

DECEMBER 1990

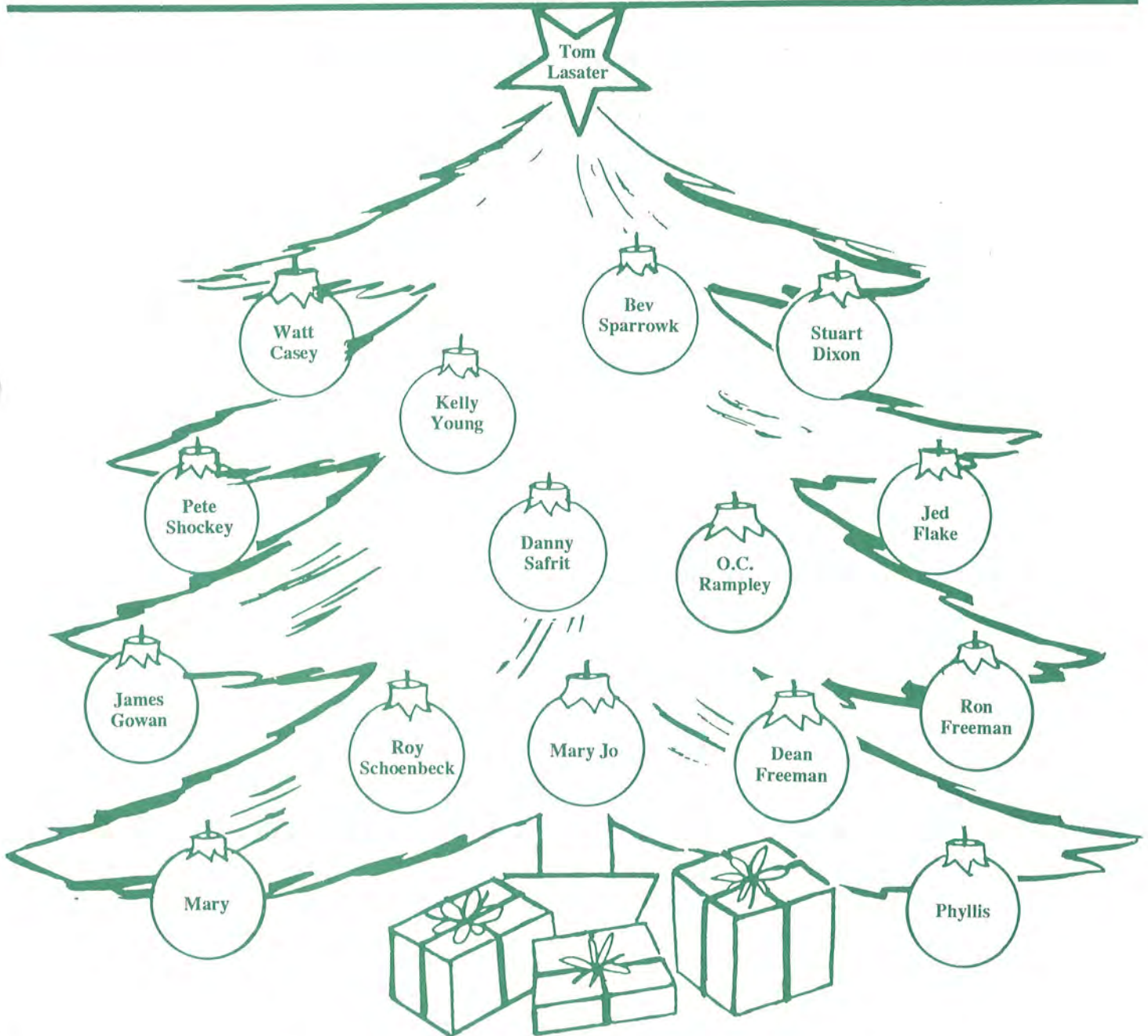


**FOUNDATION  
BEEFMASTER  
ASSOCIATION**

200 LIVESTOCK EXCHANGE BUILDING  
4701 MARION ST.  
DENVER, COLORADO 80216

Volume XVIII, No. 12

# FOUNDATION FACTS



May all of you have the greatest two gifts of all on these holidays:  
someone to love and someone who loves you.

Merry Christmas and a Prosperous and Happy New Year from the FBA Board of Directors and the office staff.





## Editor's Memos

When I was growing up in Mississippi, Christmas was a special time. I remember Mama would start baking in November. She always made a fruit cake and then she would wrap it in a dish towel and every few days she would pour a little blackberry wine on it so it would stay moist. To Mama, blackberry wine was only to be used for medicinal purposes and fruit cakes. I remember Mama would get a little cough each year and would need a sip of blackberry wine. Now, you need to understand that Mama was a devout Southern Baptist lady who believed that strong drink was an abomination and that it was the devils tool the same as playing cards.

Mama also made pecan pralines, divinity and fudge, but, I remember how I wished for some store bought hard candies.

Everyone in the family would find a secret place to "make" presents for each other. We looked at the Montgomery Wards catalog until the pages were tattered and torn. Oh, how much fun it was to wish and hope for one special toy. I always marked the biggest X by the one I wanted and then I would leave the catalog open to that page and make sure it was on the dining room table were Mama would be sure to see it.

I remember Christmas as special because we always had a Christmas pageant at church. One year I got to be "Mary" in the manger scene. One year I had to be a "Wise Man" and I didn't like that at all.

We didn't have money to buy shiny ornaments, but, trimming the tree was a yearly event we cherished. We cut red and green construction paper and made chains and we sat around and strung popcorn and cranberries into garlands. You have all heard the song by Dolly Parton and the story in the bible about the coat of many colors. Well, my Mama made me a coat out of some of her old suits. It wasn't many colored but it was two colored and it had a cape on it. But best of all she made my best friend Julia Mae one just like it!

Mama always read the bible every night. She read a chapter or so and often I had trouble being still and listening, but, not at Christmas. She would read the story of Mary and Jesus in Bethlehem and I could picture it so real I could almost feel the little baby.

President Roosevelt started the CCC and WPA work programs because of the hard times: Mama worked in the WPA Sewing room down at the depot as did a lot of ladies in the 30's. Mama didn't believe in charity, she worked for her money. All my clothes were home made and so was most everything in our life during those years.

Christmas was a time for love, gifts and goodies.

## Christmas Past

Church was an important part of the Christmas season and so were friends and neighbors. No matter what I received for Christmas the memories I hold dearest are those of love.

We were poor everyone says, but, were we really?

Mary M. Wilkinson

## Special Thanks

We would like to thank everyone who helped at our convention. Special thanks to Carol Boswell who's beautiful calligraphy made our name tags so nice. Joyce and Walt Campbell hosted an open house for the Texas satellites and it was a real addition to our convention. Brenda Tracy and George Ann Britt pinned a yellow rose on everyone for the General Membership meeting and we appreciate all of them for their time and help. We cannot say enough thanks to the Campbell's for the fabulous ranch tour and lunch down by the river.

## Convention Sidelights

Convention highlights (other than the usual). Phyllis and I always share a room and this year our room was ground level and had a balcony. About 50 FBA members decided to go on a river taxi ride after the evenings event. Phyllis and I elected to return to our room early as we were tired. Soon as we were in our Jammies we heard this awful commotion coming down the river. I told Phyllis come on out on the balcony I think our people are yelling at us! Sure enough they were and we stood out on the balcony and waved at them. Just after their taxi drifted by a sweet little old couple walked by and the man looked up and saw us in our nightgowns and said to his wife, "Look dear, there are two ladies of the night." Phyllis ran inside and I nearly fell off the balcony laughing.

Mary & Phyllis

## Office News

We now have a FAX in our office.

Fax # (303) 294-0846

### Congratulations on a 7 lb. 13 oz. Christmas Present.

Santa delivered Jordan Daniel to Danny & Gina Safrit  
December 3rd.



### Southern Beefmaster Breeders Start Bull Test

Eight members of the Southern Beefmaster Breeders Satellite have consigned thirty top end bulls to a winter forage test. The bulls will be gain tested on ryegrass for 150 days and then sold in the South Mississippi forage test sale at Tylertown, Mississippi, April 13, 1991.

In addition to average daily gain on ryegrass, each bull will have data including 205 day weaning weight, weight per day of age, rib eye and fat cover measurements, scrotal circumference, pelvic area, and frame score. Also, a complete health program and breeding soundness exam will be administered prior to the sale.

The bulls started the test November 2, 1990, with an average weight per day of age of 2.17 pounds. During the

first 28 day weigh period a consignment by War Eagle Beefmasters, Opelika, Ala., and a consignment by Wallace Beefmasters, Magnolia, MS, had each gained 115 pounds. A bull owned by JR's Beefmasters, Logan, Ala., had gained 105 lbs. Other consignors include Hillsman Beefmasters, Watkinville, Ga.; Hillview Beefmasters, Falkville, Ala.; Northstate Beefmasters, Concord NC; and Cull-Man Beefmasters, Baileyton, Ala.

For more information on the bulls or sale information, please contact Frank Holmes, Test Manager, P.O. Box 372, Tylertown, MS 39667 (Phone: 601-876-5204), or Danny Safrit, President SBBA, 6049 Cress Road, Concord, NC 28025 (Phone: 704-436-2263).

### Buyers' and Sellers' Guide

#### ARKANSAS

**For Sale:** Bulls - 10-18 months old.

#### RATTLER RIDGE BEEFMASTERS

Ray Howard  
Rt. 75, Box 24  
Concord, AR 72523  
(501) 668-3004

#### ARIZONA

**For Sale:** Beefmaster Herd for sale. 200 bulls and cows must go. Call Glenn - Spurlock Ranches - (602) 296-9653.

#### SPURLOCK RANCHES

929 E. Huber  
Mesa, AZ 85203  
Contact Glenn  
(602) 396-9653

#### CALIFORNIA

**For Sale:** 12 two year old bulls. 60 yearling bulls. All performance tested. 23 Spring Bred two year old heifers. All Lasater and Casey genetics.

#### SCHELLER BEEFMASTERS

Carson E. Scheller  
P.O. Box 408  
Los Alamos, CA 93440  
(805) 344-5901

#### COLORADO

**For Sale:** Complete herd dispersal of Jarmon Beefmasters due to 3-year drought. Total of 36 head - cows, yearlings, calves and a herd bull. Call (303) 565-9409 days - (303) 562-4802 nights. The cattle are located in Cortez, CO

#### JARMON BEEFMASTERS

Louis L. Jarmon  
P.O. Box 527  
Cortez, CO 81321  
(303) 565-9409

#### TEXAS

**For Sale:** 50 head bred 2-year old heifers - will calve February and April 1991. 55 cow/calf pairs - these cows calved September-November 1990. Let leased ranch go and have these good cows and bred heifers available for sale.

#### Bob Pyeatt

#### PYEATT BEEFMASTERS

Rt. 2, Box 219  
Detroit, TX 75436  
(214) 674-5645 (Evening)  
(214) 427-2095 (Office)

**For Sale:** 18 to 30-month-old bulls for sale. Casey, Lasater and Miller Ranch breeding. \$1,250.00 each.

#### Bunky Smith

#### LAZY S BEEFMASTERS

Rt. 1, Box 79  
Detroit, TX 75436  
(214) 632-5760

#### UTAH

**For Sale:** 4 bulls coming 2, and 2 bulls coming 3 years old. 15 bred heifers will calve in spring.

#### Bruce Wallin

#### WALLIN BEEFMASTERS

5683 N. Highway 224  
Park City, UT 84060  
(801) 649-9670



# Checkoff-Funded Study to Analyze and Define Optimal Marketing Efforts for the '90s

As the first year of the decade winds to a close, beef marketers across the country realize that the marketing environment of the 1990s has the potential to be more arduous than that of the 1980s. New and complex issues are developing, the economy is changing and beef's competition in the meat case is making gains.

To protect and enhance beef demand, the Beef Promotion Operating Committee of the Beef Board recently approved funding for a study that will analyze on-going marketing programs, and define the most optimal and cost-effective programs to safeguard consumer demand for beef during the remainder of the decade.

The study will be administered by the Beef Industry Council of the National Life Stock and Meat Board with participation by the National Cattlemen's Foundation. Booz-Allen, Hamilton, Inc., a strategic marketing organization, will carry out the investigation.

Chuck Jones, Wyoming beef director and chairman of the Meat Board beef market research subcommittee, says the strategic marketing analysis of beef industry programs will help determine the importance of the demand "drivers" for beef.

"Once we determine what can motivate demand, then we can define the optimal markets for enhancing ultimate consumer demand, and then define the optimal targets for our industry's marketing efforts," Jones says.

By evaluating existing beef programs, the study will be able to specify the prime delivery system for marketing messages, outline product positioning within each target market and delineate appropriate allocation of dollar and human resources to implement the marketing strategies.

"This study will go a long way toward providing the strategic and tactical marketing foundation that we need to make best use of checkoff dollars in the coming decade," Jones says. "If we are to protect and enhance beef demand in the '90s, we not only need to know where we've been, but the best road to take us to where we are going."

This checkoff-funded market research project is managed on behalf of the beef industry by the Beef Industry Council of the Meat Board, a federation of 44 state beef councils that works to build demand for beef through programs of promotion, research, education and consumer information.

## New Beefmaster Members in December

JOHNSTON  
BEEFMASTERS  
Pauline L. &  
Nancy A. Johnston  
384 Round Mtn. Road  
Conway, AR 72032  
Address Change

SHUMATE  
BEEFMASTERS  
Mary H. Shumate  
James L. Shumate, Rep.  
2840 Bold Springs Rd. N.W.  
Monroe, GA 30655  
404-267-6298  
Rendition: 13  
Prefix & Ownership Change  
Previously "The Master's  
Touch Beefmasters"

BIRCHES  
BEEFMASTERS  
Julian C. Beavers  
Box 107 Bunker Hill  
Road  
Birchwood, TN 37308  
615-961-2643  
Rendition: 5  
Origin: Paul & Chris Perry  
1991 Membership

CHARLIE'S  
BEEFMASTERS  
Charles B. Little  
Rt. 1, Box 1984 A  
Quitman, TX 75783  
903-967-3561  
Rendition: 2  
Origin: Bellows  
Beefmasters  
1991 Membership

*sent*  
*C.T.B.B.*  
*Invitation*  
*letter*  
*12-30-90*



# Inquiries

TEL	<b>ALASKA</b> Michael George 1733 University Ave. Apt. F9 Fairbanks, Alaska 99709	TELE	Mike Palier R.R. 3, Box 48AA Richmond, MO 64085	CN	<b>TEXAS</b> Alvin Guidry 7513 Knob Hill Padadena, TX 77505	MM	Robert Burkhead 4233 Greenbriar Dallas, TX 75225
ACB	<b>CALIFORNIA</b> Tom Golden 24905 Dracea St. Moreno Vly, CA 92388	BF	Mell Mohnke Mon Rock Ranch San Christoval Ranch Rover Rt., Box 140 West Plains, MO 65775	CM	Todd Smith 117 Dellaire St. Henderson, TX 75652	LMD	<b>WASHINGTON</b> Ralph N. Iddings 431 Stella Rd. Longview, WA 98632
YB	<b>IDAHO</b> Thomas E. Shurts Rt. 2 New Plymouth, ID 83655	MM	<b>NEBRASKA</b> Susan Nutt NCTA 404 E. 7th Curtis, NM 69025	MM	Robert Ketterman 401 Kasberg Dr. Temple, TX 76501	TELE	Mike Maurer Rt. 1, Box 105 Edwall, WA 99008
YB	<b>ILLINOIS</b> Dale Neff R.R. #1, Box 104 Roodhouse, IL 62082	TELE	<b>NEW YORK</b> Cameron Burns 156 W. 77th St. Apt. 2B New York, New York 10024	TFS	Chris McCrory 204 S. E. Newton Burlson, TX 76028	TC	<b>MEXICO</b> Victor H. Siller Quirino Progreso Sur #112 Zona Centro Frontera Coah.
ED	<b>MISSOURI</b> Three Rivers Community College c/o John Weseman Three Rivers Blvd. Poplar Bluff, MO 63901	MM	<b>OHIO</b> Amy Budiselic 976 Sycamore Ct. Defiance, OH 43512	CM	David Carr Rt 19, Box 2023 Conroe, TX 77303	TELE	Joel Egg Star Route, Box 55 Myersville, TX 77974

# New Beefmaster Owners

Francis F. Green Corp. 38 Carriage House Rd. Bessemer, AL 35020	Escolon Livestock Auction P.O. Box 26 Escalon, CA 95320	Rhonell Nichols 2001 N. Poplar MV6-0640 Wichita, KS 67214	Claudis Washington Rt. 3, Box 2275 Hallettsville, TX 77964
Arie Steel Rt. 1, Box 338 Danville, AL 35619	Marion Schwoerer P.O. Box 593 Oakdale, CA 95361	Norris Wheeler R.R. 2, Box 48 Leon, KS 67074	Carol Savage 3605 Dryden Ft. Worth, TX 76109
Fred Davis Box 62 Tombstone, AZ 85638	Richard Roller Ranch P.O. Box 915 Angels Camp, CA 95222	Jerry Gantenbein Rt. 2 Abilene, KS 67410	Ted Hajek 2526 W. Pafford Ft. Worth, TX 76110
Dwayne Bird 1776 Fairview Rd. Searcy, AR 72143	George Pacheco 26170 No. Jack Tone Rd. Galt, CA 95632	B.J. Roller Rt. 1, Box 214 Sparta, MO 65753	Anthony Hanson HCR 6, Box 17 Lamesa, TX 79331
Jack Stotts 2000 Lorance Dr. Little Rock, AR 72206	Juseeson Ranch & Larry Smith 5001 Kellogg Rd. Sutter, CA 95982	Dick Jensen Rt. 3, Box 191 Aurora, NE 68818	F.J. Willms P.O. Box 336 Columbus, TX 78934
Billy G. Hooten Rt. 2, Box 83 Bee Branch, AR 72013	Alan Atherton 407 Reservoir Road Waterford, CA 95386	Donnie Fernandez P.O. Box 671 Springer, NM 87747	Reuben Ekberg Rt. 2, Box 139B Anna, TX 75003
J. Hassel or Marileen Morton Rt. 3 Quitman, AR 72131	Jeff Avila Box 2029, Heinsen Road Bradley, CA 93426	John Conroy HC60, Box 3300 Lakeview, OR 97630	Larry Lambert P.O. Box 37 Weston, TX 75097
Bill Boyd Rt. 2, Box 1 Avenal, CA 93204	Bruce W. Hart Rt. 1, Box 181A Bigson, GA 30810	Barry O'Neal 5965 Mingle Memphis, TN 38115	Alejandro Gonzalez Izabal Abasolo 607 PTE Novojoa, Sonora Mexico
			Armando Galaz Haribabi, Sonora, Mexico



## Director's Message

It's that time of year again. Time for paying up for 1991. But before you do please remember the following for "91" resolutions. In our recent convention we had a long discussion on renditions and certificate forms on cattle. As this time is on us to renew for 1991, let me ask all members for some help.

First of all, let's all be totally honest, double check our count and go ahead and include all those 1st and 2nd cross heifers we might have. The amount it costs each of us isn't going to hurt and the extra money brought in sure will help the association.

Transfers and certificates, this seems to be a never ending problem. We have several bigger breeders paying in a heavy amount every year on this. Why?? Because they transfer and certify everything. On the other hand some of us, maybe quite a few of us, still hold to using the cost as a selling tool. The bull is \$1,250.00 with papers or \$1,200.00 without papers. Others only certify if the buyer requests it. I realize especially to us smaller breeders, sometimes the cost to certify and transfer these animals

hurts the old pocketbook, but no more than the bigger breeders.

The way I look at it, all these animals are being sold as Beefmasters. The difference is some of us are proud to sell them as Shockey or Autrey, or Phillips Beefmasters, (I hope you two don't mind me using your names). Not only are they Beefmaster cattle, they are **your** Beefmaster cattle. Be proud of your cattle, promote them and certify them.

It helps you and other breeders and it helps the association. May 1991 be better for everyone, tall grass, lots of rain, fat cattle and higher prices.

If anyone has suggestions on a way to change or redo the subjects in this letter, please feel free to write me and I will present it to the Board.

Pete Shockey  
Rt. 2, Box 532  
Alamogordo, NM 88310  
505-437-8568

## 1990 FBA CONVENTION



*James Gowan presents gift to outgoing president Gayle Evans.*



*Buffet table at Saturday nite gala during convention.*



*FBA Members attending German "Oompah" party at convention*



*FBA Board of Directors*



# FBA Specialty Items - Available to Order

FBA has designed a set of four 13 1/2 oz. glasses with a Beefmaster bull and FBA logo on each side. This is a limited offer. glasses are packed for shipment and are in sets of four only.  
 Please send me \_\_\_\_\_ sets of FBA glasses at \$10.00 per set (includes shipping charges).

Name \_\_\_\_\_  
 Address \_\_\_\_\_ Enclosed Check For \$ \_\_\_\_\_

**REPEAT OFFER**

We have made a bulk purchase of "The Lasater Philosophy of Cattle Raising" in a hardback edition to accommodate the many inquiries we receive. If you want to order one and/or several to pass out to new buyers, please fill out this coupon and enclose \$8.00 for each copy to cover postage and handling.

**Mail to:** Foundation Beefmaster Association, 200 Livestock Exchange Building, Denver, Colorado 80216

Please send me \_\_\_\_\_ copies of "The Lasater Philosophy of Cattle Raising" with hardback cover at \$8.00 each.

Name \_\_\_\_\_  
 Address \_\_\_\_\_ Enclosed Check For \$ \_\_\_\_\_

## WELCOME TO THE NEW CATTLE INDUSTRY

By Laurie Lasater & Bob Kingsbery

At last, a book that tells you where your industry is headed. Two of the best-known writers in the cattle business have written a clear, concise book that answers questions and predicts the future of the modern beef cattle business.

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**KINGSBERY COMMUNICATIONS**

13235 Stairrock, San Antonio, Texas 78248, (512) 492-5023

Please send me \_\_\_\_\_ copy(s) of  
**WELCOME TO THE NEW CATTLE INDUSTRY.**  
 Enclosed is \$14.95, plus \$1.05 postage & handling per copy.

Name \_\_\_\_\_ Date \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 (Circle One) MC VISA # \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

## STANDARDIZED SIGN

1. Sign outside measurements: 24" x 30"
2. Scale: 1 in = 1 ft.
3. Background: PMS 342 (dark green)
4. Red is PMS Warm Red.

In recent months the office has received several requests from members asking for a standard Foundation Beefmaster Association ranch sign.

After a great deal of research and putting the job out for bids we have selected a company who will manufacture and ship a sign direct to our members.

In order to obtain this special low price we must place orders in lots of 25 at a time. The initial order would take two weeks for the master signs and one week to personalize them if personalized orders are received individually, a one day turn around would be typical.

All signs would have three holes drilled across the top and three across the bottom for mounting. Signs will be made of 24 gauge steel with baked enameled paint. There can be no changes or different colors. The colors being used are those used by FBA in all advertising and logos.

If you would like to order a sign for your ranch please fill out the coupon below and send it with your check to the FBA office. Only member interest will keep this offer available.



I would like to order \_\_\_\_\_ metal FBA ranch signs at \$50.00 plus \$5.00 for shipping and handling.  
 Personalization to read as follows (please print or type):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Mail to:** Foundation Beefmaster Association  
 200 Livestock Exchange Building  
 Denver, Colorado 80216

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Check enclosed for \$ \_\_\_\_\_



## CORRAL OF EVENTS

Jan. 19-24, 1991	NCA Annual Meeting in Dallas, TX
Feb. 11, 1991	Gene Perkins Annual Beefmaster Sale at the ranch in Bruneau, Idaho. Contact Gene for details (208) 845-2745
Feb. 23, 1991	ISA CATTLE CO. annual spring Beefmaster Bull Sale. Producers Auction, San Angelo, TX. Contact Laurie Lasater (915) 949-3763.
April 6, 1991	HOA Annual Sale Mt. Vernon, MO - details later.
April 13, 1991	Southern Beefmasters Breeders Bull Sale Tylertown, Mississippi Contact Frank Holmes at (601) 876-5204
April 20, 1991	ABB Seminar/Field Day at Harrison, Ark. - details later.
May 3 & 4, 1991	FBA Directors Mid-Year Meeting Denver, CO

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200 LIVESTOCK EXCHANGE BUILDING  
DENVER, COLORADO 80216  
TELEPHONE (303) 294-0847

BEEFMASTER  
A PLAN FOR  
PROFIT



Ronald C. Ranly  
RANLY BEEFMASTERS  
Route 2, Box 17  
Lott, TX 76656

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