



RANCH MANAGEMENT

# CATTLE CALL

Newsletter for Alumni of  
TCU Ranch Management

Winter 2023

## *From the President, Matt McLelland '12*

(806)778-8679 [mjmclelland1@gmail.com](mailto:mjmclelland1@gmail.com)

Hello everyone,

I hope this Winter Cattle Call finds you all with full bellies and good memories from a great Thanksgiving holiday and thick strands of winter wheat growing stout under your yearling's feet. Once again, it seems like the year has flown by. With Christmas and the New Year coming up fast, this is no doubt a busy time for everyone. The current students are hard at it learning time management one way or another now with field trips, speakers, and new information in the classroom. They were assigned the famous (or infamous) Management Plan and now it's time to start putting everything they're learning together.

The instructors, between teaching, going on field trips, and making TCU Ranch Managements' presence known at career fairs/events, have already started interviewing prospective students for next year. I firmly believe it is our job as alumni to keep beating the bushes for the right type of candidates to send their way!

Something I have been sure proud to see as an alumnus is this year's class getting to see firsthand how involved our alumni are by the several meals and get-togethers they have put on and hosted during the field trips. It goes a long way in showing the students they have our support and what a tight knit group we really are. If that is something you would like to help with or be a part of in the future, please reach out and let us know.

Our Annual Winter Roundup and business meeting is not far off either. You can find the information in this Cattle Call and I hope you will make plans to attend!

Once again, thank you all for allowing me to represent you as Alumni President. I am looking forward to seeing you all in January!



Dr. Matthew Garcia  
Director  
Southwestern E & L S Professorship  
[m.garcia768@tcu.edu](mailto:m.garcia768@tcu.edu)

## Building the Next Generation of Ranch Managers

As I write this article, I am hoping that you all had a wonderful Thanksgiving and are looking forward to a Merry Christmas and a Happy New Year! I know that our students will probably not have the most restful holiday season, as they have officially been assigned the Management Plan. While the students are beginning to stress about the project, I can honestly say that every one of them is meeting the challenge with innovative thinking, practicality, and enthusiasm. I think every alumnus understands the stress of completing the capstone project for Ranch Management, and I think every alumnus also recognizes the value that this project brings to each student from an educational and professional development perspective. This year in particular we have stressed the concept of *management adaptability* to the students when developing their management plans. The reality is, it is somewhat easy to manage when everything is operating at an optimum level. It is much harder and more realistic to have to adapt your “best plan” to unforeseen circumstances, or less than expected resources, to adjust to a real-world situation in real time. As faculty, we realize that every one of our students will face unique challenges and obstacles in their professional lives and we really want to drive home that adaptable knowledge is key and that universal solutions rarely, if ever, work. Training agricultural resource managers for present day and future challenges is essential for our industry and we believe this adaptability will help our students and the industry going forward.

While we are training another crop of potentially great ranch resource managers, I strongly believe we need to do more. Respectfully, we are a very “well-seasoned” industry with the average age of our producers being over 60 years of age. Our industry is going to need an influx of younger, yet extremely competent managers if we are going to continue to be leaders in food, fuel, and fiber production. This is where TCU Ranch Management has the potential to make even more major impacts in our industry. TCU Ranch Management is constantly referred to as the “best hidden gem” in agriculture. I honestly believe we can no longer be a hidden gem, but we need to be the most well-known beacon of excellence when it comes training agricultural/ranch resource managers. In an effort to accomplish this goal, we have ramped up recruitment this year to get our name out to regions where we have had minor impacts, have conducted on campus informational meetings, volunteered to guest lecture classes on the “other side” of campus, as well as, continued to recruit in our strongholds of Texas and Oklahoma. We also recognize that our alumni are our most valuable recruiting resource and truly hope that you will continue to help us expand awareness of our programs excellence to individuals that didn’t even realize that TCU Ranch Management was an option. Thank you again for your continued support and happy holidays!



*TCU Ranch Management has several opportunities to recruit during FWSSR January 12 - February 3.*

*If you would like to help at our recruiting table, please email/call Michele Barrow [michele.barrow@tcu.edu](mailto:michele.barrow@tcu.edu) (817)257-7145 and let her know you’re interested!*



Jeff Geider

IRM Director

William Watt Matthews Directorship

[j.geider@tcu.edu](mailto:j.geider@tcu.edu)

## No Lack of Volatility...

At the risk of overstating the obvious, you have probably noticed the cattle markets have been moving (up and down) at an unprecedented rate over the last several months. I think it's safe to say we have been experiencing a level of volatility unlike any other before in recent history. It should be noted that this type of market action is not confined only to the cattle markets but has been evident in virtually every exchange traded futures and commodities market. So, a few questions on many peoples minds usually center around why this is happening and what can I do about it (to mention just two).

While the answers to both questions can be complicated it may be useful to look at the "why" first. More than likely we can point to the obvious to identify some forces that contribute to market volatility. If we break it down into a few key focus points it might be easier to explain even if we don't like the answers. If we look at the market "drivers" in segments...political, fundamental, technical, and financial, it may help with the explanation. Sometimes understanding *why* things are happening can help in formulating strategies to deal with market volatility.

As most know, markets in general abhor uncertainty. Politically speaking, there is currently an abundance of unknowns that directly influence market activity. Major world conflicts, disrupted supply chains, and general global unrest can all have a far-reaching effect on commodity markets. Back here at home, election cycles, fiscal policy, and the apparent inability of federal leadership to provide a budget and control inflation directly influence how markets trade. All these factors can have a negative impact on market trends, but need to be considered when developing a risk management strategy. Identifying risk is the first step in mitigating risk. Fundamentally, the cattle market had responded positively to several years of liquidation and performed as one would expect cyclically. However, the recent lack of packer profitability and the decline in beef export business has caused a reduction in slaughter levels and has weighed heavily on the market. In addition, unit cost of production in almost every budget line item has increased and the "cost" of money has been a major challenge for many producers to absorb. Drought has plagued many regions of the country, and for these reasons alone, the expansion phase of the cattle cycle remains a question.

We can start with the futures markets when we examine the "technical" influence on trends and volatility. Over the past several years the cattle futures market has undergone some changes, that, in my opinion, have had a direct influence on trading volatility and velocity. Volatility and velocity should not be confused. Volatility usually refers to the price variation from the mean. A simple way to look at volatility is to examine how much the market moves up or down. Commodity markets have always had periods of great volatility. What makes these markets different in recent times is the "velocity" in which the markets move. In other words, how quickly do prices change from one point to another. It is not uncommon for the cattle markets to see daily trading ranges of several dollars. The current level of market velocity has created new challenges for producers trying to manage risk and has had a substantial impact on accurately predicting basis. Some of the reasons for this increase in both volatility and velocity can be attributed to the preponderance of electronic trading, increased daily trading limits, changes in volume and open interest, and the lack of transparent cash markets reported to the industry. As open interest declines (money flow out of the market), the trade becomes "thinner" and more susceptible to sharp moves both up and down. In other words, it does not take a lot of trading volume to move the market.

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Volume of contracts traded and open interest are two key technical factors to watch closely. Expanded trading limits in several contracts have also contributed to the recent increase in volatility. These expanded limits allow the market to move in greater values (up and down) in a shorter period of time. These extreme moves can make it difficult for producers to make long term management decisions.

Financially speaking, rising inflation and the subsequent increase in interest rates can also have a major effect not only on how markets perform, but also who the market participants are. For example, portfolio managers that operate hedge funds and index funds are typically looking for markets that tend to trend in one direction or the other. This can sometimes cause large market positions to change quickly resulting in big swings in the market that do not always reflect industry fundamentals. Trying to anticipate these moves in the market can be challenging but there are indicators to track that can help anticipate the moves and may provide some opportunities to mitigate risk.

The bottom line, in my view, still starts with knowing what your break evens are, identifying your risks, and taking advantage of what the market provides in terms of price points. As we work through these volatile times, it is important to remember that the decision window to implement risk management strategies can close quickly. Whether you are employing LRP's, hedges with futures or options, or some other method of risk management, always be sure to have adequate capital available to maintain margins in hedges and be prepared to adjust your strategies on short notice. Market volatility and trading velocity are most likely here to stay. Basic fundamental supply and demand principles will still dictate long term trends. Volatility creates opportunity when managed proactively not reactively.





Kerry Cornelius  
Assistant Director  
Burnett Ranches Professorship  
[k.cornelius@tcu.edu](mailto:k.cornelius@tcu.edu)

## Planning

Students are back from Thanksgiving break and looking forward to Christmas break. Hopefully during their break they will be doing the inventory and starting the analysis part of their Management Plan. We are working through a brief version of forages to help some who may have introduced forages on their plans. While I am preparing to show the class some numbers, I was a little taken back by the outcome of the numbers.

We have a lot of decisions to make on ranches, and each and every decision has consequences. Do I fertilize, do I rotate, do I do both, or do I do neither? All have consequences. Cow size also has a tremendous impact as well. When you look at overhead cost per head, it becomes extremely evident that cow size effects cost big time. You all know the bigger the cow, the less cows you can run. This is killing profitability at the ranch when you add in things like brush encroachment with bigger cow size. The number of breeding females you can maintain on a given resource goes down. That makes cost per head go up exponentially. If you go back and study history, the industry has increased cow size (avg 1400 lbs.) and live cattle finish weights (1400+) every year. With the declining cow numbers, this trend will probably continue. The industry is producing more beef with less cows today. In my opinion, the range resource have been maxed out and this is a problem. These bigger cows are becoming welfare cows — they need more feed to maintain and rebreed. One of my favorite analogies is: if I am in the widget business, I want to make the most widgets I can at the lowest cost with highest return. Big cows mean I have less widgets to work with and they cost more to maintain.

Things to consider moving forward...Maybe you keep more heifers than you need. Let the bull decide who is the most fertile, cull the rest. Don't keep the biggest bred heifers, try to moderate your size of female. Try to moderate your bull size as well. Frame scores on bulls are typically too big. Try not to overfeed heifers to get them to breed. Raise your heifers the way you are going to maintain your cows. The industry has been pushing bigger is better. I would question the cause and effect of that decision.





Jason Faubion  
Assistant Director  
John Biggs Professorship  
[j.faubion@tcu.edu](mailto:j.faubion@tcu.edu)

## End of Year Wrap Up

As we approach the end of 2023, we often get distracted and busy with a variety of activities, both business and personal. An important task that may not get enough credit is replacing the 2023 calendar with a new 2024 model. As the end of the year approaches, there are many things for a ranch manager to get checked off the list. I have updated a previously printed list in hopes of triggering a few thoughts on some important recordkeeping needs.

### Calendar of Operations

As we take down the old calendar, we should always take a detailed look through it in an effort to update our records, measure progress toward the ranch goals, reevaluate benchmarks, and reallocate priorities. This is also a time to jot down notes for consideration of “what worked well?” or “what didn’t work at all?”. By flipping through, month by month, a manager can recalibrate the projections of how long some key processes may have taken, what staffing issues were dealt with, and when was the down-time that would allow for new ventures in the coming year. By taking a little time to reevaluate the year, on a month by month basis, a manager may be able to revisit a situation and therefore improve that process in the coming year.

### Estimate Taxable Income

Preparing a tax estimate as the year draws to a close may be a benefit in managing the taxable income of the ranch. As a word of caution though, please use discernment in making major purchases in efforts to lower the taxable income. These purchases may bring cashflow problems later on. A better option is to prepare ahead of time. As a manager, take time during the last weeks of the year to compile a prioritized list of major purchases, similar to a child’s letter to Santa! If your tax preparer reports to you that a major purchase could be prudent, then you have a list of options prepared and hopefully researched. Management should be wise in these purchases. Purchases should be based on long-term objectives and be made to purchase assets that will make the business more efficient or more profitable. For example, purchasing a set of portable scales, improving water distribution on pastures, or setting up storage facilities for bulk feed or fertilizer may all be items that make the operation more efficient and profitable than simply buying a new pickup truck.

### Other considerations...

- Review ranch goals for the coming year
- Review financial statements
- Update or create budget projections for the coming year
- Prepare to send out W2 and/or 1099 forms
- Check into the status of the Section 179 depreciation program
- Consider making feed orders before the holiday season causes schedule conflicts
- Conduct inventories, head counts, vehicle mileage, hay/forage supply, check propane/fuel/firewood levels
- Consider marketing possibilities during holiday times
- Communicate with employees – and thank them for their loyalty and hard work
- Spend time with family and friends!



I hope you have been blessed throughout 2023 and I wish you the best in 2024.



**Matt McLennan**  
Associate Professor  
Houston L S & R Professorship  
[m.b.mclennan@tcu.edu](mailto:m.b.mclennan@tcu.edu)

## **Merry Christmas, but Caution in the New Year!**

That's a great and inviting title, isn't it! I guess if this business was easy, then everyone would do it! Good grief! Anyway, I do hope this letter finds each of you well and you're through with eating turkey and back on your steady diet of beef! I know some of you were like me and did not succumb to the meal of a flightless bird!

As I was teaching Animal Health class yesterday, it was dawning on me that the very thing I was teaching/preaching to the students repeatedly, was actually setting up as a likely scenario for our coming year in 2024. I hope not, but if you're like me, you always need reminders and there is no better time than the present. The vast majority of people have received some beneficial rain since August and on into this fall, however, some are still lacking. In any case, even those that did, the rain came too late to help grow grass after this past scorching summer. Much of the rangeland is still very impacted by 2-3 or more years of drought as we move into this winter. Native range is likely short in many places particularly in the west. Even in the panhandle area of Texas that received really big rains in May and June, it was excessively hot the remainder of the summer. Hopefully those of you in that area grew some grass and have some stored, dormant forage on hand. In any case, as I was in class yesterday it occurred to me that the perfect storm could potentially be building for many of us. As we progress into 2024 and into early spring, maybe February and March, what plants are going to be the first to green up? So many of you are far and away better range detectives than me and know where this is headed. I'm talking about noxious weeds and plants. Short pastures with a little bit of early spring moisture are a likely set up for cocklebur, locoweed, and the leaves of shin oak and other oak species to begin to green up and be the first and most palatable options out there for our livestock during that time. I think many of us are set up just right for this. I want to be wrong here, and hope I am!

Over and over yesterday in class as we were discussing the different toxicities and maladies associated with noxious weeds and plants, the overriding theme was "this remedy for this or that remedy for that weed/toxin", but over all you were not going to have much success treating plant toxicity. You were going to become aware of the issue when you find dead livestock. Typically, this occurs in numbers! Ouch! No good! The overriding discussion in class was a plan to proactively address this issue. One such plan is to have alternative grazing and other forage/feed available so the cattle can eat something else. This is so the cattle have the option to choose something besides those noxious plants and/or they have something else in their rumen to dilute the effect of consuming those plants.

In either case, that is a challenge. Adjusting grazing rotations, procuring hay or feed to have on hand as a different source of feed are all things that require thought and advance planning. I'm certainly not saying now is a great time to be buying hay or feed, but it sure might be preferable to trying to scramble for it in February! Now is certainly the best time to evaluate grazing strategies and identify opportunities to avoid noxious weeds and plants in the coming year.

Well, I hope this reminder was helpful and, more than anything, I hope it is unnecessary! Prayers for good moisture and an early spring for all of you! Have a Merry Christmas and hopefully not a noxious New Year!



## 2024 ROUNDUP RESERVATION FORM

### MORNING LOCATION:

**TCU Dee J. Kelly Alumni & Visitors Center**

**2820 Stadium Drive**

**Fort Worth, TX 76129**

<https://alumni.tcu.edu/new/our-facilities>

**\$10/person**

- 8:30 REGISTRATION, LITE BREAKFAST, & VISIT
- 9:00 WELCOME
- 9:15 MORNING PROGRAM w/Guest Speaker
- 10:30 BREAK
- 10:45 ALUMNI ASSOCIATION BUSINESS MEETING

### EVENING LOCATION:

**River Ranch Stockyards**

**500 Northeast 23rd Street**

**Fort Worth, TX 76164**

<http://riverranchstockyards.com/>

**\$50/person**

- 5:00 COCKTAILS/CASH BAR/AUCTION
  - 6:00 DINNER /AUCTION
  - 7:00 –10:00 MUSIC/DANCE/AUCTION
- (live music with Jordan Robert Kirk)



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

Dinner/Dance: No. \_\_\_\_\_ x \$50.00 = \$ \_\_\_\_\_

\*Reserved Table for 8: No. \_\_\_\_\_ x \$1,000 = \$ \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

Payment Is Due By **Friday, January 12, 2024**

**Online registration and payment with e-check or debit/credit card:** [https://secure.touchnet.com/C21491\\_ustores/web/product\\_detail.jsp?PRODUCTID=206&SINGLESTORE=true](https://secure.touchnet.com/C21491_ustores/web/product_detail.jsp?PRODUCTID=206&SINGLESTORE=true)

**OR mail registration form and check to:**

TCU Ranch Management, TCU Box 297420, Fort Worth, TX, 76129

Name: \_\_\_\_\_

Grad Year: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Guest(s) Names: \_\_\_\_\_

\_\_\_\_\_

### AUCTION DONATION

(Please include *value* of item(s) listed)

Item(s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*\*Reserved Table for 8 includes preferential seating, signage indicating buyer's name/ranch/business, drink tickets., first to get meal; call the office to arrange payment for reserved table for 8*



# TCU RM ALUMNI ROUNDUP 2024

## SATURDAY, JANUARY 20

### MORNING LOCATION:

*TCU Dee J. Kelly Alumni & Visitors Center  
2820 Stadium Drive  
FW TX 76129*

(parking in parking garage/behind RM building and lot 3/behind parking garage; there is a basketball game so NO parking available in lot beside alumni and visitor center)

<https://alumni.tcu.edu/new/our-facilities>

\$10/person

8:30 REGISTRATION, LITE BREAKFAST, & VISIT

9:00 WELCOME

9:15 MORNING PROGRAM w/Guest Speaker

10:30 BREAK

10:45 ALUMNI ASSOCIATION BUSINESS MEETING

### EVENING LOCATION:

*River Ranch Stockyards,  
500 Northeast 23rd Street  
FW TX 76164*

*(complimentary parking)*

<http://riverranchstockyards.com/>

\$50/person or \$1,000/reserved table for 8

5:00 COCKTAILS/CASH BAR /AUCTION

6:00 DINNER/AUCTION

7:00-10:00 DANCE/LIVE MUSIC WITH JORDAN ROBERT KIRK

\*reserved table for 8 includes preferential seating, signage indicating buyer's name/ranch/business, drink tickets, first to get meal; call the office to arrange payment for reserved table for 8



### HOTELS:

***Courtyard/FW Historic Stockyards, 2537 North Main Street, FW, TX 76164 (\$299/nt)***

Phone: 817-624-1112 and refer to TCU Alumni 2024

Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1679604722994&key=GRP&app=resvlink>

Reservation Due Date for discount rate: January 4

***Hyatt Place/FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164 (starting at \$408/nt)***

Phone: (817)626-6000; group code 32847

Online: [https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp\\_lclb\\_gmb\\_seo\\_dfwzf](https://www.hyatt.com/en-US/hotel/texas/hyatt-place-fort-worth-historic-stockyards/dfwzf?src=corp_lclb_gmb_seo_dfwzf) and select "corporate or group code," then 32847

***Hyatt Place/TCU, 3029 Sandage Avenue, Fort Worth, TX 76109 (\$184/nt)***

Phone: (888)492-8847; group code G-MVLS

Online: [https://www.hyatt.com/shop/rooms/dfwzu?location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&checkinDate=2024-01-19&checkoutDate=2024-01-21&rooms=1&adults=1&kids=0&corp\\_id=G-MVLS#room-page-anchor](https://www.hyatt.com/shop/rooms/dfwzu?location=Hyatt%20Place%20Fort%20Worth%20%2F%20TCU&checkinDate=2024-01-19&checkoutDate=2024-01-21&rooms=1&adults=1&kids=0&corp_id=G-MVLS#room-page-anchor)

Reservation Due Date for discount rate: December 19

# *Alumni Spotlight*

**Name:** Rodney D. White, CPA '94

**Current Employer:** AutoInc

**Job Position/Title:** Chief Financial Officer

**Job Duties/Responsibilities:** As CFO, I oversee the accounting functions for AutoInc, a holding company of 16 auto dealerships in the Texas Panhandle. Under AutoInc there are 35 plus entities consisting of the dealerships, realty companies, holding companies, trusts, and the ranch. I currently have over 55 folks on my accounting team spread out in five different markets, that make all this happen.

**TCU RM Reflections:** Ranch Management for a kid from a small farm in West Texas would turn out to be part of the foundation that a career outside of ranching would be built on. All I ever wanted to do was cowboy, and growing up with no place to go back to, Ranch Management was my answer. I spent the next four years after the program horseback on ranches in the Panhandle. After four winters and many times frozen doctoring yearlings, I decided that the only way to ever have anything of my own was with an education. So, I left the bunkhouse at the Long X in 1998 and went back to school. For the first time. From the program, I gained lifelong friends that I would have never met in any other way. Giving me contacts all over Texas and the country, whether in my class or part of Ranch Management alumni. Not everyone that goes through the program ends up in a day-to-day ranching operation. But I find myself using the knowledge learned in the program or leaning on the folks I know from the program often. These days my ranch work involves reconciling a depreciation schedule, coordinating fence to be replaced on the ranch after a fire, acquiring equipment for brush control, or just reviewing the financial statements for the ranch. I do get out there as often as I can. I would say to anyone wanting to go through the Ranch Management program, be ready to work your tail off, have a great time, and absorb everything/anything you can from the classroom/professors and the hundreds of miles of traveling on the trips, because you never know how life will work out and/or when that knowledge/relationships created will come in handy.

**Prior Experience/Education:** Howard Junior College 1993 – Livestock Judging Team. TCU Ranch Management – 1994. Next four years living in bunkhouses on ranches in the Texas Panhandle punching cows (another education started/not exactly what was taught in Ranch Management class by John Merrill or Jim Link). Texas Tech University – Bachelor Degree in Agricultural & Applied Economics – 2000. Texas Tech University – Bachelor in Accounting & Master in Accounting – 2012. CPA Certificate – 2014. After my first degree from Texas Tech, I spent many years working in the automotive and banking industries before becoming Chief Financial Officer in 2014.

**Other:** Married to Deana K. White for 25 years now, I am sure you have seen us dance a time or two at the Winter Roundup each year in Fort Worth. We spend our free time building a horse place and hauling up and down the road for her to compete at barrel races/rodeos.



# *Alumni Spotlight*

**Name:** John “Bub” Kritser Jr. ‘08

**Current Employer:** Yellowhouse Machinery Co.,  
John Deere Heavy Equipment Dealer

**Job Position/Title:** SVP – Director of Sales

**Job Duties/Responsibilities:** Drive sales performance companywide, drive company culture and the customer experience.

**TCU RM Reflections:** I learned how to think and be resourceful, which developed a level of competence and confidence to perform at a high level in real world business, regardless of industry. The lessons on managing a ranch were exceptional. These combined with lessons on responsibility and character will forever be carried with me in life and in business. Ranch Management is one of the most impactful life experiences I have ever had.

**Prior Experience/Education:** TCU ‘07

**Involvement in Organizations/Clubs:** Alex O’Brien Foundation



## *RANCH MANAGEMENT ALUMNI ASSOCIATION SPONSORSHIP LEVELS 2024*

Please consider the Ranch Management Alumni Association as part of your end-of-year giving and capitalize on our 501c(3) nonprofit status.

We have many loyal sponsors, but we are in need of a few more.

Our alumni are our best assets, and we want to help you and/or your business flourish!

Please mail your gift of any amount to:  
TCU Ranch Management Alumni Association  
PO Box 825  
Fort Worth, TX 76101

\*Anonymous sponsorships and other giving options are available upon request, please contact **Jessen Tucker Cowen '13** at [jtcowen89@gmail.com](mailto:jtcowen89@gmail.com) or (940) 203-1893.

The Frogs may not have won the game, but we won the tailgate!! Thank you to all who gave their time and effort to plan and execute a great event at the Ranch Management building! Good food, great people, and Horned Frog Lemonade... Go Frogs!

11TH ANNUAL   
*Alumni Reunion*  
 AND RECRUITMENT TAILGATE  
**TCU VS. WVU**



# Sponsor Highlight: Big Bend Trailers

For our winter Cattle Call Sponsor Highlight we were able to visit with Amanda Dyer, Chief Operating Officer, of Big Bend Trailers. Big Bend is a company born from a rancher and for the ranchers. Jim Dyer, Amanda's dad, started the company in 2003. The unique thing about Big Bend is they actually ranch for a living. Jim started building trailers for them to use in some of the roughest country. He built them for functionality on day-to-day operations and also durability. Pretty soon friends, family, and neighbors were asking him to build trailers for their operations. Then, it just took off from there. They outsourced the manufacturing to a trusted company and now ship trailers nationwide and have dealers all throughout the US. Amanda Dyer is a graduate of the TCU Ranch Management program, she is an 08' model. She came back home in 2012 to help her dad with the day-to-day operations of Big Bend Trailers. We asked Amanda a couple of questions and here is what she had to say...

## What does a typical day look like for you?

Dealing with the plants on manufacturing, questions about designs, and visiting with dealers about their inventory, books, etc. We get a phone call, and someone will ask for the accounting department-and that's me, or another one about parts-and that's me, too.

## What is your favorite part of working at Big Bend? Or working with your customers?

Getting to deal with the best people in the world. Ranchers and farmers are super great to work with. It is also really neat to be able to use your product on the ranch and see how it has grown over the past 20 years.

## What is a piece of advice you'd like to give our alumni group?

Follow your heart and passion even if it might not make sense. Sometimes you end up right where you are supposed to be even if at the time it didn't make the most financial or logical sense.

## Advice for working on the family business and with family?

Learn to recognize each other's strengths and focus on that. Start out with a willingness to learn and respect each other's roles of what they are good at and have been doing their whole life.

Amanda Dyer

(432) 386-6642

[Amanda.j.dyer@gmail.com](mailto:Amanda.j.dyer@gmail.com)



# Announcements

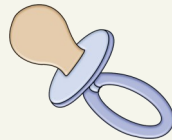


Congratulations to **Amber Kribbs '23** and Zach Atnip  
CALL/EMAIL OFFICE FOR INFO

**Amber Kribbs Atnip '23**  
CALL/EMAIL OFFICE FOR INFO

**Ty Cone '93**  
CALL/EMAIL OFFICE FOR INFO

**Chris Farley '96**  
Bosque Canyon Ranch  
Ranch Manager  
CALL/EMAIL OFFICE FOR INFO



**Jeremiah Moxley '11**  
CALL/EMAIL OFFICE FOR INFO



Sadie Marie and **Wesley Jackson '18**  
CALL/EMAIL OFFICE FOR INFO

Kaitlyn and **Jake Goudeau '17**  
CALL/EMAIL OFFICE FOR INFO

Rylee and **Latigo Collins '17**  
CALL/EMAIL OFFICE FOR INFO



**Stephen Motal '72**  
December 2, 2023

CLASS AGENT DINNER &  
BUSINESS MEETING:  
FRIDAY, JANUARY 19 @ 6:30 PM  
BLUE MESA GRILL  
612 CARROLL STREET  
FORT WORTH, TX 76107

**\*\*ALL ALUMNI WELCOME\*\***

Friday, January 19 @ 9:00pm Blue Mesa Grill.  
Join the class agents for a drink and social hour  
after the Class Agent Business Meeting!

Nominations due by January 2 for two  
positions on the Board of Directors.  
Many thanks to **Missy Bonds '01** and  
**Frank McLelland '81** for their service.



- December 13 & 14: Range Beef Cow Symposium, Loveland CO
- December 13-16: NMCGA Joint Stockmen's Convention, Albuquerque NM
- January 19: TCU RMAA Class Agent Dinner & Business Meeting, Blue Mesa Grill, Fort Worth TX
- January 20: TCU RMAA Alumni RoundUp, Fort Worth TX
- January 31 - February 2: NCBA, Orlando FL
- February 2: NCBA Alumni Reception, Orlando FL
- February 13: Univ. of WY, Laramie WY
- February 22 & 23: Texas FFA Foundation, Austin TX
- March 22 - 24: Cattle Raisers Convention, Fort Worth TX
- March 23: TCU RMAA Alumni Reception, Cast Iron Restaurant/ Omni Hotel, Fort Worth TX
- April 23 & 24: TX A&M AgriLife Hemphill County Beef Conference, Canadian TX
- June 7-9: Summer Gathering, Fort Worth TX  
(contact Andrew Polk (936)671-1711 for questions or to help!)

## **TCU Ranch Management Alumni Association, Inc. Executive Committee and Board of Directors**

**President: Matt McLelland '12**  
(806)778-8679 [mjmclelland1@gmail.com](mailto:mjmclelland1@gmail.com)

**Missy Bonds '01**  
(817)917-2958 [msag98@aol.com](mailto:msag98@aol.com)

**President Elect: Trevor Caviness '98**  
(806)679-2998 [trevor@cavinessbeef.com](mailto:trevor@cavinessbeef.com)

**Robert Buchholz '16**  
(325)226-1510 [rbuchholz30@gmail.com](mailto:rbuchholz30@gmail.com)

**Secretary: Nadine Williamson McCadoo '12**  
(580)276-0394 [nadinewilliamson1@gmail.com](mailto:nadinewilliamson1@gmail.com)

**Skyler Flake '06**  
(940)256-1663 [cane.cross@gmail.com](mailto:cane.cross@gmail.com)

**Communications Director: Jessen Tucker Cowen '13**  
(940)203-1893 [jtcowen89@gmail.com](mailto:jtcowen89@gmail.com)

**Frank McLelland '81**  
(806)759-1490 [fandjmcl@poka.com](mailto:fandjmcl@poka.com)

**Communications Director Elect: Lettie McKinney '17**  
(620)353-3430 [lettiemckinney@gmail.com](mailto:lettiemckinney@gmail.com)

**Jeff Mitchell '02**  
(806)488-2344 [jmitchell@tootntotum.com](mailto:jmitchell@tootntotum.com)

**Treasurer: Dustin Valusek '15**  
(832)788-5610 [dustinsvalusek@gmail.com](mailto:dustinsvalusek@gmail.com)

**Treasurer Elect: Zac Pogue '07**  
(580)467-6025 [zac@orangeconnection.org](mailto:zac@orangeconnection.org)

**WHO DID WHAT:**

- mail: TCU Box 297420,  
Fort Worth, TX 76129 OR
- call: 817-257-7145 OR
- email: [ranching@tcu.edu](mailto:ranching@tcu.edu)

Grad Year \_\_\_\_\_

Name \_\_\_\_\_

**NEW ADDRESS/PHONE/EMAIL**

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

**JOB CHANGE**

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

Work E-Mail \_\_\_\_\_

**WEDDING**

Spouse's Name \_\_\_\_\_

Date Married \_\_\_\_\_

**BIRTH**

Baby's Name \_\_\_\_\_

Date Born \_\_\_\_\_



***Thank You!!!***

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, birth, or job. You are helping us keep up with you and that's what we want to do!



As a reminder, due to the rising cost of postage, printing, and budget cuts,

**Cattle Call will ONLY be sent via email.**

You are able to view past issues on the TCU RM website [https://cse.tcu.edu/ranch-](https://cse.tcu.edu/ranch-management/alumni/cattle-call-newsletter.php)

[management/alumni/cattle-call-newsletter.php](https://cse.tcu.edu/ranch-management/alumni/cattle-call-newsletter.php)

or [https://www.facebook.com/TCU-Ranch-](https://www.facebook.com/TCU-Ranch-Management-269381929485)

[Management-269381929485](https://www.facebook.com/TCU-Ranch-Management-269381929485)

*Please make sure we have your most recent email address.*

**If you do not have access to a computer or email, or prefer a paper copy, let us know and a copy will be mailed to you.**



# ALUMNI IN ACTION



AMP College and Career Fair · James Madison High School · San Antonio, TX: November 17  
Special thanks to : Steven Mafrige'95, Carlos Ochoa'22, and Will Stroud'22

### THANK YOU ALUMNI:

A BIG thank you to Animal Health International in Hereford, TX for providing a meal and a tour of the warehouse. The Class of 2024 really enjoyed it on the North Texas Field Trip!

Many thanks to the Hesse Family, Blair Hesse, Mr. & Mrs. Dan Eason, and Stephanie & Bear Musgrave with La Barronena Ranch for hosting a wonderful meal under the South Texas trees for our South Texas Field Trip.

### ***TCU RM Alumni Association Generously Supported By:***

Capital Farm Credit, Compass Ag Solutions,  
Lone Star Ag Credit, Merck Animal Health, RanchSense,  
Texas & Southwestern Cattle Raisers Association, Zoetis

Ag Texas, AgriWebb, Big Bend Trailers, Boehringer Ingelheim, Elanco,  
Land O'Lakes Purina, Livestock Nutrition Center, RanchBot

For sponsorship opportunities, please contact **Jessen Tucker Cowen '13**  
[jtcowen89@gmail.com](mailto:jtcowen89@gmail.com) (940)203-1893