

December 15, 2011

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## CNPHA NEWSLETTER

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Ho - Ho - Ho - Everybody ~ and a Merry Xmas to all of you. We hope this has been a great year for you and your family, and it has certainly been a great year for CNPHA. We remain one of the strongest and most progressive Hereford breed organizations in the entire country and - best of all - we have legions of wonderful people in our association.

This has also been a great year to be in the cow business, with the commercial market having been on fire most of the year and many, many bull sales posting record setting prices.

With a quick look into the past and word about the future, here's the President - Mr. Tom Weimer:

Dear Members:

I would like to offer my sincere thanks to so many of you who supported our recent *Hereford Honda Sweepstakes*. Because of your generosity and the work of several of our Directors, in particular, that fund raiser was a resounding success.

Also a success was our recent Hereford Classic Sale and Jr. Jackpot Show. We were fortunate, once again, to have a big turnout for those events. Details on that exciting weekend will follow in this Newsletter.

Our other premier events held this past year, including the May Ranch Tour and Dinner with Baxter Black - and our *Hereford Mixer* at State Fair, were stellar events everyone seemed to thoroughly enjoy.

As we enter the new year, please be assured the Board of Directors for CNPHA will be doing everything possible to sponsor exciting events we hope you and your family will enjoy. We thank you for your continuing support and wish you the best in 2012. If I can be of help to you please do not hesitate to contact me (530) 254-6802. Tom Weimer.

### **OH DEAR! DUES ARE DUE!**

Yes, folks, it is true your CNPHA membership dues are due. There is good news, however. The dues for CNPHA have not been raised in far more than a decade.

Dues are still \$50 a year for a General Membership (for those owning cattle). Dues remain at \$25 a year for an Associate Membership for *friends* of the Hereford breed who own no cattle.

Please send your dues payment to CNPHA, 8500 Rock Springs Road, Penryn, CA, 9563. Please know, your loyalty and support is always most appreciated.

### **HEREFORD CLASSIC SALE SOLID!**

The 26<sup>th</sup> Annual CNPHA Hereford Classic Sale will go down in the history books as another successful adventure. It was "shoulder to shoulder" in the sale barn as buyers perused the sale offering.

What an offering it was: dozens of fancy females, several promising herd sire prospects, a powerful set of potent show steers and a couple of embryo packages featuring cutting edge genetics. Apparently the buyers liked what they saw. Here's the scoop: (19) females averaged \$2,174, (2) bulls averaged \$2,725, (7) embryo's brought \$471 each and steers were \$1,297.

The Champion Sale Heifer was consigned by Overmier Cattle, San Andreas. This beautiful yearling was sold to Hacklin Herefords, Redmond, OR. for \$5,000. The Champion Bull was consigned by Perrin Ranch, and sold to Overmier Cattle for \$3,500. The high selling show steer was consigned by Bagley Cattle Co., Millville, and purchased by Hannah Bianchi for \$1,650.

Once the dust settled we were off to the dinner hall for the annual CNPHA banquet. What a blast we had. There was not a spare seat to be had, as Hereford

friends and fans poured into the hall and enjoyed a delicious dinner whipped up by Lou Perrin & crew. One high point of the evening came when several prestigious awards were announced. Leading the pack was the coveted Breeder of the Year:

Joan, Barry, Carrie & Bailey Morrell,  
Morrell Ranches, Willows, CA.

This is a family who has excelled at putting together a top-flight Hereford program, featuring some of the hottest genetics the breeder has to offer. The Morrell's have also excelled at being terrific members of our Hereford community, in particular, devoting much of their time and efforts to assisting junior Hereford breeders throughout the state.

Also on the docket was the presentation of scholarships to our most deserving college-age juniors. This year was remarkable in a couple of ways.

First, more kids than ever applied for a scholarship and CNPHA offered more scholarships than ever. In addition to the long-standing Stu Lambert Scholarship, and the Barbara Potter Scholarship, a new program was established to honor the late Milton Costa.

According to the panel of judges, the (5) applicants were truly outstanding. With only three scholarships available, the judges said they had a difficult time picking and choosing - they liked all the kids.

Then an amazing thing happened. One of the judges was Jennifer Amoruso, of Roseville and Fiddletown. Through the years the Amoruso family has been extraordinarily generous, donating literally thousands of dollars - every year - to 4H & FFA kids at jr. livestock auctions in Placer and Amador County.

Just as awards were about to be announced at the dinner, Jennifer said she wanted to kick in another \$700 to the pot, to help cover the kids who were not in the top three and would have not won a dime.

As it ended up, Chelsea Alto won the top scholarship of \$400, Austin Fischer and Cody Mc Dougald each won \$300. The remaining two applicants did not go home empty handed. Thanks to Jennifer Amoruso's kindness

and generosity, Mariah Fischer and Erica Bianchi each received \$200. Bless you, Jennifer - What a woman!

### **JR. JACKPOT ~ FUN FOR ALL!**

Sunday morning, the competition was stiff as young Jr. Hereford exhibitors entered the ring, competing for the many dollars our jackpot show had to offer.

When judge Jim Dismukes, Elk Grove, made his final placings, Gauge Butler won the coveted Grand Champion Heifer award for a cool \$250, sponsored by Genoa Livestock, Bob & Carol Coker. Mitchell Bianchi snagged the Reserve Champion Heifer title, for \$150, sponsored by Tom & Cindy Weimer.

Grand Champion Steer went to Alexa Peterson who won \$150, sponsored by Art Whitney, Whitney Meadows. The Reserve Champion Steer award was nabbed by Clarissa Castaneda earning her \$75, sponsored by Hank & Cathie Gibbons, Amina Acres.

Pocketing the biggest chunk of change by far, was Mitchell Bianchi. The heifer he purchased in the sale from Potter Ranch, Winton, CA, was the Reserve Grand Champion Female, and also got the nod as the "Highest Placing Sale Heifer" awarding him another \$500, plus a \$120 gift certificate from Sullivan Show Supply. When it was all totaled up, Mitchell took home close to a \$1,000 in prize money.

The \$300 reward for the "2<sup>nd</sup> Highest Placing Sale Heifer" went to a newcomer to our show, Shelly Radonich. Another \$200 was paid to J.D. Fullmer, who captured the "3<sup>rd</sup> Highest Placing Sale Heifer" prize money. Congratulations to all. Please note:

*This proves, it can pay big dividends to buy your show cattle in the Hereford Classic Sale!*

On top of their pro-rated share of the "jackpot" kids also take home extra dollars for division winners. A number of folks help us help the kids by sponsoring those divisions:

Jennifer Mason, Mark & Marsha Stevens, Lou & Karen Perrin, Lee & Dianne Hutchens, John & Debbie Pagliaro, Harry & Elaine Fredrickson, Judd & Lois Tripp, Laurel Di Tomaso, and John & Susan Santos.

### **THE "THANKS" DON'T STOP THERE!**

Our Hereford Classic Sale, Jr. Jackpot Show and dinner banquet are pretty big events to fit into one whirlwind weekend. ***Thanks to the help of many people***, it was a picture perfect weekend that went off without a hitch.

Once again, Dennis & Shelley Truelock and son Tim & Courtney Baker, hosted a wonderful "welcome to Plymouth" dinner on Friday night. From setting up dinner tables to clerking the sale, many, many people stepped forward to help.

The list of "helpers" is a long one but all these guys are worthy of a pat on the back: Marsha Stevens, Chris Bianchi, Gail & Karl Blagg, Barbara Detweiler, Pam Mc Cormack, Bill & Stella Sanders, Richard, Elaine & Scott Carrington, Casey & Sheri Overmier, Bob Heron, John & Susan Santos, Ralph Clark, Cory Reid, Jim Vietheer, the entire CNPHA Board of Directors - and - the great guys who staff the Amador County Fair. They always do everything possible to accommodate us.

### **HONDA WENT TO A GOOD HOME!**

Again, please let us extend a heart-felt thanks to all you folks who got in the "Honda Pot!" The lucky ticket was pulled during the Jr. Jackpot Show on Sunday.

Taking home the very cool Honda ATV was Michael & Brooke Wunschel, Plymouth. They couldn't have been more thrilled - nor more deserving.

Michael's grandparents - Otto & Irene Wunschel, Placerville, were foundation members of CNPHA and devoted Hereford breeders. Otto and Irene are no longer with us, but they were super people who will never be forgotten. Michael & Brooke are following right in their footsteps. Congratulations to an exceptional young couple.

### **THE VOTES HAVE BEEN COUNTED**

The voters have spoken and the ballots have been counted. Here are the results:

Winning District #1 - BJ Macfarlane  
Winning District #3 - Karen Perrin

Winning District #5 - Chris Bianchi  
Winning District #7 - Daron Kelton

There were several "@ large" seats open on the Board of Directors. Several "new faces" won those seats: Tim Baker, Karl Blagg, Carrie Morrell. Re-elected to another two year term was veteran board member & great Director - Shelley Truelock, who has worked very hard to assist this association on many projects.

### **"LUCKY BUCKS" BACK AGAIN**

During our Plymouth weekend, our popular mini-fund raiser "Lucky Bucks" re-appeared, giving sale guests a chance to take a shot at Lady Luck!

In case you've forgotten, here's how it works: For a mere \$20 you pick a card out of a deck of 52 cards. When all cards are sold one card is picked for a cool \$500. Taking home that sweet chunk of change was long-time CNPHA member Bill Murphy! Good job!

### **2012-2013 MEMBERSHIP DIRECTORY ON THE DRAWING BOARD**

As is the case every two years, a brand spanking new CNPHA Membership Directory for 2012 -2013 will soon be on the front burner here at CNPHA. This is one of those vital documents that provides a multitude of services to all members.

The new Directory will list every member's phone number, address, ranch directions and in many cases, their e mail address as well.

Beyond that, however, the Directory has provided our members and ag related industries, an ideal and *economical* way to promote their breeding program and livestock products.

Shortly after the first of the year all members will receive a packet in the mail, spelling out advertising costs and detailing why this is a marketing opportunity you can't live without!

Please note: we are always happy to help breeders create the perfect ad *for free!* Stay tuned and watch for all the Directory info, coming to a mail box near you.

## PEOPLE PROFILES

For this edition of People Profiles, we'll go to the heart of the great Central Valley for a visit with **BOB & PEGGY POTTER, PJ RANCH, Winton, CA.**

Talking with Bob Potter is like taking a fascinating stroll through California's historical past when it really was the *Wild West!*

To be precise the year was 1853 when Bob's grandfather and his grandfather's brother established two well known ranches, the Natividade Ranch in Monterey County where they raised prized Hereford cattle. A second ranch, known as Potter Ranch was established in El Nido, near Merced.

Bob was born into this pioneer ranching family in Salinas and has never strayed far from his historical roots. In his teens, Bob worked side by side with his father and grandfather on the Potter Ranch, fine tuning his knowledge of the great Hereford breed.

As a kid Bob used to ride steers and bulls and thought he might have a promising career in rodeo. After getting busted up a couple of times, the light came on and Bob quickly realized he needed to re-think his rodeo career.

Following several years of college, Bob enlisted in the Marine Corps. for five years, then returned home to finish his college education. Once out of school Bob put down roots in the *Cowboy Capital of California*, Oakdale.

While there Bob dabbled in the race horse business. He worked for a ranch that bred some of the best thoroughbreds on the West Coast. It was a high flying operation and they brought in famous studs from all over the world. Many of their offspring were known far and wide, winning races at some of the premier tracks, from Del Mar to the Golden Gate.

But it was cattle that was in Bob's genetic make up, and Hereford cattle in particular. In 1962 Bob bought a ranch in Merced County and a second hay ranch in Redmond, Oregon. Those ranches would serve as the base for an aggressive Hereford cattle operation that

would flourish in the years to come. Bob had been married for 37 years and raised several kids, but as fate sometimes has it, Bob and his wife decided to go their separate ways.

Then an odd thing happened. Bob had a health problem and wound up in the hospital. As it happened, the critical-care nurse who provided him with tender, loving care, was a gal named Peggy. She and Bob immediately hit it off. In fact, her folks had been in the livestock business, raising both horses and cattle.

Bob was eventually released from the hospital, and was startled when he immediately got a phone call from Peggy. He asked her how she got his number and she replied, "I'm not calling to say goodbye, I'm calling to say hello!" Bob was smitten, and they started dating the next day.

For the next six months Bob and Peggy were an item and soon decided to enter the holy bonds of matrimony. On the ranch, Peggy puts her expert nursing skills to great advantage, by over-seeing their herd health management program.

The Potter Ranch program is a totally progressive one. They have been busy flushing some of his top cows and utilizing some of the most popular bulls the breed has to offer. Bob says his goal is not to just get a "big" cattle operation in place but a "*good*" one.

Their ultimate goal is to capture the Grand Champion Bull or Female title in Denver. Bob knows that's a lofty goal and it's the highest mountain to climb. But one thing is for sure, the Potter's never think small. Even during the dark days of the depression, Bob said his ancestors never gave up, no matter how tough it got. He said they may have cut their numbers but never lost the quality of their cattle.

While reminiscing about his many accomplishments in life, one of Bob's proudest moments came in 2008 when he was honored by the state of California. Potter Ranch has the distinction of being in operation for more than 150 years. Bob and Peggy were inducted into the elite California Agricultural Heritage Club. An honor well deserved for a true *pioneer* Hereford ranching family. Bravo! *The end!*