

2014—2015

**Mid-Coast
Santa Gertrudis Assn.
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Treasurer Allen Grainger

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Cattle Rattle



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

February 2015

A Message from the President

Punxsutawney Phil has made his Groundhog Day prediction and he saw his shadow, so it looks like there will be six more weeks of winter. Remember your thoughts upon hearing this announcement when temperatures reach the 100 degree mark and there is no rain in the forecast. However, thankfully, most of us have been blessed with winter rains and look forward to green pastures in the spring.

2015 is off to a positive start for Mid-Coast. You have received your Membership Application/Renewal forms. Please send in your dues. Encourage your neighbor with a handful of Santa Gertrudis cows or a bull to join as well. Pay for a membership when you complete a private treaty sale. Just a few small things that you, as a member, can do to increase our membership.

Since 1954 members have dedicated themselves to enhancing and promoting Santa Gertrudis. Mid-Coast strives to stay at the forefront of innovative ideas. When challenged by John Ford, to "move forward", the Directors took action. It is our responsibility as an association to make every effort to inform the cattle industry that we – SANTA GERTRUDIS BREEDERS – are the only *bos indicus* breed to offer a DNA based EPD evaluation program. What better place to do this than at one of the more historic and well-known Santa Gertrudis breed sales than the Mid-Coast International Super Sale in Houston, Texas.

This year's Sale will be held on March 6, 2015 at the Crowne Plaza Hotel Ballroom – NRG/Medical Center. We have consigned 22 lots of powerful heifers, bred cows, 3n1's and very elite bulls that represent excellent genetics. The first of its kind in our breed, this will be an all video/internet sale. There will be an auction block with auctioneer and ringmen, as usual, with the added technology of large screen TV's and the internet. Buyers can enjoy the luxury of a 4-Star Hotel and consignors avoid the issues of halter breaking, hauling, and care of animals. Sale management by American Marketing Services, LLC. will ensure extensive domestic and foreign contacts.

The 64th Annual SGBI Membership meeting will be held March 20 & 21 at the Hilton Conference Center in College Station, Texas. That's right, it's so close to home you don't have any excuses not to attend.

On a personal note, as Chairman of the 2015 Bluebonnet Classic, I would like to personally invite everyone to attend this year's Sale on March 28th – 11:00 a.m. at the Lavaca Exposition Center in Hallettsville, TX.

The Norval & Anna Sells Heifer Show will be held on April 19th with the annual supper and pre-registration held the night before.

If you need information or have questions, contact any of your directors or go to www.midcoastsantagertrudis.com.

Debbie Townsend

President, Mid Coast Santa Gertrudis Association

Santa Gertrudis INTERNATIONAL *Super Sale*



MARCH 6, 2015



3:00PM

GROWNE PLAZA HOTEL HOUSTON, TEXAS

FOR RESERVATIONS CALL 713.748.3221 • ROOM BLOCK CODE IVP

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Trey Kirkpatrick :: treyk@amscattle.com :: 979.324.5518

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information, go to www.amscattle.com or contact an
AMS representative.**



Our very own Debbie Townsend is running for the SGBI Board of Directors from District 2...

Debbie has been involved with Santa Gertrudis for more than 35 years. She and her husband, Ivan, along with their daughters, Tanya (Craig) and Tana; and grandchildren, Caleb & Cade, own Townsend Cattle Co. with a herd consisting of both registered Santa Gertrudis and commercial cattle. In addition, they own CIC Construction, Inc., an oilfield construction company.

Debbie currently serves as President of the Mid-Coast affiliate. She is also chairman of the Bluebonnet Classic Sale and organizes the annual Aisle Party during the Mid-Coast International Super Sale. She has been a member of S.G.B.I. for 26 years serving on the Youth Activities committee for the past seven years. Previously she has served as chairman of the Membership committee, on the Long Range Planning committee and chairman of the 2013 Annual Meeting.

Debbie is motivated to maintain the enthusiasm of the commercial cattleman currently utilizing our Santa Gertrudis genetics. She believes that we must continue to expand and strengthen our marketability with innovative ideas like video and internet sales which provide us with the opportunity to reach people outside our breed and increase membership. Her vision is to use this foresight to continue to create new opportunities to strengthen revenue for the breed and the breeders.



Terri Carroll Fisher

Terri Carroll Fisher passed away at her home in Carrizo Springs, Texas on January 5, 2015 after a battle with cancer. She was 56 years old. In Santa Gertrudis Circles, Terri was known for her support of the junior members and their activities. She helped many boys and girls get their start by helping them select animals, hauling animals to shows, and teaching them how to raise, clip and show their animals. She was a firm believer that the lessons children learned through the responsibility of raising animals would benefit them for a lifetime.

Terri was preceded in death by her daughter, Cheyenne, and her brother, Leon.

She is survived by her husband, Carl; parents, Garland and Helen Carroll; brothers, Ricky, Sr. and family, Clifford and family; children, Rusty and his wife Sarah, Krystina, Kirt, Bayli, and Sage; and grandchildren, Travis, Tyler, Matti and Kayli.



From the Desk of ...

John Ford

SGBI Executive Director

Earlier this year, SGBI released the breed's 2015 International Semen Catalog. The Association's program partner, Blueprint Marketing, did an outstanding job designing and laying out a very appealing catalog that has already proved to be an exceptional marketing tool. I commend the breeders that chose to market their program's genetics in the catalog and I am excited that the publication has a true performance feel and focus. There is no doubt; artificial insemination is one of the most effective tools for improving productivity and profitability in a cowherd. However, AI is an underutilized tool in the beef sector. Data indicates less than 10 percent of the nation's beef cows are bred using AI.



Photo courtesy of
Caballo Rojo Publishing

Why do so few cattlemen, seedstock producers and commercial cattlemen, utilize AI? It is a proven practice; artificial insemination has been commercially available for nearly 70 years. The dairy industry was an early adopter of AI. Dairymen recognized the value the tool provided, access to the industries' most productive sires, resulting in wholesale genetic improvement for milk production. In the past, when visiting with industry members, I have often dismissed the beef to dairy comparison. My argument being that a dairy is 24 hours a day, 7 days a week, on the other hand owning a beef herd is usually not a full time endeavor for most cattlemen. The dairyman's livelihood depends on milk production, while operating a beef herd may not necessarily be the primary source of income for a large number of cattle producers. With that in mind it is easy to recognize there are a number of factors that limit beef producer utilization of AI. An AI program requires cowherd management to be more intensive, additional labor may be needed, facilities must be upgraded and the cost of initially implementing a program can be discouraging.

However, the economics and opportunities for seedstock producers in today's cattle market dictate the time is right for adopting an AI program. Cattlemen contacting SGBI in search of Santa Gertrudis influenced replacement females normally express an interest in a set number of genetically alike animals and a majority of the time they have trait specifications in mind, for example 20 head of high-growth trait heifers bred to a low birth weight bull or 10 head of females with balanced traits or high maternal traits, etc. A well planned AI program allows Santa Gertrudis producers to:

- ◆ Identify and utilize sires that improve production traits, targeting traits being sought by commercial customers.
- ◆ Shorten calving seasons (when used with synchronization), resulting in a more consistent and uniform calf crop that is easier to market.
- ◆ Improve breeding program focus, sexed semen ensures that producing and developing replacement females or meeting the growing demand for commercial bulls can be an operational focus. A focused program can be especially beneficial from a marketing standpoint for small herd owners.

Artificial insemination is another tool in the seedstock producer's toolbox that can be used to open the door for greater marketing opportunities. The time is right, why not flip through the pages of SGBI's semen catalog or an industry catalog marketing our breed's genetics and make sire selections that add value and build market share?



SANTA GERTRUDIS BREEDERS INTERNATIONAL 64TH ANNUAL MEETING



WELCOME TO AGGIELAND

Hilton Conference Center • College Station, Texas

MARCH 20-21, 2015

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Friday and Saturday; tours with transportation; President's Dinner, Dance and Hall of Fame Induction *(Separate charge in the past)*.

\$225.00 per person x _____ = \$ _____ *If received BY Feb. 16, 2015*

\$250.00 per person x _____ = \$ _____ *If received AFTER Feb. 16, 2015*

FRIDAY *a la carte tickets*

OPENING LUNCHEON

\$50 per person x _____ = \$ _____

AWARDS BUFFET

\$100 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

MEMBERSHIP MEETING BREAKFAST

\$50 per person x _____ = \$ _____

AFFILIATE LUNCHEON

\$50 per person x _____ = \$ _____

PRESIDENT'S DINNER, DANCE AND HALL OF FAME INDUCTIONS

\$125 per person x _____ = \$ _____

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

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

FINAL SCHEDULE

MARCH 20-21, 2015

Hilton Conference Center • College Station, Texas

FRIDAY, MARCH 20

9:00 a.m. – 11:30 a.m.

SGBI Board of Directors Meeting

11:00 a.m. – 5:00 p.m.

Registration

Noon – 1:30 p.m.

Opening Luncheon

Keynote Speaker: Dr. Bill Mies

2:00 p.m. – 5:00 p.m.

Committee Meetings

6:30 p.m. – 9:30 p.m.

SGBI Awards Buffet

SATURDAY, MARCH 21

7:30 a.m. – 11:00 a.m.

Breakfast Buffet and

Annual Membership Meeting

11:30 a.m. – 12:30 p.m.

Affiliate Luncheon

1:00 p.m. – 5:00 p.m. (TOUR OPTIONS):

George Bush Presidential Library

& Museum or

Sexing Technologies/Genetic

Development Center

7:00 p.m. – 11:30 p.m.

President's Dinner & Hall of Fame

Inductions

HOTEL INFORMATION

College Station Hilton Conference Center

801 University Drive East

College Station, TX 77840 • (979) 693-7500

Reservation Cut-off: Feb. 26, 2015

Rooms may be reserved at: www.hilton.com

or by calling (979) 693-7500

Group Code: SGBI15

Mid-Coast Jr. News

Upcoming Events

April 1st - Mid-Coast SGA Juniors Scholarship Application due.

April 19th - 2015 Norval and Anna Sells Junior Show, Grimes County Fairgrounds

June 21st - 27th - NJSHGS, Lazy E Arena, Guthrie, OK

Hello Juniors,

First I would like to say congratulations to all of you who are going to participate in Fort Worth and good luck to those going to San Antonio!

I would like to remind all Seniors about upcoming scholarship opportunities. If you would like to be informed about upcoming dates on scholarships, refer to the Mid-Coast website or SGBI. Deadlines are approaching fast.

Another reminder to pay your dues or you will not be getting the newsletters.

Also, you can be informed about upcoming events by liking the Mid-Coast Facebook Page. This is a great way to keep you in the loop and up to date! Please check for updates on this matter on the Mid-Coast Facebook Page.

I hope everyone has safe travels to the upcoming shows!

Brooke Wallace, Jr. President

In the Spotlight...

Name: Kaylee Enloe

Age: 16

Lives in: New Caney, Texas

School: New Caney High School

Favorite band: Florida Georgia Line

Favorite Santa Gertrudis Memory: Winning first place at the Jingle Bell Classic

Favorite cut of meat: Filet Mignon

Favorite color: Pink



Letter from your Junior Secretary...

It's time to start preparing for major shows, because they will be here before you know it! You should already have entry forms and fees turned in for these shows, as well as heifer validations completed. Upcoming shows and dates are:

San Antonio Livestock Show & Rodeo	February 12-March 1
San Angelo Stock Show	February 13-March 1
Houston Livestock Show & Rodeo	March 3-March 22
Rodeo Austin Livestock Show	March 14-March 28

This year's National Junior Santa Gertrudis Heifer Show will be held at the Lazy E Arena in Guthrie, OK from June 20-27, 2015. Hotels that have blocks of rooms reserved for this show are listed below. Make sure you ask to reserve your room under the "National Jr. Santa Gertrudis" block to assure that you get the discounted block rate. These hotels are only 15-20 minutes from the show grounds and the Lazy E Arena.

Host Hotel — Fairfield Inn 301 Meline Drive Edmond, Ok 73034 405-341-4818 Website: http://www.marriott.com/hotels/travel/okced-fairfield-inn-and-suites-edmond/ Room Rate: \$104-\$114/night	Sister Hotel — La Quinta Inn 200 Meline Drive Edmond, OK 73034 (405) 513-5353 No online reservations are allowed at this hotel.
Additional Hotel Option: Hampton Inn 300 Meline Drive Edmond, OK 73034 (405) 844-3037 Use code word "LAZY E" when making reservations for 15% off rates.	

I'm looking forward to seeing everyone at majors. Good Luck to each of you!

~Kaleigh Evans



Mid-Coast Junior Association Officers:

<i>Brooke Wallace, President</i>	(979) 324-5326
<i>Baillie McManners, Vice-President</i>	(936) 714-4463
<i>Kaleigh Evans, Secretary</i>	(936) 394-2277
<i>Ashlyn Dueitt, Reporter</i>	(936) 788-3251
<i>Emma Robinson, Mid-Coast Queen</i>	(817) 596-5655
<i>Lily Romanchuk, Mid-Coast Princess</i>	(979) 578-1105

Jason Miller, Youth Advisor (979) 533-3304



Hish School Seniors!!!

Don't forget to complete your Mid-Coast Santa Gertrudis Association Scholarship application. They are due April 1st!! For information, go to the Mid-Coast website, the Facebook page, or contact Joe Fauth at 281-389-1852.

2015 Norval and Anna Sells Mid-Coast Junior Santa Gertrudis Heifer Show

***In Memory of
Terri Carroll Fisher***

**April 18th & 19th
Grimes County Fairgrounds, Navasota, TX**

SHOW SCHEDULE

Saturday, April 18

2:00 p.m. Cattle May Begin Entering Fairgrounds
6:30 p.m. Fajita Dinner/Registration

Sunday, April 19

7:30 a.m. - 9:00 a.m. Registration
9:00 a.m. Cowboy Church, Go Texan Building
9:30 a.m. Jr. Membership Meeting, Go Texan Building
(Election of 2015-2016 officers, election of Princess & Queen, scholarship presentations,
2015 National Jr. Santa Gertrudis Heifer Show info, and selection of brain bowl teams)
11:00 a.m. - 1:00 pm. Hamburger lunch
Noon Showmanship Judging (Senior, Intermediate, Junior, Pee Wee, Old Timers)
Purebred Cattle Show (Immediately Following Showmanship)
Star Five Show (Follows same class breaks)

2015 ANNA AND NORVAL SELLS MID-COAST JR. HEIFER SHOW

CLASS 1 - September 1, 2014 and Later	14 - July 1, 2013 - August 31, 2013
2 - July 1, 2014 - August 31, 2014	15 - May 1, 2013 - June 30, 2013
3 - May 1, 2014 - June 31, 2014	16 - Yearling Champion
4 - Calf Champion	17 - Reserve Yearling Champion
5 - Reserve Calf Champion	18 - March 1, 2013 - April 30, 2013
6 - April 1, 2014 - April 30, 2014	19 - January 1, 2013 - February 28, 2013
7 - March 1, 2014 - March 31, 2014	20 - October 1, 2012 - December 31, 2012
8 - February 1, 2014 - February 28, 2014	21 - July 1, 2012 - September 30, 2012
9 - January 1, 2014 - January 31, 2014	22 - Senior Champion
10 - Junior Calf Champion	23 - Reserve Senior Champion
11 - Reserve Junior Calf Champion	24 - Grand Champion
12 - November 1, 2013 - December 31, 2013	25 - Reserve Grand Champion
13 - September 1, 2013 - October 31, 2013	26 - Best of Polled (Purebred only)

***Only Purebred class # is required on the entry form.**

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

Hotel Information

Comfort Inn & Suites - Navasota (936) 825-9464
Super 8 Hotel - Navasota (936) 825-7775
Best Western - Navasota (866) 460-7454

2015 Norval and Anna Sells Mid-Coast Junior Santa Gertrudis Heifer Show

ENTRY FORM

Entry deadline: April 1st Entry fee: \$25/head Late Fee: \$15(addt'l)/head
(YOUR 2015 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:
Jason Miller P. O. Box 824 Palacios, TX 77465 millerjason1227@gmail.com 979-533-3304

Attending FREE dinner on Saturday night? Yes No If so, how many? _____

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 heifers.)

Exhibitor's Name _____

Address _____ County _____

City _____ State TX Zip _____

Date of Birth _____ Age (As of 4-19-2015) _____

1. Name of Heifer _____ Registration # _____

Date of Birth _____ Star 5 (Circle) Y N Class # _____

Class # _____

2. Name of Heifer _____ Registration # _____

Date of Birth _____ Star 5 (Circle) Y N Class # _____

Class # _____

3. Name of Heifer _____ Registration # _____

Date of Birth _____ Star 5 (Circle) Y N Class # _____

Class # _____

(SHOW USE ONLY BELOW LINE)

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

PAID: \$ _____ Cash _____ Date _____

Check # _____

Mid-Coast Santa Gertrudis Association

Santa Gertrudis Breeders International Affiliate

2015 MEMBERSHIP APPLICATION/RENEWAL January –December

Please accept this application for my membership renewal in the Mid-Coast Santa Gertrudis Association. My payment for dues is enclosed.

_____ \$25.00 Junior Member

(office use only:

_____ \$50.00 Active Member

check #: _____

date: _____)

_____ \$40.00 Associate Member

***** PLEASE COMPLETE ALL INFORMATION *****

Last Name	First	MI	Spouse Name	
-----------	-------	----	-------------	--

Ranch Name	Ranch Manager	SGBI Herd #
------------	---------------	-------------

Mailing Address	City	State	Zip	County
-----------------	------	-------	-----	--------

Ranch Address (if different from Mailing Address)	City	State	Zip	County
---	------	-------	-----	--------

Home Phone	Ranch Phone	Business Phone	E-Mail Address
------------	-------------	----------------	----------------

Basic Operation: _____ Purebred _____ Commercial

Information provided above will be available on the Mid-Coast website Membership Directory.
List any information you **do not** want released on this website:

Junior Members only: (Note: The following information **WILL NOT** be available on the website.)

School Name	Birthdate	_____ 4-H _____ FFA (check one)	Name of Organization
-------------	-----------	------------------------------------	----------------------

Please mail membership renewal to:
Allen Grainger, Treasurer
P.O. Box 2282
Brenham, TX 77834

Revised 1/1/15

Mid-Coast Brand Ads

BIERI FARMS #474

P.O. Box 441 • Angleton, Texas 77516
Office: (979) 849-7911 • Fax: (979) 849-1926
oldaggie56@aol.com • www.bierifarms.com

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44 Three Oaks Lane
Brenham, TX 77833
(979) 289-5635

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Jim Corparron Ranch: 979-562-2405
3148 County Road 229 Cell: 979-561-7185
Schulenburg, TX 78956 E-mail: jim@corpacres.com
www.CorparronAcres-DosBrosRanches.com

D Bar J Ranch

Delbert Walker



8456 FM 227 E, Grapeland, TX 75844
(936) 687-5800

D-J D-J

Dos Bros Ranch 

Rodney & Barbara Corparron
528 County Road 223
Schulenburg, TX 78956
Cell: 713-724-1263

Santa Gertrudis Cattle Herd No. 14644

DuBois Cattle Company
Tom & Debbie DuBois P.O. Box 576
Ranch (903) 626-4153 Jewett, Texas 75846
tom.dubois@us.atlascopco.com

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

MYERS CATTLE & LAND CORP.
CARROLL D. MYERS
(936) 825-6544
www.myerscattleandland.com

SANTA GERTRUDIS HERD #6491
25821 STATE HWY 6 SOUTH NAVASOTA, TEXAS 77868-8225
FOR ADDITIONAL INFO: LAUREN MYERS WEST (281) 744-7605

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1409 Stacey, Navasota, Texas 77868

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(830) 879-2245
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Bay City, Texas 77414 FAX (979) 244-4383

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Herd #: 18001, 19282, 34115, 35706
TERRY & NANCY WUNDERLICH AND FAMILY
1755 LANGE LAKE RD. • BRENHAM, TEXAS 77833
979-277-2838
n.wunderlich@hotmail.com





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



Coming Events

2015

- | | | |
|----------------|---|---|
| March 6th | - | International Super Sale, Houston, TX, Crowne Plaza 3:00 p.m. |
| March 7th | - | Houston Livestock Show Open Santa Gertrudis Show; Houston, TX |
| March 20-21st | - | SGBI's Annual Membership Meeting; College Station, TX |
| April 1st | - | Mid-Coast Junior Scholarship Applications Due |
| April 19th | - | Norval and Anna Sells Junior Show, Grimes County Fairgrounds |
| June 20 - 27th | - | NJSGHS, Lazy E Arena, Guthrie, OK |