



KING RANCH INSTITUTE FOR RANCH MANAGEMENT

TEXAS A & M UNIVERSITY - KINGSVILLE

Winter-Spring 2005
Vol. 1, Number 1

A MESSAGE FROM THE DIRECTOR



One of my greatest joys is quietly observing the birth of a calf. Having watched this process literally thousands of times, it remains for me a truly miraculous event. Inside each calf are the genes that carry a rancher's choices and hopes. In a matter of minutes following its birth, a calf, full of raw determination and nudged by its doting mother, pushes itself to its feet, and takes its first steps. Within a short part of an hour, the calf will find its way to nourishment and begin exploring the world, and as an old rancher friend once said, stays busy "being the best calf it knows how to be!"

It is my pleasure to report that the King Ranch Institute for Ranch Management (KRIRM) is on its feet, and up and running! In this issue of our newsletter you will find stories and pictures of our 12-month-old Institute.

KING RANCH INSTITUTE IS UP & RUNNING!

This has been a busy and exciting time. What was once a novel concept, and which became one of the centerpieces of King Ranch's 150th Anniversary, has now evolved into remodeled offices with staff, bright and determined students, a successful symposium, short courses, and much more! The King Ranch Institute for Ranch Management is living its vision of "Educating the Leaders Who Make a Difference in Ranching."

It has taken a lot of work to get the Institute on its feet. I credit our early success to the efforts of many people, including my dedicated staff, Mona Jackson and Dr. Diana Doan-Crider, the KRIRM Management Council, the faculty and staff of the College of Agriculture and Human Sciences, the Caesar Kleberg Wildlife Research Institute (CKWRI), and the Texas A&M University-Kingsville (TAMUK) administration. Drs. Paul Genho, Ron Rosati, Allen Rasmussen, and Fred Bryant have not only helped me immensely, but have also become good friends. Ranching has an exciting future, and it is my honor to be part of it. Many sincere thanks to all those involved in creating the King Ranch Institute for Ranch Management!

Executive Director
Robert J. Kleberg, Jr. Endowed Chair



Management Council

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- Paul C. Genho, Ph.D., Vice President, King Ranch, Inc.
- Bob McCan, President, Texas & Southwestern Cattle Raisers Association, Inc.
- Hilmar Moore, Past President, Texas & Southwestern Cattle Raisers Association, Inc.



TEXAS A&M
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NEWSLETTER

1ST

HOLT CAT

HOLT/CAT SYMPOSIUM ON EXCELLENCE IN RANCH MANAGEMENT

RANCH MANAGEMENT: INNOVATION AND ADAPTATION



Our first annual HOLT/CAT Symposium on Excellence in Ranch Management was held October 7-8, 2004. History reminds us of the many ways the ranching industry has benefited from the King Ranch's use of technology during the past 150 years, so the theme was appropriately entitled "Ranch Management: Innovation and Adaptation." World renowned speakers from Texas, Utah, Nebraska, and Wyoming spoke to an audience of Texas and Oklahoma ranchers, and visitors from as far away as Indiana, Georgia, Nebraska, Utah, and Mexico. During the last day of the symposium, guests took an in-depth tour of King Ranch to learn about recent advances in the ranching industry. Mr. Peter Holt, King Ranch lessee, personally hosted a tour break at his beautiful "La Oruga" hunting camp. Evaluations of the symposium were very positive, and the KRIRM Management Council and staff are already planning next year's symposium. The date will be October 20-21, 2005, so mark it on your calendars and please plan on joining us!

A Huge Success!

2004 RANCH MANAGEMENT SYMPOSIUM TOPICS OF DISCUSSION

Paul Genho - Innovations and Technology: What has Worked for Me
Paul discussed how we can use past trends in the ranching industry to predict the future. His talk was also summarized in the December issue of BEEF magazine

Peter Jenny - New Social Contracts with Ranching: Safe Harbors
Peter used the aplomado falcon as an example of how private landowners can collaborate to develop "safe harbor" programs for wildlife

Fred Bryant - Changing Habitats and Populations: Changing Opportunities
Fred discussed the need to keep ranchers on the land in order to protect large tracts of contiguous wildlife habitat

Fred Provenza - Animal Grazing Behavior and Range Ecology
Fred presented his findings regarding learned animal grazing behavior, and its influence on range condition

Tom Jenkins - Genetic Adaptation of Livestock: The Power of Change
Tom discussed how genetics can play an important role in cattle selection and the importance of maintaining genetic diversity in today's herds

Barry Dunn - Tools for Understanding the Complexity of Ranching
Barry talked about the five "corrective lenses" that can help ranchers stay in business in a rapidly changing industry

Matt Brockman (no presentation)- The National Animal Identification System: Why it's Needed and How it Will Affect the Beef Industry
Matt discussed the inevitable electronic animal identification system and the challenges that need to be overcome as producers plan to participate

Proceedings available upon request

2005 SYMPOSIUM
TOOLS FOR RANCH MANAGEMENT: GOALS,
DECISIONS, & FINANCIAL VIABILITY
OCTOBER 20 - 21
MARK YOUR CALENDARS!

STUDENTS: THEY'RE WHAT WE'RE ALL ABOUT!

matt etheredge tio kleberg fellow



Matt joins us from right here in Kingsville where he was working as a unit manager for the Norias Division of King Ranch, Inc. This young man was raised in the Texas Panhandle by Ray and Gail Etheredge. Matt attended Texas Tech University and graduated in 1998 with a B.S. in Agriculture Communications. He then moved to Abilene and worked for his father's cattle order buying business. In December of 2000, Matt took a job with Cattle Town Feeders, L.T.D in Hereford, Texas. He served as a receiving foreman and was responsible for sorting cattle, both in and out, to meet the qualifications of a value based marketing program. Matt decided to join the KRIRM because of his interest in learning about the systems approach to managing and solving problems. Matt's passion is seeing animals like cattle, horses, and wildlife growing and thriving in a range environment; knowing he can be a part of that success is a rewarding part of his life. Matt's goal after graduating from the KRIRM is to manage a diverse ranching operation and enhance its resources using the creative skills he has acquired through the KRIRM.

david genho clement fellow



David Genho joins the KRIRM from Iowa where he recently worked for Smithfield Foods live division. He joined Smithfield Foods after obtaining a B.S. in Animal Science and a minor in Business at Brigham Young University. David grew up on Deseret Cattle and Citrus where he cowboied on the ranch during summers and other school breaks. David credits his ranching background and childhood experiences for giving him a passion for cattle ranching and production agriculture. Since that time, David has gained additional experience in the industry through several impressive jobs. He spent a year in Colorado working on a feedlot, where he supervised the processing crew, feeding program, and feed mill. After enrolling in school at BYU, he ran a 2000-head feedlot in Utah. David now lives in Kingsville with his wife, Leslie, and their 2 boys, Jennings (4-years-old) and Isaac (1-year-old).

PUTTING OUR KEY STRATEGIES INTO ACTION KRIRM'S FIRST LECTURESHIP IS A HIT!

**WATCH FOR
ANNOUNCEMENTS
ABOUT UPCOMING
2005 LECTURESHIPS
ON OUR WEBSITE!**

We kicked off Matt and David's curriculum last August with a week-long lectureship entitled "A Systems Approach to Ranch Problem Solving." Mr. Mike Goodman, an MIT trained, world renowned author, and complex systems specialist provided the training and course materials. Our students were joined by 7 other TAMUK graduate students, faculty members with the Caesar Kleberg Wildlife Research Institute, and King Ranch management staff. Matt and David are already using what they learned as they actively work with King Ranch managers to help understand and solve "real life" challenges at the ranch. These experiences will serve as a strong foundation for Matt and David's careers as ranch managers. This lectureship was leveraged into using other key strategies of the Institute: 1) A systems approach to learning the business of ranching; 2) using ranches as applied teaching laboratories; 3) a learning community comprised of students and faculty across disciplines; and 4) collaboration with the CKWRI.





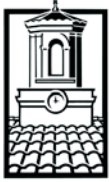
Photo by Forrest Smith
South Texas Natives

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Thanks to our many generous contributors, the KRIRM endowment continues to grow in both pledges and gifts, and now stands at just over \$7.9 million. What a tremendous testament to the philanthropic spirit of King Ranch, its family and friends, and the ranching industry. Obtaining our \$10 million campaign goal is well within reach. Thanks to all of you who have contributed to this great endeavor! The KRIRM will have a strong and positive impact on the ranching industry of South Texas and our nation. We believe our students will be the future managers of our country's rangeland and wildlife resources, will produce livestock as part of our nation's food supply, and most importantly, will influence the lives of people on ranches and in the communities that they support. But the positive impact of the Institute will come from multiple sources. The many annual lectureships that we will host will bring world class expertise to our campus to address emerging issues and specialty topics for students, faculty, and interested ranchers and ranch managers. Topics may include: oil and gas exploration, meat science, food safety, wildlife diseases, genetics, and many others. Our annual HOLT/CAT Symposium on Excellence in Ranch Management will reach a broad audience of ranchers, professionals, and students. The Institute's website will be an invaluable way for ranchers and those interested in ranching to access information and resources. All this exciting activity is possible because of gifts. If you haven't yet given to the Institute's endowment, please consider doing so; your seed will be planted into rich, fertile soil, and become very fruitful!

Please use the form on the reverse side of this page if you would like to make a tax-deductible donation.



**TEXAS A&M
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Campaign Commitment

**COLLEGE OF AGRICULTURE
& HUMAN SCIENCES**

Your commitment to the *King Ranch Institute for Ranch Management* is deeply appreciated. Please print or type the following information, and return this form to us at the address noted below.

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Barry H. Dunn, Ph.D. – Director and Endowed Chair, King Ranch Institute for Ranch Management
Texas A&M University–Kingsville, 700 University Boulevard, MSC 137, Kingsville, Texas 78363

ABOUT THE KING RANCH INSTITUTE FOR RANCH MANAGEMENT

The BIRTH of the King Ranch Institute for Ranch Management was to commemorate the 150th Anniversary of the King Ranch in 2003. In keeping with their long history of leadership and philanthropy, King Ranch and its family members decided to create and endow the King Ranch Institute for Ranch Management in collaboration with Texas A&M University-Kingsville. This program is designed for the Master's level of study, and recruits mature and experienced students who will be trained for the complexities of managing large ranches using a systems approach to problem-solving. The Institute will engage students in the ranching industry through symposia and lectures, and develop a library of case studies of ranches that will become a unique resource for the study, exploration, and duplication of successful ranch management.

Our VISION is to educate leaders who make a difference in ranching! Our MISSION is to be a focal point for the training of graduate students in a multi-disciplinary, systems approach to ranch management.

Our KEY STRATEGIES include:

- Follow a systems approach to learning about the complex business of ranching
- Enhance curriculum by using invited lectureships, an annual symposium, and other mediums
- Use the King Ranch as an applied teaching laboratory
- Leverage the Caesar Kleberg Wildlife Research Institute as a model of success and sister institute for collaboration
- Provide internships for students with selected ranches and use successful ranch managers as mentors

Our CORE VALUES include open and honest communication, partnering for each student's advantage, and promoting innovation in the field of ranch management education. We emphasize a strong work ethic, but strive to create an environment that helps students be creative and enjoy learning.



**KING RANCH INSTITUTE
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