

THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

Volume 36 Number 4

Winter 2009

From the President

Steven Mafrige 1995

Here we are in the last part of November and the country in South Texas looks a lot better than it did prior to my last article. I hope that your area has received rainfall as well. The current class visited our ranch on their South Texas field trip in late October. The class, made up of twenty one students, is a very impressive and inquisitive group of young business professionals that you would expect from every Ranch Management class. There are four students in this year's program who are finishing up their Bachelors Degree in Ranch Management. Currently there are an additional 15 degree plan candidates, ranging from freshman to juniors who are enrolled at TCU. It is great to watch the number of students enrolled in this degree plan grow.

Roundup is almost upon us. It will be held on January 23rd at the Fort Worth Stockyards. Last year's Roundup was the first year it was held at the Stockyards, and those of you who weren't able to make it, missed a great event. More information about this year's Roundup can be found on page 5 & on page 7.

We will also be having the 2nd annual TCU Ranch Management Alumni party at the TSCRA annual convention in Fort Worth on March 20, 2010. Last year's event was well attended. Missy Bonds did a great job heading up the event and will once again be in charge. Please contact her if you would like to help. Almost all of the Alumni serving on the TSCRA board of directors sponsored the Cattle Fax meeting at the 2009 convention. It was the most heavily attended meeting and was great exposure for the program. Those directors have elected to do the same sponsorship for the 2010 convention. I encourage you to attend both events.

Please do not forget about the Intervet Scholarship program. This is such an easy way to raise scholarship dollars by simply sending in your Intervet receipts. For more information about this program please contact Missy Bonds at msag98@aol.com.

Be sure and mark your calendars for the Summer Roundup in San Antonio, June 11-12, 2010. We will have a sporting clay shoot on the 11th and a dinner that evening, open to all Alumni and their families at www.nationalshootingcomplex.com. The roping will be held in the afternoon on the 12th at the www.tejasrodeo.com covered arena. There will be a dinner, open rodeo, and dance that evening at Tejas Rodeo for all Alumni and their families to attend. It should be a great time.

(See **Alumni Updates** on page 3)



Recently Mr. Geider and I had the opportunity to visit with Chancellor Boschini about the Ranch Management Program. During the meeting we discussed a couple of issues that are vital to the program at this time, and as he has in past meetings, he asked, "How can I help?" I would like to thank the Chancellor for his time and interest in the Ranch Management Program.

Two of the biggest concerns that we discussed and that we need your help with go hand in hand. First, this year's class is smaller than average, but they make up for it in average age and quality. During our conversation with the Chancellor, I expressed that we are more concerned with quality over quantity. However, we do understand that each department has an enrollment number that is critical to operations. This is where you can be of assistance to the Ranch Management Program. The alumni have always been our best source of recruitment. We need you to spread the word about the program and encourage any prospective students to apply.

One of the biggest concerns you may find with a prospective student is the cost to attend TCU versus attending a state supported university. Due to generous donations from alumni and friends our scholarship endowment fund has grown and we feel we can offset the tuition cost for students who need assistance and make the tuition comparable.

(See **Program Support** on page 2)

Roundup

January 23, 2010



*Make plans now to attend
Roundup and please consider a
donation to the auction.*

Roundup information can be
found on pages 5 & 7.

Registration form inside.

(Program Support cont'd from page 1)

The second thing that we need your support with is the Field Studies Endowment. The funding of this endowment is critical to our ability to continue the field trips that are so unique to the Ranch Management Program. There is no substitute for the information that is gained from the operations that we visit throughout the year. You just cannot duplicate that experience in the classroom. The Chancellor understands the importance of funding the field studies and has offered his support in this endeavor.

Two other things to take note of: Roundup is right around the corner and I think it is going to be another great experience. If you missed out last year, the new location was a success and we had the largest attendance ever. This year we have a group of alumni who have helped to secure a band for entertainment and dancing. Make plans to attend Roundup on January 23 and help us make this the biggest event ever. Also, TCU is experiencing some great publicity with the Horned Frogs being ranked number 4 this week. By the time you read this the Frogs will have hopefully finished the season 12-0 and cinched a bowl game.

In closing, I hope you can help out with the two critical items I have outlined above, and if nothing else, help us cheer on the Horned Frogs. Go Frogs!!



Just a reminder to those interested. The Institute of Ranch Management in conjunction with Texas and Southwestern Cattle Raisers Association and the Chicago Mercantile Group is planning on conducting a 1 ½ to 2 day workshop on risk management strategies and futures and options trading.

I have received good response from several of our alumni and have compiled a list of those of you interested. Our goal is to try to have these workshops in several different locations, if interest warrants. This way we may be able to reach more of you than if we just focused on Ft. Worth. The first workshop is tentatively scheduled for the middle part of February.

Please let me know if you are interested and if you could get a small group together in your area so that we may be able to schedule a workshop close to you. This is open to anyone, not just alumni.



TCU RoundUp 2010
Saturday, January 23, 2010
Save The Date!!!!

Well, the weather has cooled and moisture is aplenty. This month will find the Class of 2010 contemplating the Management Plan and looking forward to Christmas Break. At this time of year our thoughts turn to Roundup and Fort Worth. It is an excellent time to renew old friendships or build new ones. In addition, it gives alumni a chance to meet the current class. They are eager to learn about you all and what you do. This class, like many others, is inquisitive and enthusiastic, and they ask really good questions. I would personally like to encourage you to make the trip to Fort Worth. It is good for old friendships with alumni, and the trip might offer the family a break as well.

If you have to spend much time in cities, Fort Worth is a nice one to do that in. Fortunately, we do not have Dallas traffic, and the people are friendly. If you happen to have an interest in Rodeo, a block of tickets will again be available for purchase to the Stock Show. If some of the younger family members are looking for a

different sort of entertainment, the Fort Worth Zoo is one of the best in the nation. Don't forget the Kimball Art Museum and things like the Fort Worth Botanical Gardens---all of these are near TCU and easy to get to.

Speakers this year include Dr. Ron Gill of Texas Agri-life Extension and Dr. Mark Welch, grains marketing specialist and economist with Texas A&M. Look forward to seeing you in Fort Worth.



International Recruiting

As far back as 1960, international students have been a vital part of the TCU Ranch Management Program. We have close to 90 international alumni from 19 different countries with Mexico, Venezuela, Colombia, Brazil and Australia leading as the top five countries. My graduating class of 1996 had five international students; the class of 1998 had four, and the class 2000 had four. This decade we have seen a decline in international enrollment with only five international students from 2001-2009. This is a trend that we need to change because the dimension the international students bring to the classroom is essential.

While the approaches to ranching may change by country, both the international and the domestic students are in the classroom for the same purpose and this is brought into focus by looking at the Purpose Statement of the TCU Ranch Management Program:

“TCU Ranch Management prepares individuals to be lifelong learners and professionals, who manage a broad range of resources, anywhere in the world on an ecologically and economically sound basis, while conserving and improving resources.”

(See **International Recruiting** on page 3)

(International Recruiting cont'd from page 2)

Student diversity in the classroom fuels the intensity of discussion and greatly expands the learning process. The stories and experiences that the international students bring to the classroom from their ranching heritage provide valuable insight into the international aspects of the industry. Most ranching students in the United States today never get the benefit of that insight. The daily operational struggles of international ranchers may be comparable to ranchers in U. S., but the tools for solving these issues are different. The ingenuity of these international ranchers to solve problems provides invaluable lessons in the classroom. The knowledge shared by our international students enhances the global perspective of all the students, and the faculty as well.

As TCU Ranch Management Alumni, you are the program's number one tool in helping us reach potential students. I would like to ask you to extend your reach and give us a hand in recruiting international students. How can you help? If you have any international contacts that we could send information to, or if you have any ideas on where we can go to recruit international students, let me know. If you would like to receive information to give out at your local cattle association gatherings, I'll be glad to send you some brochures and information. We also have a TCU Ranch Management brochure that is printed in Spanish. International alumni, please send me contact information for any academic institutions in your area that I can contact or send information to. In closing, I would like to **thank all of you** for the recruiting help that you provide.

(Alumni Updates cont'd from page 1)

In early November I was able to go to Fort Worth for a visit. ESPN College Game Day was there for the TCU vs. Utah game. The campus and game were unbelievable. The stadium record was broken with over 50,000 people in the stadium for the game. TCU, the #4 football team in the country, is for real and they are getting the university all kinds of national exposure. I encourage the alumni to attend a game, visit the university as well as the Ranch Management building. It is amazing to see all the changes that are going on. It is so impressive that the TCU head football coach, Gary Patterson has handled himself in such a classy manner and not complaining about the BCS situation, like so many other coaches do. I was able to visit with Kerry Cornelius about the Ranch Management Program. The current class is doing great. The university and the Ranch Management Program are working together on several things that will be beneficial to the Program. After my visit with Kerry, two things seemed very clear; the future of Ranch Management is bright, and we are lucky to have Kerry as the director.

I am always asked by Alumni what they can do for the program. We need to recruit students, let people know about Ranch Management and the Bachelor Degree plan. Try to make it to Round up and raise money for the program. There is never a better time to show your Purple Pride.

Thanks for allowing me to serve as your Alumni President. Please contact me with any comments.
steven@ybarranch.com

IMPORTANT AUCTION ANNOUNCEMENT

The scholarship auction at the annual Alumni Roundup benefits the Ranch Management Alumni Scholarship. Last year's auction brought in close to \$18,000 for the scholarship fund. TCU has set up guidelines for all auctions that benefit TCU departments and we need your assistance in following those guidelines. How can you help? If you are planning to donate an item, let us know as soon as possible so that we can catalog the item prior to Roundup. Most importantly, please include the value of the item. An auction catalog must be published prior to the event that includes the value of each item. We don't need the item ahead of time; we just need to know the auction item and its value. For your convenience you can notify us of your auction donation and the item's value by one of the methods listed below:

Phone: 817-257-7145

Fax: 817-257-7144

Mail: TCU Box 297420

Fort Worth, TX 76129

Email: m.davila@tcu.edu



*and Best Wishes for a Very Happy
New Year!*

*Ranch Management Faculty and Staff
Kerry Cornelius, Jeff Geider, Eric
Brast, Chris Farley, Jason Faubion,
Janelle Davila & Andria Ramirez*

DAY GRADUATES

ROUNDUP RESERVATION FORM

Number Attending:

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

Rodeo: No. _____ x \$22.00 = \$ _____

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

Total Amount Enclosed \$ _____

Payment Is Due By Monday, January 18, 2010
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: _____

Telephone Number: _____

Guest Names: _____

AUCTION DONATION FORM

(Please include the value of item/s donated.)

ITEMS: _____

2010 ROUNDUP AGENDA

Saturday, January 23, 2010

8:30 – 9:00

REGISTRATION, LIGHT BREAKFAST & VISIT

TCU Campus
Brown-Lupton University Union
Room 3301 A & B

9:00

MORNING PROGRAM

12:00

LUNCH

(On Your Own)

2:00 – 5:00

MATINEE RODEO PERFORMANCE

Southwestern Exposition & Livestock Show - Block of 80 tickets \$22.00
each – first come first served basis and must be paid for by

Monday, January 18, 2010

6:30 – 7:30

COCKTAILS

Cash Bar (Nothing Brought In)

Stockyards Station

130 East Exchange Ave.
Fort Worth, TX 76164

7:30

DINNER

Buffet

8:30 – 9:30

AUCTION

9:30 to 12:00

DANCE



ROUNDUP DINNER
MENU

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

ROUNDUP 2010 DIRECTIONS AND HOTEL INFORMATION

Roundup Morning Session will be held in the TCU Brown-Lupton University Union in Room 3301 A&B. Join us at 8:30 a.m. for coffee and a light breakfast. The morning session will begin promptly at 9:00 a.m. The Union is located at 2901 Stadium Drive, across the street from the Dee J. Kelly Alumni and Visitors Center, the Daniel Meyer Coliseum, and the Amon G. Carter Stadium. The building is approximately one block west of University Drive between Cantey and Bellaire Drive North. Visitor parking is located across the street from the Union at the Dee J. Kelly Alumni and Visitor Center.

Southwestern Exposition and Rodeo tickets for the Saturday Matinee Rodeo performance are available on a first come-first serve basis. We have a block of 90 tickets that are \$22 each. Tickets must be reserved and paid for by January 18, 2010.

Dinner/Auction/Dance will be held in the Stampede Room of the Stockyards Station located in the historic Fort Worth Stockyards at 130 East Exchange Avenue. The Stockyards Station is approximately 1-1/2 blocks from the intersection of N. Main and E. Exchange on the right hand side. Parking is available on the east side of Stockyards Station, access parking from 23rd Street or East Exchange Avenue. Please cut out the complimentary parking pass on the bottom right side of this page and bring it with you. You will have to pay for parking if you do not have a parking pass. We will have parking passes available at the Ranch Management building any time prior to Saturday, January 23rd and at the morning session of Roundup on January 23rd.

Hotel Information

The **Hyatt Place Hotel** is located at 132 East Exchange Avenue adjacent to Stockyards Station. For reservations call 817-626-6000. Room block released after 1/4/10.

The **La Quinta** is located at 4700 North Freeway (I-35). From I-35 West take exit 56A- Meacham Blvd. For reservations call 817-222-2888. Room block cutoff: 1/2/10.

Holiday Inn Express & Suites Downtown is located at 1111 W. Lancaster Ave. For reservations call 817-698-9595. Room block cutoff: 12/22/09.

Embassy Suites-Downtown is located at 600 Commerce St. For reservations call 817-332-6900. Room block cutoff: 12/22/09.

For complete hotel information visit the “News & Events” page at www.ranch.tcu.edu

ROUNDUP 2010-SPEAKER PROFILES

For 2010, RoundUp speakers will include Dr. Ron Gill of Texas Agrilife and The Texas A&M System. Dr. Gill will provide an update on happenings in the animal health side of the business, including topics such as Trichomoniasis, Tuberculosis and others. In addition, he will update us on Beef Quality Assurance in Texas and what recent audits have shown, as well as the future of the program.

Also speaking to the group will be Dr. Mark Welch, extension economist from Texas A&M University. He will bring an update on ethanol, usage levels, mandates, etc. He will also talk about fertilizer and natural gas prices, supply and demand in feed grains and worldwide usage trends.

We look forward to these speakers and hope to see you there.



COMPLIMENTARY PARKING PASS

STOCKYARDS STATION



Complimentary Parking Pass

Stockyards Station Welcomes
TCU Ranch Management Program
Saturday, January 23, 2010

Parking payment required without this pass

PARKING AVAILABLE ON EAST SIDE OF
STOCKYARDS STATION, ACCESS PARKING
FROM 23RD STREET OR EAST EXCHANGE
AVENUE

