



# E-Newsletter

## In This Issue

[Message From The Sales Chairman](#)

[Business Card Ads](#)

[Calendar Update](#)

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## Suggestions?

Help our marketing efforts meet your needs. Any submissions for the E-Newsletter should be sent to

[kdykes@gobrangus.com](mailto:kdykes@gobrangus.com)

**Texas Brangus**

## Message From the Sales Chairman

Dear TBBA Members

First I would like to thank the consigners of the 2015 TBBA Miss America sale at the Tenroc ranch for their excellent entries. This is the main reason the sale average was very good. I think we could have had an average of over \$5000.00 had we had more pairs and heavy bred animals. We are now about 10 months away from the next "Miss America" sale and it is time to think about your entries for it.

Let me tell you how I plan for the various sales I participate in. About this time of year I take each sale and select one or two of my animals for it. In this process, I want to have absolutely the best animal in that sale. Considerations I use are:

1. In the last sale, what type consignment received the highest price?
2. Do I have that type and what do I have to do to get it to that point.
3. Are there potential buyers for my genetics, who is it and what animals and pedigrees would they like the most.

Pairs and heavy bred animals normally will bring more than opens. We had way too many open heifers in this last sale and I think it is because many consigners waited until near the deadline for entry to select their consignments. If you put a pair in, that animal will have to calve next fall or early 2016, which means a breeding by now. Artificially bred pregnancies to a real popular bull will always bring more than a breeding to a cleanup type bull. The risky thing about

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selecting a heifer that will calve prior to the sale is that the calf might not be good enough. In this case it will ruin the sale so it might be advisable to select two heifers and then select the better pair. For a top selling lot select a heifer that is just bred now to an AI sire that is very popular in the breed.

Think about your potential buyer of your consignment and try to get buyers interested in your animal both by advertisement and verbally talking to potential buyers. Sales management cannot sell your lot unless you have absolutely the best animal there. The TBBA will try to get buyers to the sale but you must get buyers on your animal.

Next year your Board of Directors has indicated to me that we will change the schedule and this will be as follows:

1. 1. The sale will be the 1st weekend in April due to Easter being the last weekend in March.
2. 2. Animals will arrive on Friday with a Dinner and campfire on Friday night.
3. 3. The Board of Directors will meet on Saturday morning with the General Membership meeting to follow.
4. 4. Lunch will be served at noon.
5. 5. Cattle can be viewed after Lunch with the sale to be scheduled in early afternoon to allow buyers to load out and head home without having to spend the night.

If you have recommendations on this proposed schedule let me know and I will relay this to the Board.

I will take your nominations now and you can send them to me at [skyhawkbrangus@yahoo.com](mailto:skyhawkbrangus@yahoo.com) or mail to me at:

Remember this....You cannot get a consignment ready if you nominate her less than 30 days before the video. This is a video sale on the internet which means your consignment needs to look good. It takes 45 to 60 days before feed will affect the appearance of an animal. If a first calf heifer isn't on feed when she has a calf, you cannot get looking good for the sale. This type consignment takes special care to keep her in good condition.

Remember this, pick and enter your very best. This is what I hear often, "She is too good and I need to keep her". These are the ones that you need to select. Put an animal in that will top the sale and buy the genetics you want in your herd.

In summary, select now get the correct breeding done and then get her ready. Thanks for listening.

Russ Williamson  
TBBA Sales Chairman

## TBBA Business Card Ads

TBBA members have the opportunity to advertise their farm or ranch through the new business card advertisements to be launched on the TBBA website. If you would like to purchase a business card ad, [e-mail](#) Kyle Dykes. Business card ads will cost \$50.

## TBBA Calendar

October

**Space Deadline for November Brangus Journal**

October 9

**CX Advantage Sale**

October 10 | Weimar, TX

**Brinks Brangus @ Westall Ranches Production Sale**

October 10 | Arabela, NM

**Doguet's Diamind D Ranch Sale**

October 17

**Town Creek Bull Sale & Commercial Bred Heifer Sale**

October 17 | West Point, MS

**Oak Creek Farms Forage Tested Bull Sale**

October 24 | Chappell Hill, TX

**Miller Brangus Sale**

October 24 | Waynesboro, TN

**The Oaks Farms Brangus and Genetic Partners**

**PROVEN PERFORMANCE SALE**

October 31 | Newnan, GA

November

**GENETRUST at Chimney Rock Sale**

November 6 | Concord, AR

**Space Deadline for December Brangus Journal**

November 10

**Oklahoma Brangus Breeders Fall Sale**

November 14 | McAlester, OK

**Hill Country Brangus Breeders Sale**

November 14 | San Angelo, TX

**Salacoa Valley "Buy the Numbers" Female Sale**

November 20 | Fairmont, GA

**Salacoa Valley "Buy the Numbers" Bull Sale**

November 21 | Fairmont, GA

**GENETRUST at Cavender's Neches River Ranch Sale**

November 21 | Jacksonville, TX

December

**Alabama Brangus Breeders Bull Sale**

December 5 | Uniontown, AL

**Space Deadline for January Brangus Journal**

December 10

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*Sincerely,*

*Texas Brangus Breeders Association*

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