



SANTA GERTRUDIS

USA

FEBRUARY 2016 | VOLUME 19, NUMBER 2

ANNUAL MEETING PREVIEW

Santa Gertrudis



The Preferred American
Beef Breed

CRIMSON CLASSIC SALE

Santa Gertrudis Cattle

April 30, 2016

Cullman Stockyards • Cullman, Ala.



OFFERING—

**40 Santa Gertrudis Bulls,
50+ Crossbred Females,**

along with

50 Registered Lots

from Alabama Connection members
and Guest Consignors!

Sponsored by the members of the Alabama Connection:

Tinney Farms

GRANDVIEW FARMS



**Alabama Connection members'
bulls come Gain & DNA tested!**

**Look for our
catalog in the
April 2016
SG USA Magazine!**

DVAuction
Broadcasting Real-Time Auctions

Manager:

Arlin Taylor

Phone: 256-507-3838

Email:

arlin.taylor@bhamfast.com

Website: tinneyfarms.com

Tinney Farms

5251 Co. Rd. 601 • Hanceville, AL 35077

Sale Consultants:

Darren Richmond: 423-364-9281

djrichmd@gmail.com

Bill Lundberg: 479-880-6217

lundbergcss@yahoo.com

Gene McCarter 662-665-4911



MARCH 19, 2016 ♦ 11:00AM

Lavaco County Exposition Center ♦ Hallettsville, TX

Watch for our offering!

Sale Schedule

Friday, March 18th

5:00pm - Cattle Viewing

6:00pm - Dinner

For sale catalog, photos and up-to-date
information, visit our website:
www.bluebonnetclassicsale.com

Saturday, March 19th

8:00am - Cowboy Coffee

11:00am - Sale Begins

For inquiries contact Sale Chairman:
Debbie Townsend • (979)541-4989
townsend30@yahoo.com



Traylor Division
Bloomington, Texas

PO Box 1417 • Victoria, Texas 77902

Joe Jones, Manager: (o) 361.897.1337 • (c) 361.550.0994
briggsranches@hotmail.com



San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande, Texas



IN THIS ISSUE

- 6** More Than Just a Crown
- 10** Emergency Preparedness
- 14** Cattle Castle
- 18** SGBI 2016 Annual Meeting Registration & Schedule
- 24** SGBI Committee Introductions
- 24** Lee Leachman – Annual Meeting Keynote Speaker
- 25** Annual Meeting Speakers

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 20** Membership Renewals & Registrations
- 20** SGBI New Members
- 20** Breed Statistics
- 20** Junior Letter
- 20** Calendar of Events
- 22** Ad Index



SANTA GERTRUDIS BREEDERS INTERNATIONAL

P. O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Roxanne Silguero
Email: roxanne@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

MAGAZINE STAFF

PUBLISHER

Blueprint Marketing LLC
P.O. Box 427, Timnath, CO 80547
email: info@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306
fax: (970) 493-8930

MANAGING EDITOR

Traci Eatherton
teatherton@blueprintma.com
(303) 243-0704

AD SALES | CATALOGS

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 752-6143 | fax: (540) 752-5856

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers

ON THE COVER

Santa Gertrudis cattle at the Cherokee Ranch and Castle, Sedalia, Colo. Photo by Andi Poland, Highlands Ranch, Colo.

Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

Santa Gertrudis USA is recognized by the Santa Gertrudis Association as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in Blueprint Marketing LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. Blueprint Marketing LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.

CRIMSON CLASSIC *Sale*

April 30th, 2016

Cullman Stockyards • Cullman, AL

Sponsored by:

The Alabama Connection

Tinney Farms • Grandview Farm

Gray Oaks Farm



This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

SELLING **40** BULLS!



Selling **50+** Santa Gertrudis Influenced Lots.
Pairs • Open & Bred Heifers

Selling **50** High Quality
Registered Females from
our Sponsors and Guest
Consignors.

Look for our Catalog in the April SG USA!

Sale Committee

Darren Richmond • 423.364.9281 • djrichmd@gmail.com

Bill Lundberg • 479.880.6217 • lundbergcss@yahoo.com

Gene McCarter • 662.665.4911

David Alderson • 931.682.2527

www.TinneyFarms.com • www.GrandviewFarm.biz • facebook.com/DarrenRichmond



Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

(361) 592-9357 | jford@santagertrudis.com

All of my life has been spent around cattle, horses, dogs and the people whose livelihoods depend on animal agriculture. *A sure enough good one* is a phrase I have heard applied to every species of livestock, especially cattle, since childhood, and an expression I continue to hear in conversations today. The term is securely lodged in my mind and I, like most, have an image in my head of the animal I believe to be a *sure enough good one*. What is considered a *sure enough good one* in your operation? Is it a show ring champion? Is it the female that has produced numerous junior show projects? Is it a female that brings a healthy calf to the weaning pen every year? Is it a bull that sires heavy calves capable of pushing the scales down and hanging a market-acceptable carcass on the rail? Is it a bull or female

that helps push the breed to the next level genetically? Is it all of the aforementioned? Over time, I have come to the realization that the only animal that the term adequately describes is one that is profitable for all members of the beef industry, the cow-calf producer, stocker, feeder, packer and retailer.

For years, beef industry experts have been predicting a shift from selling cattle on averages to actually trading cattle based on value. A large portion of the fed (fat) cattle market is now value-based with a number of pricing systems in place, including formulas, grids and alliances. Although the trading of feeder cattle based strictly on value remains on the horizon, the industry is quickly moving in that direction, with more and more weaned calves being marketed through value-based avenues. A big part of this marketing shift can be

attributed to improved health protocols, genetic documentation and the ever-increasing flow of performance information. What does this mean for SGBI members? I think it can be summed up in one word: OPPORTUNITY. The ability to identify genetically superior animals, backed by objective information, through a genetic evaluation that has been reviewed by the nation's leading

So where do we as purebred Santa Gertrudis breeders need to focus in order to help our bull- and replacement-female-buying customers maximize profit as the move to value-based marketing picks up steam?

geneticists and regarded as extremely credible by industry members, allows us to accurately reflect the value differences between Santa Gertrudis genetics and those of competing breeds.

So where do we as purebred Santa Gertrudis breeders need to focus in order to help our bull- and replacement-female-buying customers maximize profit as the move to value-based marketing picks up steam? Paraphras-

CONTINUED ON PAGE 8 »



More than Just a Crown

Howdy guys! My name is McRae Clay. I am from Madison, Miss., and I am more than honored to be currently serving as your national queen. So far, my time as queen has come with lots of laughs and memories, and numerous opportunities.

This show season, my family's ranch, as well as the Mississippi Santa Gertrudis Association, added a new member to our show team.

Seventeen-year-old Tyler Conrad, a member and fellow Santa Gertrudis lover, has Down syndrome, but that does not stop him from exhibiting his yearling Santa Gertrudis bull, Ridge Point Skills (aka Harry).

I have had the privilege of helping Ty learn how to exhibit his animal, and it has been an amazing opportunity over the last year to watch a young man open up and love an animal. It's such a blessing that I have the opportunity to promote and share my love for Santa Gertrudis cattle with a friend of mine, and it might just make a difference in a job or responsibility for the rest of my friend Ty's life.

God Bless and Happy New Year. I can't wait to see your faces in the barns! 🐄



CAROLINA CORNER

*Striving for Excellence
In Every Way!*



Look for our consignment to the
CRIMSON CLASSIC SALE
★ April 30, 2016 • Cullman, Ala. ★
JCS MARY ANN 93/9 (1281834)
A former North Carolina State Fair Grand Champion

JCS Julius 55/4

GROWTH INDEX: 23.96

CARCASS INDEX: 9

EPDS	WW:	17.6	TOP 1%
	YW:	24.1	TOP 1%
	CWT:	16.1	TOP 2%
	REA:	0.17	TOP 3%

JCS JULIUS 55/4 { Hatchet 150
JCS Athena 68/7 { Jomar 54/8
Sunshine 39/5 { Top Gun 244
Cassie CTS/0 { Shaker's Playboy 720
Grandview Sierra 433

Contact Us Today:

J.C. Sherrill, Jr. Ranch

Carlyle, April, Scott, Colt & Lauren Sherrill

(704) 278-2196 • (704) 633-5723

YOUR CAROLINA CORNER SANTA GERTRUDIS BREEDERS

Herd No. 16769

Herd No. 37879

Creech Farms

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679 • Brandon (919) 761-3894

Email: ccreech6@gmail.com

CF

CF

J.C. Sherrill, Jr. Ranch

Carlyle and April Sherrill (Scott, Colt & Lauren)

Mount Ulla, NC 28125

(704) 278-2196 • (704) 633-5723

carlyle@sherrillcameron.com

-S

LOU AL TUCK FARMS

Great Falls, S.C.

Al Jackson: 803.984.0704 • Ajackson@pike.com

T.A. Jackson: 803.482.2283



Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:

contact Tony Creech, President

(919) 427-4679



PRESIDENT'S LETTER

By Wes McDaniel

(770) 354-7802 | mcdanielwb@gmail.com

It was great to see and visit with so many members at the National Santa Gertrudis Show and Sale in Fort Worth, Texas. The National Show is always one of the highlights of the year, as it showcases quality Santa Gertrudis cattle from across the country. I want to congratulate all the breeders and exhibitors on an impressive set of cattle. They well represented our great breed. Exhibition of superior cattle continues to provide great visibility for the Santa Gertrudis breed. Breeders of other cattle are taking notice that the Santa Gertrudis breed is focused on the selection of animals that are viable to the beef industry -- cattle that are profitable, predictable and productive.

If you missed the opportunity to attend the National Show, I encourage you to make the time to attend one of the few remaining stock shows across the country this spring. The conclusion of the 2015-2016 show season is right around the corner and SGBI show point awards will be presented at the 65th SGBI Annual Meeting April 7-9 in Albuquerque, N.M.

The SGBI Annual Meeting is absolutely one of the greatest events of the year. This year's meeting is hosted by the Rocky Mountain Santa Gertrudis Association. The Annual Meeting is always educational and a wonderful time for fellowship with Santa Gertrudis breeders. I am confident this year's gathering will exceed your greatest expectations. Be sure to sign up in advance as you will not want to miss out on this great event.

Finally, with the 2015-2016 SGBI fiscal year-end right around the corner on March 31, please be sure to renew your membership and return your animal inventories, which you will receive in the mail this month. Membership is the life blood of any great organization. We value your membership and thank you all for your continued support of SGBI! 🍷



EXECUTIVE DIRECTOR CONTINUED FROM PAGE 6

ing industry leader Tom Brinks, formerly with JBS Five Rivers Cattle and Top Dollar Angus, high growth and excellent marbling genetics command a premium price in the feeder calf market. As a breed, Santa Gertrudis has made tremendous strides recently in the area of growth. Between 2010 and 2015 (as of 12/17/15), the average Weaning Weight EPD increased 2.58 pounds, from 3.69 pounds in 2010 to 6.27 pounds in 2015. The average Yearling Weight EPD increased as well, rising from 5.23 pounds to 8.50 pounds. However, the breed's marbling EPD has remained stagnant and needs increased attention. Reviewing the 2015 Fall EPD download, the top Marbling EPD in the breed sat at 0.469; to be in the top 20 percent of the breed, an EPD of 0.018 was needed. Giving additional consideration to marbling EPDs when making breeding and selection decisions will benefit you the breeder, your bull- and female-buying commercial customers, the stocker operator grazing the calves, the feedyard manager feeding the animals, the packer harvesting the fed calves, the retailer packaging and marketing the product and the consumer eating the steak. When all industry members in the production chain are profitable and the consumer is happy, you can rest assured that animal was a *sure enough good one*. 🍷

SGBI OFFICERS OF THE BOARD

PRESIDENT Wes McDaniel
SECRETARY/TREASURER Deanna Parker
BREED IMPROVEMENT Yancey Strait
LONG RANGE PLANNING Warren Harris
MARKETING & PROMOTION David Alderson
YOUTH ACTIVITIES Betty McCormick
MEMBERSHIP Jerome Urbanosky

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Cheryll Grainger (Texas)
 Rocking A Ranch
 (979) 337-4152 | clgrainger@aol.com
John Kiker (Texas)
 (979) 826-8329 | j.w.k.1934@sbcglobal.net
Betty McCormick (Texas)
 Woman Hollerin' Ranch
 (281) 375-6861 | bettysue1959@gmail.com
Yancey Strait (Texas)
 Strait Ranches
 (972) 841-0989 | yancey_strait@yahoo.com
Chris Taliaferro (Texas)
 TAC Land & Cattle
 (214) 674-8064 | ctaliaferro1@sbcglobal.net
Wylie Taliaferro (Texas)
 Double TT Ranch
 (469) 644-1620 | wylietaliaferro@yahoo.com
Jerome Urbanosky (Texas)
 Urbanosky Ranch
 (281) 797-5715 | jerome@ameritechsi.com

EASTERN REGION

David Alderson (Tenn.)
 Circle A Farms
 (931) 490-1324 | elaine@mtbj.net
Wes McDaniel (Ga.)
 MC Ranch
 (770) 354-7802 | mcdanielwb@gmail.com
Larry Osborne (Ky.)
 (937) 604-4999
Deanna Parker (Ky.)
 Parker Farms
 (270) 678-5302 | parkerfarms@scrtc.com
Aaron Schroeder (Mo.)
 Missouri Meadows
 (660) 287-7076 | aaron@missourimeadows.com

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)
 WR Ranch
 (505) 504-1513 | wrranchnm@gmail.com
District 2 - Debbie Townsend (Texas)
 Townesend Cattle Co.
 (979) 541-4989 | townsendcattle81@gmail.com
District 3 - Jamie Daniel (Ark.)
 Triple 777 Farms
 ((870) 904-3070 | jd@gregbennett.co
District 4 - Gene McCarter (Tenn.)
 (662) 665-4911(m) | (731) 645-3652
District 5 - John Denson (Ga.)
 Denson 3D Farms
 (706) 259-3838 | denson3dfarms@gmail.com
District 6 - Todd Osborne (Mo.)
 Osborne Livestock Co.
 (859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



*A Toast to
Life &
Santa Gertrudis
Cattle*



SHAMPAIN RANCH
Del & Ginny Thomas
(217) 734-2283



C Bar C Ranch

De Soto, MO 63020

ALAN CLARK BUD & KELLY CLARK
(636) 586-6034 (314) 607-1076

www.cbarcranch.net • bud@cbarcranch.net

Missouri Meadows

Aaron, Amy, Jack & Isaac Schroeder
18067 McCurdy Road
Hughesville, MO 65334
(660) 829-3067

www.missourimeadows.com

Registered Santa Gertrudis, Durham Red & Star 5

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Turney, Mo.



(859) 991-2438

peppydoc1@aol.com

Parker Farms



parkerfarms@sortc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 678-5302 • (270) 670-6776

RUSTIC RAIL RANCH

PAUL & DEBBIE GAUTZ

9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712



Herd #4434

Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

SANTA GERTRUDIS *Production* EMERGENCY PREPAREDNESS

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



According to USDA (AMS and NASS) estimates, the 2015 cull cow slaughter was around 7.5 percent of the approximately 29.7 million beef cows that we had in the beginning of 2015. That is about 2.22 million head of cull cows. The only year in the last 30 years that was this low in percentage of beef cows slaughtered was in 2005. In fact, since 2005, we have culled at least 8.8 percent, and up to 12.3 percent, of the U.S. cow

herd annually. The point of all of this is that there should be plenty of buyers for this year's calf crop, both herd bulls and replacement heifers, so let us minimize our losses during the most critical time in the production calendar.

Many in the southern region have probably started spring calving, but for those who have not, it is definitely time to gather your *Calving Emergency Preparedness* supplies and review your calving plan. Having spent the Christmas and New Year holidays lambing out 30 hair sheep ewes (yes, I said ewes), the visions of birthing challenges are fresh in my mind! Here is a collection of items you might find handy over the next 60 to 90 days:

- Calf puller
- Calf chains and cotton ropes
- Cow halters
- Liquid soap (I like Ivory®)
- Bucket (that will hold water)

Now is the time to refresh your memory on how, exactly, that darn calf puller works! I like to clean and dry everything and place it in the bucket, which should be next to the calf puller. You also should put together a portable box with the following items:

- Ear tags and tagger, and possibly a marker
- Flashlight with fresh batteries
- Pregnancy check info
- Calving book with veterinarian's number on the inside cover
- Palpation sleeves
- Calf scale and sling
- Paper towels
- Cloth towels
- Solution for dipping navels

There is an iodine-free product called Navel-Guard™ that is available through major animal health product distributors. A University of Minnesota field study (2012) involving

500 dairy calves looked at results of the iodine-free navel dip product on 13 Wisconsin dairy farms that traditionally use either no navel dip, 7 percent, or 0.5 to 2 percent tincture of iodine navel dip. Dipping navel cords on newborn dairy calves definitely reduced infection rates, and all dips were statistically similar; therefore, if you dip navel cords, you have many options. For major problems that may occur, you may want to consider the following:

- Milk tube feeder
- Frozen colostrum saved from last calving season
- Milk replacer
- Milk receptacle for milking that bad-uddered cow one more year
- Bolus gun and scour pills
- Heat lamps
- Square bales and wood shavings
- Clean towels

I like to store colostrum in frozen cubes (ice-tray size) in a zip-lock bag or 16 oz. plastic soda bottles. These are much easier to thaw in warm water. Be careful with a microwave because the colostrum will turn into pudding as you will have cooked all the "good" out of this most important meal. Colostrum does the most good within the first six hours after birth. After 24 hours from birth, the gut wall will not absorb the important antibodies but the calf will still need nutrient-dense, high-quality milk on a consistent basis until it can nurse on its own. Remember that it should take no more than four hours from water breaking to delivery and with first-calf heifers, sooner is better than later. The more we check our calving pasture, the more likely we can minimize problems and ensure our *Calving Emergency Preparedness*. 🐄



LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

George West, Texas
(361) 566-2244
lacampanaranch.com
campana@granderiver.net



Selling 5235, a High Roller daughter out of a daughter of our 5-E Seven bull.

Pen-of-3 heifers selling out of our San Jose bull, Explorer 017.

Woman Hollerin Ranch

We're heading to the *Bluebonnet* Classic!



March 19, 2016

**We hope
to see you there!**



Ricky & Betty McCormick

1211 Peach Ridge Road • Brookshire, TX 77423

Home: (281) 375-6861 • Cell: (281) 797-6355

www.womanhollerinranch.com

PROFITABLE - PREDICTABLE - PRODUCTIVE



PREDICTABLE Santa Gertrudis bulls boost flexibility, productivity and profits:

- 🏆 Produce the highly productive F1 Santa Gertrudis female – she'll wean a heavy, healthy calf in the most challenging environments, year after year
- 🏆 Predictable genetics via genomically enhanced EPDs – make confident, performance-based buying decisions
- 🏆 Produce a profitable, efficient feeder with a high-quality, lean and tender carcass

**The new color of RED is
BLACK on the bottom line**

SantaGertrudis.com
361-592-9357

sgbi@SantaGertrudis.com



**MAKE PROFITABLE SELECTION DECISIONS
WITH CONFIDENCE**

**The first *Bos indicus* influenced breed offering the
reliability of DNA verified EPDs**

ADD VALUE TO YOUR SANTA GERTRUDIS PURCHASE: GET THE REGISTRATION PAPERS!
Genomic information • Performance data • Generations of pedigrees

Two *Super* lots going to the *Super Sale* in Houston!

Friday, March 4, 5:00 p.m. • NRG Crowne Plaza Hotel Ballroom



Wendtt Ranches
Bull 8658

DOB: 1/23/2015 • Reg: 20154617

Top young polled herd sire
prospect with all the tools
to improve your herd.

Wendtt Ranches
Female 744

DOB: 2/18/2014 • Reg: 20146120

Bred to King 1131/13 and due to
calve before sale. This
powerful young dam has a pedigree
of performance-packed genetics.



Wendtt Ranches has changed hands, but our
tradition of first-rate consignments continues!

Top Quality cattle headed to the *Bluebonnet Classic!*

Saturday, March 19, 11:00 a.m. • Hallettsville, Texas



Three sets of Polled Heifers – Bloodlines include Sheriff, Partner, Superman and Ben Hur.



Bull 8669 • DOB: 2/7/15
Superman and Ben Hur bloodlines



Bull 8632 • DOB: 12/23/14
Double-bred Partner



Wendt Ranches

5475 FM 457, Bay City, TX 77414
email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954



Cattle Castle

Good Cattle Form the Foundation of Wealth and Security

By Traci Eatherton, Managing Editor

The Cherokee Ranch Foundation and Castle is immersed in the history of Santa Gertrudis cattle with the iconic Tweet Kimball at the helm, breaking barriers for not only the breed, but also women in production cattle.

In the spring of 1954, Mildred "Tweet" Kimball bought Cherokee Castle to fulfill her dream of starting a cattle ranch – not just any ranch, and not with just any cattle. Along the way, this vibrant, energetic and independent visionary became the first rancher, male or female, to introduce the Santa Gertrudis breed into Colorado, according to James Holmes, executive director of the Cherokee Ranch and Castle Foundation, in Sedalia, Colo.

"She was a bit of an eccentric character," Holmes shared. Growing up in Southern society, Tweet would occasionally wear her mink coats to the barn, but her strong, take-charge personality would lead her to become a reputable Santa Gertrudis breeder.

Tweet fell in love with Santa Gertrudis as a teen. When she bought the 1924-built Cherokee Castle, with its original 3,400 acres, she immediately became one of the largest landowners in the county. She eventually added

more land to the ranch, bringing it to just over 6,000 acres, and became a hot topic with local ranchers who had strong opinions on her plan to import what they considered a warm-weather breed.

But Tweet's intelligence and shrewd business acumen proved them wrong. She'd done her homework and knew "Gerts" were a breed that could survive the cold winters of Colorado. "I never thought of having anything else after I saw those cattle," Tweet said. For her, it was a natural choice, "I knew because of their Shorthorn blood that the Santos could take the cold," she said.

She hit her first wall with her failed attempt to buy Gerts from a well-known ranch that believed they would not survive the harsh Colorado winters. Undaunted, Tweet found another breeder. Her second roadblock came shortly after.

"She brought the cattle home, and her foreman refused to unload them," Holmes shared. While that foreman didn't last much longer, the current foreman, Rafael Miranda, has been the constant for the cattle for more than 20 years now.

Starting with 38 cows and a single bull, a mighty herd grew based on Tweet's revolutionary breeding philosophy, which selected for gentle temperament, fertility, and plenty of bone and scale. Tweet would get to know the individual strengths and weaknesses of every member of the herd. She even named each cow and bull, often in reference to a book, play or movie she liked. Names included Anda Lucia,



Cherokee Castle, fashioned in 15th-century Scottish style, was home to Tweet Kimball for 40 years.

Daphne, Scarlett, Georgia Peach, Tallahassee, Minotaur, Rhett Butler, Churchill and Old Hickory.

"When she passed away, her intention was that the herd would always exist," Holmes said. "[Miranda] has been the consistent thread, taking care of the herd, keeping the brand updated, paying the bills for the stored semen." Some of the stored semen goes back to Little Governor and Governor, two of Tweet's foundation Gert lines, according to Holmes.

Her determination and belief in her Gerts proved to be highly successful, and Tweet used the show ring to promote her growing reputation for innovation. Her first attempt at showing at the National Western Stock Show (NWSS) in Denver, Colo., proved a minor setback, with officials turning her away because her cattle were not Colorado-born-and-raised. Exhibiting for the first time at NWSS in 1966, her born-and-raised Colorado Santa Gertrudis won the Grand Champion Cow and Grand Champion Bull awards for several years running, with many more to follow.

Tweet would eventually serve on the National Western Stock Show board of directors, the first woman ever to do so. She was the founder and president of the Rocky Mountain Santa Gertrudis Association, this year's host of the annual meeting.

FAR LEFT: James Holmes, executive director and Rafael Miranda, ranch foreman at the Cherokee Ranch.

LEFT: Tweet Kimball's legacy continues through her Santa Gertrudis cattle and the Cherokee Castle Foundation.





While Tweet passed away in 1999, her legacy lives on. The ranch is currently home to 66 Santa Gertrudis mother cows, along with 50 Red Angus mother cows. Tweet applied the same attitude to the breed that the association sees today. "She was not only there to grow her business, but also to help others grow theirs," Holmes said, and her legacy will live on in perpetuity.

Prior to her death, Tweet created the Cherokee Ranch and Castle Foundation to take ownership and manage the property, and in 2005 Douglas County completed a conservation easement on the now 3,105-acre ranch. The land is currently being managed to accommodate both the needs of wildlife and the historic cattle operation, as well as events at the castle.

Miranda implements a rotational grazing pattern, and has also implemented new technology, such as artificial insemination. "All this new technology, it's not like it used to be. But we just did the pregnancy check and we got 64 percent," Miranda shared. In addition, the breeding program includes some of the older foundation breeding.

Tweet also believed in the herd sire philosophy, and managed her herd based on a single sire for 30 or so cattle, according to Holmes.

The cattle operation has begun to play a role in youth education. "We are looking at becoming a hub for agricultural education," Holmes said, with sustainable agriculture at the forefront of the process. "Conservation, preservation and education is our priority."

In addition, the Foundation has donated Gert steers to the local 4-H community for projects, working

through Douglas County's beef education grant program. The project is already paying off for the breed. "The student who received the award last year came back and bought a steer through us for this year," Holmes said.

The plan is to give back to the community, Miranda explained. The first Gert steer donated didn't win his class, but according to Miranda, he graded choice. In 2015, two six-month-old calves were donated -- a 546-pound Santa Gertrudis calf and a 428-pound Red Angus calf valued at a combined \$3,000 -- to two area youths as part of the Douglas County Beef Educational Grant Program.

Tweet's legacy can continue to grow through programs such as this. Formed through a partnership between the Douglas County Fair Foundation, the Douglas County Fair and Rodeo Board, Douglas County's 4-H chapter and Future Farmers of America, the program's intent is to provide area youths the opportunity to raise livestock.

Along with the cattle, the Cherokee Ranch plays another role in the community. Designed as a summer home, Cherokee Castle, fashioned in 15th-century Scottish style, became the permanent home for Tweet for more than 40 years, following her divorce in 1954 from Merritt Ruddick, a CIA official. According to reports, Ruddick told Tweet he would buy her anything she wanted following the divorce, as long as she stayed west of the Mississippi. She would marry, and divorce, three more times.

Tweet established the foundation in part with the intention of having the 11,000-square-foot mansion serve as a cultural and educational centerpiece of the county. She loved art and filled her

Cattle ranching in Colorado took on a new look with the introduction of Tweet's cherry-red Gerts, and her legacy lives on today.

home with fine paintings, rare books and antiques. Now it's open for the public to enjoy. The castle hosts concerts, performances, nature camps and wildlife hikes. But it's the picturesque views that leave most people wanting more, and the castle has become a prime venue for Colorado weddings.

From nationally acclaimed authors and speakers to teas and castle tours, the history and education reaches beyond the cattle. Visitors can choose from castle talks, tours, demonstrations, workshops, and a variety of lectures on topics from conservation, preservation and current events. Guided one-hour tours of the castle include 15th- and 16th-century original artwork, stories of the two families who have lived at the castle, architectural highlights, pottery dated B.C., an eclectic collection of European art and furnishings, Russian icons, and an introduction to the cattle operation.

Cattle ranching in Colorado was forever changed, and continues to be changed, by Tweet; her legacy lives on today. Cherokee Ranch's cattle operation is smaller, but no less successful, with her beloved cherry-red Gerts at the forefront. "Our plan is to stay true to the spirit of her mission," Holmes said, and that includes the significance of the cattle. "We are focusing on improving the genetics of the herd, and also on the seedstock side," Holmes added.

As Tweet once said, "Good cows are like building blocks of a strong house; when you put them together properly, they are the source of security and wealth." 🐄



ROCKY MOUNTAIN
SANTA GERTRUDIS
ASSOCIATION

SPRING RUNOFF SALE

April 09, 2016



3N1s • cow-calf pairs • bred cows • replacement heifers • star 5s • show prospects

*Consignors- Cherokee Ranch, Drake Ranch, Motherlode, Moon Valley Ranch,
O/X Ranch, Red Doc Farm, Rancho Xacona, Wine Glass Ranch*

Sale chairman/contact, VP Stacey Montaño
505.429.0067



*Sale will be held following Red Doc Farm's
Red Hot Bull Sale in Bosque, NM*



Providing Polled Power Genetics to the Santa Gertrudis Breed

LAZY E RANCH

John Wilson, Owner

John Kuretsch

Ranch Manager

Ranch: (254) 749-9519

Herd # 413



DIETRICH'S FLYING D RANCH

10 Seminole Tr. • Orlando, Florida 32833

Phone: (407) 568-2351

www.DietrichsFlyingDRanch.com

HERD # 873

Champion Polled Santa Gertrudis Cattle



RED DOC FARM



Dr. Roland & Elia Sanchez

703 S. Christopher Road
Belen, NM 87002

(505) 864-7781 Office
(505) 864-2898 Residence

85PLUS

Santa Gertrudis and Gert Influenced bulls sell



12th Annual
Red Hot Bull Sale
Red Hot Bulls



April 09, 2016 Bosque, NM

REDDOCFARM.COM

REDDOC
farm

 contact us, 505.507.7781

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer

(937) 604-4999

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, North Carolina 28376

(910) 875-4963



GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Farm: (256) 332-0615

Home: (941) 735-9391





Santa Gertrudis Breeders International 65th Annual Meeting

Embassy Suites • Albuquerque, NM
April 6-9, 2016

Schedule of Events

EMBASSY SUITES • ALBUQUERQUE, NM

WEDNESDAY, APRIL 6

5pm SGBI Board of Directors Meeting

THURSDAY, APRIL 7

9am-5pm

Registration

9am-11:30am

Committee Meetings

12pm-1:15pm

Lunch/ Keynote Speaker,
Lee Leachman of Leachman Cattle
*Bull Marketing: Realities, Fads,
Necessities*

1:30pm-2:30pm

Tom Rea, DVM of Genetics West
Reproduction Services
*Implementing the use of embryo
transfer in your herd*

2:40pm-3:40pm

Frank White, PhD Lead Nutritionist-
Ranch-Way Feeds
*Bull and heifer development for the
Seedstock Producer*

6pm-7pm

Happy Hour/ Native American Dancers
7pm-9:30pm

Awards Banquet/ Tribute to Tweet
Kimball

FRIDAY, APRIL 8

8:30am-11am

SGBI Annual Meeting, Executive
Director's Report and affiliate reports

11:30am-1pm

SGBI New Board of Directors meeting

1pm-4pm

Tour Red Doc Farm OR
Jewelry Shopping Tour- Sunwest Silver

6pm-7pm

Cocktail Hour, "Welcome to the
Southwest" Mariachi Band-
entertainment

7pm-10pm

*President's Dinner & Hall of Fame
inductions*

SATURDAY, APRIL 9

9:30am

Buses depart to Red Doc Farm

1pm

Red Doc Farm's Red Hot Bull Sale
followed by Rocky Mountain Santa
Gertrudis Spring Runoff Female Sale

Hotel Information

Embassy Suites
1000 Woodward PI NE,
Albuquerque, NM 87102

(505) 245-7100

Group Code: SGB, rate \$129
reservation cut-off: March 7

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Wed.-Fri.; tours with transportation;
President's Dinner and Hall of Fame Inductees

\$250.00 per person X _____ = \$ _____ If received BY March 7, 2016

\$300.00 per person X _____ = \$ _____ If received AFTER March 7, 2016

THURSDAY *a la carte tickets*

LUNCH/KEYNOTE SPEAKER

\$75 per person x _____ = \$ _____

DINNER/AWARDS BANQUET

\$100 per person x _____ = \$ _____

FRIDAY *a la carte tickets*

PRESIDENT'S DINNER AND
HALL OF FAME INDUCTIONS

\$125 per person x _____ = \$ _____

To provide appropriate transportation,
please RSVP to jewelry tour and Red
Doc Farm tour:

☐ JEWELRY TOUR HOW MANY? _____
☐ RED DOC TOUR HOW MANY? _____

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

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

Casablanca RanchRegistered Santa Gertrudis Cattle
Grass Fed BeefCounty Road 99 Abbeville, AL
www.casablancaranch.com
Paul Anderson (334) 790-3274
cbranch.al@gmail.com
Larry Burkhalter (334) 790-4351
lsburkt1@aol.com**Cedar Crest Farms**408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640ALABAMA TENNESSEE
256-773-4077 931-294-5507
Charles Sandlin James Sandlin**GRANDVIEW FARMS**5400 Bexar Ave. East
Hamilton, AL 35570www.grandviewfarm.biz
NATIONAL CHAMPION BULL
"SLEDGE"Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)Scotty Hooper (256) 338-8605
Seth Hooper (256) 338-7197281 County Rd. 643
Cullman, AL 35055
E-mail: rshooper@mywaytrans.com
www.mywaytrans.com (choose H&H Farms)
Ranch Mgr: Johnny Smith (256) 531-5595**Running M Ranch**

Herd No. 2926

Polled Bulls for Sale

Jimmy & Ginger Montgomery
17925 Hwy. 82 • Union Springs, Ala. 36089
334.703.1314 (c) • 334.738.4886 (h)**Southern Breeze**Lamar Kelly
Enon, AL
(404) 915-4952
sbranch@sbranch.com
www.sbranch.com**777 FARMS**Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
Magnolia, AR
(870) 904-3070
triple7farms@gmail.comHome of National Champions
High Roller and Annie**Flying C Ranch**LESTER & OUIDA COSSEY
2639 Gum Springs Rd.
Searcy, AR 72143
(501) 207-2272POLLED AND HORNED
SANTA GERTRUDIS**5 BAR E FARM**Greg and Hilda Edenfield
Altha, FL
(850) 209-0780
email: fivebare@yahoo.com**Salter Farms**

Registered Santa Gertrudis Cattle

Curtis Salter, Owner Home: 850-957-4409
8325 Springhill Rd. Cell: 850-501-1847
Milton, FL 32570 Fax: 850-957-4690**DENSON 3D FARMS**JOHN & KAY DENSON
1548 BROOKER FARM RD
DALTON, GA 30721
706-259-3838 (home)
706-264-1224 (cell)
denson3dfarms@gmail.com

Herd # 9006

HAMAN FARMS
POLLED SANTA GERTRUDISAndy & Janine Haman
855 Warren Rd.
Odum, Georgia 31555C (912) 266-6280
thco@windstream.net
H (912) 586-2243**Jernigan Ranch**Wayne & Lavonne
Buena Vista, GA 31803O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE**MC Ranch**6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.comDr. Burton & Judy McDaniel
(770) 475-0287 home (404) 313-0292 cell
Email: mrmcranch@aol.com**HEIL CATTLE CO.**Doug & Debbie Heil
Stonefort, IL 62987
(618) 672-4887 (h) • (618) 525-0611 (c)
dheil@harrisburgtruss.com

Herd #37491 Eddyville, IL Premise

GOODIN FARMSAUSTIN, IN (812) 794-2624
SGBI Herd #19416 www.goodinfarms.comBERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm**Heath Farms**

Pat & Beverly Heath

387 Goodin Williams Rd.
Rodgenville, KY 42748
email: bheath12@windstream.net

(270) 358 4820

WILEY RANCH

Erik or Kim Wiley

155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927
erikkeri@yahoo.comRyan Cowart,
Manager
601-384-6719Ed & Barbara Herring 601-384-7062 cell
Smithdale, MS 601-384-2617 farm**Tideland Farms**Al Shiyoo
6033 Pontiac Dr.
Kiln, MS 39556(c) 228.216.8731
(h) 228.255.8729Replacement Heifers & Bulls
We Got Some Good Ones.**C Bar C RANCH**
REGISTERED SANTA GERTRUDISALAN CLARK
5901 Big River Heights Rd.
De Soto, MO 63020
(636) 586-6034BUD & KELLY CLARK
5905 Big River Heights Rd.
De Soto, MO 63020
(314) 607-1076WWW.CBARCRANCH.NET
email: bud@cbarcranch.net**C7 Jim Campbell Farm**

HERD NO. 7790

C-M Cattle Co.
1108 Woodridge Lane • Liberty, MO 64068Jim & Davy Campbell
(816) 830-3033 • (816) 792-3601
davyhcampbell@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

**HAMPTON HILLS**

DAVID & SHERRY HAMPTON

26779 Hwy. 87
California, MO 65018
(573) 796-2763

Herd #4900

david@pbomc.com

MATHIS FARMS

573.996.4875 home

573.429.0996 cell

Your Star 5 Headquarters

Craig Mathis
Doniphan, Mo.AI-Sired Fullblood
Gert Bulls for Sale
Herd No. 40558**WR RANCH**1331 Park Ave. S.W., Apt. 707
Albuquerque, N.M. 87102
(505) 504-1513
wrranchnm@gmail.com**Cox Mill Farms**Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332Herd #16315
C (919) 708-2816
H (919) 499-6741**OHIO Santa Gertrudis Association**President Larry Osborne (937) 604-4999
Vice President Gary Grubb (740) 775-3686
Secretary Rhonda Lovett (937) 393-0859
Treasurer Chuck Lovett (937) 393-0859

SANTA GERTRUDIS

Juniors

By Hollyann Roach, District 1



Hey y'all! I'm Hollyann Roach from Keller, Texas.

Welcome to the new 2016! This is a year for many last first things for me in my high school career, as I am due to graduate in May of this year. Then I will be off to begin my college career in the fall. There will be hard times, but as my brother has told me, there are fun times to be had also.

I'm taking on new challenges and venturing out into the open world, without my parents, and

I hope all of y'all aspire to do something of the same sort. Find new adventures, go to a new show, meet new people, and find a new friend -- because you can never have too many resources. If you are that shy person who doesn't like to talk and hides in a corner, find a different corner where another person is. I can guarantee you will have something in common with them.

And if you are that super-outgoing person who talks to everybody, maybe go introduce yourself to those people in the corner and invite them to your group. Never leave people out! If cows can fight and then be friends again, then you can too. Make a difference this year.

Do something you will be proud of -- and if you can't be proud of it, then at least you most likely were able to learn and grow from it. As Helen Keller once said, "Your success and happiness lies in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties." Make 2016 one to remember! Good luck to everyone!



SANTA GERTRUDIS WELCOMES

New Members

Active Members

4 Acres Ranch, Kingsville, Texas
BWD Ranch, Jackson, Ala.
Crooked S Ranch, Iota, La.
Hamilton Farms, Rogersville, Mo.
John and Katina Lemme, Coventry, R.I.

Junior Members

David A. Daniel, Okeechobee, Fla.
Colton Garrett, Daingerfield, Texas
Dylan Leddy, Cave City, Ark.
Cutter David Lowe, Chester, Texas

Commercial Members

Perry Hill Farm, Coventry, R.I.
Signal Ranch LP, Quinlan, Texas

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

DECEMBER 2015

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	III	9	10	33
2	314	300	562	170
3	32	24	0	21
4	39	14	1	19
5	18	1	0	27
6	16	0	13	26

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

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

Membership Renewals and Animal Inventories

Fiscal Year 2016 Membership Renewals and Animal Inventories will be mailed during the month of February. Membership renewal forms and inventories must be completed and returned to SGBI. Membership does not automatically renew. SGBI's membership and fiscal year is April 1-March 31. 🐄

SANTA GERTRUDIS

Calendar

JANUARY

27-29 National Cattlemen's Beef Association Convention and Trade Show, San Diego, Calif.

FEBRUARY

- 4 Florida State Fair Super Point Show, Tampa, Fla.
- 6 Arizona Cattle Industry Foundation Workshop, Phoenix, Ariz.
- 14 San Antonio Livestock Show Super Point Show, San Antonio, Texas
- 16 Dixie National Super Point Show, Jackson, Miss.

MARCH

- 4 Mid Coast International Super Sale, Houston, Texas
- 6 Houston Livestock Show Super Point Show, Houston, Texas
- 19 Blue Bonnet Sale, Hallettsville, Texas

APRIL

- 6 SGBI Board of Directors Meeting
- 7-9 SGBI Annual Meeting, hosted by the Rocky Mountain Affiliate, Albuquerque, N.M.
- 9 Red Doc Farm Red Hot Bull Sale, Bosque, N.M.
- 30 Crimson Classic Sale, Cullman, Ala.

L♥VETT FARMwww.lovettfarm.com

Specializing in Polled Santa Gertrudis
CHARLES & RHONDA LOVETT
 10119 U.S. Hwy. 50E • Hillsboro, OH 45133
 (937) 393 0859 • lovettfarm@gmail.com

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook
 685 West 77th Street South • Tulsa, Oklahoma 74132
 (918) 640-3960 • vincent-westbrook@utulsa.edu
 Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarrowranch@gmail.com

Gary Harding

918-616-7741

P.O. Box 87, Checotah, OK 74426

Double P Ranch

Don & Eric Perner
 (918) 366-2732

16702 Adams Road e-mail: dperner@olp.net
 Mounds, OK 74047 Herd No. 4405

REYNOLDS PRAIRIE VIEW FARMS

Rance & Kathy Reynolds
 (918) 232-7870

Warner, OK 74469
kathy051@cox.net

**Circle A Farm**

David & Elaine Alderson
 Registered Santa Gertrudis Cattle

Phone (931) 682-2527
 4824 Leipers Creek
 Williamsport, TN 38487

Dixie Creek Santa Gertrudis Farm**Nolanda Richards**

Walland, TN 37886 • 865.257.6405
dixiecreekfarms@icloud.com
www.facebook.com/DixieCreekFarms

BAR-T RANCH**Rick and Pam Thomas**

7288 Luella Road • Sherman, Texas 75090
 (972) 977-8897

r.thomas1947@yahoo.com

Herd #8802

Blackjack Oaks Ranch*Where Excellence is the Norm*

Allen & Karen Ginnard
 Washington, Texas
 936.878.1825 • 713.586.9978

www.blackjackoaksranch.com**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516
 Office: (979) 849-7911 • Fax: (979) 849-1926
oldaggie56@aol.com • www.bierifarms.com

Borchers Southern Y Ranches, L. P.

Charla Borchers-Leon • Mary Kay Borchers
 2401 North Wheeler Street
 Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis Y Braford F1**Purebred • Star 5 • Crossbred Cattle**

Tommy Phillips Richard G. Hood
 (361) 573-5919 (H) (361) 790-5641 (H)
 (361) 649-9726 (M) (979) 777-8247 (M)

Briggs Ranches**Cowman Selected. Cowman Proven.**

PO Box 1417 • Victoria, Texas 77902
 (361) 573-7141

Joe Jones, manager (361) 897-1337

Traylor Division
 Bloomington, Texas
 (361) 897-1337

San Roque Division
 Catarina, Texas
 (830) 999-3236

San Carlos Division
 Rio Grande City, Texas

Joe Jones: briggsranches@hotmail.comwww.BriggsRanches.com**CORPORRON ACRES****Jim Corporron**

Schulenburg, Texas 78956

Ranch (979) 562-2405 • Cell (979) 561-7185

Email: jjim@corpacres.com

Rodney & Barbara Corporron
 Schulenburg, Texas 78956
 (713) 724-1263

www.corporronacres-dosbrosranches.com**Dos Bros Ranch**

Diamond S Ranch
 Registered Santa Gertrudis Cattle

Jerry & Pat Stults
 Fort Worth, Texas

Private treaty bulls and females for sale at all times. Call & Come by to
 see the difference the new Santa Gertrudis can make in your herd.

817/ 925-1639 Jerry Cell jstults@jpsalliance.com
 817/ 534-0044 Office 817/ 475-3226 Pat Cell
pstults@jpsalliance.com

Double T Ranch**Wylie and B. J. Taliaferro**

Box 57, Rosser, TX 75157 • Herd # 3326
 Home: (972) 452-8451 • Wylie Cell: (469) 644-1620
 Fax: (972) 452-3520 • Duane Miller: (214) 793-5111

El Chaparral Grande Ranch

Herd No. 10149



Richard & Sharon Stellman
 408 FM 1376
 Boerne, Texas 78006
 (830) 537-5778
 E-mail: rgsecgr@gvut.com

Ranch - Hondo, Texas
 (830) 426-5119

Four J Cattle**Registered Santa Gertrudis & Crosses**

Larry & Zoe Justiss 6994 U.S. Hwy 77 N
 (361) 772-5613 Hallettsville, TX 77964
zjustiss@cvctx.com www.fourjcattle.com

Fulton Farms ES

(940) 368-7630
 (940) 898-1423

Jane Fulton, Suzanne Fulton & Taylor Terry
 Post Office Box 3064 • Denton, TX 76202
esterry@hotmail.com

Hargis Farms**SANTA GERTRUDIS**

Box 457 • Hemphill, TX 75948

(409) 787-2165

email: hargis@suddenlink.net
 Herd # 7325

HARRIS RIVERBEND FARMS

DAVID & LAURIE HARRIS
 P.O. Box 691 • Cleburne, Texas 76033
 (817) 641-4159

david.harrisfarms@yahoo.com**HEFTE RANCHES**

Kathryn Heftte Petty
 (830) 741-3969

Kenneth Tom Heftte
 (361) 767-2058

1200 State Hwy 173 N
 Hondo, Texas 78861 Cattle Located in Hondo
 and Agua Dulce, Texas

IRON OAKS CATTLE

Herd #
 39203
 Registered Santa
 Gertrudis & Star Five

Lou & Robin Breving
 Alvarado, Texas
 817-821-7540
loub5@yahoo.com

**John Martin Ranches**

Box 869

San Diego, Texas 78384

(361) 701-5683

Charter Member S.G.B.I.

J
 Herd #4

La Cuchilla Ranch

LOEL O. GARZA (956) 778-6277
McAllen, Texas
loel.garza@gmail.com
www.lacuchillaranch.com

OLIVAREZ RANCHES

Since 1898
Santa Gertrudis Since 1950
Herd #439

Ben D. Olivarez P.O. Box 829
(956) 585-1661 (o) Mission, TX 78573

Santa Gertrudis
Cattle Herd #878

"The Tradition Continues"

Rocking A Ranch

ALLEN & CHERYL GRAINGER
P.O. BOX 2282, BRENHAM, TX 77834
979-830-8785 • rockingacattle@gmail.com
www.rockingasantagertrudis.com

Rose Hill Ranch

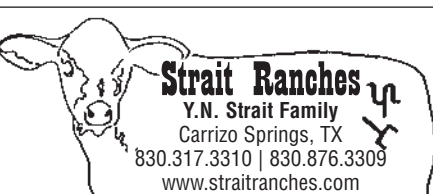
AJ & Rosemary Gambino
P.O. Box 235 Pattison, TX 77466
(832) 496-8836
www.santagertrudiscattle.com
e-mail: rosemary.gambino@gmail.com

SILVERBROOK RANCHES

Helen Groves, owner
Ken Welch, general manager
17490 Private Road 4105, Baird, TX 79504
(325) 854-1002 Fax (325) 854-1010

**SILER**

SANTA GERTRUDIS CATTLE
DAVID & AVANELL SILER
P.O. Box 3
Doole, Texas 76836
(325) 483-5449



Strait Ranches
Y.N. Strait Family
Carrizo Springs, TX
830.317.3310 | 830.876.3309
www.straitranches.com



TARA
Ranch
LIBERTY, TX
Curtis & Tamara Hudnall Ph: 936.334.4804

THIRTEEN OAKS RANCH

VALLEY MILLS, TEXAS
HAROLD C. COBB
Santa Gertrudis Cattle
P.O. Box 21775 Bus. 254-749-2586
Waco, Texas 76702 haroldccobb@gmail.com

**Townsend Cattle Co.**

Ivan Townsend Family
HOME OF RDF SANCHO'S NEVER BEFORE 1136
CSS Conventional & Sexed Semen Available
Louise, Texas • (979) 541-4989
townsend30@yahoo.com

**MYERS CATTLE & LAND CORP.**

CARROLL D. MYERS
(936) 825-6544
www.myerscattleandland.com

SANTA GERTRUDIS HERD #6491
25821 STATE HWY 6 SOUTH NAVASOTA, TEXAS 77868-8225
FOR ADDITIONAL INFO: LAUREN MYERS WEST (281) 744-7605

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969
HOME OF HELLACIOUS 750
14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
JEROME CELL (281) 797-5715 • RANCH (936) 894-2017
BLAKE CELL (936) 870-5252

VESPER RANCH

Kelly Vesper
Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
(903) 436-3606 • (830) 879-2245
Established 1850

Wendt Ranches

Herd Established in 1954
PERFORMANCE TESTING SINCE 1958
E-mail: wendtranches@hotmail.com
Website: **www.wendtranches.com**
5475 FM 457 Gene Kubecka: (979) 240-5311
Bay City, Texas 77414 Daniel Kubecka: (979) 240-5312

WUNDERLICH FARMS

Herd #: 18001, 19282, 34115, 35706
TERRY & NANCY WUNDERLICH AND FAMILY
1755 LANGE LAKE RD. • BRENHAM, TEXAS 77833
979-277-2838
n.wunderlich@hotmail.com



David Alderson 931.682.2527
Williamsport, TN. Darren Richmond 423.364.9281
djrichmd@aol.com

ALDERSON/ RICHMOND

Marketing & Promotion
of Santa Gertrudis Cattle

Bickett Genetics

Todd J. Bickett DVM
Embryologist

455 Brotherton Lane
Chickamauga, GA 30707
O: 706-375-6586 • C: 423-667-3799
tjbickett5@gmail.com

**HOOVER CASE AUCTIONEER**

P.O. Box 281
Marshfield, MO 65706
(417) 844-6020

**LUNDBERG CATTLE SERVICES**

Photography ♦ Marketing ♦ Advertising
Herd Consulting ♦ Sales Consulting

Bill Lundberg Office: (479) 967-1524
P.O. Box 567 Cell: (479) 880-6217
Russellville, AR 72801 **lundbergcss@yahoo.com**

PITCHFORD CATTLE SERVICES

♦ Specializing in Show & Sale Cattle
♦ Offering Year Round Gain Testing
♦ Herd Consultation, Management & A.I. Work

Darrell, Shana, (903) 388-2288 (c)
Casey & Gracey Pitchford (903) 677-0664 (h)
8565 CR 3913 • Athens, Texas
PITCHFORDCATTLE@HOTMAIL.COM

Advertisers

5 Bar E Farm.....	19	La Campana Ranch.....	10
777 Farms.....	19	La Cuchilla Ranch.....	22
Alderson/Richmond		Lazy E Ranch.....	17
Marketing & Promotion.....	22	Lou Al Tuck Farms.....	7
Arrow W Ranch.....	21	Lovett Farm.....	21
Bar-T Ranch.....	21	Lundberg Cattle Services.....	22
Bickett Genetics.....	22	Mathis Farms.....	19
Bieri Farms.....	21	MC Ranch.....	19
Blackjack Oaks Ranch.....	21	Mid Coast Santa Gertrudis	
Borchers Southern Y		Association Super Sale.....	23
Ranches, L.P.....	21, 27	Missouri Meadows.....	9
Briggs Ranches.....	3, 21	Myers Cattle & Land	
C Bar C Ranch.....	9, 19	Corporation.....	22
C-M Cattle Co.....	19	Ohio Santa Gertrudis	
Carolina Corner.....	7	Association.....	19
Casablanca Ranch.....	19	Olivarez Ranches.....	22
Cedar Crest Farms.....	19	Osborne Livestock.....	9
Cherokee Ranch.....	25	Parker Farms.....	9
Circle A Farm.....	21	Pitchford Cattle Services.....	22
Corporon Acres.....	21	Polled Power Genetics.....	17
Cotton Branch Plantation.....	19	Polled Santa Gertrudis	
Cox Mill Farms.....	19	Association.....	17
Crech Farms.....	7	Red Doc Farm.....	17
Crimson Classic Sale.....	5	Reynolds Prairie View Farms.....	21
Denson 3D Farms.....	19	Rising Sun Ranch.....	23
Diamond S Ranch.....	21	Rocky Mountain Santa	
Dietrich's Flying D Ranch.....	17	Gertrudis Association Sale.....	16
District 6 Breeders.....	9	Rocking A Ranch.....	22
Dixie Creek Farm.....	21	Rose Hill Ranch.....	22
Dos Bros Ranches.....	21	Running M Ranch.....	19
Double C Farms.....	17	Rustic Rail Ranch.....	9
Double P Ranch.....	21	Salter Farms.....	19
Double TT Ranch.....	21	Santa Gertrudis Bluebonnet	
El Chaparral Grande Ranch.....	21	Classic Sale.....	26
Flying C Ranch.....	19	Santa Gertrudis Breeders	
Four J Cattle.....	21	International.....	11
Fulton Farms.....	21	Santa Gertrudis Breeders	
Gary Harding.....	21	of the Carolinas.....	7
Goodin Farms.....	19	Shampain Ranch.....	9
Grandview Farms.....	19	Siler Santa Gertrudis Cattle.....	22
Gray Oaks Farm.....	17	Silverbrook Ranches.....	22
H & H Farms.....	19	Southern Breeze Ranch.....	19
Haman Farms.....	19	Strait Ranches.....	22
Hampton Hills.....	19	Tara Ranch.....	22
Hargis Farms.....	21	Thirteen Oaks Ranch.....	22
Harris Riverbend Farms.....	21	Tideland Farms.....	19
Heath Farms.....	19	Tinney Farms.....	2
Hefte Ranches.....	21	Townsend Cattle Co.....	22
Heil Cattle Co.....	19	Urbanosky Ranch.....	22
Hoover Case.....	22	Vesper Ranch.....	22
Iron Oaks Cattle.....	21	Wendt Ranches.....	12, 13, 22
J.C. Sherrill, Jr. Ranch.....	7	Wiley Ranch.....	19
Jernigan Ranch.....	19	Woman Hollerin Ranch.....	11
John Martin Ranches.....	21	WR Ranch.....	19
King Ranch Inc.....	28	Wunderlich Farms.....	22

BOND 007 IS BACK

**2010
NATIONAL
YEARLING
BULL**

Semen Available!



1270028

BW:	.9	CW:	22.3
WW:	22.0	Marb:	0.04
YW:	32.0	BF:	0.02
Milk:	1.9	RE:	0.36
TM:	12.9	Tend:	0.02

Growth Index: 30.64

Carcass Ranking: 10

**Selling in the MidCoast
Super Sale March 4!**



20150329

**See Them in the
Pitchford Cattle Stalls
at these shows:**

**Fort Worth
San Antonio
Houston**

**Watch Bond 007 video at:
www.cattleinmotion.com/lot/110421PC/3**

**Selling in the MidCoast
Super Sale March 4!**



20150328

RSR SPECTRE 007

RSR BOND GIRL 99

Rising Sun Ranch / Jerry Johnson (479) 936-0912 • Pitchford Cattle / Darrell Pitchford (903) 388-2288

Mid-Coast Santa Gertrudis Association

» ALL VIDEO «

2016 INTERNATIONAL SUPER SALE



Offering the "BEST of BREED"



Friday, March 4, 2016

3:00 p.m. – Aisle Party (in HLSR show barn)

5:00 p.m. – Sale (NEW TIME!)

Crowne Plaza Hotel Ballroom • NRG Park • Houston, Texas

Shuttle service provided between HLSR and hotel.

Managed by:



Elite Genetics • Show Ring Champions

Watch for catalog and video at

www.amsattle.com

Broadcast by:



More Information:

Richard Hood

(979) 224-6150

richardh@amsattle.com

Debbie Townsend

(979) 541-4989

townsendcattle81@gmail.com

Hotel Reservations:

Crown Plaza at NRG

1-800-227-6963

\$189/night

Ask for Mid-Coast

Santa Gertrudis International

Super Sale block.

Committee Meetings on the Agenda in Albuquerque

Are you making plans to attend this year's annual Santa Gertrudis Breeders International meeting in Albuquerque, N.M.? The activities will begin at the Embassy Suites, with committee meetings; this is a great time to get involved in the association. SGBI's 12 committees include Breed Improvement, Marketing and Promotions, Finance, Long Range Planning, Membership and Youth Promotion. Pick one, and join in on the discussions!

Committee Summaries Breed Improvement Committee

The responsibilities of the breed improvement committee are managed through the following subcommittees: breed standards, performance testing, research and education, and such other subcommittees as deemed necessary from time to time.

The breed standards subcommittee shall be referred to for recommendations to the board of directors on all policy matters concerning the Standard of Excellence, breed improvement programs, registration of cattle and recording methods applicable thereto.

The performance testing subcommittee shall be referred to on all aspects of breed improvement relating to performance-oriented programs, and it will be charged with increasing and encouraging breeder participation in these programs.

The research and education subcommittee shall be referred to for current research information regarding beef cattle and the Santa Gertrudis breed in particular, and shall be charged with encouraging and/or supervising relevant and ongoing research on the breed, making certain that the information is disseminated correctly and reported appropriately.

Marketing and Promotion Committees

The responsibilities of the marketing and promotion committee shall be managed through the following subcommittees: shows and exhibits, sales and marketing, breed promotion, and such other subcommittees as deemed necessary from time to time.

The shows and exhibits subcommittee shall be referred to on all policy matters pertaining to shows and exhibits in which Santa Gertrudis cattle participate.

The sales and marketing subcommittee shall be referred to on all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle in the United

States and all foreign countries, including offering assistance to association members in matters pertaining to the public auction of Santa Gertrudis cattle.

The breed promotion subcommittee shall be referred to on all policy matters relating to the advertising and promotion of the Santa Gertrudis breed in the United States and in all foreign countries.

The commercial cattlemen subcommittee shall be referred to on policy and procedures relating to the marketing of and merchandising of purebred and Santa Gertrudis-influenced genetics in the United States to commercial and commercially-oriented cattle operations.

Finance Committee

The finance and auditing committee shall be nominated by the secretary-treasurer, who will serve as chairman of the committee, and who will have supervision of the books of account of the association, making regular audits of such books of account. To it shall be referred all matters pertaining to the fiscal affairs of the association.

Long Range Planning Committee

The long range planning committee shall be nominated by the vice president designated as long range plan vice president. This committee shall be charged with the establishment and maintenance of the Santa Gertrudis Breeders International Long Range Plan.

Membership Committee

The membership committee shall be nominated by the vice president. This committee shall be charged with the maintenance of membership rolls and the establishment of criteria for membership, communications between members and beef industry allies, and encouraging member retention and recruitment of new members.

Youth Activities Committee

The youth committee shall be nominated by the vice president designated as youth vice president. This committee shall be charged with the establishment and maintenance of the existing comprehensive set of guidelines and programs for the motivation of more active junior members.

For more committee details, along with more opportunities to get involved in the association, visit the SGBI website or contact the SGBI office. 🐾

Keynote Speaker

Lee Leachman CEO & Owner, Leachman Cattle



Lee Leachman is the CEO and owner of Leachman Cattle of Colorado. Leachman Cattle markets more than 1,500 bulls per year and is currently one of the five largest seedstock breeders in the United States. Lee graduated from Harvard University with an Honors BA in Economics in 1988. He also completed graduate-level work in animal breeding at Colorado State University.

After college, Lee joined his father Jim and brother Seth at Leachman Cattle Company, in Billings, Mont. Together, the family built the company into the largest beef seedstock company in North America. Lee moved to Colorado in 2003

and formed Leachman Cattle of Colorado. The company began large-scale collection of feed intake and conversion data in 2004. In 2005, Dallas Horton asked Lee the critical question, "Which of our sale bulls will make the most money in my commercial operation?" This started the company's pursuit of indexes that predicted profitability. Today, the company offers three innovative indexes:

- **\$Ranch** – the predictor of a bull's daughter profitability assuming calves are sold at weaning. This index is now being used to sort replacement heifers on commercial ranches.

- **\$Feedlot** – the predictor of a bull's offspring profitability in the feedlot and on the rail. This index is being used to project the value of feeder calves at market. ➔

■ **\$Profit** – the predictor of profit from conception to harvest.

Leachman Cattle of Colorado now markets Angus, Red Angus, Stabilizer, and Charolais bulls produced from a pool of 8,000 females in more than 35 cooperator herds. Selection objectives are largely based on the company's proprietary indexes. The company's flagship sale is held in March each year in Fort Collins, Colo. In 2015, 449 bulls averaged \$6,845 and 116 females averaged \$3,234. The company also holds six other auctions per year online and in Colorado, Arizona, Oregon and California.

Lee has been active in the industry through groups that include the National Cattleman's Beef Association, the Beef Improvement Federation, and various breed associations. Lee frequently speaks to cattlemen in both the United States and internationally.

Lee, Lisa, and Graham Leachman reside in Fort Collins, Colo. Together they enjoy a wide variety of family activities and are active in their church community through small groups and marriage ministry. 🐄

Guest Speakers

Thomas L. Rea, DVM Genetics West

Guest speaker Thomas L. Rea, DVM, Berthoud, Colo., will share information on the benefits of embryo transfer and how to incorporate it into a producer program.

Rea graduated from Colorado State University School of Veterinary Medicine in 1983, and has practiced bovine and equine embryo transfers since 1991. He is the owner of Genetics West, a full-service, on-farm and in-clinic bovine embryo transfer company. The company started in 1997, and is a European-Union- and China-certified export facility.

Rea is a member of the American Veterinary Medical Association and the American Embryo Transfer Association, serving as past president in 2004-2005.

Dr. Frank White, Ph.D., PAS Nutrition Services Manager and Lead Nutritionist, Ranch-Way Feeds

Dr. Frank White is an animal nutritionist with more than 20 years of successful broad-based experience in the beef industry. He received his Bachelor of Science in animal science from Texas Tech University and his Master of Science and Doctor of Philosophy in animal science from Oklahoma State University. Dr. White completed a Postdoctoral Research Associate at Texas A&M University then moved to Lawton, Okla., where he was an associate professor of animal science at Cameron University until 2014. He has published 22 peer-reviewed journal articles on animal science nutrition and physiology and was awarded the Dr. Joseph H. Mullin Endowed Chair in Agriculture in 2008. Dr. White has maintained a strong presence in the beef industry by presenting at regional, national, and international meetings, as well as managing a commercial cow-calf and stocker operation in Oklahoma. Dr. Frank White moved to Fort Collins, Colo. in 2015 and is currently the nutrition services manager and lead nutritionist at Ranch-Way Feeds. 🐄

Cherokee Ranch

The Legacy of Tweet Kimball Continues



- 62 years breeding Santa Gertrudis
- Quality bloodlines
- Purebred and commercial bull calves and heifers for sale

Look for us at the Rocky Mountain "Spring Run Off" Sale in April!

James Holmes Executive Director
303-523-9503

Rafael Miranda Ranch Manager
303-888-5297

Sedalia, Colorado

www.CherokeeRanch.org



MARCH 19, 2015 ♦ 11:00AM

Lavaca County Exposition Center ♦ Hallettsville, TX

Offering to include:

Replacement Heifers • Show Prospects • Quality Bulls

“Committed and Proven” Sponsors

- ♦ Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- ♦ Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- ♦ Corporryn Acres, Jim Corporryn
- ♦ Dos Bros Ranches, Rodney & Barbara Corporryn
- ♦ DuBois Cattle Co., Tom & Debbie DuBois
- ♦ Four J Cattle Co., Larry & Zoe Justiss
- ♦ Hargis Ranch, Phillip & Dana Hargis
- ♦ Harris Riverbend Ranch, David & Laurie Harris
- ♦ Hefley BHR Ranch, Roy & Barbara Hefley
- ♦ 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
- ♦ Woman Hollerin Ranch, Rick & Betty McCormick

Sale Schedule

Friday, March 18th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 19th

8:00am - Cowboy Coffee

11:00am - Sale Begins



For sale catalog, photos and up-to-date information, visit our website:

www.bluebonnetclassicsale.com

For inquiries contact Sale Chairman:

Debbie Townsend • (979)541-4989 • townsend30@yahoo.com

100+
YEARS
OF RANCHING
THE FAMILY LAND

Today's Tomorrow

Tr^Y our Mainsta^Y



on Saturda^Y,
March 19, 2016.

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

2401 North Wheeler Street • Victoria, Texas 77901 • (361) 575-1297

Tommy Phillips
(361) 573-5919 (H)
(361) 649-9726 (M)

Proud Producers of  Cattle

E-mail: charlabl@icci.net • FAX: (361) 576-0891
Website: www.cattletoday.com/borchers_southern_y

Richard G. Hood
(361) 790-5641 (H)
(979) 777-8247 (M)

The KING RANCH

*Your Source for the
"Original" Santa
Gertrudis Genetics*

Established 1853

When building a program, you must start with a solid foundation. Whether you are breeding seedstock or commercial animals, you need to start with a quality product that will turn a profit. King Ranch purebred Santa Gertrudis and Santa Gertrudis-influenced genetics can provide just that. Our cattle were derived from the need for performance in feedyards and breeding programs, which means they must be fertile, efficient and profitable. The combination of Brahman and Shorthorn genetics have formed a cross that is hardy and effective in a wide range of climates and conditions. The King Ranch: where it all began.




KING RANCH

WWW.KING-RANCH.COM

ROBERT SILGUERO: (361) 219-0420 • JEFF JORGENSEN: (361) 219-0434 • JJJORGENSEN@KING-RANCH.COM