

---

## CNPHA NEWSLETTER

---

Greetings everybody and Happy Holidays to you and your loved ones. We bring this year to a close on a real upper, having just put the lid on our 24<sup>th</sup> Annual Hereford Classic Sale in Plymouth.

While we were somewhat cautious approaching this event, given the uncertain economic times, we are thrilled to tell you it was a *big success*. We'll give you the blow by blow later in this Newsletter. First, however, we do have some other big news to report.

Jackie Davis, who has served for the past twelve years as President of CNPHA, has announced he is going to step aside and turn over the reins to a new person. If you will pardon me for exercising some *editorial privilege*, I would like to offer a personal comment about the man who has been my *boss* for all these years.

We always like to say CNPHA operates on an honest, above board, level playing field, treating everybody the same - never playing favorites. Jackie has been fair to everyone and has earned the respect of all of us - especially me. We should thank him for unselfishly donating so much of his time and energy, looking for ways of helping the Hereford breed and the people who raise them. Now a word from Jackie:

Dear Members: As a new chapter in leadership begins to evolve, let me say it has been a pleasure and a privilege having served as your President. CNPHA has a national reputation for innovation and pro-activity. I am proud to have played a role in helping execute those exciting programs. I do plan to remain on the board as a Director and will assist in any way I can.

I would like to extend my thanks to all of you members for your continuing support through the years - in good times and in bad. We could not have succeeded without your loyalty. My family and I

look forward to seeing you in the future and we wish you good luck and good health in 2010.

Jackie.

**UH OH! DUES ARE DUE!**

One peek at the calendar will tell you, it is indeed time for you to pay your dues, please. The good news is your dues have **NOT** been raised in more than a decade.

Despite the skyrocketing cost of postage and printing, etc., those dues have stayed the same, thanks to the generosity of so many of you members in supporting some of our fund raising activities.

General Member dues - for those owning cattle - are still only \$50 a year and \$25 for Associate Members who are friends of the breed and do NOT own cattle. Please send your check to CNPHA, 8500 Rock Springs Road, Penryn, CA, 95663.

**ONE TO BE PROUD OF!**

It is with great pleasure that we offer you this report on our recent Hereford Classic Sale in Plymouth. In one word - *WOW!* It was the best of all worlds - with the sale functioning as it was intended when it was created almost a quarter of a century ago.

First and foremost, members consigned some really excellent cattle. Some say it may have been the best female consignment ever. No matter how you try to manage - advertise - or tweak a sale, the quality of the cattle consigned is the *deal breaker*.

Secondly, another big factor was the fact that we enjoyed true *breeder support* for this sale. It was great, breeders helping breeders - not just kids were snapping up some of the truly fancy females.

When it was said and done (22) heifers averaged

\$1,912 which is about a \$500 increase over last years average. The steer sale went well: (19) steers averaged \$922.

The Champion Sale Heifer was consigned by Perrin Ranch and the Reserve Champion Sale heifer was brought by Alto Herefords. Dale & Jane Bagley, Bagley Cattle Co, snagged both the Champion and Reserve Champion Steer honors.

The high selling heifer was consigned by Bob & Carol Coker, Genoa Livestock. She was purchased by Sandra Stewart, Roseville, CA, for \$4,200. The high-selling show steer was consigned by Gary & Shirley Williams, Arrowbar Ranch. He was purchased by Kelsey Prentice, Lincoln, CA, for \$1,390.

As usual our Hereford "family" of friends seemed to thoroughly enjoy the weekend - and each other! Dennis & Shelley Truelock, along with son Tim Baker & Court Hathaway, were most gracious and put on a terrific dinner for everyone Friday night. The Saturday night dinner, cooked to perfection by Lou Perrin & crew... was a blow out. So many folks turned out for the dinner more tables and chairs had to rounded up to accommodate the over flow crowd!

**Our sincere thanks go to the many, many people who help make the sale and jackpot show fly.** A **HUGE THANKS** also goes to the **buyers** who attended this years sale and took home some very good cattle. We also thank the many kids who entered our Jackpot show. A heart-felt pat on the back also goes to our many **sponsors** who supported our Jr. Jackpot Show and bid on sale catalogue card ads for next years sale.

### **SPECIAL AWARDS PRESENTED**

During our dinner banquet on Saturday evening several breeders were honored for their contributions to the breed. Winning the coveted **"Breeder of the Year"** award Alto Herefords, **Larry & Sue Alto, Arcata, CA.**

The Alto family has been a fixture on the Hereford scene for decades, supporting shows throughout the state, even though they have many miles to travel.

The Alto's have earned a solid reputation for

breeding high quality cattle, and they are a major contributor to our Hereford Classic Sale. They always bring a good one and frequently top the sale. Their kids are a wonderful reflection of their parents, with the entire clan dedicated to breeding *good* Herefords. Also taking home a plaque Saturday night was our out-going Prez, Jackie Davis, thanking him for his many years of outstanding service to CNPHA. A third beautiful plaque - **"Friend of the Breed"** - was presented on Saturday night to CNPHA Director John Pagliaro, and wife Debbie, for his tremendous help with our Honda Sweepstakes fund raiser. John spent much time and effort selling the vast majority of tickets.

During the banquet the winner of the \$500 **"Stu Lambert Memorial Scholarship"** was announced, with Manny Casillas, Penn Valley, winning the award. Congratulations!

### **BIG BUCKS FLOWING - JR. JACKPOT SHOW**

The 12<sup>th</sup> Annual CNPHA Jr. Jackpot Show was a big hit as always, with kids taking home some serious \$\$\$\$. Competition was intense as Jr's. led in some exceptional females. Our judge was Jim Vietheer, Wilton, who had the tough job of picking the winners.

Caitlyn Hartzell, Oakdale, had the biggest payday, pocketing \$840 in prize money. Caitlyn showed the Grand Champion Heifer, plus won the \$200 prize for the 3<sup>rd</sup> High Placing Sale heifer she purchased from Alto Herefords. Right behind her was four year old Addison Macfarlane, Los Molinos. A heifer she purchased in the sale from Perrin Ranch, was picked as High Placing Sale Heifer, garnering her \$500, plus was a Division Champion, bringing in a grand total of \$640.

The next highest payout went to Brayden Spears, Brentwood. He took home \$428, which included The \$300 he won for showing the 2<sup>nd</sup> High Placing Sale Heifer, he purchased from Hacklin Herefords, OR. Not far behind was Jamie Mickelson, Santa Rosa, who showed the Reserve Grand Champion Female, winning \$355. In the "show steer department" Clarissa Castaneda, Lodi, snagged the Grand Champion Steer title, followed by Kallie Goss,

Vinton, who showed the Reserve Grand Champion Steer. Congrat's to All!

### **HONDA SWEEPSTAKES WINNER**

The winner of the Honda ATV was picked during the Jr. Jackpot Show on Sunday and was won by Danny & Beth Casillas, Penn Valley, CA. *We are most grateful to each and everyone of you who bought Honda tickets and helped make the project a whopping success!*

### **NEW CNPHA DIRECTORS ON BOARD**

The votes have been counted and the voters have spoken, following the recent Director district elections. Here's the scoop:

Winning District #1: Steve Lambert; District #3: Karen Perrin; District #5: Sheri Overmier; District #7: Daron Kelton. During our weekend in Plymouth the CNPHA Board of Directors held a meeting to fill the expiring terms of three @ Large board members. The @ Large positions are picked by the board. The winners were:

Shelley Truelock, Chris Bianchi & Barb Detweiler.

The CNPHA Board of Directors will be holding the major organizational meeting of the year on December 19<sup>th</sup>. If you have any questions or concerns you would like discussed please contact Secretary Karen Perrin @ (916) 663-1142 and she'll make sure it is noted.

### **NEW MEMBERSHIP DIRECTORY- SOON!**

Here's a heads up for all you members who are fans of our always informative Membership Directory, listing everyone's phone, address and ranch directions. This invaluable document also provides advertising space for breeders who want to take advantage of this excellent merchandising opportunity to showcase their program. In January you will receive a packet spelling out our economical advertising rates. Stay tuned for more details!

### **DON'T FORGET ABOUT THE DRAW DOWN!**

If you've got your calendar handy, here's a very important date to remember. Our always exciting "Almost Everyone Wins Drawing Party" is set this

year for May 1<sup>st</sup> at the cozy Gold Country Fairgrounds in Auburn. It's a night to remember - with many wonderful prizes, great food and top entertainment.

### **CHANGE OF DATE - CA STATE FAIR**

In a major move to beef up sagging attendance, the head honcho's at the California State Fair have moved fair dates to July 13 to August 1<sup>st</sup>. Jr's and the open show will run July 19-22nd. The change of date is an effort to remove the conflict with many schools who begin classes mid-August while State Fair is underway. **SAY GOODBYE TO A LEGENDARY WOMAN**

In November our Hereford community lost a truly great woman who was totally dedicated to the Hereford breed. ***Barbara Rand Nagel, Happy Valley Ranch, Susanville, CA.*** Barbara, who passed away at age 89, was one of the most interesting, individualistic and generous livestock women you would ever meet.

She was an absolute contradiction in lifestyle. Barbara was born into a well to do family in Chicago and was raised amid the opulence of Beverly Hills. She was a super-talented non-conformist who always set the bar higher by sheer talent. Prime example: while attending UCLA, she not only played on the men's polo team, she was so good at it, she became *Team Captain*.

Her acquaintances were often the rich and famous like Bing Crosby and Walt Disney. In fact, her husband was the famous big-band leader Freddy Nagel. In 1951 they bought a ranch in Susanville, and with three kids in tow, established the Happy Valley Ranch.

This was a scenic, breath-taking ranch, surrounded by towering pine tree forests, over-looking a magnificent, expansive valley floor. Maybe even the perfect setting for a Disney movie. It was, however, anything but *swank*. Despite her wealth, this highly accomplished woman and her family lived in a humble cabin, heated by a wood stove. Even the kitchen floor wasn't level yet on her bathroom shelf sat a bottle of ***Joy Perfume***, at one time the *costliest*

perfume in the world.

But, as you stepped outside the cabin you would encounter some of the most prized cattle and horses to be found anywhere, like the famous Quarter Horse stud King Fritz, and the well-known herd bull California Husker. The cattle pedigrees were dominated by the old Beau Donald bloodlines and her focus was on raising top range bulls for commercial cattlemen.

Barbara never flaunted her wealth and if she had to attend some *uppity* party, she'd pull on her mink coat over her blue jeans. She loved politics and sending friends comical political cartoons. Her favorite pastime, however, was driving around in an old ranch truck spoiling her beloved bulls. She will be missed by her family and those of us lucky enough to have known her.

### **PEOPLE PROFILES**

For this edition of People Profiles we'll get to know a man who spends much of his time working on behalf of all Hereford breeders in the Western states - **AHA FIELD REPRESENTATIVE - MARK HOLT.**

It is an under-statement to say Mark has no easy task. His territory includes some far-flung locales, including Washington, Oregon, Idaho, California, Nevada, Arizona and part of Wyoming. Whew! How he became our AHA "point man" is an interesting story to track.

Mark was born in Port Angeles, Washington and grew up in the town of Sequim. His folks were not involved in agriculture. His dad was a forester and his mom was a librarian. Mark has an older brother, Scott. Scott happened to have a best friend whose folks owned a big farming and cattle operation known as Maple View Farms. In addition to their 300 head of dairy cows and 200 head of commercial cattle, they also had 1,200 acres of farmland in production.

Scott worked at the farm and little brother Mark frequently tagged along. As the years went by, Mark ended up working there on a part-time basis all the way through college. Mark said those years spent at Maple View gave him a well-rounded education on

the in's and out's of the cattle business as well as farm crop production. Mark loved all aspects of the work and knew this would be his career path for life.

Mark graduated from Washington State University where he majored in Animal Science and minored in ag economics. Out of college Mark went to work on a big Angus ranch in Ellensburg, Washington called Venture Farms. While there he managed an 800 head cowherd which included both registered and commercial cattle, plus some 3,000 yearling steers. Mark's first introduction to the world of Hereford cattle was at the Venture operation. Many of the commercial females were black baldies - and he liked them - especially their dispositions.

After five years on the job, working 24/7 every day of the calendar, Mark decided to go back to school and earn a teaching credential. Mark spent two years in the classroom as an ag teacher but ended up getting burned out. He quickly discovered he missed both the cattle and associating with livestock people.

In the spring of 1994 Mark met a pretty young woman named *Staci*. Staci did have an ag background. Her grandfather raised horses and cattle in the Yakima Valley. Her dad was a ranch manager and even spent two years on the payroll at the mammoth Harris Ranch Feed Lot in Coalinga. Mark happened to meet Staci while working at Venture Farms and they were married the following year.

Mark's next career move was to take a job at Genex, the major semen marketing company. While there he broadened his cattle expertise by synchronizing and inseminating huge groups of cattle and conducting A.I. schools. From Genex Mark made one last major career move when he joined the ranks of the AHA in 2002.

His job can be nothing short of grueling. He drives 60,000 miles a year in addition to numerous flights throughout the year. He's on the road 240 days a year and usually spends around 175 nights in a hotel. Mark says it goes in spurts and is a lot like ranching. It depends on whether it's sale season or show season. It goes in cycles. Sometimes it's a 7/day a week job, sometimes not.

In 2004 Staci gave birth to a beautiful little baby girl, **Hailey**, who is the light of Mark's life. According to Mark she's a real *daddy's girl*. By the age of 4 she had her own horse and enjoys riding barrels with her mom.

Mark's favorite part of his job is helping breeders with their genetic decisions and promoting the wonders of the Hereford breed. His least favorite part is selling ads, but that comes with the territory. He is very optimistic about the future demand for the Hereford breed and for Hereford bulls in particular.

The precious time Mark spends at home with his family in Oregon is a great stress reliever from the rigors of constantly being on the road. He and Staci are very thrilled to have recently purchased their own ranch, just over the hill from Baker City. Mark's dream of a lifetime is to own his own commercial cowherd of black baldies and to find a little time to go fishin'!

*The end!*