



FARM & RANCH CLUB FLASH

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PRESIDENT'S PEN

Breinn Richter

The 125-year-old Fort Worth Chamber of Commerce wants to put on a new face to appeal to a new generation. After years of watching as fewer and fewer young people got involved and after asking focus groups why, the chamber has launched Vision Fort Worth, which is designed to break down the barriers between younger and older professionals and counter criticism that the organization fosters a "good ol' boy" network. As many chamber members near retirement age, Vision Fort Worth is expected to be a way to tap younger members for future leadership roles. The program is targeting professionals ages 21 to 35, although no age limit is being enforced. Its purpose, in part, is to get younger members more involved in the chamber and the community and help them develop business relationships. If you are interested in joining, individual memberships are \$100 and if you have a lot of younger employees, you can purchase a corporate membership for five people for \$425. Vision Fort Worth plans to host quarterly luncheons, six after-hours events and a half-day seminar this year. Many of you Farm and Ranch Club members have been in Fort Worth for many years...I want to encourage you to be involved with this new Chamber group, whether it's attending a function or volunteering to be a mentor. Please let me know if you would like to become more involved and remember, if you have a business that might be targeting this generation of consumer, it may be a great way for you to reach out to them.

Breinn Richter

JUNE MEETING:

Shanna Weaver

Tuesday, June 26th, 2007

12 Noon

TSCRA Brand Room

1301 West 7th Street, Fort Worth

Brisket/Turkey - \$10.00

Speaker – Dr. Tina Anderson, Purina Mills Equine Specialist

For over one hundred years, Purina Mills has been the leader in the area of animal science and nutrition. Their strong sense of responsibility to animals and their owners is reflected in the unconditional quality of their feeds, backed by years of extensive research in the area of animal nutrition. Commitment to research helps keep Purina on the leading edge of nutritional science. Animal feed is the leading agri-business sector in American agriculture today. Purina Mills is clearly the U. S. leader in animal nutrition products, research and innovation, and is the largest feed manufacturer in the country.

CLUB NOTES:

Encourage someone you know to join our club for lunch!





FARM & RANCH CLUB MINUTES

Texas & Southwestern Cattle Raisers Museum, Brand Room

May 22, 2007

44 MEMBERS AND GUESTS

CALL TO ORDER: Vice President, Shanna Weaver (Breinn Richter was traveling to China)

INVOCATION: Buddy Almy

WELCOME AND RECOGNITIONS: James Lopez, past president of RJLA has become a new member of the club. Also visiting were Brandon Hill, Steven Reed, Richard Wilson, John Washington, Jake Richter, Patty Beckham, Wes Holycamp, David Kercheval, Kyle Kemp, Aaron Jennings

REPORTS AND ANNOUNCEMENTS:

A report on the success of Pizza Ranch was made and a report was also provided on Vision Fort Worth, a new young professionals organization formed by the Fort Worth Chamber of Commerce. The recent kick-off event was a huge success.

Matt Brockman reported that the Texas Department of Agriculture will be celebrating its 100th Anniversary this year. There are ongoing plans to hold this celebration in Fort Worth in the stockyards, with displays, a dinner and a concert.

Paul Burrough reported that the TCJLA Scholarship Fund Gala was a huge success! Approximately \$12,000 (a record) was raised for scholarships. The scholarship fund will exceed \$20,000 going into 2008, with \$10,000 to be awarded in scholarships.

Treasurer's Report given by Rosalind Sullivan reported an ending balance of \$10,029.27.

PROGRAM:

Dr. Larry Butler, Former Texas State Conservationist gave a presentation entitled "change" which focused on the ever increasing need for good conservation practices. Dr. Butler now owns and operates Texas Legacy Lands, a consulting practice. Dr. Butler relayed to the membership that the dust bowl in the 1920's was in part due to the failure to honor good conservation practices. The next big issues are water supply and erosion. Urban development is resulting in the fragmentation of land and the loss of wildlife habitat. Landowners need to seek advice on management practices to properly utilize their land.

DOOR PRIZES:

Guest Drawing – Dr. Butler - free lunch.

Member Drawing – Roman Aday – gift basket from Ag Workers

ADJOURNED: Shanna Weaver adjourned our meeting at 1:00PM