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Cattle Rattle



Official Publication of the Mid-Coast Santa Gertrudis Breeders

February 2012

A Message from the President

Dear Mid-Coast Member:

I hope everyone has enjoyed the much needed rain that we have been graced with lately! As your pastures begin to "green-up", I want to remind you of several sales to mark on your calendar. *The 2011 International Super Sale*, sponsored by Mid-Coast will be held Saturday, March 3rd at 5 PM in the Houston Livestock Show & Rodeo Reliant Center, and promises to once again offer an excellent set of haltered Santa Gertrudis that will compliment any herd. (The annual aisle party, "Fiesta" held prior to the sale, will begin at 3:30 pm in the aisles.) The next weekend on Saturday, March 10th in Hamilton, TX, SGBI will be hosting the *Rebuild with Reds Pure-bred Bull & Commercial Heifer Sale*. Then later in the month, the annual *Bluebonnet Classic Sale* will be held on March 24th at the Lavaca Expo Center in Hallettsville.

In addition to the sales during March, plenty of good cattle will be on display and shown during the HLSR International Open Santa Gertrudis Show on Sunday, March 4th and then on Saturday, March 10th at the HLSR Junior Santa Gertrudis Heifer Show, both in the Houston Livestock Show & Rodeo Reliant Center.

I would like to congratulate several members on their recent and profound accomplishments: Clay Combs—Reserve Champion Hog at the National Western Stock Show in Denver; Clay Robinson—1st Place Fort Worth Livestock Exposition Heifer Superintendents' Beef Challenge; along with the new inductees into the SGBI Hall of Fame: Dr. Charles Borchers, Dan & Jane Wendt, and Dick Vesper!

It is with involvement that we are able to move forward, not only as an association, but also as a breed. I hope the many Santa Gertrudis events and/or the Cattle Rattle in some way helps to encourage everyone to not only stay involved with Mid-Coast, but also within SGBI. I would like to invite those that are able to attend this years' SGBI Annual Meeting held in Chattanooga, TN, April 19th-21st.

On a sad note, one of Mid-Coasts' long time breeders and promoters, Dr. Charles Borchers, passed away January 13th. On behalf of the board, I would like to offer our condolences to the family.

As always, if you need information on any of the coming events or have questions, please contact one of your directors listed at the left of this page or myself, as we are here to serve you.

Regards, Cheryll Grainger

In Memory ~ CHARLES LEWIS BORCHERS

VICTORIA - Charles Lewis Borchers, M.D., beloved husband, father, physician, cattleman, community leader and philanthropist, mentor and friend to many passed away on Friday, January 13, 2012, after a brief illness and attempted life-saving heart procedure.

He was born on December 23, 1924, in the rural Lavaca County community of Hope to the late Willie Menn Borchers and Mary Schaeg Borchers. He is survived by two loving daughters, Mary Kay Borchers of Houston, and Charla Borchers Leon and her husband Robert B. "Bobby" Leon of Victoria, brothers, Otto R. Borchers of Yoakum, and Marion J. Borchers of New Braunfels and their wives, brother-in-law Don G. Kaspar of Shiner, eight Borchers nieces and nephews and their hus-

bands and wives, four Kaspar nephews and their wives, 24 great and 2 great-great nieces and nephews. In addition to his parents, he was preceded in death by his late wife of 61 years, Mary Katherine Welhausen Borchers, his late brother William H. Borchers and wife Joyce Word Borchers of New Braunfels, and his late sister-in-law Jean Welhausen Kaspar of Shiner. Born in one of the coldest winters on record, he was the second son of four reared on a working cattle ranch in southern Lavaca County and continued as third generation in ranching land that now has been in the family 105 years. His stern upbringing had him working cattle horseback at 5 years of age, traveling to and from grade school several miles horseback every day, breaking wild horses at 12 and being of the last generation which rode on chuck wagon 'round-ups' as a young man.

With his mother being a country school teacher, he started public school in the 3rd grade and graduated at age 15 from Yoakum High School. Being too young to enter college, he completed courses at Baldwin's Business College in Yoakum before entering Texas A&M and Infantry ROTC training at 16, one year later in 1941. A patriot and young stalwart of duty and service, and with the onset of <u>World War II</u> limiting availability of ranch hands, he returned to work on the ranch for almost 2 years, and at 18, declared to his father that he wanted to help defend his country. He enlisted and fought with the 112th Regimental Combat Team in the Philippines six months later. An infantry combat veteran, decorated soldier for meritorious service, and 6 Stripe First Sergeant, he became a directly-commissioned Second Lieutenant. Among memorable war-time stories is his recollection of witnessing the surrender of Japan on V-J Day in September 1945, from a nearby ship in Tokyo Bay, Japan.

His return home in the fall of 1946 and anticipated marriage on August 30, 1947 prompted his enrollment in the <u>University of Texas</u> at Austin from where he received his Bachelor of Science Degree with Honors and became a licensed Pharmacist in 1949. After stints with a Houston pharmacy and as a medical service representative with E. I. Lilly and Company for two years, he applied for medical school and completed his Doctor of Medicine degree from the University of Texas Medical Branch at Galveston in June 1955 with membership in Phi Beta Pi Medical Fraternity. After interning in Austin's Brackenridge Hospital, he practiced medicine one year in Yoakum, before opening his solo practice in Victoria in October 1957. On June 30, 1984, he closed his general practice of medicine and surgery, having had over 169,000 office visits and delivering well over 1500 babies into the world.

He has been a licensed Pharmacist for 62 years and Doctor of Medicine for 57 years; a 55-year member of the Texas and American Medical Associations, the American Academy of Family Physicians, a Past President of the Victoria-Jackson-Goliad Counties Medical Society and a Past President and member of the Inter-County Clinical Society for 56 years. Respect for his medical acumen and leadership credited him with service as a past 3-term Chairman of the Board of DeTar Hospital and past Chief of Staff as well as serving as a member of the Medical Board of Governors of Hospital Corporation of America, the then parent company of the current DeTar Healthcare System, and was the only physician to serve in that capacity for 2 terms. Additionally, he was a Past Chairman of the Victoria City-County Health Unit for 5 years and was a past Medical Director of the Region 20 American Cancer Society. He preferred the distinction of 'Good Ol' Country Doctor' and had great satisfaction in having cared for his many patients. He believed that his work as a physician was an extension of God's hand in helping others.

A lifetime of community service, leadership and philanthropy were evident with his significant time as a Director of Victoria Bank and Trust Company through its transition to Norwest and Wells Fargo Bank for nearly 30 years, a charter member of the Board of Directors of the Victoria Performing Arts Center and Endowment Trustee of the Victoria Symphony Society for 19 years, Past Chairman of the Board and Member of the Board of Trustees of First Christian Church, and Past Director of both the <u>Rotary Club</u> of Victoria and the Chamber of Commerce. His generosity significantly benefited the Victoria Performing Arts Center with the Dr. Charles and Mary Katherine Borchers Performance Hall bearing his name, the Victoria Symphony Endowment Trust, Victoria County Courthouse Restoration, the American Cancer Society Cattle Barons' Ball, the Museum of the Coastal Bend at the Victoria College and other fundraising campaigns. For noted service and support, he and his late wife were jointly honored as Distinguished Citizens of Victoria in 2002.

He is recognized as an Honorary Deputy Sheriff in both Victoria County and Goliad County and is a Life Member of the Victoria 100 Club in support of law enforcement. He supports preservation and museum efforts through current



membership in various organizations. He is in a unique group with Life Membership in the University of Texas Ex-Students' Association and membership in the <u>Texas A&M University</u> Former Students' Association. His love of country and the land can only be paralleled with that for his family and heritage. A third generation rancher and cattleman, he with his late wife and two daughters partner in Borchers Southern Y Ranches, L.P., a commercial Brahman-Hereford F1 cow-calf and purebred Santa Gertrudis cattle operation in three divisions in seven surrounding South Texas counties. He belongs to the Brahman, Hereford and American Quarter Horse Associations and is a past member of the Board of Directors of Santa Gertrudis Breeders International. He has received numerous agricultural awards including Person of the Year in Agriculture and was very recently inducted into the Santa Gertrudis Breeders Hall of Fame for his contributions in the establishment of the commercial Star 5 program.

His passion for pristine surroundings and compassion for the care of animals is indicative of being a good steward of the land, which he believed ultimately belonged to God and should be left in better shape than the condition in which it was acquired. While most of his professional career was in the practice of medicine, he never lost his love and interest in the life he knew on the ranch. He would tell you, "No real cattleman I ever knew, ever did."

A man of deep conviction, high moral standard and unflinching loyalty, his word was his command and his handshake his honor. He listened to many in his various roles in life, and would always rest on providing advice of right over wrong. His wit and demeanor brought a smile to most he knew, and when he looked you in the eye with commitment, he was your friend and confidant for life.

His humility ran deep with satisfaction in making the most of life. His gentle stoicism was with him to his last days with concern for others, and especially those who helped care for him. He and his daughters express heartfelt appreciation to lifelong best friend and physician Dr. Larry Riedel, most trusted ranch manager Thomas W. Phillips, capable office assistant Lisa Baker, loyal household assistants Josephine Reyes, Pat Espindola, and Carlos De La Cruz, as well as his kind and compassionate caregivers and therapists, and in particular, Jodi Tompkins and Andy Francis.

Pallbearers were ranch and cattle working cowboys Cody Talley, Jeff Baranowski, Finley Blackwell, Efford Hamman, Cullen Jurena, Dan Machen, Randal Shelton and Clarence Strait. Honorary pallbearers include O. R. Borchers, Marion J. Borchers, Don G. Kaspar, Dr. Larry Riedel, Barbara and Tommy Phillips, Josephine Reyes, Pat Espindola and Lisa Baker. Those who have notably touched his life include Kathleen Carey, Sam Clegg, Joe Cohen, Dr. Jerry Crabtree, John Fossati, Dr. Fred Fry, Elizabeth Greeson, Milton Greeson, Jr., Penni Gietz, Dr. Fred Lykes, Robert (Bobby) Hewitt, Sr., Robert Hewitt, Jr., Morgan O'Connor, The Honorable T. Michael O'Connor, John Welder V and Les Amis and La Dolce Vita Supper Club members.

Visitation was held from 5 to 7 p.m., Tuesday, January 17, 2012, at Colonial Funeral Home. Funeral services were at 2:00 p.m., Wednesday January 18, 2012, at Trinity Episcopal Church with the Rev. Bur Dobbins officiating, with burial following in Memorial Park Cemetery. Memorial remembrances may be made to Victoria Performing Arts Center, Inc., One O'Connor Plaza, Suite 1100, Victoria, Texas 77901 or donor's choice.

by Debbie Townsend

If you like visiting with friends, catching up on old times and viewing some of the best Santa Gertrudis cattle in the breed, you must mark your calendar, for Saturday, March 3, 2012 at 3:30 p.m. That will be the date for the Houston Livestock Show and Rodeo annual *Aisle Party* presented by the Mid-Coast Association. The Mid-Coast Aisle Party has become almost a tradition in Houston each year. We shovel back some of the shavings and host a party down the aisle of cattle that even HLSR livestock officials request an invitation to. For the past three years it has been planned in conjunction with the haltered Super Sale. Held just prior to the sale, this year's Mid-Coast Aisle Party promises to have good food and drinks, great fellowship and camaraderie and some fabulous Santa Gertrudis cattle to look at.

DON'T MISS THE BIG EVENT! 2012 SANTA GERTRUDIS INTERNATIONAL

at the Houston Livestock Show, offering "The Best of the Breed." Sponsored by the Mid-Ceast Santa Centrudis Association SATURDAY, MARCH 3, 2012 @ 5 PM Reliant Center – East Arena, Houston, Texas Presale Aide Party-March 3, 2012 @ 3:30 PM

For more information on the sale, contact Sale Chairman Jerome Urbanosky by cell at 281–797–5715 or via e-mail at jeromesoameritechsi.com

MIDCOASTSANTAGERTRUDIS.COM

In The News …



Our lives are filled with happiness and our hearts with love. M. Boone and his wife, Kimberly are proud to announce the birth of their daughter, Anabelle Rose, on December 7, 2011. Proud grandparents, A.J. & Rosemary Gambino of Rose Hill Ranch were overheard saying, "we have 8 years to find a National Grand Champion for Anabelle to show!" Proud grandparents, Billy & Elaine Pittman, of Athens, Georgia were overheard saying, "we may have to move to Texas."

The Heifer Superintendent's Beef Challenge competition is open to all Southwestern Exposition and Livestock Show Junior Breeding Beef Heifer Show exhibitors that are currently enrolled in their senior year of high school and have shown in the Fort Worth Stock Show Junior Breeding Beef Heifer Show a minimum of two years. This year \$60,000 in scholarships were awarded to the top competitors.

The contest itself consists of two main components, the Educational Information Challenge and the Sales Talk. The top scoring contestants in The Educational Information Challenge present a two minute Sales Talk to three industry judges to explain "WHY and HOW the breed of heifer I am exhibiting should be used by a commercial beef producer". This year there were approximately 70 contestants who participated in the contest. After the Educational Information Challenge, twelve contestants were selected to continue on to the Sales Talk, three of whom raise Santa Gertrudis. After the Sales Talk, the nine competitors were awarded scholarships as Clay Robinson won first place and received a \$12,000 scholarship. Clay serves as Vice-President of the Mid-Coast Juniors, as well as Vice-President of the NJSGA Board of Directors. He is the son of Tammi Robinson and grandson of Jack and Lois Carraway all of Dayton.





Jerry Don and Kristi McLeod of Fairfield, announce the engagement and upcoming wedding of their daughter, Jaymi, to Travis Longron of Bedias.

Jaymi is a 2010 graduate of Fairfield High School, and is currently a junior at Sam Houston State University studying Elementary Education.

She is the granddaughter of John and Hilda McLeod of Fairfield and Don and Patsy Peters of Bridge City.

Travis is a 2009 graduate of Iola fligh School and is currently employed in ranch and cattle management in Iola.

The couple plans to wed March 3, 2012 at 5 PM at Calvary Baptist Church in Fairfield. A dinner and dance reception will follow at The Depot X in Fairfield. Following the honeymoon, the couple will reside in Bedias.

From the Desk of ...

John Ford, SGBI Executive Director

The results of 2 drought related surveys recently caught my eye and both were thought provoking. Texas and Southwestern Cattle Raisers' 2011 drought survey confirmed what many of us expected, as a result of the dry weather 30% of the Texas cow base has moved off the land. Unfortunately, the results did not indicate if the animals sold or were moved to areas of the



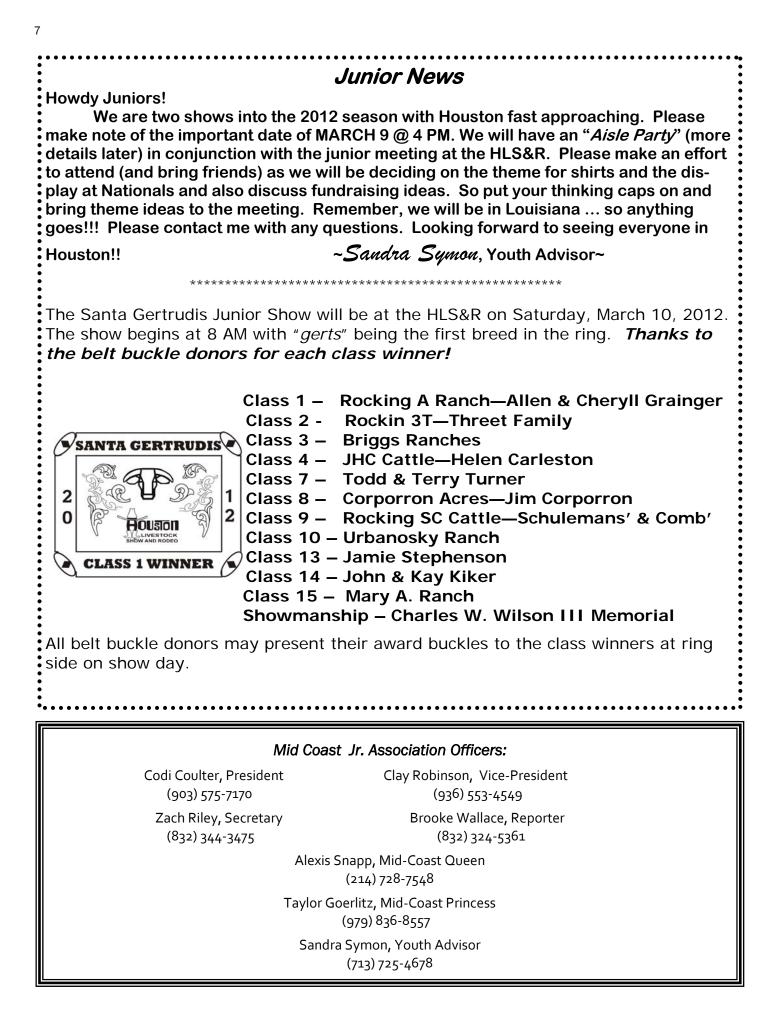
Photo courtesy of Santa Gertrudis USA

country were conditions have been more favorable. Regardless, a 30% reduction on top of an already diminished Texas cow herd changes the complexion of the beef industry in the state and will have a long term impact on the economy.

Keep the TSCRA number in mind as the result of a similar survey is discussed. Beef Magazine's drought survey basically targeted cow-calf producers in the same area as the Texas and Southwestern Cattle Raisers' effort; therefore, I assume an overlap in respondents had to occur. The Beef Magazine survey wanted to know the future plans of cattle producers that had liquidated due to the drought. 52.2% of the respondents indicated they will be rebuilding their cow herd when conditions improve. Wanting flexibility, 7.0 % plan on restocking with stocker cattle. 4.3% indicated they will switch to a non-livestock related agricultural enterprise. The remaining 36.5% are unsure if they will return to animal agriculture and question the direction that they will take in regard to the land.

The results of the 2 surveys clearly point out that marketing opportunities exist for SGBI. With 52.2% of the producers planning on restocking when conditions improve, prospects for moving Santa Gertrudis cattle are phenomenal. Santa Gertrudis genetics supply the maternal traits sought by commercial cattlemen and will be in demand. The versatility of the Santa Gertrudis female provides numerous breeding and marketing opportunities and in a changing industry this attribute is certainly a plus. However, I believe it is the adaptability of the Santa Gertrudis breed that will catch the attention of those restocking pastures and rangelands. The brutal drought and extreme heat have reinforced the fact that black hided, non-eared cattle face severe limitations when environmental conditions are less than favorable. Santa Gertrudis Breeders have a great opportunity to play a major role in rebuilding the Texas cowherd and rebuilding it with adaptable red hided cattle.

I see great marketing opportunities for Mid Coast Affiliate Members on the horizon, but I must admit that I am concerned at the percentage of producers indicating they are considering leaving the industry. I am even more concerned that a sizable amount of Texas pasture and rangeland may go out of production. I constantly worry that the commercial customer base will continue to dwindle in the Lone Star State. If commercial cow numbers continue to shrink, we must be ready to face the challenge of increased competition from other breeds looking to capture a greater share of the Texas bull and replacement female market. Although I am concerned, I welcome this marketing challenge; I know that Santa Gertrudis genetics provide the traits sought by commercial producers in Texas. The beef industry is changing; it adapts and adjusts to weather conditions and market demands, constantly creating new challenges.





2012 Norval and Anna Sells Mid-Coast Junior Santa Gertrudis Heifer Show

April 27th & 28th Grimes County Fairgrounds, Navasota, TX

Hello Juniors:

With the start of the new show year, it is time to get excited about the 2012 Norval & Anna Sells Mid-Coast Junior Heifer Show. This event will not only be the greatest affiliate heifer show in the country, but it will also provide juniors and their families an opportunity to start preparing for Nationals. This year's show will be held on April 27th and 28th at the Grimes County Fairgrounds in Navasota, TX and as always we will kick off this special occasion with a delicious Friday night dinner. Join us and catch up with your Mid-Coast family and friends and please welcome the chance to bring potential members, visitors, or friends. We pride ourselves on our elite affiliate program and our members are the heart of this association.

The show will be held on Saturday along with showmanship for both our juniors and old timers. That's right Mom and Dad, dust off your stick and show our junior members how it's done; there is a \$5 entry fee and it's a winner take all competition. Tammy Robinson will be defending her title, so bring your "A" game. Following the show we will hold our annual junior meeting and elect junior officers and our Mid-Coast queen. Juniors, start thinking about these elections in advance. Take this invaluable opportunity to step into a management role and develop your leadership skills while helping Mid-Coast.

Lastly, book your rooms now! We have inside information that there are two weddings being held the same weekend as the show and rooms are going fast. If you plan to stay in Navasota, please contact Neal Schulman at nschulman@yahoo.com with where you are staying and how many rooms you booked. We look to forward to seeing everyone at the show and please direct any questions to our Mid-Coast junior director, Sandra Symon (713-828-5959), symonjsjj@aol.com or Boone Smith (832-721-8535), mboone.smith@gmail.com).

~ Boone Smith, Youth Show Director ~

Friday, April 27 5:00 p.m. - Cattle May Begin Entering Fairgrounds 7:30 p.m. - Fajita Dinner

Saturday, April 28

7:30 a.m. - 8:30 a.m. - Registration

9:00 a.m. - Showmanship Judging (Senior, Intermediate, Junior, Pee Wee, Old Timers) - Cattle Judging to Immediately Follow Showmanship

Immediately following the cattle judging and lunch, there will be a junior meeting held in the Go Texan building. All juniors are encouraged to attend. Scholarship winners will be announced, as well as elections for queen and officers, national show information, and brain bowl teams.

2012 ANNA AND NORVAL SELLS MID-COAST JR. HEIFER SHOW

- CLASS 1 September 1, 2011 and Later
 - 2 July 1, 2011 August 31, 2011
 - 3 May 1, 2011 June 31, 2011
 - 4 Calf Champion
 - 5 Reserve Calf Champion
 - 6 April 1, 2011 April 30, 2011
 - 7 March 1, 2011 March 31, 2011
 - 8 February 1, 2011 February 28, 2011
 - 9 January 1, 2011 January 31, 2011
 - 10 Junior Calf Champion
 - 11 Reserve Junior Calf Champion
 - 12 November 1, 2010 December 31, 2010 24 Grand Champion

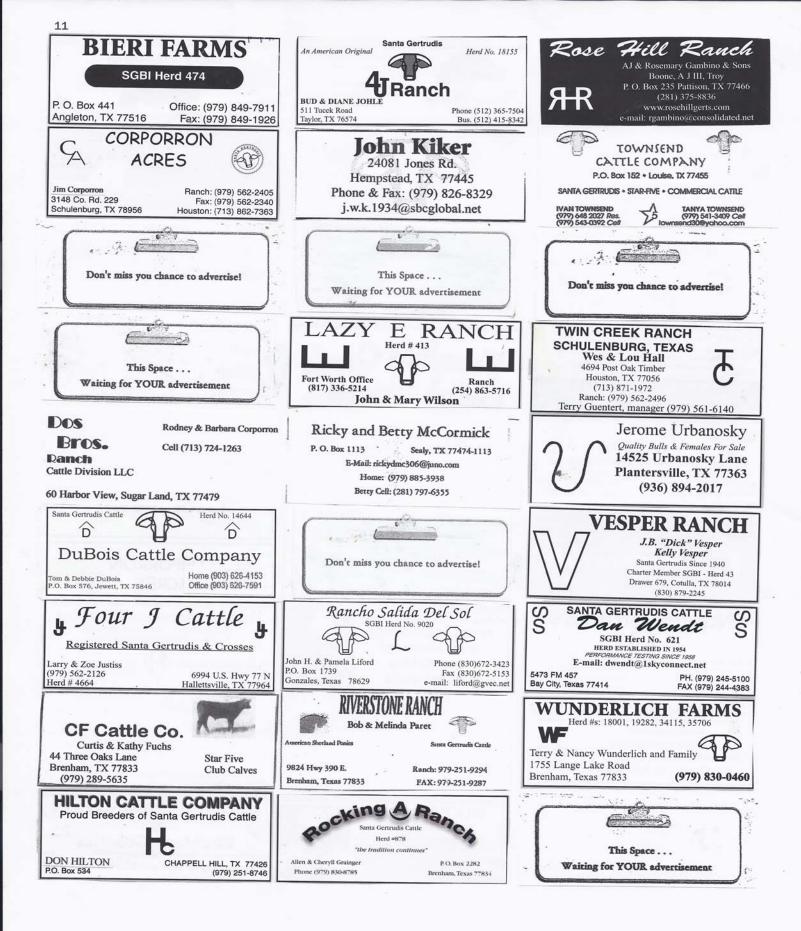
- 13 September 1, 2010 October 31, 2010
- 14 July 1, 2010 August 31, 2010
- 15 May 1, 2010 June 30, 2010
- **16 Yearling Champion**
- **17 Reserve Yearling Champion**
- 18 March 1, 2010 April 30, 2010
- 19 January 1, 2010 February 28, 2010
- 20 October 1, 2009 December 31, 2009
- 21 July 1, 2009 September 30, 2009
- 22 Senior Champion
- 23 Reserve Senior Champion
- 25 Reserve Grand Champion

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

Entry deadline: April 10th	Entry fee: \$25	Late Fee: \$15			
Please return entries along with fees (payable to Mid Coast S.G. Assoc.) to the following address: Sandra Symon * 1009 N. Sunset Drive* Pearland, TX 77581					
Please answer the following so that we may get a better estimate for the purchase of supplies.					
	u be attending the free dinner on Friday ending in your family?	night?			
Yes No Will you be attending the hamburger lunch on Saturday ? The cost will be \$5 and may be paid for on the day of the show. If so, how many will be attending in your family?					
	members of your family be participating 7 and under? If so, how many?	-			
Name of Pee Wee sho	owman:				
Exhibitor's Name	D.0.B				
Address	County				
City	State	Zip			
Date of Birth	Age (As of 4-28-2012)				
Name of Heifer		Star 5 (Circle) Y N			
Date of Birth	Registration #				
Name of Heifer		Star 5 (Circle) Y N			
	Registration #				
Date of Birth	Registrat	ion #			
Name of Heifer		Star 5 (Circle) Y N			
	Registrat				

Mid Coast Santa Gertrudis Association Membership Application Membership Year January—December							
Please acce	pt this application for m Association. Paym			a Gertrudis			
\$15.00 First Time Member			\$50.00 Active Member				
\$15.00 Junior Member			\$35.00 Associate Member				
Last Name	First	MI	Spouse				
Ranch Name	E-mail Address			SGBI Herd No.			
Home Phone	Mobile		Ranch Phone				
Home Address	City	State	Zip	County			
Ranch Manager Name	e and Contact informati	on					
Junior Members Only	– Birth Date, School Na	ame and Grade					
Basic Operation:	Purebred	Commercial					
Please list on the web	site: Name/Ran	ch Address	B Phone	E-Mail			
Referred by:		Date	ə:				
	Please mail this	s completed app	lication to:				
	2704 Chase St	/ Moran, Treasur reet * Brenham, e (979) 421-623	TX 77833				
Pleas	e visit our website a	at <u>www.midcoas</u>	tsantagertrudis.	<u>com</u>			

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Mid-Coast Santa Gertrudis Association Cheryll Grainger, Editor P.O. Box 2282 Brenham, TX 77834





Coming Events

March 3		International Super Sale, Houston, TX
March 4		HLSR International Santa Gertrudis Show, Houston, TX
March 10	—	HLSR Jr. Heifer Show, Houston, TX
March 24		Bluebonnet Classic Sale, Lavaca Co. Expo Center, Hallettsville, TX
April 1	_	Mid-Coast Scholarships Due Ownership Deadline for NJSGHS Classes 1-5
April 10		Norval & Anna Sells Mid-Coast Jr. Heifer Show Entries Due
April 19-21		SGBI Annual Meeting, Chattanooga, TN
April 27		Fajita Social—Grimes Co. Fairgrounds, Navasota, TX
April 28		Mid-Coast Jr. Heifer Show / Jr. Annual Meeting, Navasota, TX
June 18-22	—	National Jr. Santa Gertrudis Heifer Show, Gonzales, LA
August 10		Mid-Coast Annual Meeting, Brenham, TX
August 11		Cattleman's Opportunity Sale, Brenham, TX