

Beefmaster Breeders Cattlewomen

Quarterly Newsletter

January, February, March

2013

Volume 3, Issue 1

OFFICERS

President—

Bobbie Wall
wall2319@bayou.com

Vice-President -

Marie Welkener
mbwelkener@dishmail.net

Secretary/Treasurer -

Kathy Skinner
kskinner123@yahoo.com

Ex-Officio -

Cindy Emmons
emsranch@gmail.com

Birthdays

Melaine Hardwick	Jan 1
Bonnie Siddons	Jan 4
Amelia Buckley	Jan 5
Margaret McManus	Jan 7
Judy Bell	Jan 12
Carol Craig	Jan 13
Sunnie Post	Jan 13
Monica Eskew	Jan 19
Rhonda Perkins	Jan 17
Cindy Emmons	Jan 23
Rhonda Collier	Jan 20
Mary Ann Skelton	Feb 1
Nancy Epley	Feb 5
Julie Buckner	Feb 13
Sheila Buckley	Feb 15
Allison Wells	Feb 24
Debbie Bradbury	Feb 25
Brenda Woelfel	Mar 13
Carolyn Wachsmann	Mar 16
Becky Dodd	Mar 24
Ramona Mink	Mar 24
Margie Lowery	Mar 24

Notes from Bobbie



Hello Everyone! Hope all is well and y'all had a blessed Christmas and a wonderful welcoming-in of the New Year.

I want to start off by thanking you for allowing me the privilege of being your BBC President. I also want to thank Cindy Emmons for her six years of service and for planning our wonderful 2012 membership meeting in Branson. The cruise and entertainment were great! All of the quilt squares were sold in record time at our Cattlewomen's booth thanks to Margie, Annette and all

Cindy's Farewell



Dear Ladies,

After six wonderful years as your president, it is time to hand the reins over to your new leadership. I feel so blessed that you have allowed me to serve you for the past several years. You are such a great group of ladies and I have enjoyed every minute of it.

our "volunteers". Kathy has sent the square information to the quilt maker and the 2013 Scholarship Quilt is underway.

Our membership is eighty strong. If you haven't already become a Cattlewoman this year or know of someone who would like to join, you can go to the BBU website at www.beefmasters.org for more information and download the Cattlewomen Membership Application. Your continued support is what helps our organization accomplish its mission by sponsoring the young people at the JBBA Convention and National Heifer Show, subsidizing the Public Speaking Contest winner's trip to the BBU Convention and funding the BBC Scholarship Program. Our JBBA members really are a special group of young people. Take the time to get to know some of them – they are the "cream of the crop"!

We have come such a long way in supporting our juniors. When I first came on board, we were giving one \$1000 scholarship to a JBBA senior. Now, thanks to tremendous support, we are giving three \$2000 scholarships, \$3000 to the JBBA Awards Banquet, travel expense money to the Public Speaking winners and \$250 to the BBU Convention. That is quite an accomplishment for our group. We have made an extremely large impact in many juniors' lives. You are to be commended.

It has been quite a pleasure getting to read in our newsletter some of your biographies. You are all so interesting!! Thanks, Nita for starting this wonderful newsletter. It has added so much to our communications.

The Scholarship Committee has worked on updating the Cattlewomen's Scholarship Application. The new application is available for download at the BBU website along with mailing instructions. These scholarships are for graduating seniors that are in good standing as JBBA members. The completed application, official high school transcript, copies of the ACT and/or SAT scores, and two letters of recommendation should be postmarked on or before June 18, 2013.

As we feel the cold days of winter, know that spring always follows – and with spring comes hope. Hope all of you enjoy its many blessings!

Thanks, Kathy for all of your hard work. You have put in countless hours making sure we are "legal" in all areas. Our non profit status is alive and well!! I appreciate all you have done for this group.

You are in great hands with your new leadership—Bobbie as President, Marie as Vice President and Kathy as Sec/Treas. Thanks again for having me and I look forward to many more wonderful times with the BBC!

See ya at the next sale!
Cindy

Member Highlight

Erin Brown, Rocking B Farms and Stephen F. Austin State University



"Itching for what you want isn't enough, you have to scratch for it."



Never did I image that a breed of cattle could change the way I view the cattle industry. In the spring of 2009 began a journey that would change my life in ways I never imagined. I have met people and built strong relationships with other breeders and their families.

My husband Chuck Ethridge and I were already cattle producers and owned a small herd of commercial cows. We liked to think we were different from all the other commercial producers since we were using artificial insemination instead of owning a bull. We figured, if we were working our cows this much, we should take the leap and become a seedstock producer. We debated and researched which breed would fit our small acreage and best adapt to the cyclical climate of East Texas. There was no question, Beefmasters were the right choice.

The goal of our operation is to produce the high quality Beefmaster cattle. Since we have a small amount of land, we focus mostly on producing show heifers for junior exhibitors. We also believe that our cattle must function as good quality replacements that any breeder would be proud to have in their herd. In order to accomplish our goals, we artificially inseminate our

cattle using top AI sires in the breed. To further our genetic progress, we have also utilized modern technology by purchasing a couple donor cows and using conventional flushing and in vitro fertilization. Since one of our goals is to produce heifer calves, we have taken advantage of sexed semen and reverse sort semen.

We exhibit our cattle in open Beefmaster shows. This gives us an opportunity to promote our cattle and the breed to others..

Besides being members of BBU, we are also members of the Beefmaster Promotion Group where I also served as a director in 2011. We are also members of the Lone Star Breeders Association. We have consigned cattle to the Lone Star Breeders sale in Sulphur Springs, but the majority of our cattle are marketed directly off our farm through our website and Facebook page.

I didn't waste time getting our son involved either. Bridger is just fifteen months old and is the proud owner of a cow-calf pair, an embryo, and a show stick that were gifts from other breeders. He has attended many Beefmaster cattle shows and sales. He first sat chute side in his stroller at breeding time when he was just two months old and has since been right

there with us when we work cattle. You can expect to see him at field days, conventions and in junior events in the future. I believe that we lead by example so you can expect to see us at future events.

I have a unique opportunity in that I manage two Beefmaster herds each with a different goal. I manage my personnel herd along with my husband, Chuck and manage the university herd along with a committee that assists in making mating decisions. This allows for different paths to be tried and followed.

The Stephen F. Austin State University Beefmaster herd is the result of in-kind donations of heifers, semen, embryos and the use of clean up bulls by Beefmaster breeders across the country. The herd was established in 2010 for the purpose of conducting research to compare Beefmaster cattle with other breeds.

Thanks to all that have helped us along the way. Without your support, Rocking B Farms, my husband and I, would not have been recognized at the 2012 New Member of the Year at the BBU Convention. What a great honor! Thank you.

Social Media – Changing The Way Ranchers Do Business

Nov. 28, 2012 by [Amanda Radke](#) in [BEEF Daily](#)

Social Media | Bringing The Coffee Shop To The Internet

Yesterday, I attended the South Dakota Cattlemen's Association's 64th Annual Trade Show and Convention in Huron, SD. The day kicked off with an estate planning session and ended with a prime rib dinner and the entertaining theatrics of beloved cowboy poet, Baxter Black. One of the hottest topics of discussion at convention was using social media as a part of your ranch routine.

"Social media has changed the way we do business," says Season Solorio, director of issues management for the National Cattlemen's Beef Association (NCBA). "Breaking news is now found on Twitter, not on the 5 o'clock news. From the beef industry perspective, we look for what people are saying about cattle ranchers online. There are only 2% of us who are raising food, but 100% of us have to eat, so we have to do a better job of getting the word out."

She shared 10 tips from the Ag Chat Foundation on using social media:

- Know your purpose.
- Listen and engage in conversation.
- Participate in the community.
- Always take the high road.
- Follow the leaders.
- Converse from an agricultural perspective.
- Monitor trends and thought patterns.
- Share best practices.
- Get answers to problems.
- Have fun.

A good example of a Facebook status update that sheds a positive light on agriculture comes from a recent post by Debbie Lyons Blythe, a Kansas-based cattle rancher and feeder. She writes, *"I really need a quick nap right now, but there is a calf that looks sick and needs attention. When I think of how miserable he must feel today in the cold wind, I'm not tired anymore and will head out to take care of him. He should be up and at 'em soon!"*

While using social media may seem too complicated for the typical rancher, the next generation is incorporating these tools into their everyday operations. Whether it's using Facebook, Twitter, blogs, Pinterest, YouTube, Google+, or Instagram, Solorio says your social media posts should be original, genuine and passionate. Build relationships online and join in conversations. Be respectful and offer your unique insights from a rancher's perspective.

"There are two ways to engage with others online -- proactively and defensively," explains Solorio.

"[Beefitswhatsfordinner.com](#) is a proactive approach that helps people have a great beef-eating experience. Very differently, there's a smaller segment of our consumers who have tough questions about how their beef is raised, and so for those people, we have created a new website called [FactsAboutBeef.com](#), which helps debunk common myths about beef by addressing them head on. Both of these sites also have a presence on Twitter and YouTube, as well."



*Farm and ranch families
comprise just 2% of the
U.S. population.*

*-Farm Bureau's
Food and Farm Facts*

Someone's in the kitchen

Slow-Cooker Beef Stroganoff

Erin Brown of Rocking B Farms
Nacogdoches, TX

*"Gentle words fall lightly
but carry great weight."*

2 lb. beef stew meat, cut into 1-inch cubes
10 oz. fresh mushrooms, halved
1 onion, chopped
1 clove garlic, minced
1 cup beef broth
2 tsp. paprika
1 tsp. salt
1 cup BREAKSTONE'S or KNUDSEN Sour Cream
2 Tbsp. flour
1 Tbsp. GREY POUPON Dijon Mustard
1 pkg. (16 oz.) egg noodles, uncooked
2 Tbsp. chopped fresh parsley

Place meat, mushrooms, onions and garlic in slow cooker. Add broth, paprika and salt. Cover with lid. Cook on LOW 7 to 8 hours (or on HIGH 5 hours).

Mix sour cream, flour and mustard. Stir into ingredients in slow cooker until well blended. Cook, covered, on LOW 15 min. Meanwhile, cook noodles as directed on package.

Drain noodles; place in large serving bowl. Add meat mixture; mix lightly. Sprinkle with parsley.

Tamale Soup

Sandra Lieke of BCE
New Braunfels, TX

1 can cream corn
1 can whole kernel corn
1 can black beans
2 cans pinto beans
1 can rotel
1 dozen tamales

Place all ingredients in crockpot and cook on high for 1.5 hours.
Serves 6-8 people.

*"It's not whether you win
or lose, but how you
place the blame."*

Thank You

Dear Beefmaster Cattewomen,
Thank you all so very much for your fundraising donation. It was very generous of you all to donate the blanket to the JBBA. It is the generosity of donors like yourself that keeps our program going and being successful. Thank you from all our members.

Sincerely,
Cody Morgan

Thank you so much in your effort to help our organization. We appreciate your generosity.

Ashley Smithey

Dear Kathy Skinner,
On behalf of the JBBA, I would like to thank you and the Beefmaster Cattewomen for all that you do to support the JBBA. Your commitment to the JBBA is greatly appreciated. Without the support of people such as yourself, the JBBA would not be where it is today.

Thank you for your generous support of our organization.

Sincerely,
Trenton Glaser
District 5 Director

Dear Cattewomen,

I would like to thank you for helping my family out with the money you gave me to be able to come to Missouri.

Love,
Gabby Eskew

Thanks for your support.
Reese Tassin

Dear Cattewomen,
Thanks for helping fund my trip to Missouri. It has been a wonderful experience.

Sincerely,
Michael Buckley



Brrr! It's cold outside.

Americans enjoy a food supply that is abundant, affordable overall and among the world's safest, thanks in part to the efficiency and productivity of America's farm and ranch families.

*-Farm Bureau's
Food and Farm Facts*

Cares, Concerns and Prayer Requests

Send information for the newsletter to

Erin Brown

PHONE:
(936) 645-1695

E-MAIL:
erin@rockingbfarms.com

Remember in your prayers

- Royce Witte - diagnosed with leukemia
 - Mothers of Mike Green, Tim Chapman, Lawrence and George Lyssy - hospitalized
 - Margie Lowery's daughter (heart surgery) and son-in-law (cancer)
 - Cindy Emmons - recovery from back surgery
 - Pat Chapman - battling cancer
 - Diane Lowery - diagnosed again with cancer
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- Military and their families
 - Our nation's leaders
 - Teachers
 - First responders

February is Heart Awareness month

Mission Statement

Beefmaster Breeders Cattlewomen is "organized exclusively for charitable, and educational purposes, such as to assist the Beefmaster Breeders United in the promotion of the Beefmaster breed of cattle, to educate the public to the merits of the breed, assist in Junior Beefmaster Breeders Association program with scholarship and any other charitable projects deemed appropriate by its members."

We're on the Web!

See us at:

http://beefmasters.org/cattlewomen_mission