

THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

Volume 37 Number 1

Spring 2010

From the President

Steven Mafrige 1995

Here we are in late February and rainfall seems to be abundant all over the state. It looks like we will start spring off much better than we did last year. Roundup was held at the Fort Worth Stockyards on January 23rd. This year we had record breaking numbers in attendance at the morning meeting as well as the evening dinner and dance. The auction raised over \$22,000 in scholarship money. A special thanks goes out to the staff, and everyone else who helped make this a fun and beneficial Roundup. Those of ya'll who missed it, missed a great time.

The class agent meeting was held on the Friday before Roundup. At that meeting Kerry Cornelius shared that the TCU Ranch Management endowment is in great shape. Scholarship donations should now be moved to our second goal. Our number one goal should be recruiting students. So please think of someone in your area that would be a good student. Let people know that there is financial aid available. Also let people know that you went to TCU Ranch Management. There is still a large number of people who do not know that TCU has a Ranch Management Program. So start sporting TCU Ranch Management gear such as, cap, jacket, ect. And put the enclosed decal on your truck. Spread the word.

By the time you read this article, the TCU Ranch Management Alumni will have had their second annual alumni reception at the Texas Southwestern Cattle Raisers convention in Fort Worth on March 20th. Thank you Missy Bonds for heading up this event, and thanks goes out to our event sponsors. The TCU Ranch Management Alumni sponsored the Cattle Fax meeting on March 21st at the TSCRA annual

convention. This is the most heavily attended meeting at the convention. Nearly 18% of the board of directors of TSCRA are TCU Ranch Management graduates. A special thanks goes out to this group who has sponsored this meeting two years in a row.

Be sure and mark your calendars for the Summer Roping in San Antonio, June 11-12, 2010. We will have a sporting clay shoot on the 11th open to all Alumni and their family at the National Shooting Complex.

www.nationalshootingcomplex.com
We will have a crawfish boil and party at the Courtyard Marriott that Friday evening. The roping will be held in the afternoon on the 12th at the Tejas Rodeo Company. www.tejasrodeo.com There will be a dinner, open rodeo and dance that evening at Tejas Rodeo for all Alumni and their family to attend. It should be a great time.

It is amazing to work with such enthusiastic alumni, I am truly honored to serve as your alumni president. Please do not hesitate to contact me with ideas or if you want to help with an event.

Thanks,
Steven Mafrige
steven@ybarranch.com



24th Annual Summer Roping
June 11-12, 2010
San Antonio, Texas
See details on pages 4 & 5 inside.



Roundup 2010

Roundup was a tremendous success. We had another year of record attendance at both the morning session and the evening festivities. The speakers were both very well prepared and the information they shared was very current and beneficial to everyone. The auction this year also was a tremendous success raising a record \$22,000.00 for the alumni scholarship fund. The level of enthusiasm and participation of both the new and seasoned alumni who attended was outstanding.

During the class agents meeting three goals were outlined. The number one goal for the program has recently changed from scholarship funding to recruitment. Scholarship funding will always be one of our top priorities due to increasing costs, but the good news is the scholarship endowment has benefitted from some very generous folks the past few years. Currently we can meet the financial objectives that were outlined a few years ago during our Strategic Planning meetings. The new number one goal for the Program is recruitment of qualified applicants and I will return to that goal a little later. I would like to skip to our third goal for a moment; funding the Field Studies Endowment. This is a big one. With the rising cost of travel and the potential for fuel prices to escalate yet again the program needs to be prepared to offset the cost of travel. The Field Studies Endowment is going to be the only way we can maintain the quality of the educational experience that is

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gained only through visiting operations across Texas, Oklahoma and Kansas. A few years ago it seemed that we would never reach the goal we had set for the scholarship endowment. Guess what? We have. Now we have a new challenge and I believe we can reach our goal of funding the Field Studies Endowment in a few years. Please keep the Field Studies Endowment in mind any time you make a gift to the Program.

Now let me return to priority number one, recruitment. First and foremost you, our valued alumni, have always been our best source of recruitment. Keep up the good work and help us get the word out about the Program. Encourage folks to apply. Please feel free to contact any of the faculty if you have a potential candidate that we need to call or visit with. Also, if you know we are headed your direction on a field trip, invite that potential student to come meet the class and see the class at work.

Our top two goals have shifted but they are closely related. Recruitment is now number one, followed closely by scholarship funding and funding the field studies endowment. How can you help? Keep up the good work and help us get the word out about the program. Remember, the faculty is available to discuss with you any prospective student you think might be interested in the Ranch Management Program. Keep in mind, that because of recent gains made in the scholarship funds, we are prepared to offset a large portion of the tuition. The old rumor of you have to be rich to go to TCU is not true. The majority of our students receive a substantial amount of financial aid and the number is increasing each year. Don't let the cost be a deterrent for any potential applicant. Call me if you have a candidate that might fit, I would enjoy discussing this more with you.

Steven Mafrige, your current alumni president, came up with a great idea. He suggested that we have a decal made of the new Ranch Management

logo and provide them to each of our alumni. So, you will find we have included our new Ranch Management decal with this issue of *Cattle Call*.

Help to promote the Program by displaying the decal on your vehicle. The good work you do in the industry is our best source of advertisement and the current Ranch Management Staff and Students are working hard to continue to make you proud of the program you attended. Display your decal on your vehicle with pride and as you are out and about look for these decals. You never know, you may meet someone who went through the program that you wouldn't have met any other way. Mr. Mafrige has these decals on all his ranch vehicles and when hunters who come to the ranch comment that they weren't aware TCU had a Ranch Management Program, it opens up the opportunity for him to tell them about the Program.

In closing, thank you for all you do on a daily basis. It is extremely rewarding to see the fruits of your labors. You should be proud of the jobs you are doing in the industry. The employers who call in with job opportunities and those who make financial contributions to this program do so because of the good work that you do on a daily basis. So again, thank you and keep it up.



Much Appreciated...Never Taken For Granted

With Roundup behind us, it is only appropriate to say "Thank you" to each and every person involved with it. This year was a huge success. The comments have been extremely positive and folks looked to be having a good time, even as late as Midnight.

Without alumni, the event just would not happen. If not for sponsors, the costs would be much higher. Without the assistance of dedicated staff, it would not run nearly as smooth.

Without persons willing to give of their time and their bounty, the auction would not be record-setting. Without the voice and professionalism of Craig Buford, the auction would not go nearly as quick. Without the commitments and challenges from alumni, Roundup would not serve as a "center-stage" demonstration of persons' commitment and loyalty to the Program.

There is a lot of "without" in the previous paragraph. Fortunately, The Program is blessed to be "without" very little. So, for all of your efforts around Roundup, we say "Thank you". Finally, and just as importantly, please know that your support and commitment is never taken for granted. All the best!!!



Recruiting on the Road

During this year's class agents meeting, the take home message from Mr. Cornelius was, "recruiting, recruiting, recruiting." I hope you never get tired of hearing this message because as Ranch Management Alumni, you are our greatest source for recruiting future Ranch Management students.

This take home message from Mr. Cornelius initiated a very passionate plea from Wilson Marshall who said, "Maybe we need to change the way we fish and/or change the pond we are fishing in." If every Ranch Management Alumni had half the passion for helping future students as Wilson does, then the waiting list to get into the program would grow long. To help fuel this compassion and help facilitate recruiting on the road, we suggest that you let us come to you. You give us a time and date, and a staff member will be there. This could include TSCRA area gatherings, producer meetings, breed association

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meetings or anywhere you know a prospective student may be.

Wilson, as well as many of you, have had recruiting socials in your area in the past. This has been a great way for you and your neighbors to get together to discuss the future of ranching while showing some prospective students what the TCU Ranch Management Program is all about.

Another great idea suggested by our Oklahoma alumni has been to bring prospective students to meet with us on our field trips. Jess Kane and his friends have invited ten prospective students from OSU, who wanted to learn more about the program, to a gathering at Phillips Museum to meet with our current class during their Kansas/Oklahoma field trip. Nothing describes this program better to a prospective student than seeing the current class working in the field.

Each year we travel to areas throughout Texas, Oklahoma and Kansas on five week-long fieldtrips. I would like to encourage you to gather up your local prospective students and join us at a host stop or meet with us for a meal near you. Anything we can do to assist your prospective students, please let us know. Hope to see you on the road.



Making the Connection

As I enjoyed all of the activities surrounding Roundup back in January, I was reminded of what a great network of professionals exists among our TCU Ranch Management alumni. We have seen the graduating classes from the past few of years stay very close and involved with the program, as well as with each other. And of course with alumni of a few more years past, I can see the bond of many years shared with

each other in this big family. These days, with the many means of contacting classmates, we are bound to reach them through email, text message, voicemail, land line, mobile phone, instant message, online social networks, and the list continues to grow.

While this mode of connecting may not be for everyone, we know that many of the folks that the TCU Ranch Management Program might like to reach as young, prospective students may be using many of these means of communication. All of us know that the word of mouth, usually directly from the alumni, has always been the best way that students are reached and recruited. And while these new means of communicating are not always spoken words, they are a great way to reach potential students for TCU Ranch Management.

With that said, we have setup a new Facebook fan page for the TCU Ranch Management Program. I might note that this is the **“TCU Ranch Management”** fan page, if you are searching for it. There is also a link in the lower left corner of our TCU Ranch Management website (<http://www.ranch.tcu.edu/>). This fan page already has several “fans” and I believe this page will be a great place to refer someone for more information. While we have a great website for TCU Ranch Management, complete with email links, phone numbers, and other information, a Facebook page can be used by a potential student to see pictures and ask any questions they may have about the program. A potential student might post a question that could be answered by graduates, or even the current class, that are on the page. What a great way for someone to visit with many alumni at virtually the same time.

Of course the page will also be a great place to locate and reunite with classmates and fellow alumni that we may have lost touch with. There are virtually no borders, so international alumni can connect with classmates and chat about old times.

And because the page will be representing the TCU Ranch Management Program, the staff, as well as the alumni, will no doubt work diligently to keep the site a showplace that can represent the program well to the “passerby” that might stumble upon the page to find more information.

This will be just one more tool in our toolbox of networking, and potentially recruiting. I realize that these online social networks are not for everyone, but can be a great forum for networking and distributing information rapidly. As always, we value and welcome the feedback and suggestions given by our alumni. Let us know what you think!

“Wet Winter Equals Weeds”

Kerry Cornelius

According to the weather service, the state of Texas is now officially no longer in a drought. “El Nino” has certainly brought an end to the drought over the last six months. Since last fall, almost everyone across the state of Texas has enjoyed rainfall and range experts are forecasting one of the biggest weed crops in recent history. This means forage production will be limited on rangeland, especially if it was in fair to poor range condition during the recent drought. The bright side is that the weeds will provide a bounty of feed for the quail population. But remember even quail need grasses to lay their eggs. When it comes to quail and weeds “one man’s trash is another man’s treasure.” Keep in mind that early weed control provides the best economic results. This means you may not control all the weeds, but in years like we are currently experiencing it pays to not let them control you.



24th ANNUAL SUMMER ROPING



Schedule of Events

Friday - June 11, 2010

- 2:00 pm** **Sporting Clay Shoot at the National Shooting Complex-** www.nationalshootingcomplex.com
Open to all family members.
- 6:30 PM** **Crawfish Boil and party at Courtyard Marriott Hotel. Cash Bar**

Saturday - June 12, 2010

- 10:00 am** **Roping at the Tejas Rodeo Company -** www.tejasrodeo.com 401 Obst Road, TX 78163, 830-980-2226

<u>Event</u>	<u>Fee</u>
Buckle Calf Roping-4 head (rope all calves)	50.00
Calf Ribbon Roping-2 head (rope all calves)	25.00
*Mixed Team Roping 3 head (progressive after 1)	30.00/Team
** Super Buckle Team Roping- 3 head (progressive after1)	50.00/man
*** Buckle Class Team Roping- 3 head (progressive after1)	30.00/Team



- * Alumni must rope with wife or husband or son or daughter 18 and under
- ** Number of draws per alumni will be determined at roping (hopefully 8 partners)
For Example: You can head 4 and heel 4/You can head 8 or heel 8
- *** Both ropers must be alumni from same graduating class (reverse ends are allowed)

Kids Events- Dummy Roping (Ropes Provided)
Boot Scramble
Moon Bounce

- 12:00 pm** **Lunch**
- 7:00 pm - ???** **Saturday night Social, and Dinner at Tejas Rodeo Co.** 401 Obst Road, Bulverde, TX 78163, 830-980-2226
Awards presentation
- 7:30 pm** **Open rodeo and dance at Tejas Rodeo Co.** 401 Obst Road, Bulverde, TX 78163, 830-980-2226



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*Thanks to our sponsors and their generous contributions
for helping to make Roundup 2010 such a big success.*