



# FARM & RANCH CLUB FLASH

Volume 12, Issue 2

May 2006

## PRESIDENT'S PEN

Hugh Ross

This past month finds our membership at one of the busiest times of the year. Not only did we install our new Officers and Board members, but also completed two of our main club projects, the Junior Livestock Show Gala and The Pizza Ranch projects.

The Junior Livestock Show Gala committee is composed of Chairman Paul Burrough and committee members Breinn Richter, Pam Wright, Sue Ann Claudon, Robbie Robertson, Marty McKenzie, Nan Fidler, Shanna Weaver & Darla Reynolds. In addition to a great social event, we made enough money to award \$3,000 in scholarships to three outstanding local 4-H and FFA club members.

Then a few weeks later, under the direction of Robbie Robertson and committee members Breinn Runnels, Pam Wright, Bob Thomas, Ken Johnson, Joan Gillespie and R.L. Feldt, the Pizza Ranch allowed students from Fort Worth the opportunity to learn the ins and outs of their food chain. Other groups we worked with include the Tarrant County Extension Service, The Master Gardeners and Dominos Pizza Co.

Both of these events would not have been successful without the detailed participation of our Fort Worth Farm & Ranch members. Thank all of you for a job well done!

*Hugh Ross*



2006-2007 Newly installed officers:

Vice President Breinn Richter, President Hugh Ross and Secretary Shanna Weaver

## MAY MEETING:

Breinn Richter

Tuesday, May 23<sup>rd</sup>, 2006

12 Noon

TSCRA Brand Room

1301 West 7<sup>th</sup> Street, Fort Worth

Fried Catfish - \$10.00

## Speaker – Leah Harrell, Southwestern Field Representative, Cotton Board

Based in Fort Worth, TX, Leah Harrell represents the Cotton Board in the Southwestern states of Texas, Oklahoma and Kansas. Leah provides a direct link to the Cotton Research and Promotion Program, and is responsible for distributing information and materials, maintaining contacts and giving presentations about Cotton Research and Promotion activities.

## CLUB NOTES:

### DID YOU KNOW?

Twenty-nine cuts of beef are now considered lean by USDA standards. On average, lean beef has about one more gram of saturated fat than a skinless chicken breast. In addition, lean beef has nearly three times more iron, zinc and eight times more vitamin B-12 than a skinless chicken breast.

For more truths, visit

[www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com)





# FARM & RANCH CLUB MEETING MINUTES

Texas & Southwestern Cattle Raisers Museum, Brand Room

April 25, 2006

---

32 MEMBERS AND GUESTS

**CALL TO ORDER:** President Hugh Ross

**INVOCATION:** Bill Ward

**WELCOME AND RECOGNITIONS:** Jared Harrell, Albert Ross

**REPORTS AND ANNOUNCEMENTS:**

Paul Burrough reported that the TCJLA Scholarship Fund Gala was a huge success! The steaks were terrific and everyone had a great time. Approximately \$10,000 was raised for scholarships.

Robbie Robertson reported on the Pizza Ranch to be held May 3-4. The more volunteers for this project the better! They expect to see over 5,000 3<sup>rd</sup> and 4<sup>th</sup> graders.

New club president Hugh Ross presented immediate past president Nan Wardlaw Fidler with a plaque, in appreciation for her work and dedication to the club for the past year.

Treasurer's Report given by Rosalind Sullivan reported an ending balance of \$8,092.93

Minutes from the previous meeting will be distributed by email.

Motion made by Pam Wright to insert Shanna Weaver as the new club secretary due to Brian Vasseur moving. Second by Nan Wardlaw Fidler. Motion carried.

**PROGRAM:**

Erin Worrell, Manager, Beef Information and Outreach for the Texas Beef Council gave us an overview of the challenges the TBC faces and the direction of the advertising campaigns leading into the summertime season – after all, summer is grilling season! There will be a larger supply of red meat (as well as poultry) this summer due to export situations. TBC plans to increase both Hispanic and general market promotions several different ways including in-store promotions and demonstrations, regional radio commercials as well as website online promotions. By “blanketing” the state with beef messages and promotions to consumers as well as the food service industry and retailers – they hope to reinforce the idea of building enjoyment into eating beef. Erin provided copies of the different magazine ads and played previews of the clever radio commercials that we can expect to hear this summer. As spokesperson Sam Elliott reminds us....  
Beef! It's what's for dinner!

**DOOR PRIZES:**

Guest Drawing –Jared Harrell, Free Lunch

Member Drawing – Patrick Murray and Ellen Humphries – ball caps donated by TBC, Nan Fidler - utility lighter also donated by TBC. A.J. Fidler – chef-style scissors, W.R. Watt, Jr. – lock back knife, Pam Wright - swiss army knife and Robbie Robertson – book, titled Instant Guide to Birds, all donated by Albert Ross.

**ADJOURNED:** Hugh Ross adjourned our meeting at 1:00PM

---