



How to Get the Most from Your TCFA MEMBERSHIP

TCFA exists for its members. The officers and staff, and the services and activities offered, are readily available to assist you. Here are some of the many ways TCFA puts its powerful resources to work for you—our most valuable asset.

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LEGISLATIVE REPRESENTATION

Of all the services TCFA offers, many members say its aggressive legislative efforts are very important. That's because government activities affect cattle feeders every day. Not only do TCFA officers and staff visit Washington and Austin to take cattle feeders' concerns directly to legislators, TCFA brings national legislators and their staffs to the TCFA area to give them an understanding of cattle feeding.

In addition, TCFA uses Beef-PAC, its Political Action Committee, to support candidates who understand and are friendly to the cattle feeding industry. Key staff contacts: Josh Winegarner (Legislation) josh@tcfa.org and Shannon Standley (Beef-PAC) shannon@tcfa.org.

MARKET INFORMATION

Day-in, day-out, it's the cattle market that dominates the thoughts of cattle feeders and, for nearly 40 years, the TCFA Market Department has been helping members keep up with the

market so they can sell their cattle for all the market offers.

The TCFA area accounts for about 30% of the fed cattle marketed in the U.S., making Cattle Feeding Country the center of the nation's fed cattle market. TCFA market analysts are tuned-in to the pulse of the market and can give up-to-the-minute information to qualified members.

And, with M-Net, feedyards get detailed market information beamed directly to their desk. M-Net is TCFA's two-way computer market information system that allows members to automatically receive market updates every 30 minutes or more often if market conditions dictate. TCFA's Market Department can help put market power in your hands and help you get the best price for your cattle. Key staff contact: Jim Gill, jim@tcfa.org

COMMUNICATION

Information that's accurate and timely. That's the stock in trade of the TCFA Communications Department

as it works to keep members and the media informed about the events and activities that shape cattle feeding.

As a TCFA member, you receive the weekly *TCFA Newsletter*, read by more than 5,000 people, plus the *Cattle Feeders Annual*. In addition, brochures and other information keep you informed on events and actions that may impact your business.

A video library on a variety of subjects of interest to cattle feeders is available. Members can check out video tapes on loan from TCFA to use in employee training or as a program for 4-H, FFA or civic club meetings. And should you be contacted by the media, TCFA can help you develop a response. Key staff contact: Burt Rutherford, burt@tcfa.org

REGULATORY LIAISON

The impact of government regulations on cattle feeders' daily lives is undeniable—between state and federal government agencies, feedyards in Cattle Feeding Country must adhere



to regulations from more than 20 different agencies. Sorting through the maze of regulations can be daunting. That's why TCFA maintains a close relationship with many government agencies. And that's how you can earn a valuable return on your TCFA membership—by consulting with staff members as you draw plans to comply with these regulations.

Should you need interpretation or clarification of regulations, TCFA can help you decipher the rules. Should you need to contact a government agency, TCFA can assist in the discussion. Should you wish to suggest changes, reductions or additions to regulations, you can channel your ideas through TCFA and know they'll reach the proper person. Key staff contact: Ben Weinheimer, ben@tcfa.org

ARBITRATION

Even in the best businesses, disagreements sometimes arise. To assist members in resolving their differences,

TCFA offers its Arbitration Program.

The TCFA Arbitration Program allows any TCFA member who has a cattle feeding business dispute with another member to air grievances before a panel of fellow cattlemen. This panel renders a decision, which can be appealed to another cattlemen's panel if the parties desire. Both parties must agree to arbitrate. Key staff contact: Shannon Standley, shannon@tcfa.org

SEMINARS AND MEETINGS

There's a maxim in business that holds that you can't know enough about your industry and you can't meet too many people. Combine this truism with the unique and special need for knowledge and information that cattle feeders have, and it's easy to see why TCFA seminars are important.

You and your employees can benefit from seminars on such topics as feedyard office procedures, employee safety, animal health, feedmill management, financial management, labor law

and others. The TCFA Annual Convention is another event that provides fertile ground for education and an exchange of ideas.

TCFA's cost-effective educational seminars and the information-packed Annual Convention can return significant benefits to your operation through greater employee productivity. Key staff contact: Trent Tyson, trent@tcfa.org

RESEARCH

The cattle feeding industry was bred and born with a scientific mind. Combining traditions proven by the test of time with cutting-edge technology, feedyards in Cattle Feeding Country stay ahead of the curve in feeding cattle. And with an industry raised on technology and whose future will be determined by science, TCFA encourages a wide range of research projects on cattle feeding.

TCFA works closely with universities in Cattle Feeding Country to provide cattle feeders with the best science available by planting seed money in research projects that provide the information to stay ahead of the knowledge curve. In fact, TCFA has helped fund more than 80 research projects over the years. Key staff contact: Ben Weinheimer, ben@tcfa.org

If knowledge is power, then TCFA members swing a big stick when it comes to getting top dollar for fed cattle.

INSURANCE AND SAFETY

The TCFA Safety Program for feedyard employees changes lives. That's because it saves them.

With a goal of preventing accidents and injuries, TCFA's Safety Program helps feedyards develop worker safety programs that first and foremost keep employees healthy and safe. Healthy, safe employees are productive and happy, which keeps feedyards running smoothly and efficiently.

The TCFA Group Health and Life Insurance Plans provide Blue Cross-Blue Shield insurance with attractive benefits at competitive rates for Texas-based employers. If you're looking for cost-effective health insurance for your employees, check out the TCFA Insurance Plan. Key staff contacts: Brady Miller (Safety) brady@tcfa.org and Kristi Gillispie (Insurance) kristi@tcfa.org

QUALITY ASSURANCE

Helping members stay ahead of the curve. That's TCFA's goal and that's why TCFA was the first state cattlemen's association to develop the first Beef Safety and Quality Assurance ProgramSM in the nation. In fact, TCFA's program has served as the foundation for beef quality assurance efforts now in place in nearly every state.

TCFA's BSQA Program includes HACCP principles and export verification procedures. It recognizes feedyards for meeting strict requirements. Feedyards must be audited by TCFA and certified by a third party expert, and then must re-qualify every year to keep their certification. In addition to earning the use of TCFA's BSQA emblem, qualifying feedyards also are certified under the national "Mark of Quality" program administered by NCBA. Key staff contact: Brady Miller, brady@tcfa.org



TCFA sponsors many seminars that help you work smarter.

ENVIRONMENTAL SERVICES

From the beginning, cattle feeders recognized that sound environmental stewardship was not only the right thing to do, but it makes good business sense, too. TCFA developed a model Pollution Prevention Plan for feedyards that has become the standard for other industries. And, to help TCFA Feedyard Members become as environmentally proactive as possible, TCFA conducts environmental site assessments that help feedyard managers understand the many federal and state environmental regulations they must comply with.

In addition, TCFA offers enhanced environmental services to help feedyards with monitoring, testing and recordkeeping. TCFA conducts training for feedyard personnel, inspects environmental equipment and facilities, reviews logs and records and assists with water, soil and nutrient sampling. Key staff contact: Ben Weinheimer, ben@tcfa.org

OTHER SERVICES

The above list is impressive, but it's certainly not all that TCFA offers its members. TCFA offers other benefits as well.

Employee Referral Service—If you're looking for employees, check out TCFA's Employee Referral Service.

Those looking for feedyard employment can place a confidential resume with TCFA. Members looking for help can contact TCFA, which will forward resumes of potential employees. Key staff contact: Kaci Barclay, kaci@tcfa.org

Junior Fed Beef Challenge—

Young cattlemen in 4-H or FFA looking for education and hands-on experience can compete in the TCFA Junior Feed Beef Challenge and TCFA Team Challenge. Junior Fed Beef Challenge participants feed a pen of three or four steers, then compete on the carcass merit of their cattle and their knowledge and understanding of cattle feeding. Students compete for college scholarships, cash and prizes. The Team Challenge is designed for students who don't feed a pen of cattle, but who want to compete based on their cattle knowledge and presentation abilities. Key staff contact: Trent Tyson, trent@tcfa.org

Beef Checkoff—TCFA strongly supports the beef checkoff and works with various organizations including the National Cattlemen's Beef Association, Cattlemen's Beef Board, U.S. Meat Export Federation and Texas Beef Council to form a powerful beef promotion team. Key staff contact: Ross Wilson, ross@tcfa.org 