



RANCH MANAGEMENT

CATTLE CALL
Newsletter for Alumni of
TCU Ranch Management
Spring 2024

From the President, Matt McLelland '12

(806) 778-8679 mjmclelland1@gmail.com

Hello all,

It seems like spring is here with mesquite trees looking to put out, cattle still on wheat starting to really gain, and spring works right around the corner. I hope this letter finds you all soaking up the recent moisture that hit a lot of us this past week.

This is a busy time of year for all of us, but I hope you will find time and consider helping out where you can with our fellow alumni (and everyone else) that were affected by the fires this last month. There are several ways to donate financially, i.e.-TSCRA, WRCA, Ranch Management Alumni Assn., and several local and county fundraisers and relief funds that have been set up as well. In the coming weeks, the men and women affected will be needing physical help and material, too, and that is where you can step in. It is times like this that show how tight knit and strong our alumni base and industry as a whole really are.

The TSCRA Convention starts tomorrow and we hope to see you all there. Stop by and visit the folks working the TCU Ranch Management booth and make plans to be at the Ranch Management Alumni reception. The current class is rockin' and rollin' with coursework, plans, and field trips but will be there at the convention, so please introduce yourself and get to know this great group of men and women.

As always, if you have a prospective student or someone who may be interested in the program, please get them in touch with an instructor, the office, or myself. The seats are filling up fast for next year with good quality individuals who will help keep this program at the top of its kind where it ought to be. If there is anything I can help with, please don't hesitate to reach out.



Dr. Matthew Garcia
Director
Southwestern E & L S Professorship
m.garcia768@tcu.edu

Training Adaptability, but Realizing the Importance of Network Building

As we inch closer to the end of the year and students have turned in their management plan, I can't help but think about the dual importance of management adaptability and networking. Through the program we are constantly preaching adaptable thought and that there is no universal solution for managers. This effort was intensified this year as the management plan incorporated a plan B in which students had to adapt their management strategy for disasters or unknown events that threw a wrench in their best laid plans. Unfortunately, for our students and many alumni, the tragic scenario of disaster is playing out right in front of our eyes. The world and our students are watching as these terrible fires decimate the panhandle, and they are also watching how the people of the panhandle are handing this situation with consummate professionalism, resiliency, adaptability, and grace.

While watching interviews from former alumni and seeing the devastation, I couldn't help but also see the power of the professional and social network. Specifically, I have been most impressed with the power of the TCU Ranch Management Alumni network during this devastating time. Since I have been at TCU I have told any student that would listen that the TCU Ranch Management network of people was probably the most valuable part of this program. There have been numerous times that I have been in absolute awe of the goodwill and willingness to serve when alumni have been called upon. While this fire is no less devastating, it has been absolutely refreshing to see our TCU Ranch Management Alumni spring into action. When news of the fires first came out, our department was flooded with calls asking, "What can we do?", "What can we send?", or "How do we find out who needs what?". This organization really does go to bat whenever someone is in need or has been knocked down.

I know that this has been a somewhat rambling column, so I'll get to my original point. We can train adaptability of management strategy and tell students that they are going to face unforeseen circumstances. However, I would argue that it's even more important to surround yourself with a network of people as amazing as the TCU alumni, who share your passion and will be there at those times when adaptable management strategies may not be enough. As this tragedy continues to play out, please know that you are all in our prayers and if anyone knows someone that needs something (I know some of our alumni are very proud and sometimes won't ask), please reach out and we will try and network a solution to help out.





Ranch Management

ALUMNI RECEPTION

COCKTAIL HOUR

SATURDAY, MARCH 23RD
5:00 - 6:30 PM

HEAVY HORS D'OEUVRES AND CASH BAR

CAST IRON RESTAURANT

OMNI FORT WORTH HOTEL
1300 HOUSTON STREET
FORT WORTH, TEXAS 76102

SPONSOR EVENTS

OPEN BAR
MERCK BOOTH

FRIDAY, MARCH 22ND
5:00 PM



CASH FOR CARTRIDGES

THANK YOU TO OUR LOYAL SPONSORS



CAVINESS BEEF • COMPASS AG SOLUTIONS • MERCK ANIMAL HEALTH

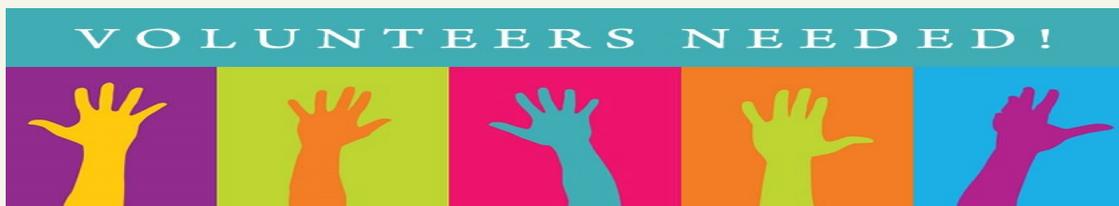
APEX COOLER SYSTEMS • BIG BEND TRAILERS • CAPITAL FARM CREDIT
ELANCO • RANCBOT • LIVESTOCK NUTRITION CENTER
PRODUCERS TRADING COMPANY

AGRIWEBB • BOEHRINGER INGELHEIM • LAND O'LAKES PURINA
RANCHSENSE • TSCRA • ZOETIS

TCU RM is putting together a database for alumni who are interested in volunteering when we recruit at college career fairs, conventions, etc. Some events we might need you just a couple of hours and other events may be all day. Basically, you are at our recruiting table talking to people interested in the program, and you might need to set up a couple of retractable banners, put brochures on the table, etc.

Please follow this link <https://forms.gle/wFX8Vz8iZLMrKVSu5> or email michele.barrow@tcu.edu if you want to be included on the volunteer list.

Recruiting events can be found at
<https://cse.tcu.edu/ranch-management/on-the-road-events.php>.



Alumni Spotlight

Name: Peter Etheridge '23

Current Employer: Finley Livestock/Etheridge Cattle Co. LLC

Job Position/Title: Finley Livestock; Caretaker Etheridge Cattle Co LLC; Managing Partner

Job Duties/Responsibilities: Finley Livestock; providing custom livestock care over two grow yards, tending to fresh cattle on pasture, as well as a cow herd.

Etheridge Cattle Co. LLC; custom cattle feeding and preconditioning in our grow yards in Jack County and Parker County. Custom care for wheat pasture and grass cattle. As well as raising quarter horses to be used and shown.

TCU RM Reflections: Besides marrying my wife, attending Ranch Management was the best decision I ever made. The program gives you just as much as you give it. I urge current and prospective students to take the program seriously and put the work in because it will reward you in ways you would not think of before starting. The contacts, relationships, and network you leave the program with are unmatched. Hard work in

the program does not go unnoticed and it will pay off post-graduation. Lessons learned throughout the program have helped me in many ways outside of production agriculture, especially for not having prior college experience. RM provided me with accounting principles, business acumen, and much more that has helped me better myself and my family. One word of advice to prospective students would be to try and gather all the experience you can before attending. Having the knowledge that you are armed with after graduation is excellent, however, being able to apply that knowledge to what you already know is where the program makes a personal difference.

Prior Experience/Education: Debault Livestock, Horton Ranches, and 72 Cattle CO. LLC

Involvement in Organizations/Clubs: Active member of TSCRA, committee to organize the RMAA summer gathering/rodeo, and a member of NCHA



Alumni Spotlight

Name : Grace Bazar '23

Current Employer: Tropical Dairy Genetics

Job Position/Title: General Ranch Manager

Job Duties/Responsibilities: As the General Ranch Manager at Tropical Dairy Genetics, I oversee the operations of our three ranches in Puerto Rico and an additional branch in Canada. My responsibilities are to direct and enable my team to execute all ranch operations. I work to 'moooo' the company forward and keep the 'herd' in line—because in this job, you've got to be 'out-standing' in your field.

TCU RM Reflections: An alum of our program once shared with me while I was a student that TCU RM is "the most fun challenge you'll never wish to repeat." Their words rang true. So, I urge you to cherish the time spent driving Mr. McLennan (and the rest of your amazing professors) to the brink of insanity on your Suburban adventures, embrace every moment, and pour your dedication into your studies. Study, study, study, and stay out too late with your classmates—they're likely to become some of your favorite people, as they have for me.

Prior Experience/Education: Pen Rider/Doctor/Feed Manger - Coyote Lake Feeders. Currently - Texas Tech, Plant and Soil Science; 2023 TCU Ranch Management (go frogs!); 2020 South Plains College, Associates in Arts.



Friday, June 7 - Sunday, June 9

TCU RMAA Alumni and Family Summer Gathering/Summer Roping, Fort Worth TX

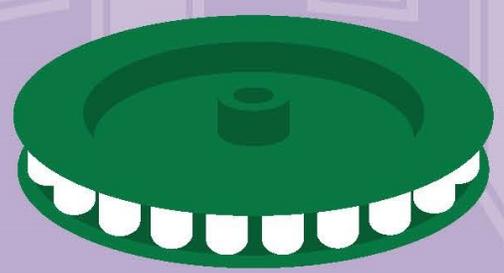
contact Andrew Polk (936)671-1711 andrewpolk93@gmail.com

Congratulations to **Mark Forgason '84**,
American Brahman Breeders Association
2024/2025 President

(Mark Forgason front row, middle)



ROUND UP THE SUPPORT
WITH REVALOR® AND RALGRO®!



Doing more for Texas Christian University Ranch Management is as easy as saving your empty Revalor (trenbolone acetate and estradiol implants) and Ralgro (zeranol implants) cartridges and turning them into the organization.

Merck Animal Health will donate \$0.25 for every Revalor (-G, -S, -H, -IS, -IH, -200, -XS, -XH) and Ralgro cartridge to your cattlemen's association to support ongoing efforts like youth scholarships and other important initiatives. The more cartridges, the larger the donation, up to a maximum of \$10,000 annually.

It's another way Merck Animal Health works for you.

Revalor-G
(trenbolone acetate and estradiol implants)

RALGRO
(zeranol implants)

Revalor-XS
(trenbolone acetate and estradiol
extended-release implants)

Talk to your Merck Animal Health sales representative about this great opportunity and learn more about the benefits of implanting at MAHCattle.com

MAHCattle.com • 800-521-5767
Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.
US-ZEP-230500001



Roundup 2024





- **March 22 & March 23:** *TSCRA Cattle Raisers Convention & Expo (booth 1434), Fort Worth, TX*
- **March 23:** *TCU RMAA Alumni Reception, Omni Hotel/Cast Iron Restaurant, Fort Worth, TX*
- **April 8 - April 12:** *KS/OK Field Trip*
- **April 23 & April 24:** *TX A&M Agrilife: Hemphill County Beef Conference (booth - not assigned), Canadian, TX*
- **May 9:** *TCU RM Graduation, Fort Worth, TX*
- **June 7 - June 9:** *TCU RMAA Alumni & Family Summer Gathering/Summer Roping, Fort Worth, TX*
- **June 17 - June 20:** *Florida Cattlemen's Association Convention & Trade Show (booth 17), Marco Island, FL*
- **July 19 & July 20:** *OK Cattlemen's Association Convention & Trade Show, Norman OK*
- **November 14 - November 17:** *WRCA, Amarillo TX*
- **January 18, 2025 - TCU RMAA Roundup 2025, Fort Worth, TX**

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

President: Matt McLelland '12
(806)778-8679 mjmclelland1@gmail.com

Robert Buchholz '16
(325)226-1510 rrbuchholz30@gmail.com

President Elect: Trevor Caviness '98
(806)679-2998 trevor@cavinessbeef.com

Skyler Flake '06
(940)256-1663 cane.cross@gmail.com

Secretary: Nadine Williamson McCadoo '12
(580)276-0394 nadinewilliamson1@gmail.com

Wilson Marshall '04
(432)853-9966 wmarshall74@yahoo.com

Treasurer: Dustin Valusek '15
(832)788-5610 dustinsvalusek@gmail.com

Jeff Mitchell '02
(806)488-2344 jmitchell@tootntotum.com

Treasurer Elect: Zac Pogue '07
(580)467-6025 zac@orangeconnection.org

Andrew Polk '18
(936)671-1711 andrewpolk93@gmail.com

Communications Director: Jessen Tucker Cowen '13
(940)203-1893 jtcowen89@gmail.com

Communications Director Elect: Lettie McKinney '17
(620)353-3430 lettiemckinney@gmail.com

WHO DID WHAT:

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

Grad Year _____

Name _____

NEW ADDRESS/PHONE/EMAIL

Address _____

City _____ State/Zip _____

Phone _____

E-Mail _____

JOB CHANGE

Company _____

Position _____

City _____ State/Zip _____

WEDDING

Spouse's Name _____

Date Married _____

BIRTH

Baby's Name _____

Date Born _____

OTHER



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!



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, or prefer a paper copy, let us know and a copy will be mailed to you.

Congrats to all Alumni for such a great year fundraising during 2023. Below is a chart that shows giving by class. As I stated during our Round Up meeting, we thought it would be fun to start a challenge by class year going forward. The Class of 1998 and 2001 really stand out with several other classes not far behind. The Alumni Association is currently working on creating a fund to use a portion to give back and help those in need. We will share more as that comes together in the coming months. We welcome everyone to get involved at some level no matter how big or small the contribution. Any dollars donated directly and/or given towards alumni events count toward your class total. If you feel so called to help the TCU Ranch Management Association out, as well as your class totals, please send any contributions to:

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

Best Regards,
 Trevor Caviness
 President Elect, RMAA



TCU RM Alumni Association Generously Supported By:

Capital Farm Credit, Compass Ag Solutions,
 AgTrust Farm Credit, Merck Animal Health, RanchSense,
 Texas & Southwestern Cattle Raisers Association, Zoetis

Ag Texas, AgriWebb, Big Bend Trailers, Boehringer Ingelheim, Elanco,
 Land O'Lakes Purina, Livestock Nutrition Center, RanchBot

*For sponsorship opportunities, please contact **Jessen Tucker Cowen '13**
jtcowen89@gmail.com (940)203-1893*

Wildfire Relief Resources

The Oklahoma Cattlemen's Foundation Wildfire Disaster Relief

<https://www.oklahomacattlemensfoundation.com/wildfire-disaster-relief?fbclid=IwAR3-LVcW3CvFWISOuXnl4svNuiS l8ZOd0Cb65zdaiM4gvxpt4w5hk jJls>

TX A&M AgriLife 2024 Texas Panhandle Wildfire Relief Resources

<https://agrilifeextension.tamu.edu/2024-panhandle-wildfires/?fbclid=IwAR16MxsHt8 EQ1CcCGS1ooOn8luNzdi4006asIMKLBHoNeyK1XLouXhS3o>

TX Dept. of Agriculture STAR Fund - Helping Texas Farmers and Ranchers Recover from Disaster

<https://www.texasagriculture.gov/Home/Production-Agriculture/Disaster-Assistance/STAR-Fund/fbclid/IwAR0jtqgIHWokI5jQ9xuA1tsJYjT9zhIFdqmkYni7f2JdTXb24 i5B64EUE>

TX Farm Bureau Texas Panhandle Wildfire Relief Fund

<https://texasfarmbureau.org/panhandle-wildfire-relief-fund/>

TX Southwestern Cattle Raisers Association Disaster Relief Fund

<https://tscra.org/disaster-relief-fund/>

USDA Disaster Assistance Programs

<https://www.fsa.usda.gov/programs-and-services/disaster-assistance-program/index>

Working Ranch Cowboys Association Disaster Relief

<https://wrca.org/foundation/>