



SANTAGERTRUDIS

USA

JUNE 2013 | VOLUME 16, NUMBER 6



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SANTA GERTRUDIS USA

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ON THE COVER

Circle A Farm Santa Gertrudis heifers enjoy a beautiful day in Water Valley, Tenn.

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4-Time Reserve Grand Champion, and
9 Time Champion Best of Polled



MISS GRIZZLEY MASSIVE D810

SHOW RECORD:

2011 Florida Premier Champion Cow,
4-Time Grand Champion,
5-Time Reserve Grand Champion and
8-Time Champion Polled Female



MISS MASSIVE AMIGO D101

SHOW RECORD:

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3-Time Grand Champion,
5-Time Reserve Grand Champion and
3-Time Best of Polled Female

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AUGUST 10, 2013 @ 11:00 AM

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Join us

Friday, August 9, 2013

**for a Pre-Sale Tailgate Party at 4:00 pm
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For More Information Contact:

Allen Grainger

979-337-4151

Agrainger@aol.com

Tom DuBois

281-723-9716

tom.dubois@us.atlascopco.com

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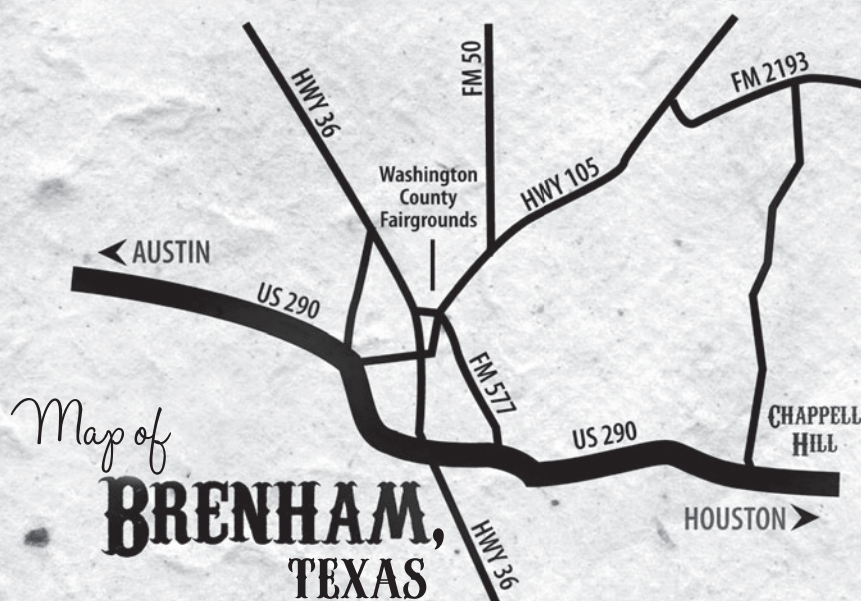
Hotel info:

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Brenham, Texas

979-251-7791

Rooms have been blocked under the
"Mid-Coast Santa Gertrudis Sale."
Please reserve yours by July 10, 2013.



WWW.MIDCOASTSANTAGERTRUDIS.COM



Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

I'm excited about SGBI's opportunities to grow membership and capture market share. Early numbers indicate the upward trend in registrations and renewed interest in membership will continue in 2013. However, before I discuss the prospect for growth in 2013, I want to touch on the role that exhibiting cattle plays in the association.

Much of this June issue is devoted to the SGBI show program, and I would be amiss if I didn't mention the importance of showing cattle as a promotional tool. For years exhibiting cattle at fairs and livestock shows has been a highly visible avenue for promoting Santa Gertrudis genetics. A strong and healthy show program complements the association's entire promotional efforts. To ensure the show program remains a viable component in SGBI's promotional strategy, Shows and Exhibits Committee Chairman Wylie Taliaferro has initiated a study designed to solicit membership input concerning the show program. Texas A&M University-Kingsville faculty has formatted a survey questionnaire and will assist SGBI in data review.

Included in this issue of *Santa Gertrudis USA* is the SGBI Shows-Member Survey. Member input is valued, and all members – not just those that show, but all members – are encouraged to complete and return the survey. Member participation in this important effort is appreciated. Please send your completed survey to:

Dr. Ryan Rhoades

**TAMU-Kingsville • 1150 Engineering Blvd.
Kleberg Ag Building 126 A
Kingsville, TX 78363**

The return of customer services to Kingsville and the relationship with Livestock Genetic Services allows SGBI to better control and manage the association's data and information. Diana Ruiz and I have the ability to monitor transactions, track membership and make decisions that impact SGBI's daily activities. As one might expect,

close attention is paid to registration transactions and membership numbers. Since registrations are submitted monthly, it is too early in the fiscal year for a sound forecast regarding the number of purebred registrations that will be received in 2013. Historically the greatest numbers of registration applications are received in the late fall and winter months with the smallest number submitted in April and May. However, based on the number of registration applications received this April, I'm confident the association will see an increase in registrations this fiscal year.

The same can be said about membership. True, the bulk of 2013 membership renewals were received in the first quarter of the fiscal year, but applications trickle into the office throughout the year, making me somewhat reluctant to definitively say membership will top the 600-member mark. However, reviewing current numbers, SGBI is on

track to witness significant membership growth in 2013. I'm especially excited to see the return of members that had dropped off the active role during the association's tenure with American Beef Records Association in Kansas City.

Some might think I'm overconfident when discussing the potential for association growth. I don't think so, and analyzing U.S. Department of Agriculture (USDA) data simply reinforces my optimistic outlook. Data released by USDA earlier this year indicates that beef cattle numbers have dipped below 30 million head, resulting in the smallest cowherd inventory in roughly 60 years. According to *BEEF Magazine*, beef demand increased in 2011 and 2012. It is the perfect marketing scenario: short supply combined with strong demand. I'm convinced the rebuilding of the nation's cowherd will start in earnest during the next two-year period. The versatile Santa Gertrudis female fits well in all breeding schemes, and the flexibility provided by Santa Gertrudis bulls allows cattlemen to take advantage of numerous marketing avenues. Our opportunity to grow market share and increase association membership has never been greater. We must aggressively market our genetic package and communicate to our cattle buying customer the value of being an active member of SGBI. All indicators point to growth in the cow-calf sector and for SGBI. Our time is now; we can't let this opportunity pass us by. 🐾

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. The new SGBI website is very pleasing and easy to use. Who is the association's website partner?

A. Encore Visions, Haskell, Texas, is SGBI's new web service partner. The company is owned by Jackie Lackey, an animal science and agribusiness graduate of Texas A&M University. Encore Visions is a full-service advertising and marketing firm that caters to the agricultural field. Encore Visions' team of 10 talented employees have developed websites for numerous livestock related businesses. SGBI is Encore Visions first breed association client, and the graphic design team has certainly created an exciting and appealing website. A big tip of the hat to the SGBI Website Committee members – Yancey Strait, Wes McDaniel, Darren Richmond, Bud Clark and Cheryl Grainger – for their work in developing the specifications and recommending Encore Visions to the board. Having Encore Visions on the SGBI team managing the association's website, along with BluePrint Marketing handling *Santa Gertrudis USA*, has positioned SGBI to expand its marketing footprint. 🐾

Performance to Burn, Quality to Show



HF Fred 303/9

BW	WW	YW	M	TMat	CW	Mar	BF	REA
2.7	32	46	3	16	40	.04	.02	.23

Thank You

Crimson Classic Buyers

Jernigan Ranch, Buena Vista, GA

Haman Farms, Odum, GA

Lou-Al-Tuck Farms, SC

Juniors Exhibitors

Mason Edwards, Waco, TX

Britney Shields, LaRussel, MO

Karly Critendon, Port Lavaca, TX

Joshua Browning, Asher, OK

Becky Smith, Tecumseh, OK

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HEFTE RANCHES

Hefte Ranches is proud to have taken part in The Heritage Replacement Heifer Sale held in April. We thank Darrell & Shana Pitchford of Corazon-Pitchford Cattle Company and Nicholas Quintana of Rancho LaCeiva for purchasing our heifers.

We'd also like to thank Dr. Adolpho Sanchez for putting together this great sale!



**GOOD LUCK TO ALL JUNIORS
PARTICIPATING IN THE
NJSCHS THIS MONTH! WE LOOK
FORWARD TO SEEING EVERYONE
IN SAN MARCOS!**

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Kenneth Tom Hefte
(361) 813-4937



REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

APRIL 2013

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	115	11	0	22
2	138	1	6	199
3	22	1	8	18
4	18	6	0	9
5	25	3	0	8
6	2	0	0	15

CONTACT FOR SGBI REGISTRATIONS:

Diana Ruiz

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

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

In Memoriam

RAYMOND EDWARD LEE

Raymond Edward "Eddie" Lee was born July 27, 1957, in Deland, Fla., and grew up around the Leesburg and Eustis area. He passed on April 13, 2013, to cancer at the age of 55.

Eddie often told stories about running cattle on the wet bottoms of the St. John River, and he said that sometimes you could find black bear and panther tracks along cow trails and recalled seeing several black panthers. Pushing cows in and out of these bottoms is where Eddie perfected the use of the Florida Cracker Whip.

Eddie also grew up in the Lee family cattle fitting business. Along with his dad R.C. and brother Tommy, Eddie showed all over Florida and pulled some out of state. They showed several breeds, including Santa Gertrudis, Brahman, Limousin, Shorthorn, Hereford and Brangus. Through the years he worked for many cattle outfits; one of his most recent posts was at 5-E Santa Gertrudis where Eddie gained national acclaim at the halter of two-time, back-to-back National Champion Bull 5-E Magnum 357. Eddie enjoyed his time with Greg and Hilda Edenfield because they always let him show the best they raised.

You could tell by watching Eddie slip around the ring with a little hitch in his get-a-long that nothing pleased him more than showing. He was the same if he won or lost: he always tipped his hat to the queens and princesses on the way out of the ring. Even though Eddie and his wife Martha didn't have any children of their own, they mentored lots of kids on cattle handling and showmanship.

Eddie was preceded in death by his parents R.C. and Vivian. Survivors include his wife Martha, and siblings Linda and Tommy. 🌿

— Respectfully submitted by Joe Butt,
friend and fellow cattleman

SANTA GERTRUDIS Calendar

JUNE

12-15 Beef Improvement Federation Conference, Oklahoma City, Okla.

17-21 National Junior Santa Gertrudis Heifer Show, San Marcos, Texas

JULY

19 Kentucky National Show, Bowling Green, Ky.

20 Kentucky National Sale, Bowling Green, Ky.

20 Kentucky National Jr. Santa Gertrudis Show directly following National Sale, Bowling Green, Ky.

23-26 GOALS (Gerts Ongoing Advanced Leadership Summit), Estes Park, Colo.

28 Ohio State Fair Jr. Santa Gertrudis Show, Columbus, Ohio

29 Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio

AUGUST

2 Ozark Empire Fair Jr. Santa Gertrudis Show, Springfield, Mo.

3 Ozark Empire Fair Open Santa Gertrudis Show, Springfield, Mo.

5-7 Texas A&M Beef Cattle Shortcourse, College Station, Texas

7 Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.

10 Mid-Coast Summer Sale, Brenham, Texas

25 Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.

SANTA GERTRUDIS WELCOMES

New Members

Regular Members

Cathy Blair, Fla.

Pete Jeffries, Kan.

John Genho, Va.

Diamond J Bar Ranch, Rusty
McCorckell, N.M.

Klinge Livestock, Dave Klinge, Kan.

Batie Farms, Frances Batie, N.M.

Branch Ranch, Joe Branch, N.M.

Salopek GU Farms, Ben Salopek, N.M.

Eugene Johnson & Sons,

Lee Johnson, N.M.

Flying H Ranch, John Johnson, Ariz.

Cherry Montano, N.M.

Paul Lucero, N.M.

Sherry Lindquist, Colo.

Wilson's Farm, Donny Wilson, Texas

Metzger Ranch, Trent Metzger, Texas

Junior Members

Melody Riley, Texas

Chase Brooks Culp, Texas

Taylor Stabler, Texas

Maddisen Patterson, Ind.

Kyeler Field, Texas

Kayla Melton, Ky.

E Bar W Santa Gertrudis Ranch,

Nate Wyatt, Texas

Osage Cattle Ranch,

William Pearman, Ky.

Osage Cattle Ranch, Emily Pearman, Ky.

Thank You to our buyers at the Crimson Classic Sale

Thank you to the following buyers:

Bill & Sonja Athey, Joplin, Mo.; Bill & Lynda Stroman, Byran, Texas; Chad & Jamie Daniel, 777 Farms, Magnolia, Ark.; Greer Livestock Co., Brandenburg, Ky.; Briggs Ranches, Victoria, Texas; and Stutts Family Ranch, Tuscumbia, Ala.



**Good luck to all Junior exhibitors
with Grandview Farms heifers at
the National Junior Heifer Show
in San Marcos!**

Grandview Farms Newest Herd Sire



Red Hot 017

Reg. #129034

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October 5, 2013

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Website: grandviewfarm.biz

Mgr. Brent Shaw, phone: (205) 412-5761

WHAT IF IT DOESN'T RAIN? Part I

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



I'm hesitant to discuss this topic because I realize some SGBI members may have received substantial, or at least decent, moisture this winter and spring. A large number of us, however, are still experiencing severe drought, and SGBI members who attended "The Homecoming" in April can appreciate how severe the drought is in South Texas. There is not one single answer or solution to address extended periods with little or no

rainfall. Successfully surviving a drought requires a pre-planned set of actions with benchmarks along the way. Some of the more obvious solutions include purchasing hay and/or supplemental feed, leasing well-rested pastures (near or far), dry lot feeding, short-term re-location of some (or all) of the cow herd, herd reduction or complete dispersal. If selling cattle is part of your ranch plan, then you need to have accurate ages and production histories on all females as well as relative genetic value of each individual to your breeding program. This information will allow you to create several "what if" sale lists. None of these are palatable options, but they need to be thought through and possibly considered.

Additional information that can help all of us through periods of little or no rain includes knowing the amount of forage available, nutritional content of purchased feed and nutritional needs of the herd. There is not one grazing strategy to fit all situations, but overgrazing plus drought is extremely damaging to all rangeland plants. Ideally, when grazing growing forage the rule has been "take half, leave half." However, when grazing dormant dry forage (during drought) we should probably take less than half and then rotate. To estimate how much dry forage is on the range you need four tools: 1) a 3-foot by 3-foot square (metal or 1/2-inch PVC), 2) a small hand scale (ounces or grams), 3) a paper sack and 4) grass shears or a pocket knife. Place the 3-foot by 3-foot square on the ground, enclosing forage that is representative of the entire pasture, and hand cut all of the forage within the square very close to the soil. Place all cut forage into the paper bag and weigh it with the hand scale. The total forage weight will indicate the total amount of forage in 1 square yard of pasture. Important conversion factors include: 16 oz. = 1 lb.; 453.6 grams = 1 lb.; 1 acre = 4,840 sq. yd. If we cut and weighed 8 oz. of dry forage within the 3-foot by 3-foot square, that would mean we have 2,420



lb. of total forage available per acre, or less than 1,210 lb. of forage to actually graze.

$$8 \text{ oz. per } 1 \text{ sq. yd.} \times 1 \text{ lb. per } 16 \text{ oz.} \times 4,840 \text{ sq. yd. per } 1 \text{ acre} = 2,420 \text{ lb. per acre}$$

$$2,420 \text{ lb. per acre} \times 50 \text{ percent} = 1,210 \text{ lb./acre}$$

Taking photos of the entire pasture with calculated forage available to graze can be helpful for future reference or comparison of pastures with varying amounts of forage. Circular enclosures constructed of 2 T-posts and a 16-foot cattle panel, and placed in a representative location prior to turn out can also be helpful to visually determine how much forage has been removed.

Cattle on range, depending on level of production (heifers, lactation, maintenance), will consume 2.0 to 3.5 percent of their body weight in Dry Matter (DM) each day. Young and heavy bred or lactating females need and will consume the most. DM is a nutritionist's term that equals the weight of feed/forage minus the water contained within the feed/forage. It allows us to compare "watermelons to ground corn" on an equal basis. Most hay, dry forage or sacked feed will contain 80 to 90 percent DM. Thus, using the above pasture example, one acre would supply sufficient consumption forage for a 1,200-lb. bred, non-lactating cow for 27 days. Unless we all have muddy boots, next month I will discuss hay feeding and determine if the forage consumption example will meet needs of that 1,200 lb. cow.

$$[(2,420 \text{ lb./acre}) \times 40\% \text{ utilization}] \times 85\% \text{ DM FFI} = 823 \text{ lb. DM/acre}$$

$$1,200 \text{ lb. cow} \times 2.5\% = 30 \text{ lb. DM (forage) consumption/day}$$

$$823 \text{ lb.} \div 30 \text{ lb./day FFI} = 27 \text{ days}$$



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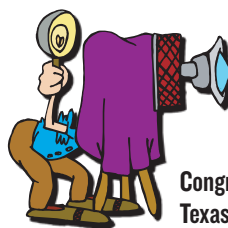
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Santa Gertrudis Photo Contest

Congratulations to Karen McConaughey, Texarkana, Texas, for submitting this month's winning photograph.

WE WANT MORE PICTURES! This is an ongoing contest, so please keep your photos coming! Turn your camera 90 degrees for a vertical shot – it could be used as a *Santa Gertrudis USA* cover!

Please email high resolution photos to kbedolli@blueprintma.com.



IRON OAKS CATTLE



**REGISTERED SANTA GERTRUDIS,
STAR 5, EMBRYOS AND SEMEN AVAILABLE**

We thank the following ranches for purchasing
our heifers at The Heritage Sale.

- Robert Silva
- Red Doc Farm
- Weaver Ranch

Good luck to all the juniors participating
in the NJSCHS this month!

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2013 National Junior Santa Gertrudis Heifer Show

June 17-21, 2013

HAYS COUNTY CIVIC CENTER, SAN MARCOS, TEXAS

SCHEDULE OF EVENTS

Friday, June 14

Noon-6:00 p.m. Grounds Open for Arrival. *After hours, call Heather Blewett (210) 744-8100*

Saturday, June 15

8:00 a.m.-6:00 p.m. Grounds Open for Arrival
After hours, call Heather Blewett (210) 744-8100

Sunday, June 16

8:00 a.m. Grounds Open for Arrival
3:00 p.m.-6:00 p.m. Mini-GOALS Show Stands
6:00 p.m. Information Gathering/Social Show Stands
Stalls available for setup/affiliate display
NJSGA Board of Directors Meeting Show Grounds

Monday, June 17

8:00 a.m.-12:00 p.m. Cattle Check In
Check In: Yearbook, PowerPoint & Photography.
Contest entries must be checked in by 3:00 p.m.
9:00 a.m. Queen/Princess Brunch/Interview
Embassy Suites – Host Hotel
1:00-4:00 p.m. Brain Bowl *Embassy Suites – Host Hotel*
4:15 -6:15 p.m. Junior Board Interviews Show Grounds
6:30 p.m. Welcome Dinner

Tuesday, June 18

8:30 a.m.-4:00 p.m. Cattle in Barn
8:30 a.m.-4:00 p.m. Herdsman Contest
9:00 a.m.-12:00 p.m. Public Speaking Contest
Embassy Suites – Host Hotel
2:00 p.m. Sales Talk Show Arena
5:30 p.m. Survivor – Gert All Stars Outdoor Warm-Up Arena

Wednesday, June 19

8:30 a.m.-4:00 p.m. Cattle in Barn
8:30 a.m.-4:00 p.m. Herdsman Contest
8:00 a.m. Pre-Showmanship Meeting
For exhibitors & parents - Arena Stands
9:00 a.m. Showmanship Pee-Wee, Junior, Intermediate & Senior
1:00 p.m. Cattle Judging/Cattlemen's Contest Show Grounds
6:00 p.m. Scholarship Interviews Show Grounds
6:00 p.m. Potluck Gathering Show Grounds

Thursday, June 20

8:00 a.m. Cattle in Barn
9:00 a.m. NJSGHS Purebred Female Show
ONE HOUR AFTER SELECTION OF CHAMPION FEMALE
NJSGHS General Membership Meeting Show Stands

Friday, June 21

9:00 a.m. NJSGHS Special Classes Judging
Cow-Calf, Donated Heifer, Best of Polled, Bred & Owned, Star 5
6:00 p.m. Awards Banquet Embassy Suites – Host Hotel

Saturday, June 22

ALL CATTLE MUST BE OFF GROUNDS BY NOON

For the L♥ve of Gerts



We have Show Heifers, Replacement Heifers, Star 5's and Club Calves available for private treaty sales.

Good Luck Juniors at the NJSGHS!

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SANTA GERTRUDIS SALE *Reports*

2013 CRIMSON CLASSIC SALE

April 27, 2013 | Hanceville, Ala.

SALE AVERAGES

50 Registered Lots	\$3,110	32 Crossbred Lots	\$1,415
17 Pairs	\$3,565	10 Bred Heifers	\$2,705
13 Open Heifers	\$2,685	5 Bred Cows	\$2,520
3 Bulls	\$3,980	2 Semen Lots	\$4,200

The sale was at Tinney Farms in Hanceville, Ala., and was preceded by the Kollege of Knowledge. Sponsors for the sale were The Alabama Connection; Tinney Farms; Grandview Farms, Hamilton, Ala.; and Gray Oaks Farm, Russellville, Ala.

The high-selling bull, TF Ranger, was consigned by Circle A Farm, Williamsport, Tenn., and was purchased by Tinney Farms for \$7,750. The high-selling pair was consigned by Gary Harding, Warner, Okla., and sold to Lou Al Tuck Farm, Great Falls, S.C., and Super S Cattle Co., Waco, Texas, for \$5,700. The high-selling bred heifer was consigned by Stricko Ranch, Verona, Ky., and was purchased by Craig Mathis, Doniphan, Mo., for \$3,600. The high-selling open heifer was consigned by Circle A Farm and purchased by Bill Athey, Joplin, Mo., for \$3,100.

GEORGIA CATTLEMEN'S ASSOC. COMMERCIAL HEIFER SALE

April 5, 2013 | Perry, Ga.

SALE AVERAGES

120 Lots	\$1,728	16 Pairs	\$1,975
73 Bred Heifers	\$1,910	31 Open Heifers	\$1,176

The Georgia Cattleman's Association Commercial Heifer Sale was held April 5, 2013, in the Multi-Purpose Building at the Georgia National Fairgrounds and Agricenter. It was hosted alongside the Association's 52nd Annual Convention and Allied Member Trade Show/16th Annual Beef Expo.

RED DOC FARM RED HOT BULL SALE

April 13, 2013 | Bosque, N.M.

Red Doc Farm sold 61 range- and gain-tested bulls in their Red Hot Bull Sale that was held at the farm in mid-April. The high-selling bull, Red DOC Long Side 1123, sold to Rafael Miranda, Sedalia, Colo. The volume buyer was Andrew Cure, Sour Lake, Texas. 🐄



Red Doc Long Side 1123



35th Annual KENTUCKY NATIONAL SANTA GERTRUDIS SHOW & SALE

July 19th • Show 11:00am

July 20th • Sale 11:00am

**Western Kentucky University
Expo Center**

Sponsored by:

Kentucky Santa Gertrudis Assn.
and the Kentucky Department of Agriculture



Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 20th.

Selling: Pairs • Bred Heifers • Open Heifers • Bulls & Star 5 Females

Sale Committee

Chairman: Nolan Taylor • 270.589.9046

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Sales Manager: Darren Richmond • djrichmd@aol.com • 423.364.9281

Suggested Lodging

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74TH RIO GRANDE VALLEY LIVESTOCK SHOW SANTA GERTRUDIS FUTURITY SHOW

Mar. 7, 2013 | Mercedes, Texas | Judge: Kyle McManus

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION SANTA GERTRUDIS BULL

Papi Chulo, shown by Itza Garza,
McAllen, Texas



GRAND CHAMPION SANTA GERTRUDIS FEMALE

Sue Ellen, shown by Adrian Garza,
Edinburg, Texas



GRAND CHAMPION STAR 5 FEMALE

Crimson, shown by Lane Thomae,
San Benito, Texas



**RESERVE GRAND CHAMPION
SANTA GERTRUDIS BULL**

Red, shown by David Garza,
La Feria, Texas



**RESERVE GRAND CHAMPION
SANTA GERTRUDIS FEMALE**

LJ V 0/66, shown by Abby Caraveo,
Pharr, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Nadine 10/2, shown by Taylor
Martinez, Edinburg, Texas

Fall 2013 Show Schedule

OHIO STATE FAIR

Columbus, Ohio, July 29, 9:00 a.m. • Judge: Chan Phillips

OZARK EMPIRE FAIR

Springfield, Mo., Aug. 3, 12:00 p.m. • Judge: Darren Richmond

INDIANA STATE FAIR

Indianapolis, Ind., Aug. 7, 8:00 a.m. • Judge: Jerry McPeake

KENTUCKY STATE FAIR

Louisville, Ky., Aug. 25, 8:00 a.m. • Judge: Justin Rhodes

DELTA FAIR

Memphis, Tenn., Sept. 1, Time: TBA • Judge: TBA

TENNESSEE STATE FAIR

Nashville, Tenn., Sept. 7, 5:00 p.m. • Judge: Joe Butts

SOUTHEAST EMPIRE FAIR

Lawrenceville, Ga., Date and Time: TBA • Judge: Jason Duggin

OKLAHOMA STATE FAIR

Oklahoma City, Okla., Sept. 22, 8:00 a.m. • Judge: Bill Barrett

TULSA STATE FAIR

Tulsa, Okla., Sept. 29, 1:00 p.m. • Judge: Duane Miller

ARKANSAS STATE FAIR

Little Rock, Ark., Oct. 17, 10:00 a.m. • Judge: Dale Pitchford

NORTH CAROLINA STATE FAIR

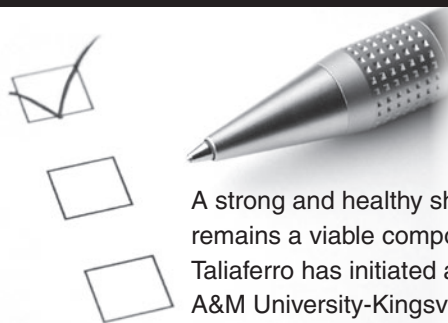
Raleigh, N.C., Date and Time: TBA • Judge: Jary Douglas

STATE FAIR OF TEXAS

Dallas, Texas, Oct. 20, Time: TBA • Judge: Blake Nelson

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Louisville, Ky., Nov. 22, 8:00 a.m. • Judge: Ira Barrow



SANTA GERTRUDIS BREEDERS INTERNATIONAL Show Member Survey

A strong and healthy show program complements SGBI's promotional efforts. To ensure that the show program remains a viable component in SGBI's promotional strategy, Shows and Exhibits Committee Chairman Wylie Taliaferro has initiated a study designed to solicit membership input concerning the show program. Texas A&M University-Kingsville faculty has formatted a survey questionnaire to assist SGBI in data collection and review. Member input is valued, and all members, not just those that show but all members, are encouraged to complete and return the survey. **Member participation in this important effort is appreciated.**

1. Which of the following factors would you consider a "barrier" that limits your show ring participation? Check all that apply.

- | | |
|--|---|
| ☐ Cost/Expense | ☐ Time/Labor |
| ☐ No Perceived Marketing Value Gained | ☐ Perception of Biased Judging Practices |
| ☐ Does Not Reflect Industry Standards | ☐ Perception of Biased Show Practices |
| ☐ No Known Barriers | |

2. Rate your "agreement" with the following criteria used to determine a qualified Santa Gertrudis judge.

	Strongly Disagree	Disagree	Agree	Strongly Agree
College Degree	☐	☐	☐	☐
Beef Industry Experience	☐	☐	☐	☐
University/Extension Affiliation	☐	☐	☐	☐
SGBI Member	☐	☐	☐	☐
Current Knowledge of Industry Standards	☐	☐	☐	☐
SGBI Board of Director	☐	☐	☐	☐
Professional Fitter	☐	☐	☐	☐
Direct Knowledge of Santa Gertrudis Breed	☐	☐	☐	☐

3. Rate your "agreement" with the following groups having the responsibility of selecting show judges.

	Strongly Disagree	Disagree	Agree	Strongly Agree
SGBI Shows & Exhibits Committee	☐	☐	☐	☐
Livestock Show Officials	☐	☐	☐	☐
Third Party (i.e., external source)	☐	☐	☐	☐

4. Rate your "agreement" with the following groups having the responsibility of assigning show judges.

	Strongly Disagree	Disagree	Agree	Strongly Agree
SGBI Shows & Exhibits Committee	☐	☐	☐	☐
Livestock Show Officials	☐	☐	☐	☐
Third Party (i.e., external source)	☐	☐	☐	☐

5. Rate your level of "satisfaction" with the following SGBI show practices.

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Current judge selection process utilized by the SGBI Shows & Exhibits Committee	☐	☐	☐	☐
Current Rules governing Santa Gertrudis Shows	☐	☐	☐	☐
Current number of classes offered at a Santa Gertrudis show	☐	☐	☐	☐

6. Rate your "agreement" with the following groups having responsibility for interpreting SGBI show rules.

	Strongly Disagree	Disagree	Agree	Strongly Agree
SGBI Shows & Exhibits Committee	☐	☐	☐	☐
SGBI Board of Directors	☐	☐	☐	☐
Livestock Show Officials	☐	☐	☐	☐

7. Rate your "agreement" with the following groups having responsibility for enforcing SGBI show rules.

	Strongly Disagree	Disagree	Agree	Strongly Agree
SGBI Shows & Exhibits Committee	☐	☐	☐	☐
SGBI Board of Directors	☐	☐	☐	☐
Livestock Show Officials	☐	☐	☐	☐

**The completed survey is to be returned by
July 1, 2013 to:**

**Dr. Ryan Rhoades • TAMU -Kingsville
1150 Engineering Blvd. • Kleberg Ag Building 126 A
Kingsville, TX 78363**

Survey continues next page ➤

SANTA GERTRUDIS BREEDERS INTERNATIONAL

Show Member Survey

8. Rate your "agreement" with the following groups being members of the SGBI Shows & Exhibits Committee.

	Strongly Disagree	Disagree	Agree	Strongly Agree
SGBI Members	☐	☐	☐	☐
Professional Fitters	☐	☐	☐	☐
University/Extension Representatives	☐	☐	☐	☐
Beef Industry Members	☐	☐	☐	☐
SGBI Board of Directors	☐	☐	☐	☐
Livestock Show Representatives	☐	☐	☐	☐

9. Please indicate your show and exhibition status. Check all that apply.

- ☐ Owner/Exhibitor
 ☐ Junior Exhibitor
 ☐ Non-Showing SGBI Member
☐ Professional Fitter
 ☐ Former Exhibitor
 ☐ Other
☐ Parent of Junior Member
 ☐ Breeder/Marketer of Exhibition Cattle

10. Please indicate the number of shows you attend each year.

- ☐ None
 ☐ Some (1-7)
 ☐ Several (8-14)
 ☐ Numerous (>15)

11. Which of the following would you consider your primary reason for participation in shows?

- ☐ Promotional/Marketing Tool for Farm/Ranch

- ☐ Enjoyable Pastime
 ☐ Family Time

12. Please indicate the percentage of your total annual cattle sales directly derived from your show ring participation.

- ☐ Rarely (1-25%)
 ☐ Sometimes (26-50%)

- ☐ Often (51-75%)
 ☐ Almost Always (76-100%)

13. Please indicate the number of head you market annually for open and junior show ring exhibition.

- ☐ None
 ☐ Some (1-10 head)

- ☐ Several (11-50 head)
 ☐ Numerous (>50 head)

14. Do you currently have a marketing plan which includes an annual marketing/promotion budget?

- ☐ Yes
 ☐ No

15. Which of the following does your annual marketing/promotion budget include? Check all that apply

- ☐ Print Media
 ☐ Social Media
 ☐ Other

- ☐ Web Based Outlets
 ☐ TV/Radio
 ☐ None

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Haman Farms	13

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Olivarez Ranches	21
Parker Farms.....	13
Pitchford Cattle Co.....	21
Polled Power Genetics	5

Rebel Ridge	13
Red Doc Farm	5
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Tideland Farms	13
Tinney Farms.....	2
Townsend Cattle Co.....	21
Urbanosky Ranch	21
Vesper Ranch	21
W.H. Creel Farm	13
Woman Hollerin Ranch.....	26
Wunderlich Farms.....	15, 21



By Trey Roach, President

I'm counting down the days until we're all together again at the National Junior Santa Gertrudis Heifer Show (NJSFGH). Many hard working adults and Junior Board members have been planning to make this the most exciting, memory-making event of the year for the SGBI Juniors.

Thanks to Heather Blewett for organizing this year's event. The theme this year is "Keeping Traditions and Making Memories."

Some of my favorite memories from past Junior Nationals include hiding in the basement in Missouri from tornados, great

SANTA GERTRUDIS

Juniors

feasting and food in Kingsville and go cart races in Kentucky.

There have been some outstanding people along the way. I must first thank the Barrow family, who sold us our cattle and taught us every detail of how to prepare and show them. They're a family dedicated to the breed, headed by a father who mentors not only his own children, but many others.

This brings to mind previous presidents of the Junior Board.

Now that I have served as president, I know the hours of time spent as an ambassador representing all juniors and advocating on our behalf. Kudos to all who have gone before me and made this job look so easy!

Finally I would like to thank Tom DuBois, an icon of leadership. Lao Tzu quotes, "A leader is best when people barely know he exists; when his work is done, his aim is fulfilled, they will say: We did it ourselves." He has rallied junior leaders with minimal interference, letting those elected take control and lead.

Let's keep the memories rolling! 🐄

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SGBI Launches New Website

www.santagertrudis.com

By Yancey Strait

The SGBI Board of Directors invites you to view the association's new website, which can be found at www.santagertrudis.com. You may recognize the website address, but we're hopeful you'll find the new website refreshing and easy to navigate.

Past President Charla Borchers-Leon appointed Bud Clark, Cheryl Grainger, Wes McDaniel, Darren Richmond and I to serve as members of the SGBI website committee. We were tasked with going through the process of evaluating and selecting a website designer and providing design parameters. Encore Visions, an agricultural marketing firm based out of Haskell, Texas, was selected to design, develop and host the new and improved SGBI website.

The website committee's goals were to provide an excellent resource for existing members and to market to new and/or potential SGBI members and to those who may be interested in purchasing Santa Gertrudis cattle. In order to accomplish these goals, we felt the website should be easy to navigate and visually appealing to all visitors. When visiting the home page, simply drag your cursor over the "Menu" tab and click on it. Once you click on this, a menu of pages will drop down.

SGBI is excited to offer members the ability to link their ranch websites to the SGBI site for free. To link your ranch website to the SGBI site, click on the "Menu" tab. After the drop down box appears, look to the far right to find the "Links" tab and click on it. Once on the "Links" page, look at the upper-left hand side of the screen, and you'll find an area to submit your information. Simply fill out the form, and click "Submit" to have your ranch linked to the new SGBI website.

SGBI will also be offering advertising opportunities on the website. Additional details about website advertising will be provided in the July issue of *Santa Gertrudis USA*.

We certainly hope you enjoy the website and find it to be a great resource and marketing tool. 🐄



Circle A Farm would like to thank its Crimson Classic Buyers...



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A/R Cattle Service is now accepting cattle for the 2013 Fall Show Season

Fall 2013 Show Schedule

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Tulsa State Fair
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GOALS is a unique summer leadership experience overflowing with activities and workshops to help our juniors grow personally as well as in their leadership skills. This summit is designed specifically for senior and intermediate NJSGA members, providing an environment perfectly suited for coaching each junior in creative ways to become effective, compassionate and influential leaders.

Donations in any amount are most appreciated and help keep the participation fees as low as possible for our junior members. Contributions can be made directly to the NJSGA, designated for "GOALS" and mailed to:

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P.O. Box 1257 • Kingsville, TX 78364

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A breathtaking journey awaits National Jr. Santa Gertrudis Association (NJSGA) members at the 2013 Gerts Ongoing Advanced Leadership Summit (GOALS). The host site will be YMCA of the Rockies in colorful Estes Park, Colo., July 23-26, 2013. The cost for this 4-day, 3-night leadership summit is \$350 plus travel expenses. Participation is limited to the first 45 registrants due to bus capacity regulations. A non-refundable deposit of \$250 will hold your seat, with full payment and all registration forms due by June 24, 2013. The registration fee is non-refundable, but is transferable.

YOUR LEADERSHIP ADVENTURE INCLUDES:

- 】 Leadership seminars – Rhett Laubach
- 】 Santa Gertrudis USA – Lisa Bard
- 】 National Cattlemen's Beef Association visit
- 】 Culinary event and tour
- 】 Low ropes challenge course
- 】 Night hike
- 】 Wildlife and wildflowers
- 】 Beef Cook-Off
- 】 Campfire and sing along
- 】 Horseback riding
- 】 All meals and lodging
- 】 Private motor coach including transportation to and from the Denver International Airport.

All participants are responsible for their own transportation to and from Denver International Airport. We will provide one pick up from the airport on Tuesday, July 23 and one return trip on Friday, July 26. Please check packet for necessary arrival/departure times and note that, if driving, our first activity will begin Tuesday from Denver International Airport.

GOALS CLIP & MAIL FORM

There are only 45 spots available on a first-come, first-served basis, so reserve your space now!

To reserve your spot, send this form and a deposit of \$250 to:

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Full registration information can be found on the SGBI website or mailed upon request and includes permission forms and waivers. For more information on this leadership adventure, contact Judy McDaniel at (770) 475-0287.

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5 BAR E BELLA

Bella is the 2012 -2013 SGBI High Point Heifer Calf and the Runner up Overall High Point Female. Bella is a full sister to 5 Bar E Integrity.

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and our prayers answered with "Yes!"

*"Give thanks to the Lord for He is good;
His mercy endures forever."*

—Psalm 118:1

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Mr. Dick & Kelly Vesper (Vesper Ranch)

Heifers also went home with Mr. Dick Vesper and Kelly Vesper (Cotulla, TX).

Thanks, Y'all,
for Puttin' on
the Sale - and
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