

THANKS TO OUR SPONSORS:



SPACE IS LIMITED!

Pre-registration is encouraged.

Please call to confirm if on-site registration will be available.

14th Annual School for Successful Ranching



Corpus Christi, Texas

March 14-15, 2008

AmericanBank Center

*Held in Conjunction with
TSCRA's 131st Annual Convention*

For Both Novice and Seasoned Ranchers

As cattle producers, it is vital for us to be informed about all aspects of our business. Therefore, TSCRA will present you with the 14th Annual School for Successful Ranching. This year, you will have the opportunity to take part in three different educational tracks. Each will present topics to help enhance the productivity and profitability of your operation.

TRACK 1 deals with animal management and "The Big Four" – Nutrition, Breeding Soundness, Animal Handling and Health and Vaccination.

TRACK 2 will teach you how to increase your profits and protect your investment through – Strategic Planning, Risk Management, Balanced Scorecard and Enterprise Analysis.

TRACK 3 is the range management track. Sessions will help you maximize the use of your land and include – Herbicide Recommendations, Herbicides 101, Grazingland Management Between Rainfall Extremes and What We're Learning About Grazing.

To present these topics, TSCRA has brought in experts from the Texas AgriLife Extension Service, King Ranch Institute for Ranch Management, Welder Wildlife Foundation, NRCS and Oklahoma State University.

Find the sessions that are right for you and we'll see you in Corpus Christi!

REGISTRATION DEADLINE MARCH 1, 2008

SPACE IS LIMITED! Pre-registration is encouraged.

Please call to confirm if on-site registration will be available.

TWO DAYS – ONE PRICE: \$100

Want a \$40 discount? If you are a member of TSCRA, or join today, your registration fee is only \$60!

Registration fee covers both days of presentations and a hot lunch on Friday and Saturday. **BONUS:** School attendees are admitted free to the TSCRA Annual Trade Show following Friday and Saturday's program at the AmericanBank Center.

Pesticide Applicators License CEUs offered during the herbicide session (8:00-10:00 and 1:00-3:00).

Two BQA credits offered per session during the animal management track (four total).



For more information on TSCRA's School for Successful Ranching, contact Stacy Fox at 800-242-7820 ext. 145 or sfox@texascattleraisers.org



SCHEDULE

AmericanBank Center – Corpus Christi, Texas

FRIDAY: March 14, 2008 • 8:00 a.m. to 3:00 p.m.

7:00 a.m. – 8:00 a.m.

Registration

8:00 a.m. – 10:00 a.m.

ANIMAL MANAGEMENT

★ *Cattle Nutrition and Grazing Management*

Presenter: Dr. Joe Paschal, Texas AgriLife Extension Service

Increase your profitability by reducing your supplementation costs. This session will cover grass nutrient contents and cow-calf and stocker nutrition in terms of energy, protein and mineral requirements.

★ *Strategies for Optimizing Reproductive Performance in South Texas Beef Herds*

Presenter: Dr. Gary Williams, Texas AgriLife Research

This presentation will provide a review of successful managerial approaches for optimizing reproductive performance of the South Texas beef herd, including development and breeding of replacement heifers, breeding management of the cowherd, and evaluation of bull fertility and performance.

BUSINESS

★ *Strategic Planning for Ranches in Dynamic Times*

Presenter: Dr. Barry Dunn and Dr. Kim McCuiston,

King Ranch Institute for Ranch Management

A strategic plan is a set of directions about what, why and how a ranch will accomplish their goals. The strategic planning process will work on ranches of all types and sizes and in all areas of Texas. Each participant will be provided the background and tools to begin developing their own strategic ranch plan.

★ *Tools for Risk Management*

Presenter: Dr. Bill Thompson, Texas AgriLife Extension Service

The Agricultural Risk Protection Act of 2000 mandated programs to provide risk management-type insurance programs to producers. This session will review new risk management tools available to producers and identify key attributes that may make them appealing to certain producers.

RANGE

★ *Rangeland Weed and Brush Control – What, Where and When?*

Presenter: Dr. Allan McGinty, Texas AgriLife Extension Service

With an array of herbicide control options for rangeland weed and brush control, how do I find accurate, unbiased recommendations? How do I better understand herbicide labels? How do I make sure the advice I am receiving represents my best option? These are the types of questions answered during this session.

★ *Rangeland Herbicides 101*

Presenter: Dr. C. Wayne Hanselka,

Texas AgriLife Extension Service

For years, the list of herbicides labeled for rangeland uses was relatively short. This has changed dramatically within the past several years with both traditional and new agribusinesses offering new formulations of herbicides designed and labeled for rangeland use. This session will help simplify and clarify the confusion that has developed over the proliferation of herbicides now on the market.

10:00 a.m. – 10:15 a.m.

BREAK

10:15 a.m. – 12:00 noon

ANIMAL MANAGEMENT

★ *Teach Your Cattle to be Handled Easily*

Presenter: Dr. Ron Gill, Texas AgriLife Extension Service

Effective cattle handling starts in the pasture. This session will teach you how to handle cattle in a way that reduces the risk of injury to cattle and cowboys. Handling techniques to be discussed include the use of helicopters, ATVs, horseback and on foot.

★ *Herd Health, More than a Vaccine*

Presenter: Dr. Dan Posey, College of Veterinary Medicine, Texas A&M University

This session will provide a total quality management approach to herd health.

BUSINESS

★ *Using the Balanced Scorecard to Measure Success in Ranching*

Presenter: Matt Etheredge and Les Nunn,

King Ranch Institute for Ranch Management

The Balanced Scorecard is a strategic management tool that provides a rancher with a clear and concise picture of the progress he/she is making toward the accomplishment of their goals. This successful business tool has great utility in ranch management. Each participant will be provided the background and tools to develop their own Balanced Scorecard.

★ *Cow-Calf Enterprise Analysis*

Presenter: Dr. Larry Falconer, Texas AgriLife Extension Service

This discussion will help you make financially sound decisions in a high fixed cost industry related to stocking rates and leasing arrangements, costs related to cattle nutrition and herd health programs, cow replacement strategies and herd expansion or contraction.

RANGE

★ *Between Drought and Flood – How Can I Make the Right Decisions?*

Presenter: Dr. Lynn Drawe, Welder Wildlife Foundation

Ranching in Texas is risky business since three out of five years generally are dry and the other two may bring excess rainfall. With this erratic rainfall pattern, how can the right management decisions be made so that the land can recover and remain productive?

★ *What We're Learning about Grazing*

Presenter: Dr. Robert Lyons, Texas AgriLife Extension Service

Why don't my cows go there? Why don't they eat that? Questions

such as these often pique our curiosity or, more importantly, impact the productivity of our ranch. This session will discuss cattle preference and diets and what happens when grass is short but there is plenty of brush. Other topics include water location, topography, brush densities and type of grass where animals graze and for how long.

12:00 noon – 1:00 p.m.

LUNCH

1:00 p.m. – 3:00 p.m.

ANIMAL MANAGEMENT

★ *Cattle Nutrition and Grazing Management (Repeated)*

Presenter: Dr. Joe Paschal, Texas AgriLife Extension Service

★ *Strategies for Optimizing Reproductive Performance in South Texas Beef Herds (Repeated)*

Presenter: Dr. Gary Williams, Texas AgriLife Research

BUSINESS

★ *Strategic Planning for Ranches in Dynamic Times (Repeated)*

Presenter: Dr. Barry Dunn and Dr. Kim McCuiston,

King Ranch Institute for Ranch Management

★ *Cow-Calf Enterprise Analysis (Repeated)*

Presenter: Dr. Larry Falconer, Texas AgriLife Extension Service

RANGE

★ *Who's Got the Beef? In Terms of Herbicide Recommendations (Repeated)*

Presenter: Dr. Allan McGinty, Texas AgriLife Extension Service

★ *Rangeland Herbicides 101 (Repeated)*

Presenter: Dr. C. Wayne Hanselka,

Texas AgriLife Extension Service

SATURDAY: March 15, 2008 • 9:00 a.m. to 11:30 a.m.

9:00 a.m. – 10:00 a.m.

★ *High-Tech Land Management, Watch Your Land on the Web*

Presenter: NRCS

10:00 a.m. – 11:00 a.m.

★ *Market Matters and Other Matters That Matter in the Cattle Business*

Presenter: Dr. Derrell Peel, Oklahoma State University

11:00 a.m. – 11:30 a.m.

★ *Perspectives of Successful Stewardship*

Presenter: Dave Delaney, General Manager, King Ranch

12:00 noon

LUNCH IN THE TRADE SHOW

Immediately following Friday and Saturday's programs, all school attendees admitted FREE into the TSCRA Annual Trade Show.

DIRECTIONS

Take I-37 S into Corpus Christi. Turn left onto Chaparral St. Parking in rear of convention center.

REGISTRATION

Deadline March 1, 2008

Mail or Fax form with payment to:

TSCRA, 1301 West 7th St., Fort Worth, TX 76102

Fax to (817) 332-5446 *or*

register online at www.texascattleraisers.org

(If more than one attendee, please include all names)

Name (s): _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: (_____) _____

E-mail: _____

**\$100 per person/non member
\$60 per person/member***

Want a discount? Join TSCRA today!

Call 800-242-7820 ext. 145, ask for Stacy Fox

TSCRA Membership Number: _____

Check enclosed

MasterCard Visa American Express

Number: _____

Expiration Date: _____

Signature: _____

*Member discount applies to TSCRA members, their immediate family and employees.