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USA

JULY 2014 | VOLUME 17, NUMBER 7



Santa Gertrudis



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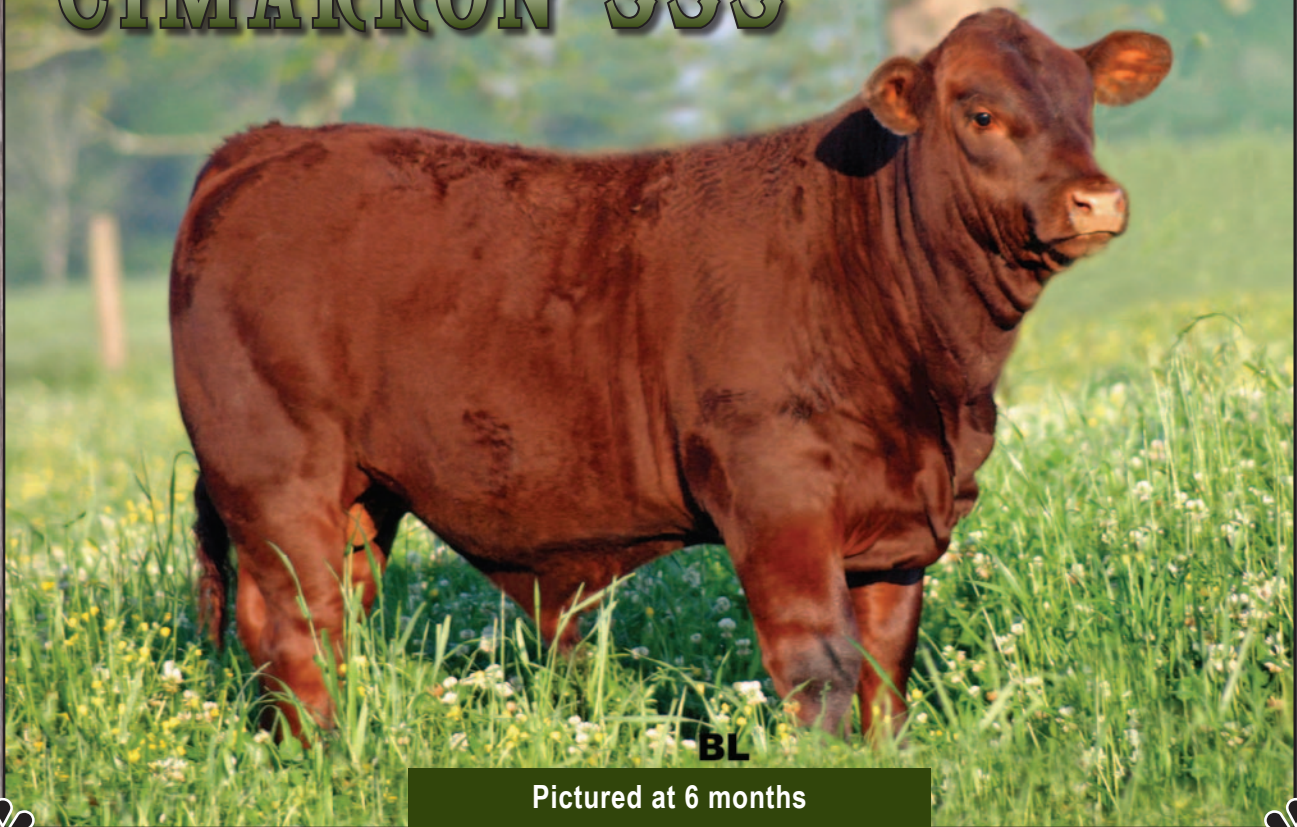
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CIMARRON 333



Pictured at 6 months
Act. WW: 618 • 205-Day Weight: 715

Cimarron is sired by SR Dakota 879, who is Alexander 49/4, Grizzly 3308 and DCR 604.

His dam is CF Cindy 9-2, an own daughter of Yogi 1562, and she is also Alexander 49/4, Grizzly 3308 and DCR 604. He also goes back to The Governor 9440 nine times in his extended pedigree.

Cimarron is thick topped, with tremendous depth from chest through the flank and lower hind quarter.

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SANTA GERTRUDIS USA

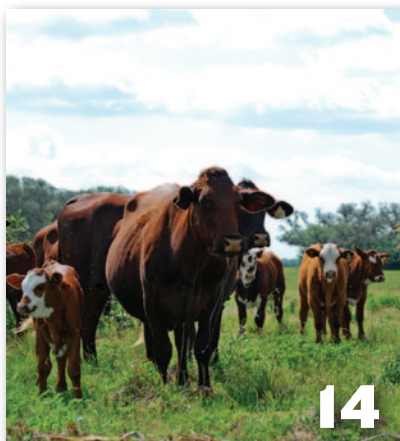
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Taking in some shade on a summer day at Gray Oaks Farm, Russellville, Ala. Photo by Darren Richmond.

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.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

I try to monitor the activities of other breed associations as well as keep a watchful eye on the industry as a whole. During the past 18 months, a number of changes in leadership, business structure and staffing have occurred at several breed associations, including the nation's largest beef registry. I don't know the facts behind the changes and have no intention of speculating; however, I do know all breed associations are being challenged by a beef industry in transition. I suspect the challenges of today's business climate and shifting demographics played a role in the above-mentioned changes and resulted in the associations evaluating their staffing patterns, implementing new operational procedures and, in some instances, re-examining their breed's position in the beef industry. Members of the beef community recognize that change is occurring rapidly in today's world, and in order to remain viable, breed associations must be committed to offering the services and programs that best serve their members. Simply put, breed associations must be more than keepers of ancestry records; successful breed associations must operate with a focus on member profitability and the economic success of the breed's bull-

and replacement-buying commercial customers. Does that operational philosophy sound familiar? It should, since it's the central theme of the 2013-2017 SGBI Long Range Plan.

The 2013-2017 SGBI Long Range Plan, developed solely from member input, makes it very clear that member and customer profitability, sustainability and satisfaction are to be the primary objectives of the organization over the next 5-year period. During the plan's developmental stage, the Long Range Planning Committee also laid out a strategy map designed to assist the SGBI board of directors, committees and SGBI staff in accomplishing the objectives. The plan served as the foundation for the FY 2013 initiatives I discussed in this column in the May issue of *Santa Gertrudis USA*:

1) strengthening the breed's genetic evaluation system; 2) employment of a professional marketing firm to better advertise our product; and 3) hiring a member services field representative to better support membership. There is no doubt in my mind that implementa-

tion of these FY 2013 initiatives is a big step forward in improving member and customer profitability, sustainability and satisfaction.

As might be expected, there are a number of demands placed on the association's time and resources on a daily basis. Therefore, the Long Range Plan also serves as the guiding document for prioritizing the association's daily activities. In order to attain the plan's objectives, transactions (registration, recordation and transfers) are designated top priority. The input of performance-based data is also considered a priority item, and with the increased interest in the breed's genetic evaluation, there has been a tremendous rise in the amount of data and information received. I understand that if SGBI efficiently enters data for membership, provides a valid genetic evaluation (allowing members and customers to make profitable decisions), and efficiently distributes information to the beef community, the long-range objectives of member and customer profitability, sustainability and satisfaction will be obtained. Is SGBI operating as efficiently and timely as I would like? No. Diana and I recognize that improvements are needed. Fine-tuning the pedigree program is an ongoing process, as is taking steps to improve the flow of paperwork, but let me assure you SGBI is committed to providing the leadership and services needed to promote and broaden the long-term profitability of Santa Gertrudis within the beef industry. *We are member driven.* 🍷

Simply put, breed associations must be more than keepers of ancestry records; successful breed associations must operate with a focus on member profitability and the economic success of the breed's bull- and replacement-buying commercial customers.

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. What format does SGBI prefer when receiving the results of bull test data or other performance-related information?

A. Good question. Data received in a Microsoft Excel spreadsheet allows Diana to sort and input performance-related information into the SGBI database. The key, however, to getting data inputted quickly and then downloaded by our program partners at Livestock Genetic Services is the animal's registration number. Information received with identification numbers but not registration numbers slows the process, requiring additional search time to acquire the registration number. Registration numbers are essential. 🍷

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Down the Road PRESIDENT'S LETTER

By Curtis Salter

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This month's issue of *Santa Gertrudis USA* highlights our association's services. In 1940, the 3/8 Brahman and 5/8 Shorthorn cross received official recognition from the U.S. Department of Agriculture as a distinctive beef breed, and with that came the establishment of SGBI as a breed association.

The time and talents of the folks who make our organization operate are invaluable. In the office, on a day-to-day basis, many things are happening, like registrations, transfers, recordations, maintenance of membership rolls and animal inventories, database management and upkeep, and printing and mailing pedigrees. There's also the management of the association's finances and human and physical resources; oversight of long- and short-range plans, programs and activities; and promoting the breed's value within the beef industry to increase marketing and other opportunities for SGBI members.

Out in the field, our hard-working staff link the organization to both members and commercial customers, allowing information and ideas to flow back and forth, strengthening the association as a whole. They also provide an instrumental connection between buyers and sellers of our cattle, recruit new members and assist with the main communication tool of the association: *Santa Gertrudis USA* magazine.

Finally, SGBI wouldn't be the association it is without the many good people who volunteer their time to help organize events like the annual meeting and national show, and make the multiple-year dedication to serve on association committees. Committees are the foundation for association success, and SGBI's committees play a fundamental role in the development and implementation of programs and policies that address member needs.

So the next time you see an SGBI staff person at a sale, call into the office and visit with one of them on the phone, or see a committee member at a show, take just a minute to tell them "thank you." Our association wouldn't be what it is today without every single one of them. 🍷

In Memoriam



J.B. "DICK" VESPER passed away May 4, 2014. He was born April 28, 1928, in San Antonio, Texas, and was raised on the family ranch in Cotulla, Texas, which was established in 1850. At the age of 12, Dick was introduced to Santa Gertrudis cattle at the King Ranch. There, he bought his first bull, who was instrumental in establishing his

original herd, #43. Dick attended Texas A&M-Kingsville, but his college life was interrupted by the premature death of his father, which brought him back to the ranch. Dick was an expert horseman and roper, was well known in South Texas dance halls and was a legendary storyteller. A passionate promoter of Santa Gertrudis, he was a top showman, judge and marketer of the breed worldwide. Dick served on the SGBI board of directors and on several committees for many years. He was devoted to the SGBI youth program, the National Junior Santa Gertrudis Heifer Show (NJSGHS) and the donated heifer program; he was recognized for his support of the juniors at the 2012 NJSGHS. He also served as an Elder at the Presbyterian Church in Cotulla. His love for the Lord fueled the spirit in his step, the twinkle in his eyes and the generosity of his heart. 🍷

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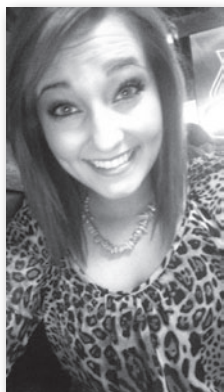


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SANTA GERTRUDIS

Juniors



By Morgan Barrow, president

As I'm writing this, we are getting super close to the National Junior Santa Gertrudis Heifer Show in Wichita Falls, Texas. I hope everyone who attends enjoys their experience. If you aren't able to make it this year, I hope you can join us next year in my hometown, Guthrie, Okla.

This has been an amazing year for our junior association, and I'm very grateful for everyone's support and

help. I couldn't have asked for a better group of people to be with on the national junior board to make this junior nationals one to remember. I would like to thank both of the Youth Activities vice presidents who have served during my term, Tom DuBois and Betty McCormick, for always providing guidance and support. Without you, I wouldn't have been able to fulfill my responsibilities as president. I was able to attend the SGBI annual meeting this year and it was an experience to remember. A special thank-you goes to the Hampton family and everyone who helped put on an amazing annual meeting. I'd also like to give a special shout-out to a young active junior in my life, Kelsie Edenfield: Thank you for the impact you have made this year. As your outgoing junior president, I encourage all juniors to chase your dreams – don't let anyone discourage you. I hope you and all the other juniors reach for the stars and remember the Bible verse I focus my life on, "I can do all things through Christ who strengthens me." Philippians 4:13.

Thank you to everyone who supported the junior association this past year, and God bless. 🙏

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

MAY 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	48	6	6	9
2	97	14	106	56
3	34	10	11	16
4	59	1	0	209
5	35	5	0	42
6	22	3	0	22

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS WELCOMES

New Members

Active Members

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Santa Fe, N.M.
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Junior Members

Miles Diaz, Alachua, Fla.
Lia Hadley, Snow Camp, N.C.
Amber Huff, Chico, Texas
Randal Lucas, Tolar, Texas
Lucas McDowell, Zahary, La.
Matthew Schmidt, Iola, Texas
Mary Smith, Hudson Oaks, Texas
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Tara Ranch, Lana Beasley, Liberty, Texas
Tara Ranch, Laken Hudnall, Hardin, Texas
Tara Ranch, Rhyler Hudnall, Hardin, Texas

SANTA GERTRUDIS Calendar

JULY

- 4** SGBI office closed
- 18-19** Kentucky National Show & Sale, Bowling Green, Ky.
- 29** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio

AUGUST

- 2** Ozark Empire Fair Open Santa Gertrudis Show, Springfield, Mo.
- 6** Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.
- 9** Mid Coast Santa Gertrudis Assn. Cattleman's Opportunity Sale, Brenham, Texas
- 17** Missouri State Fair Open Santa Gertrudis Show, Sedalia, Mo.
- 24** Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.
- 31** Delta Fair Open Santa Gertrudis Show, Cordova, Tenn.

SEPTEMBER

- 11** Southeastern Empire Fair Open Santa Gertrudis Show, Lawrenceville, Ga.
- 13** Breeders of the Carolinas Field Day, Lou Al Tuck Farm, Great Falls, S.C.
- 19-20** District 6 Junior Show & Sale, Richmond, Ind.
- 21** Oklahoma State Fair Open Santa Gertrudis Show, Oklahoma City, Okla.
- 27** Arkoma Sale, Tulsa, Okla.
- 28** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla.

OCTOBER

- 4** 26th Alabama Connection Santa Gertrudis Production Sale, Hanceville, Ala.
- 16** Arkansas State Fair Open Santa Gertrudis Show, Little Rock, Ark.
- 19** State Fair of Texas Open Santa Gertrudis Show, Dallas, Texas



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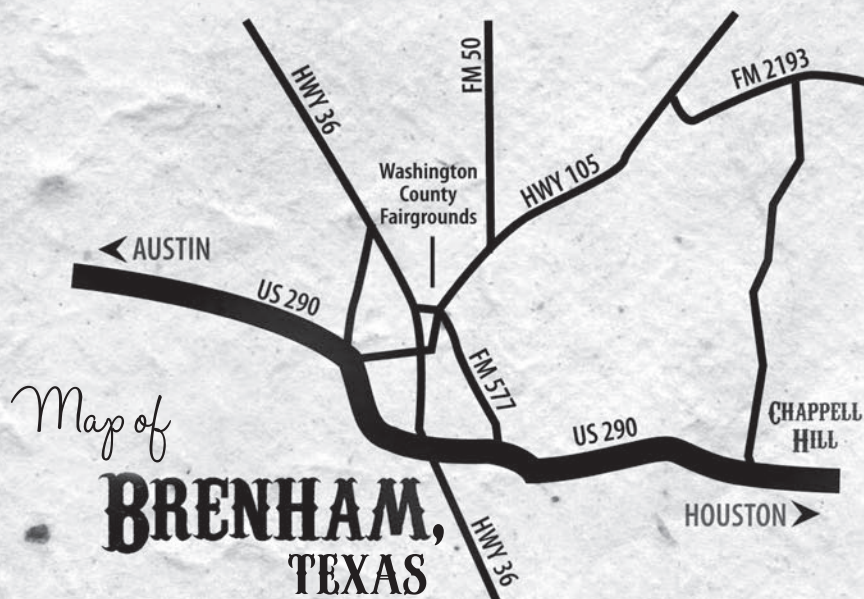
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SANTA GERTRUDIS *Production* HOW ARE YOUR FLIES THIS SUMMER?



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



If you haven't treated your cattle for flies, don't worry – it's not too late. Ideally, a feed-through product should be used about one month before we expect fly problems to begin. Flies usually show up about 30 days after the last frost (March 1 to April 1). We spend a lot of money on fly-control products, yet the fly causes millions of dollars of lost performance for the U.S. beef industry.

In addition to the horn fly, external parasites include stable, house and face flies; mosquitos; biting lice and sucking lice; and various species of ticks. Horn flies are an extreme nuisance to cattle because they take 30-plus blood meals per day. Face and house flies can cause eye irritation as they feed on eye, nose and mouth secretions. Moreover, they can carry the bacterium *Moraxella bovis* (pink eye). Blood-feeding parasites can mechanically transmit several disease organisms, and all external parasites irritate cattle, reduce weight gain and lower milk production. Cattle waste energy and time by tail-swishing, stomping, lying down and standing in groups or in water, rather than grazing. As few as 100-200 horn flies per side is enough to effect summer stocker cattle gains by 50 pounds. It's suggested to treat for flies if you see more than 250 per side on your cattle.

There are multiple methods and products available to control flies. The first part of any fly-control program is to understand where flies originate and what can be done to alter these sources. Both face and horn flies lay eggs in fresh manure, eggs hatch into larvae (1-2 d), larvae change into pupae (6-8 d), pupae hatch into adults and adults find the nearest cow. Stable flies lay eggs in any other moist, decaying organic matter (like manure around hay rings), *but not* in fresh manure. House flies lay eggs and develop just about everywhere there is decaying feed or waste. We must concentrate on sanitation, minimizing the optimum environments for flies to lay eggs. Feed additives that interrupt the fly life-cycle include IGR (Rabon™) and larvacide (Altosid®). To work effectively, however, cattle must consistently consume the required amounts. These products are effective, unless there are additional fly sources within 1-5 miles (flies outside your ranch that travel to your herd).

We all have used pour-on, sprays, rubs, dusters or ear tags to get insecticide on our cattle. Regardless of management preference, the important factor is the active ingredient and

chemical class (see table). Flies can develop resistance to these ingredients, and due to a very short life cycle, flies that survive are left to produce more just like them. It's recommended that tags be used after the 200-plus fly/cow threshold and to switch ingredients every year, or to mix ingredients and methods in a single application (for example, organophosphate ear tag and pyrethroid pour-on/spray). An ideal 3-year tag rotation for controlling horn flies [Justin Tally Ph.D., Extension Livestock Entomologist, Oklahoma State Univ.] would be an abamectin (YR1: XP-820), an organophosphate (YR2) and a pyrethroid (YR3). Pyrethroid products tend to have a quick "knockdown" and organophosphate control may take some time. Consider tags with piperonyl butoxide (PBO) – it increases the effectiveness of the insecticide. Avoid tags with more than one chemical class because of the risk of creating dual-resistant flies, and always remove fly tags within 3-5 months. If labeled for two tags per head, use two tags. Major animal health or cattle tag (www.sagebrush-tags.com) retailers usually have very helpful websites.

There's more than one strategy for fly-management; work with your neighbors, your Extension Beef or Livestock Entomology specialist, and herd health veterinarian to develop and implement a fly-control program. An unexecuted plan will never produce desired results. 🐄

PRODUCT NAME	ACTIVE INGREDIENT	CHEMICAL CLASS	MANUFACTURER
Co-Ral Plus	Diazinon + Coumaphos	Organophosphate	Bayer
Corathon	Diazinon + Coumaphos	Organophosphate	Bayer
Cylence Ultra	Beta-Cyfluthrin	Pyrethroid + PBO	Bayer
Double Barrel VP	Lambda-cyhalothrin + Primiphos	Pyrethroid + Organophosphate	Schering-Plough
Dominator	Primiphos	Organophosphate	Merck
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That's Nice – But I Raise Cows

By David A. Daley, Ph.D., California State University, Chico

Why do we continue to talk about crossbreeding?

It's somewhat disappointing that we continually revisit the topic of crossbreeding in commercial beef production and actually debate the merits of the practice. Crossbreeding isn't a new concept. Unfortunately, it seems this topic continues to fester, simply because we refuse to look at the issue objectively.

The inherent problem is that we have proponents and opponents, rather than a simple discussion of where crossbreeding fits and where it doesn't. We can have outstanding straightbred and crossbred cattle; it seems simplistic and a waste of time to argue that one is better than the other. We need to put our resources and energy into a more productive discussion. As scientists, breed associations and beef producers, we should take a step back and approach the issue rationally. It seems to me we have three failures in this discussion: 1) a failure to actually understand what heterosis means; 2) a focus on the wrong traits to evaluate the effect of crossbreeding; and 3) a lack of understanding of the impact of environment on crossbreeding results.

What are the genetic results of crossbreeding? We all know the answer: hybrid vigor or heterosis. However, we fail to understand the definition. Heterosis is the improvement in the crossbred progeny compared to the *average of the parental breeds*. Proponents and opponents of crossbreeding alike, please take note: *No one said that crossbred progeny were superior to either straightbred parent – just to the average of the parental breeds*. So if we cross Holstein and Hereford, the progeny don't out-milk Holstein.

The lack of understanding of hybrid vigor was made clear to me on a visit to Queensland in Bos indicus country. A producer who raised straightbred Brahman seemed delighted to show me crossbreds he had tried in his environment that looked absolutely miserable. His not-so-subtle point: Crossbreeding doesn't work. That view represents a lack of understanding of heterosis. The fact that his Bos indicus cattle are better adapted to that climate doesn't mean crossbreeding failed. Heterosis, by definition (and in practice), would be the improvement in adaptability of the F1 (in this case, Brahman x Angus) over the mean of the two breeds – not over Brahman.

The biology of crossbreeding is clear and can't be changed regardless of the dialogue that occurs. Research conducted at the U.S. Department of Agriculture-Meat Animal Research Center (USDA-MARC) on germplasm evaluation will never be duplicated. The sheer numbers, classic design and life-cycle analysis should provide irrefutable evidence of the effect of planned crossbreeding. I'm always amazed that people want to disagree with the data from USDA-MARC; that usually occurs if we don't like the results. Careful study of the data demonstrates what we know to be true with crossbreeding: small, net improvement in many traits, but a large increase in life productivity, particularly when evaluating longevity (Table 1.)

Table 1. Selected individual (direct) and maternal effect of heterosis (Cundiff et al., 1970; Gregory et al., 1965, 1978)

TRAIT	EFFECT OF HETEROSIS (%)	MATERNAL
	DIRECT	
Calving rate	4.4	3.7
Survival to weaning	1.9	1.5
Weaning weight	3.9	3.9
Post-weaning ADG	2.6	-
Number of calves	-	17.0
Longevity	-	38.0

One thing that has changed since the completion of the USDA-MARC research is that our selection tools have improved. In particular, the advances in expected progeny differences (EPDs) (accuracy, numbers, techniques) have changed dramatically, and that doesn't even include the recent additions of genomics to the mix. Clearly, we can change things like growth rate, feed efficiency and carcass merit more accurately and quickly within a breed than ever before. Does that mean crossbreeding is less valuable? No. You shouldn't be using crossbreeding to change growth rate, feed efficiency and carcass merit anyway. Those are highly heritable, easily measured traits for which we have excellent tools available.

What about lowly heritable (reproduction and general fitness) traits which receive the greatest benefit from crossbreeding? What tools do we have for pregnancy rate, embryo survival, calf livability and lifetime productivity? None. In terms of the economic bottom line from crossbreeding, we shouldn't focus on short-term individual traits like gain and growth, but long-term profitability. That is where crossbreeding will make the greatest difference.

One of the reasons we seem to have difficulty focusing on this issue is because of our varying experiences in vastly different environments. The data is clear: Harsher environments see a greater benefit from crossbreeding, which is why large-scale, western ranches that may have harsh winters or summers and limited feed at certain times of the year see the benefits of crossbreeding more directly. If you are from a softer, more intensively-managed environment, the benefits may be less obvious.

That's all well and good, but I own cows. I have the unique opportunity to practice what I preach. I run both crossbred and purebred programs in similar, somewhat challenging environments. I couldn't care less about weaning weight, Quality Grade or feedlot performance as a single measurement taken out of context. By necessity, I'm interested in the bottom line – long-term profitability. That includes looking at the entire system – labor, feed costs, replacement costs – every input and output that affects my return. Crossbreeding reduces inputs while increasing outputs, and that adds value to my particular system.

Editor's Note: Look for Part II of Daley's commentary on crossbreeding in the August issue of *Santa Gertrudis USA*. 🐄

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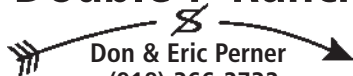
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Day by Day

A Look at SGBI's Home Office

By Micky Burch, managing editor

How many times have you picked up the phone, dialed (361) 592-9357 and heard a familiar voice on the other end of the line? Have you ever wondered how many times a day that phone rings in the SGBI office? Or how many e-mails are answered there in a week? With a staff of three, plus part-time help during busy seasons, there's never a dull moment at SGBI.

John Ford, executive director



For SGBI Executive Director John Ford, few days are ever the same. But every day, his goal is to implement SGBI's mission of marketing, merchandising and promoting Santa Gertrudis genetics.

From a managerial perspective, Ford oversees the association's finances, human and physical resources, and operational priorities. He works with SGBI's board of directors and committees by providing big-

picture leadership, and overseeing the development and implementation of plans and activities to provide members with the information and tools needed to profitably promote and market Santa Gertrudis cattle. He also reviews service provider performance and profitability.

Externally, Ford positions the association to take advantage of opportunities and communicate the breed's value to the entire beef industry. For example, Ford recognized the commercial customer's desire for sound, performance-based selection information. "Being the first American breed to offer genomically-enhanced EPDs [expected progeny differences] has resulted in a new – or in some instances, a renewed – interest in the breed," he says. "The cattle industry is in a constant state of change, and as a breed association we must be receptive to making the adjustments necessary to remain viable members of the beef community." His goal is to ensure Santa Gertrudis are firmly established as the Bos indicus-influenced breed that is recognized for profitability by all industry sectors.

And all of that adds up to a job he enjoys because he gets to work alongside the members of SGBI. "I'm truly blessed to have the opportunity to work in the beef industry and look forward to each new day," he concludes.

Diana Ruiz, registration and member services specialist

If anyone knows the ins and outs of SGBI, it's Diana Ruiz. She's been with the association for nearly 36 years.

Though her day-to-day responsibilities have changed over time, today, her primary responsibility is the daily maintenance of the association herd book. "All association transactions flow through my position, including registrations, transfers, Star 5 recordations and Star 5 transfers," she explains, adding that she manages nearly 1 million pieces

of information. At the end of every day, data inputs are backed up, and a transaction report is received from Livestock Genetic Services and reconciled with the financial report. Then, all accounting transactions are recorded, forwarded to Hahn and Oldham Accounting, and deposits are prepared. Maintenance of membership rolls and animal inventories is also a daily task.

Clerical activities include everything from filing and printing to mailing and answering correspondence. At times, additional activities or events require attention as well. The annual meeting, board elections and bylaw changes take place December through February. Then, the workload increases in May and June in preparation for junior nationals; Ruiz also handles a large number of inquiries from September to March during junior show season. "It's always fast-paced, but it's also fun – and we love serving the members of SGBI."



Darren Richmond, member services field representative



If you're out and about at any Santa Gertrudis activities, you're likely to come across Darren Richmond from Ringgold, Ga. For 29 years, Richmond has been a staple on the show road and has served as a member of the Shows and Exhibits Committee.

During the summer of 2012, Richmond took on the role of advertising sales representative for *Santa Gertrudis USA*. Then, two years later, he was named SGBI's member services field representative. "The value of visibility in the competitive beef industry can't be measured, and a member services field representative links the organization to both membership and commercial customers, allowing information and ideas to flow back and forth, strengthening the association as a whole," Ford says.

Technically, Richmond has a home-based office, but it's probably more accurate to say he has a pickup/phone-based office. Many of his days are spent on the road going from one event to another, where he provides attendees with information about the breed, including literature and copies of the magazine. He also recruits new members, is a link between SGBI and its membership and between potential buyers and sellers, and provides support with registrations and other association services. When he's home, Richmond reviews photos for the magazine and sale catalogs, and puts together show and sale results.

With a busy staff of three working hard to serve the membership, there's never a dull moment at SGBI. 🐄

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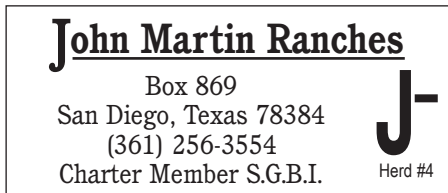
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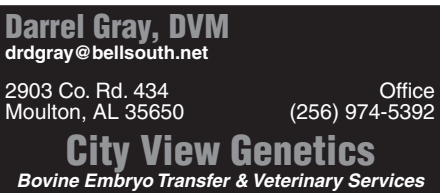
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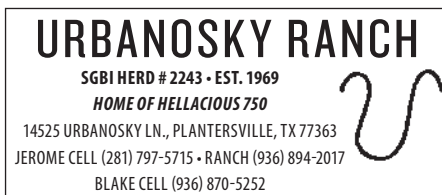
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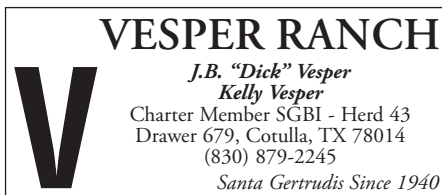
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This bull was born on Grubb Farm in Chillicothe, Ohio and raised by Ron and Sandy Ober in Williamsport, Ohio. Photo by Barbara Grubb.



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Pan American Santa Gertrudis Shows - Oct. 19

Youth Santa Gertrudis and Star 5 Heifer Shows - Oct. 18

Entry Deadlines: Youth Entry August 25; Pan Am September 1

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2014-2015 SGBI COMMITTEE GOALS

Committees serve as the foundation for association success, and SGBI's committees play an integral role in the development and implementation of programs and policies that address member needs. SGBI committees represent points of view and member opinion, allow for group problem-solving, and serve as a bridge between membership and association leadership. Simply put, committees provide the direction and guidance needed for SGBI to actively work in marketing, merchandising and promoting the breed. Following are each committee's goals for 2014-2015.

BREED IMPROVEMENT

Chairman: Yancey Strait

It's an exciting time to be involved with Breed Improvement, especially considering the recent release of genomically-enhanced expected progeny differences (EPDs) by SGBI. The Research and Education sub-committee is focusing on creating awareness of the value of Santa Gertrudis cattle to the commercial cowman and seedstock breeder by increasing the use of genomically-enhanced EPDs and selection indexes when evaluating Santa Gertrudis cattle. This sub-committee plans to continue to develop new methods to identify cattle that can add value to the commercial cowman. The Breed Standards sub-committee plans to have an event this fall for cattle producers to view Santa Gertrudis bulls on gain test. Details on this event will be finalized later this summer. The committee believes that, through this event, more Santa Gertrudis breeders will be interested in developing and providing gain and carcass data on bulls. The Performance sub-committee is tasked with reviewing EPDs and assisting in the development of selection indexes. This committee will work to gather both current and historical data from gain tests and producers to enhance the SGBI performance database. They will also work to develop ways to highlight top-performing animals in the breed. SGBI's Breed Improvement sub-committees are focused on maintaining the breed's current momentum and realize the necessity to continue to advance our breed through performance testing and data collection.

LONG RANGE PLANNING

Chairman: Warren Harris

We are fortunate to be breeders of wonderful cattle and members of an association that is always working to improve our breed, marketing opportunities and organization. The Long Range Planning Committee is the heir of a comprehensive future plan submitted and approved last year, and sees our goal as helping to implement that comprehensive plan and helping all Santa Gertrudis breeders accomplish the goals set forth in that plan any way we can. Please feel free to contact any member of the Long Range Planning Committee with questions, suggestions or ideas that would help achieve this goal and improve the breed. Please remember the Long Range Plan that was approved and accepted is a living document, so changes can be made as we go, always with the hope of trying to improve our cattle and association. All the members of the Long Range Planning Committee hope the SGBI membership will participate and assist in these goals and endeavors.

MARKETING & PROMOTION

Chairman: Wes McDaniel

SGBI's Marketing and Promotion Committee encompasses the following sub-committees: Shows and Exhibits, Sales and Marketing, Breed Promotion, Foreign Marketing and Commercial Cattlemen. Our mission is to work collectively to improve member and customer profitability, sustainability and satisfaction. This year, efforts will focus on increasing demand for Santa Gertrudis genetics by adding value for commercial producers and incentivizing membership adoption of sound science and technology. Steps in this direction were made with the collaboration of A-Train Marketing Communications to develop and implement an updated marketing strategy focusing on the promotion of SGBI's genomically-enhanced EPDs and the value they provide cattle producers. Through this and other similar services, SGBI intends to have a visible presence in the cattle industry and serve its membership.

YOUTH ACTIVITIES

Chairman: Betty McCormick

The goals of the SGBI Youth Activities Committee for 2014-2015 are to encourage and support junior Santa Gertrudis breeders, along with potential junior Santa Gertrudis breeders, through promotion and education of the breed and the association. Breeders will be encouraged to assist their junior customers in becoming paid junior members of SGBI as they pave the path to active membership through education and camaraderie. Committee members will promote the purpose and goals of the association through educational opportunities within the affiliates across the international membership. Through these actions, the Youth Activities Committee will nurture the solidarity of our junior members, active members and SGBI.

MEMBERSHIP

Chairman: Jerome Urbanosky

The lifeblood of any organization is its membership. The goal of the Membership Committee is to be an additional resource to the entire SGBI membership by offering the support, advice and information that members need. Other goals are to mentor new members and assist the SGBI staff with communication to members. Further, the Membership Committee plans to contact members who haven't renewed their membership and encourage them to do so, and seek out and cultivate new members. The Membership Committee is dedicated to active association participation. 🐄



36th Annual
KENTUCKY
 NATIONAL SANTA GERTRUDIS SHOW & SALE

July **18th** • Show 11:00am

July **19th** • Sale 11:00am

**Western Kentucky University
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Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 19th

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Sale Committee

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John Taylor • Pat, Beverly & Jarrod Heath • Charles & Deanna Parker

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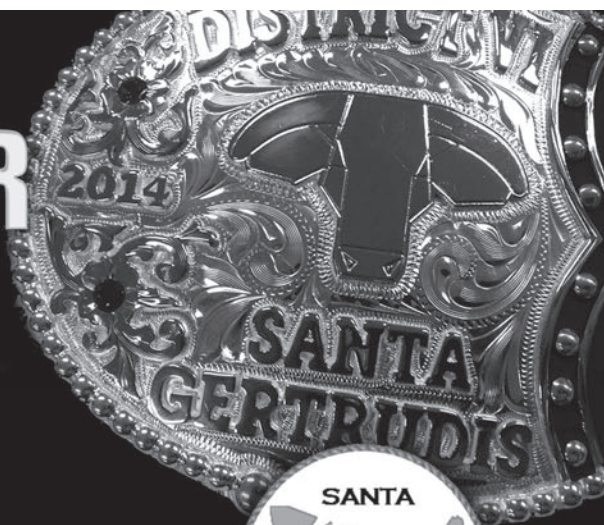
**SELLING 20-25 haltered open heifers, bred heifers
 and pairs! 2 bulls may also sell!**

TO REQUEST A CATALOG CONTACT

Barb Moller: 618-282-3590

We thank the many individuals who make this event possible through their contributions.

*Our special thanks to Stanley Meeks, Bob Hiss, Todd Osborne and David Hampton
 for donating heifers this year.*



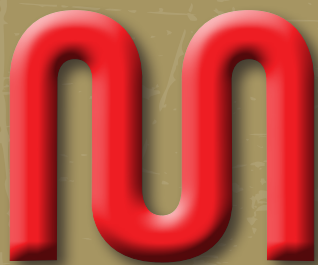
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David Hampton: 573-796-2763

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