

February 15, 2010

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## CNPHA NEWSLETTER

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Hey Everybody... Happy New Year! As we send you your first Newsletter for 2010, this will be one to note. If you will, please allow me some editorial space:

For more than two decades - (since 1988) - it has been my *privilege* to serve you as your Secretary. I have had two bosses who were *both* an *honor* to work for, first Milton Costa and more recently, Jackie Davis. Milton and Jackie served the membership with honesty and integrity, with a totally level playing field - *always treating everyone the same*.

We are now entering another decade with yet another good man at the helm of CNPHA. In case you have not heard, Tom Weimer, Weimer Cattle Co., Susanville, is the new President of CNPHA. Elected to the number two spot as VP was long-time Hereford breeder, Jennifer Mason, JLM Polled Herefords, Plymouth.

Tom has vast experience in the Hereford breed and is totally dedicated to carrying on the good works of his predecessors. He brings to the table new ideas and innovation - and - *unbridled enthusiasm* for his new role. Please welcome ~ Tom Weimer:

Dear Members: Since this is my first opportunity since becoming your President I would like to thank a dear friend of mine and a true supporter of the Hereford breed for the leadership that he has given to all of us over the past 12 years. Jackie Davis has guided us with a kind, fair and thoughtful mind. His decisions have always come from the heart and he has always had the best interest of our great breed and our breeders at the forefront of his decision making process.

We aren't losing Jackie's leadership qualities. He has agreed to stay on as a member of our Board of Directors. On behalf of all CNPHA members I would like to thank Jackie for all he has done to make our breed and this association "the best that it can be!" I am looking forward to serving you as your president as we

enter a new and challenging decade. I sincerely believe that we have a strong Board of Directors that has the desire, dedication and vision to create an ever bigger and more influential Hereford association.

The Hereford breed is on the threshold of great opportunities within the beef cattle industry. To take advantage of these opportunities we must become visionaries as opposed to reactionaries.

Myself, as well as the entire Board of Directors, is open to your ideas and suggestions. Please feel free to contact me with your thoughts *pro or con*. Phone: (530) 254-6802, e mail: [weimercattleco@citilink.net](mailto:weimercattleco@citilink.net) We can't fix something if we don't know it's broke. I'm looking forward to hearing from you. Tom

### **UH OH! LAST CALL FOR DUES!**

The clock is ticking for all you *late-bloomers* who have not sent in your dues for 2010. The good news is, our dues have NOT increased in more than a decade. It's still \$50/year for a General Membership for those owning cattle. Dues for a non-voting Associate Membership, for our "friends of the breed" who own NO cattle, are still only \$25/year.

Dues were due January 1<sup>st</sup>. ***THE DEADLINE FOR DUES PAYMENT IS FEBRUARY 26<sup>th</sup>***. If those dues are not received by then, members will NOT be listed in our upcoming Membership Directory for 2010/2011.

### **DIRECTORY DEADLINE COMING SOON!**

As you are aware, work is well underway for a beautiful new CNPHA Membership Directory. This is an invaluable document, listing the name, address and phone number - plus ranch directions - for all members. The Directory also offers breeders and ag suppliers a great opportunity to promote their breeding program or ag-related product. Best of all: ***ADS ARE CHEAP!***

A full page black & white ad is only \$200 for two years. A half/page ad is \$100, 1/3 pg ad is \$75 and biz card ads are only \$50. If you want to go up a notch, beautiful 4/color ads are \$500 for two years and 2/color ads are only \$300. Considering the longevity of the Directory, those rates are a real bargain. The Directory is not read once and thrown away. It is constantly referred to during its *two year life span*.

If you're in the purebred business *NAME ID* is a must and here's a cheap way of getting that done. We will build a good ad for you at no cost. *Copy deadline is: FEBRUARY 26<sup>th</sup>*. Contact Karen Perrin for more info: (916) 663-1142 or e mail: [hereford@calwisp.com](mailto:hereford@calwisp.com).

**HEY - HEY - HEY!**  
**PARTY OF THE YEAR COMING UP QUICK!**

Break out the dancin' shoes and get ready to rhumba! Ole! Our fabulous "Almost Everyone Wins Drawing Party" is set for May 1<sup>st</sup> at the cozy Gold Country Fairgrounds in Auburn.

In case you've forgotten, here's how it works: Only (200) tickets are sold at the same price of \$100/couple. The 1<sup>st</sup> number pulled with \$250, every 5<sup>th</sup> number wins \$50, every 10<sup>th</sup> number wins \$100. Last five numbers pulled are guaranteed winners: \$150, \$150, \$200, \$300 then the Grand Prize: \$2,000.

But wait, there's more. Two numbers are pulled from the Loser's Pot for \$300 each. Plus, we always round up some amazing door prizes, including getaways to fun places and a thrilling white water rafting trip for six!

This year we'll be serving up delicious hors d'oeuvres, topped off by a succulent *rib steak* dinner with all the trimmings. Once the dinner plates are cleared make way for a red-hot country swing band, the Stardust Cowboys. Tickets are now on sale. Contact Karen Perrin to get your *lucky* number! Please note: **YOU DO NOT NEED TO BE PRESENT TO WIN!**

**WE WANT TO KNOW WHAT YOU THINK?**

In the near future, CNPHA will be mailing you a questionnaire, asking your opinion on the job being done by CNPHA and the events we sponsor. We are

constantly striving to do an excellent job for our membership. We can only know if we're hitting the mark if you folks let us know what you think. **YOUR INPUT MATTERS AND IS NEEDED. PLEASE TAKE A MOMENT TO RESPOND.** Thanks!

**\$1,000 SHOPPING SPREE @ SULLIVAN'S?**

Yep, it's true. A new fund raising project is being launched by CNPHA that kids - in particular - will find tantalizing. Anybody who has ever shown cattle - regardless of your age - has stopped by the Sullivan Show Supply trailer, that is stocked top to bottom with way too many goodies! You'll find everything from grain feeders, show halters, aluminum grooming chutes, clippers, blowers, probiotics, show sticks, combs, brushes, water buckets and a never ending line up of magic potions to make cattle hair look its best.

For a mere \$5 a ticket or (5) tickets for \$20 - you can get in the pot for an out-of-this-world Shopping Spree @ Sullivan's! To make it even sweeter, you will get not one..not two..but *three* chances to win big:

***GRAND PRIZE: \$1,000 SULLIVAN'S GIFT CERT.***  
***1<sup>st</sup> RUNNER-UP: \$200 SULLIVAN'S GIFT CERT***  
***2<sup>nd</sup> RUNNER-UP: \$100 SULLIVAN'S GIFT CERT.***

To order your lucky tickets fill out the coupon on the flyer enclosed in this mailing.

**SEND US YOUR E MAIL ADDRESS**

We would like to include some new information in the 2010 Membership Directory. If you would like to have your e mail address and your cell phone included in your membership listing, please fill out the coupon on the bottom of this page. **Please indicate which phone number you would prefer listed first as your *primary* phone - your cell phone of your land line?**

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Name: \_\_\_\_\_

E Mail: \_\_\_\_\_

Cell ph: \_\_\_\_\_

Home ph: \_\_\_\_\_

(Please mark which number should be listed first)

**NEW ADDRESS - MARK HOLT**

Our hard-working AHA field man, Mark Holt is happy to be hanging his hat at a new homestead.. Mark, and family have just bought a ranch in Emmett, Idaho. Here's his new telephone number: (208) 369-7425. The address is: 2300 Bishop Road, Emmett, ID 83617.

**GOOD NEWS FROM THE SICK BAY**

Our beloved member of CNPHA, Bernita Tull, is doing well with her battle against cancer. Tough little gal that she is, Bernita has completed her chemotherapy even sooner than expected and will soon begin a follow up with radiation treatments. Bernita thanks everyone for their good thoughts and prayers. She is convinced that is what has helped her come through it all like a trooper. In fact, she and the family made a quicky trip to the casino where Bernita waged war at her favorite past-time, trying to get the upper-hand on the slots.

**MARK YOUR CALENDAR NOW!  
JOIN IN ~ THE 25<sup>TH</sup> ANNIVERSARY ~  
CNPFA HEREFORD CLASSIC SALE**

This year we will mark a huge milestone for CNPHA when we celebrate the 25<sup>th</sup> Anniversary of the Hereford Classic Sale, November 20<sup>th</sup> at the Amador County Fairgrounds in Plymouth.

Through the years this has been *the* signature event for CNPHA. Of all our projects and events, this sale has been viewed as one of the most meaningful services we can provide for our members: an excellent venue for merchandising their good cattle. At the same time, the sale has been an excellent source of seedstock for our members building a herd, or breeders looking for some new bloodlines to freshen their pedigrees.

Adding to the excitement of our sale weekend in Plymouth this year will be the 12<sup>th</sup> Annual Jr. Jackpot Show. This event has matured into one of the biggest Hereford jackpot shows in the country, and is thoroughly enjoyed by all members of the family. With the help of our generous sponsors, every effort is made to award some big dollars to Jr. exhibitors and show kids hard work can pay big dividends.

**NEW "ALL BREEDS" SALE PLANNED**

Our friend, Angus breeder & Cowman Publisher, Jim Danekas, will be inaugurating a new "all breeds" cow sale, December 19<sup>th</sup> at the Turlock Livestock Auction.

Entries are open to all purebred breeders and breeds. Entries for this sale are due by September 20, 2010. Entries are limited to registered females born between 01/01/04 and 5/1/10. For more details on rules and expenses call Jim @ (916) 362-2697.

**RED BLUFF - RED-HOT - AGAIN!**

The recent Red Bluff Bull Sale was a bell ringer, with Hereford bulls selling on the top end of the sale. In fact, even with dozens of more bulls in the line up, this year's sale was even better than the excellent sale they had last year. This year they sold (268) bulls total for an over-all sale average of \$2,845.

Our good friends, Jim & Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, won the coveted Champion Hereford Bull award. That bull went on to sell for \$4,000. Reserve Champion Bull went to Kallie Goss, Vinton, with that bull bringing \$4,100. A total of (23) horned Hereford bulls sold for an average of \$2,862. A total of (7) Polled Hereford bulls averaged \$2,671. Really sizzling at Red Bluff this year was the cow dog sale! A total of (14) dogs sold for an average of \$4,483, which is up \$500 over last year.

Sale Manager Adam Owens said good rain prior to the sale was one positive factor. Owen added, plus the fact that production costs for cattle such as the cost of fuel and feed have improved, "the right things have gone up and the right things have gone down."

**SET ANOTHER PLATE @ THE TABLE!**

Our friends John & Susan Santos, Hilmar, are thrilled to announce they are now grandparents. Son Derek & wife Colby welcomed baby Alexander John Santos into the world 1/26/10. Congratulations are also in order for John & Kelli Toledo, Visalia, who are the proud parents of a new baby boy, Lane Toledo, born 1/21/10. Kelli is a good friend to this association and has designed and produced our excellent Membership Directories.

### PEOPLE PROFILES

As we begin this edition of our People Profiles, may I again ask for a little editorial privilege. Over the past 22 years I have interviewed many people for this column. I've enjoyed everyone of them but once in a while you come across an interview that is totally unusual and intense yet highly entertaining. I hope you will enjoy this story as much as I enjoyed asking the questions. Please meet **EDDIE & DAGNE WESLEY, SWEET SIPPIN' ACRES, Whitmore, CA.**

Neither Eddie nor Dagne came from an ag background. Dagne, in fact, has a family history that would put a chill up your back. It was tough and it was ugly, really ugly. Dagne's mom was an alcoholic, emotionally incapable of caring for her kids. Dagne's dad was a car dealer who loved his kids but with his business to run, he was unable to care for them.

His best choice was to place them in a foster home, operated by some family friends. Over the years Dagne's mom racked up quite a track record, married eight times. Occasionally she would attempt to sober up and re-unite with her two daughters but always fell off the wagon. By the time Dagne was 12 her mom dumped her for good. Dagne's sister became so messed up she got on drugs and died at the age of 48.

Dagne, however, was more determined. She went to college for a couple of years which led to a good job at Alameda Hospital in Oakland. In her spare time, Dagne discovered she loved to fish and there was the Pacific Ocean at her doorstep. And fish she did. She soon became a "regular" on many of the commercial fishing boats in San Francisco Bay and even helped out as a deck hand. That "hobby" would lead to marital bliss.

A friend introduced Dagne to a fellow fisherman named Eddie. After a five year courtship they married and even the wedding itself had a "fish" theme. Every wedding guest went home with a gold fish. Eddie put his fishing passion to work by becoming the Assistant Harbor Master for the City of San Francisco.

Dagne, meanwhile, was visiting a county fair and happened to spot a pot-bellied pig display. It was love at first sight. Dagne contacted a pig breeder and before

you know it, she brought home a lovable little pot-bellied pig she named *Merlot*. Merlot was not only lovable, as it turned out show business was in his future. What Dagne didn't know about herself, but was about to learn is, she is one heck of an animal trainer.

Merlot was obviously not your ordinary pig. Dagne trained him bowl with his nose and even pody on command. He can also run the TV remote control, wave to the crowd, shake hands and he makes a face just like a little kid if you feed him a Fig Newton. One of Dagne's fellow workers sent a tape of Merlot to the Dave Letterman Show. Like magic, Merlot was soon on his way to becoming a full fledged celebrity.

Letterman flew Dagne and Merlot to New York and put them up in a five star hotel, on the 8<sup>th</sup> floor across from Central Park. As the cameras rolled, there was Merlot in a starring role for Letterman's "Stupid Pet Tricks" act. His show biz resume, however, didn't stop there. Merlot was also a big hit on the Animal Planet Show..

As fate would have it, Dagne was visiting the California State Fair and caught a glimpse of some "Miniature" Hereford cattle. Once again, Dagne was hooked. She bought a "mini" bull calf and named him "Falstaff." He was no dumb bull calf and Dagne trained him to pull a cart strictly by voice commands. That caught the eye of a television producer and Falstaff found himself as the star of the "Evening Magazine" segment on a Bay Area TV station.

Dagne and Eddie grew tired of all the hub-bub in the Bay Area and now live on a ranch in Whitmore, near Red Bluff. Her herd of "mini" Herefords has grown to include breeding stock, all appropriately named Schlitz, Pabst and Olympia. Dagne said she likes the size of the "mini's" and their temperament but says they are more difficult to merchandise here as opposed to Texas where they are in big demand.

For now Dagne is content to keep her precious animals close to her at all costs. She's looking for a job in the medical field to help pay for her "cow habit." Dagne said Koi fish are her next adventure. With Dagne's talent for training, who knows what the future holds for those exotic fish. My advice: stay tuned to your TV!

*The end!*