



SANTA GERTRUDIS

USA

SEPTEMBER 2015 | VOLUME 18, NUMBER 9



ASSOCIATION BUSINESS

Santa Gertrudis



The Preferred American
Beef Breed

27th Annual

Alabama Connection

Santa Gertrudis Production Sale

**NEW
LOCATION!**

Cullman Stockyards · Cullman, AL

October 10, 2015 · 11:00 am

DON'T MISS THESE FEATURED LOTS!

Lot 18 | TF 4100

Reg #20144444 · DOB 10/1/2014

*From any angle, this
Hatchet daughter will impress!
She has the phenotype and the numbers!*

Growth Index \$17.74 · WW 13.1 · YW 19.2



Lot 18



Lot 21 | TF 354

Reg #20135565 · DOB 1/24/2013

*2013 daughter of TF 605. Sells with heifer calf
TF 4131, DOB 4/18/2015, sired by Red Doc 2346.*

Strong numbers!

Growth index \$19.71 · WW 14.7 · YW 19.3



Lot 21

Check out these other lots with impressive numbers!

Lot 20 TF 355 - Growth Index of \$ 31.45

Lot 24 TF 3140 - Growth Index of \$22.17

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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

Bill Lundberg: 479-880-6217

DVAuction
Broadcasting Real-Time Auctions

12th Annual Santa Gertrudis Bull Sale & Commercial Female Sale and 38th Annual Tri-Star Santa Gertrudis Sale

Offering 75+ Bulls and 200 Select "Star 5" Commercial Females with an offering of Performance Proven Genetics from three of the most respected & consistent programs in the industry...featuring Briggs Ranches, Corpordon Acres & Harris Riverbend Farms.



Schedule of Events

Thursday, November 12th

4:00pm - Cattle viewing

Friday, November 13th

7:00am - Cowboy coffee

11:00am - 12th Annual Bull Sale

1:00pm - 12th Annual Commercial Female Sale

4:00pm - Tri-Star cattle viewing

6:00pm - Gathering & dinner

Saturday, November 14th

8:00am - Breakfast & cowboy coffee, cattle viewing

11:00am - 38th Annual Tri-Star Sale

*All sale events at Briggs Ranches
Bloomington, Texas*



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Catarina, Texas



San Carlos Division
Rio Grande, Texas



SANTA GERTRUDIS USA

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ON THE COVER

Santa Gertrudis juniors and chaperones gathered in front of the U.S. Capitol in Washington, D.C., July 23 as part of this year's action-packed GOALS gathering. Photo by Kathie Bedolli.

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Gray Oaks Farm is proud to present some of our feature lots in the **27th Annual Alabama Connection Sale.**

Cullman Stockyards **Oct. 10, 2015** Cullman, Alabama



Bandit 152

His get and service sells. He is Super Star 33/5 on top and Stone Cold on the bottom.



Gray Oaks 145

Sells with heifer calf by Tony 108 bred back to Bandit 152.



Gray Oaks 503

Daughter of Bandit 152 – will be halter broke. Sells open.



Briggs 114/13

Long Fellow 57 on top and Chief Grizzly 9502 on bottom. Sells bred to Bandit 152.

These lots plus our entire offering are coming from the heart of our herd and are 100% polled. Let Gray Oaks be your polled connection at the "Connection" Sale. **Come and join us!**

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The view outside my bedroom window is probably much different than that of most SGBI members. Mesquite, granhena and huisache grow in a tangled thicket around an area that has been cleared for the horse lot. In the spring and fall the brush is beautiful, thick and tangled, lime green with an occasional burst of brilliant color. The heat of the summer hardens the plants and the leaves turn a dark green, giving the appearance of an impenetrable wall stretching down the fence line. By winter, the leaves on the various brush species have thinned and the overall appearance outside the window can be depressing and dreary. That is my view and, had I not lived in other regions of the country, I might think the heavy South Texas brush was common in every location. But I know my South Texas view is different and I see only a small portion of the earth's landscape outside my window.

Like the scene out each individual's window, we all have different views of the cattle industry. Too often in the seedstock sector we develop tunnel vision and fail to see the entire industry landscape. There are many association programs and activities that deserve our attention and have immense value – some competitive, others youth-

oriented and a number that are social – but we can't allow these programs and activities to divert our attention from viewing the industry's "big picture." We must keep in mind the beef industry big picture is built on the production and marketing of a safe, healthy, high-quality protein to a growing global population. Every association activity, every animal selection decision and every breeding determination should be made with an eye on the profitable production of high-quality protein. When association activities and production objectives are not in line with the industry's big-picture view, the breed's message of profitable, predictable and productive genetics is lost, resulting in commercial cattlemen looking elsewhere for bulls and replacement females capable of producing a consumer-pleasing product.

Currently, the Santa Gertrudis breed is in a very enviable position: the breed's genetic package is being requested by commercial producers across the nation and sought in numbers that will ultimately strengthen our industry profile in all sectors of the beef community. However, to build on this growing momentum, SGBI's view must be focused on the big picture and we must work as a unified team, ensuring all association programs and activities are consistent with industry goals and objectives. Association activities and programs should be planned, developed and implemented with the purpose of supporting the production and marketing of a high-quality beef product. The Better Beef Program held during the National Junior Santa Gertrudis Heifer Show is a good example of the youth program seeing the big picture. The program, utilizing ultrasound technology, provides young exhibitors carcass trait information on the cattle they are exhibiting. I recognize the pride and excitement felt by junior exhibitors and their parents when a young person leads a heifer into the show ring. However, in my opinion, a junior show must have a real-world component, and the Better Beef Program provides this element. Tying the youth show-ring experience to the collection of much-

CONTINUED ON PAGE 8 »

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. Do you have to be a paid Active or Junior Member to exhibit Santa Gertrudis cattle at a livestock show or fair?

A. The answer is YES. SGBI Rules and Regulations for Approved Santa Gertrudis Open and Junior Shows, rule No. 2, is very clear: **Each owner must be a member in good standing with SGBI, with no outstanding balances on an active or junior members account.** We all want the show ring experience to be a positive event, especially for young people. I consider the show ring the No. 1 gateway activity for increased involvement in the association. However, one of the rights associated with membership is the privilege to enter the show ring with a registered or recorded Santa Gertrudis or STAR 5 animal walking at the end of the lead strap. I have asked Darren Richmond, SGBI Member Services Representative, to have applications for membership available at fairs and expos this upcoming show season. If a non-member is planning on entering the ring, please direct that individual to Richmond for a membership application. There are few things in life as enjoyable as spending the weekend at a show or fair socializing with friends and exhibiting Santa Gertrudis cattle; having membership in order prior to the event ensures that the experience is positive for all. 🐾



CAROLINA CORNER

Never Again 911-4

Never Again 911-4 is a son of RDF Sancho's Never Before 1136. His dam is Liberty Ranch 53/324 who is also the dam of Zeb 802 and grand dam of Tony 108. He has good length, depth, thickness and could be homozygous polled like Zeb and Tony.

BIRTH DATE: 9/11/14

BIRTH WEIGHT: 75

205-DAY WEANING WEIGHT: 660
(No Creep)

GROWTH INDEX: 22.36

CARCASS INDEX: 10



PICTURED AT 3 WEEKS

BL

BW: .9 • WW: 12.9 • YW: 24.9 • TM: 6 • HCW: 17.2 • REA: .24 • BF: .02

Top 3%

Top 1%

Top 1%

Top 1%

Top 1%

*Right Sire - Right Dam -
Right Phenotype - Right Numbers*

CF

ZEBULON, N.C.

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Herd No. 37879

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CF

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S



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**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

A Fabulous Fall is Ahead

Fall is right around the corner and Santa Gertrudis cattle are being exhibited in livestock shows across the country. I would like to thank the SGBI members who take the time to prepare and display cattle at these exhibitions. Exhibiting cattle is one of the primary ways the general population and other cattle breeders are exposed to the Santa Gertrudis breed. Using these opportunities to educate the public and producers of other breeds about the benefits of Santa Gertrudis genetics is invaluable.

Fall is also a time when many SGBI affiliates and ranches offer quality Santa Gertrudis genetics to purebred and commercial breeders. I encourage you to take advantage of high cattle prices to get a premium on your cull or crossbred cattle and reinvest in improved Santa Gertrudis genetics. Investing in quality cattle now will pay dividends for years to come.

This is also an exciting time for SGBI. We are pleased to welcome Roxanne Silguero as a full-time SGBI employee. She will be working under the direction of Diana Ruiz and learning all aspects of the Member Services/Registration Specialist position. This addition to the SGBI staff is one of many ways SGBI continues to improve member and customer profitability, sustainability and satisfaction. Please take the time to introduce yourself and welcome Roxanne the next time you contact SGBI.

So this fall, take the time to attend the livestock shows and sales in your area. Better yet, travel to a livestock show or sale across the country that you have always wanted to attend. 🌂

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 6

needed carcass data is truly a big-picture approach that provides value to the breed, the association, the exhibitor and, most importantly, the industry. The same holds true for membership breeding and selection choices. Decisions must focus on the production of profitable seedstock capable of producing a high-quality protein product. The tools for profitable production are in place – SGBI offers members the most comprehensive genetic evaluation of all American breeds. Selection indices support the DNA-verified expected progeny difference system, allowing sound mating decisions to be made for multiple traits.

The Santa Gertrudis breed will continue to flourish as long as our views are focused on providing commercial cattlemen with profitable seedstock capable of producing safe, healthy, high-quality protein to feed a growing global population: the BIG PICTURE. 🌂

SANTA GERTRUDIS

Names in the News

Congratulations

Please join me in congratulating Carroll Myers, as the Texas A&M College of Veterinary Medicine & Biomedical Sciences – Avian Health Complex honors him with the naming of the Carroll Myers Clinical Laboratory, located within the New Avian Health Complex – College Station, Texas. A grand opening was held Aug. 13, 2015. 🌂

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SANTA GERTRUDIS

Juniors

By Harrison Kimble, District 1 Director



Howdy; my name is Harrison Kimble. I'm 14 years old and will soon be a freshman at Navarro High School. I moved to Kingsbury, Texas, from New Braunfels, Texas, in June, and my family moved our whole herd from South Texas.

June was an exciting month; not only did I move, but I had a week-long, fun-filled time with friends and families at the 2015 National Junior Santa Gertrudis Heifer

Show. The show started out great, with Mini Gerts Ongoing Advanced Leadership Summit (GOALS), meeting new juniors, dancing and finding out that I'm a new junior board director. Guthrie, Okla., was a great location and we couldn't have asked for a better arena in which to have our show.

I would like to thank Ira Barrow for taking time away from his family and work to put on such a great show; I would also like to thank Betty McCormick for helping out with all the junior activities and providing the dances. To the several other volunteers who put in their time to put on such a great show: thank you! If you missed the opportunity to come to Guthrie, make plans to go to Tampa, Fla., next year; you won't be disappointed.

As I sat down to write my junior director introduction, I had just finished getting ready for my first GOALS. This year, GOALS was held at Gettysburg, Penn. We toured the National Military Park Museum, Chapel Ridge Farm and Washington, D.C. We participated in group sessions that built leadership and team-building traits. GOALS is a must for every junior to attend at least once!

Next up for me is football. I hope to take some of the team building and leadership strategies I learned at GOALS and

CONTINUED ON PAGE 12 ►

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Chief Farms, Cody Ladd, Monticello, Miss.
Duke Investments LLC dba: Duke Cattle Co., William Duke,
New Smyrna Beach, Fla.
EB5 Cattle Co., James Robertson, Shenandoah, Texas

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Gracie Johnson, Elkhart, Texas
Sierra Sebesta, Snook, Texas
David. J. Tillery, Lonsdale, Ark.
Elijah T. Tillery, Lonsdale, Ark.
Jordyn Trant, Iola, Texas

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JULY 2015

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	III	8	3	41
2	181	13	51	74
3	20	2	0	32
4	57	0	0	24
5	5	0	0	1
6	31	13	0	20

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SANTA GERTRUDIS

Calendar

SEPTEMBER

- 6** Delta Fair Santa Gertrudis Show, Memphis, Tenn., *SGBI Point Show*
- 17** Southeastern Empire Fair, Lawrenceville, Ga., *SGBI Point Show*
- 18-19** District 6 Show Junior Show & Sale, Richmond, Ind.

OCTOBER

- 3** Arkoma Santa Gertrudis Association Sale, Tulsa Stockyards, Tulsa, Okla.
- 4** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla., *SGBI Point Show*
- 10** Alabama Connection Sale, Cullman, Ala. *Note new location: Cullman Stockyards*
- 15** Arkansas State Fair Open Santa Gertrudis Show, Little Rock, Ark., *SGBI Point Show*
- 16** SGBI Board of Directors Meeting, at the State Fair of Texas, Dallas, Texas
- 16** State Fair of Texas Open Santa Gertrudis Show, Dallas, Texas, *SGBI Point Show*
- 17** State Fair of Texas Junior Santa Gertrudis Show, Dallas, Texas

NOVEMBER

- 1** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La., *SGBI Point Show*
- 7** Mountain Laurel Classic Sale, Calhoun, Ga.
- 7** South Texas Heritage Sale, Robstown, Texas
- 13** 12th Annual Briggs Ranches Registered Santa Gertrudis Bull Sale & Commercial Replacement Female Sale, Bloomington, Texas
- 14** 38th Annual Tri-Star Registered Santa Gertrudis Female Sale, held at Briggs Ranches, Bloomington, Texas
- 20** Santa Gertrudis Show at NAILE, Louisville, Ky.

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SANTA GERTRUDIS *Production* ULTRASONOGRAPHY CAN INCREASE REPRODUCTIVE EFFICIENCY

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



This summer I attended a Reproductive Efficiency Symposium at the Annual American Society of Animal Sciences meetings in Orlando, Fla. Perry et al. (2015) presented some very interesting possibilities for the use of real-time ultrasound in bovine reproduction as well as current uses. Ultrasound is a technology from which the livestock industry has reaped massive benefits since its development for human medicine. Many of us are

most familiar with the use of external ultrasound for measuring rib fat thickness, ribeye area and amounts of intramuscular fat in sires or market cattle, or using transrectal ultrasound for reproductive measures. The beef industry has been using real-time ultrasonography to visualize both ovaries and fetuses, and for sexing fetuses, since the 1980s.

Current and future uses of transrectal ultrasound for making reproductive management decisions are intriguing. Essentially, anything within the reproductive tract that can be felt with a hand can be visualized in real time with an ultrasound. Perry et al. (2015) suggested that when selection and development of replacement heifers is complete, it may be beneficial to use ultrasound for reproductive tract scoring, and confirmation of pubertal status or estrous cycle status prior to bull turnout or artificial insemination (AI). Moreover, if using very expensive or rare semen, ultrasound may be a cost-effective way to determine response to a synchronization of estrus program for both heifers and mature cows. In more advanced, assisted reproductive technologies, such as embryo transfer, real-time ultrasound is a must for determining superovulatory response of the donor and if the recipient cow is at a stage of her estrous cycle to accept the transfer of a 7-day-old embryo.

Recently, it has been reported that the number of follicles a female has on her ovaries has much to do with the potential for her to have high reproductive success. This is true for replacement heifers as well as postpartum cows. If one could accurately visualize and count these fluid-filled follicles on each ovary of one potential replacement heifer versus another, it would add a tremendous selection tool for a trait that is not high in heritability. At the least, it would help to identify those heifers with lower potential fertility earlier in

their lives and possibly re-direct our intentions for them and improve whole herd fertility.

What are the limitations of real-time ultrasound? They include the time it takes to record the data, the technical skills required, and the stress and strain on the technician and patient. Often, transrectal ultrasound technicians will use a "tail block" (local anesthetic) on the female to relieve some of the strain. The cost associated with an ultrasound machine can be daunting; however, as with all technology, the price comes down with new models. The future of reproductive ultrasound technology is going to be amazing. With better imaging software, larger hard drives to better store video clips, improved pixel density (like our high definition television) and 3-D ultrasound, we may be able to overcome some of the aforementioned limitations. The latest ultrasound technologies include color Doppler imaging that may allow a technician to detect pregnancy as early as 19 to 24 days of gestation simply by looking at the blood flow to the corpus luteum of a pregnancy. Recall that the corpus luteum is a structure on the ovary that synthesizes and secretes a hormone (progesterone) that extends an estrous cycle of conception to essentially last throughout most of gestation; it is the ovarian structure that maintains pregnancy. Transrectal ultrasonography is an important current technology for some and has the potential to be an additional tool for successful reproductive management of beef cattle in the future.

Perry, G.A., Olivia L. Amundson, and Robert A. Cushman. 2015. *Use of ultrasonography to make management decisions*. J. Anim. Sci. Vol. 93, Suppl. 3. Abstract #396, p. 512. 🐾

KIMBLE JUNIOR LETTER CONTINUED FROM PAGE 10

apply them to the field. What is leadership? To me, leadership is the ability to establish a vision and share that vision with others. I hope as a junior board director and as a team player on the football field I can lead others in such a way that we can accomplish all tasks, but know that all greatness requires teamwork.

As a member of the National Junior Santa Gertrudis Association, I challenge you to lead others in such a way that you all can accomplish great things. I encourage you to bring someone new into the Santa Gertrudis breed. I look forward to seeing you all down the road at the upcoming shows and events; until then, safe travels. Hope everyone has a great end to their summer! 🐾

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campana@granderiver.net

Arkoma Sale

Sat., October 3, 2015 • Tulsa, Oklahoma

Harding 289/9



Great producer! Heifer calf at side is sired by HF Fred 303/9, born 3/8/15. Carly Crittendon, Port Lavaca, TX, showed a full sister to the calf and Myers Land & Cattle Co., Navasota, TX, is using a full brother as a herd sire. He was the top performing Santa Gertrudis bull on the Genetic Development Bull Test, Summer 2014.

EPDs	BW	WW	YW	Mat	TMat	HCW
Cow	-.2	10	12	2	7	6
Calf	1	15	22	0	8	14

Calf's growth EPDs are in the top 2% of the entire breed. Rebred to Silva 700/8.

Harding 318/9



Deep, thick and soggy. Heifer calf at side is sired by HF Fred 303/9, born 3/8/15.

A full sister to the calf topped the bred heifers at the 2014 Arkoma sale, going to Corazon-Pitchford Cattle Co. for \$5,300.

EPDs	BW	WW	YW	Mat	TMat	HCW
Cow	1.6	14	17	7	13	12
Calf	1.6	18	28	4	12	17

Calf's growth EPDs are in the top 1% of the entire breed. Rebred to Silva 700.

Harding 500/4, Harding 497/4, & Harding 506/4



Polled open September 2014 heifers sired by HF Fred 303/8.

EPDs	BW	WW	YW	Mat	TMat	HCW
497/4	1.8	20	32	4	14	21
500/4	.6	6	11	-1	2	7
506/4	1	16	21	4	12	13

A great group for replacements for breeders that are serious about breed improvement.

Check out our other lots in the catalog and video.

Gary Harding

918-616-7741 | gary.harding1944@yahoo.com | Checotah, OK

GOALS 2015

**A 3-DAY BATTLE
A 2-MINUTE SPEECH
AN AMAZING DESTINATION**

By Judy McDaniel

As Santa Gertrudis breeders, you have many reasons to be proud of the junior members who attended the 2015 Gerts Ongoing Advanced Leadership Summit (GOALS) – all with high hopes and expectations of becoming better leaders not only within the National Junior Santa Gertrudis Association, but in every aspect of their lives.

Once everyone was settled into the picturesque Lodges at Gettysburg, we were welcomed with a camp-side feast, complete with a chance to fire muskets with Civil War re-enactors and a touching visit with “General and Mrs. Robert E. Lee.”

Through sessions with Shawn Cassidy, we learned about a unique leadership model called “H2G – Head, Heart and Gut,” which emphasized the importance of building trustworthy and meaningful relationships, which in turn can present opportunities to be a “difference maker” in the lives of our communities, team members, families and friends.

Later that same evening, we were guests of Santa Gertrudis breeders Gene and Linda Moose, Chapel Ridge Farm. Greg Hostetter, deputy secretary of the Pennsylvania Department of Agriculture, also spoke to us, encouraging us to stay true to our agricultural roots, yet keep an open mind about where our future might lead, because “we need bold agriculture advocates in all aspects of life.” The next morning, we were excited to see our group featured on the front page of the *Gettysburg Times*.

Thursday, we marched into our nation’s Capitol. Even covered in scaffolding inside and out, the Capitol Rotunda is a beautiful site. We next visited the National Cattlemen’s Beef Association (NCBA) legislative headquarters and spent the rest of the day visiting several monuments and stopping to gaze at the White House.

Teambuilding was on the agenda Friday morning at Strawberry Hill Nature Preserve. Sheer fun and laughter was the prevailing theme. Our afternoon was spent touring Eisenhower Farm and learning how cattle ranching was done back in the days of Dwight D. Eisenhower.

Evening festivities began with an etiquette refresher, formal dinner and a special guest performance by internationally acclaimed opera singer Samuel De Palma. After dancing the night away, we lit up the outdoor fire pit with singing led by our very own Colt Sherrill and Whitney Fuller.

Saturday morning was the most important meeting of our conference – the thank-you session. It was there that we reflected on our time together and took a few minutes to appreciate all those who made our experiences possible. A few heartfelt words of thanks were written, and more than a room full of goodwill was created. 🍴



Colin Woodall, NCBA vice president of Governmental Affairs, spoke about current beef/agriculture issues being discussed in Congress and why it is vital that, as cattle producers, we all support the efforts of NCBA as they lobby for our best interests.



The new SGBI Junior Board of Directors stands on the grounds of the U.S. Capitol, with the Washington National Monument in the background.



The week was packed with activities, including a visit to the Gettysburg National Military Park Museum and the breathtaking Cyclorama painting depicting the fury of Pickett’s Charge and a passionate tour of the hallowed battlefield.



We're Coming *STRONG* to this year's sale with *POWER COWS* and Bright Light Show Prospects!

MISS GRANDVIEW 9141

232



Maybe the most powerful cow we have ever sold!
A Red Hot Daughter with strong numbers across the board sells with show prospect heifer calf born 5/2/15. Sired by Pusher 804.



Another powerful cow! An own daughter of National Champion Super Star – she sells with her show prospect heifer calf born 3/24/15. Sired by John 316.

27th Annual Alabama Connection Sale **October 10, 2015**

Cullman Stockyards • Cullman, Ala.

MISS GRANDVIEW 523

MISS GRANDVIEW 555



This is a Briggs 021 daughter out of a Red Hot 4010 daughter, born 1/9/15. **Give her a halter or let her become one of your herd's best production cows!**



ET daughter of Geronimo and donor cow Briggs 003/99, born 3/2/15. **She has the profile and eye appeal to be your next champion!**

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Membership Matters

Make Sure You're Part of the Annual Membership Directory

By Micky Burch, Managing Editor

Another autumn is quickly descending upon us, which for SGBI members means one important thing: It's time to check and make sure your membership is current so you can be included in the Annual Membership Directory. The October issue of *Santa Gertrudis USA*, which includes a list of current SGBI members in good standing, is the largest of the year and being a part of it is a big deal for several reasons.

➔ IT COMES WITH YOUR SGBI MEMBERSHIP

The fact is producers can't be included in the membership directory without being members of SGBI. It's only logical to conclude that if you're going to be an SGBI member anyway, why not make sure your membership is renewed in time to be included in the directory?

SGBI Membership Application

TYPE OF MEMBERSHIP
Select one option below

☐ **ACTIVE MEMBER**
Annual dues: \$125.00 + \$3.00 per head

☐ **JUNIOR MEMBER**
Annual dues: \$75.00 + 3.50 per head

☐ **COMMERCIAL MEMBER**
Annual dues: \$55 + \$3.50 per head

RANCH NAME
30 characters maximum

FIRST NAME _____ **LAST NAME** _____
20 characters maximum

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** +4 _____

TELEPHONE _____ **TELEPHONE** alt _____ **FAX** _____

EMAIL ADDRESS _____

APPLICANT SIGNATURE _____ **APPLICANT SIGNATURE** _____
(I, We) agree to be governed by the rules and regulations and Constitution and Bylaws of the Association as amended

YEAR OF BIRTH _____ **REFERRED BY:** _____
For demographic information only

BIRTH DATE _____ **MEMBER NAME AND HERD NO.** _____
For Junior Only

CREDIT CARD INFORMATION

Name on Card: _____

☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

Card No.: _____ Expiration: _____

Signature: _____ CVC: _____

➔ IT'S A GOOD WAY TO MAKE SURE YOU'RE PAID UP ON DUES AND FEES

Only those SGBI Members "in good standing" can be included in the Annual Membership Directory. According to the SGBI Rules and Regulations, that means there are no outstanding balances on a member's account. A quick phone call to the SGBI office can get you the answers you need in regard to your account balance so you can get any issues cleared up and be included in the Annual Membership Directory.

➔ BREEDER CONTACT INFORMATION

Not everyone is adamant about saving contacts in their phone. Being included in the Annual Membership Directory makes your contact information available at the turn of a page. Remember, you can include as much (or as little) contact info as you like. Have a home phone number you'd like to remain private? No problem; submit only the information you want available to the public. That can include ranch names, owner names, physical addresses, phone numbers, e-mail addresses and website addresses. District number and Herd Number are also included in your Annual Membership Directory listing. "Most breeders keep this issue year-round as a reference," Darren Richmond, SGBI Member Services Representative, reminds producers. It's also a good idea to pull out last year's October issue and check your listing to make sure it's up-to-date. If you have questions about your membership status or need to make a change to your list-

ing from last year's Annual Membership Directory, you still have time to do so for the 2015 directory. Contact Diana Ruiz, SGBI Registration and Member Services Specialist, with questions about your membership status at (361) 592-9357 or diana@santagertrudis.com. To make changes to your listing, please contact Micky Burch, *Santa Gertrudis USA* managing editor, at mburch@blueprintma.com or (308) 440-8179.

It's a good idea to pull out last year's October issue and check your listing in the Annual Membership Directory to make sure your contact information is up-to-date.

➔ MEMBERSHIP STATUS

Being a paid SGBI member in good standing is your ticket to shows and events. Have you ever been at a show trying to check in cattle, only to find out you forgot to pay your membership dues for the year and aren't eligible to show? That's just one example of why it's so important to make sure you're up-to-date on all association dues and fees.

➔ MAILING LISTS

Fall is a fantastic time to buy and sell cattle, and many breeders utilize printed sale catalogs to spread the word about their sale offerings. If sellers are looking to send their catalog directly to Santa Gertrudis breeders, they can do so by collecting mailing information from – you guessed it – the Annual Membership Directory. Staying up-to-date on sales and other breed and beef industry events is yet another reason to make sure you're included in the Annual Membership Directory. Further, your subscription to *Santa Gertrudis USA* is included with your annual membership dues. To continue receiving the magazine, make sure your SGBI membership dues are paid up.

➔ EXTRA COPIES OF THE MAGAZINE

An additional 1,000 copies of the October issue will be printed in 2015 so SGBI staff can distribute them at events year-round. That not only helps spread the good word about Santa Gertrudis cattle, it puts your contact information in the hands of that many more potential customers. When someone is looking for a Santa Gertrudis breeder in Missouri, the Annual Membership Directory makes it easy to find every breeder in good standing in that state.

Your membership matters. It's not too late to make sure your ducks are in a row so you can be included in the 2015 SGBI Annual Membership Directory. 🐾



SILGUERO JOINS SGBI STAFF

Over the past several weeks, you may have noticed a new voice on the phone at the SGBI office or seen a fresh face out and about representing the breed. Roxanne Silguero, Kingsville, Texas, officially joined the SGBI staff June 15, 2015, and is currently assisting in the daily management of the association's pedigree program and genetic evaluation, and with the collection and submission of DNA samples. A 2014 graduate of Texas A&M University-Kingsville, with a bachelor's degree in animal science, she comes to the breed association with an extensive background managing ranch data and records, and is familiar with the Livestock Genetics Services platform utilized by SGBI.

Her expertise in the cattle industry began long ago. "I was fortunate to be raised on the King Ranch. My dad, Robert Silguero, is a fifth-generation Kineño (King Ranch cowboy), who is currently the unit manager for the purebred



cattle and bull development at King Ranch. As a child, I was privileged to grow up on the King Ranch and observe all the amazing aspects of agriculture," Roxanne explains with pride. "I watched my dad, brother and other friends and family live a life where livestock was an everyday presence. As I grew older, I grew the same passion for animals and agriculture, which led to my animal science degree."

While growing up on the King Ranch, Roxanne was heavily involved in both 4-H and FFA, and participated in many different activities, including showing steers and livestock judging. As she grew older, Roxanne began to appreciate the livestock and business of King Ranch more and more. "Through high school, I was able to work part-time at a Santa Gertrudis division office, and from there I was able to explore different offices and divisions of the ranch until I graduated from college," she explains. "Some of the different aspects I worked around and learned about included ranching, feedyard/feedmill and even some farming."

She participated in similar activities at the collegiate level, and was able to take part in many different professional development opportunities. Throughout her college career, Roxanne was employed as a livestock production and feedlot office assistant for King Ranch. She also completed a range science internship with Texas A&M AgriLife Extension Service. While in college, Roxanne was selected to represent Texas A&M University-Kingsville at the Hispanic Association of Colleges and Universities Conference in Washington, D.C.

Following graduation, her goal was to work in agriculture. "I am truly fascinated with every aspect of agriculture, and my goal was to pursue a career in the agriculture field related to animal science." While she wasn't specifically set on working for a breed association, it is something she has always been interested in and she is excited about the opportunity.

"The fact that the Santa Gertrudis breed is so close to home, literally and figuratively, makes it that much more exciting," she says. Right out the gate, she's learning more about the genetics of Santa Gertrudis, the improvements that have already been made and ways to further them. "In the short time I've been here, I've enjoyed looking over pedigrees and getting a feel for the genetics of animals being registered. I am looking forward to learning anything and everything I can about this breed, the business and the members. I look forward to meeting members and networking with people who share the same passion I do for livestock and agriculture. I feel this industry is ever growing and I am always learning," she says.

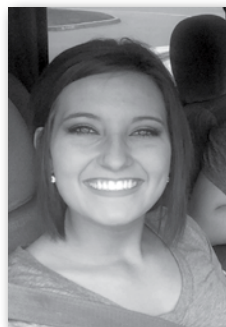
Even more excited than Roxanne is SGBI Executive Director John Ford. "We are elated that Roxanne has chosen to join the Santa Gertrudis Breeders International team. The opportunity to hire a young person with her industry knowledge and experience working with ranch production records was one that could not be passed," he explains. "In the short time she has been on board, she has already proven to be a tremendous asset to the association. Moving forward, we will call on Roxanne to assist with numerous projects and activities, both on site and in the field."

Roxanne will work under the direction of Member Services and Registration Specialist Diana Ruiz. She can be reached at roxanne@santagertrudis.com or (361) 592-9357. 🐾

SANTA GERTRUDIS

Juniors

By Morgan Barrow, District 2 Director



Lessons Learned at Orientation

I hope everyone enjoyed the Gerts Ongoing Advanced Leadership Summit (GOALS). A big thank you goes out to everyone who helped Judy and the McDaniel family! I was unable to attend this year due to freshman college orientation (an experience that introduces you to college life). There are many people who help out with this to make sure that us newcomers are comfortable. As I watched the orientation assistants, I realized that I have leadership qualities that are similar to theirs. They helped me feel comfortable in a place I had never been to, and I want to use the things I learned to reach out and help the newcomers next year feel comfortable.

Because of things like GOALS and the junior association, I have been taught leadership qualities, public speaking skills and teamwork. These are the exact things needed to conquer every opportunity. I hope I get the opportunity to show the things I have learned from the junior Santa Gertrudis association at East Carolina University (ECU). I plan to be extremely involved on campus and to give all the glory to God. *Philippians 4:13*: "I can do all things through Christ who gives me strength." I hope you all take away what I have from the association and more! 🐾

OHIO STATE FAIR

Aug. 4, 2015 | Columbus, Ohio | Judge: Dr. Tom Turner



GRAND CHAMPION BULL

OLC Troubadour, shown by Osborne Livestock Co. & Mosby Creek Ranch, Sparta, Ky.



RESERVE GRAND CHAMPION BULL & BEST OF POLLED BULL

RW 8/13, shown by RW Farm, Ronald Wood, Benson, N.C.



GRAND CHAMPION FEMALE

5 Bar E Barreta, shown by 5 Bar E Farm, Altha, Fla.

KENTUCKY NATIONAL SHOW

July 17, 2015 | Bowling Green, Ky. | Judge: Scott Burks



GRAND CHAMPION BULL

Shakers Scout, shown by Shaker Hill Farm, Lebanon, Ohio

RESERVE GRAND CHAMPION BULL

Missouri's Bruiser 522/4, shown by Missouri Meadows, Hughesville, Mo.

GRAND CHAMPION FEMALE

Heaths Cowgirl 380, shown by Heath Farm, Hodgenville, Ky.

RESERVE GRAND CHAMPION FEMALE

RR Red Rose, shown by Marilyn Smith, Rebel Ridge Farm, LaGrange, Ky.

GRAND CHAMPION STAR 5 FEMALE

Circle A Sylvia, shown by J.D. Stephens, Clinton Corners, N.Y.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Heath's Nellie, shown by Heath Farm, Hodgenville, Ky.

SANTA GERTRUDIS SHOW

Results



RESERVE GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Myers 14/10, shown by Britney Shields, La Russell, Mo.

SANTA GERTRUDIS SALE

Reports

KENTUCKY NATIONAL SALE

July 18, 2015 | Bowling Green, Ky.

SALE AVERAGES

30	Lots	\$3,080	Pairs	\$3,875
	Open Heifers	\$2,820	Bulls	\$2,750
	Bred Heifers	\$3,120		

The 37th Annual Kentucky National Show and Sale was held July 17-18 at the Western Kentucky University Expo Center, with the show preceding the sale. Topping the sale was a cow-calf pair consigned by Stricko Ranch, Verona, Ky.; the pair sold to Shampain Ranch, Pleasant Hill, Ill., for \$5,000. The high-selling bred heifer was an entry by Lovett Farm, Hillsboro, Ohio, that sold to Phillip Crockett, Albany, Ky., for \$4,000. In the open heifer category, Parker Farm, Cave City, Ky., sold the high-seller for \$3,750 to Shampain Ranch. The high-selling STAR 5 Female was consigned by J.D. Stephens, Clinton Corners, N.Y.; she went home with Kelly Copas to Franklin, Ky., for \$4,000. 🐾

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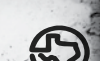
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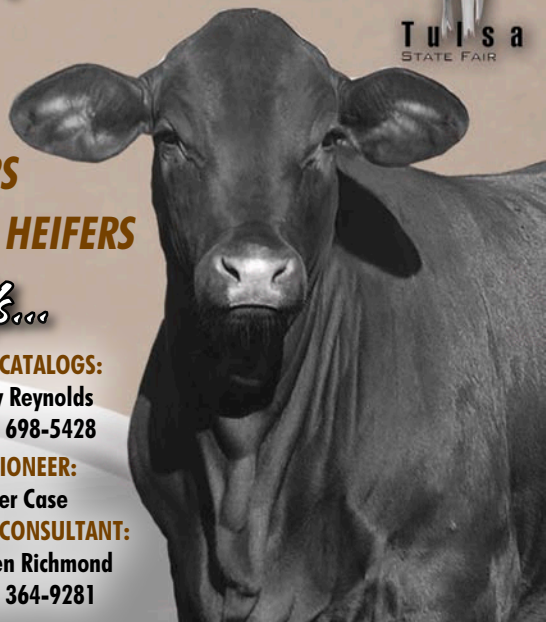
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IN THE DRIVER'S SEAT

By Micky Burch, Managing Editor

B.C. Forbes said, "If you don't drive your business, you will be driven out of business."

The fact of the matter is, the economic and competitive environment of today's business world often results in negative financial consequences for organizations that are not positioned to move – to drive – quickly, address change and manage for the future. This is especially true in the very competitive beef industry. The pace of change in the seedstock sector is swift, and to remain successful in these quickly changing conditions, breed associations must have a realistic view of their financial strengths and weaknesses, and have a plan in place that allows them to make effective resource allocation decisions in a manner that ensures long-range association goals and objectives are met.

In order to manage risk, identify revenue-generating opportunities and position SGBI for future growth, the Board of Directors has approved the development of a long-range financial plan to be established by Texas A&M University, with association oversight provided by the Finance Committee. The plan will also include an employee succession plan and staffing study. The SGBI Board of Directors recognizes that staff positions are essential for the association to remain visible and viable, and to function effectively. Although few in number, SGBI staff positions are too critical to be left vacant or filled by anyone but the most qualified persons.

Including a succession component and staffing study in the long-range financial plan is critical to the success of SGBI's mission and creates an effective process for identifying, hiring and developing quality employees committed to driving the breed's growth and success.

Leading the development of SGBI's long-range financial plan is Vicky Salin, Ph.D., professor in the Department of Agricultural Economics at Texas A&M University, specializing in agribusiness management and finance. Salin teaches managerial economics, land economics and financial management in the agri-



Vicky Salin, Ph.D.

business programs at A&M and serves as co-director and chief financial officer of the Agribusiness, Food and Consumer Economics Research Center. She leads the research and outreach projects of the Center relating to food safety, traceability, financial markets and strategic management.

From a small business, to a household, to a major corporation, no organization can be sustainable unless its financial resources are aligned with the uses of funds that are essential to its mission, Salin explains. A breed association, like any organization, should

engage in financial planning so its core operations can be sustained.

The typical financial plan is short-term and is usually the annual budget. This standard line-by-line plan is vital to the success of any organization, and has been thoroughly kept at SGBI for some time, with variances noted from the budget, both positive and negative. However, the annual budget is a standard, short-term control process that doesn't allow stakeholders to take a deeper look at why the organization wants to dedicate funds to various uses. So in addition to the annual budget, there is also a need to integrate financial issues into an organization's long-term strategic plan. "That is why we at Texas A&M Agribusiness are involved with SGBI," Salin says. "We are looking at the core operations as defined by the Board and Executive Director, and taking a look at how the expected costs in a 5-year time frame can be sustained. We are looking at options to change the set of activities that are defined as core business for SGBI, and at possibilities for funding new ventures."

Currently, the revenue stream to the SGBI registry specifically is a fee-per-head, and membership dues are a standard price, regardless of the number of head an operation registers. Future funding could take place in a number of ways, including adjusting membership and registration fees to the scale of the operation and/or whole-herd reporting. Possibly having an effect on the final decision by the Board of Directors is the fact that consumer demand for beef in the United States and abroad is driving cattle numbers up as industry experts report herd re-building, particularly in Texas. Salin says a portion of the increased U.S. cow herd may be registered Santa Gertrudis and STAR 5 cattle; if so, paid registrations collected by SGBI would increase.

Further funding opportunities include each association-related activity generating its own funds to cover expenses, allowing cross-subsidization of one activity with another, investing in real estate and expanding trade shows. But with these opportunities come responsibility, and Salin suggests taking into account the need for professional staff to manage each of the new ventures. A final and very viable option for SGBI to increase revenue is taking on the registry responsibilities of other small breed associations.

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IN THE DRIVER'S SEAT CONTINUED FROM PAGE 24

All of the options identified by A&M will be presented to the SGBI Board of Directors Oct. 15 at their meeting, held during the State Fair of Texas at Dallas. A target date of February 2016 has been set for the final report to be presented to the Board of Directors.

Salin commended SGBI for the things they're already doing right, like having excellent control over travel expenses, exceptional support from the Board of Directors and putting on a net-positive annual meeting in 2015. As research continues, Salin wants to hear from SGBI members about the services and qualities SGBI has that makes its members loyal.

In a business world that's driven by those with a competitive edge, SGBI is taking the driver's seat by creating a long-range financial and staffing plan. 🐾

Richmond Sharing Time Between SGBI, SG USA “Good Business”

By Micky Burch, Managing Editor

These days, business is the name of the game, and Darren Richmond has been working wonders for both SGBI and *Santa Gertrudis USA* for well over a year now. Richmond has been officially associated with SGBI as Member Services Field Representative since spring 2014. Prior to that, during the summer of 2012, he took on the role of advertising sales representative for *Santa Gertrudis USA*. His 30 years on the Santa Gertrudis show road and terms of service to SGBI as a member of the Shows and Exhibits Committee made his transition into these dual-purpose roles seamless. The decision between SGBI and Blueprint Marketing, LLC, to “share” Richmond was an easy one to make, and has benefited both parties substantially.

“The SGBI-Blueprint Marketing staff person collaboration makes good business sense,” John Ford, SGBI executive director, says. “Tying the voice of the breed, *Santa Gertrudis USA*, to the association ensures communication flows freely between the association and its official publication.” Sharing a field representative also allows both entities to have a presence at Santa Gertrudis functions, further linking the association with the magazine, Ford adds.

Specific to SGBI, Ford points out that 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.

Where the *Santa Gertrudis USA* publication is concerned, Richmond’s frequent face-to-face contact with breeders is invaluable. Whether an advertiser needs help creating ad copy, choosing photos or scheduling a catalog, Richmond can get the job done and get it done on time. Where *Santa Gertrudis USA* is concerned, deadlines are firm and Richmond not only meets them, but respects them.

“Working for both organizations makes sense because they go hand-in-hand,” Richmond points out. “Being able to represent SGBI, serve as an advertising sales rep and collect information for the magazine, like show results and sale reports, has been a great collaboration.” Since his travels take him to many SGBI events anyway, he’s able to represent both entities when he’s interacting with breeders and exhibitors at shows, sales, field days and other breed functions. “It has been very beneficial to both organizations, and I have found throughout my travels that breeders are very happy to see SGBI and the magazine represented at their events,” Richmond explains. “I’m also able to get Santa Gertrudis information to the public by setting up SGBI information tables at all state fairs and major livestock shows across the country.”

Still, you won’t find Richmond in any office. Technically, he has a home-based office in Ringgold, Ga., but it’s probably more accurate to say he has a road-based office. Many of his days are spent traveling from one event or show to another, shows at which he provides fellow 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.

“For me, it has been a great benefit having been involved with the breed since 1985. The friendships and contacts I have made make my jobs with SGBI and *Santa Gertrudis USA* a great combination,” he concludes. “Thanks for everyone’s support!” 🐾

In Memoriam

GAYLE DIETRICH

Gayle Alice (Fuerbacher) Dietrich was born in Orlando, Fla., March 11, 1947, and passed July 16, 2015.

Gayle graduated from the University of Florida in June 1970 with a bachelor’s degree in animal science; she was a member of the livestock and meats judging teams, and Block and Bridle Club. Following graduation, she worked as a meat laboratory technician at the University of Florida. She was the third female to teach agriculture in the history of Florida, and for more than 20 years was an agriculture school volunteer and served as the livestock show secretary for the Central Florida Fair. Gayle was president of the Methodist Women and served as Youth Director at Reeves Memorial United Methodist Church. She graduated from the International Seminary in 1990 and was an ordained minister in the International Pentecostal Holiness Church. Gayle was also an active member of Orlando’s International Worship Center, Florida Cattlewomen and the National Auctioneer Auxiliary.

She is preceded in death by her parents and two brothers. She is survived by her husband of 44 years, Fred Dietrich, and numerous nieces, nephews, great-nieces, great-nephews and friends. 🐾



Darren Richmond, center, with David Alderson, left, visited with John Taylor, right, on a tour of Windcrest Farm, Leitchfield, Ky., for the Kentucky Field Day in May.

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