



SANTA GERTRUDIS

USA

FEBRUARY 2015 | VOLUME 18, NUMBER 2

ANNUAL MEETING PREVIEW



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SANTA GERTRUDIS USA

Feb. 2015 | Volume 18, Number 2

IN THIS ISSUE

- 6** Mies to Keynote 64th Annual Meeting
- 8** President's Dinner Hall of Fame Entertainment
- 12** Replacement Heifer Sticker Shock
- 13** Beef Industry Needs Deliberate Leadership Development
- 14** Annual Meeting Registration
- 16** SGBI 2015 Board Candidates
- 18** Hall of Fame Inductees
- 24** SGBI Annual Meeting Seeks Sponsors

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** Down the Road
- 10** SGBI New Members
- 10** Breed Statistics
- 10** Calendar of Events
- 10** Junior Letter
- 22** Ad Index



13



14, 24

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Only two out of this happy group of Gerts clustered around the feed bunk bother to look towards the camera. Photo courtesy of Bud and Kelly Clark, C Bar C Ranch, DeSoto, Mo.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Yes, it is out of the ordinary that the February issue of *Santa Gertrudis USA* be devoted to the association's Annual Membership Meeting, which will be held in College Station, Texas, March 20-21. Usually, highlights of the yearly event are published the month following the gathering. However, in my mind, there is special significance surrounding the 64th Annual Membership Meeting, and its importance should not be diminished. SGBI has witnessed substantial changes during the past 18-month period, with increased focus on validating the exceptional performance of the breed and utilizing this information to expand Santa Gertrudis' footprint industry-wide. SGBI's DNA-verified genetic evaluation and selection indices have substantiated the efficient performance and versatility of the breed. Utilization of professional marketing assistance

has allowed for a focused message to successfully reach all industry sectors. A concerted effort to increase breed visibility at major industry functions has also occurred since the last Annual Meeting. The result of these operational changes has been a heightened interest in the breed and a growing demand for Santa Gertrudis genetics.

SGBI's recent successes can be attributed to a number of factors, such as outstanding board leadership and increased committee participation. However, it has been the support and involvement of the association's membership that has enhanced our cattle's position as "The Preferred American Beef Breed." Member input is essential for continued success, and the Annual Meeting provides a forum for membership to share thoughts on organizational growth and product value. The Annual Membership Meeting also allows me

to provide an accounting of the past year's operations. We all realize that operational changes can occur throughout the year, and while I don't want to unduly surprise membership, I have a responsibility as your executive director to report on operating policies, accomplishments, problems, needs and finances. Moreover, a discussion on goals and direction helps SGBI provide the programs and technology necessary to ensure that all cattlemen who utilize Santa Gertrudis genetics find it profitable and are satisfied with the association's services.

Simply put, the Annual Meeting is the time when the SGBI Board of Directors and management give an accounting to membership and when members express their views to the directors and manager. Association communication is a two-way process and, let me assure you, input from membership is greatly valued. It is an exciting time to be in the cattle business, and the demand for Santa Gertrudis genetics is phenomenal. Member input is essential to keep SGBI moving forward. I hope to see you March 20-21 in College Station, Texas, for the 64th Annual Membership Meeting. If you have not registered, it isn't too late. Registration materials can be found in this issue of *Santa Gertrudis USA*. Come and be a part of the breed's most important business function, and let's keep up the positive momentum. 🐾

WELCOME TO AGGIELAND

Mies to Keynote 64th Annual Meeting



Bill Mies, Ph.D., long-time industry leader, will serve as the keynote speaker for the 2015 64th Annual SGBI Membership Meeting. Mies received his bachelor's degree from the University of Illinois, his master's from Montana State University and his doctor-

ate from the University of Missouri. His background includes animal pharmaceutical research and development, commercial feedlot management, beef production management and serving as a feedlot consultant with the Global Beef Group of Elanco Animal Health. Mies also spent 14 years at Texas A&M University teaching livestock marketing, risk management and feedyard management. Since leaving Texas A&M, Mies has worked in integrated beef production and animal data management.

As chairman of the National Cattlemen's Beef Association (NCBA) Research and Education Committee and advisor to the Value-Based Marketing Task Force, Mies was instrumental in the design and implementation of the NCBA Strategic Alliance Demonstration Project, which serves as the template

for a majority of today's current beef marketing alliances. In addition, he has served as technical advisor to the Beef Quality Assurance Task Force for 20 years.

Mies will kick off the 64th Annual SGBI Membership Meeting Friday, March 20, 2015, during the opening luncheon, providing attendees with a view of what is likely ahead for the beef industry in the next 10-year period. 🐾



John Ford addresses membership at the 2014 Annual Meeting in Branson, Mo.

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Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

SGBI's Annual Membership Meeting is fast approaching;

March 20-21 will be here before we know it. I want to encourage everyone to join us in College Station, Texas,

if you possibly can. This year, the meeting was scheduled over two days in an effort to hold down costs and not take so much of your time. Even with the shortened schedule, the meeting offers plenty of time for learning, fellowship, fun and taking care of general membership business.

Recently, I have been thinking about the changes occurring in the beef business and SGBI's position in the industry. Packers are consolidating, there are fewer feeders and there is a movement toward value-based marketing. The demand for genetic information is increasing, the nation's cowherd is smaller, and there are other factors influencing how beef is produced and marketed. It is not "business as usual" – for SGBI to increase demand for Santa Gertrudis cattle, the Board of Directors must be focused on the future. I've said before that building a business is hard, but keeping it moving and prosperous is a lot harder. During the SGBI Annual Meeting process, a new Board of Directors will be elected and new officers seated. I encourage you to put serious consideration into the candidates and make your choice for people who will continue to work to move the breed forward.

As I have said many times, this is your association. We all have a special interest; for some, it is promoting the breed on the show road; for others, it is about pursuing a passion for our outstanding junior program. Others are focused on building a Star 5 program or have an interest in breeding for specific traits. All are important for association success. However, for an association to be and remain successful in today's world, its board must be capable of seeing the "big picture" and planning accordingly. There is a difference between managing and leading; the most important responsibility for a board is to help the organization plan, and then lead it into the future. Moving forward, the breeds and breed associations that will grow are those with directors leading with an appreciation for the past, but who are also fully focused on the future. I challenge the SGBI membership to carefully consider each candidate, their vision for SGBI and their willingness to lead going forward. The time is right for us to work harder and to continue to grow.

Until next time, God bless.

Proverbs 30:5: Every word of God is pure: he is a shield unto them that put their trust in him. 🙏

WELCOME TO AGGIELAND

President's Dinner Hall of Fame Entertainment

Colt Sherrill, a musician from Mt. Ulla, N.C., has been involved in the Santa Gertrudis breed ever since he was old enough to show. His wide range of musical tastes comes from taking 20-hour truck rides to National Junior shows, beginning with the show in Waco, Texas in 2002.

When he wasn't studying for brain bowl or practicing his speech, Colt was soaking up the music of Willie Nelson, George Strait, Elton John, The Beatles and many others. When he began learning guitar in 2010, he got together with another junior member, Austin Cameron, and they began performing at the Breeders of the Carolinas stall in Kingsville, Texas. Ever since, they have had "jam sessions" at every National Junior show, playing for anyone who wants to relax and enjoy free music.

CONTINUED ON PAGE 20 ➤

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SANTA GERTRUDIS

Juniors

By Hannah Burrough, At-Large Director



Howdy! My name is Hannah Burrough and I'm a freshman at Texas A&M University studying agri business. I currently serve as an at-large director on the National Junior Santa Gertrudis Association Board of Directors.

LEADER: someone who leads. If you go by the definition from the Merriam-Webster Dictionary, that's all there is to being a leader. But being a leader is much more than

that. As a leader, you also must be willing to follow someone if that person has more experience or knowledge in a certain area, and also be willing to ask for help when you need it.

Yes, leadership is all about leading others, but it is also about helping others and doing what is best for the community or group of which you are in charge. As a leader, there are many difficult decisions you will have to make, and mistakes you will learn from. The ability to put aside your own feelings and step up to the plate to make the best decision, regardless of your personal agenda or emotions, is, in my mind, the most difficult and, at the same time, the most important part of being a leader.

As we all start to get back in the swing of stock shows for 2015, I ask that each of us remembers that we are all leaders – not because we are necessarily in charge, but because we all have the opportunity to make an impact with our words, decisions and actions. Taking the time to help a younger exhibitor with an unruly animal, quelling their fears about stepping into the show ring for the first time or simply helping fellow competitors with cleaning their stalls, will gain you a world of respect. Being a part of the Santa Gertrudis breed is an honor and a privilege, and I would encourage you all to *carpe diem* – seize every possible opportunity and make the most of it! To paraphrase Bayli Fisher, a fellow director, "Just take your life by the halter and lead!" 🐾

SANTA GERTRUDIS WELCOMES

New Members

Commercial Members

Marion Kuhlman, Sharon Springs, Kan.
Leon McIver, Hernando, Miss.

Junior Members

Jaycee Grubbs, Pontotoc, Miss.
Carsen Parker, Cave City, Ky.
Javid Sanchez, Bosque, N.M.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

DECEMBER 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
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2	505	115	499	152
3	38	1	0	18
4	36	5	22	12
5	7	0	0	16
6	31	22	0	20

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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Phone: (361) 592-9357; Fax: (361) 592-8572

SANTA GERTRUDIS

Calendar

FEBRUARY

- 5** Florida State Fair Open Santa Gertrudis Show, Tampa, Fla.
- 14** National Santa Gertrudis Show at the Dixie National Livestock Show, Jackson, Miss.
- 14** San Antonio Livestock Open Santa Gertrudis Show, San Antonio, Texas

MARCH

- 6** Mid Coast International Super Sale, Houston, Texas
- 7** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 13-22** Rio Grande Valley Livestock Show, Mercedes, Texas
- 20-21** SGBI Annual Membership Meeting, College Station, Texas
- 28** Bluebonnet Classic Sale, Hallettsville, Texas

APRIL

- 11** Red Doc Farms Red Hot Bull Sale, Belen, N.M.
- 11** 1st Annual Western Heritage Heifer Sale, Belen, N.M.
- 18** The NuGen Partnership Sale, Ringgold, Ga.
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 9** Breeders of the Carolinas Annual Sale, Chester, S.C.

JUNE

- 20-27** National Jr. Santa Gertrudis Heifer Show, Guthrie, Okla.

JULY

- 21-25** GOALS Junior Retreat, Gettysburg, Pa.



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- ♦ Hargis Ranch, Phillip Hargis
- ♦ Harris Riverbend Ranch, David & Laurie Harris
- ♦ Hefley BHR Ranch, Roy & Barbara Hefley
- ♦ NAF Cattle Division, Dexter & Jan Joyner
- ♦ Rancho Salida Del Sol, John & Pam Liford
- ♦ Strait Ranches, Y.N. Strait Family
- ♦ Townsend Cattle Co., Ivan & Debbie Townsend
- ♦ Twin Creek Ranch, Wes & Lou Hall
- ♦ Wendt Ranches, Dan & Jane Wendt
- ♦ Woman Hollerin' Ranch, Rick & Betty McCormick

Sale Schedule

Friday, March 27th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 28th

8:00am - Cowboy Coffee

11:00am - Sale Begins



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SANTA GERTRUDIS *Production* REPLACEMENT HEIFER STICKER SHOCK

By Randy L. Stanko, Ph.D., Texas A&M University-Kingsville



If you have bought or sold replacement heifers lately (bred or open), you know they are expensive – and should be, given the current cattle market. Now, a top concern among commercial producers in the beef cattle industry is whether they should expand their herds and if they can generate profits from these expensive additions to the herd. The answer to these questions is probably yes and yes – and maybe more profit-

ably than you might expect. We can borrow the numbers and principles from prominent ag economists and cattle market prognosticators to perform some economic aerobics, which may justify purchasing these replacement females.

As always, economic assumptions are a must, but I want to keep it simple because I am neither an economist nor a market analyst. Let us assume that bred, commercial replacement heifers are selling for \$2,500/head, five-weight feeder calves are valued at \$1,000/head, annual expense (costs) per female is \$500, and future cull cow value is \$90/hundredweight (cwt.) (1,300 lb. x 90¢ = \$1,170). Using these assumptions, we can easily figure that, before she has that first calf, we will have invested \$3,000 into this female (\$2,500 + \$500). The assumptions used don't reflect current market prices, but are similar to long-term projections through the next four to five years.

Depending on whether we purchase open heifers or bred heifers, we may have more or less time and money invested in these replacement females. You know immediately that the former will require more time and money before the first calf is sold, but should be lower in initial investment cost.

Let us assume we bought 10 heifers, bred at least three months, in the fall of 2014. On the one-year anniversary date (fall 2015), we should have 10 calves ready to sell or already sold. The first calf heifers all should be bred back and have generated a net gain of \$500 (\$1,000 in and \$500 out) per heifer.

At the second anniversary date (fall 2016), the second set of calves should have been sold, they all should be bred back and another year of expense should have been added, for a net gain of \$500 (\$1,000 in and \$500 out) per heifer. At this point, each heifer has generated a total of \$1,000 toward her initial cost of \$2,500.

If, in the falls of 2017, 2018 and 2019, we can repeat this scenario, we will realize a net gain of \$500 per year per heifer (\$1,000 in and \$500 out). At that point in time, these cows will have generated enough profit in calf sales to match the initial investment cost. Obviously, I didn't figure in death loss (calf or cow), inflation, interest or just bad luck.

So where are we economically? A full five years after we bought those high-dollar, short-bred heifers in the fall of 2014, they are now in the prime of their lives, pushing seven years of age and possibly generating some awesome replacements of their own. We can now begin keeping back their heifer calves and not feel so pinched because momma hasn't paid for herself. If we decide to sell any of these cows in the fall of 2020, along with their sixth calf crop, she should bring \$1,170 (see above) over the scale. If we add her year 2020 calf profit (\$500), then our total net cash inflow for that fall would be \$1,670. Dividing that final net cash inflow in the fall of 2020 by the six years since we purchased those \$2,500 short-bred replacement heifers tells us that each female would have generated a profit of \$278.33 per year. Any calf revenue beyond 2020, minus expenses, makes this annual profit even greater.

If you aren't comfortable including the cow cull value into the profit column because you have to add money to the \$1,170 to replace her, then simply divide the year 2020 calf profit (\$500) by the same six years. In this case, each heifer purchased in the fall of 2014 would have generated \$83.33 per year. However, as we discussed previously, each year we own her beyond 2020 will improve that overall annual profit potential.

Whether you are currently buying or selling commercial-type replacement heifers, I believe, at least in the short term, that these new price points can be justified. 🐄



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Beef Industry Needs Deliberate Leadership Development

By Clay P. Mathis, Endowed Chair and Robert J. Kleberg, Jr., Helen C. Kleberg Endowed Chairman, King Ranch® Institute for Ranch Management

There has never been a better time to be involved in the beef industry. Prices have reached levels that most of us could not have predicted just a few years ago. The future of our industry is bright. It is difficult to ignore the fact that while the ranching industry will see many opportunities in the decades to come, we will also face great challenges. Regardless of whether we overcome the challenges or seize the opportunities, I believe the key to success for our industry as a whole will be great leadership at all levels. It is the tenacity and thoughtful decision-making of the leadership in agriculture that has helped sustain many generations. Even greater leadership will chart the course of action for our future.

It is the tenacity and thoughtful decision-making of the leadership in agriculture that has helped sustain many generations. Even greater leadership will chart the course of action for our future.

Still, the road ahead will not be easy, because our world is becoming more connected and complicated than ever. In fact, I read a popular press article a few years ago that highlighted research on the complexity of doing business in modern times. Research from Boston Consulting Group showed that “complicatedness” has increased annually 6.7 percent, on average, over the last 50 years. If this pattern continues, business management in 2034 will be more than twice as complicated as it is today. That is a frightening thought. This magnitude of increase would call for extra layers of management and overhead costs for agricultural enterprises.

In addition to this, the voting population is increasingly detached from agriculture, and many Americans simply do not understand the concept and complexities of agricultural production. The typical consumer learns about our industry through media that often sensationalize news to maintain or grow their market share. The true stories of ranching families feeding the world and living by a code of integrity and excellent stewardship of land and livestock do not reach a broad-enough audience of American consumers. These trends will further complicate our ability to produce beef in the future. Challenges will arise and change will be required of our industry, whether we like it or not. In light of the challenges in our future, we must ask ourselves, who will lead the industry in 20, 30 and 40 years. Currently, the average rancher is 58-60 years of age, with relatively few ranchers between the



ages of 30 and 45. Where will the much-needed leadership come from, and are we doing enough today to prepare them for the challenges?

My intent is not to paint a picture of a crumbling industry. I do not believe that is the case. Instead, I am trying to make clear a great opportunity. Although we often think first about ranch management in terms of managing natural resources, livestock and wildlife, we should keep in mind that success requires the leadership of teams working toward common goals. Viewing our industry as a whole, I want to stress again that the key to success will be great leadership at all levels. It will come from ranchers leading in rural communities who are engaged in state and national policy development. It will also come from ranchers who volunteer their time to sit on boards of directors of breed associations, state cattlemen's associations and national associations of cattlemen. When leadership positions are appointed or elected, are we filling those slots to address current issues only, or to solve the issues of today while preparing someone to successfully navigate more complex issues a decade from now?

In light of the issues we face today, I believe even greater leadership will be needed to guide our industry in the decades to come. We must deliberately develop leaders. We must invest in the development of those promising younger members of our ranks. We must mentor them purposely, so that when we pass the gavel they are prepared to lead at a higher level than those before them, because the issues will become more complicated. As an industry, we can do more today to develop great leaders who will take the helm in future decades. We owe this to the next generations of agriculturalists. 🐄



WELCOME TO AGGIELAND

Hilton Conference Center • College Station, Texas

MARCH 20-21, 2015

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

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COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Friday and Saturday; tours with transportation; President's Dinner, Dance and Hall of Fame Induction *(Separate charge in the past).*

\$225.00 per person x _____ = \$ _____ *If received BY Feb. 16, 2015*

\$250.00 per person x _____ = \$ _____ *If received AFTER Feb. 16, 2015*

FRIDAY *a la carte tickets*

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\$50 per person x _____ = \$ _____

AWARDS BUFFET

\$100 per person x _____ = \$ _____

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\$125 per person x _____ = \$ _____

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Check No.: _____ TOTAL: \$ _____

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Mail registration to: SGBI, P.O. Box 1257 • Kingsville, TX 78364 or FAX to (361) 592-8572

FINAL SCHEDULE

MARCH 20-21, 2015

Hilton Conference Center • College Station, Texas

FRIDAY, MARCH 20

9:00 a.m. – 11:30 a.m.

SGBI Board of Directors Meeting

11:00 a.m. – 5:00 p.m.

Registration

Noon – 1:30 p.m.

Opening Luncheon

Keynote Speaker: Dr. Bill Mies

2:00 p.m. – 5:00 p.m.

Committee Meetings

6:30 p.m. – 9:30 p.m.

SGBI Awards Buffet

SATURDAY, MARCH 21

7:30 a.m. – 11:00 a.m.

Breakfast Buffet and

Annual Membership Meeting

11:30 a.m. – 12:30 p.m.

Affiliate Luncheon

1:00 p.m. – 5:00 p.m. (TOUR OPTIONS):

George Bush Presidential Library

& Museum or

Sexing Technologies/Genetic

Development Center

7:00 p.m. – 11:30 p.m.

President's Dinner & Hall of Fame
Inductions

HOTEL INFORMATION

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WELCOME TO AGGIELAND

SGBI 2015 BOARD CANDIDATES

Below are candidates whose names will appear on the ballot at the SGBI Board of Director elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by 5 p.m., Jan. 9, 2015. Per SGBI's governing documents, At-Large directors were nominated by the Board and can be accepted or rejected by members of that district, or elected by a "write-in" vote on the same district ballot.

❖ WESTERN REGION ❖

CHRIS TALIAFERRO

Chris Taliaferro seeks the seat on the SGBI Board of Directors for the Western Region. A member of SGBI since the age of 9, he is part of the Double TT Ranch family and has his own herd of Gerts. Chris has served as president of the Premier Junior Santa Gertrudis Association (PJSGA) and currently sits on their board, and has also served as a director of the National Junior Santa Gertrudis Association (NJSGA).

"I have been with this great breed of cattle since childhood and will continue the rest of my life. I am asking for your vote and will be here to work for all the members of SGBI," Chris says.

YANCY STRAIT

Yancey Strait, a fourth-generation Santa Gertrudis breeder, seeks re-election as a Santa Gertrudis Breeders International director. He currently serves as vice president of Breed Improvement and chairman of the Performance committee. Raised in Carrizo Springs, Texas, he now lives in Prosper, Texas. He graduated from Texas A&M University with a B.S. in Agricultural Economics in 2001, and then earned a Master of Land Economics and Real Estate degree from the Mays Business School at Texas A&M. He manages field operations for Oryx Oilfield Services, a regional oil and gas construction company. Prior to joining Oryx, he served numerous roles in the commercial real estate finance sector.

As a youth, Yancy served as a NJSGA president and was a scholarship recipient. Today, he owns and manages a small herd of registered Santa Gertrudis cattle and plays an active role in the management of Strait Ranches, his family's ranching operation.

As a Santa Gertrudis breeder, Yancy strives to raise fertile, functional and efficient beef cattle, working to improve each calf crop. As a SGBI member and director, he aims to increase awareness, demand and market share of the breed, believing it is imperative to maintain the current momentum of the Santa Gertrudis breed through progressive marketing and data collection.

"I am extremely proud to be a fourth generation Santa Gertrudis breeder," Yancy says. "I believe the Santa Gertru-

dis breed has an extremely bright future. Thank you for your consideration."

❖ EASTERN REGION ❖

BUD CLARK

Bud Clark seeks to become an Eastern Region representative. Part owner and operator at C Bar C Ranch, Bud is vice president for Wease Distributing, a family-owned distribution company. He has been involved with the Santa Gertrudis breed since his family purchased their first Santa Gertrudis bull from David and Sherry Hampton 25 years ago.

Bud currently serves as the Mid-America affiliate president, a spot he has held since 2009. He also served a term on the SGBI Board of Directors from 2011 to 2014 as the District 6 At-Large director. During that term, Bud was selected as vice president of membership in 2012 and 2013. During this time, membership in Santa Gertrudis Breeders International increased for the first time in several years. He has also served on numerous committees, including Finance, Membership, Breed Standards, the Young Breeders Program and the Website committees.

"If elected as the Eastern Region representative, I would become a voice for the members of the Eastern region, and attend as many events as possible," Bud says. "I would also help continue to grow membership of SGBI, help raise interest in Santa Gertrudis cattle, and help bring the breed to the forefront of the cattle industry."

Bud and his wife, Kelly, have 16-month-old twin boys, Sam and Will, and live in De Soto, Mo. They are looking forward to raising them with the Santa Gertrudis breed and family.

DEBBIE GAUTZ

Debbie Gautz, Carthage, Mo., owns and operates Rustic Rail Ranch with her husband Paul, two daughters and their families. They maintain 75 breeding-age females at the ranch, and credit a strong AI program with their production of high-quality Santa Gertrudis cattle. Along with her family and grandchildren, they show and market Santa Gertrudis throughout the country.

Debbie has been involved with the Santa Gertrudis Board and committees since the early 1980s, and has served on the Membership, Youth Activities, and Shows and Exhibits

committees. She currently serves on the Breed Standards committee and recently completed a three-year term on the Board.

"It is important to me to be actively involved in our breed to be able to promote and market our great red cows and to answer questions and help with problems that arise in our membership," Debbie says. "I recently finished my term on the Board and feel I have made a large difference. I look forward to serving another three years as a voice of our membership."

LARRY G. OSBORNE

Larry G. Osborne was born and grew up in Dorton, Ky. After graduation, he joined the Marine Corps, serving his country for four years and leaving with the rank of E4 Corporal and an Honorable Discharge in 1963, before going to work at General Motors (GM). He retired from GM in 2002, after 32 years as shift superintendent, supervising more than 250 employees. In 1992, he bought his first Gert bull from a neighbor, and the rest is history. He now owns Mosby Creek Ranch in Sparta, Ky., and has raised two National Champions (OU Super Star and Rosie). He also raised KY Star, the high-point bull of the 2010-2011 show season, and has shown 35 to 40 grand champions at point shows.

Larry served three terms on the SGBI Board, two terms as president of the Polled Association, five terms as secretary/treasurer of the Polled Association, seven terms as president of the Ohio affiliate and nine years managing the District 6 Show and Sale.

He has also donated heifers to District 6, the Kentucky Affiliate and National Junior Heifer Shows. His "hobby" has become a source of pleasure, pride and honor, as he's watched his grandchildren, Dalton and Ashley, work with their cattle, from halter breaking to show preparation.

"My pleasure has been seeing the pride on the faces of all the children that have participated and have worked so hard," Larry says. "The responsibilities have been great and so worth it all. A vote for me will be appreciated!"

AARON SCHROEDER

Aaron Schroeder seeks the position of Eastern Region representative. He is the owner/operator of Missouri Meadows, but believes many breeders know him simply as "that one-legged guy who breeds Gerts." Aaron is from Hughesville, Mo.

Aaron has owned Santa Gertrudis cattle since 1990. While he thoroughly enjoys the breed, he thinks of himself as being in the cattle industry rather than just being a Gert breeder. He chose Gerts for the qualities they bring to the cattle industry and believes that as a breed, they have come a long way.

Aaron supports the continuation and expansion of many SGBI programs. He believes the use of the new genetic EPD system, the marketing of the Star 5 program, and the collection of feedlot data are necessary to help SGBI members become better breeders and have better cattle.

Aaron believes it is necessary for Santa Gertrudis breeders to strive to promote Santa Gertrudis cattle and SGBI services and programs to cattlemen who live in the south and to those cattlemen who live north of I-40. He would like to see SGBI take more initiative to inform breeders what SGBI is doing for them to ensure their success.

"I would like for the *SG USA* publication to include minutes from the board meetings with details as to how each issue was addressed and voted on," Aaron says. "I would also like the publication to focus on a different affiliate each month, in order to promote how each of our counterparts is working for

us as breeders. To increase membership, we must make the value of membership known."

✧ DISTRICT 2 ✧

DEBBIE TOWNSEND

Debbie Townsend has been involved with Santa Gertrudis for more than 35 years. She and her husband, Ivan, along with their daughters, Tanya (Craig) and Tana, and grandchildren Caleb and Cade, own Townsend Cattle Co. Their herd consists of both registered Santa Gertrudis and commercial cattle. In addition, they own CIC Construction, Inc., an oilfield construction company. She lives in Louise, Texas.

Debbie currently serves as president of the Mid-Coast affiliate. She is also chairman of the Bluebonnet Classic Sale and organizes the annual Aisle Party during the Mid-Coast International Super Sale. She has been a member of SGBI for 26 years, serving on the Youth Activities committee for the past seven. Previously, she served as chairman of the Membership committee, on the Long-Range Planning committee and as chairman of the 2013 Annual Meeting.

Debbie aims to maintain the enthusiasm of the commercial cattleman who utilizes Santa Gertrudis genetics. She believes that SGBI must continue to expand and strengthen marketability with innovative ideas like video and Internet sales, which provide the opportunity to reach people outside the breed and increase membership.

Her vision is to use this foresight to continue to create new opportunities and to strengthen revenue for the breed and the breeders.

✧ DISTRICT 3 ✧

JAMIE DANIEL

Jamie Daniel seeks the District 3 seat on the SGBI Board of Directors. She lives in Magnolia, Ark. with her husband Chad and children, Patrick, Erin-Kay and Caroline. Together, they own and operate 777 Farms, where they raise registered Santa Gertrudis cattle and are very active on the open and junior show circuit. Jamie is a member of the Arkoma Association and the Polled Santa Gertrudis Association and currently serves on three SGBI committees: Shows and Exhibits, Membership, and Breed Standards. She is also a Real Estate broker and an insurance agent.

In 1975, Jamie's grandparents, Patrick and Maxine Reeves, formed Reeves 777 Ranch. They loved their red cattle and everything about the breed, and Jamie literally grew up with Santa Gertrudis cattle. She showed them for more than ten years while she was a junior exhibitor with the Arkoma Association. She has many positive memories of those times and is very excited to see her children grow up in the organization.

Her grandfather was a board member in the mid '80s and was very proud to be able to serve the breed as a director. She would cherish the opportunity to follow in his footsteps and serve the Santa Gertrudis breeders of Louisiana, Arkansas and Oklahoma as the organization aims increase the footprint of the Santa Gertrudis breed across the cattle industry.

"We are experiencing exciting times with record high prices in the cattle business," Jamie says. "This is especially true in our breed with our cattle being in demand by purebred and commercial cattle producers. I would appreciate your support and I thank you in advance." 🐄

WELCOME TO AGGIELAND

HALL OF FAME INDUCTEES

Alexander, Payne and Shelton to be Honored

Santa Gertrudis Breeders International (SGBI) will induct three breed leaders into the SBHI Hall of Fame at the upcoming Annual Meeting. The Hall of Fame represents SGBI's highest honor and recognizes the significant and unique contributions of these individuals to the support, growth and advancement of the Santa Gertrudis breed. Presentations into the Hall of Fame will be made during the event Saturday evening.



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Ben Alexander

When Oklahoma native Ben Alexander completed his degree in science from Mississippi Southern in 1959, he moved to Kenedy, Texas to teach chemistry. It was there, in a local coffee shop, that he met Charlie Moses, a polled Santa Gertrudis breeder. Having grown up working with his grandfather and uncles in their commercial cattle operation, and possessed of a keen interest in genetics, Ben quickly became intrigued with Santa Gertrudis cattle. As he stated, "I was impressed with their adaptability and the way they could survive in the wild; they are real hustlers. I thought they performed like commercial cattle ought to."

Ben purchased his first cattle from another Ben Alexander, SGBI Charter Member A.B. "Ben" Alexander of Cotulla, Texas. Mr. Alexander offered to sell Ben 186 cows and a bull, but young Ben told him they were too pricey for a school teacher with a wife and child. Recognizing the young cattleman's eye for good animals and appreciating his understanding that purebred cattle needed to perform in a commercial environment, Mr. Alexander sent Ben home with the cattle, telling him to pay for them when he could. So began A+ Cattle, from one Ben Alexander to another Ben Alexander.

Ben Alexander's understanding of genetics, utilization of genetic research and knowledge of the needs of commercial cattlemen allowed him to match bulls to cows, resulting in genetic improvement and bettering the breed as a whole. He ran his herd alongside his grandfather's commercial cows on the family operation in Duncan, Okla. Soon people began taking notice of the cattle and Ben and his father, Charles, began hosting field days at the Alexander home in Duncan. Cattlemen also took note of Ben's breeding program and ability to produce high-performing bulls.

In 1970, Ben purchased 6250, the "Old Man Christmas" Bull from Winrock Ranches. Although most had marked 6250's brother as the buy of the sale, Ben was confident that "Christmas" was the best of the offering. Ben's choice proved to be sound, as 6250 built a reputation for producing cattle capable of performing in the show ring and in the pasture. It was not uncommon to find Alexander animals in the winner's circle.

Ben has always believed a man could make money with a few good cows

CONTINUED ON PAGE 20 »

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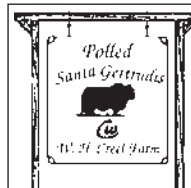
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and access to the right bulls. He has never run more than 250 cows, but his attention to genetics and eye for sound, functional cattle has resulted in some of the breed's most productive bulls and cows. His tremendous influence on the breed is evidenced by the number of pedigrees that list Alexander breeding. Today Ben and his son, Ben Ross Alexander, run about 30 cows with a few good bulls, and make it work.

Delmo Payne

Since its inception, Santa Gertrudis Breeders International has been blessed with a number of individuals whose exceptional leadership qualities have bettered the breed and the association. Notable among these individuals is former SGBI President Delmo Payne, Grandview Farms, Hamilton, Ala.

Delmo purchased his first purebred Santa Gertrudis females in 1983 from Mrs. Ann Upchurch of Grey Rocks Ranch in Selma, Ala. From this small beginning, Grandview Farms grew into one of the largest Santa Gertrudis seedstock operations in the Southeast. Growing up the son of a Mississippi commercial cattleman, Delmo developed an early appreciation for sound, functional cattle.

He attributes much of Grandview Farms' success as a premier producer of seedstock to the lessons he learned spending time with his father on Saturdays at the local auction barn. Grandview Farms' genetics quickly developed a reputation for performing at the highest level in the show ring as well as being profitable in the most challenging commercial environments. Delmo's Grandview Farms' show-ring accomplishments are numerous and include multiple National Champions. In addition, commercial herds throughout the Southeast utilize Grandview genetics in their operations. However, it is Payne's vision for the breed, his drive and commitment to achieve that vision, that have and will have a lasting effect on Santa Gertrudis Breeders International.

Delmo has served SGBI as a member of the Shows and Exhibits committee and the SGBI Board of Directors, and as vice president of Marketing and Promotion, and Chairman of the Nominating, Membership and Redistricting committees. His unique talent and ability to foster a sense of teamwork has resulted in an association whose members hold

the common goal of promoting and marketing Santa Gertrudis genetics across the United States. He also has generously supported association projects and activities and is an ardent supporter of the breed's junior program. Delmo continues to work on the development of markets, especially in the Southeast, and has consigned or purchased animals from more than 35 different Santa Gertrudis sales. He is a sponsor of the Alabama Connection, now in its 26th year of marketing Santa Gertrudis genetics.

A leader can be described as a person who has a vision, the drive to achieve that vision, and the skills to make it happen. A leader can enlist the aid and support of others in the accomplishment of a common task. No statement says more about Delmo Payne than his favorite quote, "There is no limit to what can be accomplished when no one cares who gets the credit."

Robert (Bobby) Shelton

Robert (Bobby) Shelton, rancher and great-grandson of King Ranch founder Capt. Richard King, served as president of Santa Gertrudis Breeders International from 1979 to 1981. As CEO of Shelton Ranching Corporation, Bobby brought to SGBI an appreciation for long-term planning, detailed attention to organization, and an understanding of business finance. He operated under the philosophy that a breed will prosper only if the association is financially sound and is responsive to member needs. He initiated a study of the breed's business costs, registration trends, and member service options during his tenure as president. Armed with information from the study, he led an effort to structure fees in a manner that encouraged SGBI membership to increase the numbers of cattle recorded

in the association's herdbook and at the same time stabilized SGBI's shaky financial position.

Bobby's operational philosophy proved to be effective, and SGBI experienced a 20-percent increase in membership under his leadership. He left the association on a sound financial footing, positioned to move forward. There is no doubt that his leadership and organized approach to business provided the basis for the breed's phenomenal growth throughout the late '70s and early '80s.

Ahead of his time from a marketing standpoint, Bobby understood expansion into foreign markets would strengthen the breed's presence on a worldwide stage and stimulate a larger customer base. He worked tirelessly to open new markets, and his efforts laid the foundation for successful foreign outreach. Recognizing that the future of the cattle industry depended on the development of educated leaders, he established an endowed Santa Gertrudis Breeders International scholarship fund at Texas A&M University that to this day continues to support the education of young people pursuing an ag-related career. His support of youth programs did not stop there; he also established the Junior Premium Fund, which provides premiums for National Santa Gertrudis Heifer Show exhibitors.

Bobby Shelton's influence, leadership and legacy continue to have a lasting positive impact on Santa Gertrudis Breeders International. He passed away in 1994 at age 59 in Houston, Texas, following heart surgery. It is with great gratitude that Santa Gertrudis Breeders International names Robert (Bobby) Shelton a member of the SGBI Hall of Fame. 🐄

PRESIDENT'S DINNER HALL OF FAME ENTERTAINMENT **CONTINUED FROM PAGE 8**

Colt performed regularly in his hometown before moving to the University of North Carolina at Wilmington in January of this year, and recently released an original EP. His performances consist of a mixture of covers and originals that range from country/folk to rock-and-roll and the blues. Colt has also been a member of the National Jr. Santa Gertrudis Board of Directors for four years, currently serving as an At-Large member. He will play at the President's Dinner at the 64th Annual Meeting this year, combining the two things he loves most: Santa Gertrudis cattle and music. His EP is available for purchase on the iTunes store. 🎸



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Briggs Ranches.....	3, 21	H&H Farms.....	19	Reynolds Prairie View Farms.....	21
C Bar C Ranch.....	9, 19	Haman Farms.....	19	Rocking A Ranch.....	22
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Casablanca Ranch.....	19	Hargis Farms.....	21	Running M Ranch.....	19
Cedar Crest Farms.....	19	Harris Riverbend Farm.....	21	Rustic Rail Ranch.....	19
Circle A Farm.....	21	Heath Farms.....	19	Santa Gertrudis Bluebonnet Classic.....	11
Corporon Acres.....	21	Hefte Ranches.....	21	SG Breeders of the Carolinas.....	7
Cotton Branch Plantation.....	19	Heil Cattle Co.....	9	Shampain Ranch.....	19
Cox Mill Farms.....	19	Hoover Case.....	22	Siler Santa Gertrudis Cattle.....	22
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Creekline Ranch.....	21	J.C. Sherrill, Jr. Ranch.....	7	Southern Breeze Ranch.....	19
Crimson Classic Sale.....	15	Jernigan Ranch.....	19	Strait Ranches.....	22
Dan Wendt.....	22	John Martin Ranches.....	21	Tara Ranch.....	22
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District IV Breeders.....	9	Lou Al Tuck Farms.....	7	Townsend Cattle Co.....	22, 24
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In Memoriam

WILLIAM "BILL" CREEL

William "Bill" Creel passed away on Dec. 24, 2014. He was born to D.J. and Marie Creel on Dec. 31, 1938, in Scott County, Miss. Bill was a longtime Santa Gertrudis breeder, in the business for 45 years and holding herd number 3405. While Bill always maintained a small herd, he was not your typical small breeder. His name is on the pedigrees of some of the top animals in the breed. He was a perfectionist, not only with

the cattle he raised, but in the way he maintained his farm. The breed will miss him.

Bill served in the U.S. Air Force and was self-employed. He is survived by his wife, Frances Taylor Creel; one daughter, Kay Roseberry (Robert); one son, Scott Creel (Wanda); two grandchildren and one great-grandchild. Graveside services were held Dec. 27, 2014, in Purvis, Miss. 🕊

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It has always been the goal of SGBI to keep the cost of the Annual Membership Meeting affordable for members. We do this partially through sponsorships from supporting corporations and ranches. These donations are used to partially offset costs of the meeting and to provide effective, informative and valuable programs that will not only benefit members, but engage them in the business of raising and promoting Santa Gertrudis cattle.

SGBI is seeking sponsorships for the upcoming Annual Membership Meeting (see form at right). In exchange for your sponsorship, your company/ranch will receive recognition in the meeting program, in the SG-USA magazine and throughout the meeting via announcements and banners. Please consider supporting SGBI and promoting your company/ranch through a sponsorship.

For questions or more information, please contact SGBI Executive Director John Ford, at jford@santagertrudis.com or (361) 592-9357.

In Memoriam

TERRI CARROLL FISHER

Terri Carroll Fisher passed away at her home in Carrizo Springs, Texas on Jan. 5, 2015 after a battle with cancer. She was 56 years old. In Santa Gertrudis circles, Terri was known for her support of the junior members and their activities. She helped many boys and girls get their start by helping them select animals, hauling animals to shows, and teaching them how to raise, clip and show their animals. She was a firm believer that the lessons children learned through the responsibility of raising animals would benefit them for a lifetime.

Terri was preceded in death by her daughter, Cheyenne, and her brother, Leon.

She is survived by her husband, Carl; parents, Garland and Helen Carroll; brothers, Ricky, Sr. and family, and Clifford and family; children, Rusty and his wife Sara, Krystina, Kirt, Bayli, and Sage; and grandchildren, Travis, Tyler, Matti and Kayli. 🕊

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