



KING RANCH INSTITUTE FOR RANCH MANAGEMENT

TEXAS A&M UNIVERSITY - KINGSVILLE

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College of Agriculture and Human Sciences

OUR NEW WEBSITE IS ON THE AIR! [HTTP://KRIRM.TAMUK.EDU](http://krirm.tamuk.edu)

The King Ranch Institute for Ranch Management is proud to announce it's new website! The website is built around the beautiful work of photographers Janell Kleberg and Tom Urban. Janell and Tom generously donated the use of their photos from their recently published books, *Waiting for Daylight* and *Wildlife on the King Ranch*, for our website and other public relations efforts of the Institute. We hope our website visitors will find that the site is user friendly and well organized. The website will likely be the principal avenue that people will use to find out about the KRIRM. It offers an overview of our history, mission, and strategies, and also provides useful educational and industry links. In addition, there are pages to acknowledge our donors, and to describe our faculty, staff, collaborators and advisors. The website is strategically designed to be one of the main avenues of advertising for important events such as the annual symposium and our lectureships, with easy to use on-line registration. In addition, on-line giving will be provided for those that like the convenience of giving with just a few clicks! The website is an ideal recruiting tool, since students now use the world wide web to search for schools and information. Prospective students can find out about the KRIRM and Texas A&M University-Kingsville admission requirements, curriculum, and even housing in Kingsville. Information about our current students will be an important feature and employment tool, providing students with space to post their case studies and their resumes for potential employers to view. Eventually, we will be building our "virtual library," which will include downloadable files for students and ranchers world-wide on topics such as wildlife, livestock production, range management, and the business aspect of ranching. Please go to <http://krirm.tamuk.edu> and check us out!

KRIRM Management Council

Chair: James H. Clement, Jr., Chairman, King Ranch, Inc.
Caroline Alexander Forgason, Robert J. Kleberg, Jr. & Helen C. Kleberg Foundation
Gus T. Canales, A. T. Canales Ranches
Dave DeLaney, VP and General Manager of Livestock and Ranching Operations, King Ranch, Inc.
Lynn Drawe, Ph.D., Director, Rob & Bessie Welder Wildlife Foundation
Paul C. Genho, Ph.D., President, Farm Management Company
Bob McCan, McFaddin Enterprises
Hilmar Moore, Hilmar Moore Cattle Company



TEXAS A&M
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NEWSPLETTER

Summer - Fall 2005
Vol. 1, Number 2

WAGN TRACKS



Original Photo by Tom Urban

From the Director,
Dr. Barry Dunn



Stewardship is one of those nebulous concepts that are sometimes hard to define. In short, it is the responsibility that one holds in caring for someone else's resources. Many people may not understand the weight and honor of taking care of what we have been given, or perhaps even how to do it. As I have traveled and visited ranches across the United States, it seems that people either have a stewardship ethic or they don't. Although I have no statistical data to support it, it is my belief that a strong stewardship ethic is positively correlated to the long-term sustainability of ranches. Why? I believe it is because of the long-term nature of the fundamental business of ranching, the complex interrelationships it has within its boundaries, the long delays between an action on a ranch and its consequences, and the impacts it has on many things beyond its fenced borders. For example:

Long cycles: The ranching business is made up of a series of long cycles. Its cow-calf enterprise has a long production cycle: 16 months from breeding to weaning. The generation interval on a herd of cows is 5-7 years. The historic cattle price cycle is roughly 10 years but can stretch out longer. Forage production for many ranches in the United States is impacted by cyclical drought that can run between 5 and 7 years. Wildlife populations also respond to long term drivers, and cycle as well, driven by forage availability, disease prevalence, and many other complex factors. Long-term time frames are simply part of ranching. While this is not unique, it is a stark contrast to other things in our busy 21st century lives.

Strong interrelationships: Much like a ripple effect, every action on a ranch will, in some way, affect other areas. For example, supplemental feed for wildlife impacts not only the nutritional regime of the targeted wildlife species, but also their distribution patterns and behavior. Grazing systems for cattle change not only forage production patterns, but also livestock performance, and wildlife. Ultimately, these actions will impact levels of investment, labor, and profitability.

Long delays: The results of many ranching decisions may not exhibit themselves for many years. For example, decisions about stocking rates at the beginning of the grazing season can ultimately affect the long-term productivity of the range, depending on rainfall and other environmental factors. Ultimately, these results will also affect livestock productivity, wildlife populations, and a ranch's financial position.

Impacts beyond fence lines: Whether it's the rural community that supports and is supported by the ranch, or the watershed in which it lies, what happens on a ranch impacts many things outside of its fenced borders. A good example is fencing itself. While cattle respect a 4 wire fence, and some wildlife species can be controlled with high fences, invasive species of plants do not. Across North America, some of these invasive species have found a niche created by alterations in the soil, and have now become local, state, regional, and national problems.

So how do we instill the ethic of stewardship in those that want to have successful ranches, and in those young men and women who will successfully carry the ranching industry into the future? Stewardship is contagious. By setting a positive example, people quickly learn that caring for a ranch's resources also produces the good fruit of productivity and long-term sustainability. Stewardship is always a matter of choice, but for those interested in the long term success of a ranch, I believe it is required. At the King Ranch Institute for Ranch Management, it is our responsibility to make sure that it is taught.

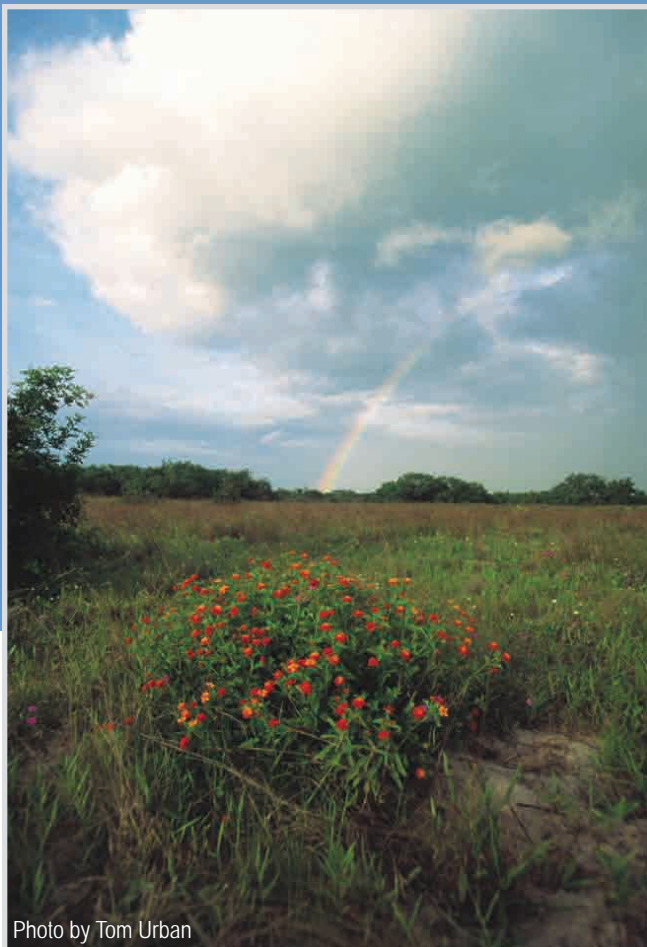


Photo by Tom Urban

“

For most of us, destiny chooses an individual to contribute significantly to our lives, but even more remarkable is when individuals from several generations give so much and influence so many.

”

Helen Kleberg Groves in
Bob and Helen Kleberg of King Ranch

GIVING

At the King Ranch Institute for Ranch Management, we understand that you want your gifts to have an impact in an industry where jobs are not just jobs...they are a way of life. Our commitment is that your gift will be invested wisely. These earnings will then be used to educate and train future generations of progressive ranch managers who will also carry on the tradition and heritage that go hand in hand with modern ranching.

The KRIRM endowment continues to grow in many ways. This year, we received special line-item funding for the next two years from the Texas Legislature, which fulfills the short-term needs for our Funds for Excellence (operating expenses). This way, we can dedicate more of our endowed funds toward additional fellowships... that means more students! Our endowment continues to grow in both pledges and gifts, and now stands at just under \$8.2 million.

We also were saddened by the loss of Mrs. Patsy Zoch Tate this year, but her family and friends remembered her by contributing to the B.K. “Kley” Johnson, Jr. Endowed Lectureship, named after her son. We were honored to be the recipients of such a great tribute.

Our endowment funds are invested through the Texas A&M University System Foundation. Since its establishment in 2003, the King Ranch Institute for Ranch Management has received endowments for the KRIRM Endowed Chair for the Executive Director, fellowships to support students, Funds for Excellence for KRIRM support and operations, lectureships to enhance our curriculum, and symposia to expand the Institute’s sphere of influence. Join us as we invest into the future of ranching!

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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KINGSVILLE**

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.

Name of Donor(s), as you wish it to appear in all acknowledgements _____

Mailing Address _____

City, State, and Zip Code _____

Business/Daytime Telephone _____

Home _____

Fax Number _____

E-Mail Address _____

Enclosed is my tax-deductible gift in support of the King Ranch Institute for Ranch Management.

My check is enclosed, payable to Texas A&M University–Kingsville

Please charge my Visa MasterCard

Account # _____ Expiration Date _____

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Pledge Commitment \$ _____ to be paid as follows (can be made through 2009)

\$ _____ annually monthly quarterly, over a _____-year period, beginning _____

Please call me to discuss gift options. The best time to call is _____ on _____.

This gift is made: In Honor of In Memory of To be named

Name _____

Donor Signature _____

Date _____

I want my gift to support the following endowment category (check one or more):

Funds for Excellence

Graduate Fellowships

Distinguished Invited Lectureships

Donations should be forwarded to:

Barry H. Dunn, Ph.D. – Director and Endowed Chair, King Ranch Institute for Ranch Management
Texas A&M University–Kingsville, MSC 137, 700 University Blvd. Kingsville, Texas 78363
361- 593-5401 (Office) 361-593-5404 (Fax)

The 2nd HOLT CAT Symposium on Excellence in Ranch Management is just around the bend!

Tools for Ranch Management: Goals, Decisions, & Financial Viability

October 20-21, 2005

Topics include:

Quality vs. Trophy Deer Management, Cattle Genomics, Marketing, and Fire as a Management Tool

Speakers:

Mr. Dave DeLaney, Mr. Randy Blach, Dr. Allen Rasmussen,
Dr. Mickey Hellickson, Dr. Dave Hewitt, Mr. Bob McCan,
Dr. Dick Quaas, Dr. Paul Genho, and Dr. Barry Dunn
includes field trip to King Ranch

Location: Caesar Kleberg Wildlife Center on the Texas A&M University-Kingsville Campus, Kingsville, Texas
Registration \$150 by September 30 (late registration \$200); Student Registration \$40

For more information, go to <http://krirm.tamuk.edu> or contact us at:
(361) 593-5401 or krirm@tamuk.edu

Registration form on reverse side of this page

Photo by Janell Kleberg
"The Borrowed Rope" - Waiting for Daylight Collection

INNOVATIONS AND TECHNOLOGY: WHAT HAS WORKED FOR ME

Dr. Paul Genho, President of Farm Management Company, Salt Lake City, UT

[Excerpt from the 2004 Symposium Proceedings]

Past King Ranch visionaries such as Captain Richard King, Robert Justus Kleberg, Bob and Dick Kleberg, and Tio Kleberg have led the way for adaptations and innovations that contributed to the advancement of the cattle industry as we know it today. As technology rapidly advances, it is important for ranchers to keep up with new trends and developments, and to keep learning as new information is discovered. On the other hand, because these new trends and developments are occurring at such a rapid rate, ranchers must decipher which ones are most practical for their operations. This decision making process includes considerations as to whether methodologies are 1) scientifically sound; 2) financially viable; 3) workable; 4) fit into the whole system; and 5) pass a small scale test on the ranch.

Here is an example of how this process has worked on King Ranch. There has been a rapid increase in biotechnology available for ranchers. One of these, embryo transplant (ET), was popularized in the mid to late 1970's. The scientific soundness of this technology was two-sided. While the genetics of one female could be greatly increased, to rapidly multiply a cow of unknown genetic worth at a high cost might be imprudent. So the efficacy of ET is tied to another technology, genetic evaluation. In some cases, ET is feasible and financially viable. Ultimately, however, to simply apply technology because it is a trend without fully considering the scientific veracity and value of the technology is something to be avoided. As a result, King Ranch uses ET only on a limited basis. A second biotechnological innovation that is tested with this model is the use of genomics for selection, such as using DNA selection for carcass traits. This innovation has proven to be scientifically sound, and King Ranch has validated the effects of 3 tests on ranch herds. It appears that significant genetic progress will be made in marbling and tenderness by including these genomic tests in the selection program. This technology has also proven to be financially viable because the cost is minimal compared to the return. Furthermore, this innovation is workable on King Ranch. This technology also fits into the King Ranch system because it does not detract from the overall program and augments the ranch's cattle program goals by improving consumer acceptance of the product. Therefore, King Ranch continues to incorporate this innovation in its program.

The above examples illustrate the thought process involved with making right decisions in a ranching operation. One should be watchful for new innovations, and quick to learn more about each one. Our jobs as ranch managers is to pass these innovations through our "sniff test" to see if they will work, contribute to, and can be integrated into a profitable management system.

The 2004 Proceedings are now available - contact us for your copy or download the PDF off of our website!

KING RANCH INSTITUTE FOR RANCH MANAGEMENT HOLT/CAT SYMPOSIUM

TOOLS FOR RANCH MANAGEMENT: Goals, Decisions and Financial Viability OCTOBER 20-21, 2005

REGISTRATION FORM

NAME: _____

AFFILIATION: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE (DAY): _____ E-Mail: _____

NAME (As you would like it to appear on name tag): _____

Registration: \$150.00

Students: \$40.00 (includes meals)
(Must have valid ID)

Late Registration: \$200.00
(After September 30, 2005)

Students: No Charge (sessions only)
(Must have valid ID)

Friday Only: \$75.00

Full Registration Includes:

Thursday: Afternoon Sessions, Reception, Dinner and Speaker

Friday: Breakfast, Sessions, Lunch, Tour of King Ranch\$ _____

I will need additional Thursday evening dinner tickets for \$25.00 x _____ (# of attendees)\$ _____

TOTAL.....\$ _____

EARLY REGISTRATION ENDS: SEPTEMBER 30, 2005

Make checks payable to:
TAMUK – KING RANCH SYMPOSIUM

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MSC 137
Texas A&M University-Kingsville
Kingsville, TX 78363

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Exp. Date _____ Cardholder's Zip Code _____

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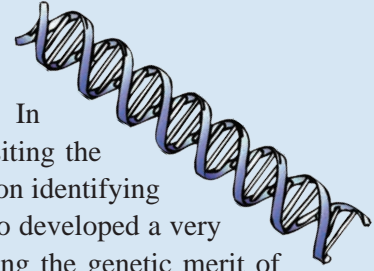
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Fax: (361) 593-5404, please phone to confirm receipt of
fax.

B.K. "KLEY" JOHNSON, JR. LECTURESHIP ON CURRENT RANCHING ISSUES

IDENTIFYING MARKERS ON THE BOVINE GENOME

During the last week of March, 2005, the KRIRM invited Dr. Marc Thallman from the USDA Meat Animal Research Center in Clay Center, NE to Kingsville. He made presentations to Animal Science classes at TAMUK, and also interacted and spoke with our Institute's students. In addition, he also made a presentation to a group of ranch managers who were in Kingsville visiting the KRIRM and King Ranch. Dr. Thallman is a world renowned geneticist who is currently working on identifying markers on the bovine genome that are of economic importance to the cattle industry. He has also developed a very useful approach to combining the current methods of evaluating the genetic merit of cattle with new methods and approaches using genomics. Dr. Thallman is a native of South Texas, and grew up right here in Kingsville. Dr. Thallman's visit was made possible by the generous gifts from the family of B.K. "Kley" Johnson, Jr., who established an endowment in his name. This endowment will provide the Institute the means with which to bring in world class speakers to interact with our students about the ever changing issues and challenges facing the ranching industry.



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

MEET OUR NEWEST KRIRM STUDENTS!

craig payne

lee and ramona bass fellow



Craig comes to the KRIRM from Sedalia, Missouri where he was a practicing veterinarian and a partner at the Sedalia Veterinary Center for 10 years. He obtained a B.S. in Biology from Southwest Baptist University in 1988 and a Doctor of Veterinary Medicine degree from the University of Missouri in 1993. Craig then entered private practice and began to immediately focus on production medicine for beef cattle operations, which he continued to do until his acceptance into KRIRM program. During his career, he also

served as a Technical Services Veterinarian for a major animal health company. In this position he functioned as an information source for cow/calf and stocker operations, feedlots, and other veterinarians across the United States. He was also a featured speaker at numerous cattleman meetings and state/university sponsored programs.

It is no surprise that Craig has joined KRIRM to further his experience and education. His desire to be a life-long learner is evidenced by his membership in five different veterinary associations and by his recent graduation from the Beef Cattle Production Management Series at the Great Plains Veterinary Educational Center in Clay Center, Nebraska. During his time at the KRIRM he looks to build upon his business management skills that he used in practice and expand his knowledge of the cattle industry and production management. Because of his love for the outdoors, he is also very interested in range and wildlife management and looks forward to the courses offered through the KRIRM. Craig now resides in Kingsville with his wife, Colie.

clint richardson

exxonmobil fellow



Clint Richardson joins the KRIRM from Florida where he was working for Deseret Cattle and Citrus. He went to Florida after obtaining a B.S. degree in Animal Science from the University of Kentucky in 1998. While in Florida, he worked for two years as foreman in heifer development and for the past three years as seed stock foreman at the ranch. His responsibilities included

detailed record keeping of four seedstock herds, genetic selection and improvement of the cowherds, plus their daily care and husbandry. He was also responsible for the development of replacement heifers and bulls.

Clint grew up ranching with his family in eastern Colorado and central Kentucky, and also worked with Thoroughbred horses at Killian Farms. During his early exposure to ranching, Clint developed a profound love for cattle and the ranching industry. This helped Clint commit to the future of ranching, which coincides with the mission of the KRIRM. He looks forward to learning and expanding his management skills and knowledge during the next 2 years. Clint also speaks Spanish fluently, and looks forward to spending time in the border region. He now resides in Kingsville with his wife, Debra, and their four children Kathryn (9-years-old), Nathan (6-years-old), Allison (4-years-old), and Dallin (2-years-old).

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 and friends decided to create and endow the King Ranch Institute for Ranch Management in collaboration with Texas A&M University-Kingsville.

Our **VISION** is to educate leaders who will make a positive difference in ranching, and ensure that our hard earned heritage is not lost.

Our **MISSION** is to be a focal point for the training of graduate students in a unique and multi-disciplinary, systems approach to ranch management. We want to teach our students how to manage ranches, but we also want to teach them how to progressively think their way through to success and innovation for the industry.

Our **CORE VALUES** include open and honest communication. We partner for each student's advantage, utilizing the vast resources available to us through some of the most dedicated people in the ranching industry and some of the largest, most well-known ranches in the country. We build upon the basics in the industry, and promote innovation in the field of ranch management education. Common sense is fundamental, but we also encourage students to think beyond the ordinary. We emphasize a strong work ethic and the development of character, and strive to create an environment that helps students be creative and enjoy learning.

Our **STRATEGIES** include teaching our students to see the big picture. We follow a systems approach to learning about the complex business of ranching because we want our students to be prepared for realistic challenges that confront the ranching industry today. We provide our students with hands-on experience, and use the King Ranch and other large ranches as applied teaching laboratories. We do this through internships with selected ranches and also use successful ranch managers as mentors. We also think it's important to give our students outside perspective, so we enhance their curriculum by using invited lectureships, an annual symposium, and other mediums. In addition, we are able to give our students access to one of the top wildlife research centers in the world by leveraging the Caesar Kleberg Wildlife Research Institute here at TAMUK as a model of success and a sister institute for collaboration.



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