

**2015—2016**

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# Cattle Rattle



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

**February 2016**

## A Message from the President

Looking for Santa Gertrudis supporters! That's right, your Mid-Coast Board of Directors and I are asking for your contribution in the areas of promotion and education. At our last Board meeting we had a "brainstorming session" on these issues. Now it's your turn! We want to hear your ideas for promoting our cattle and how we can educate our organization about breed standards and continue to meet the needs of the cattle industry today. Your Mid-Coast Application/Renewal forms should be arriving shortly. You will notice that we have included some additional questions on this year's form addressing promotion and education. Please complete them before returning the form with your dues (if you have not paid them already). We believe that it is very important to have your input. Last year I referenced a quote by our Executive Director, John Ford. He said "move forward ...." "It is our responsibility as an association to make every effort to inform the cattle industry that we – SANTA GERTRUDIS BREEDERS – are ...". He was referring to the DNA based EPD evaluation program in that quote but your Board believes that it is our responsibility to inform the cattle industry that Santa Gertrudis cattle can meet their needs.

I am extending a personal invitation to each of you to attend the 2016 Mid-Coast International "All Video" Super Sale on Friday, March 4<sup>th</sup>. The festivities will begin at 3:00 p.m. in the cattle aisles of the Houston Livestock Show and Rodeo, better known as an Aisle Party. We will have shuttle services available to transport you to and from the Sale which will begin at 5:00 p.m. (new time) in the Crowne Plaza Hotel Ballroom. Those of you who attended last year's Sale got to witness an event that set the bar for Santa Gertrudis cattle sales in 2015. Help us continue that tradition in 2016. This is not only a Sale but a time of camaraderie and fellowship with your fellow Santa Gertrudis breeders. Take advantage of this opportunity to purchase elite genetics and showing champions! Watch for catalog and video @ [www.amscattle.com](http://www.amscattle.com). There is a hotel block available at the Crowne Plaza at a rate of \$189/night. Ask for the Mid-Coast Santa Gertrudis International Super Sale block @ 800-227-6963.

Lots of activities are already on the calendar for 2016. The Bluebonnet Classic Sale will be held on March 19<sup>th</sup> at 11:00 a.m. at the Lavaca Exposition Center in Hallettsville, TX. The 65th Annual SGBI Membership meeting will be held April 7 – 8<sup>th</sup> in Albuquerque, New Mexico hosted by the Rocky Mountain Santa Gertrudis Association. It will be immediately followed by the Red Hot Bull Sale hosted by Red Doc Farm on April 9<sup>th</sup>. The Norval & Anna Sells Junior Heifer Show will be held on April 17<sup>th</sup> 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](http://www.midcoastsantagertrudis.com).

*Debbie Townsend*

President, Mid Coast Santa Gertrudis Association



Photo courtesy of SGBI Magazine

*From the Desk of ...*

*John Ford*

**SGBI Executive Director**

The laptop I use at the office crashed the week between Christmas and New Year. Nick, at Computer Tech Services, was able to save some documents needed for future SGBI activities. However, the computer was toasted (not a technical term). I did not have access to a computer for 3 days and was at a loss. My production declined dramatically and I know that Diana and Roxanne considered me a terrible nuisance. Not having a computer served as a reminder that all things change and will continue to do so. Computers touch every part of our lives and have altered the manner in which we do business. This is especially true in the seedstock sector of the beef industry.

As computer technology has advanced, so too has our ability to identify cattle that will perform profitability for all industry sectors. Computers are the tools that allow complex genetic and performance calculations to be made on animals listed in a breed association's database. Computer technology allows for progeny performance comparisons to be made from thousands of contemporary groups of cattle within a breed. Computer technology has resulted in genomic testing breakthroughs, providing cattlemen the opportunity to track inherited traits. Computer technology has changed the game. So what does all this computer talk and rocket science jargon mean for members of the Mid-Coast Affiliate? Simple! Pedigrees serve as the starting point for computer generated beef cattle genetic evaluations. Pedigrees tell how animals are related (which genes are shared in common) and **link together every piece of related performance data found in the association's database**. Computer generated calculations on an individual animal includes the genetic and performance data from the sire, dam, maternal grandsire and dam, paternal grandsire and dam, all siblings, progeny, offspring's progeny, sibling's progeny, and on and on and on and on.

Thanks to computer technology, pedigrees are more than a piece of paper documenting ancestry; today's registration certificates objectively describe an animal's reproductive, growth, and carcass traits. A pedigree holds the genetic, performance, and economic information needed to make sound selection and breeding decisions. Think of the EPDs, performance data, and economic information listed on an animal's registration certificate as a piece of a giant jigsaw puzzle. When that one piece of puzzle is dropped in with other pieces of the Santa Gertrudis puzzle, a picture of our breed's performance appears. As a seedstock organization, it is in our breed's best interest that members register, or performance register, all calves. Failure to do so results in a partial picture of breed performance. Registering our entire calf crop strengthens the breed's database allowing all the pieces to come together and validate our claim that profitable, predictable, productive cattle production is not puzzling.







*Mid-Coast*  
SANTA GERTRUDIS ASSOCIATION

*2016 Santa Gertrudis International*

— All Video —  
**SUPER SALE**  
OFFERING THE BEST OF BREED

Friday March 4, 2016 at **5:00** p.m.

Crowne Plaza Hotel Ballroom at NRG, Houston, TX



Managed By:



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*For More Information Contact::*

Richard Hood | richardh@amscattle.com | (979)224-6150  
Debbie Townsend | townsendcattle81@gmail.com | (979)541-4989

**midcoastsantagertrudis.com**

Dear Mid-Coast Members:

On behalf of the Mid-Coast Jr. Santa Gertrudis Association, I would like to thank you for your continued support during the Houston Livestock Show & Rodeo Jr. Heifer Show. Once again, this year junior show class winners will be awarded belt buckles. Belt Buckle donors are welcome to join us at the awards table and present the buckle to the class winner. We would like to offer you the opportunity to sponsor a buckle for \$125.00 or be a co-sponsor at \$62.50.

Also included on the sponsorship form is the opportunity to help sponsor the 2016 Norval & Anna Sells Show.

Please complete the form on the next page and return with your donation. **Donation is made to: Mid-Coast Santa Gertrudis Association.**

Should you have any questions, please do not hesitate to contact me via my email or cell shown below.

Thank you for supporting the Mid-Coast Jr. program, we look forward to seeing you at the show.

Regards,

*Patti Stem*

Youth Advisor  
[Pattiurb77@yahoo.com](mailto:Pattiurb77@yahoo.com)  
 936-870-6410



Get Ready to...

RETREAT

to the ROCKIES

April 7-8, 2016

**Santa Gertrudis Breeders International 65th Annual Meeting**  
 Embassy Suites • Albuquerque, NM

Hosted by Rocky Mountain Santa Gertrudis Association  
 For more information call Alicia Sanchez 505-463-1993, Briana Montano 505-429-0353



Mid-Coast Santa Gertrudis Association  
 Patti Stem, P.O. Box 770, Anderson, TX 77830  
 Pattiurb77@yahoo.com 936-870-6410

**SPONSOR JUNIORS & R SHOW**

\_\_\_\_\_ \$125.00 I would like to \_\_\_\_\_

\_\_\_\_\_ \$62.50 I would like to \_\_\_\_\_

\*Class request: \_\_\_\_\_

**Yay! Sponsorships ob-  
 tained for HLSR and  
 Mid-Coast show!**

**Please consider a general  
 sponsorship donation for  
 your Juniors!**

**SPONSOR**

**SELLS SHOW**

\_\_\_\_\_ \$125.00 I would like to \_\_\_\_\_

\_\_\_\_\_ \$62.50 I would like to \_\_\_\_\_

\*Class request: \_\_\_\_\_

**SPONSOR FOR GENERAL CLUB USE BY MID-COAST**

\$ \_\_\_\_\_ Club's discretion for benefit of the Juniors  
 \$ \_\_\_\_\_ Mid-Coast senior members scholarship fund

\*\*\*\*\*

Ranch/Sponsor Name to be announced: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*\*Class request will be honored on a first response received.*

Make check payable to:  
 Mid-Coast Santa Gertrudis Association

BILL ME: \_\_\_\_\_

PAYMENT ENCLOSED: \_\_\_\_\_  
 (Mail to Address above)

# Mid-Coast Jr. News

## Upcoming Events

**February 17th-19th** - SALE Jr. Santa Gertrudis Show, San Antonio, Texas - Show will be Feb. 19 -South Ring

**March 10th-12th** - HLSR Jr. Santa Gertrudis Show, Houston, Texas - Show will be 11:30 a.m. on March 11

**April 16th -17th** — Mid-Coast Junior Show, Navasota, TX (Show on the 17th)

**June 19th –24th** — 2016 National Santa Gertrudis Heifer Show, Florida State Fairgrounds, Tampa, FL

Hey, Juniors!

I hope everyone is doing well. I was lucky enough to get to attend both the Open and Junior Shows at Fort Worth this year. I had a great time seeing y'all and would like to congratulate everyone for the outstanding job they did in the show ring. Win or lose, it's how you play the game that matters! I am so proud to say I am a member of the Santa Gertrudis Jr. Association because y'all did a wonderful job presenting your animals and showed great camaraderie. Everyone had a great attitude and got along well! Congratulations to all!

Your Mid-Coast officers are trying to plan a social to be held at Houston during the Junior Show. We are looking for suggestions, as well as volunteers. If you have ideas or would like to help, please let one of us know. Our contact information is below. We want everyone to be involved and get to know each other! Please be on the lookout for more information on this event!

The Norval and Anna Sells Mid-Coast Show and meeting has been set for April 17th in Navasota. Please mark your calendars and plan to attend. We will be discussing the National Show during the meeting and would like everyone's input, as well as electing officers for the upcoming year.

Seniors, please take a few minutes to apply for the Mid-Coast scholarships!

I look forward to seeing you all at the rest of the majors. If you have any questions, concerns, or comments, please let me know. I will be more than happy to talk to you about whatever you need and will do my best to help.

Sincerely,

*Emaline Robinson, Jr. President*



# **Mid-Coast Santa Gertrudis Association Scholarship for 2016**

## **Eligibility**

- Active (Paid) Junior Mid Coast member in good standing as of April 1, 2016
- Must be a high school graduating senior
- Must have made a formal application to enroll in a college or university

## **Application**

- Application for (Use additional sheets if needed)
- One page personal narrative. I.E., write or type a narrative, no more than one page, about yourself pointing out any important facts you would like the selection committee to know. Do not repeat information already stated in application.

## **Due Date**

Due no later than April 1, 2016

Submit to: Mid-Coast Santa Gertrudis Scholarship Committee  
C/O Joe Fauth  
7506 CR 204  
Plantersville, TX. 77363

## **Payment**

- Funds raised and Mid-Coast Board of Directors will determine amount.
- First payment will be made upon proof of enrollment (i.e., class schedule or fee slip with name of educational institution) by September 1 or when proof of enrollment is received.
- Second payment will be made second semester upon proof of enrollment and official grade report with name of educational institution by January 1 of school year for which scholarship is granted.
- In the event the recipient fails to maintain a 2.0 or better GPA during the first semester, the second installment will be forfeited.

## **Criteria for Selection**

- Selection made by impartial committee of 3 persons
- High school GPA
- Consideration of activities and leadership in:
  1. Mid-Coast Santa Gertrudis Junior Organization and other Santa Gertrudis organizations and activities
  2. FFA or 4-H activities
  3. High School, community and church activities
- Financial Need

**\*\*Scholarship recipients will be announced April 16/17, 2016, at the Mid-Coast Junior Santa Gertrudis Show. Show details are being mailed to all paid Jr. Mid-Coast members.**



***High School Seniors — access the Mid-Coast Santa Gertrudis Association Scholarship Applications on the Mid-Coast Santa Gertrudis Association website, or on the Mid-Coast page on Facebook! Start completing your applications early!***

## ***In the Spotlight*** (by Kaylee Enloe)...



**Name:** Courtney Roberts  
**Age:** 16  
**Hometown:** I consider Meridian, Texas to be my hometown even though I lived in various places.  
**School:** Meridian High School  
**Hobbies:** Hunting, showing pigs, and Santa Gertrudis Cattle  
**Favorite Color:** Purple  
**Favorite Food:** Moose is my favorite thing to eat, but sadly it is a rare occasion.  
**Favorite Song:** "Cold Beer Conversation" by George Strait

### **Favorite Santa Gertrudis Memory:**

It would have to be meeting all the Mid Coast members at NJSGHS in Edmond, Oklahoma.



## ***In the Spotlight*** (by Kaylee Enloe)...

**Name:** Heather Stenson  
**Age:** 16  
**Hometown:** Katy, Texas  
**School:** Mayde Creek High School  
**Hobbies:** Livestock Judging  
**Favorite Color:** Turquoise  
**Favorite Food:** Mexican Food  
**Favorite Song:** "Lucky" by Cody Johnson

### **Favorite Santa Gertrudis Memory:**

Placing top two with both heifers at Texas State Fair both days.





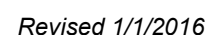


<https://www.facebook.com/NJSGHS2016/>

*And don't forget our own site...*

<https://www.facebook.com/Mid-Coast-Santa-Gertrudis-Association-188766167871631/>





## Mid-Coast Brand Ads

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tom.dubois@us.atlascopco.com

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Hempstead, TX 77445  
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j.w.k.1934@gmail.com

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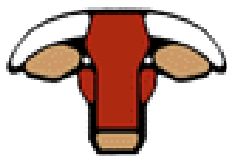
 

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979-277-2838  
n.wunderlich@hotmail.com







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



## ***Coming Events***

### **2016**

Visit us at: [www.midcoastsantagertrudis.com](http://www.midcoastsantagertrudis.com)

- |                           |   |  |
|---------------------------|---|--|
| <b>February 17th-19th</b> | - | SALE Jr. Santa Gertrudis Show, San Antonio, Texas  |
| <b>March 4th</b>          | - | 'All-Video' Super Sale Aisle Party, 3:00 p.m., Cattle Aisles, HLSR, Houston  |
| <b>March 4th</b>          | - | 'All-Video' International Super Sale, Crowne Plaza Hotel Ballroom, Houston, TX (Shuttle available from HLSR grounds) |
| <b>March 6th</b>          | - | HLSR International Open Santa Gertrudis Show, Houston, TX  |
| <b>March 10th-12th</b>    | - | HLSR Jr. Santa Gertrudis Show, Houston, Texas  |
| <b>March 19th</b>         | - | Bluebonnet Classic Sale, 11:00 a.m., Lavaca Exposition Center, Hallettsville, TX                                     |
| <b>April 7th-8th</b>      | - | SGBI Annual Membership Meeting, Albuquerque, NM (hosted by the Rocky Mountain Santa Gertrudis Association)           |