



RANCH MANAGEMENT PROGRAM

THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

Winter 2022

From the President, Jeff Mitchell '02

806-680-4325 jmitchell@tootntotum.com

Hello, Alumni!

I hope that this letter finds you and your families happy, healthy, and enjoying some much-needed time away from the hustle and bustle to enjoy friends and family during the holiday season. The timing of this letter could not be any better as I pen it after a week of thanksgiving and reflection of the many blessings in my life and the blessings of those around me. As I look back at my time as the TCU Ranch Management Alumni President, I consider it a time of blessing in my life. The last two years have had many ups and downs, twists and turns, highs and lows, BUT it has taught me a great deal about this wonderful organization that I hold so near and dear to my heart.

Two years ago, a group of alumni decided to make a change in order to create an alumni association that would be accessible, more transparent, and more effective. This change wouldn't have happened without the dedication of our Board of Directors; Chad McCormick, Bryan Morris, Paul Hicks, Missy Bonds, Frank McLelland, and the Alumni Association Executive Committee; Matt McLelland, Amanda Dyer, Jessen Cowen, Patrick Murray, and Dustin Valusek. Everyone of these individuals played a vital role in developing strategies and implementing them along the way. Our alumni association network has grown stronger and now reaches farther than we could have ever imagined because of the hard work of these individuals. I will never be able to thank them enough for everything they have done over the last two years and have committed to continue to do to see our organization stay on the same pathway to success.

I would venture to say that one of the biggest milestones of the last two years is the development of relationships between TCU RM and the TCU College of Science and Engineering. When we approached Dean Kruger about our plans to reorganize the alumni association and explained our readiness to assist the program in all ways necessary, he opened his door and the lines of communication to us with the same steady determination. His desire to work alongside us to make the TCU Ranch Management Program the best it can be is a relationship that will benefit TCU RM for many years to come.

In order for things to succeed, there must be a willingness to change. This is something that our program is in the midst of and one of the more challenging parts of the past two years. As many of you know, Kerry Cornelius has stepped down as the TCU RM Director and it is time for us to find new guidance and leadership to ensure that this program continues to be top tier and the best of its kind while remaining respected within our industry. This is not a task that is being taken lightly. To date, a search committee has been formed and they have commissioned a headhunting firm to lead the nationwide search for new leadership. As this process develops, the committee will update the alumni as often as possible.

In closing, all I can think to say is THANK YOU. Thank you to everyone who has answered my phone calls, mentored me through this process, encouraged me, and helped me along the way. Every day I am reminded that I wouldn't be who I am or where I am today if it wasn't for the TCU Ranch Management program. Thank you to Jim Link who stepped up in a moment of need; the comradery and commitment to TCU RM is something I am proud to be a part of.

I look forward to seeing as many of you as possible at Winter Round Up where I will hand the reigns over to Matt McLelland. It has been an honor to serve as your Alumni Association President. I am excited to see the great things in store for years to come.

Respectfully,
Jeff Mitchell

TCU RM Alumni Roundup 2023

Saturday, January 21

TCU: Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive, FW TX 76129 (parking in lot 6/beside Kelly Center, parking garage/behind RM building, and lot 3/behind parking garage)

<https://alumni.tcu.edu/new/our-facilities>

\$10/person

8:30 REGISTRATION, LITE BREAKFAST, & VISIT

9:00 WELCOME

9:15 MORNING PROGRAM w/Guest Speaker: Jason Skaggs, TSCRA

10:00 BREAK

10:15 MORNING PROGRAM CONTD w/Guest Speaker: Josh Winegarner, TCFA

11:00 GUEST SPEAKERS Q&As

11:30 ALUMNI ASSOCIATION BUSINESS MEETING

River Ranch Stockyards, 500 Northeast 23rd Street, FW TX 76164 (complimentary parking)

<http://riverranchstockyards.com/>

\$40/person

5:00 COCKTAILS/CASH BAR

6:00 DINNER/AUCTION

7:00 –10:00 MUSIC/DANCE (Will Hobbs and The Crop Dusters)

Hotel Reservations:

Courtyard/FW Historic Stockyards, 2537 North Main Street, FW, TX 76164 (\$289/nt)

Phone: 817-624-1112 and refer to TCU Alumni 2023

Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1664304142075&key=GRP&app=resvlink>

Reservation Due Date for discount rate: January 6

Hyatt Place/FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164 (starting at \$404/nt)

Phone: 817-626-6000 and use discount code 32847

Online: https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp_lclb_gmb_seo_dfwzf

Use special rate corporate/group code 32847

Hyatt Place/TCU, 3029 Sandage Avenue, Fort Worth, TX 76109 (\$179/nt)

Phone: 817-353-2191 and refer to TCU Ranch

Management Roundup 2023

Online: https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-tcu/dfwzu?corp_id=G-DNKB

Reservation Due Date for discount rate: December 20

TCU RM ALUMNI ROUNDUP 2023
JANUARY 21



MORNING LOCATION: TCU Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive, Fort Worth, TX 76129 <https://alumni.tcu.edu/new/our-facilities>

\$10/person

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\$40/person

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- 6:00 DINNER/AUCTION
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Morning: No. _____ x \$10.00 = \$ _____

Dinner/Dance: No. _____ x \$40.00 = \$ _____

Total Amount Enclosed \$ _____

Payment Is Due By *Friday, January 13, 2023*

Online registration and payment with e-check or debit/credit card:

https://secure.touchnet.com/C21491_ustores/web/product_detail.jsp?PRODUCTID=206&SINGLESTORE=true

OR mail registration form and check to:

TCU Ranch Management, TCU Box 297420
Fort Worth, TX, 76129

Your Name: _____

Grad Year: _____

Address: _____

Email: _____

Telephone Number: _____

Guest Names: _____

AUCTION DONATION

(Please include *value* of item(s) listed)

Item(s):

It's Time to "Stoke the Fire"



Chris Farley

Assistant Director

Southwestern E & L S Professorship

j.farley@tcu.edu

Recruiting quality prospective TCU Ranch Management students is the #1 way you, as a Ranch Management alumni, can continue to support the excellence of this program. The reputation of this program for the past 67 years is based on the quality of students that graduate from this program. RM alumni have always been the source of these quality students. As a department, we are recruiting on more college campuses, at more trade shows, and at more field days than ever before, yet every year the majority of students have been personally recruited by one of you. Please make a purposeful effort to share your Ranch Management experience with every young person you meet.

The next fire that needs restocking is the increasing need for summer working opportunities for prospective RM students. RM students are required to have actual ranching experience to be considered for the program. This ranch experience is an essential part of the future success of that student. The student with very little actual experience will normally struggle with the practical application portion of the program. The cornerstone of the TCU Ranch Management Program is the critical thinking skills of combining the classroom knowledge with outside work experience to solve the assigned projects of the program. The field trips do enhance this process, but are not designed to replace the work experience.

This is where the involvement of RM Alumni can bridge the gap for receiving this actual ranch work experience. Working alongside one of you for a summer can help us, and the future student, determine if the program is right for them, while receiving the actual ranch or ranch business experience. A few of you are already facilitating this summer work process, but we need more. Each student has different work experience levels and geographic preferences; therefore, we need all types of operations from far and wide. I would like to broaden the work experiences not only to ranches, but also to livestock oriented businesses that deal with the ranching industry.

If you have contacted me in the past and have not received an opportunity to share with a student, please do not give up. Each student and opportunity is different and we try to make the best match possible for all parties involved. If you have suggestions on any work experience or have an opportunity of your own to share with a future RM student, please contact me through email at J.farley@tcu.edu or call the RM office anytime.



Diversify to Spread Cashflow



Jason Faubion
Assistant Director
John Biggs Professorship
j.faubion@tcu.edu

Most of our production-level, agriculture businesses face the challenge of limited cashflow. For many, the business operates with only one or two “paychecks” per year. With a typical spring calving, cow-calf ranch, the operation would sell the calf crop in the fall, along with cows that were culled at weaning time. Aside from a few springtime dry cows and cull bulls, this would be the total annual revenue. Fortunately, many are able to secure an operating loan, typically a line of credit, which will allow the management to borrow and repay as needed, throughout the year. These operating loans are convenient and less restrictive than a more secured note, but usually come with the price of a higher interest rate. With recent and ongoing interest rate increases, the cow budget charge for interest has doubled this year – and is likely higher than what most would spend for the cow’s mineral for the year. While cashflow is important to every business, agriculture seems to inherently struggle with it to a higher degree. There may be some possible management strategies however, that could help with this challenge.

While a line of credit may be a necessity in the agriculture business, management may be able to save money on the interest that is charged. If the manager is able to find opportunities to diversify the ranch business in a way that can generate income at varied times through the year, that income might be used to pay down the operating line, or possibly prevent the manager from borrowing as much. While diversifying the business may not be easy to accomplish, it might be worth a consideration for a long term plan. Being December in North Texas, it is easy to consider a readily available diversified enterprise with deer hunting. Hunters in many states are willing to pay to hunt privately owned ranchland. In some areas, the competition among hunters is so great that they are typically not worried about the timing of the lease payments to the rancher. In this case, a great way to spread cashflow is to use a payment schedule, as spelled out in the lease agreement, that will bring inflows of cash at times of greater finance need during the year. In many areas, ranches may have other species to hunt, such as migratory birds and waterfowl, turkeys, or even feral hogs. All of these can help bring inflows of cash at varying months of the calendar.

Another consideration might require more planning by management. In the earlier example of the spring calving cowherd, a manager might consider a dual calving season. While there are many considerations here, splitting the revenue into two major paychecks could be a great help in the cashflow of the business. Of course, there are many variables to deal with, including – ranch resources, climate, feed requirements, labor, marketing, and many others. While this is not an overnight change, it may be a consideration for the long term.

While the ability to diversify into other enterprises might be dependent upon the region, such as running sheep or goats, crop production, hunting, or agriculture tourism, it is worth consideration as a ranch is dealing with cashflow issues and increasing interest costs. Of course, any and all of these types of decisions can be implemented, only after careful and thorough planning.

I want to wish you all a Merry Christmas and Very Blessed 2023!

“Equinomics”



Matt McLennan
Associate Professor
Houston L S & R Professorship
m.b.mclennan@tcu.edu

I hope all of you will indulge me the literary freedom here to combine words and make up a new word? For a title to this inconclusive writing, I have taken the word equine and combined it with the word economics to coin the new word, “equinomics”! I know! I’m kind of running wild here. Bare with me a minute. Many of you would argue in the past that things equine and things economic don’t share any common ground. I would at the very least agree that horse values certainly have a driver behind them that is not a function of production agricultural economics. I find myself reading about or hearing about sale results and horse values of over \$20,000! There are some extremes, particularly where there is specialization like roping, cutting or cow-horse work involved of horses selling in excess of \$100,000. I did some research. Keep in mind this is not thorough research and some horse values from years back are difficult to find. Let’s just look at this as purely anecdotal and as a coffee shop conversation. These are some ranch horse type sale results I looked up.

2013 Western Heritage Classic Sale- Avg \$4,443 High seller \$22,500
2015 Western Heritage Classic Sale- Avg \$5,832 High seller \$23,000
2019 Western Heritage Classic Sale- Avg \$9,022 High seller \$43,000
2022 Western Heritage Classic Sale- Avg \$16,090 High seller \$60,000

Just in this sale alone the increase from 2013 to 2022 ranges from 166% to 260%. Another interesting thing to point out is that of the 80 horses sold in 2022 over 1/3 were classified as “riding geldings” and were 4+ years of age. Their avg value sold was \$18,627.00. This might be the most applicable class of horse for our discussion. I find myself a little short of breath with a rapid pulse!

The Western Heritage Classic is certainly considered a premier sale and is limited to certain ranches and trainers. I did a little further research into horse values in a less limited option. Here are some results I found.

Triangle Horse Sales of Shawnee, OK sold 386 horses in their January 2022 sale at an avg of \$18,300. This included 111 hd of “seasoned geldings” at an average of \$21,600. In May 2022, Triangle sold 367 horses at an avg of \$14,500 which included 79 “seasoned geldings” which brought an avg of \$20,650.

I had difficulty finding a lot of horse sale results prior to 2013. I’m sure it’s out there. I just didn’t dig that hard. Relying on my own personal experience and memory back to 1998-2000 I can remember that \$3,000-\$5,000 would purchase some decent “using type” ranch horses then. The lower end of that range would also purchase some you didn’t like! I am taking some real liberty with numbers and I recognize not everything I have mentioned here is apples to apples. I think I have established that there has been a genuine increase of ranch horse values over the last 20 plus years of 200% or more. For comparison’s sake, I thought about cattle values over the same period. To avoid so much subjectivity (as if there’s not plenty in the horse value discussion!) I just looked up the avg CME January Feeder Price for 2000, 2010, 2020 and 2022.

2000 Jan Fdrs- \$85.20/cwt
2010 Jan Fdrs \$96.80/cwt
2020 Jan Fdrs \$142.38/cwt
2022 Jan Feeders on Friday 12/02/2022- \$182.43

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“Equinomics” cont’d from page 6

It looks like feeder value from January 2000 to last week increased 114%. This increase in feeder values, while quite a respectable increase, doesn’t quite keep up with what the increase in ranch horse values appears to be. This “napkin and back of glove” analysis of horse values and cattle values brings me back to “equinomics” and all the questions buzzing around in my mind.

- If you are a rancher, what do you do? Do you purchase horses for your use at these prices? Do you attempt to own mares and a stallion and raise your horses? If you say yes to that one, remember a mare is 1.25 animal units and her progeny are 1.25 animal units after they’re weaned. If you choose to raise them, can you raise and train a nice, usable type ranch horse to at least 4 years of age for less than \$15,000 after all costs (including land and human capital) are factored in? Do these values represent a genuine source of increased revenues and profit potential? Do they offer potential employ engagement and bonus opportunities?
- If you are a stocker/feeder producer who employees cowboys that you require to furnish their own horses; how do these values impact you? Do you require a cowboy that makes \$30k-\$50k a year in salary to furnish 2 or 3 of his/her own horses at these values? I understand the argument that there are cheaper kinds of and places to source their horses. That’s a true statement. It’s also true that as an employer of horseback employees, insurance data on workplace accidents will show that horse involved accidents are a significant risk to your workplace safety, insurance expense and your overall bottom line. With all that said, how do these recent values impact your policy making and management decisions regarding horseback employees and your expectations of the horses they furnish and the horses that you will allow on your operation?
- If you are an employee or a livestock caretaker that is required to have and maintain at least 2 if not 3 or more quality horses, how do you maintain the level and value of horse inventory needed? Are you riding young horses? If so are you complying with your employer’s policies? Are you able to perform the quality of work you as an employee or contract caretaker need to perform while riding younger horses? Are you considering your own safety and what your fall-back position will be for supporting yourself and your family if you were to sustain an injury? Do these values represent a genuine source of additional and increased revenue and profit potential for you? Do these values represent an opportunity for you to own and or lease facilities, possibly raise some of your own horses and to possibly build equity into a land base of operations?

I have made some observations and asked a lot of questions here. There are so many more observations that could be made and questions to ask. I recognize I really haven’t provided answers. I do hope I have provided some fodder to spark the fires of thought in your minds. I know the audience I am writing to here is who will come up with the best answers and solutions to all these things equine and economic. I really look forward to seeing you all at Winter Roundup and discussing “equinomics” with you!

Have a Merry and Blessed Christmas!

Matt McLennan



East Wildlife Foundation 10.26.2022



Huisache Cattle Co 10.25.2022



Thank you to our sponsors for supporting TCU RM Annual Alumni Tailgate!

It was a huge success and we could not have done it without you!

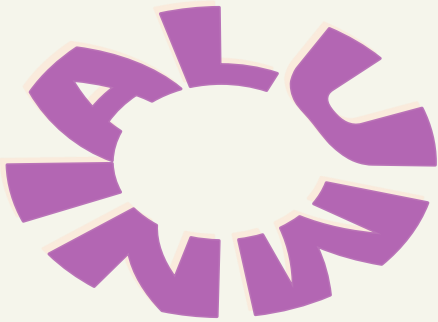
GO FROGS!



Thanks [APEX Coolers](#) for donating a great cooler system!



Alumni Spotlight



Name: Mike Corn '78

Current Employer: Self employed in Roswell, NM

Job Position/Title: Owner of Corn Ranch and Roswell Wool

Job Duties/Responsibilities: 4th Generation rancher, owner and operator of Corn Ranch which includes over 42,000 acres, over 750 Cows, and 800 sheep. I'm also owner of Roswell Wool, the largest wool marketing commission merchant/warehouse in the USA.

TCU RM Reflections: This program has helped mold our family operation in many ways as we have had 13 family or family of family attend the program. Including my daughter Jessica, and my son, Bronson "BA". Jessica went on and married her classmate, Craig Cowden.

Advice to Applicants/Students: "It's not what you know but who you know" that will make the biggest difference in your life. This program introduced me to many, many people that can help me answer or solve any question that I have needed advice on over the past 45 + years! I also roomed with my best friend, Gene "Primo" Walker Jr. while attending the class!

Prior Experience/Education: I have been self employed since 1982.

Involvement in Organizations/Clubs: Over the years I have been involved and served as President in our local Soil and Water Conservation District Farm Bureau, N.M. Hereford Assn, N.M. Wool Growers Assn, and most recently served as President of the American Sheep Industry, /ASI from 2017-2019.



● ALUMNI ASSOCIATION DONATION ●

Please consider donating to the alumni association for your end-of-year gift;
the alumni association is a 501 c3 charitable organization.

Requests can be named or anonymous, any amount will help!

Contact Jessen Cowen at jtcowen89@gmail.com or send checks payable to:

Ranch Management Alumni Association, Inc.

P.O. Box 825

Fort Worth, TX 76101

Alumni Spotlight Cont'd

Name: Jessica Corn Cowden '10

Current Employer: Self

Job Position/Title: Co-Owner/Operator Cowden Land and Livestock; Canadian, TX

Job Duties/Responsibilities: Bookkeeping

TCU RM Reflections: Attending the TCU Ranch Management Program, was the best decision I could have ever made for myself. I needed a thorough education on managing and operating a ranch in order to keep it thriving for future generations, and I found just that. I also found my husband while I was there... he sat right next to me in class. I originally went to college to be a school teacher. That education failed to teach me any business skills, and I knew first hand that the TCU Ranch Management Program would prepare me with the skills I needed to be a successful ranch business owner.

Advice to Applicants/Students: Don't let the tuition amount scare you off from the highest quality education you can get in a year of schooling. I had approximately 3/4 of my tuition paid for by a wonderful scholarship. Try hard and hold yourself to a high standard and you'll do well in this program. My husband Craig and I own and operate a cow/calf operation in the TX Panhandle. We raise black and red angus cattle. We recently took over the operations of, and are leasing Craig's family ranch/farms. We hope to continue the legacy of ranching for our future generations. I am a 6th generation rancher and Craig is a 5th. We have our 3 children in on as much of the ranch work as possible. I am also co-owner in Legacy Land and Livestock with my family in NM. My brother, Bronson manages that cow-calf operation. Craig and I go to NM to help as often as possible. Mom, Dad, BA and my brother in law, Sterling, come to TX to help us with cattle work as well. Craig and I were able to take in some of our NM cattle for a couple of years during the drought. We just try to support each other in the good times and hold each other up in the tough times. That's what family does. My dad, Mike, my brother, Bronson, myself and my husband, Craig are all alumni of the Ranch Management Program. The program has been a huge part of my life since the day I was born. I have so much respect for and admire what this program stands for.

Prior Experience/Education: Bachelors in Education from NMSU, TCU Ranch Management Program

Previous Employment: Chaves County Soil and Water Conservation District, Rabo AgriFinance, Pampa ISD, Capital Farm Credit

Involvement in Organizations/Clubs: Canadian Methodist Church



Alumni Spotlight Cont'd

Name: Bronson Corn '07

Current Employer: Legacy Land and Livestock & Vaca Flaca; Roswell, NM

Job Position/Title: Owner/Operator/Manager

Job Duties/Responsibilities: Operations manager, complete care of grow yard, nutritionist, cattle marketing, feed procurement, welder, mechanic, head water leak fixer!, new waterline construction and engineering, equipment operator

TCU RM Reflections: The practical side of ranching is only half of what it takes to run a ranch. Where TCU steps in, is to give you the business knowledge to get you through the hard times and the relentless droughts that have plagued us here in NM since 2011. The first day at TCU they told us "Take off your blinders, don't get tunnel vision, there is always a different way to get something done!" Thinking outside the proverbial box is what TCU taught me.

Advice to Applicants/Students: Go in with an open mind! Be prepared to stay up all night trying to study, or finish a project. You will get out of the program what you put in it! If you're going to half ass this experience, your probably not going to get through this program! Take good notes because you are going to look back through them for years to come. Ask as many questions as you possibly can, and my professors always impressed upon us, "There's no stupid questions!" If you're having problems with your grades, go to the teacher and ask them for help, they are there to help you get through this experience!

Prior Experience/Education: I had an awesome role model , my dad Mike Corn. He went through the program and helped me learn a lot on our family ranches. The school of hard knocks has taught me a lot over the last 11 years for sure! I also worked for 2 of my classmates (Chance and Collin Bowers) in the panhandle of Texas, working with them taught me more about my priorities than I ever thought I needed to know!

Involvement in Organizations/Clubs: I'm currently the President-Elect of the NM Cattle Growers Association, on the executive board of the American Sheep Industry, immediate Past President of the NM Wool Growers, Ag Advisory committee for the State Land Office and Vice President of the Chaves County Farm and Livestock Bureau

Name: Craig Cowden '10

Current Employer: Cowden Land & Livestock; Canadian, TX

Job Position/Title: Owner/General Manager

Job Duties/Responsibilities: Business management, operations, financial analysis

TCU RM Reflections: Ranch Management was an incredible experience. Although challenging at times, it helped prepare me in prioritizing and managing multiple issues that arise while owning and operating a cattle business. The field trips give practical, real world ideas and advice while also providing contacts you can reach out to for help.

Advice to Applicants/Students: Manage your time and don't be scared to ask for help or guidance.

Prior Experience/Education: Texas A&M University (Bachelors in Ag-Business), TCU RM, Cowden Cross L Cattle Co., Peyton Ranches (Canadian, Tx), Cowden Land & Livestock

Involvement in Organizations/Clubs: Hemphill Underground Water District Director, Canadian Methodist Church

Announcements Cont'd

North Texas Field Trip dinner thank you! Special thanks to [Animal Health International](#) for graciously donating a delicious steak dinner and hosting a warehouse tour to the current class & alumni on the North Texas field trip. If the class would graciously bring rain to every field trip location like they did in Hereford, we would all sincerely appreciate it!



If you or your company would like to host students for a field trip dinner, please contact Jessen Tucker Cowen '13 at jtcowen89@gmail.com

Upcoming field trips (exact dates TBD):

- Mid-February—Southwest Texas
 - Mid-March—East Texas
 - April—Oklahoma/Kansas

Special thanks to the Hesse family for a wonderful venue & live music; Frank & Jennie McLelland, Hillman Land & Cattle, the Dustin Valusek family & Gilly Riojas for donating a delicious meal to our current class & alumni on the Southwest Texas Field Trip!

THANK YOU

BIG thank you to Robert Horner of Elanco and Kevin Przilas of Merck for helping with chute side on the day trip to Bonds Ranch!

▪ ▪ EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS POSITIONS AVAILABLE JANUARY 2023 ▪ ▪

Positions available: President Elect, Treasurer Elect, Secretary, Communications Director, and 2 Board of Directors.

Alumni, call/email the Ranch Management office with your nominations **no later than January 6!!**

Sponsor Spotlight: Texas and Southwestern Cattle Raisers Association



This edition's "Sponsor Spotlight" is the Texas and Southwestern Cattle Raisers Association (TSCRA), a multifaceted organization that lives to advocate and educate the beef cattle producer, no matter the operation size. It is one of the oldest cattle associations in Texas, formed in 1877 under an oak tree in Graham, Texas by 40 cattle producers' intent on stopping cattle theft. Now, the association represents over 18,000 member families directly involved in ranching and beef production. These members manage approximately 4 million head of cattle on 76 million acres of range and pastureland in Texas, Oklahoma and the Southwestern Region of the United States.

Tyler Schuster, Manager within the TSCRA Department of Education took the time to offer a more in-depth view of TSCRA's inner workings. Tyler is an alum of Tarleton State University, where she completed a Bachelor's in Ag Services and Development. She also continued her education and completed a Master's in Public Service Administration at the George Bush School of Government and Policy at Texas A&M University. A testament to the power of internships, Tyler completed an internship opportunity at TSCRA after graduation where she was able to work within all departments of TSCRA. Then, was offered a full-time position within education, primarily youth and young producers.

TSCRA sees the value in a partnership with TCU RM largely because of the pure advocacy of our graduates. "TCU Ranch Management graduates are advocates, regardless of the industry sector they go in to," says Schuster. "They have good cattle and raise a healthy and safe beef product, all while advocating for TSCRA and TCU Ranch Management in daily life. This goes for current students and alumni. We {TSCRA} live for this land and the people who are stewards of it. But we strive to educate those that need a little help along the way too. The graduates of TCU RM are already equipped with that information, and, by default, educate their peers, whether through actions or otherwise." The organization is comprised of eight different departments, designed to fully outfit and equip beef producing members. Some, you are likely familiar with, others, not so much. Here's a brief recap of each department::

Events: Plans and executes all events held through and for the TSCRA organization. The most recognizable of these is the Annual Convention, which is scheduled for March 24-25, 2023, at the Fort Worth Convention Center. They also organize the twenty-two (22) Ranch Gatherings held throughout Texas and the Southwest Region throughout the year. These Ranch Gatherings are educational opportunity and an appreciation to members, all in one event! Additional events held annually are the Policy Conference and Summer Meeting.

Education/Engagement: Sole purpose of educating members on top industry issues. Nearly 30 hours of the Annual Convention are dedicated to training producers through the School for Successful Ranching and other breakout sessions. This department also hosts a monthly webinar called "Ranching 101" at 1 pm on the third Tuesday of every month. This web-based education goes through nearly every situation a new-to-ranching producer should know and encourages proper practices to grow safe, wholesome, nutritious beef. They also offer specialty education opportunities, such as Drought Management, when applicable, invited speaking engagements on various topics, a High School Camp and multiple tailgate and other camaraderie activities.

Government Relations: Steady battling against the "greenies," this department is housed in Austin, but also rallies at the federal level. There are four (4) policy committees made up of TSCRA members that decide which policies/topics are the most crucial to defend each year or session. The Board of Directors vote on the policies/topics brought up by the Policy Committees, and the Government Relations team is "off to the races!" Say an extra prayer for them, as they are gearing up to start back on January 9, 2023.

continued on page 15

Sponsor Spotlight cont'd from page 14

Communications/Marketing: Designs and edits one of the oldest cattle publications, “The Cattlemen Magazine.” With the intent on delivering information that will hold a shelf life, you will find topics for today, and solutions for tomorrow. This department also manages the website, social media and merchandise.

Membership: Are you a member? If you’re reading this, then you should be! For the current class, or those still in school, take advantage of the discounted Student Membership Rate of \$25 and capitalize on the information and education that is priceless. There is also a “Young Professional” rate of \$100 that is discounted compared to other levels. Struggling to come up with the \$25 for membership dues? TSCRA, has you covered. As of January 1, 2023, all student memberships will be FREE. Then, there will simply be no excuse. Purchase your membership here: <https://cattle-raisers-trading-co.myshopify.com/collections/tscra-membership/products/new-tscra-membership?variant=39818009083992>

Special Rangers: Law Enforcement department of 30 rangers with the purpose of investigating and recovering stolen property. The department is funded by TSCRA memberships but their services are available to the public. The TSCRA Special Rangers team recovers millions of dollars of stolen cattle, equipment and other property annually. This department is also in charge of overseeing all brand inspections completed at livestock auctions within the state of Texas; brand inspections are funded by your Beef Checkoff dollars.

Insurance: This department offers health insurance with the primary focus of insuring those that are self-employed with an affordable option. Department members have multiple different companies to work with and will quote based on your personal needs. They also have the option of insuring employees under the main policy holder. Home, auto and life insurance policies are also available. Currently, enrollment is open for 2023! Visit this link for more information: <https://cattleraisersinsurance.com>

Fort Worth Stock Show and Rodeo: It’s Stock Show Season! Have you noticed the Annual Round Up is always smack dab in the middle of the Fort Worth Stock Show and Rodeo (FWSSR)? That’s because the original intent in scheduling Round Up was to capitalize on an already large number of alumni in town! Now, the show is much larger and diverse; it’s a little more difficult to forecast when the majority will be in town, but still a great atmosphere to host alumni. And no lack of events to attend. The FWSSR and TSCRA have shared a bond since the earliest days of both organizations. This year, TSCRA members are offered free grounds passes to enjoy the stock show and all it has to offer. Reservations must be made by December 16 to capitalize on this opportunity. Additionally, the Fort Worth Ranch Gathering is scheduled for January 14 at 5 pm in the Round Up Inn of the Amon G. Carter Jr. Exhibits Hall. Reserve your pass and Ranch Gathering tickets here: <https://tscra.org>

We are so privileged to have such ambassadors that want to partner with us at TCU Ranch Management. Other than the immeasurable resource in education that the organization has to offer, the number of contacts to be garnered from TSCRA members is astounding. As always, we’re looking for advice from other industry professionals. Here’s what Ms. Tyler Schuster has to offer in the way of advice: “We believe in TCU Ranch Management and what we’re doing at TSCRA. Invest in your future. Organizations are vital now and will be in the future. Producers always have questions; organizations (and its members) have answers. There are so many of our members and directors that want each other to win – use these wise resources! And adopt and diversify. It’s getting harder and harder to solely ranch, so adopting and diversifying your cattle business for generating revenue is becoming more important.”



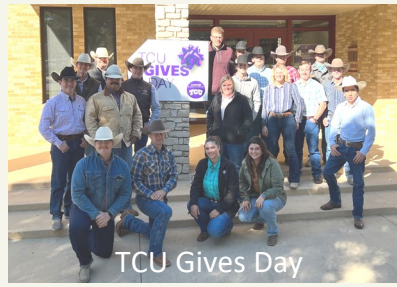
Tyler Schuster, (830) 261-0109



- **January 20: Green Honors Chair sponsored by TCU Ranch Management, John Maketa “If You Want to Predict the Future, You Have to Do the Math: Becoming Conversationally Intelligent About Demographic Trends”** 9am-11am; TCU Brown Lupton University Union Auditorium/Ballroom, Fort Worth, TX
- **January 21: TCU RM Roundup**, Fort Worth, TX
- **February 1-3: Cattle Industry Convention & NCBA Trade Show**, New Orleans, LA
- **February 2: TX A&M AGLS Career Fair**, College Station TX
- **February 9: West TX A&M Spring Career and Internship EXPO 2023;** Canyon TX
- **March 24-26: TSCRA Cattle Raisers Convention & Expo**, Fort Worth, TX
- **March 25: TSCRA Reception**, 5pm—7pm; Cast Iron Restaurant, Omni Hotel, Fort Worth, TX
- **April 25—26: Hemphill County Beef Conference**, Canadian TX



Kincaid Ranch 10.25.2022



TCU Gives Day

TCU Ranch Management Alumni Association, Inc. Executive Committee and Board of Directors

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WHO DID WHAT:

- mail: TCU Box 297420,
Fort Worth, TX 76129 OR
- call: 817-257-7145 OR
- email: ranching@tcu.edu



Thank You!!!

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, birth, or job.

You are helping us keep up with you and that's what we want to do!

Grad Year _____

Name _____

NEW ADDRESS/PHONE/EMAIL

Address _____

City _____ State/Zip _____

Home Phone _____

Cell Phone _____

E-Mail _____

JOB CHANGE

Company _____

Position _____

Address _____

City _____ State/Zip _____

Work Phone _____

Work E-Mail _____

WEDDING

Spouse's Name _____

Date Married _____

BIRTH

Baby's Name _____

Date Born _____



*Happy Holidays
from your Ranch
Management
family!*



As a reminder, due to the rising cost of postage, printing, and budget cuts, **Cattle Call will ONLY be sent via email.**

You are able to view past issues on the TCU RM website <https://cse.tcu.edu/ranch-management/alumni/cattle-call-newsletter.php> or <https://www.facebook.com/TCU-Ranch-Management-269381929485>

Please make sure we have your most recent email address. If you do not have access to a computer or email, please call and let us know and a copy will be mailed to you.



Ranch Management items available for purchase:

cap \$25 long sleeve shirt \$25 mug \$5

short sleeve shirt \$16 onesie/toddler t-shirt \$25 gate sign \$22

**Please call or email the RM office for pics of merchandise and/or
to see what's in stock.**

Proceeds benefit Ranch Management student scholarships.

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For sponsorship opportunities, please contact Jessen Tucker Cowen '13
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