

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

WEST COAST BRANGUS BREEDERS ASSOCIATION

Volume 4, Issue 1

Winter 2016

Winter 2016 Meeting During Red Bluff Bull Sale

The WCBBA held its Winter General Meeting on Thursday, January 28, 2016 in the Tehama Room at the Tehama County Fairgrounds, Red Bluff, CA. Director Carole Guertin provided coffee and lunch for the group as it tackled a long list of items on the agenda.

Foremost was bringing current the tax-exempt status of the organization. With changes in administration over the years, a resubmission will bring the WCBBA up to date and in good standing. Rex Hunt and Pamela Doiron reviewed the submission which should be completed shortly.

Big changes may be coming to the California State Fair and the Western Region Brangus Classic! Carole Guertin has continued to work with the CA State Fair on two important issues for WCBBA: first, retaining WCBBA's Point Show status for the Western Region Brangus Classic. As it stands now, the format of the CA State Fair does not allow for the changes required to meet all of the IBBA standards for Point Shows. And secondly, WCBBA would like to incorporate an Ultrablack show with the Brangus show patterned after the Limousin/LimFlex model currently in place so that we can showcase Ultrablack cattle, a growing and popular alternative. The addition would bring more cattle into the Brangus show and more revenue into the livestock program with minimal change or expense. We could even forego any premiums this year for the opportunity to show Ultrablacks.

NOTE: Subsequent to the meeting, Pamela Doiron met with Dr. Tommy Perkins, Executive Director of the IBBA, who indicated that circumstances in the West -- especially proximity to other Point Shows -- may allow for a variance from the strict IBBA requirements as the variance is minor and not a major conflict with the IBBA guidelines overall. Also, he has been in contact with Jay Carlson, Livestock Manager, CA State Fair, on behalf of WCBBA to encourage acceptance of the changes we propose. THANKS, DR. TOMMY!!

By-laws! You will receive by mail a copy of the proposed new by-laws incorporating updates and changes along with a ballot and SASE. If you would prefer to receive WCBBA information via e-

mail or snail-mail and NOT telegram (as in the current by-laws), then please read the WCBBA by-laws and approve the updates/changes affirmatively reviewed by the Officers and Directors to be forwarded to the general membership for approval. You may also vote by e-mail and e-mail will also count as an official vote.

Advertising Chair, Stephen Dunckel presented the advertising plan for 2016. Please be sure your dues are up to date so you can be included in this important promotional opportunity!

Officers and directors for 2016 were elected at this meeting -- all are listed on the Home Page of the website: President, Pamela Doiron; Vice President, Frank Lima; Secretary/Treasurer, Rex Hunt; Directors, Carole Guertin, Stephen Dunckel and Della Strong. Della replaces Carolyn Carson who has resigned her directorship as she moves from California to Missouri. Carolyn Carson will remain our Area 6 IBBA Director through the end of her regular term. Pictured at right are Rex Hunt, JR Ranch; Carole Guertin, Running Star Ranch; Pamela Doiron, The Spanish Ranch; Stephen Dunckel, Tumbleweed Brangus; Frank Lima, Stardust Farms; and Della Strong, Deer Creek Ranch.



We are still exploring the possibility of an "eared" sale. Stephen Dunckel and Frank Lima will continue to work on that project on behalf of WCBBA. Please contact them if you have any ideas.



The highlight of the meeting was honoring long-time Brangus breeder, Gene Simeroth, Walking S Ranch (shown left), who won Grand Champion Brangus Female at the recent Arizona National Livestock Show. (See the "Sales and Events" page on the WCBBA website: www.westcoastbrangus.com.) Mr. Gene will be moving from his Sheridan, California home to be closer to family (including his Wyman Creek "kin") in Missouri. Mr. Gene brought the WCBBA banner shown above from the 1970s. We will miss his warm smile, his wit and wisdom!

Membership Renewals Are Due NOW!

Your membership dues help support all of the WCBBA programs from advertising to awards and field days. Here's what you get:

- * **Print advertising in important journals and Bull Buyer Guides**
- * **E-blasts to potential customers and key contacts**
- * **Representation at shows and sales**
- * **Referrals for bulls and females**

The best benefit of being a WCBBA member is the friendships and support you get by being part of Brangus promotion and education in the West. We don't really compete against each other -- our biggest competition for our customer's herd development is the other breeds that want their business. It is **OUR BUSINESS** to see that they stay loyal to **BRANGUS!!**

Wyman Creek Cattle Company Pulls Up Stakes!

WCBBA members will have a long jaunt to visit the new Wyman Creek Cattle Company spread in Springville, Missouri. Nearly the whole gang headed east soon after the Arizona National Livestock Show in Phoenix, AZ in early January. Carolyn Carson and her bunch brought not only quality cattle and a stellar reputation to Brangus in the West, but a fun group to events. We have enjoyed sharing stories, chores, watching the kids grow up and wonderful fellowship. Might there be a field day in Missouri in the future?



Dawn Cook, Gene Simeroth, Nichole Chapman



Denise Roenspie, Sally Rucker

Go To The Website for the Latest Updates

Go to www.westcoastbrangus.com for the latest information and updates on Brangus in the Western States and Hawaii. Or you can google "West Coast Brangus" and our website will pop up. Send information to be included -- cattle for sale or highlights to share -- to doiron@spansihranch.net.

Get Branded!!

We are looking for all of the brands for our member ranches. Please send a sketch or pdf to be used in future promotions. You can also send a recent ad or stationery that we can pick up the brand from.

Thanks to Everyone! See you soon!