



SANTA GERTRUDIS

USA

FEBRUARY 2019 | VOLUME 22, NUMBER 2



**ANNUAL MEETING
PREVIEW**

Santa Gertrudis



The Preferred American
Beef Breed

SELLING

in the

INTERNATIONAL SUPER SALE

March 1, 2019 at 6:00 p.m.
NRG Center • Houston, Texas



**ALSO SELLING
AT HOUSTON-**

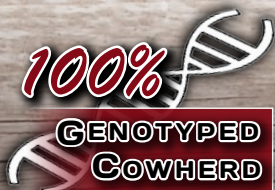
Tinney Farms will offer
Pick of Calf Crop, Bull or Female
(Natural, AI or ET)
Oct. 2018-May 2019!

Tinney Farms & Quail Valley Farms are offering a **Flush from RDF 5369** (Reg. # 20158465), guaranteed 6 embryos.
She was the High Selling Female in the 2018 International Super Sale and is the **#1 IMF active female in the breed!**
IMF 7.46% | Top 1% Marbling | Top 5% Scrotal | Top 10% Birth Weight
Don't miss this opportunity to add this cow's proven data to your breeding program!

Mark your calendar for the

CRIMSON CLASSIC April 27, 2019
Cullman, Ala.

**Look for our catalog
in the April 2019
SG USA Magazine!**



Follow us on Facebook!

Tinney Farms

5251 Co. Rd. 601 • Hanceville, AL 35077

Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

POLLED, POWERFUL

and **SELLING** at the Mid-Coast International Super Sale
March 1, 2019 during the Houston Livestock Show.

Wendt Ranches 1063P
(Reg. #20160661,
DOB 1/26/16)
sells with an
outstanding herd sire
prospect (DOB 12/13/18)
sired by our
King Ranch 1131/13 bull.
Both dam and calf
bring outstanding
numbers to the table!



Wendt Ranches 1063P sells safe-in-calf,
bred to our "Dreamboat" bull (Reg. #20172429)

Wendt
Ranches
1063P

	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA	TEND	SC	HPREG	BBK
EPD	+0.69	+12.03	+14.59	-0.36	+6.66	+9.99	+0.01	-0.02	+0.08	+0.01	+0.11	+0.09	+0.04
Accuracy	0.16	0.26	0.13	0.13	-	0.09	0.03	0.02	0.05	0.00	0.00	0.00	0.00

CARCASS RANK: 8 \$GROWTH: \$15.83

King
Ranch
1131/13

	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA	TEND	SC	HPREG	BBK
EPD	-0.38	+9.52	+30.97	-2.47	+2.30	+20.57	0.01	-0.01	+0.30	+0.01	-0.08	-0.13	+0.66
Accuracy	0.30	0.57	0.48	0.28	-	0.36	0.49	0.37	0.36	0.23	0.44	0.14	0.12

CARCASS RANK: 10 \$GROWTH: \$25.49

Wendt Ranches

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

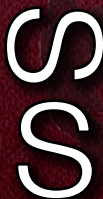
Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

Mark your calendar!

NuGen/Wendt Elite Sale
in conjunction with 2019
Santa Gertrudis World Congress
Saturday, Oct. 19, 2019



APRIL 5-6, 2019

SPRING RUNOFF SALE



Red Doc 7077
Elite Donor (12.32 REA, 7.49 IMF)

3N1S

STAR 5S

BRED COWS

REPLACEMENT HEIFERS

SHOW PROSPECTS

EMBRYO PACKAGES

Schedule of Events:

Friday, April 5: Elite Cut Female Sale/ dinner and entertainment- 7pm (Red Doc Farm)

Saturday, April 6: RMSGA Spring Runoff Sale following Red Hot Bull Sale



BURNS CATTLE COMPANY, CHEROKEE RANCH, DRAKE RANCH, JACK FAMILY RANCH, J5 CATTLE,
MOTHER LODGE, O/X RANCH, PEREA RANCH, RANCHO XACONA, RED DOC FARM, TOP T RANCH

Hotel accommodations: Baymont by Wyndham, Belen, NM (formally Holiday Inn Express) 505-861-5000

Sale chairman/ contact, VP Stacey Montañó 505-429-0067 

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive
Raeford, NC 28376
(910) 875-4963
redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez
703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
Austin Logan, Manager
(256) 335-8821



15th Annual Red Hot Bull Sale Red HOT Bulls

April 06, 2019 Bosque, NM

Hotel accommodations- Baymont by Wyndham in Belen, NM- 505.861.5000

reddocfarm.com contact us, 505.507.7781

REDDOC
farm



Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804
Larry Osborne, Secretary & Treasurer
(937) 604-4999

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679
Brandon (919) 761-3894
Email: ccreech6@gmail.com
Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey
2639 Gum Springs Rd., Searcy, AR 72143
(501) 207-2272



SANTA GERTRUDIS USA

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ON THE COVER

Santa Gertrudis bulls enjoy some shade at Strait Ranches, Carrizo Springs, Texas.

Photo courtesy Cate Doubet.



MARCH 23, 2019

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

**Replacement Females • Show Prospects
Quality Bulls**



Sale Schedule

Friday, March 22nd

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 23

8:00am - Cowboy Coffee

11:00am - Sale Begins

“Committed and Proven Sponsors”

- Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- Corporron Acres, Jim Corporron
- Dos Bros Ranches, Rodney & Barbara Corporron
- Four J Cattle Co., Larry Justiss Family
- Hargis Ranch, Philip & Dana Hargis
- Harris Riverbend Ranch, David & Laurie Harris
- Rancho Salida Del Sol, John & Pam Liford
- Strait Ranches, Y.N. Strait Family
- Townsend Cattle Co., Ivan Townsend Family
- Twin Creek Ranch, Wes & Lou Hall
- Wendt Ranches, Gene & Nancy Kubecka & Daniel & Lauren Kubecka
- Wiley Ranch, Erik & Kim Wiley
- Woman Hollerin' Ranch, Ricky & Betty McCormick

**Video and online bidding
available:**



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

www.facebook.com/bluebonnetclassicsale/

For inquiries contact Sale Chairman: Debbie Townsend • (979) 541-4989 • townsendcattle81@gmail.com



Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

For the most part, regardless of breed, seedstock sales were solid in 2018 and the prices received were very acceptable. However, as the year progressed it became obvious that the price gap between purebred animals considered “elite” and all others was widening. If this trend continues, and I believe it will, how do purebred breeders capture the greatest amount possible for their genetics?

In my opinion, operations capturing the top end of the market are those focused on continual genetic improvement. Genetic change is permanent change and once a genetic change occurs, that change will remain until additional new genetics enter the herd. Whether selecting for growth, improved carcass quality or maternal performance, those traits, once established in the herd, are passed on to the next generation.

Success in the seedstock business isn't about selling a pedigree that documents ancestry. It's about providing the genetics that add value to our customers' cattle operations. Purebred breeders who are constantly focused on improving traits that either lower the cost of production or increase the quality and value of herd output will be best positioned to capture the greatest amount of revenue from marketing seedstock.

When discussing genetic improvement, it is important to point out that we can't simply select for the maximum in traits of economic importance. Bigger is not always better. Research has shown that cattle perform differently in diverse environments and under varied management conditions. As I have said on numerous occasions, there is not a one-size-fits-all formula for success in the seedstock business. Continual genetic improvement can only be reached through a planned breeding program that is designed specifically for each operation's environ-

ment and resources, based on sound genetic information.

Selecting genetically superior sires is the fastest approach to genetic improvement and, ultimately, bottom-line profitability. Bull genetic evaluation has improved considerably in recent years, making sire selection more objective and reliable. This is certainly true for SGBI members. More and more datapoints are being collected and

submitted to the association, strengthening the breed's genetic evaluation and providing the information needed to identify sires capable of “speeding” genetic improvement. Sire selection should be a thought-provoking and profit-driven decision process. It should also target an acceptable combination of traits that complement a cow herd's strengths and weaknesses.

Success in the seedstock business isn't about selling a pedigree that documents ancestry. It's about providing the genetics that add value to our customers' cattle operations.

There is no doubt that the use of proven bulls with high accuracies (over young bulls with low accuracies) is a sound practice; however, genomic-enhanced expected progeny differences

CONTINUED ON PAGE 10 »

Don't Miss out on the SGBI 68th Annual Meeting

Make plans to join your fellow SGBI breeders for the Santa Gertrudis Breeders International 68th Annual Meeting, April 11-13, 2019, in San Antonio, Texas. This year's event will take place at the Hyatt Regency Riverwalk.

The Annual Meeting is a great opportunity to get involved in the association and network with fellow breeders. Events at this year's meeting include committee meetings, educational speakers, Hall of Fame inductions and more.

This year's Annual Meeting kicks off Thursday, April 11 with committee meetings. Get involved in one of SGBI's 12 committees and join in the discussions (learn more about SGBI's committees on page 27).



Friday, April 12, begins with committee meetings in the morning. The second day will also include three educational presentations. Hear from Lisa Bard, BluePrint Media, as she presents an update on the Santa Gertrudis World Congress 2019 and ways that members can get involved. SGBI Past President Yancey Strait will moderate a roundtable discussion focused on strategies to market Santa Gertrudis genetics. SGBI Executive Director John Ford and SGBI Records Advisor Brad Wright will round out the educational afternoon by discussing herd objectives and how the association's genetic tools can assist members in setting and meeting their herd goals. Learn more about these sessions on page 20. An evening of socializing while enjoying a Mexican buffet and cocktails on a river boat ends the second day of the annual event.

Saturday, April 13, includes the Annual Membership Meeting. Attendees will also hear reports from SGBI Executive Director John Ford and several affiliates. The day will also include an Executive Board listening session focused on leadership continuity. The president's dinner and Hall of Fame inductions will conclude the third day of the Annual Meeting.

A complete schedule and registration can be found on page 12. To register for the SGBI 68th Annual Meeting, see the registration form on page 12 or contact the SGBI office. 🐾

CRIMSON CLASSIC *Sale*

April 27th, 2019

**11:00 am · Cullman Stockyards
Cullman, AL**

Sponsored by:

**The Alabama Connection · Tinney Farms
Grandview Farm · Gray Oaks Farm
Quail Valley Farm**

Over 125 Lots Sell



**Selling 75+
Santa Gertrudis
Influenced Lots.
Pairs · Open & Bred Heifers**



**Selling 50 High Quality
Registered Santa Gertrudis
Lots from our Sponsors
and Guest Consignors.**

**Look for our catalog
in the April issue of
Santa Gertrudis USA.**



To consign contact Darren Richmond | 423.364.9281 | djrichmd@gmail.com

PRESIDENT'S LETTER

By Jerome Urbanosky

(281) 797-5715 | jerome@ameritechsi.com



For those of you reading my letter, I have two favors to ask.

First, please consider attending the Santa Gertrudis Breeders International Annual Meeting April 11-13 on the San Antonio River Walk. I know, I know, you have a hundred other things to do and just can't get away. That's why I'm writing and asking for this favor. You will thank me. The San Antonio River Walk is a beautiful and special place. Meeting with fellow Santa Gertrudis breeders and friends is a great way to share ideas about this great breed. You know, none of us live forever. Take the time to join us and enjoy this great event.

Now the second favor. I kicked dirt, raised my voice and said we need new Santa Gertrudis ranch signs. Yancey Strait and the Marketing and Promotions Committee did not disappoint. Every Santa Gertrudis breeder should have a ranch sign, and these are as good as they get.

Please don't put this off. Order yours today! It will pay dividends. These signs will last for decades. You can get information on how to order your sign on page 27.

Moving on, I am very pleased about the harmony within our breed and on our SGBI Board of Directors. So far during my presidential tenure, there hasn't been any controversy or crisis situations. Thank you for that!

I also want to tell you how much I appreciate the SGBI staff. Working with them almost daily makes me realize how lucky we are to have this capable team. Any time I need something from Diana Ruiz, she does it right away.

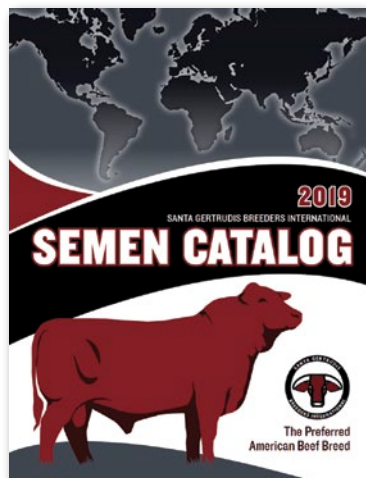
And John Ford has provided the association with the leadership and foresight to push Santa Gertrudis into the beef cattle spotlight and place our breed in an industry-leading role in the area of genomics. I feel fortunate and you should too!

Until next time, spread the good news about Santa Gertrudis. 🐄

RAMBLINGS FROM THE OPEN RANGE

CONTINUED FROM PAGE 8

(GE-EPDs) allow breeders to identify genetically superior animals at a much younger age. The ability to sample young sires, with some degree of confidence, offers registered cattle breeders the opportunity to find a superior bull with the newest genetics.



The 2019 SGBI Semen Catalog is a great resource for identifying bulls, both proven and young sires, capable of moving breeding programs in the desired genetic direction. Additionally, utilizing artificial insemination makes sense from both a breeding and financial standpoint in a marketplace that values elite genetics.

Genetics set the bar for both upper and lower production limits that animals can achieve. Genetics impact breeding goals for a beef enterprise, including market options. Important beef economic traits, such as birth weight, weaning weight, yearling weight and marbling score, are influenced by a herd's genetic makeup. Genetic gain

is cumulative and permanent. Developing a breeding plan based on continual genetic improvement is the first step in narrowing the price gap between "elite" purebred animals and everything else. 🐄

SGBI OFFICERS OF THE BOARD

PRESIDENT Jerome Urbanosky

SECRETARY/TREASURER Deanna Parker

LONG RANGE PLANNING Debbie Townsend

MARKETING & PROMOTION Gene Kubecka

PERFORMANCE Kathryn Hefte

YOUTH ACTIVITIES Betty McCormick

PRESIDENT ELECT Nancy Wunderlich

MEMBERSHIP Allen "Bud" Clark

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District 3 – Jamie Daniel (Ark.)

777 Farms

(870) 904-3070 | jd@gregbennett.com

District 4 – Arlin Taylor (Ala.)

Tinney Farms

(256) 507-3838 | arlin.taylor@bmamfast.com

District 5 – Tony Creech (N.C.)

Creech Farms

(919) 427-4679 | creechfarms6@gmail.com

District 6 – Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



SHAMPAIN RANCH
SANTA GERTRUDIS CATTLE

*A Toast to
Life &
Santa Gertrudis Cattle*



With Deanna and Charles Parker

We'd like to acknowledge and
thank the following people for their
purchases at the Mountain Laurel
Classic Sale in November:

- Charles and Deanna Parker, Parker Farms, Cave City, Ky. (Lot 23)
- Britt Jones, Adairsville, Ga., (Lot 24)
- Jacie Biggers, Augusta, Ga., (Lot 25)

*We Appreciate Your
Support of our Program!*

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



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Bud & Kelly Clark
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Santa Gertrudis Cattle
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ginny2@irtc.net

CELEBRATING GENETICS THROUGH PAST GENERATIONS

APRIL 11-13, 2019

Hyatt Regency Riverwalk • San Antonio, Texas



HEADQUARTERS HOTEL

Hyatt Regency Riverwalk
123 Losoya St., San Antonio, Texas
(210) 222-1234

Room block reserved under: Santa Gertrudis Cattle
<https://www.hyatt.com/en-US/group-booking/SATRS/G-CATL>

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

FULL REGISTRATION INCLUDES:

All sessions and meals for Thursday-Saturday, including President's Dinner and Hall of Fame Inductions. *No lunch is provided Saturday.*

\$275.00 per person x _____ = \$ _____ *If received BY March 8, 2019*

\$325.00 per person x _____ = \$ _____ *If received AFTER March 8, 2019*

A LA CARTE TICKETS AVAILABLE:

FRIDAY a la carte tickets

LUNCH/KEYNOTE SPEAKER

\$50 per person x _____ = \$ _____

DINNER/RIVER WALK SOCIAL

\$50 per person x _____ = \$ _____

SATURDAY a la carte tickets

SGBI ANNUAL MEETING BREAKFAST

\$25 per person x _____ = \$ _____

PRESIDENT'S DINNER, HALL OF FAME INDUCTIONS AND AWARDS BANQUET

\$150 per person x _____ = \$ _____

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

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

TENTATIVE SCHEDULE

THURSDAY, APRIL 11

2:00 p.m. **SGBI Board Meeting**

4:00 p.m. – 6:00 p.m. **Committee Meetings**

FRIDAY, APRIL 12

8:00 a.m. **Breakfast**

8:00 a.m. – 12:00 p.m. **Registration**

9:00 a.m. – 12:00 p.m. **Committee Meetings**

11:00 a.m. – 1:00 p.m. **Lunch/Keynote Address:**
"Santa Gertrudis World Congress 2019"
Lisa Bard, BluePrint Media

1:00 p.m. – 3:00 p.m. **Marketing Roundtable:**
"Is Your Marketing Plan Effective?"
Yancey Strait, SGBI past president

3:00 p.m. – 4:00 p.m. **Educational Program:**
"Setting Herd Objectives and Using
the SGBI Toolbox"
John Ford, SGBI executive director,
and Brad Wright, SGBI records advisor

5:30 p.m. **Social/Dinner**
(River boat cocktails and Mexican buffet)

SATURDAY, APRIL 13

8:00 a.m. **Breakfast**

8:00 a.m. **Annual Membership
Meeting, Executive Director
and Affiliate Reports**

10:00 a.m. **Succession Plan Listening
Session:**

Jerome Urbanosky, SGBI president, and
Nancy Wunderlich, SGBI president-elect

12:00 p.m. – 2:00 p.m. **SGBI Board of Directors
Meeting**

12:00 p.m. – 6:00 p.m. **Free Time**

6:00 p.m. – 7:00 p.m. **Social Hour**

7:00 p.m. **President's Dinner,
Hall of Fame Inductions
and Awards Banquet**

Coming Houston Strong

INTERNATIONAL SUPER SALE

MARCH 1, 2019 • NRG CENTER • HOUSTON, TEXAS

MISS GRANDVIEW 21 x MAGNUM 257



PROJECTED
EPDs

BW	WW	YW	MILK	TM	SC	HPG
0.2915	4.777	2.582	-0.293	2.0955	0.0665	0.0295
CW	MARB	REA	FAT	TEND	BBK	
2.3525	-0.005	-0.008	0.0035	-0.018	-0.0685	

This mating produced undefeated National Champion Bull Masterpiece 101 (pictured) and sire of Quail Valley Redemption 60E1.

MISS GRANDVIEW 268 x MASTERPIECE 101



PROJECTED
EPDs

BW	WW	YW	MILK	TM	SC	HPG
0.2915	4.777	2.582	-0.293	2.0955	0.0665	0.0295
CW	MARB	REA	FAT	TEND	BBK	
2.3525	-0.005	-0.008	0.0035	-0.018	-0.0685	

BRIGGS 118/11 x FC PISTOL



PROJECTED
EPDs

BW	WW	YW	MILK	TM	SC	HPG
1.4225	27.0525	43.187	3.6805	17.207	0.261	-0.0835
CW	MARB	REA	FAT	TEND	BBK	
28.698	0.0335	0.35	0.009	-0.0085	-0.206	

Selling

5 PREGNANT RECIPIENTS

Choice or Times the Money – all 5 sell!

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PROJECTED
EPDs

BW	WW	YW	MILK	TM	SC	HPG
2.1165	25.4285	42.611	4.779	17.4935	0.6315	-0.0515
CW	MARB	REA	FAT	TEND	BBK	
31.113	-0.007	0.4125	0.0145	-0.015	0.0335	



This mating is performance proven, producing both Pistolero and Gunsmoke (pictured). Both bulls are in the breed's Top 1% for WW, YW, HCW and REA.

HARRIS 1441 x FC PISTOL



PROJECTED
EPDs

BW	WW	YW	MILK	TM	SC	HPG
12.665	27.206	43.1975	2.2325	15.836	0.508	-0.055
CW	MARB	REA	FAT	TEND	BBK	
31.164	0.0305	0.3215	0.011	-0.005	1.0725	

Check out this matings projected EPDs. Top 1% for WW, YW, HCW and REA and positive marbling.

Check out this mating's projected EPDs! Top 1% for WW, YW, HCW and REA and positive marbling. 118/11 (pictured left) is also the dam of herd sire Stryker 118/03.

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SANTA GERTRUDIS Juniors

By Landon Stem, Director, District 1



Happy February, juniors. I am Landon Stem from Anderson, Texas, and I currently serve as District 1 director for the National Junior Santa Gertrudis Association (NJSJA) Board of Directors.

The 2019 show season is now in full swing, and we have several events that your hard-working NJSJA Board members will participate in. One great event on Feb. 8, 2019, is the Banners and Buckles Prospect Sale held in conjunction with the National Santa Gertrudis Show in Jackson, Miss. If you are in the market for a show calf, make sure to attend either online or in person. This sale has sold some champions; believe me, I know firsthand.

Also, the San Antonio Livestock Show and Rodeo begins Feb. 7 and runs through Feb. 24. This show offers tremendous scholarship opportunities.

As a junior member, I encourage everyone to get involved with Santa Gertrudis Breeders International (SGBI) and your area affiliates. You can be a member of more than one affiliate. I am involved with the Mid-Coast Santa Gertrudis Association and SGBI because of my strong heritage in

the breed along with my family's belief that Santa Gertrudis cattle are the best in the industry – Data Driven and Profit Proven. Don't forget to take a moment to read Jerome Urbanosky's President's Letter on page 10. He's my grandfather. See you on the road. 🤠

SANTA GERTRUDIS Calendar

FEBRUARY

- 8** Banners & Buckles Prospect Sale, Jackson, Miss.
- 9** 2019 National Santa Gertrudis Show, Jackson, Miss.

MARCH

- 1** Mid-Coast Santa Gertrudis Association's International Super Sale, Houston, Texas
- 2** International Santa Gertrudis Show, Houston, Texas
- 23** Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 30** Super American Bull Sale, Briggs Ranches, Bloomington, Texas

APRIL

- 5-6** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
- 6** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 11-13** SGBI 68th Annual Meeting, San Antonio, Texas
- 27** Crimson Classic Sale, Cullman, Ala.

MAY

- 11** Breeders of the Carolinas Sale, Chester, S.C.
- 11** Mid-Coast Santa Gertrudis Association's Cattleman's Opportunity Sale, Brenham, Texas
- 18** Alabama Santa Gertrudis Association Field Day and Junior Show, Oneonta, Ala.

JUNE

- 22-29** 2019 National Junior Santa Gertrudis Show, Bryan, Texas

JULY

- 28-Aug. 1** Gerts Ongoing Advanced Leadership Summit, Estes Park, Colo.

OCTOBER

- 4-19** Santa Gertrudis World Congress 2019
- 19** NuGen/Wendt Elite Sale, Bay City, Texas
- 26** 2nd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

DECEMBER 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	88	11	0	0
2	665	177	985	167
3	21	1	30	5
4	151	7	22	12
5	34	6	3	6
6	55	1	2	11

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	33	2	4	15
2	2	0	0	0
3	1	0	0	3
4	0	0	0	2
5	4	0	0	4

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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HALL OF FAME INDUCTEES

John Gillett and Belton Kleberg Johnson to be Honored

Santa Gertrudis Breeders International (SGBI) will induct two breed leaders into the SGBI Hall of Fame at the upcoming Annual Meeting. The Hall of Fame represents SGBI's most prestigious award and recognizes the unique and significant contributions of these individuals to the support, growth and advancement of the Santa Gertrudis breed. This year's honorees are John Gillett and Belton Kleberg Johnson. Inductions into the Hall of Fame will be made during the President's Dinner Saturday, April 13.

John Gillett

Long before the formation of the National Junior Santa Gertrudis Association (NJSJA) or the first National Santa Gertrudis Junior Heifer Show, Santa Gertrudis Breeders International (SGBI), King Ranch, Kingsville Chamber of Commerce and the Kleberg County Fair collaborated on a youth program designed to provide area 4-H and FFA members with a practical beef production experience while offering cattlemen the opportunity to acquire females from the newly developed breed. The Kleberg County 4-H Club and FFA Santa Gertrudis Heifer Program, the forerunner of today's NJSJA, was initiated in 1951. During its 20-plus year span, the program operated under the guidance of community and breed leaders, including SGBI charter member John S. Gillett, SGBI herd No. 99.

As a professional educator and SGBI charter member, John saw the long-term value of involving young people with the breed. He also understood that breed growth would only be accomplished by offering females to cattlemen who were eager to purchase the new breed's genetic package. John played an active role in establishing this youth and promotional program, down to the selection of the 4-H and FFA members who would participate.

Each summer, 10 students were selected to feed and fit a Santa Gertrudis heifer supplied by a member of the recently formed SGBI. The heifers were exhibited at the Kleberg County Fair and on the night following the annual King Ranch Bull Sale, the cattle were sold at auction. Of the total sale price, the breeder received 65 percent, the student received 30 percent and 5 percent was retained to cover show and promotion expenses.

In the breed's early years, founding breeder King Ranch sold bulls, but never females. The Kleberg youth program was the beginning of offering Santa Gertrudis females at public auction. With John's involvement during the program's first 10 years, 60 cattlemen from 10 states and three foreign countries purchased females, spreading Santa Gertrudis genetics across the country and around the world. The impact of John's involvement in this program cannot be underestimated, not only from a youth development standpoint, but more important from the expansion of the breed's

domestic and international footprint during Santa Gertrudis' early years.

John served for numerous years on the SGBI Board of Directors, as both a member and officer. He also chaired the Kleberg County Santa Gertrudis Show throughout the 1980s. Sandwiched between the Houston Livestock Show and the Rio Grande Valley Livestock Show, it was not unusual for the Kleberg County event to draw cattle from across the nation. John played a key role in the development of the South Texas Santa Gertrudis Association and served as president during the organization's formative years.

Always a supporter of youth programs, John was instrumental in bringing the National Junior Heifer Show to Kingsville in 1984. The promotion of Santa Gertrudis cattle was a family affair at the Gillett household, as John's wife, Lee, was Bob Kleberg and King Ranch, Inc.'s administrative secretary for more than 30 years.

John passed away in 1991. But his impact on the breed and association still endures. His efforts to involve young people with Santa Gertrudis cattle and his recognition that association growth depended on both domestic and international expansion has had a positive impact on the breed.

It is with gratitude for his foresight and commitment to the association and Santa Gertrudis breed that SGBI names John Gillett a member of the Hall of Fame.

Belton Kleberg Johnson

Belton Kleberg Johnson, "B," was a member of the King Ranch family. He was born in 1929 and raised on the King Ranch where he witnessed firsthand the evolution of the Santa Gertrudis breed that his family developed. The breed was recognized as the first original American breed by the U.S. Department of Agriculture in 1940. From this early exposure, growing up with the breed so-to-speak, B was an avid and active promoter of Santa Gertrudis for his entire life.

Soon after his purchase of the Chaparrosa Ranch, La Pryor, Texas, in 1959, he began to utilize the acreage to pasture King Ranch yearling Santa Gertrudis steers. He progressed into starting a purebred operation on this property. Eventually, after purchasing the Mirasol herd near Uvalde, Texas, B established breeding operations on four ranches, adding the La Puerta de Agua Dulce ranch near Corpus Christi, Texas, and the Carmel Valley Ranch in Carmel, Calif. He purchased "Senor Pico," a bull known throughout the breed that proved to be an outstanding sire, particularly when crossed on the established Masterpiece bloodlines on the Mirasol Ranch. The offspring of this bloodline, ably fitted and shown by Arturo Alonzo, won numerous cattle shows and set records for consistently winning championships.

B always welcomed groups visiting his properties. Whether it was a busload of local school children, dignitaries from foreign countries, ranch management students studying the methods used on the Chaparrosa or fellow breeders, he never failed to recount the history of the Santa Gertrudis breed.

CONTINUED ON PAGE 20 »

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HERD SIRES: BEFORE, DURING, AFTER BREEDING SEASON

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



Last month, we reviewed some basic concepts of bull development and management. I would like to continue that conversation as we prepare for the spring breeding season. A successful breeding season always begins with an adequate breeding herd vaccination program. At the end of young bulls' growing phase it is recommended that they receive a modified-live vaccine (MLV)

against infectious bovine rhinotracheitis (IBR), bovine viral diarrhea (BVD) and either a 4-, 7- or 8-way clostridial vaccination. Clostridial diseases are caused by anaerobic bacteria that are widespread in the environment, especially the soil.

If BVD virus is a concern in your area (check with your vet) or at the ranch of bull purchase; you may want to test young bulls for persistently infected BVD. The BVD virus is a significant cause of gastrointestinal, respiratory and reproductive disease in beef cattle worldwide. Because BVD can cross the placenta during pregnancy, an infected dam can give birth to a calf that sheds large quantities of BVD virus throughout its life – thus, “persistent infection.”

Immunity against any disease is established through an active immune process in response to the antigens within a vaccine. Cattle will produce memory-immune cells after the initial encounter with the antigens that will boost the immune response in subsequent antigen encounters. It is critical that the initial vaccination in young cattle is followed by a booster vaccination approximately 28 days later. Always follow label directions.

About 60 days before turnout, a veterinarian should conduct a breeding soundness exam (BSE). Older bulls may need hoof trimming 30-60 days prior to turnout. Recently purchased young bulls may need a reduction in body condition during this same time period, especially if they have been on a high-grain ration. Maintain these bulls on a similar ration, but slowly reduce the grain intake (10 percent per week) and convert them to a high-quality forage or hay diet. Around 21-28 days pre-breeding, administer MLV of all previous vaccinations and a 4-, 7- or 8-way clostridial vaccination. Deworm bulls as needed and treat for flies if present.

At bull turnout, make sure multi-sire groups receive bulls that have been together before the breeding season. This will allow them to establish a pecking order before breeding and should reduce the amount of fence repair. Always put young

bulls together and old bulls together, never mix ages. If you typically rotate sires through a set of females, always start with older bulls first, followed by the younger bulls as clean-up. The established rule of thumb for young bulls is to place them with a number of females equal to their age in months. Mature bulls can successfully breed 30 or more cows in a 60-plus day breeding season.

During the breeding season, bulls should frequently curl the nose and upper lip (flehmen reflex) after sniffing female urine/genitals. This allows them to identify pheromones of estrual females. Bulls will be attracted to a sexually active group of females by observing cow-to-cow mounting and then confirm estrus females with olfactory clues.

When females are in estrus, they usually seek out the bull if mating has yet to occur. Bulls may guard a female that is not yet in estrus, especially if he is the dominant bull in the group. During the mating process bulls may nudge, lick or even “chin-rest” on the female prior to mounting. After mating, most bulls will temporarily lose interest in the female. However, other bulls may breed the same female numerous times, even when there are other estrus females present.

These different bull behavior patterns lead one to speculate that variation may exist in optimum bull-to-cow ratios among individual sires. Consequently, most producers use an excessive number of sires in multiple-sire breeding groups to manage the risk of non-pregnant females at the end of breeding season. However, if the most dominant bull(s) has fertility issues, then calf-crop percentage will be dramatically affected, even in multi-sire herds, hence the importance of the annual BSE.

Managing bulls during the non-breeding season is just as important as pre-breeding management. These major money and genetic contributors to the enterprise need time to rest and regain body condition. Just like cows after weaning, we need to economically increase body condition scores back to a 5 or 6 prior to the next breeding season.

Now would also be the time to make culling decisions based on age, soundness and any breeding problems. It has been suggested that post-breeding is also a great time to do another BSE to determine which bulls may need to be replaced due to fertility issues. This is a good idea if you are using bulls in both spring and fall breeding seasons. Always keep bulls away from cows in their own pasture with plenty of shade, space to exercise, protection from bad weather, clean water and feeder space if there is competition from multiple bulls. 🐄

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EDUCATIONAL SESSIONS

Several educational sessions are planned for SGBI's 68th Annual Meeting. Join your fellow Santa Gertrudis breeders to take advantage of these opportunities.

Growing Globally

Santa Gertrudis World Congress 2019

SGBI will be the host for the Santa Gertrudis World Congress 2019, a fantastic event and tour that will increase the momentum for Santa Gertrudis to continue "Growing Globally." The jam-packed, 16-day tour includes 10 different ranch visits, cultural events, attendance at Santa Gertrudis shows and sales, educational seminars and some of the best regional food possible.

But why is this event important to SGBI breeders and to the Santa Gertrudis breed? More than just a cattle tour, this event will impact and drive how the Santa Gertrudis breed can grow globally, influence the genetic direction of Santa Gertrudis cattle worldwide and build an international coalition that will drive global growth of the breed. BluePrint Media is helping SGBI plan this event, and Lisa Bard will discuss the importance of this event for SGBI members and the future of Santa Gertrudis cattle.



necessitates SGBI members, affiliates and leadership examine the effectiveness of the breed's marketing efforts. Yancey Strait, SGBI past president, will moderate this roundtable discussion focused on strategies to market Santa Gertrudis genetics.

Setting Herd Objectives and Using the SGBI Toolbox

There is not a "one-size-fits-all" template for profitability in the seedstock business. Successful operations are those that understand their customers' needs and recognize the environmental challenges their operations face on a daily basis. Seedstock operations with clearly defined breeding objectives that are specific, measurable and attainable are herds that will remain viable in a challenging beef industry. SGBI Executive Director John Ford and SGBI Records Advisor Brad Wright will discuss herd objectives and how the association's genetic tools can assist members in setting and meeting their herd goals.



Marketing Roundtable

Is Your Marketing Plan Effective?

The beef industry is becoming more and more technology driven, utilizing reproductive management strategies, genetic improvement technologies, feed processing strategies and other cutting-edge practices focused on increasing efficiency and reducing the cost of production. Additionally, evolving consumer demographics and the globalization of beef markets have dictated changes in the types of products that consumers are demanding. The complexity of today's beef industry

Succession Planning Listening Session

It is highly probable that the executive director position at SGBI will become available in the next 12-18 months. SGBI President Jerome Urbanosky and President-Elect Nancy Wunderlich will facilitate a member-listening session designed to serve as the starting point for identifying, recruiting and developing a candidate who can provide the leadership needed to ensure Santa Gertrudis remains The Preferred American Beef Breed. The Executive Board is seeking member input as they discuss leadership continuity. 🐾

HALL OF FAME INDUCTEES

CONTINUED FROM PAGE 16

There were always pens of bulls, cows or calves to observe, sometimes even the Mirasol show string. Always a breed promoter, B enthusiastically illustrated his point that Santa Gertrudis was truly an exceptional breed.

A staunch supporter for the Santa Gertrudis junior heifer program, B made quality females available for purchase for youngsters to fit and show. Over the years, many of these junior stockmen chose to remain Santa Gertrudis breeders.

B recognized early on that the success of the Santa Gertrudis breed, or any purebred breed for that matter, depended on the commercial cattleman's acceptance of the bulls produced by purebred breeders. B was convinced that if a rancher would buy and use a Santa Gertrudis bull on his cows, he would be pleased with the results. The challenge was convincing commercial cattlemen to try a Santa Gertrudis bull.

His answer to this challenge was the Chaparrosa Cowman's Choice sale. By offering 350 cattle, the sale was an

attempt to gain the commercial cattleman's attention and convince him that, among the 100 bulls offered, there was one or more he could afford to buy. Although selling large numbers of cattle through auction sales was used by other cattle breeders, it was a new concept in the Santa Gertrudis breed. B's persuasive ingenuity prevailed, and this approach put Santa Gertrudis bulls in commercial herds for the first time. The sale also enabled established breeders to add a herd bull or replacement heifers to their herds.

B served as SGBI president from 1971-1973. He was involved in varied business endeavors and served on the boards of several multi-national companies. He was, however, most proud of being a rancher, raising his family on his beloved Chaparrosa and being a breeder of outstanding Santa Gertrudis cattle.

In recognition of all he did to support the Santa Gertrudis breed, SGBI counts it an honor to name Belton Kleberg Johnson, "B," a member of the Hall of Fame. 🐾

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2019 SGBI BOARD CANDIDATES

Below are candidates whose names will appear on the ballot at the SGBI Board of Director elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Jan. 11, 2019.

WESTERN REGION

Kathryn Hefte Petty



Kathryn Hefte Petty is seeking re-election to the SGBI Board of Directors as a Western Region representative. Kathryn currently serves as vice president of

Breed Improvement and chairs the Performance Committee. In addition, she serves as chairman of the Santa Gertrudis World Congress 2019 Planning Committee. She and her brother, Kenneth Tom Hefte, own and operate Hefte Ranch, which seeks to produce cutting-edge Santa Gertrudis genetics that maintain the adaptability and efficiency that make the breed so exceptional.

Kathryn has been a proponent of performance testing and data collection since she began working on the family ranch as a teenager. She has been instrumental in the creation and continuation of the National Junior Santa Gertrudis Show (NJSQS) Better Beef Contest. She has also advocated for and participated in multiple SGBI Steer Feed Outs and the Utah State University heterosis project.

Kathryn is active at the affiliate level, serving as the South Texas Santa Gertrudis Association secretary/treasurer and on the South Texas Heritage Sale Committee.

"I am very excited about the future of the breed," Kathryn says. "If elected, I would like to focus on creating a more effective and efficient interaction between the association and its members. We are in an excellent position with regards to our breed's potential, both domestically and globally, but it is imperative that we encourage member participation.

"Current advances in cattle breeding will lead to our association being more important to the breed's success than

ever before, and we must be forward thinking and proactive to prepare for these future challenges," she adds.

"I would like to continue to keep the breed on the cutting-edge of technological advances, but with the following mission: 'To educate our members about ways to incorporate cutting-edge advances while also keeping our cattle balanced and productive with the traits that define the Santa Gertrudis breed.'"

Nancy Wunderlich



Nancy and her husband, Terry Wunderlich, DVM, started their Wunderlich Farms Santa Gertrudis herd in 1994 with the purchase of a show heifer for their eldest

son, Pete; they purchased the heifer from CF Cattle Company, Curtis and Kathy Fuchs. This endeavor began a whole new experience for the couple. They are long-time members of the Mid-Coast Santa Gertrudis Association and Santa Gertrudis Breeders International, and have served on various committees and as board members while attending and participating in sales across the nation.

The couple's three sons have actively participated in the National Junior Santa Gertrudis Association (NJSGA), including serving as board members, and have exhibited cattle in the NJSQS for more than 20 years. Through these activities and travels, the Wunderlichs have become close friends with many members and breeders across the nation.

Wunderlich Farms collects and submits DNA samples and reports EPD data to improve their herd, while supporting the Data Driven, Profit Proven moto that has put Santa Gertrudis cattle in the spotlight.

Nancy has served on the Mid-Coast Santa Gertrudis Association Board for several terms and been a member of several SGBI committees, including



Long Range Planning, Performance and Shows/Exhibits, in addition to serving as Youth Activities chair. Nancy currently chairs the Breed Standards Subcommittee, serves as an SGBI Board member and holds the office of president-elect on the SGBI Board of Directors.

As the Wunderlich's family has grown, the next generation has initiated their Santa Gertrudis journey by starting their own herds as junior members and continuing the Wunderlich Farms legacy.

"With your vote, I will continue my work with the SGBI Board and membership to promote our cattle and progress into the future to benefit all generations to come," Nancy says.

EASTERN REGION

Craig Lopossa



Craig Lopossa is seeking a seat on the SGBI Board of Directors for the Eastern Region. He has been an SGBI member since the early '90s. Craig owns

Red View Farms in Poland, Ind., a small purebred and commercial operation. Over the years, he has actively exhibited Santa Gertrudis cattle at many fairs and shows.

Craig is a member of the Indiana Santa Gertrudis Association and the Kentucky Santa Gertrudis Association. He has been a strong, longtime supporter of the District 6 Show and Sale; last year he became co-manager of the show.

CONTINUED ON PAGE 24 »

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2019 SGBI BOARD CANDIDATES CONTINUED FROM PAGE 22

He is also very active in his community. Craig is a strong supporter of the Bowling Green Volunteer Fire Department and the Old Settlers Committee. He is also a member of Clay Lodge 85 F&AM of Bowling Green Ind., Scottish Rite Valley of Indianapolis, Ind., and the Zora Shrine of Terre Haute, Ind. He currently works for a local co-op in agronomy sales and also works as a grain inspector.

He looks forward to working with the SGBI Board and representing Santa Gertrudis breeders.

"This is an exciting time to be in the beef industry and the Santa Gertrudis breed," Craig says. "It's exciting to see the success the industry has made over the last several years. I can't wait to see what the future holds for the Santa Gertrudis breed and the junior members. I would greatly appreciate your support. Thank you in advance."

Cody Mattingly



Cody Mattingly seeks to become an Eastern Region representative on the SGBI Board of Directors.

Since he was young, Cody has always enjoyed the

cattle business and was encouraged to raise and show Santa Gertrudis cattle by his grandfather, who started raising Santa Gertrudis in the 1980s. As a third-generation breeder, Cody and his family are passionate about raising Santa Gertrudis. He looks forward to sharing this passion with his son, and sharing the values and goals he has for the breed.

Over the years, Cody has grown as a breeder and showman. He is a member of the Kentucky Santa Gertrudis Association where he currently serves as vice president. He also served as junior president of the Kentucky Santa Gertrudis Association.

"In this position, I envision that I can effectively work with Board members to explore different avenues to increase data collection," Cody says. "With all the concerns of EPDs, I feel it is important to increase data accuracy to assist with the efficiency of breeding cattle. I am a strong supporter of improving our breed with genomic and phenotypic

data, and feel I would bring a fresh outlook to the association. I am looking forward to this election and using my abilities to strive to improve our herds as a showman and breeder.

"I would again like to say thank you for your time and support, and I hope to be your next Eastern Region director," he adds. "I am ready to collaborate with all members to improve this breed. I humbly ask for your vote. As always, I promise to stand for something that I believe in and will always be fair in making decisions as they affect all of us."

Robert Silva



Robert Silva has operations in Oklahoma and Cost Rica, and has been a member of SGBI since 1968. He is seeking re-election as an Eastern Region representative

on the SGBI Board of Directors.

Robert has served as vice president of the Performance Committee and has served on several other committees, including Breed Standards, Foreign Marketing, Shows/Exhibits and Long Range Planning. He is also a member of the Arkoma Santa Gertrudis Association.

"Over the years, I have supported activities and projects that build SGBI's data set, including the National Steer Feed Out, ultrasound [data] collection and genomic programs," Robert says. "In order to expand the breed's industry footprint in domestic and international markets, we must continue developing and utilizing the tools that validate profitable performance, identifying cattle that excel in economically relevant traits."

Jennifer Walters-Stroud



Jennifer Walters-Stroud, from Laurel, Miss., started her cow herd in 1980 and has owned Santa Gertrudis cattle ever since. She served on the NJSGA Board in 1984. Her

interest in the breed came from her father, who bought a small Santa Gertrudis herd from a former Mississippi governor; she and her father shared a

love of their red cattle and a commitment to hard work.

She started showing Santa Gertrudis cattle two years ago and has been invigorated by SGBI Board members who take time to meet and discuss issues that concern breeders. She is excited to run for a position on the Board of Directors and would like the opportunity to promote the breed.

Jennifer earned her master's degree from Mississippi State University and currently works for a psychiatric hospital in Meridian, Miss., where she has been employed for 15 years.

"I love my work, but my day ends with my true love – in the barn and field with the Gerts and my husband, Randy Stroud," she says. "The Lord blessed me with the opportunity to be in the best breed and interact with the best breeders on the planet. I am most amazed with how wonderful fellow breeders are; we are like a family.

"Social media has afforded me the pleasure of knowing breeders from other states and enjoying their daily activities with their Gerts. Seeing the kids show, present and win with these beautiful cattle makes my heart smile."

Jennifer is extremely proud of her Santa Gertrudis herd. "We spend a lot of time with our cattle, who are gentle and loving and all have names," she says. "My husband has worked with several Mississippi Gert herds in his many years as a cowboy in the South and has been supportive of me showing and throwing my hat in the ring for the Board of Directors."

"I would be honored if you would consider me for your representative," Jennifer adds. "I will strive to work to promote this wonderful breed and association."

Erik Wiley



Erik Wiley, current SGBI Shows and Exhibits Committee chairman, is seeking a position on the SGBI Board of Directors, representing the Eastern Region. As a family

man, Erik will have the best interests of his constituents in mind. He and his wife, Keri, have been married for 16 years and have two wonderful children. Ethan

CONTINUED ON PAGE 32 »



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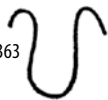
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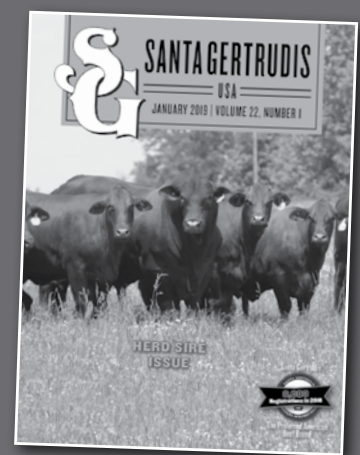
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GET INVOLVED WITH SGBI

Join a Committee

Are you making plans to attend this year's annual Santa Gertrudis Breeders International meeting in San Antonio, Texas? The activities will begin with committee meetings on Thursday, April 11; this is a great time to get involved in the association. SGBI's 12 committees include Breed Improvement, Marketing and Promotions, Finance, Long Range Planning, Membership and Youth Promotion. Pick one and join the discussion!

Breed Improvement Committee

The responsibilities of the Breed Improvement Committee are managed through the following subcommittees:

The Breed Standards Subcommittee shall be referred to for recommendations on all policy matters concerning the Standard of Excellence, breed improvement programs, registration of



cattle and recording methods applicable thereto.

The Performance Testing Subcommittee shall be referred to on all aspects of breed improvement relating to performance-oriented programs, and will be charged with increasing and

encouraging breeder participation in these programs.

The Research and Education Subcommittee shall be referred to for current research information regarding beef cattle and the Santa Gertrudis breed, and shall be charged with encouraging and/or supervising relevant and ongoing research on the breed.

Marketing and Promotion Committee

The responsibilities of the Marketing and Promotion Committee shall be managed through the following subcommittees:

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

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- ★ Five hosted ranch visits.
- ★ Two Santa Gertrudis sales.
- ★ One Santa Gertrudis show.
- ★ Eight overnight accommodations.
- ★ Seven breakfasts.
- ★ Five lunches/midday meals.
- ★ Three evening meals.

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- ★ One hosted penned display of cattle.
- ★ One Santa Gertrudis Show.
- ★ One Santa Gertrudis Sale.
- ★ Nine overnight accommodations.
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Overnight Cullman, Alabama

Sunday, October 6

Morning Grandview Farms ranch visit and hosted lunch
Afternoon Scenic drive to Gulfport, Mississippi
Evening Island View Casino, Gulfport, Mississippi. Casino and meal vouchers included. Dinner on your own.
Overnight Gulfport, Mississippi – Island View Casino

Monday, October 7

Morning Cotton Branch Plantation ranch visit and hosted lunch
Afternoon Scenic drive to New Orleans, Louisiana
Evening Check-in to hotel and then free evening in New Orleans with dinner on your own
Overnight New Orleans, Louisiana – New Orleans Marriott

Tuesday, October 8

8:00 a.m. Breakfast/Santa Gertrudis Growing Globally Strategic Planning Session
Midday Free afternoon to enjoy New Orleans
Evening Hosted Cajun Feast Dinner
Overnight New Orleans, Louisiana – New Orleans Marriott

Wednesday, October 9

8:00 a.m. Breakfast/Santa Gertrudis Growing Globally Strategic Planning Session
Midday Free afternoon to enjoy New Orleans
Evening Dinner on your own
Overnight New Orleans, Louisiana – New Orleans Marriott

Thursday, October 10

Early a.m. Depart for the day with breakfast on the bus
Morning Wiley Ranch ranch visit and hosted lunch
Afternoon Scenic drive to Dallas, Texas
Evening Dinner on your own in Dallas
Overnight Dallas, Texas – Hyatt Regency

Friday, October 11

Day State Fair of Texas & Santa Gertrudis Open Show
FIRST HALF CONGRESS ENDS • SECOND HALF CONGRESS BEGINS
Overnight Dallas, Texas – Hyatt Regency

Saturday, October 12

Early a.m. Depart for San Antonio with breakfast on the bus
Lunch at Buc-ee's in Temple, Texas
Afternoon Free time in San Antonio along the River Walk
Evening Dinner on your own
Overnight Hyatt Regency on San Antonio River Walk

Santa Gertrudis

★ ★ ★

WORLD CONGRESS

2019
4-19 OCTOBER ★ GROWING GLOBALLY ★ USA

Sunday, October 13

Day Free day in San Antonio, Texas
Evening Briscoe Western Art Museum
Courtesy of South Texas Santa Gertrudis Association
Dinner courtesy of Hefte Ranch and Strait Ranches
Overnight Hyatt Regency on San Antonio River Walk

Monday, October 14

Early a.m. Drive to King Ranch with breakfast on the bus
Day King Ranch visit and hosted lunch
Evening Dinner at Cesar Kleberg Wildlife Center *courtesy of King Ranch with special guest Helen Kleberg Groves*
Overnight Kingsville, Texas

Tuesday, October 15

Morning San Jose Cattle Co. ranch visit and hosted lunch
Afternoon Townsend Cattle Co. visit and viewing of Bluebonnet Sale consignments with hosted dinner
Evening Drive to College Station, Texas
Overnight College Station, Texas

Wednesday, October 16

Morning Beef 706 Workshop and lunch: *Using Genetic Selection Tools for Improved Carcass Quality*
Afternoon Tour Trans Ova Genetics
Evening Dinner hosted by Texas A&M University
Overnight College Station, Texas

Thursday, October 17

Morning Beef 706 Workshop and lunch: *Using Genetic Selection Tools for Improved Carcass Quality*
Afternoon Tour Sexing Technologies
Evening Dinner on your own
Overnight College Station, Texas

Friday, October 18

Morning Urbanosky Ranch visit and hosted lunch
Afternoon Scenic drive to Bay City, Texas
Late p.m. Wendt Ranches visit and hosted dinner/dance
Overnight Bay City, Texas

Saturday, October 19

Morning Attend NuGen Sale at with hosted lunch
Evening World Congress Closing Event and Dinner at Run-N-Gun Lodge
Overnight Bay City, Texas

Sunday, October 20

Early a.m. Continental breakfast provided by hotel
8:00 a.m. Bus departure to Houston International Airport
10:00 a.m. Bus drop off attendees at Houston International Airport for individual departures

Proven Performance with Tried & True Genetics

Introducing Hefte Ranch F14 and Hefte Ranch F75, top performers on our fall 2018 bull and heifer development programs.



20175360

HEFTE RANCH F75

Scanned at 12 mos.

IMF: 5.9 • BF: .15 • REA/CWT: 1.19

www.HefteRanch.com



20175282

HEFTE RANCH F14

Scanned at 13 mos.

IMF: 5.0 • BF: .26 • REA/CWT: 1.10
WT: 1,195 lb. • ADG Ratio: 112 • SC: 37 cm
BW: 58 lb. • Adj. WW: 759 lb.



HEFTE RANCH

Agua Dulce & Hondo, Texas

Kathryn Hefte • (210) 414-2493 | Kade Thigpen • (830) 426-1366
K.T. Hefte • (361) 813-4937

SANTA GERTRUDIS IS

DATA DRIVEN

- › First *Bos indicus*-influenced breed to offer GE-EPDs.
- › First beef breed to implement "single-step" methodology.
- › 30 years of data collection = comprehensive genetic evaluation.
- › 11,000+ genotypes in SGBI data set – one of the largest for a *Bos indicus*-influenced breed.
- › Full range of growth and carcass EPDs = targeted selection and genetic progress.

PROFIT PROVEN

- › Produce crossbred commercial females sought by cattlemen everywhere.
- › Adds profitable heterosis to any production system.
- › On-test gains of 3.5+ lb. ADG = efficiency, profit.
- › Adaptability, heat and parasite tolerance, disease resistance and increased longevity = more profit.
- › Igenity® *Santa Gertrudis* aids in commercial replacement heifer selection.



SANTA GERTRUDIS

The Data Driven, Profit Proven
choice for today's beef industry.



Santa Gertrudis Breeders International

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santagertrudis.com | Find us on  

KR 1269/14 "GALAN"

DOB: 10/15/14 REG #20145958



CARCASS RANK: 10 \$GROWTH: 21.08

SIRE: KR 97/10
DAM: KR 131/04 F2

EPD Profile:

MARB: 0.09 (1%)
REA: 0.27 (1%)
WW: 16.33 (2%)
YW: 20.79 (3%)
HCW: 13.53 (4%)
Back Fat: -0.02 (1%)

Korban Cattle is proud to introduce this outstanding bull in our herd. He has a sharp and elegant phenotype, along with some of the breed's best EPDs. Because his semen hasn't been offered for sale, he doesn't have many offspring. We are very excited and are looking forward to seeing the calves "Galan" will sire in our herd!



Korban Cattle, McAllen, TX

(956) 960-9099

2019 SGBI BOARD CANDIDATES CONTINUED FROM PAGE 24

and Mia have grown up showing and raising Santa Gertrudis cattle.

Erik is a third-generation farmer who knows the definition of hard work, farming 7,000 acres alongside his father and son. The Wiley family has a registered Santa Gertrudis operation that consists of 250 head and a small commercial cow operation. Erik also helps run the family-owned business Red River Farm Supply, a Purina Feed Store in Effie, La.

Not only has Erik shown leadership in our breed, he also serves as a board member on the Louisiana Cattleman's Association in Avoyelles Parish. Erik would be proud to represent the people of this fine breed on the Board of Directors, serving with integrity and commitment.

District 1

Alicia Sánchez



Alicia Sánchez seeks re-election as the District 1 at-large director on the SGBI Board of Directors. She and her family own and operate Red Doc Farm. Alicia has

raised registered and commercial Santa Gertrudis cattle since 1979. In addition to her part in Red Doc Farm, Alicia owns Justice Insurance Agency, which operates in New Mexico and Texas. She has served as a member and president of the New Mexico Beef Council, SGBI Youth Activities Committee, SGBI World Congress Committee and SGBI International Committee. She hosted the NJSQS in 2007 in Albuquerque, N.M., and chaired the 2014 SGBI Annual Meeting in District 1.

Alicia believes in moderate-framed performance cattle that meet the demands and needs of the commercial cattle raiser.

"We have made great strides and built breed equity with modern tools of profitability markers, EPDs and research data," she says.

Alicia believes SGBI has made great strides; however, she says we are in a very competitive seedstock environment and must continue to stay progressive as a breed and association.

"We must continue to utilize great tools, render breed services and effectively market Santa Gertrudis cattle in order to remain a viable breed in the beef industry," Alicia says. "As registered breeders, we have to continue to produce seedstock that fit the commercial industry and have marketplace value."

Alicia asks for your vote for District 1 SGBI Board of Directors to continue her work for a successful Santa Gertrudis

breed and an ongoing return on investment with Santa Gertrudis cattle.

District 5

Tony Creech



Tony seeks re-election as the District 5 at-large director on the SGBI Board of Directors. He owns and operates Creech Farms in Zebulon, N.C., with his wife, Allyson,

and children, Brandon, Caroline, Seth and Colin. Creech Farms takes pride in the quality of cattle they raise and takes advantage of all of the tools available to consistently improve their cattle.

"As a member of SGBI, I recognize the importance for the breed to continue in its current advancements with producers and marketplace alike," Tony says. "By doing so, Santa Gertrudis breeders will be able to achieve long-term goals, ultimately resulting in overall profitability and higher standards in the marketplace, making Santa Gertrudis a competitive force in the beef industry. I have enjoyed serving on the Board for the past three years, and I appreciate and thank you for your consideration to serve another term as the District 5 director." 🐾

GET INVOLVED WITH SGBI CONTINUED FROM PAGE 27

The Sales and Marketing Subcommittee shall be referred to on all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle in the United States and foreign countries.

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

The Commercial Cattleman Subcommittee shall be referred to on policy and procedures relating to the marketing of and merchandising of purebred and Santa Gertrudis-influenced

genetics in the United States to commercial and commercially oriented cattle operations.

Finance Committee

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

Long Range Planning Committee

The Long Range Planning Committee shall be nominated by the vice president designated as Long Range Planning vice president, and shall be charged with the establishment and maintenance of the Santa Gertrudis Breeders International Long Range Plan.

Membership Committee

The Membership Committee shall be nominated by the vice president, and

shall be charged with the maintenance of membership rolls and the establishment of criteria for membership, communications between members and beef industry allies, and encouraging member retention and recruitment of new members.

Youth Activities Committee

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

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

Join a Committee – Join the Discussion

BE PART OF SANTA GERTRUDIS WORLD CONGRESS 2019

SPONSORSHIP OPPORTUNITIES AVAILABLE

When SGBI hosts the Santa Gertrudis World Congress 2019, the world will be coming to the United States to see the cattle and cattlemen that are driving Santa Gertrudis' global growth and leading the charge to the **Data Driven, Profit Proven** preferred American beef breed. Registration for the event is now open (see pages 28-29), but there are other ways to be involved beyond attending the tour.

World Congress represents an incredible opportunity for producers, affiliates, ranches, businesses and allied industries to showcase their cattle, organizations and services, through a World Congress sponsorship. The World Congress Committee has developed a full-range of sponsorship opportunities that will appeal to all investment levels and give recognition in return. Every sponsorship allows you to reach an estimated 100+ international Santa Gertrudis breeders who are eager to learn more about your genetics, your cattle, your way of doing business, and how they can incorporate them into their operations. Don't miss this rare, unique opportunity.

Sponsorship levels include:

Patron, Platinum, Gold, Silver, Bronze and Friend. One or more complimentary day registrations are given for Patron, Platinum, Gold and Silver sponsorships, as well as company/ranch branding and marketing material distribution.

For more information on World Congress sponsorships, please contact Kathryn Hefte, SG World Congress Committee chair at (210) 414-2493 or hefteranch@gmail.com; John Ford, SGBI executive director at (361) 592-9357 or jford@santagertrudis.com; or Samantha Murnin, SG World Congress sponsor liaison at 970-318-6551 or smurnin@blueprintma.com. 📧

Santa Gertrudis ★ ★ ★
WORLD 2019
CONGRESS
4-19 OCTOBER ★ GROWING GLOBALLY ★ USA



Mid-Coast Santa Gertrudis Association

CATTLEMAN'S Opportunity Sale

Earlier 2019
Sale Date!

Saturday, May 11, 2019 at 11:00 a.m.

Washington County Fairgrounds, Brenham, Texas

NOW TAKING CONSIGNMENTS • ENTRY DEADLINE MARCH 1, 2019

Open & Bred Heifers • Pairs • 3N1s • STAR 5 Females • Select Gain Tested Bulls • Embryos • Semen

Cattle viewing Friday, May 10 from 3:00-6:00 p.m.,
followed by a cocktail social at 6:00 p.m.

-Hotel-

Best Western Inn
Brenham, Texas
979-251-7791

-More Info-

contact Sale Chairman
Matt Kubena • 979-373-1911
makubena@aol.com

WWW.MIDCOASTSANTAGERTRUDIS.COM



Introducing the Most Exciting Young Sire in the Breed

Harris Farms 190E



20173826
SIRE: El Rey KR 921/15
DAM: Harris Farms 1524

Index Information	
Growth Index	24.16
Carcass Ranking	10

EPDs as of : 1/19	BW	WW	YW	Milk	TM	HCW	BackFat	Marb	REA	Tend	SC	Hpreg	BBK
EPD	0.90	18.40	32.26	5.71	14.92	24.4	0.01	0.17	0.35	-0/04	0.42	0.04	-0.10
Accuracy	0.37	0.36	0.40	0.20	NA	0.30	0.43	0.31	0.29	0.21	0.36	0.12	0.11
Rank (1 to >95)	90	1	1	5	NA	1	99	1	1	4	35	85	99

190E has exceptional growth and carcass numbers and is listed among the SGBI Young Sire Trait

Leaders for carcass quality. He's in the Top 1% for WW, YW, HCW, REA and IMF. His individual performance for WW, YW, REA and IMF prove his ability to add to any program - commercial or purebred. He's an outstanding polled bull that will set the standard for growth and carcass value.

WW	Ratio	YW	Ratio	ADG	SC	REA	BF	IMF
735	141	1185	118	2.74	36	13.35	0.27	5.00

We will offer semen packages for a limited time.
 10 unit minimum - \$50 per unit. 50 unit packages for \$1,500.

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QUALITY CATTLE



SATURDAY,
MARCH 23, 2019



WORTHY SALE

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Mary Kay Borchers

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Tommy Phillips
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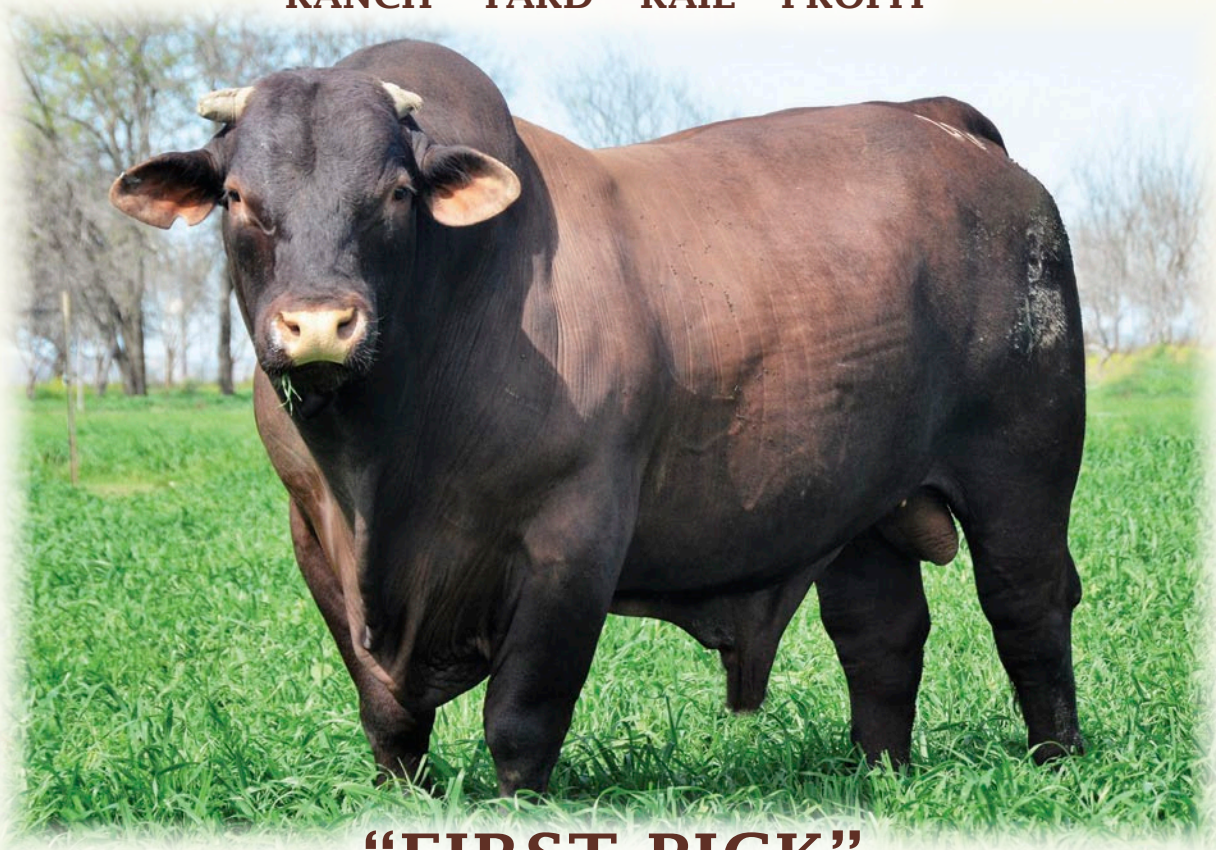
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“FIRST PICK” NEVER OFFERED BEFORE 165 Years of Historic Genetics

Friday, March 1, 2019, at the Mid-Coast International Super Sale in conjunction with the Houston Livestock Show & Rodeo, we will auction “First Pick” of approximately 200 performance-tested Santa Gertrudis bulls.

- First within-herd EPD database in the nation.
- First genomically enhanced, single-step beef cattle EPDs in the nation.
- Industry-leading fertility, carcass and growth genetics.



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