



RANCH MANAGEMENT PROGRAM

# THE CATTLE CALL

## Newsletter for Alumni of the TCU Ranch Management Program

Summer/Fall 2018

*From the President, Wayne Cockrell '98*  
*817.946.4465    flashcockrell@hughes.net*

Each year the TCU RM Alumni President addresses the students with a letter on the first day of orientation, please see the following letter from Wayne:

Dear Class of 2019,

On behalf of the TCU Ranch Management Alumni, welcome to the TCU Ranch Management Program! I would like to congratulate you on your acceptance into the TCU Ranch Management Program. I know how difficult it has been just to get to this beginning point. Many of you left a job and family behind, or you have moved your family with you to the area. All of you have made a substantial financial commitment to pursue this opportunity. We appreciate you and your families sacrifice to attend this program.

At this point you are probably nervous. Don't worry; everyone who has been through this program has felt the same way on the first day. Look around you at your classmates. You and your classmates will not be the same people nine months from now when you graduate.

Over the next nine months, you will learn more than you ever thought possible. You will accomplish projects that you never dreamed you could do. You will become a thinker, a problem solver, and an astute observer. You will make lifelong friends, future business partners, and you may even meet your future spouse!

I challenge you to open your mind to the information, methods, and examples that you will be exposed to in the classroom or on your field trips. You will get to learn from someone else's mistakes. You will have the opportunity to meet some of the brightest and most successful people in this industry. Get every piece of information out of them that you can. Learn from their success! Introduce yourself to alumni and get to know them. Our alumni association is made up of some incredible people who are always willing to help. Get to know your classmates! Each one of you will have experience or knowledge in different areas. Help each other out. Encourage each other when deadlines get close and nights get short. Ask for help! Do not waste a single hour that you could be working on your Management Plan, you will be looking for that hour on the night before you turn it in. Have fun and do your best every day!

Most importantly, do not dishonor this program! The value of your ranch management degree to our industry was paid for by the alumni that have graduated from this program since 1956. We expect the RM instructors to hold you to the same code of conduct, curriculum, and grading standards that each of us adhered to in order to complete the program. If the standards are lowered, the value of every alumnus's degree is lowered. You may not like every instructor, or agree with them, but please treat them with respect. As alumni, we address them as "Mr. Cornelius" or "Mr. Geider", not as Cornelius or Geider. They are here to help you; all you have to do is try hard every day and ask for help! I look forward to meeting each one of you. Don't waste this opportunity!



**Kerry Cornelius**  
 Director  
 Burnett Ranches Professorship  
 k.cornelius@tcu.edu

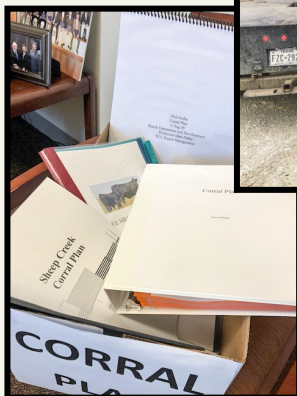
## Alumni Support

This year's class has taken off, and they are running hard and fast. The first week-long field trip to the Panhandle is coming up, and the students are ready to go. This year's group is made up of twenty-three students, four females and nineteen males. They range in age from nineteen to forty-six, and the average age is twenty-five. Ten students, or forty-three percent, of this year's class have already earned a four year degree, and one student has earned an associate's degree. One is married, and two are veterans. They come to us from Texas (15), Oklahoma (3), Colorado (2), Missouri (1), Oregon (1), and one international student from Mexico. They have turned in their Corral plans, and are currently working on their Range plans.

There are three main areas of support that we need from each of you. Number one is recruitment; we will always need more students, so help us spread the word every chance you have. When you visit with a potential student, encourage them to get in touch with us.

Number two is supporting the Field Studies Endowment, if you are able. The field trips are a vital part of the education at Ranch Management, and we need to support this endeavor (the fund is half-way to full endowment).

The third area is one we will always need to support, and that is the scholarship endowment. We are very fortunate that we can support our students through the scholarship endowment, and offset the high cost of tuition. The need to support this endowment is very evident every time I visit with students about the high cost of education. When you visit with potential students, help them to understand that the Ranch Management Program can make a difference in their lives and that we have scholarship assistance available. We welcome the opportunity to visit with any potential students you send our way. Our alumni are, and have always been, our best source of recruitment. We appreciate all you do to support the Program and the students each year.



Corral plan 9.4.18



Moncrief  
Ranch 9.24.18



Bonds Ranch 9.19.18



Range plan  
prep work



# Welcome, Class of 2019



## THANK YOU

Joe Brhlik & Standard Meat Company, Becky & Wayne Cockrell, Jeff Davis, Paul Hicks, Ashley House, Mike Micallef, Lauren & Patrick Murray, Tom Schwartz, Dustin Valusek & Megan Philipp, Nadine Williamson, and Carson Womack for welcoming the Class of 2019 with a delicious dinner on their first day of orientation!



# Hiring and Keeping Good Employees



Kevin Johnson  
Assistant Director  
Houston L S & R Professorship  
k.l.johnson79@tcu.edu

Labor issues in agriculture are an area of concern for nearly every production model involved in modern agriculture. The labor pool of young people is vastly different than it was forty years ago. When you think about agriculture in the mid 1970's there were many small operations and a large number of young people who had grown up on a small farm or ranch. The bigger operations had more employees per acre or number of cows. In the mid 1970's, the measure was one employee per 300 cows; today we routinely see one employee per 600-800 cows. The economics of scale and technology has come into play, today we see a reduction in the number of farms and ranches that actually produce our food. Today only two percent of citizens are involved in agriculture, and fifteen percent of the two percent produce 75 percent of today's food for the United States. Consequently, we have fewer young people coming from agricultural backgrounds. In agriculture colleges today, less than five percent of their students come from a farm or ranch.

When we think about ranch and farm labor, we probably need to reconsider the labor pool that is available. Overall, today's labor pool may be short of experience, but most of them have a good understanding and grasp of technology and they are better educated. So how do we take a bright young person who lacks experience, but is eager to be involved in agriculture and make it work?

Research on ranches shows that the number one thing ranch hands really want to know is what the goals and mission of the ranch are. They truly want to understand the big picture. Most businesses today have a mission and value statement to help employees understand what they want to accomplish and how they want to achieve those goals. When interviewing candidates an excellent job description is essential. A comprehensive job description will make it clear what is expected, and it gives the employer a guide by which to judge an employee's performance. Research has shown that most of agriculture is severely lacking in job descriptions, and when we have a first-rate job description we attract higher quality applicants. Other industries say it typically takes about six hours to write a good job description; that is six hours well spent.

Interview questions that are consistent across applicants will help employers judge and compare prospective employees during the process, and in performance reviews. Agriculture needs to concentrate on training and educating employees in order to help them accomplish the tasks at

*continued on page 5*

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Manage your Minerals  
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*Royalty Owner Program:*  
December 5-7  
*Advanced ROP:*  
October 17-19  
*Wealth Management/  
Estate Planning:*  
November 15

This is a great opportunity if you need to know about the energy business from a royalty owner standpoint or from a ranching perspective.

[www.energyinstitute.tcu.edu](http://www.energyinstitute.tcu.edu)



*Hiring and Keeping Good Employees by K. Johnson  
continued from page 4:*

hand. Mentoring is extremely beneficial, especially with bright young people that are eager to learn. This is an area where some agricultural employers really shine; those who do a good job of mentoring young people have a definite advantage over operations that do not. Employee performance reviews at ninety days, six months, and yearly help keep employees and employers on track about the goals and missions. Communication is one of the keys for developing good employees. Surveys show that good communication is a concern for both employees and employers. Some important keys to developing good communication skills are:

Communication is at least 50% LISTENING!

Do not interrupt.

Wait 1-2 seconds before replying.

Do not formulate a response while the other person is speaking. "Listen"

Ask questions - i.e., What do you mean? Would you please tell me more?

Being a good listener builds trust with employees, and helps cultivate employees that take ownership of their job and the goals of the ranch. Good listening improves decision making, motivates people, and makes people more inclined to be team players.

E.C. Cattle 9.24.18



Plant ID 9.5.18



Winscott Ranch 9.12.18



E.C. Cattle 9.24.18



Winscott Ranch 9.12.18

LET'S GEAX TO  
NEW ORLEANS  
CATTLE INDUSTRY CONVENTION  
AND NCBA TRADE SHOW  
JANUARY 30-FEBRUARY 1, 2019

# 2018 TCU RM Summer Roping/ Alumni and Family Summer Gathering

The 32nd Annual TCU RM Summer Roping/Alumni and Family Summer Gathering was held in Lubbock, TX the weekend of June 8-9. Frank McLelland '81 and Matt McLelland '12 and their committee did an outstanding job planning this memorable weekend!

## *Sporting Clay Shoot:*

conservation shooter - Larry Horwood

female shooter - Stacy Turney

male shooter:

1-Steven Mafrige

2-Paul Turney

3-Stephen Kirkland

4-Andy Gray

pump shooter - Brooks Hodges

youth shooter - Jed Faubion

## *Wild Nanny Trailer Loading:*

1-Robert Buccholz & Bob Payne

2-Waylon Davis & Skylar Flake

3-Waylon Davis & Matt McLelland

4-Skylar Flake & Matt McLelland

## *Golf:*

1-Kevin Porter & Matt Porter

2-Aaron Bly & Lathen Horwood

3-Andrew Polk & Smith McLelland

4-Jeff Geider & Chad McCormick

closest to the pin-Wayne Cockrell

longest drive-Aaron Bly

## *Team Roping:*

1-Robert Buccholz & Mark Voss

2-Bob Buccholz & Latigo Collins

3-Bob Buccholz & Robert Buccholz

4-Bob Buccholz & Waylon Davis

## *Total Ranch Rodeo:*

1-Skylar Flake, Colten Mayo, Richard Meyers, & Nocona Smith

2-Wesley Grudgell, Clint Jackson, Colten Jackson, & Cedar Stephenson

3-Bob Buccholz, Franklin Buccholz, Robert Buccholz, & Waylon Davis

4-Waylon Davis, Richard Meyers, Ron Redford, & Mark Voss

5-Heath Cox, Skylar Flake, Colton Mayo, & Nocona Smith

6-Austin Hamm, Frank McLelland, Matt McLelland, & Smith McLelland





# *Congratulations, Class of 2018*



*Top Row (L to R):* Carson Womack, Jon Cluck, Garrett Martinez, Tyler Rogers, Smith McLelland, Foster Burchett, Kevin Porter, Chance Hobrock, Krenak Crivelente

*Middle Row (L to R):* Michele Barrow, Laura Burandt, Katrina Fowler, Sydney Duettra, Elizabeth Smead, Maggie Corrigan, Katie Scarbrough, Hilde Wiebe, Giovana Benitez, Matt Anderson, Janelle Davila

*Front Row (L to R):* Russ Gibson, Andrew Polk, Wesley Jackson, Jason Faubion, Kerry Cornelius, Dr. Nowell Donovan, Chris Farley, Kevin Johnson, Jeff Geider, Jose Gallardo

“

**A GOOD MENTOR**

**TEACHES YOU HOW**

**TO THINK, NOT**

**WHAT TO THINK”**

- Veda Afshar

The Wassenich Award for Mentoring in the TCU Community celebrates faculty and staff members who serve as role models, advisors, and guides to students. TCU is proud of its fine faculty and staff and appreciates the kindness of Linda and Mark Wassenich in making it possible to recognize and reward those who go “above and beyond” their job descriptions to make a difference in the lives of students.

*TCU Ranch Management would like to congratulate Mr. Kevin Johnson on his nomination for the 2018 Wassenich Award!*

**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)



**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!

*We are proud to announce that Kelley Sullivan '12 was honored as "Man of the Year" by the Texas County Agriculture Agents Association!*



**CATTLE CALL BY E-MAIL**

**SEE ALL OF THE PICTURES IN COLOR!**

*Cattle Call* can be sent out by email for those of you who would like to cut down on the amount of mail that accumulates in your mailbox.

To receive your copy of *Cattle Call* by email, just send an email to [ranching@tcu.edu](mailto:ranching@tcu.edu) with "Email Cattle Call" in the subject line.

Please be sure to give us your name if it isn't clear from your email address.

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

Name \_\_\_\_\_

**NEW ADDRESS/PHONE/EMAIL**

Address \_\_\_\_\_

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

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

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

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

**JOB CHANGE**

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

**WEDDING**

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

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

Where \_\_\_\_\_

**BIRTH**

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

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

Weight \_\_\_\_\_ Length \_\_\_\_\_



# 7th Annual TCU RM Alumni Reunion and Recruitment Tailgate



Place:  
TCU RM lawn

Day:  
Sat., Oct. 20

Time:  
TBD

We will tailgate on the lawn at the Ranch Management building before the game between TCU and OU on **Saturday, October 20**

Pack your cooler, get in touch with your classmates, and make this a reunion party.

If you know of potential students for the Program, this is a great way for them to get information about the Program, meet alumni, and tour the building.

Tickets, parking, and game day information can be found at <https://gofrogs.com/sports/2018/7/6/football-tickets.aspx>

Sponsored by

**LONE STAR**  
AG CREDIT

## TCU RM Alumni Roundup Saturday, January 26

*Ft. Worth*

Event details to come, but hotel reservations can now be made!

**Hyatt Place FW Historic Stockyards, 132 East Exchange, Fort Worth, TX 76164**

When booking by phone: Call 800-833-1516 and refer to the group under the name  
*TCU Ranch Management 2019* with group code *TCU9*

When booking online: Follow the web link <http://www.hyatt.com/hyatt/reservations/flow6/place/propCheckAvailability.jsp?pid=DFWZF&extCorporateld=G-TCU9>

Reservation Due Date: *Tuesday, December 25* at 11:59pm

**Courtyard FW Historic Stockyards, 2537 North Main Street, Fort Worth, TX 76164**

When booking by phone: Call 817-624-1112 and refer to the group under the name  
*TCU Ranch Management*

Reservation Due Date: *Friday, January 10* at 11:59pm

It's not too early to make a donation to the silent auction! Donations in high demand are hunts and custom made items. The value of your donation is *tax-deductible* with proceeds benefitting RM student scholarships.