

2018—2019

**Mid-Coast
Santa Gertrudis Association
Board of Directors & Officers**

President - David Moran
Vice-President - Patti Ermis
Secretary - Lisa Barrett
Treasurer - Allen Ginnard

Directors — 3 Year Term

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979-885-8591
lheinbarrett@gmail.com

Cindy Carleston Blaha
979-578-1105
cblaha61@gmail.com

Patti Urbanosky Ermis
936-870-6410
pattiurb77@yahoo.com

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krkincannon@gmail.com

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josephkir@msn.com

Neal Schuleman
936-870-6385
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Directors — 2 Year Term

Allen Ginnard
713-586-9978
allenginnard@yahoo.com

Jason Miller
979-533-3304
millerjason1227@gmail.com

Directors — 1 Year Term

Matt Kubena
979-373-1911
makubena@aol.com

David Moran
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Gale Villanueva
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vmcattle1@gmail.com

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979-277-2838
n.wunderlich@hotmail.com

Cattle Rattle

**Official Publication of the
Mid-Coast Santa Gertrudis
Association**

February 2019



A Message from your President, David Moran...

Hello Mid-Coast Santa Gertrudis Association Members,

Hope everyone had a safe and enjoyable holiday season and are looking forward to an early spring, as Punxsutawney Phil did not see his shadow! It has been a very long and wet winter, with most everyone fighting the mud and rain almost on a daily basis. Hay has been scarce for most, as it was either too wet to get into the fields or you were impacted by the early freeze before making that last cutting of 2018. With all the negatives that 2018 ended with, 2019 is off to a fast and exciting start!

The **International Super Sale** hosted by Mid-Coast, which will take place on March 1st in conjunction with the Houston Livestock Show & Rodeo, is just a few short weeks away. Debbie Townsend of our Mid-Coast Santa Gertrudis Association and Richard Hood of American Marketing Services have worked extremely hard to make this amazing sale possible and have brought us an exceptional lineup of cattle. Please make plans to head to Houston for the sale! The annual **Mid-Coast Aisle Party** will be held before the sale and you might also plan to stay around after the sale for the **Legacy Dinner and Dance**, as it will surely be a great time. If you haven't bought your tickets yet, please contact Debbie Townsend, as seats are still available. The Mid-Coast events in Houston will allow for a lot of networking and social time while promoting our breed, selling and showing great cattle, and benefitting several endeavors.

It is hard to believe that our juniors have already competed in shows at Fort Worth and San Antonio; and Houston and Austin shows are right around the corner. We are definitely proud of the outstanding Santa Gertrudis cattle that our Junior members are exhibiting on the show road and across Texas. Congratulations to all who are participating in these events!

Please mark your calendars for the Mid-Coast Opportunity Sale which will take place in Brenham, Texas at the Washington County Fair-

President's Letter — Continued on Page 3...



Photo courtesy of SGBI Magazine

From the Desk of ...
John Ford,
SGBI Executive Director

Discussing herd goals and assisting membership with the development of long-term breeding objectives is one of the most enjoyable aspects of my job. I always begin these discussions with the following question; “Who is your customer, who do you want to sell cattle to?” I don’t believe herd goals can be set without knowing who the targeted customer is and how you best market your genetic package to that audience. For long-term success, seedstock producers must have a plan that includes developing a breeding goal which matches an identified set of cattle buyers.

The genetic needs of our Santa Gertrudis buying customers varies and a “one-size fits all” approach to marketing is not an effective strategy in today’s competitive data driven beef industry. The genetic needs of a customer operating on an improved East Texas pasture are probably different than a buyer whose operation is in the desert Southwest. A young person looking to purchase one show heifer has a selection yardstick that is very distinct and does not mirror that of a cowman needing 150 replacement females to make cows that produce calves for a terminal market. Profitable cattle marketing involves more than just getting the highest price. It centers on producing the type of animal the targeted market desires and marketing through the best outlet and at the best time. Marketing seedstock requires decisions be made about how or what genetic package is to be produced and where to market and when to price. After all, there will not be very many commercial bull buyers in the seats of a sale marketing 30 lots of haltered show heifers. And it is also a safe bet there will not be many junior showmen found in the bleachers of a 200 head bull and commercial female sale hoping to spot their next NJSOA project animal.

As a breed, are we doing a good job marketing our genetics? In some instances, we are doing an acceptable job, but I believe we can and must do better. The beef industry is becoming more and more technology driven, utilizing reproductive management strategies, genetic improvement technologies, and other cutting-edge practices focused on increasing efficiency and reducing the cost of production. Evolving consumer demographics and the globalization of beef markets have also dictated changes in the types of products that consumers are demanding. The complexity of today’s seedstock sector necessitates SGBI members, affiliates and leadership to examine the effectiveness of the breed’s marketing efforts.

Yancey Strait, SGBI past president, will moderate a roundtable discussion focused on marketing issues and opportunities during the 2019 Annual Membership Meeting. This marketing session is scheduled for Friday, April 12, 2019, 1:00 – 3:00, Hyatt Regency Riverwalk in San Antonio, Texas. In order to capture the greatest amount of market share we must have a serious conversation about how we offer our genetic package to a diverse and complex beef industry. As marketers of Santa Gertrudis genetics, we must recognize the industry has changed and continues to change, and these changes impact how seedstock is marketed. Please mark your calendar for this important discussion that will serve as a starting point for evaluating how Santa Gertrudis genetics are sold. I hope to see you there.



President's Letter—Continued from Page 1...

grounds on the weekend of May 10th and 11th. The board was able to successfully bring this sale back to Brenham by moving it to May, and we hope with this change we will once again have a strong Opportunity Sale. There is still time to consign cattle for this sale. If you are interested, please get your consignment forms turned in to Matt Kubena by March 1st. If you are interested in putting lots into this sale you can print the consignment form off of the Mid-Coast website at midcoastsantagertrudis.com. There has been a lot of interest in this sale and we are excited to have it back on track. Please help us support this sale in any way you can!

Juniors, please mark your calendars for the weekend of May 17th, as this will be the date of the **2019 Mid-Coast Junior Show**, which will be held in Navasota again this year. More details will be forthcoming as they become available. This is a very important time for all our Junior members to meet, participate in leadership roles, show your cattle and prepare for the National show. Speaking of the National show, planning is well underway for the **2019 National Junior Santa Gertrudis Show in Bryan, Texas** which our affiliate is hosting this year. Please make plans to attend the 2019 NJSJS from June 22-29 at Brazos Expo Center and please let us know soon how you would like to help make this show the best ever! There are also sponsorship opportunities available and outlined in this Cattle Rattle as well.

If you have any questions, please do not hesitate to reach out to me directly or any of the board members. Thank you for your membership and involvement.

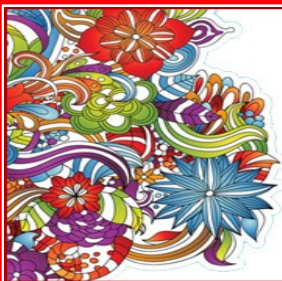
Sincerely,

David

David Moran, President

979-251-0391

dmoranjr@acccins.com



Silent Auction



Howdy Mid-Coast Members!

Our Mid-Coast Opportunity Sale is coming up and we need your help! This year, the Juniors will be having a silent auction to benefit Mid-Coast, our juniors, and to help with Junior Nationals. We are looking for any items you would be willing to donate to our silent auction. This is a great opportunity for you to contribute to the juniors in our affiliate. Any help is appreciated!

If you have any questions, please feel free to contact David and Christy Moran or myself.

Thanks and Gig 'em!

Shelby Ferguson

Mid-Coast Junior President

2019
INTERNATIONAL
 MARCH 1, 2019
 ON
 FRIDAY AT 6:00PM
Super Sale



HOUSTON, TEXAS
NRG CENTER - SECOND FLOOR BANQUET ROOM

Sale managed by:
**american
 marketing
 services**
Marketing Super Franchise

Mark Cowan | 903.495.4522 | markc@amscattle.com
 Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com
 Richard Hood | 979.224.6150 | richardh@amscattle.com
 www.amscattle.com

JOIN US AT 4:00PM FOR
The Pre-Sale Aisle Party
 AT THE SHOW BEDS IN RELIANT ARENA

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
 Real time bidding & proxy bidding available.

RESERVE YOUR ROOMS:

Crowne Plaza Hotel
 Kirby Drive | Houston, TX
 Room Block: International Super Sale
 713.748.3211
 866.238.4218

OFFERING
The Best
 OF THE BREED





RED LEGACY DINNER & DANCE

March 1, 2019

Immediately following the International Super Sale
NRG Center 2nd floor

Event Sponsor

\$2,500.00 contribution – Reserves my table for the night with premium seating, dinner, & drinks for 10. Also, a Santa Gertrudis bull sculpture and 10 insulated drink cups with attached raffle tickets. Sponsorship recognition made throughout the night.

Table Sponsor

\$1,000.00 contribution – Reserves my table for the night with premium seating, dinner, & drinks for 10. Also a Santa Gertrudis bull sculpture. Sponsorship recognition made throughout the night.

Dinner & Dance Tickets (includes dinner & dance only) (no drinks or table reservation)

\$50.00 contribution (adults) - Pre-Sale
\$65.00 - At the door
\$10.00 contribution (children) – Pre-Sale
\$15.00 - At the door

Please return check payment & this form to: Red Legacy Dinner & Dance;
Debbie Townsend; P.O. Box 152; Louise, Texas 77455. Please make checks payable to Santa Gertrudis Foundation. Credit card payments may be made by calling the S.G.B.I. office @ 361-592-9357 (form to address above). Forms must be received by February 25, 2019. Tickets & table #'s will be given to you at the door prior to the International Super Sale.

All contributions are tax deductible.
Non-profit tax forms will be provided upon request

The Red Legacy Dinner and Dance gives everyone an opportunity to make a contribution to the Santa Gertrudis Foundation and enjoy an evening with Santa Gertrudis friends at the same time. This event was held last year for the first time and was such a success we will again hold the dinner and dance immediately following the International Super Sale. Proceeds benefit Santa Gertrudis Education & Research. These donations are tax deductible to the extent of the law.

Please help us by giving back with a Red Legacy donation so we can ensure that future advancements & profits are possible.

**Mid-Coast Santa Gertrudis
Association Members!**

*Have you renewed your
membership yet for 2019?*

**Don't miss the privilege of
being able to consign to the
Cattleman's Opportunity Sale,
attend the annual meeting,
and the other benefits of being
a member of Mid-Coast.**

**Look for Opportunity Sale
consignment forms and your
2019 membership form in the
pages following!**

**You can also join or renew
electronically at
[https://midcoastsantagertrudis
.com/memberships/](https://midcoastsantagertrudis.com/memberships/)**

Mid-Coast Santa Gertrudis Association

CATTLEMAN'S Opportunity Sale

Earlier 2019
Sale Date!

Saturday, May 11, 2019 at 11:00 a.m.

Washington County Fairgrounds, Brenham, Texas

NOW TAKING CONSIGNMENTS • ENTRY DEADLINE MARCH 1, 2019

Open & Bred Heifers • Pairs • 3N1s • STAR 5 Females • Select Gain Tested Bulls • Embryos • Semen



Cattle viewing Friday, May 10 from 3:00-6:00 p.m.,
followed by a cocktail social at 6:00 p.m.

-Hotel-

Best Western Inn
Brenham, Texas
979-251-7791

-More Info-

contact Sale Chairman
Matt Kubena • 979-373-1911
makubena@aol.com

WWW.MIDCOASTSANTAGERTRUDIS.COM

Mid-Coast Members,

Have you consigned your cattle??

Bring your best cattle to this important sale!

The Opportunity Sale is a great opportunity
for large and small breeders to show the market
what we can produce.

Consignments due by March 1st !!
Forms on pages 8-9 of this newsletter.

Cattleman's Opportunity Sale 2019

Sponsored by

MID-COAST SANTA GERTRUDIS ASSOCIATION

Consignment Letter and Form

Dear Santa Gertrudis Breeder,

The 2019 Cattleman's Opportunity Sale, hosted by the Mid-Coast Santa Gertrudis Association, will be held **Saturday, May 11, 2019 at 11 a.m.** at the **Washington County Fairgrounds Sales Facility, Brenham, TX**. This sale is open to consignment by all Mid-Coast members. If you are not a member, we invite you to join and bring your best to Brenham. Visit <https://midcoastsantagertrudis.com/> for a membership application or to join online.

Below are the sale rules and screening standards to assist you in selecting your lots. Please contact Sale Chairman Matt Kubena at (979) 373-1911 or makubena@aol.com with any questions.

*****ALL CATTLE CONSIGNED WILL BE SCREENED PRIOR TO SALE DATE.**

1. Pen lots of three head or less will be accepted.
2. All cattle must be registered purebred Santa Gertrudis or Santa Gertrudis Star Five. (Consignors must be in good standing with SGBI).
3. Females must be between the ages of 6 months through 6 years old (females must not be 7 years old the day of the sale).
4. Bulls 15 to 48 months of age are eligible. *****ALL BULLS MUST BE GAIN TESTED**
5. Bulls must have a sheath score of 3 or less.
6. Embryo, flushes, donor cows, bred recipient cows and semen lots will be accepted.
7. Fertility – **A licensed veterinarian must certify the following:**
 - Females over 26 months of age must calve by 36 months of age
 - Females with a calf at side that is 6 months of age or older must be safe in calf
 - Females with a calf at side that is 9 months of age or older must be safe in calf in at least the second trimester
 - Bulls, 15 months and older, must be fertility tested and confirmed a satisfactory breeder within 30 days of the sale and Trich tested according to Texas Animal Health Commission rules

Other Considerations:

- Females with a calf under 6 months of age may sell open or exposed
 - Any female 4 years old or older needs to have calving interval included
8. Cattle must be sound, functional, and in good flesh. Any cattle falling under the "Disqualifications" section of the SGBI "Standards of Excellence" will not be allowed to sell.
 9. Cattle must have a health certificate allowing interstate shipment and showing fertility results (if applicable), issued within 30 days of sale date. **Check with your veterinarian for any additional health requirements such as Brucellosis testing of cows over 18 months of age, TB testing etc.**

Any animal not meeting these requirements will be automatically removed from the sale offering.

The non-refundable consignment fee is **\$100.00 per lot or per pen, due at the time you submit your paperwork. Commission will be 10%.** (\$40.00 of consignment fee will be credited towards commission).

Make checks payable to:

*****Mid-Coast Santa Gertrudis Association*****

Mail entry form(s), full consignment fee, and copy of registration papers by March 1, 2019

To: **MATT KUBENA**
MID-COAST SANTA GERTRUDIS ASSOCIATION
 9003 FM 1459
 SWEENEY, TX 77480

Please mark your calendars now and plan to attend! This is a major event for the Mid-Coast Santa Gertrudis Association, and we are going to have a great time with plenty of quality cattle on display.

We look forward to seeing everyone there!

Watch for updates on <https://midcoastsantagertrudis.com/>!

Cattleman's Opportunity Sale 2019

Consignment Information Form
(Please use a separate form for each lot.)

May 11, 2019**Washington County Fairgrounds Sale Facility, Brenham, Tx**

Please circle one: Open Heifer Exposed Bred Heifer Pair
Three-n-one Bred Cow Bull Embryo Semen

Name: _____ Ranch Name: _____ Herd number: _____
Address _____ City _____ State _____ ZIP _____
Phone: Day _____ Night _____ Email _____ Fax _____

ANIMAL CONSIGNED:

Id # _____ Sex _____ Circle One: Horned Polled Scurred

Date of Birth _____ SGBI Reg. No. _____

Breeding Information for females: (AI certificate required if bred AI)

Open () or Palpated Bred () or Exposed () Calving interval for females 4 years and older _____

Palpation results: _____ Date: _____ or Expected Calving Date _____

Sire Bred or Exposed to: ID # _____ Name: _____ SGBI Reg. No: _____

Calf at Side Information: (Calf should be registered)

ID # _____ Sex: _____ Date of Birth: _____ SGBI Reg. No: _____

Sire ID# _____ Name: _____ SGBI Reg No. _____

For Bulls: Fertility Tested? _____ Date of Test: _____

Gain Test Data; Date of test _____ Av. Daily Gain _____ Ratio _____

Final Wt. per day of Age _____ Ratio _____

Please write comments, as you would like for them to appear in the catalog. Attach a copy of the registration certificate to this form and mail with a check made payable for \$100.00/lot to:

*Matt Kubena
Mid-Coast Santa Gertrudis Association
9003 FM 1459
Sweeny, TX 77480*

****Entry Deadline is March 1, 2019****

Comments: (Please limit comments to 35 words per lot.)

NEWS

updates

From your Mid-Coast Association...



Dear Mid-Coast Friends and Members,

I saw this quote recently and it reminded me of our Mid-Coast Santa Gertrudis Association's sponsorship of the National Junior Santa Gertrudis Show coming up in June. I thought that more than anything I've seen, it goes to the heart of who we are as people, as cattle breeders, and as an Association.

My husband and I have been in the Santa Gertrudis cattle business a shorter time than many of you and certainly don't claim to have the knowledge or skill with this breed that many of you have, but what we've noticed is the huge footprint that

Santa Gertrudis breeders have made on the cattle industry with this breed in the almost 80 years since Santa Gertrudis has been recognized as a breed. If you look at all the progress from simply raising this 'Texas' breed to the vast improvements you've made happen in the breed over the years with performance data and genetic tools, you ought to feel very proud of what you've accomplished. You've 'made it happen' for all of us by not settling for the Santa Gertrudis breed to simply hide in the shadows, but instead by pushing yourselves and your breed to produce cattle that hold their own in a competitive market.

And we'd all be naïve to think that all of this progress was made without Santa Gertrudis Breeders International and their affiliates. Some of you have been part of the Mid-Coast Santa Gertrudis Association for years, and others of us only a few years. Whether you've been part of this Association for a long time or a short time, we've heard the history about how the breeders have always stepped in when the need arose by volunteering to help with time, money, or resources. Well, now that we're hosting the Junior Nationals, all eyes are on Mid-Coast to see whether we will step up and be the great Association we've always been. Will we have sponsors step up to make this show the best it's ever been? Knowing most of you either by name or reputation, I believe we will.

I know many of you have already donated, but those of us who haven't still have the opportunity to do so. On the following page, you'll see the sponsorship form. Now I know that Allen and I can't donate at a Diamond level as much as we would love to do that, but we can do our part. Whatever we can do should give me a sense of pride that I was part of making it happen. And if what I can do is not financial at this point, well then, perhaps I can volunteer my time.

Anyway, I have to admit that although I've only been associated with Santa Gertrudis and Mid-Coast for a short time, I've come to have tremendous pride in our Association, in our current direction, and in what our members and experienced breeders have accomplished over the years. Right or wrong, I'd like to see our Association have the best show and donation campaign the Junior Nationals have experienced! (Okay, maybe there's a little competitive nature in this ol' gal!).

At any rate, let's **make it happen** for Mid-Coast!

Blessings to all,
-Karen Ginnard
Cattle Rattle Editor





2019 National Junior Santa Gertrudis Show

June 22-29, 2019 ~ Bryan, Texas

Sponsorship Opportunities available:

*All Sponsorships will be recognized in multiple ways during the show week and at banquet
 *Ranch & Business Sponsorships are welcome to provide promotional items to be included in welcome bags for all Junior members

<u>Friends</u>	up to \$500
<u>Bronze</u>	\$501 - \$1500
<u>Silver</u>	\$1501 - \$2500
<u>Gold</u>	\$2501 - \$5000
<u>Platinum</u>	\$5001 - \$9,999
<u>Diamond</u>	\$10,000 +

***Your generous contribution to the
2019 NJSGS is appreciated!***

Please make checks payable to **2019 NJSGS** and mail to:

**2019 NJSGS
c/o SGBI
P.O. Box 1257
Kingsville, Texas 78364**

Questions? Contact...

Nancy Wunderlich
979-277-2838

Christy Moran
979-203-0433

2019 National Junior Santa Gertrudis Show

Sponsorship / Donation Agreement

Company / Ranch Name: _____ Phone: _____

Contact Person: _____ Email: _____

Address: _____

Please specify the level of sponsorship:

_____ Friends	Up to \$500 Donation
_____ Bronze	\$501 to \$1,500 Donation
_____ Silver	\$1,501 to \$2,500 Donation
_____ Gold	\$2,501 to \$5,000 Donation
_____ Platinum	\$5,000 to \$9,999 Donation
_____ Diamond	\$10,000 + Donation

How would you like your
name/company/ranch to be listed on
recognition materials?

Mid-Coast Jr. News

February 2019

Upcoming Events

2019

***February 15th** — San Antonio Livestock Show

***March 1st** — Mid-Coast Association Super Sale at HLSR

***March 2nd** — International SG Show, Houston, TX

***March 7th** — Houston Livestock Show

***March 30th** — Austin Livestock Show

***May 18th—19th** — Norval and Anna Sells Mid-Coast Junior Show; Navasota, TX

***June 22nd – 29th, 2019** - 2019 SGBI National Junior Santa Gertrudis Show; Brazos County Expo Center; Bryan, TX

***July 28th—August 1** — GOALS—Gerts Ongoing Advanced Leadership Summit; Estes Park, CO

Howdy Mid-Coast!

I hope everyone has had an outstanding start to their 2019-2020 school year. Currently, I am finishing up my junior year at Texas A&M University and cannot wait for the summer to begin! We have so many exciting things coming up for Mid-Coast as well as SGBI, and I hope you are planning to take part in them!



By now, we have finished the first half of the spring major show season and are coming up on Houston, Austin and the Mid-Coast Warm-Up Show. These are some of my favorite shows and I am really hoping that we can be well represented at each of them. I want to give every Mid-Coast junior that participated in the San Antonio and Fort Worth major shows a huge shout out and "Thank you!" for representing our affiliate so well. We had a blast at these shows and really appreciate what great Mid-Coast juniors we have to show our beautiful Santa Gertrudis cattle. We also had a wonderful turnout at Dixie Nationals in Mississippi, and I am so proud of each of you who participated!

I am looking forward to seeing each of you at Houston, Austin and the Mid-Coast Warm-Up Show. We are having a Junior Social located at the Back Dock of NRG Center on Thursday, March 7 at 9am at the Houston Junior Show. This social is not just for Mid-Coast members, so please plan to attend and bring your other

Santa Gertrudis friends! This is a great way to converse with other Santa Gertrudis juniors before the show. We look forward to seeing you all there.

Our Mid-Coast Warm-Up Show is coming up in May. It will be held in Navasota, Texas from May 17-19. This is a great opportunity to get your cattle out for one last show before Junior Nationals! Please begin preparing to attend this show and gathering information on it. We always have a great time with the Mid-Coast juniors and really hope everyone can attend this year. If you are interested in volunteering or assisting in any way for this show, please contact David and Christy Moran, or myself for more information!

As we approach the spring, we are getting even closer to Junior Nationals in College Station, Texas (Whoop!) This year, Mid-Coast is hosting Junior Nationals and could use any help from our affiliate members to make this a fun and successful show! Please plan on assisting us before, during and after the conclusion of the show. Planning and hosting an event like this takes a lot of man-power and we have a place for each of you to help! If you are interested in helping, please contact David and Christy Moran, or myself for more information. Any help is beyond appreciated!

All of us at Mid-Coast are so proud of the things that each of you are accomplishing and cannot wait to see what the rest of this year holds for us! We are looking forward to seeing all of you at the upcoming shows. Feel free to contact us with any questions you have!

Thanks and Gig 'em!

Shelby Ferguson

Mid-Coast Junior President

Visit our website at <http://midcoastsantagertrudis.com>

Mid-Coast Junior Breakfast Social

at the
Houston Livestock Show and Rodeo

Thursday, March 7 at 9 am

Back Dock of NRG Center



All Junior Santa Gertrudis exhibitors are invited and welcome to join in the social time and enjoy breakfast together!



thank you

A big **THANK YOU** from the Juniors to our HLSR belt buckle sponsors!!

Hurricane Cattle Company; Paul, Molly, Hannah & Kyle Burrough

CMWW Partners; Memorial for Charles W. Wilson III

The Moran Family; David, Christy, Madison & Dawson

CF Cattle Company; Curtis & Kathy Fuchs and family

Rocking SG Schuleman Cattle Company

Urbanosky Ranch; Jerome & Jane Urbanosky

Briggs Ranches

Blackjack Oaks Ranch; Allen and Karen Ginnard

Helen Carleston; JHC Cattle

Wunderlich Farms

Double G Cattle

Thank you!

***2019 Norval and Anna Sells
Mid-Coast Junior Santa Gertrudis Show
May 17-19, 2019***

Grimes County Fairgrounds, 6036 FM 961 Rd., Navasota, Texas

Show Schedule

Friday May 17th

3:00 pm Cattle may enter fairgrounds
5:00 – 7:00 pm Registration Open

Saturday May 18th

8:00 am Cattle may enter fairgrounds
9:00 am – 12:00 pm Registration Open
3:00 pm Junior Membership Meeting
5:30 pm Showmanship Clinic
7:00 pm Hamburger Social

Sunday May 19th

7:30 – 9:00 am Registration Open (cattle in place and books close by 9 am)
10:00 am Showmanship (Senior, Intermediate, Junior, Pee Wee, Old Timers)
Purebred Cattle Show (immediately following Showmanship)
Star 5 Show
Bull Show

2019 ANNA AND NORVAL SELLS MID-COAST JR. SHOW

CLASS 1 - September 1, 2018 and Later	14 - July 1, 2017 - August 31, 2017
2 - July 1, 2018 - August 31, 2018	15 - May 1, 2017 - June 30, 2017
3 - May 1, 2018 - June 31, 2018	16 - Yearling Champion
4 - Calf Champion	17 - Reserve Yearling Champion
5 - Reserve Calf Champion	18 - March 1, 2017 - April 30, 2017
6 - April 1, 2018 - April 30, 2018	19 - January 1, 2017 - February 28, 2017
7 - March 1, 2018 - March 31, 2018	20 - October 1, 2016 - December 31, 2016
8 - February 1, 2018 - February 28, 2018	21 - July 1, 2016 - September 30, 2016
9 - January 1, 2018 - January 31, 2018	22 - Senior Champion
10 - Junior Calf Champion	23 - Reserve Senior
Champion 11 - Reserve Junior Calf Champion	24 - Grand Champion
12 - November 1, 2017 - December 31, 2017	25 - Reserve Grand Champion
13 - September 1, 2017 - October 31, 2017	26 - Best of Polled (Purebred Females only)

STAR FIVE HEIFERS

27 - Heifers calved March 1, 2016 or later (classes will be split depending on entries)

BULLS

28 - Bull calves calved January 1, 2018 and later (classes will be split depending on entries)

**Only heifers/cows will be allowed in showmanship classes*

***All animals must conform to Santa Gertrudis breed standards. Contact SGBI for details.*

****Mid-Coast reserves the right to combine classes or divisions depending on the number of animals in each class.*

Navasota Hotels

Comfort Inn & Suites - 936-825-9461

Best Western - 936-870-4100

Entries must be postmarked by April 15th!

2019 Norval and Anna Sells
Mid-Coast Junior Santa Gertrudis Show
ENTRY FORM

Entry deadline (postmarked): April 15th Entry fee: \$25/head Late Fee: \$15(addt'l)/head
(YOUR 2019 MID-COAST DUES MUST BE CURRENT TO PARTICIPATE)

Please return entries along with fees (payable to Mid Coast S.G. Assoc.) to the following address:
Christy Moran 2901 Shadow Lawn Street Brenham, Texas 77833

email: moran_fam4@yahoo.com phone: 979.203.0433

Pee Wee Showmanship for kids age 8 and under: (Those not able to show in purebred or Star Five shows)

Name: _____ Name: _____

List Additional Names on Back

EXHIBITOR INFORMATION: (use one page per exhibitor)
 (Additional copies may be used for more entries.)

Exhibitor's Name _____

Address _____ County _____

City _____ State _____ Zip _____

Date of Birth _____ Age (As of 5-1-2019) _____

1. Name of Animal _____ Registration # _____

Date of Birth _____ Class # _____ Class # _____

2. Name of Animal _____ Registration # _____

Date of Birth _____ Class # _____ Class # _____

3. Name of Animal _____ Registration # _____

Date of Birth _____ Class # _____ Class # _____

4. Name of Animal _____ Registration # _____

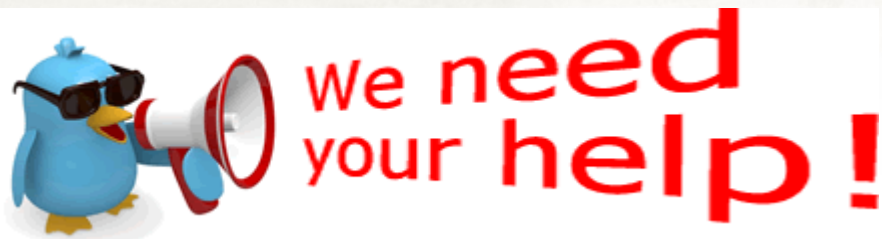
Date of Birth _____ Class # _____ Class # _____

(SHOW USE ONLY BELOW LINE)

TOTAL # OF HEAD ENTERED: PB: _____ STAR 5: _____ BULLS: _____

PAID: \$ _____ Cash _____ Date _____

Check # _____



Howdy Mid-Coast Juniors!

Our Mid-Coast Opportunity Sale is coming up and we need your help! This year, the Juniors will be having a silent auction to benefit Mid-Coast, our juniors, and to help with Junior Nationals. We are looking for any items you would be willing to donate to our silent auction.

In the past, we've had baked goods donated, home canning products, baskets of goodies, home-made crafts, new items, belt buckles, jewelry, hunting and fishing trips - the ideas are endless!

This is a great opportunity for you to contribute to the juniors in our affiliate. Any help is appreciated! If you have any questions, please feel free to contact David and Christy Moran or myself.

Thanks and Gig 'em!

Shelby Ferguson



The 2019 Scholarship Application is available!!

Graduating Seniors!



The Mid-Coast Junior Scholarship application has been sent out by **email**, the information has been posted on **Facebook**, and the form is available on the **Mid-Coast Santa Gertrudis website** at <https://midcoastsantagertrudis.com/>.

The hand-written form must be postmarked by April 15th, 2019 to be considered.
You'll want to get started today!

Eligibility

- ⇒ Active (Paid) Junior Mid Coast member in good standing as of March 15, 2019
- ⇒ Must be a high school graduating senior
- ⇒ Must have made a formal application to enroll in a college or university
- ⇒ During awarded period must maintain 2.0 GPA or higher and completed 15 credit hours a semester



Sponsored by the Mid-Coast Santa Gertrudis Association! ...



2019 NATIONAL JUNIOR SANTA GERTRUDIS SHOW JUNE 22-29, 2019

Plans are underway for the 2019 National Junior Santa Gertrudis Show (NJS GS). Join fellow NJS GA members for the show at the Brazos County Expo in Bryan, Texas. The Mid-Coast Santa Gertrudis Association is excited to bring the NJS GS back to Texas and can't wait for you to join in the Texas Two Step. More information, including a schedule and registration information, will arrive in future issues of *Santa Gertrudis USA*.

For more information, contact David and Christy Moran at moran_fam4@yahoo.com, or call David at (979) 251-0391 or Christy at (979) 203-0433.

HOST HOTEL:

HILTON COLLEGE STATION & CONFERENCE CENTER

801 University Dr. E., College Station, Texas 77840
(844) 327-4043 • \$105/night

Room block reserved under NJSGBI. Book directly at
<http://www.hilton.com/en/hi/groups/personalized/C/CLLCH-HF-NJSGBI-20190622/index.html>.



2019 Annual Norval and Anna Sells Mid-Coast Junior Santa Gertrudis Show

May 18 -19th, 2019

Grimes County Fairgrounds; Navasota, TX

Tentative Schedule: **Friday, May 17th** - Cattle enter fairgrounds late afternoon.

Saturday, May 18th - Cattle checked in; Junior meeting and possible Affiliate meal.

Sunday, May 19th - Junior show.



2019 National Junior Santa Gertrudis Show

June 22 - 29th, 2019

Bryan, TX

Encouraging ALL Mid-Coast Junior members to participate and ALL Mid-Coast members to help us host this great junior event!

Please contact David or Christy Moran or Nancy Wunderlich with questions or offers of help.

2019 GOALS - Gerts Ongoing Advanced Leadership Summit

Is a leadership experience for National Junior Santa Gertrudis Association Members age 13 and older.

July 28th - August 1st, 2019

Estes Park, CO

Look for information in the February 2019
SG USA magazine, page 27!

Contact Christy Moran or Gale Villanueva if interested



Attend the SGBI Annual Meeting...

Read more in the February 2019 issue of SG USA Magazine!

SANTA GERTRUDIS BREEDERS INTERNATIONAL 68TH ANNUAL MEETING

CELEBRATING GENETICS THROUGH PAST GENERATIONS

APRIL 11-13, 2019

Hyatt Regency Riverwalk • San Antonio, Texas



HEADQUARTERS HOTEL

Hyatt Regency Riverwalk
123 Losoya St., San Antonio, Texas
(210) 222-1234
Room block reserved under: Santa Gertrudis Cattle
<https://www.hyatt.com/en-US/group-booking/SATRS/G-CATL>

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

FULL REGISTRATION INCLUDES:

All sessions and meals for Thursday-Saturday, including President's Dinner and Hall of Fame Inductions. *No lunch is provided Saturday.*

\$275.00 per person x _____ = \$ _____ *If received BY March 8, 2019*

\$325.00 per person x _____ = \$ _____ *If received AFTER March 8, 2019*

A LA CARTE TICKETS AVAILABLE:

FRIDAY a la carte tickets

LUNCH/KEYNOTE SPEAKER

\$50 per person x _____ = \$ _____

DINNER/RIVERWALK SOCIAL

\$50 per person x _____ = \$ _____

SATURDAY a la carte tickets

SGBI ANNUAL MEETING BREAKFAST

\$25 per person x _____ = \$ _____

PRESIDENT'S DINNER, HALL OF FAME INDUCTIONS AND AWARDS BANQUET

\$150 per person x _____ = \$ _____

Mail registration to:
SGBI, P.O. Box 1257 • Kingsville, TX 78364
or FAX to (361) 592-8572

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

TENTATIVE SCHEDULE

THURSDAY, APRIL 11

2:00 p.m. SGBI Board Meeting

4:00 p.m. - 6:00 p.m. Committee Meetings

FRIDAY, APRIL 12

8:00 a.m. Breakfast

8:00 a.m. - 12:00 p.m. Registration

9:00 a.m. - 12:00 p.m. Committee Meetings

11:00 a.m. - 1:00 p.m. Lunch/Keynote Address:

"Santa Gertrudis World Congress 2019"

Lisa Bard, BluePrint Media

1:00 p.m. - 3:00 p.m. Marketing Roundtable:

"Is Your Marketing Plan Effective?"

Yancey Strait, SGBI past president

3:00 p.m. - 4:00 p.m. Educational Program:

"Setting Herd Objectives and Using the SGBI Toolbox"

John Ford, SGBI executive director, and Brad Wright, SGBI records advisor

5:30 p.m. Social/Dinner

(River boat cocktails and Mexican buffet)

SATURDAY, APRIL 13

8:00 a.m. Breakfast

8:00 a.m. Annual Membership Meeting, Executive Director and Affiliate Reports

10:00 a.m. Succession Plan Listening Session:

Jerome Urbanosky, SGBI president, and Nancy Wunderlich, SGBI president-elect

12:00 p.m. - 2:00 p.m. SGBI Board of Directors Meeting

12:00 p.m. - 6:00 p.m. Free Time

6:00 p.m. - 7:00 p.m. Social Hour

7:00 p.m. President's Dinner, Hall of Fame Inductions and Awards Banquet

Mid-Coast Santa Gertrudis Association

2019 Membership Application Form

(Renewal or New Member)

Due by January 1st of each year

(Memberships run from January 1st to December 31st each calendar year)

JOIN OR RENEW YOUR
MEMBERSHIP
TODAY!

Indicate Membership Type	Requirements	Annual Dues
Active Member	Persons, Firms, Partnerships, Corporations who belong to Santa Gertrudis Breeders International (SGBI). Please indicate which name membership will be under: <input type="checkbox"/> Individual(s) <input type="checkbox"/> Ranch	\$50.00
Associate Member	Non-voting membership; do not have to be an SGBI member or own Santa Gertrudis cattle.	\$40.00
Junior Member	Must be younger than 21 at 01/01/2019. Junior Member Date of Birth: _____	\$25.00

Please print or type carefully – this information is used in the directory.

Ranch Name	SGBI Herd #	
Member Name(s)	Primary Member	Spouse
Mailing Address		
City, State, Zip		
Ranch Address (if different)	Street	City, State, Zip
Phone – Home		
Phone – Cell	Primary Member	Spouse
Email address	Primary Member	Spouse
Web site address		
For Junior applicants: Parents name(s)		
For Junior applicants: Parents' eMail and phone	eMail:	Phone:
For Junior applicants: School information	School: Name of Organization:	<input type="checkbox"/> 4-H <input type="checkbox"/> FFA (check one)

****Information provided above will be available on the Mid-Coast website Membership Directory.**

****List any information you do not want released on the website:**

Please either complete and pay on-line, or mail completed form and check made payable to [Mid-Coast Santa Gertrudis Association](#) to:

[Lisa Barrett, Secretary](#)
[Mid-Coast Santa Gertrudis Assn.](#)
[2126 Gebhardt Rd.](#)
[Sealy, TX 77474](#)

For office use only:

Check # _____

Date _____

Mid-Coast Santa Gertrudis Association

2019 Cattle Rattle Newsletter

Ranch Advertising Form

(Renewal or New Participant)

Due January 1st of each year

Advertising Type	Description	Annual Payment
Ranch Business Card advertisement	All Mid-Coast members (Active, Associate, and Junior) are given the opportunity to have their Ranch or ranch-related business card included in the Mid-Coast Santa Gertrudis Association Cattle Rattle magazine. The Cattle Rattle is published 4 times per year to Mid-Coast members and to various 4-H and FFA organizations. The business card is reduced in size, similar to how they are shown in the SGBI magazine.	\$60.00

Please print legibly. This contact information is used in case we have questions for you.

Ranch Name	SGBI Herd #	
Member Name(s)	Primary Member	Spouse
Mailing Address		
City, State, Zip		
Phone – Home		
Phone – Cell	Primary Member	Spouse
Email address	Primary Member	Spouse
Web site address		

Notes:

- Please send your business card with this form, but do not attach.
- If you have a scanned, high-quality file with your business card image, you can eMail it to kginnard56@gmail.com.
- If you also advertise your business card in the SGBI magazine, please check here: ☐

Make checks payable to: [Mid-Coast Santa Gertrudis Association](#)

Please mail completed form to:

Karen Ginnard, Cattle Rattle Editor
Mid-Coast Santa Gertrudis Assn.
15300 McCraven School Road
Washington, TX 77880

For office use only:

Check # _____

Date _____

Mid-Coast Brand Ads

Established 1946
BIERI FARMS 

LEROY BIERI
www.bierifarms.com

P.O. BOX 441
 ANGLETON, TEXAS 77516

Office: (979) 849-7911
 Cell: (979) 292-9856
 Fax: (979) 849-1926

Santa Gertrudis Cattle  SGBI Herd Number: 40525

BLACKJACK OAKS RANCH
 "Where Excellence is the Norm"

KAREN & ALLEN GINNARD
 (936) 878 1825



Website: www.blackjackoaksranch.com 15300 McCraven School Road
 Cell: 713 586 9978 Washington Texas, 77880

 **CF Cattle Co.**
Curtis & Kathy Fuchs
And Family

#10494

44 Three Oaks Lane
Brenham, Texas 77833

Home: 979-289-5635 Cell: 979-251-0328

 **CORPORRON ACRES** 

Jim Corporron **Ranch:** 979-562-2405
 3148 County Road 229 **Cell:** 979-561-7185
 Schulenburg, TX 78956 **Email:** jim@corpacres.com
www.corporronacres-dosbrosranches.com

DosBros Ranch 

Rodney & Barbara Corporron **Ranch:** 979-562-2400
 528 CR 223 **Cell:** 713-724-1263
 Schulenburg, TX 78956 **E-Mail:** rodcorporron@yahoo.com
www.corporronacres-dosbrosranch.com

D Bar J Ranch 

Herd No. 7964
 SANTA GERTRUDIS

8456 FM 227 East Phone: 936-687-5800
 Grapeland, Texas 75844 Fax: 936-687-2944

All members have the opportunity to advertise by placing your business card in our newsletter for a nominal fee of \$60.00 per year. A form for 2019 participants is on our Mid-Coast Santa Gertrudis Association website on the News page, and under the Forms section.

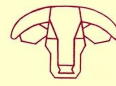
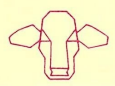
John Kiker
 24081 Jones Rd.
 Hempstead, TX 77445
 Phone & Fax: (979) 826-8329
j.w.k.1934@gmail.com



BRETT MUEGGE **MICHAEL MUEGGE**
 979-277-4254 979-277-2987
brett_muegge@hotmail.com

Star Five Halford
 American Cross
 Show Steers

RANCHO SALIDA DEL SOL
 SGBI HERD NO. 9020

JOHN H. & PAMELA LIFORD
 P.O. BOX 1739
 GONZALES, TEXAS 78629 email:liford@gvec.net

Allen & Cheryl Grainger "The tradition continues"

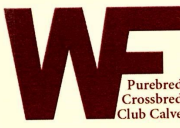
Rocking A Ranch

Santa Gertrudis & Star Five Cattle
 Herd # 878

Phone: (979) 830-8785
 Web: rockingasantagertrudis.com P.O. Box 2282
 Email: rockingacattle@gmail.com Brenham, TX 77834

Rose Hill Ranch
 AJ & Rosemary Gambino
 PO Box 235 Pattison, TX 77466
 (832) 496-8836 or (832) 542-1944
www.santagertrudiscattle.com
 email: rosemary.gambino@gmail.com

 **Strait Ranches**
 Y.N. Strait Family
 Carrizo Springs, TX
 830.317.3310 | 830.876.3309
www.straitranches.com

 Terry/Nancy Wunderlich & Family
 1755 Lange Lake Road
 Brenham, TX 77833

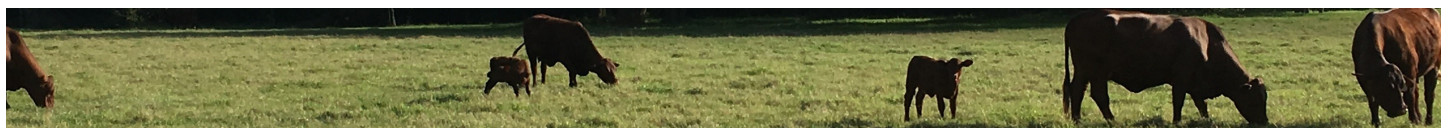
Purebreds
 Crossbreds
 Club Calves

WUNDERLICH FARMS
 Registered Santa Gertrudis Cattle

wunderlichfarms@gmail.com
 Nancy 979-277-2838 Paul 979-277-1938



Mid-Coast Santa Gertrudis Association
Karen Ginnard, Editor
15300 McCraven School Rd.
Washington, TX 77880



Coming Events

Visit us at: <https://midcoastsantagertrudis.com/>



2019

- | | | |
|-------------------------------|---|--|
| March 1st, 4:00 p.m. | - | 2019 Mid-Coast International Super Sale Aisle Party; HLSR, Houston TX |
| March 1st, 6:00 p.m. | - | 2019 Mid-Coast International Super Sale; HLSR, Houston TX |
| March 2nd | - | International Santa Gertrudis Show; HLSR, Houston, TX |
| March 7th | - | Houston Livestock Show |
| March 23rd | - | Bluebonnet Classic Sale; Hallettsville, TX |
| March 30th | - | Austin Livestock Show |
| April 11-13 | - | SGBI 68th Annual Meeting; San Antonio, TX |
| May 10th, 3:00 p.m. | - | Mid-Coast Cattleman's Opportunity Sale Cattle Viewing and Social (6:00 p.m.); Washington Co. Fairgrounds Sale Barn, Brenham, TX |
| May 11th, 11:00 a.m. | - | Mid-Coast Cattleman's Opportunity Sale; Washington Co. Fairgrounds Sale Barn, Brenham, TX |
| May 18th - 19th | - | Norval and Anna Sells Mid-Coast Junior Santa Gertrudis Show; Grimes County Fairgrounds; Navasota, TX |
| June 22nd - 29th | - | 2019 SGBI National Junior SG Show; Brazos County Expo Center; Bryan, TX |
| July 28th - August 1st | - | GOALS - Gerts Ongoing Advanced Leadership Summit; Estes Park, CO |