



Ranch Management Clinic

Strategies During Severe Drought

Tuesday – August 13, 2013
Cowboy Fellowship Church
561 F.M. 3350, Jourdanton, TX

Agenda

8:30—9:00 a.m. Registration

- Drought Status and Weather Outlook—Mark Lenz, *National Weather Service*
- Cattle Broker’s View on Market Opportunities During and After Drought—Ken Jordan, *Owner/Operator—Jordan Cattle Auction*

10:45-11:00 a.m. Break and Booth Visitation

- Things I Learned the Hard Way in 50 Years of Ranching — Walt Davis, *Rancher/Author*

12:00—1:00 p.m. Lunch and Booth Visitation

- Keys to Profitability and Stability of Ranching in any Weather—Walt Davis, *Rancher/Author*

2:00 p.m. Wrap-Up and Adjourn

Speakers:

Mark Lenz— Mark is a hydrologist on the NOAA National Weather Service staff in the Austin/San Antonio office which serves the surrounding area.

Ken Jordan—Ken Jordan is the owner/operator of Jordan Cattle Auction with auction barns in San Saba and Mason, Texas. In addition to cattle coming through the auction ring, Ken routinely oversees a large volume of special sales for different classes of cattle. Ken has been in the cattle business many years and is widely respected for his knowledge pertaining to cattle marketing. www.jordancattle.com

Walt Davis— Author of “How to not go Broke Ranching” will share a lifetime of valuable experience ranching in west Texas and southeast Oklahoma. Walt was born into a west Texas ranching family in 1938 which gave him a front row seat to the extreme drought of the 1950’s. Once Walt graduated from college in 1961, he took over management of a family ranch in southeast Oklahoma and set out to increase production. In a few short years, a once profitable ranch was near the edge of bankruptcy. With no other choice, Walt changed his management strategy to one that offered more consistent profits. Hand in hand, these changes led to healthier land, hardier stock, and more enjoyment running the operation. For the last twenty years or so, Walt’s successful, biological approach to ranching in Texas and Oklahoma has led to lots of work with landowners, ranchers, and others as a management consultant, advisor and teacher. www.waltdavisranch.com



Please RSVP by 8/7/2013 (*space limited*)
(361) 592-0309 ext. 3 or jason.hohlt@tx.usda.gov

USDA is an equal opportunity provider and employer.

Presented by the
Grazing Lands
Conservation
Initiative



United States Department of Agriculture
NRCS Natural Resources
Conservation Service

Registration Fee:
\$25 per person
(Meal Included)

