



The Roughstock Gazette



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Welcome Back

By Philip Leimbach

Well we're back. Hope you're ready for this!

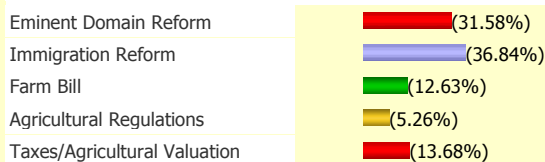
So what do you think the biggest issues in agriculture? Well the Texas Farm Bureau ran a poll, and their response came back as:

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Thanks for taking this poll

What will be Texas agriculture's top issue for 2008?



So what do you think will be the biggest issues in the rodeo stock breeding

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Cattle Shipped to Nebraska Under Trichomoniasis Testing Order.

By NDA

LINCOLN - The Nebraska Department of Agriculture (NDA) today issued an import order to help protect the health of Nebraska's livestock as a result of Trichomoniasis infections in surrounding states. The order will take effect on Tuesday, January 1, 2008.

Trichomoniasis is a venereal disease of cattle that is known to cause infertility, open cows, and occasional abortions in cows and heifers.

"The health of the livestock in our state is of utmost concern to the Nebraska Department of Agriculture," said NDA Director Greg Ibach. "Trichomoniasis is a disease of concern to Nebraska's beef and dairy producers; therefore, it is extremely important to have regulations in place to help safeguard our animals, as well as our livestock production industry."

"The Health of the livestock in our state is of the utmost concern"

Please see *Trichomoniasis* on page 3

It's all part of the game

By Pollie Williams

Marketing, it is all just part of the game. When you look around it's important to look at people who have been successful in your business. For 2007 the New Mexico Department of Agriculture voted the New Mexico Pecan Company its top marketing company. Read the official release below:

"New Mexico Pecan Company of Mesilla, New Mexico, is being honored as Marketer of the Year for 2007 by New Mexico Department of Agriculture (NMDA).

"Demonstrate creative and innovative marketing."

New Mexico Pecan Company began operations in 1990 as an extension of Frank Salopek Farms to market shelled and flavored pecans from a retail perspective. The sales of the value-added pecans created new opportunities for New Mexico Pecan Company to expand their marketing objectives by attending trade shows both domestically and internationally. It was at these trade shows, meeting with foreign buyers, where New Mexico Pecan Company developed an innovative approach to sell in-shell pecans to the Chinese market. After lengthy negotiations with several Chinese companies, New Mexico Pecan Company sold their entire production to China, making this the largest documented sale of New Mexico pecans to China. The success of this initial sale opened the door for other New Mexico producers to explore this exciting market with confidence and long-term commitments.

"The Marketer of the Year recipients must demonstrate creative and innovative marketing with success in the market place. New Mexico Pecan Company has established national recognition for shelled and flavored pecans and expanded its market share throughout the region," says I. Miley Gonzalez, New Mexico secretary of agriculture."

So what does this have to do with rodeo? Well do you want to make money at it or just piddle at the sport? How many people with talent and ability who tried to travel never made the big show because they ran out of money? How many who were slightly above average made enough to keep going because their sponsors helped them out just enough? Trust me if you talk to some of the greatest to ride they'll have stories about the guys who were very good and they still don't know why they never got that Gold Buckle!

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programs for 2008? I came up with a few that I think will come to the forefront?

- a. Animal Registry – Is there a registry for bucking horses on the horizon? How about another bovine registry? I think there is more on the horizon.
- b. Sales – Many people are scared the market might bottom out. Is that going to be the case or is it just correcting itself, or is it going to grow?
- c. Drugs – Yes it's sad when people have to put a policing program in because of people drugging their animals. Is this a real problem or?
- d. Futurities – there are lots of associations growing. Will this continue, will the open events make a strong return?

Like I said there are numerous issues facing the bucking stock industry, but which one will take center stage?



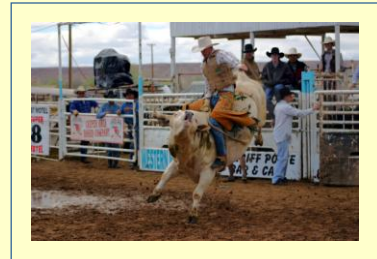
Picking up cowboys, cowboy style.

Computer Stuff 101

By Philip Leimbach

Well like most of you I don't make a living doing what I love. Sure I like it but sure don't love it! For those who do not know I'm a Computer Consultant by trade. Yep I'm one of them geeks with lots of initials behind my name with out a college education. So from time to time I'll throw something in here to help you with your computer issues.

Does your computer seem to get slower over time? Well this does happen, truly. So how do you fix it? First, make sure you have a current virus scanner and that you run it regularly. Then make sure your running an Adware and a Spyware blocker. These will help keep extra "junk" off of your system! Now this isn't all you need to do. Next you need to search some files out and delete them, so find all files that end in .tmp or .temp and delete them. Next go to you're my computer and right click on your hard drive and select properties. On the first screen choose Disk Cleanup, it will be on the bottom third of your screen on the right. After all of this now you need to "DEFRAG" your system! Whew, this has taken a while huh? Yep, it is not a fast and easy thing to do. What has happened is you got to much junk on your system and it's bogged you down. This is cleaning it up which means speeding it up! Have fun and I hope this speeds it up for now ;).



Action from the Casper Baca Roughstock Series.

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The import order is in addition to the current Nebraska Animal Importation Act and includes important importation requirements for beef and dairy animals before being imported into Nebraska. Individuals that are planning to import cattle into the state should contact the NDA, Bureau of Animal Industry (BAI) at 800-572-2437 for more information.

The complete import order can be found on the NDA website at www.agr.ne.gov, under Animal Health .

C-T Rodeo Company

The 35th Annual Mid-Winter Championship Bull Riding
January 31st thru February 2nd, 2008

1-806-794-2317

Or

www.c-trodeo.com

"What will be the major issues facing the bucking stock industry in 2008?"

The Game from page 2

Ok, ok so your half sold on the idea of marketing yourself, your breeding program or your event, but now what?

- 1) Simple, do a little studying! Go out and see who's being successful ask them questions, see what's working. Then check out the things you don't think you'd do and try to figure out why their doing whatever it is like that? Sometimes things seem silly, stupid or just plain wrong but that doesn't mean it is.
- 2) Next go out and develop a plan to be successful, ya ever gotten in a car driven someplace you've never been before and did it all on time without a map or asking questions?
- 3) Next get confidence in yourself, when you present yourself and your plan to others you need to have confidence that you're selling a million dollar package! Heck when it comes to selling yourself you'd better get use to it because that's what the fans and sponsors want! Yes you will sometimes feel like that stereotypical used car salesman, guess what you are! Now get out their and talk to EVERYONE about sponsoring you. Don't think anyone is too small or too big, too local or too unrodeo. Money is money and advertising is advertising. Let's take a look at the recent sale of the PBR to Spire Capital. Where in the world do you think Spire Capital would have gotten the idea to buy the PBR? Is it a western company, maybe western New York City!
- 4) Now when you go to ask for the sponsorships, partnerships or any other ships, take care to how you approach them.

- a. Are your clothes cleaned and pressed?
- b. Are you in appropriate rodeo attire?
- c. Hat cleaned? Boots Shined?
 - d. Do you have your plan neatly typed and double checked for spelling errors, do you show them in the plan how they will benefit from handing you a check or two?
 - e. Do you have your sales pitched practiced? Just like riding a bull, practice makes perfect!

So sure there is a lot to this marketing gag, but there are lots of benefits to it if you'll spend the time!



Maverick Rodeo Company

Tulia, TX 79088

1-806-668-4458

www.maverickrodeo.com



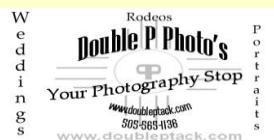
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