

# STLA NEWS

THE NEWSLETTER OF THE SOUTH TEXAS LONGHORN ASSOCIATION

## Rockdale Three-Day Venture is a First for the Texas Show Scene

Combine a beautiful small-town park setting; blend in the expertise and energy of three TLBAA affiliates working together; add three days of enthusiastic showmanship and competition; then stir this all together with some outstanding support from the host community and you have the recipe for baking up a really great Texas Longhorn show.

But as all good chefs know, a first time recipe sometimes needs a few little additions and adjustments to make the finished product come out "just perfect." And each new batch will yield better and better results.

The first-annual, three-day Rockdale Show, held on April 7, 8, and 9th, and sponsored by the STLA, the Heart of Texas Longhorn Association (HOTLA), and the Ark-La-Tex Longhorn Association, set a new precedent on the Texas show scene. This was the first show in Texas where exhibitors could travel to one location and be able to enter and earn wins and points in *three separate* shows — and do it all in one weekend. While the concept is not exactly new, having a Texas 3-day show has been the brain-child of STLA President and Show Chair, Christy Randolph, and adds up to a big savings of time, dollars, and energy for youth, and open exhibitors alike, who are working towards an appearance at the World Show in June and gathering Hall of Fame points along the way.

Three-day shows have been held in other states with a wide range of success stories and horrendous headaches. Some events



### **As the Rockdale school kids chanted "Longhorns!, Longhorns!"...**

STLA Non-Haltered Show Judge Warren Mayberry, of Austin, whipped up some big excitement with the crowd when he climbed up on well-known College Station riding steer, "Ol' Sarge" and gave a little Gig'Em during the Friday morning opening ceremonies attended by over 285 first and second graders from the Rockdale elementary schools. The big-horned, Texas Longhorn steer, who makes special appearances throughout the state, is owned by Texas A&M Professor, Kenn Harding (at left) who also served as one of the Rockdale Show organizers. (Photo courtesy Kenn Harding and Tammy Tiner)

have been scaled back to a two-day schedule; others continue with the original idea.

TLBAA's Director of Events and Registrations, Larry Barker, notes, "The phones were ringing off the hook at the Fort Worth office during the weeks before the show with people calling in to get extra info about the Rockdale Show. [This event] was run by seasoned show people who knew what they were doing... and this expertise carried through the entire three days."

The Rockdale Show offered a Youth Haltered Show, an Open Haltered Show, and a Non-Haltered Show on each day—Friday through Sunday—making for a total of nine shows in less than 72 hours. And this venue seemed to have appealed to a great number of exhibitors. Kenn Harding, President of

HOTLA, observed, "The fact that a majority of the 'large' show strings made this show suggests that a triple show in Texas is attractive. In addition, ... we had some first-time exhibitors [come in] because of the show's central location."

STLA started off the events on Friday morning with an opening ceremony and a Non-Haltered Show which was attended by almost 300 first and second graders from the Rockdale elementary schools. Many of the youngsters had never seen a real Texas Longhorn before, much less seen one up close in the arena, and excitement ran high as the various animals entered the show ring for the "freedom" show. The Open Haltered

(story continues on page 6; more photos on page 2)



**Scenes from the Rockdale Show Weekend on April 7-9th**  
 (1) Rockdale Show organizers earn blue ribbons all around for a job well done! (l to r) Bobbye DuBose of the Ark-La-Tex Longhorn Association, STLA President Christy Randolph, and Tammy Tiner, Show Chair of the Heart of Texas Longhorn Association, celebrate the outstanding three-day show event; (2) TLBAA representatives, Pam Dodson and Larry Barker, keep tabs on winners and announce some of the shows; (3) One of the most memorable events of the weekend was the visit of almost 300 elementary school children to see the Longhorn Show on Friday morning; (4) STLA Judge, Anita Wappler, of Austin, announces her decisions on a class of heifers during the Friday night STLA Youth Show; and (5) the beautiful green grass and large shade trees at the Fair Park Arena grounds in Rockdale made a comfortable backdrop for over 150 head of Texas Longhorns housed there during the big, three-day, three-show event. (Photo 5 courtesy of *The Rockdale Reporter*)

# President's Letter

**Dear Members:**

**This will be my final letter to you as the President of STLA. It has been my privilege to serve.**

**I want to thank all of you who tirelessly volunteered when asked and those of you who always supported STLA with your time. Any organization is only as good as the folks willing to put forth the extra time and effort to make things happen. STLA has a great group and will find continued success wherever the road leads you.**

**Thank you for allowing me to be your President. Good luck to each of you and we'll see you down the road.**

**2**  
**Thanks,**  
**Christy Randolph**

You're Invited to the

2006  
STLA  
Spring  
Field Day  
and Annual  
General  
Meeting

Saturday, May 27, 2006

Hosted by

The CR 446 Ranch

Lonnie Shan and Raymond Cruthis  
7303 CR 446, Thorndale, Texas

*Events of the Day*

- 9:00 am Arrive at CR446 Ranch / Meet & Greet
- 9:30 am Presentation by Texas Animal Health Comm. representative to provide an update on the National Animal Identification System
- 11:00 am Ranch Tour at CR446 led by Lonnie and Ray / STLA Silent Auction Opens
- 11:45 am Lunch Served
- 12:30 pm Annual General Meeting and Board Elections
- 2:00 pm break
- 2:30 pm *"Excellent Adventures in A. I."*  
A Panel Discussion on Artificial Insemination featuring first-hand information about palpations, CIDR's, heat watch, and other aspects of AI work from breeders who utilize this on a regular basis.
- 3:45 pm Auction closes / High bidders announced
- 4:30 pm Travel to Westwinds Ranch (10 mins. away)
- 4:45 pm Ranch Tour at Westwinds Ranch
- 5:30 pm Social Time

A Buffet of  
Smoked Brisket, Chicken & Sausage  
will be served at the noon meal

Please bring a salad, side dish, breads, or  
a dessert to share with everyone

*Iced Tea, Water, and Coffee will also be provided*

Please bring your own  
favorite beverages for the day  
and lawn chairs for seating

A Silent Auction of Longhorn Items  
will start after the morning presentation.  
Please bring a special item to donate  
to the Auction.  
All proceeds go to STLA.

Please RSVP by May 20th

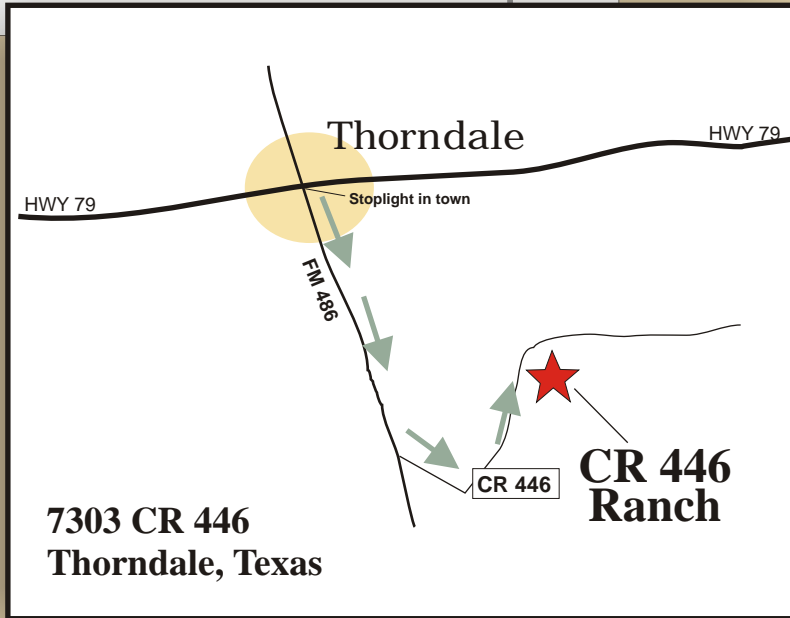
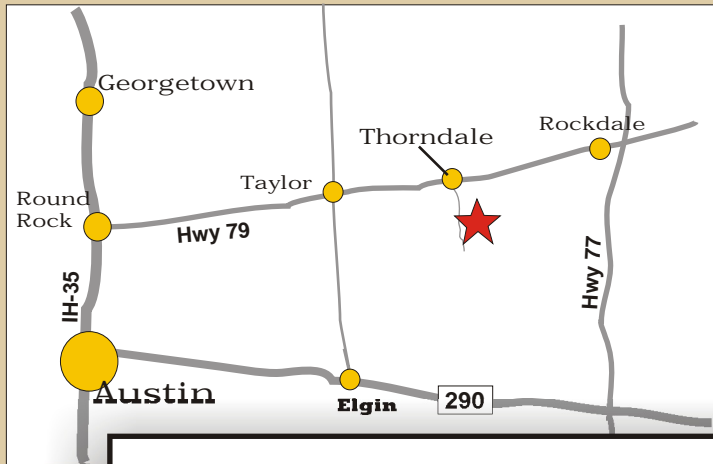
to Lonnie Shan and Ray Cruthis

Phone: 512 /269-9037

or by e-mail to: [cr446ranch@aol.com](mailto:cr446ranch@aol.com)

SEE LOCATION MAP ON THE NEXT PAGE >>

*Enjoy a  
Fun-Filled Day of  
Longhorn Looking  
and Longhorn Learning*



2006  
**STLA**  
Spring  
Field Day  
and Annual  
General  
Meeting

Saturday, May 27, 2006

## STLA Austin Show on March 17-18th features the "Longhorn Celebrities Round-Up"

*Photo by Daniel Harabis*

STLA's 2006 Longhorn Show at the Star of Texas Fair and Rodeo, held on March 17-18 in Austin, came complete this year with some special Kodak moments during the newly developed "Longhorn Celebrities Round-up." This opening ceremony and special presentation served as a prelude to the Non-Haltered Trophy Steers Show on Friday evening of the show schedule.

No where else but Austin could you expect to find a gathering of some of the biggest and best-looking Texas Longhorn trophy steers around today which included WOW KCC, Buckeroo, Oreo, Lucky Bucks KCC, and the youngster, Wyatt Earp all in one arena.

Along with that, one of the best

know Longhorn celebrities in the country, the University of Texas Mascot, BEVO XIV, made a special guest appearance while his owner, John T. Baker, talked to the audience about the history and training of the young steer that became the new BEVO.

Watch for the "Longhorn Celebrities Round-Up" to continue next year at one of the STLA shows in Central Texas. For Longhorn breeders and other ranching enthusiasts, this is a chance to see some great steers and celebrate these icons of Texas history. If you have fancy steers in your pasture that you might like to show off, contact one of the STLA Board members and get your "big horns" included in the next Round-up!



## CATTLE CLASSIFIEDS

**Texas Two Steapp Longhorn Ranch** - Dr. Clyde & JaLayne Steapp, Schulenburg, Texas. We are now boot scootin' with Longhorns and really enjoying our new dance. Working on breeding quality longhorns with great genetics and conformation. We have Cows, Heifers, Calves and Bulls for sale. Visitors always welcome. Please visit our new web site at [www.texas2steapplonghorns.com](http://www.texas2steapplonghorns.com).

**Quail Ridge Ranch - Burnet, Texas.** Tom and Mary Beth Peoples. Come see our fall calves and Spring 2006 calves sired by QR It's A Lonely Knight and other top sires. Visit us at the ranch or at [www.peoplestx.com](http://www.peoplestx.com). Phone: (512) 756-2999.

**Whether you need show or pasture cattle;** we have cattle for sale at all times. Also, we are partners in the Millennium Futurity, so anything you purchase is eligible for the Futurity. Stop by anytime for a visit. Lonesome Pines Ranch; John & Christy Randolph; (713) 703-8458.

**Hitching Post Ranch** - Herd Sires *Romeo Robert* (4K Daytona/Ginger Bred) and our latest addition, *DH After Shock* (Impact's Rear Admiral x Delta Melinda). See our new website [www.hitchingpostranch.com](http://www.hitchingpostranch.com). We will be adding cattle for sale soon. Jody, Tonya, & Patrick Beck, Cedar Creek (512) 321-0312; [beckslonghorns@aol.com](mailto:beckslonghorns@aol.com).

**Star Creek Ranch** - Where it's fun to own Texas Longhorns and fun to be one too! Raising the kind you'll want in your pasture. AI services offered. Visit our website at [www.starcreeklonghorns.com](http://www.starcreeklonghorns.com) or call at (979) 272-3600. A Millennium Futurity Partner.

**Heartland Ranch Longhorns** - Robert & Polly Housewright, Harwood, Texas. Call (830) 540-3678 or e-mail us at [robbol@gvtc.com](mailto:robbol@gvtc.com).

**Double J Longhorn Ranch** - *Breeding Quality Texas Longhorns*. Introducing our new herd sire, Super Hero. Come take a look at [www.doublejlonghorns.com](http://www.doublejlonghorns.com) or e-mail us at: [info@doublejlonghorns.com](mailto:info@doublejlonghorns.com)

**The Struthoff Ranch** - *Breeding Quality Texas Longhorns* JK Sterling 262 and Dixie Goer calves for sale. Great show animals with multi-colors and horns. Herd sire prospects for sale. 9660 FM 1863, #1, San Antonio, Texas; Ranch (830) 980-3250, (830) 980-9523 fax; e-mail: [LWStruthoff@aol.com](mailto:LWStruthoff@aol.com) or visit us at [www.struthoff-ranch.com](http://www.struthoff-ranch.com).

**Double R Cattle Company** - Longhorns for sale at all times. Come see our new calves out of High Center, a Highway Man son. Also have three breeding-age bulls available. Visit us at [www.doublercattlecompany.com](http://www.doublercattlecompany.com). Owners Rick Middagh and Randy & Eileen Shuette. Call (956) 358-1708.

**Longbranch Longhorns.** Cattle for sale at all times. Top lineage, docile longhorns that have it all! Color, conformation, and some of the longest horns in central Texas. Jimmy & Joann Muse. (512) 253-6722 or [longbranch@ev1.net](mailto:longbranch@ev1.net).

**JbarB Longhorn Ranch** - Jim and Barbara Homer. *Our Gentle Giants Are "User Friendly."* Heifers and bull calves for sale, out of Leprechaun or Abraham sons. We have two young bulls, W 04 Roundup, a Roundup /Tabasco grandson, and Blackjack, solid black out of Country Leprechaun; both with great horns. You can reach us at: (512) 858-7246 (Ranch); or (512) 585-1618 ( Mobile); or e-mail to [jbarblonghorns@aol.com](mailto:jbarblonghorns@aol.com).

**Lucy Creek Ranch**, Lampasas, Texas. *Look for the AWB brand* - Recognized quality, award- winning Longhorn program. *Bill and Anita Wappler* - 22 years in the breed...promoting color, horn, top conformation, and performance. Check us out at [www.lucycreekranch.com](http://www.lucycreekranch.com) See *Maximilian* our exciting '04 prospect & others! *Cattle for Sale* [awappler@austin.rr.com](mailto:awappler@austin.rr.com). 512-345-3280. Come see us!

**Box Z Ranch** - *now located between Luling and Lockhart.* Lots of color to go with horn, conformation, and pedigree. Schedule a ranch tour soon to view our four herd sires and their offspring. Steven Zunker & Louis Christa, 1506 Harwood Rd., Luling, Tx 78648 Ranch mobile: 210-827-3940 or visit us at [www.boxzranch.com](http://www.boxzranch.com).

**C&W Ranch.** Wes & Carol Chancey, Lampasas, Texas. The 2005 calves will be our last by Liberator's Leprechaun. We have several excellent herd sire and show-quality bull calves available. A couple of the flashy bull calves would make excellent trophy/show steers. Watch our nursery grow through our website! Call (512) 556-8186; or visit our website at [www.cwlonghorns.com](http://www.cwlonghorns.com). Our e-mail is [cwlonghorns@ltex.com](mailto:cwlonghorns@ltex.com).

**Cedar Creek Cattle Company** has quality Longhorns for sale at all times. Visit our website for more details at [www.c4longhorns.com](http://www.c4longhorns.com) or call (512) 398-9340.

**Kimble Cattle Company**, Karnes City, Texas. First Offering: 62" Overwhelmer Jack semen; the sire of WOW. For color, horn and conformation. Cattle for sale at all times. Call (830) 780-3151.

**JC Longhorns**, Victoria, Texas: Very splashy black and white heifer for sale. Show quality. Check her out at [www.jctxlonghorns.com](http://www.jctxlonghorns.com). Junior herd sire (High Center x CC Backstreet Affair) and other longhorns for sale as well. Call (361) 648- 6249 or e-mail [charabis@hotmail.com](mailto:charabis@hotmail.com)

**Astera Meadows Ranch**- Colorful yearling heifers available. 2006 heifers and steers sired by Texas Tuff and Tomcat available at weaning. Select two- and three-year-old bred cows also available, many bred to Tomcat and Double Eagle. Our HD Leading Edge son is back on the market; he has lots of color and horn! Call Wilton Wilton (512) 560-1263 or visit us at [www.asterameadows.com](http://www.asterameadows.com)

**ASOCL - A Splash of Color Longhorns** Kay & Ted Roush - Millennium Futurity Partners. Cattle for all occasions: show, breeding stock, or yard art. Offering progeny of EOT Outback Hot Shot, ASOCL Unstopabull Chex, and ASOCL Remarkabull Tommie. Visitors always welcome and nationwide delivery is available. Call 775-655-2405 or visit us at [www.asocl.com](http://www.asocl.com).

**Lemley Longhorn Ranch** - Joel & Shirley Lemley, Blackwell, Texas. Home of Tri 7 Southern Emperor. Phone (325) 282-4006 or e-mail to [sdl@camalott.com](mailto:sdl@camalott.com).

**Double M M Ranch** - Victoria, Texas. Need a trophy steer for the front pasture? Orange & white in color; horns 51" ttt and 75.75" total. Check him out and other cattle for sale on our new website at [www.doublemmranch.com](http://www.doublemmranch.com). For more information call (361) 648-6249 or e-mail [charabis@hotmail.com](mailto:charabis@hotmail.com).

**Rocking "O" Ranch**, featuring heifers and bulls from Brawl (Overwhelmer x India) and Blue Jacket (Abraham X Hello Dolly), the 1999 TLBT National Grand Champion. Blue Jacket is for lease (\$100 per month) or sale (\$2,500). Located 20 miles south of Austin. Call for a photo price list or ranch visit. Curtis Ohlendorf, (512) 327-5766; e-mail: [c.ohlendorf@mail.utexas.edu](mailto:c.ohlendorf@mail.utexas.edu).

**JC Texas Longhorn Ranch**, Joe Wissel, San Marcos - Cattle for sale. Visit us at [jctexaslonghorns.com](http://jctexaslonghorns.com). E-mail to [joe@jctexaslonghorns.com](mailto:joe@jctexaslonghorns.com) or 281-723-7210.

**Pearl Longhorn Ranch - Long Horns, Deep Bodies, and Proud Pedigrees!** Allen & Suzanne Perry. Got black & white? See the offspring of our outstanding herd sire, *CC Blue Warrior*. And check out our new junior herd sire, *CC PeaceKeeper* - an up-and-coming Phenomenon son! Visit us at [www.pearl-longhorn-ranch.com](http://www.pearl-longhorn-ranch.com) for more info. (512) 263-5313 (ranch office) or (512) 970-3793 (mobile).

**Krazy K Longhorns** - *"Krazy about our Longhorns ... Serious about the Breed."* Straight Butler and blended genetics. Herd sires, Shakota Chex (Coach), Cadillac Chex, straight Butler (VJ Tommie), Southern Justice KKL (GF Southbrooke), and Whizzbang KKL (585 Overwhelming Toro). Visit us at [www.krazyklonghorns.com](http://www.krazyklonghorns.com). Theo & Gail Kocian, Hallettsville, Texas; phone (361) 798-6774, or e-mail to: [kklonghorns@aol.com](mailto:kklonghorns@aol.com).



STLA Co-op Ad  
Will Run Again!

If you didn't get in on the last big ad or want to take part in this great advertisement again, the full-color STLA Co-op Ad will run in the August 2006 issue of the *Trails* magazine. Take advantage of this special cooperative advertising feature and reserve your space now. The cost is \$200 for each ranch ad. Previous advertisers may re-up using their earlier advertisement(s) and change out photos if needed. Deadline for booking your space and payment is June 15, 2006. All ad information and photos will be due by June 20<sup>th</sup>.

Contact Steven Zunker ([boxzranch@msn.com](mailto:boxzranch@msn.com) or call 210/827-3940) for additional information or to book your space. Ad reservation forms will also be available at the Field Day & Annual General Meeting on May 27<sup>th</sup>. Sign up early... 'cause these spaces go fast!

# Rockdale is a First

*Continued from page 2*

Show was conducted during the afternoon and the Youth Show was held Friday evening. The other two sponsoring affiliates conducted a similar schedule of shows on Saturday, as well as on Sunday. A major undertaking for all involved.

A successful Silent Auction was also held during Friday and Saturday and helped raise revenue for the event. Exhibitors and show-goers were able to bid on some great Longhorn items. People from the Rockdale community and visitors from nearby areas had the opportunity to stop by the Fair Grounds over the weekend and learn more about Texas Longhorns. They were also able to meet many of the ranchers and breeders who were exhibiting cattle at the shows.

Support from the Rockdale community was strong throughout the planning and implementation of the event. Various businesses and individuals in Rockdale purchased over 30 sponsorships to help cover costs for programs and show awards. The Fair Park Arena Association provided a well-maintained and clean facility and a nice concession stand that kept tasty food, snacks, and drinks available during the shows. Hotels, motels, and local restaurants did a brisk business with over 65 exhibitors and their families in town for the three days.

"I am so proud to have been a part of the first Longhorn Show in Rockdale. I was amazed at the organization of everyone involved," says Michelle Morgan of the Texas Farm Bureau office in Rockdale. She coordinated with show organizers to gather support and involvement from citizens in and around the area. "Rockdale opened their arms to this new event in town and the success was overwhelming. The Longhorn participants are really amazing people.... I think everyone involved here would love to see this become an annual event in Rockdale!"

"I think we all need to remember that this show involved a number of "firsts," remarks Kenn Harding, "It was the *first time* any of us had taken cattle to the Rockdale



The Opening Ceremony during the STLA-sponsored Austin Show on Friday, March 17th.

Steer riders, Craig Davies on Oreo (left) and Bob Dube on Bukeroo (right) during the National Anthem and presentation of the colors.

Photo by Daniel Harabis

facility. It was the *first time* any of us had organized a three-affiliate, three-day show. It was also the *first time* many exhibitors had been at a three-show weekend.... We went into this event without any guarantee that we would have a viable number of entries. Therefore, some of the decisions that were made were based on the side of caution. I think some of our problems came from an inability to foresee how some of our decisions would play out until the event actually happened."

"Too much work and responsibility was left on too few people this time around... more volunteering is in order in the future," indicates Barbara Shepherd who was instrumental in organizing the show in Rockdale.

"Everyone who exhibited during these shows came away feeling it was a big success," notes Christy Randolph. "We have various internal problems and

many staffing problems to work out, but I know that can be accomplished."

The Rockdale Show has proved itself to be a viable event for the three affiliates involved this year and has made a good profit. Organizers will certainly need to take a hard look at the things that worked – and some of the things that didn't work. The ingredients may be adjusted slightly and the recipe will certainly have to be refined each time to bring out the best.

"Firsts" always make the most significant memories in life and work. Those experiences give us the opportunity to learn and build for the future. Hopefully, the tremendous hard work and energy that went into the making of the *first* Rockdale Show will help forge it into a top event for STLA and create a great recipe for success to be used for many years to come.



South Texas Longhorn Association

c/o Suzanne Perry | 1004 Lisa Drive | Austin, Texas 78733

Visit the STLA website at [www.stla.org](http://www.stla.org)

Mailing label here