

The Breed That Will Do More **BRANGUS**®

WEST COAST BRANGUS BREEDERS ASSOCIATION

Volume 1, Issue 1

Winter 2013

Congratulations to 2013-2015 Officers

Officers Sign up for Two-Year Stint

At the WCBBA semi-annual meeting in Red Bluff, CA, the attending membership elected the following officers for a two-year term:

President: Pamela Doiron
Vice President: Frank Lima
Secretary/Treasurer: Rex Hunt
Directors: Carole Guertin, Carolyn Carson, & Steven Dunckel
Committee Chairs:
Show Committee: Carole Guertin
Juniors: Carolyn Carson
Production Sale: Frank Lima
Membership:
Advertising/Promos: Steven Dunckel

Thanks to all for their commitment to Brangus cattle and our organization. If you have any concerns or suggestions, please feel free to contact any of the Officers or Committee Chairs. Contact information is on the WCBBA website: www.westcoastbrangus.org.

Membership Renewals Are Due NOW!

Don't Miss Out on WCBBA Membership Benefits!

It's easy - you can download the membership form from the WCBBA website, or contact any officer to have a membership form sent to you. Mail your form and dues to Rex Hunt. We also have junior memberships and associate memberships for our retired or supporting Brangus friends. We also encourage you to enroll your commercial customers.

Western Region Brangus Classic

Show Chair, Carole Guertin, has confirmed that the Western Region Brangus Classic at the California State Fair (Cal Expo) will be held at 10:00am on Tuesday, July 16th. We will hold our summer semi-annual WCBBA meeting immediately after the show. Thanks to Carole, we have eliminated the conflict of having the show one day and the meeting another. Now everyone can attend both!



Gene Simeroth donated heifers to benefit WCBBA.

Website Changes

The new website for the West Coast Brangus Breeders Association is:

www.westcoastbrangus.com

If you google "wcbba, you will NOT link to our website; however, if you search "west coast brangus" we will pop up as the first choice.

Schedule of Events

The schedule of events on the website has been updated for the year. If you have sales or shows that you would like to include that are NOT on the current list, just let me know and I will have them added. PHOTOS PHOTOS PHOTOS -- if you have photos of your cattle that you would like to add, just e-mail me the photo and a brief description and we will have them added. I'm still working on other updates for the website and hope to have them completed in the next few weeks.

Advertising Update

Our WCBBA "Earn More Profit" ad is running in the new Frontline magazine, the commercial cattleman magazine from the IBBA. It can be found on page 17, a text-only page of the journal's feature article. That's over 20,000 hits for only \$79.00! Well done, Steve!

Awards to IBBA Staff & Programs

Congratulations to IBBA Programs Director Ben Spitzer and IBBA Director of Member Relations Garrett Thomas who received the Excellence in Breed Communications and Public Relations Award, respectively, from the National Cattleman Beef Association during the Tampa Convention. The awards are part of the "Best of Beef" recognition ACROSS ALL BREEDS!!

Welcome Back!

They're baaaack -- Welcome back Tom and Kathy Turner, long-time Brangus breeders, now in Nevada and Arizona. We caught up with them at the Arizona National Livestock Show along with our Brangus friends from the Southwest Region. They have a plethora of knowledge!

We would love to hear from our members in other states such as Oregon and Hawaii. WCBBA is more than California.

Keep in Touch!

Let me know what you think of the new format for our newsletter. We used to have a pretty nice newsletter with photos and news from our membership. With access to new technology, we can keep up with our news while taking advantage of a more pleasing and interesting format than my usual list of items.

It's supposed to rain tomorrow so it will be a good week. I look forward to hearing from everyone.

Pamela G. Doiron

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