



E-Newsletter

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Become a fan of the TBBA Facebook page and connect with Brangus breeders around the world. Click on the icon below to be directed to the page.



Suggestions?

Help our marketing efforts meet YOUR needs. Any suggestions to the Facebook page or E-Newsletter should be sent to mollie@txbrangus.org

Texas Brangus

Letter from the President

Dear TBBA Members,

First off, I hope you all are in the process of having a great Christmas and preparing for the best New Year ever. In my opinion, there has never been a better time in my life to own cattle, especially Brangus cattle. Our genetics are much better than they were 20 years ago. I was leafing through some Brangus Journals from 20 years ago and the difference in the show animals will make your mouth drop. The change has been so slow that it didn't seem like change at the time.

The major sales are setting records this year and private treaty sales are outstanding. These Brangus animals are earning their keep in these drought conditions and we still are not out of this drought. I could not be prouder of the decision I made years ago to raise this breed of cattle. However, our TBBA membership numbers are down. We need to reverse this trend. I have some ideas but I need your help.

In order to fix a problem you must go to the source. Here is where you can help. Garry Clem is the chairman of this committee and you can contact him via email at ggclem@aol.com. We want to know why you think people no longer want to be members, and what have we done (or not done) to make the TBBA grow. We have lost over 100 members in the last two years, this is not acceptable.

Here are some of my ideas:

1. Give an active member a reward and recognition for enrolling a specified number of new members(say five).
2. Each private treaty sale that a member makes, at least mention the TBBA and maybe even pay the \$50.00 fee and enroll him free of charge.
3. We set a workshop up at Texas A&M last summer, but we got no takers. Was this good or bad? What kind of activity would be better?
4. Is a junior membership appropriate at 1/2 price for them to participate in our sales?

Breeders Association

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I do think we need a permanent membership person to contact each member that does not renew to find out why, or if they just forgot.

Please contact Garry or me with your comments and we will set the board in the right direction. My email is skyhawkbrangus@yahoo.com .

We want you the breeders to have the full benefit of the great market of Brangus cattle coming in 2013. Please give us your best for the Beaumont, TX Female ICA Sale on 9 March 2013 and the Miss America Sale on 6 April 2013. The links to those entry forms are below.

TBA/ICA Sale in Beaumont, TX e-mail to: mdoguet@doguets.com

[TBA/ICA Sale Nomination Form](#)

Miss America Sale in Salado e-mail to: markccattle@yahoo.com

[Miss America Sale Nomination Form](#)

Thanks and Merry Christmas and Happy New Year,

Russ Williamson, President

TJBBA Connection: Merry Christmas

When I was a little girl, 4:00 a.m. was considered sleeping in to me on the morning of December 25th. Throughout the night I found myself constantly sneaking out of my room to creep into the living room in hopes of seeing the milk and six Oreo cookies gone with the sudden appearance of myself and my siblings' gifts from Santa Clause. My older brother and sister always despised me that morning being that I would barge into their rooms and demand they get up that instant, it was certainly no time to sleep! At that age the absolute only thing I had on my mind was presents, candy, and all of the bells and whistles--not fully understanding the root of the word. As I got older, I began to understand; and now the gifts and treats are only a pleasant plus.

Do you ever picture yourself giving your life, for an infinite amount of people whom you have never met so that they may live theirs? If you haven't already found Him, when you do you can't help, but boast in your weakness for you know that God heals your heart and calms the storm. When you are troubled, always remember that God only sends his strongest soldiers into battle because he knows that they have the strength. If all you have is God's love, then you have all that you ever need.

In the society in which we are living, so many people are caught up in the material-ness and forget the entire reason why we even have a Christmas. This is the time in which all of our troubles seem pointless and our burdens are lifted. Despite any differences, disagreements, or grudges, we come together and love one another. All selfishness disappears and the fire is kindled in your heart with the desire to give yet receive nothing. Pure happiness conquers even the slightest bit of bad emotion because you see, that's what Christmas is about. On this day Christ was born, who grants us eternal salvation and we can't help, but to forget all of the problems we may have because this is the best day of our lives in which our savior is introduced.

On the 25th of December, I hope in the midst of all the joy with gifts and laughter, that you remember the reason for this celebratory day. Preach the word to others and remind them of this so that they may experience the same exact joy surging through their body. Wherever you are, please close your eyes and feel the peace as you envision Christ in that manger, who would one day save all of us by performing a task willingly, so that you and I feel only love. Jesus Christ died on that cross for you and I to cast all of our cares unto him, and to make all things new again. Rejoice in this as we remember that faithful night in which all of this became possible, when Christ was born. Hug your loved ones tighter and remind them constantly that you do in fact love them, and remember the reason for the Season. Merry Christmas and may God bless!

Adrian Whipple, TJBBA Reporter

International Livestock Congress

International Livestock Congress (ILC) -USA 2013 will host a full day Congress on Tuesday, January 15, 2013, at the Renaissance Denver Hotel during the 107th National Western Stock Show. Attendees will hear firsthand from world renowned speakers including Gary Smith, Emeritus Distinguished Professor, CSU; John Lundeen, NCBA; Phil Seng, USMEF; Russell Cross, Texas A&M University; Daren Williams, NCBA along with distinguished panels of industry experts. Speakers will cover the latest information on environmental impacts on beef production, sustainability, knowing international customers and competitors plus current market issues domestically and internationally. These "make or break" issues must be addressed in order to assure that the beef industry is positioned to "Feed the World".

Congress information can be found [here](#) and Congress registration is available [here](#). The cost of the Congress is \$250 per person or \$125 for students before December

21, 2012, and includes a continental breakfast, a buffet lunch and grounds admission to the 2013 National Western Stock Show. Space is limited, so register early. Take the opportunity to attend the ILC-USA 2013 Congress to learn about the challenges and opportunities that impact livestock industry operations

-Release by IBBA

Extension Offers Rangeland Series

AMARILLO - Integrating beef cattle operations and wildlife will be the focus of "BEEF 2015: Rangeland Resource Management," to be hosted by the Texas A&M AgriLife Extension Service in Potter County.

"This series of monthly meetings will be a benefit to anyone who raises beef cattle or has an interest in running livestock with an emphasis in wildlife," said Brandon Boughen, AgriLife Extension agriculture and natural resources agent for Potter County. "If you own property and want to understand how to improve it for livestock and/or wildlife, this is a great educational opportunity."

Each month's meeting will be from 6-9 p.m., with a meal beginning at 5:30 p.m., Boughen said. The first meeting is Jan. 10 and the final is Sept. 5. All activities will be at the AgriLife Extension office at 3301 E. 10th Ave. in Amarillo.

Every participant will receive "Grazing Land Stewardship, A Manual for Texas Landowners" and be eligible for seven Beef Quality Assurance credits and six pesticide applicator continuing education units, he said.

Preregistration is required. The fee is \$180 per participant and it is due by Jan. 4. Registration forms can be found at <http://potter.agrilife.org/forms/>. The registration form and fee, made payable to Potter Agriculture Committee, should be sent to Potter Agriculture Committee, 3301 E. 10th Ave., Amarillo, Texas 79104.

Speakers for this program are professionals involved in the beef industry or beef educational programs and rangeland ecology, Boughen said.

Program dates and topics can be found [here](#).

-Release by Texas A&M AgriLife Extension Service

Dec./Jan. Calendar of Events

December:

31st:
IBBA Semen Directory Listing Form Due
IBBA Membership Renewal Deadline

January:

4th:
IJBBA Legacy Conference- San Antonio, TX

5th:
Entry Deadline- Houston Livestock Show and Rodeo
Open Red Brangus Show

12th:
Lake City Invitational Black Bull Sale- Lake City, FL

15th:
Application Due- IJBBA Scholarship

20th:
Spring 2013 FRONTLINE Beef Producer Ad Copy Due

25th:
Heifer Check-In- Fort Worth Junior Brangus Show
Best in the West Brangus Sale- Marana, AZ

26th:
Fort Worth Junior Brangus Show- Fort Worth, TX

Sincerely,
Texas Brangus Breeders Association

Serving and promoting the interest of its members specific to the breeding, raising, and marketing of Brangus cattle.