

# GREAT NORTHERN TEXAS LONGHORN ASSOCIATION

## SPRING 2014 NEWS LETTER

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*Coming thru this long, snowy, and very cold winter I thought a big cover picture with green grass and longhorn mama's with their babies was something the doctor ordered.*

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### **GNTLA Spring 2014 Meeting**

**Date:** Saturday, March 29<sup>th</sup>  
**Time:** 10:00 am Social  
11:00 BOD mtg.  
Noon: meal followed by member mtg.

**Location:** The Fresh Country Aire  
F1312 County Rd P  
Stratford, WI 54484

# GNTLA SPONSORSHIPS

## GOLD LEVEL

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***Maurice & Jackie Nolden***

***Mike & Shirley Thiel***

***Tractor Central***

***Dr. Registrar & Associates***

***Dave & Joan Grosse***

***Keith & Debbie Alft Jr.***

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*"The GNTLA would like to thank these members and organizations for their support of the GNTLA and the Great TEXAS LONGHORN breed!"*

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## GNTLA Sponsorship Update

We have five full years in since our association has implemented the "GNTLA Sponsorship program". Over the last five years since its inception the sponsorship program has brought in \$3075.00 from ten different sponsors. These sponsorships have in turn taken the pressure off our associations need to do fund raisers to help support the treasury for the activities the GNTLA does throughout the year.

Please take some time and thank the current and past sponsors for their support of the GNTLA. Here is a list of sponsors from the last five years:

Maurice & Jackie Nolden, Dave & Joan Grosse, Les & Katy Nortman, Keith & Debbie Alft, Dan & Denise Huntington, Tom & Diane Mehlberg, the late Charlie Bizjak, Mike & Shirley Thiel, Tractor Central, and Dr. Registrar & Associates.

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## GNTLA Sponsorships Guide

<b>Gold Level:</b> (\$100 and up)	Half page ad in GNTLA news letter (print ready) Recognition in GNTLA news letter
<b>Silver Level:</b> (\$50-\$99)	Business card ad in news letter Recognition in GNTLA news letter
<b>Bronze Level:</b> (\$25-\$49)	Recognition in GNTLA news letter

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**COWBOY WISDOM:** *"The difference between an ordinary life and an extra ordinary life is the extra."*  
Steve Harvey

## GNTLA Board Election Results

The GNTLA board seats of Tom Mehlberg, Dan Huntington and Mike Thiel were up for election at our December annual meeting. Returning to the board is Mike Thiel, with Winston Nelson and Brandon Wucherpfenig being elected to the board for the first time. These board seats run from the year 2014 thru 2016.

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## Annual Membership Renewals

Annual GNTLA membership renewals for the year 2014 have been sent out. Thanks to those who have promptly renewed, your support is appreciated. To those who haven't renewed yet the only reminders will be in this and upcoming news letters. The cost is \$30 for an annual individual membership and \$50 for an annual ranch membership.

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**COWBOY WIDOM:** *"Before you criticize someone, you should walk a mile in their shoes. That way if they get mad, you're a mile away, and you have their shoes."*

*"Never trust a man who agrees with you. He's probably wrong."*

*"Only a few learn from other people's mistakes; Most of us have to be the other people."*

*"Some people make things happen. Some people watch things happen. And some people wonder what happened."*

*"You can educate a fool, but you can't make him think."*

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## Summer Picnic/Meeting

It's never too early to be thinking about hosting the summer GNTLA picnic/meeting. If you think you might be interested in hosting the picnic this summer bring along some possible meeting dates and share your thoughts at our next meeting.

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From the Home of the Vice President,

As I write this letter, it is above normal temperature for only the 3<sup>rd</sup> day this winter, since Christmas. This winter has been extremely hard on everything and everyone. I'm going to sound like a broken record about nutrition, but here it goes.

Story 1, Scenario from my yard: Cows and yearlings-they are in separate pens, but get the same feed ration. Seemed to be doing good on this year's hay. But then I had a heifer go down, was able to get her up and all was ok. Then the following week, two cows go down - we ended up losing one of them. Had the vet come out and test everything, results ended up being that this year's hay is extremely low in vitamin B due to the drought. I changed the diet to some 5 yr old hay I had left and cornstalks. Now things look to be ok again. Also note, we had minerals and salt blocks available for the animals when this all happened. Feed testing can be worth its weight in gold.

Story 2: Heard of someone who also had a problem selling stock this year. Seller sold a heifer calf in good health to a buyer. When they delivered the calf to the buyer, the buyer had the new calf put in a pen with roughly 20 older cows. The buyer had it for about 2 weeks and it ended up dying. Now they are claiming it was in bad health when it was delivered. The animal was in good shape when delivered, but knowing this breed, probably couldn't get feed with all the old cows around the bunk. I think all of us as producers should take a going away picture of each animal for our own protection just in case of situations like this, or even if we just want to look back at it someday.

Elections were held at the last meeting (December) for Mike Thiel, Dan Huntington and Tom Mehlberg. Mike Thiel was re-elected as treasurer. Winston Nelson and Brandon Wucherpennig were elected to serve on the board of directors. Congratulations to the new board members, and thank you to Dan and Tom for your past service.

In closing; as it is raining, snowing and blowing like the dead of winter- THINK SPRING!!!. With record snowfall and cold winter temperatures, I think we have all had enough of Mother Nature's wrath. Besides, it is almost time for calving.

Take care, your Vice President,

Keith Wucherpennig



# IMPORTANT NOTICE FOR OUR SPRING GNTLA MEETING

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Please RSVP by Thursday March 20<sup>th</sup> if you'll be attending the March 29<sup>th</sup> GNTLA meeting at the Fresh Country Aire in Stratford. This is in consideration of the staff for the dinner which is served country style. Please contact one of the following members:

Keith Wucherphening at 715-207-1042

Keith Alft Jr at 715-535-2860

Mike Thiel at 920-833-2583

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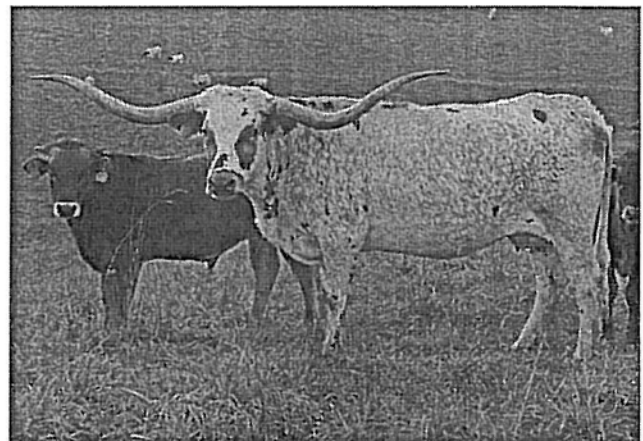
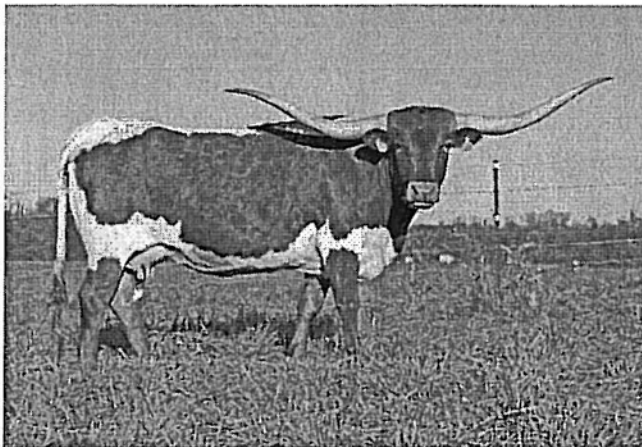
On a side note, if anyone has thoughts on other future meeting places please bring along info to share at the meeting like menu, prices, locations, etc.

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**COWBOY WISDOM:** *"Change is a process not an event."*

*"Change brings opportunities; embrace it!"*

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*"Photos courtesy of Dickinson Cattle Company"*

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## ALWAYS LOOKING FOR CONTRIBUTIONS

Yes I'll take any monetary contributions, but what I was talking about was articles and info for our GNTLA news letter. Thinks about sharing. Thanks to Keith Wucherphening our GNTLA vice president for his input in this letter. Let me know!!!!!!!!!!!!

## Down by the Corral

It's mid February as I'm putting this news letter together and probably like most people I know, you're getting sick and tired of our wonderful winter weather. Our cold, cold, cold weather. In our neck of the woods, I think it's been since before Thanksgiving that the thermometer went above thirty two degrees. I know we had two days in January where it was close but no cigar. As far as the snow, I don't think we have had any record amounts, but since it hasn't thawed at all this winter we must have every flake of snow that has fallen since November by the size of the snow banks in our driveway and along our roads. On a bright note it seems like at least when we have had the extreme cold temps we had little or no snow coming down. For the most part our cattle have been surviving. The young stock have been on second crop hay and three pounds of corn plus mineral. They look pretty good. Our cows are on first crop hay only and a mineral lick for a supplement, I think they've dropped some weight so I'm hoping that the grass greens up by late April so they can graze a few weeks on some good quality grass before they start to calve. With no shelter and only wind breaks it can be hard to realize that they're out in this steady cold, but they seem to thrive. With the day light getting longer and the sun shining I think change should be coming soon.

Speaking of change, with some of the discussion and decisions that went on at our Annual GNTLA meeting in December, it looks like at least for this year our GNTLA will be stepping back and taking some time to catch its breath. Here is a list of events over the last few years that members time and talent were put into to promote the Texas Longhorn breed and the GNTLA: Farm Technology Days, Midwest Horse Fair, Horse-A-Rama, Caroline Colorama, North Central Wisconsin Cattlemen's Association Round Up, Winchester Futurity of the North, GNTLA Fall Round Up, Wisconsin Cattlemen's Association Winter meeting. Did I miss any events? With all events listed I think there has been some burn out encountered by a few of our members who have been involved, and a time of evaluation and reflection is needed, a time to step back and see where we've been as an association and where we want to go as an association.

Any time we reflect and do evaluations, whether it's self evaluation or evaluating the management practices on our ranching operation, or evaluating what we do as a breed association, it can be uncomfortable. When we respectfully, realistically evaluate, reflect and discuss, the truth should rise to the top. Most times the truth hurts, in whatever circumstance. With that being said here are some points to ponder, questions that popped up at our annual meeting, questions our members asked, items we need to discuss over the next year to help plan for the future.

The question was asked: "With all the events the GNTLA has done over the last few years, how many new members has it brought in?"

The question was asked: "Do potential customers or inquiries take us serious as a breed when they see a riding steer as an exhibit animal?"

The question was asked: "Does it pay to have an exhibit with literature only, no animals?"

These are good questions to get a discussion going. If you have any other thoughts, ideas or questions pass them on to the board. I'd like to see the GNTLA board take time to sit down and talk over some of these issues and plan for the future.

On a side note to this discussion, the next comments and thoughts are the opinion of this writer of whom you may agree or disagree. First, as a breed of cattle I would consider the straight Texas Longhorn as a niche type beef breed. To come out financially ahead owning them you have to have a specialty market for them. Direct to consumer lean beef, not through a local sales barn. Ropers sold out of low cost mother cows. Horn genetics; and with this we're talking about a whole different level of marketing if you really want to compete. Secondly, as far as associations go the national Texas Longhorn associations basically follow the trends. They go where the money is. The horn breeders. There is nothing wrong with that if that is who they want to cater to but what about the average longhorn owner? They are the other 95% of the breeders that are out there. What do the national associations do to help the average longhorn breeder add value to that other 95% of the longhorn cattle that are out there? In my humble opinion I think we are on our own on this one. Finally, as an association we can do one of three things in the future. 1. We can do nothing. We can have our meetings, meet socially, and do no events. 2. We can do the same things we have been doing the past few years (provided we have the funds) and change nothing. 3. We can try (and I stress try) to come to some type of consensus on if we have a viable market in Wisconsin for marketing Texas Longhorn cattle and what and who our market in Wisconsin is and then how we can reach them if we decide to do so. "Insanity is defined as doing the same thing over and over and expecting different results." *Again a disclaimer that the above statements are the opinions of this writer.*

On a different note, this past summer I tried something for the first time during our breeding season. We synchronized five heifers for AI using cidrs and timed breeding. I did my own AI for twenty five years but currently don't have a tank, so with a good working relationship with a local technician we worked together to get the cidrs in, shots given and heifers AI'd. When we pregnancy checked we had a for sure 3 head out of 5 settled to the synchronized breeding for sixty percent settled. The other two head are pregnant but were too close to call and may have also settled to the timed breeding. Something to consider. Quite pleased with it.

Lot's of stuff to ruminate over. Think about the future. Spring is right around the corner.

Happy Trails,  
Mike Thiel

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**COWBOY WISDOM:** *"Don't take yourself so seriously. No one else does."*

*"Here's a tip as you get older: Never wear your hearing aid-  
because if you do, people will expect you to listen to them."*





## Christmas Auction FUNdraiser

It was another successful GNTLA Christmas auction with many generous members putting their bids in. At the end of the afternoon Colonel Tom Mehlberg had took bids bringing in a total of \$909.50 for the GNTLA.

Top spender for the day was Shirley Thiel spending \$247 of her husband's hard earned money. Dave and Joan Grosse came in a close second investing \$210 in Christmas joy.

Thanks to Tom Mehlberg, Maurice Nolden and Les Nortman for running the sale for the day. And last but not least thanks to all the GNTLA members who brought items and bought items at the sale.

(top picture: Carley Roskom & Shirley Thiel clerking the auction)

(Center picture: Maurice, Tom, and Les working the crowd.)



## Chute for Sale

Jim & Melody Yetter have a calf size chute for sale. (below) Jim said he has worked calves up to about 600#'s. Works great for dehorning and castrating. He said it fits in the back of his pick up and he has a tool box in his truck box. The chute is roughly five feet long and two feet wide. He's asking \$400 which is negotiable. You can contact Jim at 715-213-2000.





# **TRACTOR CENTRAL<sup>®</sup>**

## **JOHN DEERE**

Arcadia	608-323-3363
Cameron	715-234-4240
Chippewa Falls	715-723-8400
Durand	715-672-8915
Granton	715-238-7186
Menomonie	715-235-4203
Mondovi	715-926-3891
Sheldon	715-452-5195
Westby	608-634-3141
West Salem	608-786-1360

Arcadia • Hwy 93 • 608-323-3363  
Cameron • Hwy SS N • 715-234-4240  
Chippewa Falls • Jct. US 53/Hwy S • 715-723-8400  
Durand • Hwy 10 & 25 • 715-672-8915  
Granton • US Hwy 10 • 715-238-7186

Menomonie • Hwy 25 North • 715-235-4203  
Mondovi • Hwy 10 & 37 • 715-926-3891  
Sheldon • Main Street • 715-452-5195  
West Salem • CTH C • 608-786-1360  
Westby • US Hwy 14 • 608-634-3141

# GNTLA Member Questionnaire

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As we have done in the past we have had a request to do a short survey with our GNTLA members. If everyone would fill this survey out for their operation it would help give the GNTLA board an idea on how our association can better help our membership. We thank you in advance for your help. Please send completed surveys to Winston Nelson or bring them along to the March 29<sup>th</sup> meeting.

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1. How many total cows on your operation do you normally calve out throughout the year? \_\_\_\_\_
  2. How many of these are Registered Texas Longhorns? \_\_\_\_\_
  3. How many are these are commercial Texas Longhorns? \_\_\_\_\_
  4. How many of these are crossbred Texas Longhorns? \_\_\_\_\_
  5. How many of these are beef breeds other than Texas Longhorns? \_\_\_\_\_
  6. What are the other breeds on your farm? \_\_\_\_\_
  7. Any other comments or thoughts: \_\_\_\_\_
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8. How do you market your product (cattle, beef, etc.) ? Breeding stock \_\_\_\_\_  
(Mark all that apply) Lean beef \_\_\_\_\_  
Commercial cross breeding \_\_\_\_\_  
Local sales barn \_\_\_\_\_  
Recreational / Ropers \_\_\_\_\_  
Other (explain): \_\_\_\_\_
- 

9. Do you advertise? Yes / No
10. Estimated yearly cost of advertising? \_\_\_\_\_
11. How do you advertise? Local news papers \_\_\_\_\_  
Farm papers \_\_\_\_\_  
Ranch website \_\_\_\_\_  
Other internet sites \_\_\_\_\_  
Other (explain): \_\_\_\_\_
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Additional thoughts or comments on the Texas Longhorn breed in general: \_\_\_\_\_

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Send completed surveys to : Winston Nelson  
N9351 280<sup>th</sup> St.  
Boyceville, WI 54725