



THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

Fall 2021

RANCH MANAGEMENT PROGRAM

From the President, Jeff Mitchell '02

806.680.4325 jmitchell@tootntotum.com

I hope this letter finds everyone staying healthy, getting rain, and enjoying the beginning of the fall season. We've been busy as an Alumni Association and I am excited about the upcoming school year.

We welcomed 16 students to campus with an incredible steak dinner organized by Patrick Murray and Dustin Valusek along with an army of volunteers. If you see these guys around, please be sure to thank them for their time, talents, contribution, and support of our program and this year's class. THANK YOU!

It was great seeing so many TCU RM alumni at the TSCRA Convention. A BIG thank you to Jessen Cowen for coordinating such a successful and fun event that allowed TCU RM alumni, supporters, and TCU faculty a time to network and socialize.

As you all know, the first few days of classes are fast and furious. Students have already turned in their Corral Plans and have started their Range Plans. Thanks to help from Dean Kruger, the class is getting to participate back in a critical element of our program, field trips and day trips. The class just completed several day trips for plant identification and Range Plan.

As we look to the year ahead, it is refreshing to see our program return to a new normal. Mark your calendars for a TCU RM Alumni Tailgate Party on Saturday, October 23 in conjunction with TCU homecoming and TCU Athletics Ag Appreciation Day. We look forward to seeing as many of you as possible at Winter Round Up, Saturday, January 22. More details will follow concerning these events.

One of our Association's ongoing projects is to make sure that our database is current and correct. Please help us by ensuring all of your information is up to date by reaching out to ranching@tcu.edu.

As always, I am available anytime to answer questions, hear ideas, or address concerns that you may have. I look forward to hearing from you!

God Bless and Go Frogs!



Kerry Cornelius
Director
Burnett Ranches Professorship
k.cornelius@tcu.edu

Welcome, Class of 2022

We are off to a great start this year! Day trips and field trips are back on the calendar! TCU Ranch Management is ready to travel and meet up once again with alumni and friends of the program.

August 19 sixteen students were treated to a welcome dinner hosted by alumni during orientation; it was a good opportunity for students to get to know each other and for alumni to welcome students and share their experiences both in and out of the program. Students this year represent TX, OK, CA, WY, NM, LA, and Mexico with an average age of 22. Four students are completing their B.S. in Ranch Management and 9 have already received a degree from another university. First exams have been given, Corral Plans have been turned in, and Range Plans are due Nov. 1. The first week-long field trip with stops in NW TX is in progress as I write this.

A brief word about recruitment - we will always need more students, so help us spread the word every chance you have. Our alumni are, and have always been, our best source of recruitment. We appreciate all you do to support the Program and the students each year.





9th Annual TCU RM Alumni Reunion and Recruitment Tailgate

We will tailgate on the lawn at the Ranch Management building before the homecoming game between TCU and West VA on **Saturday, October 23!** (time TBD)

Pack your cooler, get in touch with your classmates, and make this a reunion party.

If you know of potential students for the Program, this is a great way for them to get information about the Program, meet alumni, and see the building.

Sponsored by **LONE STAR**

AG CREDIT

special priced football game tickets <https://fevo.me/tcuagdays>

parking and game day information: <https://gofrogs.com/sports/football> - click on **FAN ZONE** in purple menu bar

homecoming information: <https://alumni.tcu.edu/new/homecoming>

5TH ANNUAL WELCOME GRILL & CHILL

THANK YOU ALUMNI AND FRIENDS FOR WELCOMING THE CLASS OF 2022 WITH DINNER ON THEIR FIRST DAY OF ORIENTATION!

JOE BRHLIK & STANDARD MEAT COMPANY

JOSE CARLOS BARANZINI '19

MISSY BONDS '01

TUCKER BROWN '17

BECKY & WAYNE COCKRELL '98

JAMES DANGELMAYR '20

JEFF DAVIS '13

FRITZI FRANCIS '17

PAUL HICKS '81

MATT MCLELLAND '12

BRYAN MORRIS '11

LAUREN & PATRICK MURRAY '02

DUSTIN VALUSEK '15



STANDARD MEAT

RECRUIT RECRUIT RECRUIT

TCU Recruiting Spurs



Chris Farley

Assistant Director

Southwestern E & L S Professorship

i.farley@tcu.edu

This is all you have heard for us when it comes to how RM alumni can help the program. I think you have heard it said so many times that that is not being heard anymore or you assume everyone else is doing it and, therefore, you don't need to recruit.

We need *every* RM alumni young and old to be engaged in actively recruiting the best of the best students for the Class of 2023. We can blame the low applicant numbers on a lot of different factors, but at the end of the day, the future of the Ranch Management Program is dependent upon recruiting students with ranch experience and the desire to be a part of the greatest Ranch Management program in this country. You have heard and are seeing the great new things the RM Alumni President and Board are doing to support the program; they are implementing many needed changes to the program, and the faculty is being challenged to take this program to new levels of success.

Recruiting is building relationships with grandparents and parents of potential students. We all need to identify in our own little world the potential students that would benefit from this program. Recruiting opportunities present themselves many times, if we keep recruiting forefront in our mind. This is what we all must start doing in order to have the brightest and best future natural resource managers graduate from the TCU RM Program.

We now have two complete sets of exhibit bags that will include a RM table cover, retractable banners, and information pamphlets. This exhibit bag is very easy to set up. Mrs. Barrow can ship this complete package to you or to the event where you want to recruit. It will have a return shipping label included that makes it easy to return. We all need to think about our ranching sphere of influence and where you could set up a recruiting opportunity. We could possibly send a faculty member or other RM alumni to help facilitate the recruiting process. We need to think about our college alma mater and how we can engage with potential RM students. If you have a suggestion of somewhere we need to be, please let us know.

We must start recruiting in new areas of the country. I will be attending the Range Beef Cow Symposium <http://www.rangebeefcow.com/> in South Dakota in November. This event is sponsored by South Dakota, Nebraska, Colorado, and Wyoming and is very well attended. Please contact me if you will be attending and could bring potential students. We need to find more of these ranching events scattered across the country. We need to make sure someone going to the Florida Cattlemen's can help man a booth. Where can we help you recruit?

**continued on page 5*

Announcements

EMAIL/ADDRESS UPDATE:

Robert Foxworth 'E97
John Krister '08
Livia Lavender '21
Rusty Rodgers '19
Bowman Williams '12

If details needed for email/address update and/or baby information, get in touch w/TCU RM office 817.257.7145 or ranching@tcu.edu

BABY:

Bailey and Clay Terrell '20

NEW JOB:

Rusty Rodgers '19	Marley Ranch, Foreman
Rangler Stuckey '16	AgriWebb, Customer Success rangler.stuckey@agriwebb.com
Keith Weyerts '20	TX Farm Bureau, Agent kweyerts@TXFB-ins.com

SYMPATHY:

Creede Speake, Jr. September 17, 2021



TCU RANCH
MANAGEMENT
CLASS OF
1996

25 YEAR
REUNION:
ROUNDUP 2022

MAKE SURE
CONTACT
INFORMATION
UPDATED:
RANCHING@TCU.EDU

C. Farley continued from page 4

Mrs. Barrow is working with TCU web development to have a calendar on the RM website that will show all the events where faculty or alumni will be recruiting. Keep an eye on this list so that you can help recruit. Some of these events will have a social gathering connected to them. Please let her know if you have anything you want to add to this calendar.

To show our greatest gratitude for recruiting these exceptional students, the RM Program will give a pair of custom-made TCU RM spurs for each alumni that gets *TWO* students accepted into the program in the *same year*.

We need everyone's help in recruiting the Class of 2023. Please email or contact us for anything we can help you with to recruit these future students.

See you on the recruiting trail!



TCU RM Alumni Roundup Saturday, January 22

Event details to come, but hotel reservations can now be made!

Hyatt Place/FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164

(waiting for courtesy agreement)

Hyatt Place/TCU, 3029 Sandage Avenue, Fort Worth, TX 76109 (\$219/nt)

Phone: 817-353-2191 and refer to TCU Ranch Management Roundup 2022 or group code G-4MUD

Online: https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-tcu/dfwzu?corp_id=G-4MUD

Reservation Due Date for discount rate: Friday, January 7

Courtyard/FW Historic Stockyards, 2537 North Main Street, Fort Worth, TX 76164 (\$195/nt)

Phone: 817-624-1112 and refer to TCU Ranch Management

Online: [https://www.marriott.com/event-reservations/reservation-link.mi?](https://www.marriott.com/event-reservations/reservation-link.mi?id=1628177116187&key=GRP&app=resvlink)

[id=1628177116187&key=GRP&app=resvlink](https://www.marriott.com/event-reservations/reservation-link.mi?id=1628177116187&key=GRP&app=resvlink)

Reservation Due Date for discount rate: Friday, January 7

Spring Hill Suites/FW Historic Stockyards, 2315 North Main Street, Fort Worth, TX 76164 (\$199/nt)

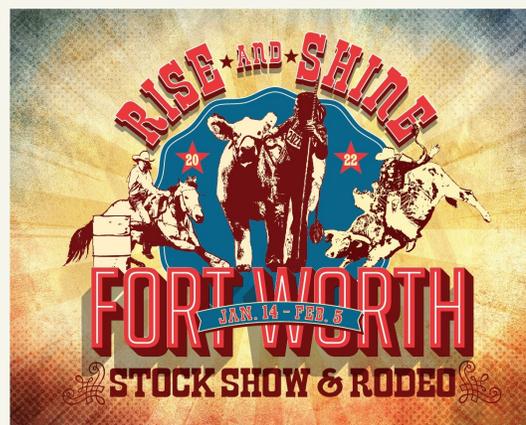
Phone: 682-255-5100 and refer to TCU Ranch Management

Online: [https://www.marriott.com/event-reservations/reservation-link.mi?](https://www.marriott.com/event-reservations/reservation-link.mi?id=1625868640162&key=GRP&app=resvlink)

[id=1625868640162&key=GRP&app=resvlink](https://www.marriott.com/event-reservations/reservation-link.mi?id=1625868640162&key=GRP&app=resvlink)

Reservation Due Date for discount rate: Friday, November 26

Note: There is NOT a
FWSSR Saturday
matinee rodeo this
year!



<https://www.fwssr.com/>



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

Cow Budget Refresher

I wanted to send out this brief refresher on building a cow budget. I will give the complete cow budget template below, including fixed and variable costs, as well as cash and non-cash costs. But I also want to specifically discuss cull cow revenue. I sometimes hear of different ways of plugging that revenue into the cow budget as though it was some sort of bonus coupon. Here is the cow budget as we have built it for several years:

Fixed costs

Depreciation = (non cash cost)

Pasture cost = (possible opportunity cost if owned)

Labor = (possible opportunity cost if family labor)

Overhead =

Interest on Fixed costs = (possible opportunity cost if self-financed)

Variable costs

Vet/Med =

Supplemental Feed =

Mineral/Salt =

Hay cost =

Interest on Variable costs = (possible opportunity cost if self-financed)

Total Cow Cost = Fixed + Variable

Cost/ Calf Weaned (aka-Adjusted Cow Cost) = cow cost divided by weaned calf crop %

Calf Breakeven Price = "cow per calf weaned" divided by "weaning weight"

As far as the cull cow revenue, I have heard conflicting methods on this. The only place for this dollar amount is in the calculation of our cow depreciation. To further breakdown this line item, depreciation is equal to the cow purchase price minus salvage value (cull revenue) divided by the productive life in the herd. Typically, in a pro forma budget, we only know the purchase price. We are forced to estimate what the cull value will be at the end of the productive life of the cow.

**continued on page 8*

J. Faubion continued from page 5

If I can buy a young bred cow for \$1,100 and estimate that she will be productive for 5 years, then assume that she will be culled at a value of \$750 (1,150 lbs X 65 cents). The calculations are fairly simple:

$$(\$1,100 - \$750) / 5 \text{ years} = \$70 \text{ per year}$$

What do we do with that information? Well first, we plug it into our depreciation cost in the budget. Then, if somehow our estimates were correct and the cow is culled after 5 productive years and sold as a cull for \$750, how will I go purchase a replacement? If we assume the market price is the same for replacements, we take the \$750 cull revenue and add the \$70 per year that was set aside for the past 5 years as a non cash cost. (I give the analogy that we placed it in a coffee can and earmarked it for purchasing a replacement.) Therefore:

$$\$750 + (\$70 \times 5 \text{ years}) = \$1,100 \text{ for buying a replacement.}$$

I understand that this is all just simple math, but sometimes brushing the dust off is helpful for me. Please let me know if you have any questions or comments.



TCU
FOOTBALL
2021
AGRICULTURE DAY

TCU
VS
Cal
SEP 11

WV
OCT 23

BU
NOV 6

FOR MORE INFORMATION OR TO
PURCHASE TICKETS, CALL
JACOB CATES AT 817-257-4352
OR
[CLICK HERE](#)



- **State Fair of TX Agriculture & Technical College Fair**, Dallas, TX - October 6
- **Texas Tech Career Fair**, Lubbock, TX - October 6
- **West TX A&M Career Fair**, Canyon, TX - October 14
- **9th Annual TCU RM Alumni Reunion & Recruitment Tailgate**, Fort Worth, TX - October 23
- **TCFA Annual Convention**, Oklahoma City, OK - October 24-26
- **WRCA**, Amarillo, TX - Nov. 11-14
- **Range Beef Cow Symposium**, Rapid City, SD - November 16 & 17
- **TCU RM Alumni Round Up**, Fort Worth, TX - January 22
- **NCBA**, Houston, TX - February 1-3

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

President: Jeff Mitchell '02

(806)680-4325 jmitchell@tootntotum.com

Wayne Cockrell '98

(817)946-4465 flashcockrell@gmail.com

President Elect: Matt McLelland '12

(806)778-8679 mjmclelland1@gmail.com

Paul Hicks '81

(817)917-2523 phicks@swbell.net

Secretary: Amanda Dyer '08

(432)386-6642 amanda.j.dyer@gmail.com

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Treasurer Elect: Dustin Valusek '15

(832)788-5610 dustinsvalusek@gmail.com

Gilly Riojas '02

(361)231-2279 grijas@silverventures.com

Communications Director: Jessen Tucker Cowen '13

(806)376-3993 jtcowen89@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 _____

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 _____

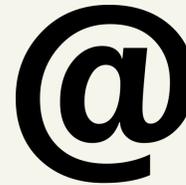
Date Born _____



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