

COCHISE-GRAHAM CATTLE GROWERS CELEBRATE 100 YEARS!

The Arizona Cattle Growers' Association wants to congratulate Cochise-Graham Cattle Growers Association on their 100th Anniversary. Our local affiliates are truly the heart and backbone of our state organization. Without the direction and participation from our grassroots members we would not exist. Below is an overview of how the local association began and the past presidents.

Historical Overview of Cochise-Graham Cattle Growers

Cochise Stock Growers Association first organizational meeting March 2, 1912 in Tombstone with the purpose of organizing the cattle industry to take up with the legislature questions tending toward the improvement of livestock laws and to make the association embrace, first, Cochise County, then the state, and from this become an interstate organization.

A reward of \$500 was offered for the arrest and conviction of any party unlawfully handling stock belonging to members of the association. A sub committee was formed to cooperate with the newly formed Forestry Department. A request was made that a state veterinarian be appointed to quarantine any diseased animals, and proposed to pay for this service by collecting fees for brand recordation and taxes on stock owned by members.

First Board of Directors:

William Riggs, President
J.H. Slaughter, 1st Vice President
WH Neel, 2nd Vice President
JT Hood, Secretary-Treasurer
JT Hood
DA Adams
Thomas Allaire
JN Hunsaker
E. Powers

Those in Attendance:

Fred Bennett	Pink Murray	B.J. McKinney
Fred Waughtel	R.L. Johnson	William Bennett
W.J. Davis	J.F. Miles	J.J. Doane
Isaac Dedman	F.W. Moore	Lewis Lombardi
J.W. Haverty	G.W. Fenter	H.M. Hasselgreen
Thomas Larrieu	F.I. Hane	C.E. Busenbark
Robert H Axtell	Burt Smith	William Stevinson
William Furr	Sulphur Springs	Cattle Company
William Cowan	J.C. Page	Riggs cattle Company
J.H. Lawhon	J.W. Prewitt	Fletcher M. Doane
F.P. Moore	A.T. Schuster	T.I. Brunt
J.J. Benton	R.J. Aiack	T.D. Fuigum
I.W. Isaacson	John Escapule	San Simon Cattle Company
V.A. Young	H.K. Street	George W. Black
S.W. McCall	J.D. Lawry	Herman Trapman
E.H. Reeves	W.H. Neel	R.D. Stark
A.G. Stevenson	T.A. Smith	Lon Woolfry
W.M. Webb	William Lutley	Gave Choate
A.V. Noyes	F.A. Tovrea	John Haberstock
W.H. Sevier	John Rock	Porter McDonald
J.M. Barnes	Powers and McCord	

Aravaipa Cattle Growers Association, led by DW Wilson, was formed in 1914 to better cooperate with the Forest Service.

Board Members:

D.W. Wilson, President
G.W. Morgan, Vice President
C.A. Firth, Secretary-Treasurer
T.J. Johnson
J.J. Kennedy
Joe Terrell
H.E. Smith
W.L. Wootan

The Associations merged at a meeting in Safford, 1917.

The first woman president was Terry McNair McEuen in 1986 after 75 years.

Incorporated in 1978.

Monthly newsletter "The Bull Slinger" published from May 1954-1976.

Major issues addressed and resolutions:

- Screwworm Eradication Program 1960's
- Brand inspection, recordation, and livestock inspectors has been an issue since the formation of the Association and continues to be
- Public land grazing, fees, and cooperation with federal agencies
- Endangered species including opposition to the reintroduction of the Mexican Gray Wolf
- Soil Conservation and natural resource management
- Beef promotion, meat safety and inspection laws

(Synopsis of Cochise County Quarterly history by Terry McNair McEuen)

ACGA Summer Convention
July 17-19, 2012
Register as an early bird and be
entered to win \$100 Visa gift card!
www.azcattlemensassoc.org

PAST PRESIDENTS

Cochise County Stock Growers

1912 William Riggs
 1913 J.C. Page
 1914 unknown
 1915 unknown
 1916 B.J. McKinney

Aravaipa Cattle Growers

D.W. Wilson
 J. Frank Wootan
 W.L. Wootan

Cochise-Graham Cattle Growers

1917 H.L. Johnson
 1918-1925 unknown
 1926 F.P. Moore
 1927-1929 William Riggs
 1930 J.M. Smith
 1931 J.P. Cummings
 1932 Harry J. Saxton
 1933 William Ellsworth
 1934 James W. Smith
 1935 Ralph Cowan
 1936 A.J. Bryce
 1937 Joe Hunt
 1938 Harry Hooker
 1939-1941 Charles L. McKinney
 1942 J.P. Cull
 1943 Warner Mattice
 1944 Stewart Krentz
 1945 Jesse Williams
 1946-1947 Frank Spoul
 1948 A.R. Spikes
 1949 J.M. Wilson
 1950 Houston Davis
 1951 James Ernest Browning
 1952 William Leslie Ellsworth
 1953 Spencer Shattuck
 1954 General Foote
 1955 Bill Cook/Ray Claridge
 1956 Ted Lee
 1957 Joe Clinton
 1958 Ruskin Lines
 1959 Clarence Post

1960 Forrest Froelich
 1961-1962 Lawrence McDonald
 1963 Claude W. McNair
 1964 Esli Meyers
 1965 Bill Hughes
 1966 Lloyd Adams
 1967 Joe Lane
 1968 Jim Wilbourn
 1969-1970 Don Burnett
 1971-1972 Rodney Alder
 1973-1974 Charles Prude
 1975-1976 Wilford Claridge
 1977-1978 Bud Gunterman
 1979-1980 Alvin Browning
 1981 Mike Isley/L.E. Moore Jr.
 1982-1983 L.E. Moore Jr.
 1984-1985 Ron Searle
 1986-1987 Terry McNair McEuen Burgess
 1988-1989 Bill McDonald
 1990-1991 Phil Clifton
 1992-1993 Ben Snure Jr.
 1994-1995 Rob Krentz
 1996-1997 Shelby Bennett
 1998-1999 Pete Brawley
 2000-2001 Bobby Cowan
 2002-2003 Ed Alan Monzingo
 2004-2005 Chuck Chambers
 2006-2007 Newell Dryden
 2008-2009 Dennis Moroney
 2010-2011 Mike Wear
 2012-2013 Sonia Gasho

Article made possible by a grant from the Arizona Cattle Industry Foundation



Plan to Attend

ACGA Summer Convention

July 17-19, 2012 - Prescott, Arizona

Go to www.azcattlemensassoc.org for more info and look on pages 6-17 in this issue!

modernlivestock merchandising



by Rachel Cutrer

The Power of Print Advertising

While today's busy lifestyle may lend one to believe that the future of modern livestock merchandising lies solely on fast-paced social media or internet marketing, the power of the traditional printed magazine or newspaper advertising can never be underestimated. For many livestock producers, especially those with more maturity, there is no bigger highlight than receiving their favorite agricultural publications, at the first of each month, delivered straight to their mailbox. These are the producers who often drop everything to spend hours perusing and studying their favorite printed publications, word for word.

Along these same lines, printed publications carry an extreme value of historical reference, as many farmers and ranchers save – even hoard – every copy of preferred printed publications they receive. These back issues make a handy reference for years to come, and give advertisers a lasting image that can quickly fade when relying solely on electronic advertising and promotion.

One of the most beneficial advantages to print advertising is the vast circulations many publications offer, with proven mailing lists of readers specifically interested in the featured products. This allows for targeted marketing to your specific audiences. For example, if you are having a Hereford bull sale, naturally you would choose to advertise in the Hereford World publication with its circulation including the members of the American Hereford Association. Many producers also find benefit in advertising with state or regional publications of target audiences, such as state cattlemen's magazines or regional junior livestock magazines. By selecting the printed publication that most closely aligns with your target clientele, your name is specifically exposed to thousands of readers directly interested in your product.

Unfortunately, the cost of print advertising can quickly add up, especially if an agricultural producer is creating a comprehensive advertising campaign. The following tips can help a modern livestock merchandiser maximize their exposure in printed publications while getting the most for their marketing dollar.

Color advertising If possible, always purchase a full page, 4-color ad. This increases your chances of being noticed in a publication, considering color draws more attention. If you can't afford a 4-color ad, be sure and ask prospective publications about one color (spot color) options, this will give you add a little extra pizzazz compared to a standard black and white.

If your budget allows, purchase a **two page spread**, as compared to a single page. This allows for more photos, larger photos, and ample space for easy-to-read captions and headlines. With such a side-by-side spread, these larger ads greatly increase your chances of being noticed and remembered by readers.

Photos Photographs are imperative in successful print marketing. Pictures of your animals give potential clients examples of the quality livestock you raise while naturally creating more interest in your advertisement. By displaying photos of your product, potential buyers are given good reason to stop and pay attention to the ad; and hopefully, even more incentive to pick up the phone, or visit your operation to see your operation in person.

With any type of printed advertising, the focus should always be the animals. A “cool” looking ad may catch readers' attention but doesn't necessarily equal more sales. Remember the principles of using large, clear photos combined with captions that are easy to read. Your phone number and contact information should be clearly legible for anyone to easily find... after all, the goal of any marketing campaign is to get potential clients to call you!

Never underestimate the importance of planning ahead when placing ads in printed publications. While some people may work well under pressure, it is a good idea to plan ahead, thereby allowing the publication enough time to design a great ad to represent your farm or ranch. This is even more crucial during busy times of the year like sale or stock show seasons. You can't book an advertisement page with a magazine two days prior to deadline and expect them to create a masterpiece with only a few hours before going to press. Advance planning is even more imperative when taking photos. Often, rain and snowstorms delay the best laid plans of agriculturalists. There is no such thing as ‘planning too early’ when it comes to contacting designers, photographers, or magazines to place your project on their production schedules.

Proponents of strictly using electronic advertising argue that printed advertising is costly and dated, considering clients may have to wait several weeks for a printed publication to be completed and mailed. While electronic advertising does have advantages, **the best marketing and promotion plan includes a careful mix of BOTH traditional print ad placement combined with electronic advertising.** There is a reason that printed publications are the time-honored, proven way of getting an advertiser's name in front of target audiences. By carefully choosing the publications you wish to advertise with, then using specific strategies to achieve higher reader response, modern livestock marketers can boost their exposure and sales. © 2011.



Rachel Cutrer, M.S., is president of Ranch House Designs, Inc., a leading national graphic design and communications firm.