field trips. It goes a long way in showing the students they have our support and what a tight knit group we really are. If that is something you would like to help with, or be a part of in the future, please reach out and let us know.

I want to thank everyone involved in this years Ranch Management Tailgate. I wasn't able to attend, but got reports that it was the biggest and best yet! Now we turn our attention to the annual winter Roundup and business meeting, which will be here before we know it. You can find the information in this Cattle Call and I hope you will make plans to attend!

Once again, thank you all for allowing me to represent you as Alumni President. I am looking forward to seeing you all soon!

Go Frogs!



Dr. Matthew Garcia

Director

Southwestern E & L S Professorship

m.garcia768@tcu.edu

Ranch Management Activities

As we round out the first semester with the TCU Ranch Management class of 2025, I felt it was necessary to highlight some of the activities that have taken place since my arrival in August of 2024. The Ranch Management program at TCU has been making some changes to take the program to the next level. I have highlighted some activities undertaken in the last year and why we need your assistance going forward. While we have always known that there is a certain standard associated with the program, this year we wanted to ensure the students completely understood what is expected of them in the program. As such, each student, a witness, and a faculty member signed all orientation papers regarding conduct, dress code, academic performance and management plan requirements so that each student firmly understood what is expected and what the consequences are for not adhering to those policies.

We are becoming more outward-facing in the TCU community and beyond. I personally have lectured across campus for numerous classes, and presented to various organizations to promote and educate about the TCU Ranch Management program. Furthermore, six media interviews were conducted by various media outlets where TCU Ranch Management's expertise in the agricultural industry was demonstrated and the program promoted. Recruitment efforts have been ramped up significantly in the last year as well. With new competitors in the ranch management field, we must differentiate the program and expand TCU Ranch Management's recruiting efforts across the country and internationally. This last year a total of 22 trade shows, industry events and association meetings were attended as recruiters to expand the program's recruiting base. I believe this effort was successful as is illustrated by the class being expanded from 16 students to 28 students this year. We have incorporated taking the students to industry events and incorporated them into recruiting efforts as well. We attended TSCRA meetings last year and will do the same this year. This year's class will also attend NCBA meetings in San Antonio. I believe these meetings are highly beneficial for networking and professional development.

We are also discussing expanding our day trips and field trips to possibly go into NM and LA. I think visiting these additional production systems will help our students be more adaptable upon graduation. These are just a few of the adjustments we have made to the program and just a handful of things we would like to continue going forward. I believe this will make the program stronger, and our students more desirable upon graduation, while still holding to the program's standards and tradition. However, we cannot do this alone. We do need your assistance going forward, especially with an expanding class. Increasing opportunities and the costs associated continue to increase and we want to ensure that this program is still affordable (through merit-based scholarship), but still the standard that any ranch management program strives for. Please assist us in taking the TCU Ranch Management program to a new level!

As we begin to strategize how to accomplish these tasks, I will do my best to keep you in the loop, and as always if you have questions I have an open-door policy and will always answer calls. I hope you all have a very blessed Christmas season and look forward to seeing you all at RoundUp in February!



Jeff Geider

IRM Director

William Watt Matthews Directorship

j.geider@tcu.edu

Where Did the Cattle Cycle Go?

Recently there has been a lot of discussion about cattle cycles, liquidation and expansion, and the subsequent impact cycle shifts have on the market. Most of the commentary leads to more questions than answers. Have historically predictable cycles changed? Will herd expansion and liquidation return to a more “normal” pattern that we have been used to seeing for decades? When will the cattle industry begin expansion? When will we see a reduction in annual cow slaughter, and a significant increase in heifer retention indicating a national herd rebuild? When will the fed steer/heifer mix in feedlots point to an increase in breeding females in the pasture? All of these questions have merit and probably deserve some analysis and thought, albeit somewhat speculative. The cattle industry has definitely seen some fundamental changes over the past several years that offer some potential answers to why the cattle cycle looks a lot different than it used to. As we know, the “cattle cycle” usually referred to an approximately 10-year period where the number of beef cattle in the U.S. herd alternately expanded and liquidated. This process was typically triggered primarily by expansive droughts throughout the major cow/calf regions of the country and swings in the market sending financial signals to producers. Industry analysts would typically watch for an increase in heifer retention greater than 3% to 4% over a two-year time period to confirm herd expansion. Additionally, less than 35% to 40% heifers in feedlots would support the trend to a herd rebuild. From the peak inventory numbers of over 140 million head in the early 1970’s we have seen a steady decline in the U.S. cow herd punctuated by periods of expansion and liquidation along the way. For the most part the expansion phases of the cycles have been shorter in duration than the liquidation phases leaving us with where we are today at around 28 million beef cows. Some of the reasons for these trends are fairly obvious. Since the 1970’s the cattle industry has seen many advancements in production efficiencies like vastly improved genetics, overall herd health, and precision cattle feeding to name a few. All of this has led to cattle being on feed for longer periods of time and being finished to heavier harvest weights which results in higher per animal yields and bigger carcasses.

Simply put, the industry is doing more with less and producing greater tons of beef with fewer cattle. Beef production continues to rise as cow inventory numbers decline. Another contributing factor to the steady increase in beef production has been the increase in beef on dairy cross cattle present in the slaughter mix. This could be, at least, a partial explanation of why cattle on feed numbers continue to remain at relatively high levels.

As mentioned previously, pastures conditions and market trends always play a role in the cattle cycle. Producers are being sent mixed signals with current prices being near or at all-time highs. It remains a difficult decision whether to capitalize on selling now or keep a few heifers back for the future. Obviously, the latter requires rain and the ability to have adequate pastures for replacements, to be sure cattle cycles will remain. They may look different than those of the past and we will most likely see expansion in the U.S. cow herd as early as this spring. My guess is it will be gradual and regional in nature as pasture conditions warrant. One factor that remains almost certain is the rising costs of developing heifers. When producers weigh the cost of keeping replacements to other options like purchasing bred females, or trying to get one more calf out of their older cows, expansion may be slow in the making. Next years cattle inventory report will hopefully give us some indication as to where the industry is in the current cattle cycle and what the near future may hold. One thing we know for sure, things will not stay the same.



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

Time for a New Calendar

Greetings! My hope for this article is that it will serve as my annual reminder on how to tally up the end of the year business. As December arrives, most of us are busy with holiday activities, wrapping up business – and maybe some gifts – as well as preparing to hang up a brand new 2025 calendar. As the end of the year approaches, there are many things for a ranch manager to get checked off the list. Hopefully, this brief article will help trigger a few thoughts on some important recordkeeping needs.

Calendar of Operations:

As we take down the old calendar, we should always take a detailed look at it, in an effort to update our records, measure progress toward the ranch goals, reevaluate benchmarks, and reallocate priorities. This is also a time to jot down notes for consideration of “what worked well?” or “what didn’t work at all?”. By flipping through, month by month, a manager can recalibrate the projections of how long some key processes may have taken, what staffing issues were dealt with, and when was the down-time that would allow for new ventures in the coming year. By taking a little time to reevaluate the year, on a month by month basis, a manager may be able to revisit a situation and therefore improve that process in the coming year.

Estimate Taxable Income:

Preparing a tax estimate as the year draws to a close may be a benefit in managing the taxable income of the ranch. A quick word of caution is to use discernment in making major purchases in efforts to lower the taxable income. These purchases may bring cashflow problems later on. A better option is to prepare ahead of time. As a manager, take time during the last weeks of the year to compile a prioritized list of major purchases – similar to a child’s letter to Santa! If your tax preparer reports to you that a major purchase could be prudent, then you have a list of options prepared and researched. Management should be wise in these purchases. Purchases should be based on long-term objectives and be made to purchase assets that will make the business more efficient or more profitable. For example, purchasing a set of portable scales, improving water distribution on pastures, or setting up storage facilities for bulk feed or fertilizer may all be items that make the operation more efficient and profitable than simply buying a new pickup truck.

Other considerations...

- Review ranch goals for the coming year
- Review financial statements
- Update or create budget projections for the coming year
- Prepare to send out 1099 forms
- Check into the status of the Section 179 depreciation program
- Consider making feed orders before the holiday season causes schedule conflicts
- Conduct inventories
- Consider marketing possibilities during holiday times
- Record mileage on vehicle inventory
- Communicate with employees – and thank them for their loyalty and hard work
- Spend time with family and friends!

I hope you have been blessed throughout 2024 and I wish you the best in 2025. Have a Merry Christmas and enjoy the holiday season with your loved ones!



Lee A. Knox

Associate Professor

Houston L S & R Professorship

lee.knox@tcu.edu

First Year

As I finish my first semester of teaching, I find myself looking back (evaluating) at what important skills were taught. We covered numerous important topics such as: how to set sustainable stocking rates, why flexibility in grazing management is a must, brush management options, ranch watering systems, plant identification, etc. Definitely the most important lesson was a basic planning process I learned from Steve Nelle, retired NRCS Wildlife Biologist from San Angelo. Steve used the acronym GRADE to describe a very memorable and simple planning process that works for natural systems, business, finance and many life decisions.

G stands for goals. Without a goal no positive change can occur. We just ramble through ranching addressing the daily needs without any true direction for the ranching business. I'm often amazed at what clarity can be found by just simply writing down the goal. For this discussion let's use the following goal, "I want to increase grazable acres by 25% by controlling prickly pear."

R stands for resource inventory. We must determine where we are at and what is available to us as managers. The students are starting their resource inventories for their projects now. Those that do a good job of taking inventory will write a better plan. For my example, I need to determine where the prickly pear is growing on the ranch and how many plants per acre there are in those locations.

A stands for alternatives. For me, this is the fun part. Talking to people to see what can be done, reading research to see what's worked in the past, looking for those unique methods, predicting an effectiveness for each alternative and finally putting a cost-benefit value to those alternatives. In my example, there are three chemical, two burning and one grazing alternatives. Each of these have different effectiveness and cost which requires a little time to properly evaluate.

D stands for decisions. Most of us like making decisions and doing something. Admit it, we like ranching because of what we do while we are ranching. But an ill informed decision often brings subpar results. With a planning process, we can make informed decisions with better results. The students have been making decisions on all their projects this fall. Those that did a good job with determining the goal, conducting their resource inventory and formulating their alternatives, have made really good decisions on their projects. In my prickly pear example, I would decide on a specific treatment or combination of treatments that addresses the goal with the best cost-benefit.

E stands for evaluate. Once a decision is made, we need to evaluate if the decision was effective. It's easy to measure cost with the bill, but we must take the time to properly evaluate the effectiveness of our decision to obtain a cost-benefit number. To conclude my prickly pear example, it's easy to not see an effect the first year and say the treatment was ineffective. However by year two, we can make a good decision on the effectiveness of our decision and determine if our goal to increase grazable acres by 25% was obtained. If it was, great! If it wasn't, what do I need to change next time to reach the goal?

Unfortunately, for the students, I'm the person that evaluates their decisions. For the most part, they have been doing an excellent job of implementing GRADE to make the grade. Fortunately for me, I used GRADE to help me make the decision to be a part of the TCU Ranch Management Program. As I evaluate my decision toward the close of my first semester, it was a correct decision.

Alumni Spotlight

Name: Tylor Braden '07

Current Employer: Country National Beef

Job Position/Title: CEO

Job Duties/Responsibilities: Strategic direction and oversight for Country Natural Beef (CNB), a cooperative of 100+ family ranches across 9 states representing approximately 6.5MM acres who all share a common ethos; do the right thing for the right reasons. Founded in 1986, CNB ranches represent a wide variety of family operations across many diverse ecosystems, but each one takes significant pride in producing beef for other families while capturing margin through the entire supply chain – ranch to meat sales. CNB supplies beef for Whole Foods Market, Town & Country, PCC Market, New Seasons Market, Chipotle, Burgerville, ShakeShack and many other retail and food service partners.

Prior Experience/Education: Braden grew up primarily on cow-calf ranches in New Mexico & Colorado. Prior to CNB, Braden held management positions for Seedstock, Cow-Calf, and Feedyard companies ranking in NCBA's top 20, including oversight of all cattle operations for King Ranch, Inc., Beef Northwest Feeders, and Padlock Ranch.

- M.S. King Ranch Institute for Ranch Management, Texas A&M – Kingsville, 2014
- Certificate of Ranch Management – Texas Christian University, 2007
- B.S. Animal Science – New Mexico State University, 2006

Past Employers: National Cattleman's Beef Association, North American Meat Institute, Trust In Beef

Involvement in Organizations/Clubs: National Cattleman's Beef Association, North American Meat Institute, Trust In Beef

TCU RM Reflections: Most students & alumni recognize the value of the networking opportunities that TCU provides, along with the integration of business concepts with the tactical components of management. Both of which were valuable to me. But one of the greatest benefits TCU provided me was that the program began a process of challenging my own paradigms and mental models of ranching and management. Continually challenging why I believe what I do, the 'givens' and 'rules-of-thumb' of our daily business, and how we are doing things has become a fundamental cornerstone of my management philosophy, which really began at TCU. The challenges of our industry are significant. And so, as managers learn and develop solutions it is easy to become obtusely resolute so that one fully understands or knows the solutions. In reality, the dynamics of the environment, markets, or various other circumstances have changed and so should the solution.



Sponsor Spotlight

Thank you to our sponsors! Please take a second to thank any of the following that you work with -- in addition to our alumni base, they are the backbone of our organization! We are very thankful for the continued support and look forward to working with our 2025 sponsors next year!



Capital Farm Credit, Caviness Beef Packers, Compass Ag Solutions,
AgTrust Farm Credit, Merck Animal Health, RanchSense,
Texas & Southwestern Cattle Raisers Association, Zoetis

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

Moncrief Ranch day trip, October 4



TCU Ranch Management Alumni Association

Sponsorship Levels

LEVELS	GIFT	BENEFITS
CATTLE BARON	\$10,000	<ul style="list-style-type: none"> • One Reserved Table with company signage at Events • Linked Logo on TCU Ranch Management Website • Logo and Named information on all Event Marketing • Social Media Recognition with Logo • Company Banner displayed at Events, when applicable * • Logo, Advertisement and “Sponsor Spotlight” in quarterly newsletter, The Cattle Call • Advertisement of Company informational events, webinars, etc. to alumni database via email ** • Spoken Recognition at events, when applicable
RANCH BOSS	\$7,500	<ul style="list-style-type: none"> • Six Tickets with Company Signage at Events • Logo on TCU Ranch Management Website • Logo and Named Recognition on all Event Marketing • Social Media Recognition with Logo • Logo and “Sponsor Spotlight” in quarterly newsletter, The Cattle Call • Advertisement of Company informational events, webinars, etc. to alumni database via email ** • Spoken Recognition at events, when applicable
TRAIL BOSS	\$5,000	<ul style="list-style-type: none"> • Four Tickets with Company Signage at Events • Recognition on all Event Marketing • Social Media Recognition with Logo • Name Recognition and “Sponsor Spotlight” in quarterly newsletter, The Cattle Call • Advertisement of Company informational events, webinars, etc. sent to alumni database via email • Spoken Recognition at events, when applicable
WRANGLER	\$2,500	<ul style="list-style-type: none"> • Two Tickets to Events • Company Name Recognition on Ranch Management Website & social media • Advertisement of Company informational events, webinars, etc. to alumni database via email ** • Spoken Recognition at events, when applicable
COWBOY	\$1,000	<ul style="list-style-type: none"> • Advertisement of Company informational events, webinars, etc. to alumni database via email ** • Spoken Recognition at events, when applicable

*Company should provide banner of their choice for events

**Sponsors will *not* receive alumni contact information – Specific product information and marketing will not be approved – advertisement of informational events, webinars, etc. should be sent to the Communications Director and TCU Ranch Management Program Specialist for approval and sending.

Contact Jessen Tucker Cowen ‘13 jtcowen89@gmail.com (940)203-1893 for more information, or if you have an organization that would like to sponsor the TCU RMAA.

CRISIS FUND UPDATE

The Ranch Management Alumni Association distributed \$30,000 worth of fencing supplies to alumni affected by the devastating Smoke House Creek Fire in the Texas Panhandle. The fire left alumni grappling with the loss of ranch land, homes, livestock, and essential fencing infrastructure. Through effective fundraising initiatives over the years combined with anonymous donors this year, the association secured these vital resources and placed them directly into the hands of alumni who expressed the need. This rapid response highlighted the strength of our alumni network and the understanding from fellow alumni that none of us are immune to tragedy or loss.

From the Ranch Management Alumni Association as well as those who benefited from these resources, we want to tell everyone involved, THANK YOU, especially to Horwood Fencing Supply who procured and oversaw delivery of the supplies to alumni.

Crisis and events like this can happen at any time, this association wants to be ready to support. We always have an ongoing need for financial contributions to prepare for future disasters, and these funds will ensure our ability to support alumni during tough times.

If you have the ability and feel called to donate to the crisis fund, please make checks payable to:

Ranch Management Alumni Assn., PO Box 825, Fort Worth, TX 76101

Sincerely,

Dustin Valusek '15

Alumni Treasurer

Click below to make electronic donation:

[Click here to donate to Crisis Fund](#)

THANK YOU!

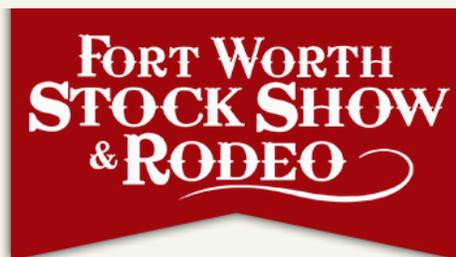
The Ranch Management Alumni Association would like to thank the Horwood Family for their crucial help in facilitating supplies to Crisis Fund recipients. Horwood Fencing Supply not only offered the supplies at a bulk rate, but covered shipping to the Panhandle.

It is through unselfish acts such as this that our alumni base is so strong!

Thank you for your generosity, Horwood Family!



Make plans to attend the 2025 FWSSR! This thing is legendary!
Jan 17-Feb 8



Looking for holiday gift ideas? Look no further!

- short sleeve t-shirt \$15
- long sleeve t-shirt \$25
- onesie/toddler t-shirt \$25
- cap \$25
- cap with leather patch \$30

NEWEST ADDITIONS:

- gate sign \$25
- hoodie \$48-\$54
- TCU RM socks \$15

Check out our FB page!

Call (817)257-7145 or
email s.strother@tcu.edu
to see what's in stock!



ANNOUNCEMENTS

RM alumni may call (817)257-7145 or
email ranching@tcu.edu for Announcements
that have been redacted from this issue due to privacy.

Ranch Management Alumni activities and perks are available at discounted rates due to our sponsors and individual donations. Please consider supporting our 501(c)3 non-profit for your end-of-year giving.

All funds received are used to organize alumni and recruitment events, assist alumni in disaster events, and are considered non-taxable to a 501(c)3 not for profit educational organization.

Alumni may choose to be an individual sponsor/donor in any amount and can choose to be recognized, or not.

Contact Jessen Tucker Cowen '13 jtcowen89@gmail.com (940)203-1893 for more information, or if you have an organization that would like to sponsor the TCU RMAA.

Please make checks payable to:

TCU Ranch Management Alumni Association, Inc.

PO Box 825

Fort Worth, TX 76101

■ ■ EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS POSITIONS JANUARY 2025 ■ ■

Positions available: President Elect, Secretary, Treasurer Elect, Communications Director, & Communications Director Elect and Board of Directors (2 vacancies)

Executive Committee and Board of Directors positions are two-year terms. Nominations by all alumni are compiled and considered by a nominating committee to form an election slate. Class Agents elect positions at the annual business meeting held during Roundup. Elected members shall assume their duties immediately after the Class Agents business meeting and election.

President Elect:

- Assume all duties of the President in the absence of the President
- Become President the year following his or her term as President Elect
- Automatically become President in case of a vacancy in the office of President; this shall not affect the term of office for which the President Elect has been elected
- Assist the President and shall act as Parliamentarian for the Alumni Association Board and meetings
- Serve as Bylaws Chair and as Nominating Committee Chair
- Develop a strategic plan for the President Elect's upcoming term

Secretary:

- Keep minutes of general Alumni Association meetings & executive committee meetings and present them for approval at the following meeting
- Conduct general correspondence for the alumni and the Alumni Association
- Serve as advisor to designated committees as requested by the President
- Record all amendments to the Bylaws

Treasurer Elect:

- Assume all duties of the Treasurer in the absence of the Treasurer
- Become Treasurer the year following his or her term as Treasurer Elect
- Automatically become Treasurer in case of a vacancy in the office of Treasurer; this shall not affect the term of office for which the Treasurer Elect has been elected
- Assist the Treasurer with the budgeting and monitoring of committee's income and expenses

Communications Director:

- Oversees and helps coordinate Summer Gathering
- Assist Summer Gathering Host Committee with communication of events and help bridge the gaps from year to year.
- Help support social events throughout the year in conjunction with TCU RM Staff and other TCU RM Alumni events.
- Work closely with class agents to maintain a current database of contact information for Alumni

Communications Director Elect:

- Assume all duties of the Communications Director in the absence of the Communications Director
- Become Communications Director the year following his or her term as Communications Director Elect
- Automatically become Communications Director in case of a vacancy in the office of Communications Director; this shall not affect the term of office for which the Communications Director Elect has been elected
- Assist the Communications Director with social events throughout the year, communication with Alumni and TCU RM Staff, and any other responsibilities of the Communications Director

Please submit all nominations for ExComm/BOD positions that are terming out in January 2025 by January 1, 2025. It is crucial that we receive nominations from alumni in a timely manner so the nominating committee can publish the election slate in accordance with our bylaws.

Alumni, call (817)257-7145 or email ranching@tcu.edu with your nominations.

TCU RMAA ALUMNI ROUNDUP 2025

Saturday, February 1

MORNING LOCATION:

TCU BLUU Auditorium

2901 Stadium Drive

FW TX 76129

*(parking in parking garage/behind RM building, lot 3/
behind parking garage, and lot 6 beside alumni and
visitor center/across street from BLUU)*

<https://union.tcu.edu/>

\$15/person

9:00 REGISTRATION, LITE BREAKFAST, &
VISIT

9:30 WELCOME

9:45 MORNING PROGRAM w/Guest Speaker

11:15 BREAK

11:30 ALUMNI ASSOCIATION BUSINESS
MEETING

EVENING LOCATION:

River Ranch Stockyards,

500 Northeast 23rd Street

FW TX 76164

(complimentary parking)

<http://riverranchstockyards.com/>

\$50/person or \$1,000/reserved table for 8

5:00 COCKTAILS/CASH BAR /AUCTION

6:00 DINNER/AUCTION

7:00-10:00 DANCE/LIVE MUSIC WITH
JORDAN ROBERT KIRK

*reserved table for 8 includes preferential seating,
signage indicating buyer's name/ranch/business,
drink tickets, first to get meal; call the office to
arrange payment for reserved table for 8



2025 ROUNDUP HOTEL ROOM BLOCKS

Courtyard/FW Historic Stockyards, 2537 North Main Street, FW, TX 76164 (\$239/nt)

Phone: 817-624-1112 and refer to TCU Alumni 2025

Online: https://www.marriott.com/event-reservations/reservation-link.mi?id=1726163523954&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR2t7lJeSY3JPsk-gjnMLxKRSC-7Dm2nSKq09i-zzRVMxJXQQguVMPO5nJs_aem_xZDHibAiRxSCI83KAbut7w

[id=1726163523954&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR2t7lJeSY3JPsk-gjnMLxKRSC-7Dm2nSKq09i-zzRVMxJXQQguVMPO5nJs_aem_xZDHibAiRxSCI83KAbut7w](https://www.marriott.com/event-reservations/reservation-link.mi?id=1726163523954&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR2t7lJeSY3JPsk-gjnMLxKRSC-7Dm2nSKq09i-zzRVMxJXQQguVMPO5nJs_aem_xZDHibAiRxSCI83KAbut7w)

Reservation Due Date for discount rate: January 1

Hyatt Place/FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164 (starting at \$479/nt)

Phone: (817)626-6000; group code 32847 and select “corporate or group code,” then 32847

Online: https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp_lclb_gmb_seo_dfwzf&fbclid=IwZXh0bgNhZW0CMTAAAR2BMS2KW4IGw0kXIGtkPdBXQUMuQ0yjQgNZ2HCgraNoTFfdJsaFZtmY-Uo_aem_Du0_EfjSkJ5oF4zrYixzTQ

[src=corp_lclb_gmb_seo_dfwzf&fbclid=IwZXh0bgNhZW0CMTAAAR2BMS2KW4IGw0kXIGtkPdBXQUMuQ0yjQgNZ2HCgraNoTFfdJsaFZtmY-Uo_aem_Du0_EfjSkJ5oF4zrYixzTQ](https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp_lclb_gmb_seo_dfwzf&fbclid=IwZXh0bgNhZW0CMTAAAR2BMS2KW4IGw0kXIGtkPdBXQUMuQ0yjQgNZ2HCgraNoTFfdJsaFZtmY-Uo_aem_Du0_EfjSkJ5oF4zrYixzTQ)

Hyatt Place/TCU, 3029 Sandage Avenue, Fort Worth, TX 76109 (\$169/nt)

Phone: (888)492-8847; group code G-RIFF

Online: [https://www.hyatt.com/shop/rooms/dfwzu?checkinDate=2025-01-31&checkoutDate=2025-02-02&rooms=1&adults=1&kids=0&corp_id=g-riff&brands\[0\]=place&location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&fbclid=IwZXh0bgNhZW0CMTAAAR3qvRpDxkgXyj-hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q](https://www.hyatt.com/shop/rooms/dfwzu?checkinDate=2025-01-31&checkoutDate=2025-02-02&rooms=1&adults=1&kids=0&corp_id=g-riff&brands[0]=place&location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&fbclid=IwZXh0bgNhZW0CMTAAAR3qvRpDxkgXyj-hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q)

[https://www.hyatt.com/shop/rooms/dfwzu?checkinDate=2025-01-31&checkoutDate=2025-02-02&rooms=1&adults=1&kids=0&corp_id=g-riff&brands\[0\]=place&location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&fbclid=IwZXh0bgNhZW0CMTAAAR3qvRpDxkgXyj-hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q](https://www.hyatt.com/shop/rooms/dfwzu?checkinDate=2025-01-31&checkoutDate=2025-02-02&rooms=1&adults=1&kids=0&corp_id=g-riff&brands[0]=place&location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&fbclid=IwZXh0bgNhZW0CMTAAAR3qvRpDxkgXyj-hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q)

[hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q](https://www.hyatt.com/shop/rooms/dfwzu?checkinDate=2025-01-31&checkoutDate=2025-02-02&rooms=1&adults=1&kids=0&corp_id=g-riff&brands[0]=place&location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&fbclid=IwZXh0bgNhZW0CMTAAAR3qvRpDxkgXyj-hL9KBkSqx1RaYftCCd7fwk-zEAWu87VHZR4gdG6SCZ2Q_aem_HyZTKi70XN_qGXvdvEjT1Q)

Reservation Due Date for discount rate: January 17

Residence Inn/Fort Worth Cultural District, 2500 Museum Way, Fort Worth, TX 76107 (\$149/nt)

Phone: (888) 236-2427

Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1728335816543&key=GRP&guestreslink2=true>

[id=1728335816543&key=GRP&guestreslink2=true](https://www.marriott.com/event-reservations/reservation-link.mi?id=1728335816543&key=GRP&guestreslink2=true)

Reservation Due Date for discount rate: January 10

Spring Hill Suites/FW Historic Stockyards, 2315 North Main Street, Fort Worth, TX 76164 (\$265/nt)

Phone: (844) 205-7512; and refer to TCU Ranch Management

Online: https://www.marriott.com/event-reservations/reservation-link.mi?id=1725733215839&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR0dmdkZ6_Ti9OZ70ekwIS5p2B2POceHq-ZH488rQUuRMz3A_4UBJVElcRY_aem_toHwmZ0dgp1Q9dPUPc79Uw

[id=1725733215839&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR0dmdkZ6_Ti9OZ70ekwIS5p2B2POceHq-ZH488rQUuRMz3A_4UBJVElcRY_aem_toHwmZ0dgp1Q9dPUPc79Uw](https://www.marriott.com/event-reservations/reservation-link.mi?id=1725733215839&key=GRP&guestreslink2=true&fbclid=IwZXh0bgNhZW0CMTAAAR0dmdkZ6_Ti9OZ70ekwIS5p2B2POceHq-ZH488rQUuRMz3A_4UBJVElcRY_aem_toHwmZ0dgp1Q9dPUPc79Uw)

Reservation Due Date for discount rate: December 13

ALUMNI VOLUNTEER OPPORTUNITIES

TCU Ranch Management has several opportunities to help recruit.

If you would like to help at any of our Alumni recruiting events,

please email/call Michele Barrow michele.barrow@tcu.edu (817)257-7145

and let her know you're interested!

TCU RMAA ALUMNI ROUNDUP 2025

Saturday, February 1



MORNING LOCATION:

TCU BLUU Auditorium

2901 Stadium Drive

Fort Worth, TX 76129

<https://union.tcu.edu/>

\$15/person

- 9:00 REGISTRATION, LITE BREAKFAST, & VISIT
- 9:30 WELCOME
- 9:45 MORNING PROGRAM w/Guest Speaker
- 11:15 BREAK
- 11:30 ALUMNI ASSOCIATION BUSINESS MEETING

EVENING LOCATION:

River Ranch Stockyards

500 Northeast 23rd Street

Fort Worth, TX 76164

<http://riverranchstockyards.com/>

\$50/person

- 5:00 COCKTAILS/CASH BAR/AUCTION
- 6:00 DINNER /AUCTION
- 7:00 –10:00 MUSIC/DANCE/AUCTION
(live music with Jordan Robert Kirk)

**Reserved Table for 8 includes preferential seating, signage indicating buyer's name/ranch/business, drink tickets., first to get meal; call the office to arrange payment for reserved table for 8*

2025 ROUNDUP RESERVATION FORM

Morning: No. _____ x \$15.00 = \$ _____

Dinner/Dance: No. _____ x \$50.00 = \$ _____

*Reserved Table for 8: No. _____ x \$1,000 = \$ _____

Total Amount Enclosed \$ _____

Payment Is Due By Friday, January 24

Online registration and payment with e-check or debit/credit card: https://secure.touchnet.com/C21491_ustores/web/product_detail.jsp?PRODUCTID=206&SINGLESTORE=true

OR mail registration form and check to:

TCU Ranch Management, TCU Box 297420, Fort Worth, TX, 76129

Name: _____

Grad Year: _____

Address: _____

Email: _____

Telephone Number: _____

Guest(s) Names: _____

AUCTION DONATION

(Please include *value* of item(s) listed)

Item(s):



- **January 25:** FWSSR College Ag Day; FW, TX
- **January 30:** TX A&M AGLS Career Fair; College Station, TX
- **February 1:** TCU RMAA Alumni RoundUp; FW, TX
- **February 4 - 6:** NCBA; San Antonio, TX
- **February 13:** West TX A&M Career Expo; Canyon, TX
- **March 4 - 7:** HLSR Ranching & Wildlife Expo; Houston, TX
- **April 11 - 13:** TSCRA Cattle Raisers; FW, TX
- **April 29 & April 30:** Hemphill County Texas A&M AgriLife Beef Cattle Conference; Canadian, TX

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

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

Robert Buchholz '16
(325)226-1510 rrbuchholz30@gmail.com

President Elect: Trevor Caviness '98
(806)679-2998 trevor@cavinessbeef.com

Skyler Flake '06
(940)256-1663 cane.cross@gmail.com

Secretary: Frank Cargile '22
(325)340-5455 frank@cargileranches.com

Wilson Marshall '04
(432)853-9966 wmarshall74@yahoo.com

Treasurer: Dustin Valusek '15
(832)788-5610 dustinsvalusek@gmail.com

Jeff Mitchell '02
(806)488-2344 jmitchell@tootntotum.com

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

Andrew Polk '18
(936)671-1711 andrewpolk93@gmail.com

Communications Director: Jessen Tucker Cowen '13
(940)203-1893 jtcowen89@gmail.com

WHO DID WHAT:

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



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.

Grad Year _____

Name _____

NEW ADDRESS/PHONE/EMAIL

Address _____

City _____ State/Zip _____

Phone _____

E-Mail _____

JOB CHANGE

Company _____

Position _____

City _____ State/Zip _____

WEDDING

Spouse's Name _____

Date Married _____

BIRTH

Baby's Name _____

Date Born _____

OTHER



Ranch Management would like to wish you a very Merry Christmas and Happy New Year!



South TX field trip
Oct 21 - Oct 25

