



RANCH MANAGEMENT PROGRAM

THE CATTLE CALL

Newsletter for Alumni of the TCU Ranch Management Program

Winter 2019

From the President, Bryan Morris '11

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It is hard to imagine that the year 2020 is right around the corner; however, for the current class, I bet it can't come fast enough as they endure the 12 days of Christmas. I wish all of the class the best on these tests. Continue to persevere, don't slow down, and get the Management Plan going.

2019 was a difficult year with some areas receiving both record monthly rainfalls and managing through a drought all in 12 months. Cattle prices seemed to follow the ups and downs of the weather as well, but if we honestly look at the farming and ranching industry, this is just what our advisors and education prepared us for. We've been taught to manage the resources we are given through highs and lows in the markets, droughts, disease, flood, and many other market and production influences we can't control, but can expect to encounter. We run or manage businesses that are affected by more than supply and demand, and sometimes that can take a lot out of us, both emotionally and physically. It is when we are going through struggles that we need to reach out to our friends, neighbors, and fellow alumni. If you ever think you are the only ones experiencing the problem, you will find that you are seriously wrong. Recently, I found myself looking back in my TCU RM books for advice on some animal health questions and came across a handwritten note on the side that read: "Prov. 15:22 - Plans fail for lack of counsel, but with many advisers they succeed." Now I am a big fan of the book of Proverbs, so this really caught me that day. I did not find my answer in my RM book (although it was probably there), but I did pick up the phone and seek counsel which ended with a solution.

We, as alumni, have an advantage of having a great alumni base and many industry experts we met through the field trips we can reach out to that are always willing to help. If you ever feel like you are struggling, reach out for counsel, ask the right people the right questions, or call the program and ask if they know someone with a similar struggle to help you reach a solution.

As this year closes, let's look back on our performance records, see what we did right, where we need to improve, and make note of what we learned. Sit down and finish the budget, make the plan, set the goals, and seek counsel from many advisors, so our plans do not fail. Keep being optimistic in everything you do, adjust where needed, and lead on. We truly have an unbelievable blessing of getting to be part of producing the food that feeds the world.

A good time was had at the TCU RM alumni tailgate and just around the corner is the annual TCU Ranch Management Roundup so make plans to attend January 25th. It is always a good time to see classmates and fellow alumni and meet the current class. I look forward to seeing everyone there and remember to keep recruiting and supporting TCU Ranch Management.



Jason Faubion
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John Biggs Professorship
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WISH BOOK

I'm certain that many of you may have the same fond memories as I do for this time of year. I vividly remember the trip back to the house from the mailbox with the brand new "Wish Book" catalog from one of the big department stores. My sisters and I would fight over that catalog, picking out our urgent "needs," circling items, dog-eared the pages, and writing our first draft of our letters to Santa Claus. I can even remember the smell of the pages!

I realize that a "Wish Book" catalog probably hasn't been printed in many years, but I'm blessed to have grown up in a family that allowed those memories. This brief article is not intended to share fond memories, but to convey a note for ranch managers to consider. Instead of a letter to Santa, I believe a well prepared manager should have a "wish list" of sorts always prepared and ready. Please understand that the "needs" that are jotted down on this list may not always be delivered.

As a manager, there may be times when this well prepared list might be of great value. The most common example might occur when the ranch accountant contacts the manager to request that the manager "spend some money." This typically happens in conjunction with income tax planning. If someone is asked to spend money, the reaction could be "Whoo Hoo!" followed by a senseless spending spree. But hopefully, a good steward would make effort to judiciously decide on purchases that will cause the ranch to be more productive or efficient. This is where the "wish list" is a time saver, and potentially a money saver. A good example might be a squeeze chute. If a manager needs to make a purchase of \$15,000, a squeeze chute could certainly fill the need. But modern chutes have a multitude of features to be considered. If the manager knows that the ranch will need a replacement squeeze chute in the coming years, he/she should take some time to research and even shop around at a tradeshow or dealer. Now, knowing the best options for the ranch, he/she can add the item to the wish list and wait for the best time to make the purchase. If the call from the accountant comes in mid-December, the research is done and the manager is ready to order the new chute. But it may difficult to get it gift-wrapped and under the Christmas tree!

Of course, there are other discussions in regard to the idea of making larger purchases to offset income. I'll save most of that for another time, but it's always important to consider debt service and depreciation costs in the coming months or years after making such a purchase. I would never recommend making these purchases for things that are not already being considered to be used on the ranch for production efficiency.

I want to wish you all a Merry Christmas and a Blessed New Year in 2020. It is such a blessing to me to work with such great folks at TCU Ranch Management Program – our staff, students, and alumni are such wonderful people. Thank you all for what you do for me and for the Program.



2020 ROUNDUP RESERVATION

Number Attending:

Morning: No. _____ x \$10.00 = \$ _____

Rodeo: No. _____ x \$30.00 = \$ _____

Dinner/Dance: No. _____ x \$35.00 = \$ _____

Total Amount Enclosed \$ _____

Payment Is Due By Friday, January 17, 2020

Online registration payment with e-check or credit card

https://secure.touchnet.com/C21491_ustores/web/store_main.jsp?STOREID=20&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)

2020 ROUNDUP AGENDA

Saturday, January 25, 2020

8:30 – 9:00

REGISTRATION, LITE BREAKFAST, & VISIT

Brown-Lupton University Union/Auditorium
Texas Christian University
Fort Worth, TX

9:00

MORNING PROGRAM

Dr. Brad Morgan and Dr. Sara Trojan

12:00

LUNCH

(On Your Own)

2:00 – 5:00

MATINEE RODEO PERFORMANCE

Southwestern Exposition &
Livestock Show/Dickies Arena
block of 60 tickets
first come - first served basis

6:30 – 7:30

COCKTAILS

Stockyards Station/Stampede Room
Cash Bar (nothing brought in)
130 East Exchange Ave.
Fort Worth, TX 76164

7:30

DINNER

Buffet (menu below)

8:30 – 9:30

AUCTION

9:30 – 12:00

DANCE

to the music of
Jake Hooker & The Outsiders

ROUNDUP MENU

Steak Fajitas
Beef Tacos
Enchiladas
Refried Beans & Spanish Rice
Tortilla Chips & Salsa & Guacamole
Dessert

THREE WAYS TO REGISTER/PAY FOR
ROUNDUP 2020:

• *ONLINE*

[https://secure.touchnet.com/C21491_ustores/web/
store_main.jsp?STOREID=20&SINGLESTORE=true](https://secure.touchnet.com/C21491_ustores/web/store_main.jsp?STOREID=20&SINGLESTORE=true)

• *MAIL*

TCU RANCH MANAGEMENT
TCU BOX 297420
FORT WORTH, TX 76129

• *CALL*

(817) 257—7145

*REGISTRATION AND PAYMENT DUE
FRIDAY, JANUARY 17, 2020*

TCU RM Alumni Roundup 2020

Saturday, January 25

8:30 a.m. - Registration, Lite Breakfast, and Visit (Brown-Lupton University Union/Auditorium, TCU, Fort Worth, TX) **\$10/person**

9:00 a.m. - Morning Session with Dr. Brad Morgan and Dr. Sara Trojan

2:00-5:00 p.m. - Matinee Rodeo Performance (Southwestern Exposition & Livestock Show/Dickies Arena; block of 50 tickets, first come-first served) **\$30/person**

6:30-7:30 p.m. - Cocktails (Stockyards Station/Stampede Room, 130 East Exchange Avenue, Fort Worth, TX) cash bar, nothing brought in

7:30 p.m. - Buffet Dinner (Stockyards Station/Stampede Room, 130 East Exchange Avenue, Fort Worth, TX) **\$35/person**

8:30-9:30 p.m. - Silent Auction

9:30-12:00 a.m. - Dance with music by Jake Hooker & The Outsiders

Payment for ALL events due by Friday, January 17, 2020

Hotel Reservations:

- *Courtyard FW Historic Stockyards (\$195/night)*

2537 North Main Street, Fort Worth, TX 76164

Phone: 817-624-1112 and refer to the group under the name *TCU Ranch Management*

Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1569876845196&key=GRP&app=resvlink>

Reservation Due Date: Friday, January 10

- *Hyatt Place FW Historic Stockyards (\$199/night)*

132 East Exchange, Fort Worth, TX 76164

Phone: 800-833-1516 and refer to the group under the name *TCU Ranch Management 2020* with group code *G-TCUR*

Online: https://www.hyatt.com/shop/dfwzf?location=Hyatt%20Place%20Fort%20Worth%20Historic%20Stockyards&checkinDate=2020-01-24&checkoutDate=2020-01-26&rooms=1&adults=1&kids=0&corp_id=G-TCUR

Reservation Due Date: Tuesday, December 24

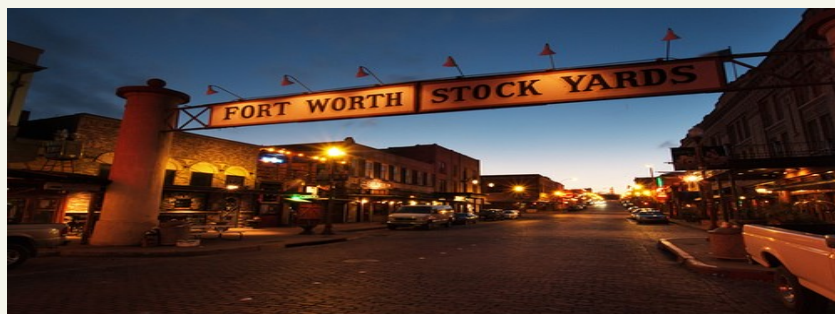
- *SpringHill Suites Fort Worth Historic Stockyards (\$199/night)*

2315 North Main Street, Fort Worth, TX 76164

Phone: 817-231-7380 and refer to the group under the name *TCU Ranch Management*

Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1575495152084&key=GRP&app=resvlink>

Reservation Due Date: December 27, 2019



Thank You

Many thanks to



for sponsoring the 8th Annual TCU
RM Alumni Reunion and Recruitment
Tailgate!



Class of 1995 25 Year Reunion

*Fri., Jan. 24 at 7:00 p.m. : Risky's BBQ/
Stockyards Station*

*Sat., Jan. 25 at 6:30 p.m. : look for our
reserved tables at Roundup dinner,
dance, and auction*

*For details and to RSVP for Friday,
contact Cliff Bowden (706) 575 – 4612
ccbowden1@hotmail.com*



AMARILLO 2020
SUMMER ALUMNI & FAMILY GATHERING
SAVE THE DATE - JUNE 19TH AND 20TH

Contact Jeff Mitchell for details
(806) 680-4325
j.mitchell@tootntotem.com

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!



CATTLE CALL BY E-MAIL

SEE ALL OF THE PICTURES IN COLOR!

Cattle Call can be sent out by email for those of you who would like to cut down on the amount of mail that accumulates in your mailbox.

To receive your copy of *Cattle Call* by email, just send an email to ranching@tcu.edu with "Email Cattle Call" in the subject line.

Please be sure to give us your name if it isn't clear from your email address.

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 _____

Where _____

BIRTH

Baby's Name _____

Date Born _____

Weight _____ Length _____