

Colonial Notes

Volume 1, Issue 1

Colonial
Charolais
Association

Fall Dates

- Oct 8th

K.I.L.E Charolais Activi-
ties

8:00am Cattle Show

3:00pm Sale

5:00pm Meeting

Harrisburg, PA

Oct 9th

Charolais Jr. Show at

K.I.L.E 8:00am

Harrisburg, VA

Nov 5

12th Annual Virginia Fall
Herd Improvement Sale

Blacksburg VA

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President's Address

Dear Friends,

As we prepare for the Colonial Charolais Association Annual Meeting at Harrisburg, I would like to propose that a portion of this meeting be devoted to a frank discussion about what you all expect from the Colonial Charolais Association, and seriously consider how we can work toward meeting those expectations.

I've thought about this some. I imagine that the Colonial Association serves several different constituencies, probably more so than any Charolais group in the country. There are members who are most interested in the social aspects of the organization. There are members who are most interested in the opportunities the organization can provide for spending time with their families. And there are members who are most interested in the organization to the extent it serves to promote their cattle business. Most of us probably sit in more than one of these groups, but how you view yourself probably determines what you expect the association to provide for you.

As I see it, social members primarily view the association as one of the many groups they are involved with. They have friends in the group, and really enjoy hanging out at field days and shows and sales, just chatting and having a good time with folks who share their common interest in Charolais cattle. Social members probably expect the association to provide opportunities to socialize. These folks just like to get together. These folks are clearly very important in this organization, perhaps the most important group.

Family members are mostly multiple-generational, with grandparents, parents, and kids often participating. To them, the association should provide a family activity including work at home and outings that can be really fun while teaching valuable lessons about life. This is, in my mind, probably the second most important group in the association at present. What do they expect from the associa-

tion? I think they expect the association to provide them with enough events to focus their activities, and with support for participating in regional and national activities.

Then there are what I'll call the business members. These folks would like their breeding programs to provide better financial returns in addition to the other rewards of breeding and raising cattle. Accordingly, they might like the association to provide better marketing opportunities for their cattle, particularly for bulls. Of course, this necessarily involves working to develop the bull market in the area, and otherwise increasing the demand for our cattle.

It is my position that the Association is currently not doing a very good job for any of these groups. So we need to hear at the meeting what you expect from Association. Couple thoughts:

President's Address Continued



- Do we need to have a late spring event, which might include a meeting, a field day, a junior show.
- Do we need to do more with the fairs in New York and West Virginia and New England. If we could get significant participation in these events, we could plan social events.
- Do we need more sales opportunities, like a spring sale for females or a bull sale?
- What can we do to increase demand for our seedstock beyond our group? I can't think of anything less useful than a sale in which all we do is trade cattle within the group or in which each seller has to bring their own buyer.

No matter what group you are in, I don't think the current activities of the association will inspire new folks to want to join or want to start a Charolais herd. I'm convinced that the long term sustainability of the Colonial Charolais Association as a marketing tool for breeders depends upon developing a market to move our good yearling bulls for good prices within the Northeast and Mid-Atlantic regions. If we were all selling out of our yearling bulls for good prices, other cattlemen would notice and might be drawn to starting herds to produce bulls to sell. Indeed, if the bulls could be sold, some within the association would feel better about expanding their own herds. All of that would result in increased demand for our females. And the cycle would continue as long as the bulls could be marketed successfully. As for the social and family aspects, I think providing the opportunities is a necessary first step that we are failing at.

"But however you view yourself, we still need to have a talk. We'll have a meeting in October at the Keystone show. I think we need to come seriously prepared to talk about what you all want the association to do for you."

Maybe there are other groups that you can think of, and maybe you see other needs within these groups. But however you view yourself, we still need to have a talk. We'll have a meeting in October at the Keystone show. I think we need to come seriously prepared to talk about what you all want the association to do for you.

One more specific thing I want you to try to be prepared to discuss. As we consider marketing opportunities, I think it's important that we try to match our merchandise to the market. So think about how many of each of the following classes of cattle you generally have available to market each year:

- Purebred quality bulls
- Commercial quality bulls
- Purebred heifers
- Purebred cows
- Crossbred heifers
- Steer Prospects

Getting this estimate will help us figure out what we need to do in terms of sales promotions. This is not any kind of commitment, just an effort to get an honest appraisal of what we have to market as a group so that we can work toward meeting the group's needs. You can send your estimate back to me in an email, at dellingerj@aol.com, or let me know what you think at Harrisburg.

Finally, we'll be voting for new officers in Harrisburg. Think about who you'd like to lead the group for the next year. Thank you very much for the opportunity to serve this past year.

Looking forward to seeing you all in Harrisburg.

John

A Royal Recap-2011 Charolais Jr. National

Kansas City experienced an increased population of youth and cattle June 26th-July 1st as the American International Junior Charolais Association held its annual Junior National Show and Leadership Conference. Juniors from across the United States flocked to Missouri along with cattle all hoping to be selected as the Junior National Grand Champion. Although the weather was extremely hot, the spirits were high and everyone came ready to compete.

The Colonial Charolais Juniors were involved in this migration west and had a great time during the week. Juniors from our area participating this year included Dirk Schubert, Aaron Schubert, Brenden Schubert, Tom Orlowski all from New York, Rachael Hockenberry from Maryland, , Kate Gardiner from Massachusetts and Alex Sauer from Connecticut.

The juniors participated in impromptu speech as well as two teams competing in the cook-off and team fitting. Dirk Schubert was selected as the Chad Clark Outstanding Senior Member for 2011. The juniors sharpened their skills in fitting and showmanship. They made new friends from several states including Nebraska, which will be the destination for the 2012 Jr Nationals and the kids are already excited. They appreciate your continued support of their breeding program and opportunities to get out and compete with their cattle. If you have not had a chance to talk to one of our Juniors lately, take an opportunity to speak with them at the KILE. Their herd development programs and experiences in breeding cattle are the baseline for the future of the Charolais industry. Make sure you know what the future will bring.



Colonial Juniors in Kansas City, Mo. (L to R) Dirk Schubert, Rachael Hockenberry, Aaron Schubert, Brenden Schubert, Tom Orlowski, Kate Gardiner, Alex Sauer



Dirk Schubert receives the Chad Clark Outstanding Senior Member Award

“If you have not had a chance to talk to one of our Juniors lately, take an opportunity to speak with them at the KILE”

Keystone International Junior Show

The Colonial Junior Charolais Association will be hosting a Junior Charolais Show at the Keystone International Livestock Exposition. The show will be held on Sunday October 9th at 8:00am. To be eligible for prize money you must be a member of the Colonial Junior Charolais Association. Membership forms can be found at www.colonialcharolais.org/joinnow The cost of membership is \$10.00

Prizes include: Grand Champion \$500.00 and Reserve Grand Champion \$250.00

Upcoming Events

-Oct

*Keystone International Livestock Exposition, Harrisburg,
Pa.*

Saturday Oct 8th

Open Charolais Show 8:00am

Showcase Heifer Sale 3:00pm

CCA Membership Meeting 5:00pm

Sunday Oct 9th

Junior Charolais Show 8:00am

Supreme Champion Pageant 2:30pm

-Nov

Virginia Fall Herd Improvement Sale, Blacksburg, VA

Saturday Nov. 5 Sale promptly at 1:30pm

Check out our website at
www.colonialcharolais.org

In the next newsletter...

Our next newsletter is scheduled to come out in Feb 2012! News topics will include preparation for calving season, 2011 fall cattle shows update, and discussion from our area director.

In addition we would love to share your news stories! If you have photos, events, show ring successes, or other newsworthy notes please feel free to submit them to us and we will publish those items in our newsletter and website.

For questions, additional information, etc please contact,

John Dellinger

President

3702 Lyons Lane

Alexandria, VA 22302

(703) 362-0828

dellingerj@aol.com

Darren Statler

Vice President

6651 Valley Camp Road

Greencastle, PA 17225

(717) 369-0303

darenstatler@centurylink.net

Timothy VanReenen

Secretary/Treasurer

HC 64 Box 102

Hillsboro, WV 24946

(304) 653-4897

twvanreenen@frontienet.net