



# THE CATTLE CALL

Newsletter for Alumni of the  
TCU Ranch Management Program

**INSIDE THIS  
ISSUE:**

Mr. Farley	2
Mr. Faubion	2
Mr. Johnson	4
Class of 2013	6
Roundup Info	7

**FROM THE PRESIDENT  
MISSY BONDS 2001**

It is that time of year again. Calves are being weaned, cows are being palpated, everyone is wishing for a rain and some cooler weather, and the 2013 class of Ranch Management has started their nine month journey of Range and Management Plans, field trips and the 12 days of Christmas. The deer in the headlights look of being overwhelmed has started to disappear and they are falling into a steady routine of studying, planning and running breakevens. The class spent a morning at our ranch and I was very impressed with the knowledge and the questions that were asked during our visit.

I want to invite you to come to our annual Ranch Management Roundup. This will be held on January 26, 2013 in Fort Worth. It is a great time to have food, fun, and fellowship with all TCU Ranch Management Alumni. At that time, I will be passing the gavel to the next Alumni President, Chad McCormick. I know he will do a great job and be ready to help in any way he can. I will be helping put the Alumni reception together for the TSCRA Convention in Fort Worth on March 21-24, 2013. The TCU Ranch Management Alumni will also sponsor the Cattle Fax Outlook Seminar, which is the most attended meeting during the convention.

I want to urge everyone to be promoters of the Ranch Management program. The best advertisement the program has is us in the industry. We have great scholarship opportunities available; we just need the quality students looking to go into production agriculture.

I have enjoyed serving as your Alumni President for the past 2 years and please know that I will still be here for you alumni if I can ever be of assistance in the future.

Missy Bonds  
817-917-2958 cell  
Msag98@aol.com



**Kerry L. Cornelius**  
k.cornelius@tcu.edu  
Director  
Burnett Ranches Professor  
Ranch Management Program

**C L A S S O F 2 0 1 2 - 2 0 1 3**

We have started this year with a big class of twenty-nine students and it is a demographically diverse group. Six females, twenty-three males, eight with bachelor degrees, one with a MBA, and eight are on track to earn their B.S. Degree in Ranch Management. The average age of this year's class is twenty-four, and six are married. Below are the nine states that are represented this year.

States: CA: 1, CO: 1, FL: 2, IL: 1, NM: 1, OK: 2, OR: 1, OH: 1, TX: 19

The class has already completed their first project, the Corral Plan, and are now working on the (Continued on page 2)

(Continued from page 1) Range Plan. The first week in October we will head to North Texas on the first week-long field trip of the year. We are all looking forward to a great year ahead.



## RANCH BRIGADE HAS LIFTED OFF

First, I would like to thank all of you for being patient with me on the progress of the Ranch Brigade camp. Many of you have been very supportive during the planning process, and in our search for a ranch facility. I am happy to announce that the first annual Ranch Brigade camp will be July 30-August 4, 2013 at Camp Buckner in Burnet, Texas. We have signed a contract and paid a deposit to guarantee our spot. Camp Buckner has a barn and pen facilities with a meeting room on one end of the camp where we will do most of our activities. Meals will be provided in a dining hall, and accommodations are cabin style bunk rooms.

Our next meeting is in October where we will continue planning the details of the camp. Additional volunteers are needed; a Drill Sergeant (outside team building challenges person) and a DJ. This could be one person or jobs could be divided among several facilitators. The most pressing need is to develop a fund raising committee. We need to raise \$10,000 to \$12,000 for the operation cost of the camp. These funds cover the cost of Camp Buckner facilities and provide scholarships to the top students. We have had many inquiries from students wanting to attend the Ranch Brigade camp and we will start taking applications in January of 2013.

Secondly, I would like to thank all of you for an outstanding summer of internships. I have had some great reviews of future RM students who gained experience through these internships this past summer. As we begin this year's RM class, I am reminded of how valuable the actual working ranch experience is to the success of the students in this program. Many of you have contacted me wanting to have a summer intern and for that I am very grateful. Each student has different levels of knowledge and goals which dictates the needs of the internship. I may not have needed your specific area of expertise or geographic location yet, but please stay in contact with me for your possible internship opportunities. Thank you Ranch Management alumni for making this program a success.



## ON YOUR MARK . . . .

Having the privilege of teaching "Beef Cattle Production" and "Ranch Records & Finance" brings the responsibility of beginning the budget process with the new class of students each year. Students will have the next nine months to grasp these principles and put them to use on an assortment of ranch business plans. After graduation in May, these alumni will go forth from here and put those budgets to use on the family ranch, the employer's ranch, or a plan to start up a new enterprise for the young rancher. This brief article is aimed at providing a quick reminder on a portion of those budgets.

The first budget that most TCU Ranch Management students learn is the Cow-Calf Budget. In this exercise, students will find their Cow Cost, or the cost to keep a cow for one production cycle, hopefully one year. This cow cost must then be adjusted for the percentage of cows that did not produce a weaned calf. This adjustment, based on the percentage of weaned calf crop, tells the cost per calf produced. This cost can simply be divided by the pay weight of the calf crop to find the breakeven price for the calves.

**But what if the ranch manager decides to retain the calves to precondition, graze grass or wheat, or maybe take all the way through the feedyard?** Now, a new budget has to be generated with a (Continued on page 3)

(Continued from page 2) “purchase price” for the weaned calf as it enters that new budget. In order to have the ability to conduct enterprise analysis, the purchase price of each new venture needs an accurate appraisal of the worth of that incoming animal. This is where the need for “mark to market” accounting arises. Mark to market accounting is the establishment of the fair market value of the animal (or other asset or liability) based on current market price for like-kind, or similar quality and class of cattle.

**Why would the manager need to mark to market?** By accurately marking to market, the manager can analyze multiple enterprise budgets, including the cow-calf, and any potential budgets that may be considered after that. For example, if the weaned calf price is based strictly upon the cow-calf budget breakeven price, the cow-calf enterprise will never be able to show profitability. In this scenario, the stocker program that might follow the cow-calf program, begins the venture with an unrealistic purchase price, which may enable that program to show untrue profitability that could not be replicated if the manager decided to buy weaned calves to put into the same program. There are many examples of ranch enterprises that can use mark to market accounting. A few include: retention of calves to stocker, keeping heifer calves as replacements, retention of stockers to feedyard, or holding cull cows as stocker cows.

**Where can the manager find accurate prices?** The best possible price would be the actual price or bid that a set of animals would have captured in a given market. Managers should not be out in the market “shopping bids” from potential markets and buyers, but those resources can many times give a range that is helpful. Reading market reports is a great way to find accurate appraisal of an animal, but caution should be exercised in determining quality of ranch cattle. By over- or under-estimating the quality of cattle, marking to market may not be accurate. The main thing to remember is to be consistent. Pick a market that is representative for the area and try to follow the same position within the range given in the report.

By doing a good job of mark to market accounting, a manager will be able to analyze each enterprise with an unbiased eye, making decisions based upon true numbers that will reflect the returns that may be yielded from those enterprises.



## GO GREEN WITH RANCH MANAGEMENT

*Cattle Call* will now be sent out by email for those of you who would like to cut down on the amount of mail that accumulates in your mailbox. For those of you who prefer the option of having the hardcopy, we will still do a regular mail out.

To receive your copy of *Cattle Call* by email, just send an email to [ranching@tcu.edu](mailto:ranching@tcu.edu) with “Email Cattle Call” in the subject line. Please be sure to give us your name if it isn’t clear from your email address. You can also update your information (address change, new job, marriage, birth of a child, etc.) by sending a message to [ranching@tcu.edu](mailto:ranching@tcu.edu).

As always, we look forward to hearing from you.



## THANK YOU SPONSORS!

Over the years, TCU Ranch Management has been incredibly fortunate to have a strong support base from many individuals and companies. Much of our support for the various events and activities comes from within the industry each year. Feed companies, lending institutions, livestock pharmaceutical companies, insurance agents, animal identification companies and other businesses have contributed to Roundup, the summer roping, the scholarship fund, and educational activities for Ranch Management students. Not only have these companies contributed money, but they have taken time out of their busy schedules to provide professional expertise for our students and alumni.

One such strong supporter of our program has recently had a name change; Intervet Schering Plough is now known as Merck. Kevin Przilas, Lee Barr, and Kelby Cowley, just to name a few, work for Merck and they are strong supporters of our program. The name change has caused some confusion in the industry and they asked us to let our alumni know about the change. Merck has been a strong supporter of the scholarship program, and they have donated a saddle to the summer roping each year. They will continue to donate a percentage of purchases to the scholarship program each year from invoices turned in by our alumni. The invoices are necessary for the Merck scholarship program to continue. We encourage you to contact your Merck representative for details and thank them for their support.

As we head into fall, remember that many of the feed companies and animal health companies have nutritionist, veterinarians and technical support people that can be extremely helpful. These people are out in the trenches working with producers every day and seeing what works and where the problems are. These industry experts can be a great resource for ranchers. This is a tremendous service these companies offer along with the continuing research they conduct that helps our industry. These companies can and will help producers with problems and prevention. Utilize this great resource and next time you see them thank them for their support of Ranch Management.

Please review the list of corporate sponsors below and remember to thank them for supporting field days, speakers, meals, educational material for our students, and providing backing for student and alumni activities. Many of these sponsors underwrite the majority of the funds needed for Roundup, which helps keep the cost of attending down for you. Sponsors are a vital part of our Program, and we want them to know how much we appreciate their support. Thank you for helping us show our gratitude for all they do.

In closing, we add a big thank you to the many individuals who support Ranch Management through their gifts, talents, and time. The continued success of the Program depends on this individual and corporate support.

Thank You!

### 2012 Ranch Management Corporate Sponsors:

Agri Labs  
 Angelo Pellets  
 Bayer Animal Health  
 Boehringer Ingelheim  
 Cargile Ranches  
 Coats Saddlery  
 Cow Puncher Bit & Spur  
 Elanco Animal Health  
 Global Animal Health  
 GM Welding Supply  
 Happy Toy Maker  
 Hargrove Insurance Agency

Land O'Lakes Purina Feed  
 Lone Star Ag Credit  
 Merck Animal Health  
 Producers Livestock Auction  
 Producers Trading  
 Southwest Livestock Mineral  
 Texas Range Mineral  
 TSCRA  
 Animal Health Distributors - AHI (Walco and Lextron),  
 Micro Beef, Todd Spitzer Animal Health

**WHO DID WHAT:**

Send NEWS to BOX 297420, Fort Worth, TX 76129 or call it in to 817-257-7145.

Grad Year \_\_\_\_\_  
 Name \_\_\_\_\_  
 Spouse \_\_\_\_\_  
 Children \_\_\_\_\_

**MOVING . . . .**

New Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_

**JOB CHANGE . . . .**

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Position \_\_\_\_\_ E-Mail \_\_\_\_\_

**WEDDING . . . .**

Date Married \_\_\_\_\_  
 Where \_\_\_\_\_

**BIRTH . . . . Boy, Girl, Twins**

Date Born \_\_\_\_\_  
 Weighed \_\_\_\_\_ lbs. \_\_\_\_\_ ozs.

**Hats Off to You!!!**

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, or birth. You are helping us keep up with you and that's what we want to do. It helps your classmates and us. **Thanks!**



The First Annual TCU Ranch Management Program Alumni Tailgate is set for Saturday, October 6, 2012 from 11:30 a.m.—2:00 p.m.  
 The TCU v. Iowa State game kickoff is 2:30 p.m.

We have over 70 people registered to attend the tailgate and expect to have a wonderful day of food, friends and families!

Check the Ranch Management website and Facebook page for pictures!



### RANCH MANAGEMENT CLASS OF 2013

This year's class is comprised of 29 students who come from across the United States.

Including: Texas, Colorado, New Mexico, California, Oklahoma, Florida, Oregon, Illinois and Ohio.

Front Row, left to right: **Blake Johnson**, Brownwood, TX; **Colton Woodward**, Alpine, TX; **Cole Donelson**, Amarillo, TX; **Kailey Bullock**, Granbury, TX ; **Emma Mathis**, Aubrey, TX; **Brendon Johnson**, Wamic, OR; **Shaun Strickland**, Hominy, OK; **Jeff Davis**, Fort Worth, TX; **Michael Craine**, Fort Worth, TX; **Martha Santos**, Laredo, TX

Back Row, left to right: **Justin Ratliff**, Likely, CA; **Albert Morris**, Austin, TX; **Chris Gosnell**, Justin, TX; **Trey Milhoan**, Eagle, CO; **David Wynne**, Fort Worth, TX; **Chasen Brown**, Findlay, OH; **Philip Grisgby, Jr.**, Lake Placid, FL; **Jonathan Graber**, Yoakum, TX; **Aaron McCarty**, Walburg, TX; **Evan Myers**, Ingalls, OK; **Liz Nessler**, Sherman, IL; **Jordan Gossett**, Fort Worth, TX; **Jessen Tucker**, Fort Sumner, NM; **Tanner Duwe**, Krum, TX; **Hawes Dickerson**, Bay City, TX; **Drew Collier**, Homeland, FL; **Kelly Campbell**, Olney, TX; **Ford Edwards**, Fort Worth, TX; **Brazos Peacock**, Fort Stockton, TX

Please join us in welcoming this year's class  
into the Ranch Management Program.

Remember, you can follow this year's class on their journey through the program on the  
Ranch Management website:

[www.ranch.tcu.edu](http://www.ranch.tcu.edu)

Field trip and event pictures will be posted frequently.



**2013 Roundup**  
**Saturday, January 26, 2013**

*Make Plans now to attend Roundup in the historic Fort Worth Stockyards and please consider a donation to the auction.*

**2013 Roundup Hotel Information**

A block of room has been reserved at the Hyatt Place in the Fort Worth Historic Stockyards under the group name: TCU Ranch Management. The block of rooms will be returned to the general inventory on December 15, 2012, so make your reservations early.

**Hyatt Place Fort Worth Historic Stockyards**  
(Adjacent to Stockyards Station)  
132 E. Exchange Ave.  
Fort Worth, TX 76106

Phone: 817-626-6000  
Rate: \$169.00 + Tax per Night  
Group Name: TCU Ranch Management  
Reservation Cut-off Date: December 15

Additional Registration information for Roundup will be available on the website soon.

**NEW THIS YEAR:**

*We will be giving out the Partners' Scholarship Award in the Saturday morning session. Additionally, on Saturday evening the 10 top-valued auction items will be auctioned off LIVE!*

*You do not want to miss it!*