

THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

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From the President

Steven Mafrige 1995

Here we are in the first part of September and rain seems to be scarce all over. Hopefully we will receive some much needed rainfall before the growing season comes to an end. The Ranch Management Class of 2010 has been in class for three weeks. I wish them the best of luck. They will go on their first field trip to North Texas on October 5th, followed by South Texas on October 26th.

The instructors will soon be conducting interviews for the class of 2011. It is a great time to encourage someone you know to apply for the Ranch Management Program.

The TSCRA fall meeting will be held in Austin, September 30 through October 2nd. I look forward to visiting with the alumni there. Don't forget to mark your calendar for Roundup. It will be January 23, 2010 in Fort Worth. This will be the second year for it to be held on the North Side. During last January's Roundup, everyone had a great time and we anticipate this year's Roundup to be even better.

Congratulations to the TCU baseball team for finishing #12 in the country. Hopefully the football team will have another great season.

By the next issue of Cattle Call, we will have more details on Roundup and the students will be finishing up their first semester.

I welcome your comments so please do not hesitate to contact me at steven@ybarranch.com



Brighter Days

History often tells us of catastrophic events which appeared at the time, and immediately following, to be the "darkest of days". In reality, some of these events have provided much brighter outcomes than originally predicted. Today, I see a lot of potential on the horizon in several markets. Those who have positioned themselves with cash have tremendous buying opportunities all around. The future looks brighter today for growth than it did one or two years ago, even in the current economy.

Even when you are in the middle of an extreme drought, remember that every day brings you closer to the end of the drought. According to history, most droughts end with a flood. May this fall season bring more prosperity with rising markets and abundant rainfall for everyone. While some of you may have been blessed with ample rainfall, most of our South Texas alumni would just like to see some rain. Let's keep them in our thoughts.

This year's class is a true blessing. While they may be small in number (21 students), they are one of the most inquisitive groups I have ever been exposed to. They range in age from 20 to 47, with the median age being 25.7. Over half of this group has already earned an undergraduate degree, and another four are on track to earn their B.S. in Ranch Management from TCU. Collectively they bring a wide array of experiences to the classroom.

The faculty at Ranch Management is excited about the year ahead and the opportunity to work with such an outstanding group of students. I can't wait for you to meet them at Roundup in January.



If anyone is interested in a one to two day seminar on Futures & Options co-sponsored by the Institute of Ranch Management and the TSCRA, please contact me at 817-257-7145.



Economics and Education

It is no secret that our economy is suffering, and we have all been affected. Our pocketbooks are slimmer and some of our planned projects have had to be deferred. The agricultural sector has not been spared. It is a time of increased awareness on expenses and making sure outlays are justified and prudent. We undertake that decision-making when we contribute to our favorite institutions or personal causes. Likewise, corporations perform this same type analysis, when deciding where to "place bucks for the most bang". We want to make sure that our corporate partners realize we appreciate their support and assistance, and that we do not take it for granted. This becomes even more critical, when economics are poor and many uses for the same dollar exist.

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(Economics and Education cont'd from page 1)

I write this to ask each of you to thank corporate sponsors for all they do for us. The next time you see your pharmaceutical representative or lender or other agent, and you know their company makes the effort to support our alumni Roundup or our scholarship fund, give them a great big “Thank you”. It is a small gesture, but it insures their continued support of Roundup and the students of Ranch Management. It is a great way to acknowledge their generosity.

Finally, as the Fall begins, we are busy planning Roundup 2010 for January 23, 2010. Please mark the date, as we hope to see you in Fort Worth. As you know, auction items are a nice way to contribute to the program and are always welcomed. In closing, on behalf of the entire staff at Ranch Management, a great big “Thank you” from us to you.



Ranch Management “Facebook”

How many times have you needed the contact information for a fellow Ranch Management alumnus and had to call the RM office? For those internet connected alumni who want a Ranch Management alumni directory at your fingertips, this is for you. The TCU Alumni office has introduced us to FROGLINKS.COM, which is an interactive directory that you can access from anywhere you have internet. As alumni of the Ranch Management certificate program, you are TCU Alumni and you currently have a profile in the Froglinks alumni directory. The information in your profile is your contact information as of the day you graduated unless you have updated the information yourself. If you

are currently receiving TCU Alumni mail then your mailing address is correct.

The Froglinks directory will allow the Ranch Management Staff and all RM alumni to access your current contact information. It will allow alumni to search for classmates by last name, year of graduation, zip code and/or area code. For example, the South Texas alumni working on next summer's Roping could use Froglinks to search for all the alumni in the (361) area code and then email those alumni about helping with the Roping. As protection against abuse of the system for business purposes, Froglinks has a policing policy to prevent alumni from sending mass emails promoting their businesses. If any alumni abuse this policy, their access to the directory will be blocked.

This could be a great tool for class agents. They would have a better avenue with which to stay in contact with their classmates and for sending time sensitive information by using the Froglinks email system. The RM staff's ability to contact the alumni would also be greatly enhanced. One way would be the ability to email surveys covering various topics, such as career development, to select groups of alumni. Since only 25% of surveys are normally returned, we would use less paper and save money on postage.

I hope you can see the value of having current contact information for RM alumni and having the ability to update your own contact information. Go to TCU Ranch Management home page at www.ranch.tcu.edu, click on **TCU Home**, then **TCU Alumni** and **Login**. First time users will need to create a username and password. After you login you can edit your profile and update all your contact information. The main point of contact for most will be a current email address. All the information provided in your personal profile can be viewed or hidden at your discretion. For all you Facebook fanatics, you can have Froglinks friends, group messaging, and picture postings.

Currently we are looking into merging the contact information in the RM database with the Froglinks database. Hopefully in the future the RM staff will have the capability of using the Froglinks/TCU database for all RM communication. Don't worry if are not internet connected, your RM communication will not change. Please contact the RM office if you have any trouble logging in to FROGLINKS. Register TODAY!



You Learn Something New Everyday

One of the greatest benefits of being part of the TCU Ranch Management Program for me has been the ability to continually learn. I would venture to say that I have learned more in my time with the program than many in years prior to coming here. The goal of the program is to encourage the students and staff to be lifetime learners is really an easy one to reach because of the amazing structure of the program.

With access to our alumni and industry professionals, the Ranch Management staff has access to the latest and best information with which to instruct our students. As all of us know, the nature of this industry has changed so that we cannot hope to simply get lucky and “find an acorn” every time. To be successful, we must continually strive to learn more and to work at being the best at what we do. It is amazing to see how many alumni of this program are the best at what they do.

At the risk of telling you “what I did this summer,” I would like to convey some of the great learning opportunities that I have had in recent months. Of course, in the last edition of *Cattle Call* you may have read of the Brazilian ranchers that visited here.

(See **Learn Something New** on page 3)

(Learn Something New cont'd from page 2)

This was a great learning opportunity for me. I also visited a livestock pharmaceutical manufacturing facility and visited with many of the researchers and staff. I would tell anyone who might have that opportunity to pursue it. I was also able to go through a prescribe burn school and later a risk management seminar that was put on by the Texas & Southwestern Cattle Raisers Association and the Chicago Mercantile Exchange. Both of these were top notch opportunities to learn. I was also able to visit some of our alumni and their ranches and see what they are

working on. This is always a great learning experience.

While one might think that these learning opportunities were too widely varied for one individual to study, I believe that we should all be as well rounded as possible in order to be of value to our students. While we all might have our areas of strength, a ranch manager must be versed in all aspects of the industry in order to be successful.



ROUNDUP 2010 – HOTEL INFORMATION

The Ranch Management Alumni Roundup has been set for Saturday, January 23. We have blocked rooms at 4 hotels in the Fort Worth area for your convenience. You can contact the hotel that best suits your needs and make your reservations any time before the block is released.

Hyatt Place (Adjacent to The Stockyards Station and 9.5 miles from TCU)

132 E. Exchange Ave.

Fort Worth, TX 76106

817-626-6000

Rooms Blocked: 15

Name: "TCU Ranch Management Program"

Rate: \$159.00 + Tax per Night

Cut-Off Date: January 04, 2010

LaQuinta (7.2 miles from The Stockyards Station and 11.5 miles from TCU)

4700 North Freeway

Fort Worth, TX 76137

817-222-2888

Rooms Blocked: 20

Name: "TCU Ranch Management Program"

Rate: \$89.00 + Tax per Night

Cut-Off Date: January 02, 2010

Notes: Includes Breakfast

Holiday Inn Express & Suites – Downtown (4.15 miles from Stockyards Station and 3.7 miles from TCU)

1111 W. Lancaster Ave.

Fort Worth, TX 76102

817-698-9595

Rooms Blocked: 10

Name: "TCU Ranch Management Reunion"

Rate: \$109.00 + Tax per Night

Cut-Off Date: December 22, 2009

Notes: Includes a hot breakfast as well as complimentary shuttle service to TCU.

Embassy Suites- Downtown (3.42 miles from Stockyards Station and 4.5 miles from TCU)

600 Commerce St.
Fort Worth, TX 76102

817-332-6900

Rooms Blocked: 10

Name: "TCU Ranch Management Reunion"

Rate: \$169.00 + Tax per Night

Cut-Off Date: December 22, 2009

Notes: An upscale all-suite hotel in the heart of downtown Fort Worth, includes cook-to-order breakfast and manager's reception every evening.



Auction Items

Once again, as Roundup is approaching, we wish to invite you to donate items to the auction. The sale of these auction items goes into the Ranch Management Scholarship Fund. The more items we have donated means more money we can raise for the scholarship fund; which in turn, helps support the future generation of Ranch Management students. Your contributions are greatly appreciated.

Ranch Management Class of 2010



This year's class is made up of 21 students and come to us from as far away as Wyoming and as close as Fort Worth.

Front Row, left to right: **Jeremy Pryor**, San Angelo, Texas; **Amy Bell**, Kermit, Texas; **Tyler Shay Lyda**, Fort Stockton, Texas; **Jessica Corn**, Roswell, New Mexico; **Amanda Dausen**, Whitesboro, Texas; **Taylor Marley**, Roswell, New Mexico; **Wesley Miller**, St. John, Arizona; **Cade Woodward**, Alpine, Texas; **Craig Cowden**, Amarillo, Texas; **Dino Stauffer**, Pinedale, Wyoming.

Back Row, left to right: **Jason Estes**, Colleyville, Texas; **Angus McDonald**, Fort Worth, Texas; **Britt Eaves**, Allen, Texas; **Quentin Dailey**, Kearney, Nebraska; **Tully Janszen**, Kopperl, Texas; **Watt Matthews**, Clarendon, Texas; **Chris Schaper**, Brenham, Texas; **Shawn Hill**, Canadian, Texas; **Dustin Barker**, Midland, Texas; **Walt Davis**, Cimarron, New Mexico; **Kyle Saunders**, Midland, Texas.