

FRED BOICE: FROM ARIVACA RANCH HAND TO CIVIC LEADER

BY MARY L. PEACHIN ARTICLE COURTESY OF *INSIDE TUCSON BUSINESS*

This “merry-go-round” ride was high on an Axtell windmill — one that pumped water a quarter of a mile downhill to the headquarters of the ranch near Arivaca. It was early morning, the wind was calm, and Fred Boice just didn’t take the time to think about putting on the windmill brake. Climbing the 33-foot tower to do a repair, a gust of wind suddenly caught him spinning in circles desperately grasping hold of one of the fans.

Yes, this is the Fred Boice you probably know. The one who served two consecutive terms as president of the Arizona Board of Regents, was also a president of the University of Arizona Foundation, served on the boards of Junior Achievement, Tucson Airport Authority and Tucson Metropolitan Chamber of Commerce, was a director of Pima Savings and more. But let’s go back a generation.

In 1893, Henry Gudgegg Boice, Fred’s father, was born in Independence, Mo. His mother Margaret Tait was a native of Phoenix. They were married at 5 o’clock in the morning one June day in 1924 to beat the heat.

Margaret Tait’s stepmother Addie was a fine seamstress who made delicate undergarments for Margaret’s trousseaux. In those days, colored dyes bled. When people perspired from the heat, the dye from the garments could be absorbed by the body.

Margaret Tait’s father Fred Tait was a farm hand from Iowa. He eventually bought a thrashing machine, and then a farm. He sold the land that would become known as the Phoenix’ insane asylum at 25th and Van Buren Street. Today it’s officially named the Arizona State Hospital.

In 1910, when Margaret’s mother, Anna Behrens, died of tuberculosis, she left Fred Tait with three daughters and a son to raise. Fred wrote an old girlfriend back in Iowa to ask her to “come out and marry me and help raise my family.” Addie Richards agreed.

Fred Tait Boice, born in 1930, was the third child of Margaret and Henry. Prior to Fred’s birth, his older brother had died of pneumonia during early childhood, and his older sister Peggy, who currently lives in Prescott, almost died during childbirth.

Because his mother Margaret had birthing problems, it was decided she should deliver Peggy in Pasadena, Calif.

Henry’s father’s name was Henry Stephen Boice and his mother was Lu Belle Gudgegg. In Independence, Mo., the Gudgeggs had imported the first registered Hereford cattle to America.

Just after the turn of the century, they arrived in Arizona and formed the company of Boice, Gates, and Johnson. It would later be known as the Chirichua Cattle Company. Between 1928 and 1930, they leased land on the San Carlos Apache reservation.

When the Apaches asked that their lands be returned, the Chirichua Cattle Company purchased the Eureka ranch,

north of Willcox, the Rail X, between Sonoita and Patagonia, the Empire Ranch, Sonoita north to the Rincon Mountains, and Arivaca ranch. They gathered 48,000 Herefords from the reservation and moved them to the four ranches.

Henry Gudgegg was the oldest of five children. His younger brother Charles ran the Arivaca ranch. Fred, at the age of 11 spent his summers working for Uncle Charlie.

Fred’s family moved to Tucson in 1937. They built a house in El Encanto when it was “in the middle of nowhere.” John Sundt, son of M.M. Sundt, the founder of Sundt Companies, was both their contractor and carpenter. “He drove nails in our house,” Fred Boice recalls.

Fred attended Sam Hughes Elementary, Mansfield Junior High, and Tucson Senior High School prior to enrolling at Occidental College in Los Angeles. He graduated with a B.S. in Economics.

When Fred met Ann Kelley at Tucson High School, he was disappointed he couldn’t get her attention. She was more interested in the student body president. But his perseverance won out and she later became his wife.

During his college undergraduate years, Boice drove from Tucson to Los Angeles, often giving a ride to Peggy Small, daughter of Bill Small, former publisher of the Tucson Citizen. He would drop her off in Claremont, east of L.A.,



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where Peggy attended Scripps College. Prior to one return trip to Tucson, a friend told Boice that a gal he knew named Ann was attending Pomona College, also in Claremont. He offered to pick her up and give her a ride home to Tucson. Unfortunately, she had spent most of the previous night studying, and instead of chatting, she slept in the back seat for the entire ride. Fred had struck out again.

Ann Kelley attended Pomona for two years then transferred to the University of Arizona where she received her bachelor's degree. After obtaining a graduate degree in Education, she taught at a Sopori school near Arivaca for several years before teaching coming to Tucson to teach in a preschool.

Fred Boice returned from Occidental College and enrolled at the UA to take some graduate courses. One day in December 1950, Fred invited Ann to visit the ranch in Arivaca. Two years later to the day, on Dec. 23, 1952, they were married.

The following summer the couple moved to the ranch in Arivaca. The spin on the windmill took place not too long after they arrived. Another time, while riding "half asleep" on a hot summer day, Boice noticed a hawk circling that suddenly dove to the ground. He rode over to take a look and saw that the hawk had grabbed a rattlesnake. The snake was flailing in the hawk's talons then his fangs struck the hawk and killed it. "You don't see that happen very often," he recalled.

Uncle Charlie was a hard driving guy. Boice and the ranch hands woke at 4 a.m., and after a hearty breakfast, usually didn't return to the ranch house until dark. To quench their hunger and thirst, Boice noticed the ranch hands picked chile pepinos. At the time Boice didn't know they were sucking them to create saliva and that he shouldn't chew the hot chiles. As a result, he wound up with a mouth full of sores for a week. "That was a hard lesson that I learned."

The Boices had five children. When it came close to her due date for her first child in 1954, Ann drove to Tucson to see Dr. Bill Carrell. Told she was not quite ready to deliver, she returned to the ranch and around midnight, she went into labor.

"It was during a monsoon raining pitchforks, and instead of taking an hour and a half, it took us 11 hours to reach Tucson Medical Center," Boice says. "Water was flowing everywhere, roads were washed out, and the Santa Cruz River was cresting the bridge at Continental."

Before they got to Kingsley Junction, Boice, neighbor Richard Merchant and some other men put Ann on a cot and carried her across Batamote Wash. Twenty minutes after she arrived TMC, their first son, Henry, was born. The other children, born between 1957 and 1962, Mariann, Jennifer, Fred Jr. and Margaret were easier births.

In 1968, the Boices bought a house in Tucson so their children could attend schools. Fred Boice commuted back-and-forth to the ranch. He started the American Cattle Company which fed investor cattle in 30 feed yards in nine states. Ultimately they had 100,000 cattle on feed.

Boice became president of the Arizona Cattle Growers' Association, and served on the executive committee of the

National Cattlemen's Association. Required to spend time in Washington, D.C., he commuted on an American Airlines red-eye flight to cut down on the amount of time he was away. When his father was president of the association, he had to travel by train, a trip that would 6½ days to Washington, D.C. "Dad would be gone for a month," Boice said.

In the 1970s, Boice was on the board of directors for Pima Savings and Loan. Jack Sakrison was chairman and other board members included George Bideaux, Frank O'Reilly and Elmer Present. It was a sound financial organization with officers Kenny Herman president, Lynn Folger vice president and Larry Brown treasurer.

"Harry Wood, presided over the University of Arizona Foundation before my term. One day he asked me if I would consider serving on the Arizona Board of Regents. I thought regents were the wise men of the state, and it would be the pinnacle of community and state service to be appointed. Harry campaigned arduously, but I didn't get appointed. It was devastating. I was 62 and I thought by the time of the next appointment, I would be too old," Boice said.

Eight years later in 2002, the governor's office — with a nudge from regent Jack Jewett — called to ask Boice if he would come up to Phoenix, like the next day. "About a week later, I was driving by Randolph Park. The cell phone rang and it was Governor Jane Hull asking me to serve on the board of Regents. I told her I would be honored."

"I thought being a regent was an enormous responsibility. I spent at least 20 hours a week reading, attending meetings, and commuting to Phoenix. The board's responsibility includes overseeing 20,000 employees, 100,000 students, and a \$4 billion budget. There were times while dealing with the Legislature when I would hear 'we don't need all this education, why do we need this research, why can't we just have a state college,'" Boice recalls.

Since the 1980s, Boice has worked as a bankruptcy trustee. He continues working for the courts managing **a s s e t s ,** **b u s i n e s s e s ,** and **d i s p u t e** resolutions.

"The **b e s t** thing that ever happened to me was marrying Ann. She is the light of my life. We have a great family, and they all have done an incredible job with their lives."



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modernlivestock merchandising



by Rachel Cutrer

E-mail Marketing: What Works and What Doesn't

Ten years ago, a rancher hosting an annual sale had to complete his sale catalog nearly a month in advance of the sale, wait a week for the printing process to be complete, another week for the catalogs to be stamped, and the mailman to deliver the finished product. Today, a producer can approve the final copy of his sale catalog at noon, and have his catalog email blasted to tens of thousands of producers in about 15 minutes or less. How? Through the powerful tool of email marketing.

E-mail marketing is a newer tool available to modern livestock merchandisers, and continues to increase in popularity. An email blast is an email that contains the most updated news stories or advertisements, delivered to large groups of subscribers. Many agricultural promoters have begun to utilize this technology over printed or mailed newsletters because of the convenience, cost savings compared to printing and postage, and instant delivery.

The first step in beginning any e-mail marketing campaign is to build an e-mail address list. While it may be tempting to skim through your favorite publication or newspaper and type in any and every e-mail address you may find, this is actually a huge faux-pas in cyber marketing. Your address list should be permission-based, meaning that your subscribers have voluntarily joined your list by providing you with their addresses. It is also important that anyone on your list be able to unsubscribe at any time they wish.

So how do you create an e-mail list? First of all, every modern livestock merchandiser should have a place on their web site and Facebook page where users can subscribe to their mailing list. Ask anyone who purchases livestock from you, or registers as a buyer at your sale, to provide their information, making certain they are aware it is for the purpose of adding them to your mailing list. You can also take advantage of a booth at trade shows or livestock shows by requesting that visitors drop in a business card to join your list.

If you do not have a mailing list, there are several third-parties, such as breed associations, sale managers, and advertising agencies who offer one time purchases of their e-mail marketing services.

If you wish to create your own e-mail blast, it's a great idea to sign up for a web-based email marketing provider, such as Constant Contact (www.constantcontact.com). This subscription service allows you to create email blasts using their templates, and manage your mailing list online, for a fee. Constant Contact helps ensure your e-mails meet anti-spam requirements, permission requirements, and provides real-time tracking and reports to keep you informed as to how many people read your emails and clicked on your web site link. Their process also makes it quick and easy for

users to subscribe or unsubscribe from your e-mailing list, which is very important.

As e-mail marketing continues to grow, more research is available to show what helps attract readers and what turns them off. First and foremost, never spam your mailing list; avoid sending out repeated e-mails day after day such as jokes, forwards, or other distractions. Make sure that any blast you send includes meaningful, worthwhile information.

Perhaps the moment of truth for most e-mail blasts is the split second it takes a reader to receive the e-mail and decide if they will actually open it or quickly delete it in efforts to keep their inbox clutter free. This is where the subject line of your e-mail is more important than ever. Use a concise subject line that tells the receiver exactly what the email is about, such as "100 Brahman Bulls Selling This Thursday". Avoid meaningless subject lines such as "Don't miss out on this" or even worse, "Urgent! Reply Immediately" or something that could easily be mistaken as worthless spam.

Research also reports that users spend less than one minute reading the average e-mail newsletter. Therefore it is very important to design a blast that is visually appealing, easy to read, and arranged in a way that encourages the reader to take the time to read your message rather than quickly deleting the e-mail. An increasing number of users are accessing their e-mail from mobile devices, such as an iPhone or Blackberry, so make it convenient for these users to access your message by including a mobile link in your e-mails.

The need for printed materials will never lose its value, however, modern livestock merchandisers are trending more towards electronic means of delivery rather than printed. A producer who may have printed and mailed 10,000 sale catalogs in 2000 may only print and mail 1,000 catalogs today. Smart producers specifically target their established customer list, leaving enough printed catalogs for sale day, and a few extras for special catalog requests. These marketers will gladly spend a couple hundred dollars to e-mail blast their catalog to 15,000 subscribers, saving thousands of dollars in extra printing and postage costs. In summary, if you aren't utilizing this modern livestock merchandising tool, it's time to get on board. ©2011.



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