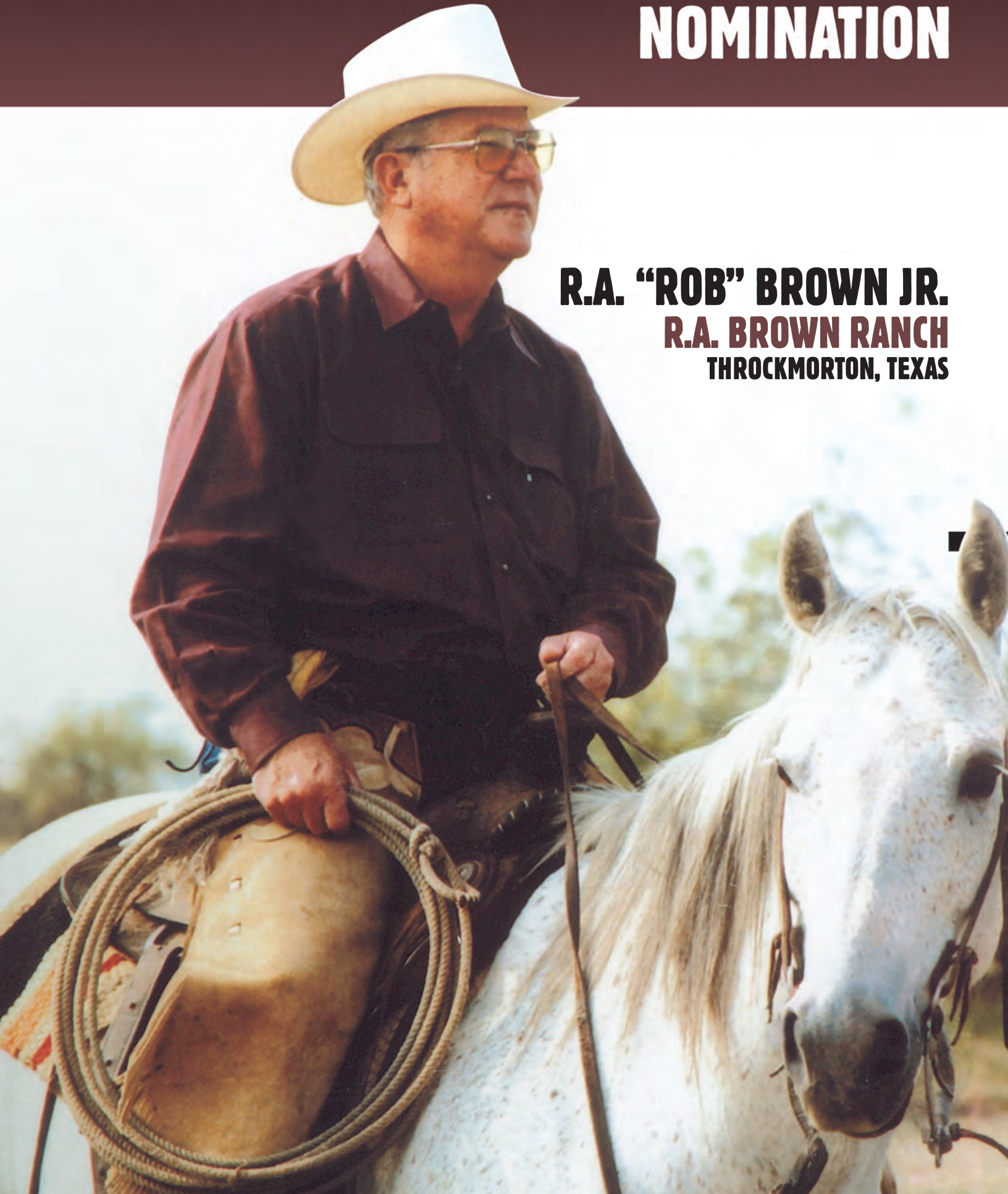


SADDLE & SIRLOIN PORTRAIT AWARD NOMINATION

R.A. "ROB" BROWN JR.
R.A. BROWN RANCH
THROCKMORTON, TEXAS



Selection Committee
Saddle and Sirloin Portrait
P.O. Box 36397
c/o Kentucky Fair and Exposition Center
Louisville, KY 40209

Dear Selection Committee,

On behalf of the American Quarter Horse Association, American Simmental Association, Red Angus Association of America, Senepol Cattle Breeders Association, and the nominating committee, please accept the nomination of R.A. "Rob" Brown Jr. for the prestigious Saddle & Sirloin Portrait Award. Enclosed you will find his resume, biography and letters of support.

Rob Brown built one of the substantial ranches in the country that encompassed a Quarter Horse band, seedstock herds of various cattle breeds, commercial cow-calf herd, stocker operation, cattle feeding, and farming. His livestock have made a significant impact on the world's genetics, and he provided the leadership for one of this country's most successful coordinated marketing programs in Ranchers Renaissance.

His leadership in various local, state, university, and national industry organizations is breathtaking. He has given his time freely, and his efforts have made a profound positive impact on the industry. Few if anyone has had the breath of leadership in the industry as his resume, biography and letters of recommendation will attest.

Rob has lived by the motto of "be progressive but practical, and embrace science but respect tradition." Not only has he had a lasting impact on the industry living by this motto, he has also instilled these values into his highly successful family, which will assure Brown family leadership for years to come.

Sincerely,

Tom Brink, Red Angus Association of America; Dr. Larry Cundiff, retired USMARC; Mark Gardener, Gardener Angus; Dr. Ronnie Green, University of Nebraska; Dr. Bob Hough, retired breed executive & author; Craig Huffhines, American Quarter Horse Association; Hans Lawaetz, Senepol Cattle Breeders Association; Dr. John Pollak, retired Cornell/USMARC; Dr. Wade Shafer, American Simmental Association; Dr. Tom Woodward, Broseco Ranch

SADDLE & SIRLOIN PORTRAIT AWARD NOMINATION

R.A. "ROB" BROWN JR.

RESUME

FAMILY - Born 4/4/1936

- Married to Peggy Donnell Brown since 1957
 - 4 Children: Betsy Brown Bellah, Rob A. Brown, Marianne Brown McCartney, & Donnell Brown
 - 17 Grandchildren & 9 Great Grandchildren
-

EDUCATION Graduate of Texas Tech University, 1958 B.S. Animal Science

PROFESSION Rancher 1957-Present

- **Partner, Brown Family Partnership Ltd operated as R.A. Brown Ranch** 1965-2013
Registered and Commercial Cattle and Quarter Horses
Hereford, Simmental, SimBrah, Senepol, Angus, Red Angus, SimAngus & Hotlanders
Throckmorton, Shackelford, Haskell and Stephens Co. TX
Stocker Operation - Matheson, Colorado
 - **Partner, Brown & Bellah** 1981-2010
Stocker and Wheat Operations, Throckmorton and Haskell Co. TX
 - **Partner, Brown Family Genetics** 1997-2013
Registered Angus, Red Angus and SimAngus Cattle, Throckmorton Co. TX
 - **Partner, Tascosa Feedyard, Bushland, TX** 1990-2008
 - **Owner/Partner, R.A. Brown Cattle Co** 1984-2000
Stocker and Commercial Cow/Calf Operation Pueblo & Westcliff, CO & Graford, TX
 - **Developer, B&W Mesquite** 1963-65
Outdoor grilling product from native raw mesquite wood for fuel and flavor: FIRE BRAND™
-

PROFESSIONAL INVOLVEMENT

- **National Cattlemen's Beef Association**
 - Committee, \$5,000,000 Carcass Merit Project 1998-2003
 - Committee, Merger of NCA & Beef Industry Council 1996
 - Director 1974-1991
 - Executive Committee 1979,1980,1985,1997
 - Membership Relations Chairman 1985
 - Purebred Council 1979,1980
 - NCA Young Cattlemen's Conference, Co-Founder & Chairman 1981
 - NCA Outstanding Achievement Membership Effort 1980
- **American Quarter Horse Association**
 - President 1995
 - Executive Committee 1991-1995
 - Director 1966-Present
 - Stud Book Committee (Vice Chairman 1985-86; Chairman 1987-88) 1983-2016
 - Racing Council 1993-1995
 - Finance Committee 1996-2008
 - Investment Oversight 1996-1998
 - R.A. Brown Ranch Co-founder of AQHA 1941

- Texas & Southwestern Cattle Raisers Association	
Director	1966-2010
Membership Activities Committee Chairman	1967-1971
Honorary Director	2010-Present
- Texas Ranch Roundup	1981-Present
Co-founder	
• Started with historic ten Texas ranches for practical cowboy skills competition	
• Texas Ranch Roundup raised over \$3 million in charity	
• Promoted it nationally and internationally	
• Ranch Roundups now held in all countries where cowboys/gauchos work cattle	
- Southwestern Exposition and Livestock Show	
Director	1966-2001
Honorary Vice President	2002-Present
Originated All Breed Graded Bull Sale	1987-1995
- American Simmental Association	
Chair, Strategic planning committee	1990's
"Bull of another breed" program to keep pedigrees of other breeds	1990's
Conceived and got implemented SimBrah	1977
President	1974
Vice-President	1973
Treasurer	1972
Chair, National Sale Committee	1972
Imported early Fullbloods	1972, 1976
Trustee	1970-1971
Chair, Promotions Committee	1970
Charter Member	1968
- World Simmental Federation, Founder	1974
- Senepol Cattle Breeders Association	
Co-founder of reorganized association	1991
President	1991
Director and Executive Committee	1988-1991
Introduced breed successfully into South America	1990's
- Texas Animal Health Commission, Chairman (appointed by Governor George W. Bush)	1996-2001
Major Accomplishments	
Launched Brucellosis eradication program (achieved 2008)	
Organized Johne's disease taskforce & research	
Traceability plan in response to possible BSE	
- Texas Experimental Ranch Committee	
Director	1968-1988
Co-Chairman	1975-1988

- **Ranchers Renaissance (Coordinated cow/calf to beef marketing)**
 Founder 1998
 President 1998 & 2000
 Board Member 1998-2009

- **National Ranching Heritage Association**
 Board of Overseers 1982-2005

- **Texas Tech University**
 Century Club, charter member 1961-Present
 College of Agriculture Dean's Advisory Council 1988-1992, 2003-2007
 Regents Council for Future of Texas Tech 1990, 2010
 Ex Students Association, Director 1960-1965, 1987-1991
 Loyalty Fund Trustee 1971

- **National Beef Cattle Evaluation Consortium**
 With Dave Nichols & Bonnie Bargstedt, they obtained USA congressional funds to start NBEC and served on the Advisory Board 2001-2010

- **National Beef Checkoff**
 Beef Food Media Seminar: Beef Producer Panel Chicago, IL 2007
 Hosted Nation's Food Editors at Ranch

- **Texas Prescribed Burning Board** 2006-2011
- **International Stockmen's Educational Foundation, Director** 1993-1997
- **TEXAS YES! Board/Texas Department of Agriculture** 1998-2004
- **Livestock Industry Institute, Trustee** 1986-1987
- **American Society of Range Management** 1970-1971

ACHIEVEMENTS

- FFA: Honorary State and American Degrees
- Red Angus Pioneer Award – 2013
- BIF Pioneer Breeder – 2007
- National Pedigree Livestock Council Distinguished Service Award - 2006
- American Quarter Horse Association Hall of Fame - 2004
- American Cowboy Culture Ranching Award – 2003
- Texas Family Land Heritage Award – 2003
- National Cattlemen's Vision Award – 2002
- BEEF Magazine Trail Blazer Award - 2001
- Throckmorton Citizen of the Year – 2000
- National Cattlemen's Cattle Business of the Century Award - 1999
- Ranching Heritage Golden Spur Recipient – 1999
- Livestock Publications Council Headliner Award – 1999
- National Cattlemen's Beef Association/American Quarter Horse Association Best of the Remuda Award- 1997
- International Livestock Congress Leadership Award – 1997
- American Quarter Horse Association Inaugural Legacy Award Winner – 1997
- Throckmorton High School Outstanding Alumnus – 1996
- Man of the Year in Texas Agriculture – 1996
- Senepol Cattle Breeders Assn. Cattleman of the Year – 1995

- Beef Improvement Federation Outstanding Seedstock Producer – 1993
- Fort Worth Star Telegram Farm & Ranch Beef Cattle Award – 1991
- National FFA Outstanding Service Award – 1990
- Record Stockman Man of the Year in Livestock – 1990
- Texas Tech University Rodeo Hall of Fame – 1989
- World Simmental Federation Golden Book Award – 1988
- Texas Tech University, College of Agriculture Distinguished Alumnus – 1987
- Texas Tech University Distinguished Alumnus – 1986
- Distinguished Service to the Development of 4-H in Throckmorton County -1986
- Texas Simmental Association Family of the Year -1981
- Texas Tech University Gerald W. Thomas Award for Outstanding Agriculturist - 1979
- North American Simmental Man of the Year – 1975
- Texas Society of Range Management Outstanding Range Man in Texas – 1973
- Outstanding Young Men of America – 1965
- Texas Hereford Association Director – 1961
- American Society Range Management, Texas Section Director - 1964

CIVIC INVOLVEMENT

- Throckmorton Independent School District, Trustee – 1964-1973
- First United Methodist Church, Throckmorton
Chairman Board of Trustees
Chairman of Administrative Board
Finance Committee, Chairman – 1975-1995
- Throckmorton Chamber of Commerce – President, Director
- Throckmorton County Jr Livestock Show – Chairman, Board Member
Breeder Award 1976, 1977, 1980, 1981, 1984
- Throckmorton High School Ex Students – President
- Throckmorton High School Booster Club – President
- Throckmorton Lion’s Club
- Miller Brazos Soil Conservation District Board
- Throckmorton Range and Wildlife Committee
- Beef Referendum, Area and County Chairman
- Brucellosis Eradication, Area and County Chairman
- Coached State Champion 4-H Horse Judging Team

TEXAS TECH STUDENT LEADERSHIP

- Tech Rodeo Association – 1954-58
- Student Representative to Rodeo Council – 1954-58
- SAE Fraternity (Vice President, President, Best Member) – 1954-58
- Aggie Club – 1954-58
- Saddle Tramp athletic booster club – 1955-58
- Sophomore Class President – 1956
- Student Council – 1956-57
- All College Leadership Award – 1956-58
- Junior Livestock Judging Team – 1956
- Senior Livestock Judging Team – 1957
- Tech Salutes (Honor for student leadership) – 1957
- First member of family to graduate from college – 1958

HIGH SCHOOL INVOLVEMENT

- Football, Basketball, and Track Teams
 - FFA and 4-H: Showed Steers at SW Exposition and Livestock Show Ft Worth: Houston Livestock Show; Wichita Falls Jr Beef Show, Reserve Champion; Throckmorton Livestock Show, Grand and Reserve Championships
 - Texas State Conservation Contest: 3rd Place:
“What I Have Done to Conserve Wildlife” 1955
-

MEMBERSHIPS

- American Quarter Horse Association, Life Member
 - National Reined Cow Horse Association
 - ANCA, NCA, NCBA
 - Texas Southwestern Cattle Raisers Association
 - Texas Cattle Feeders Association
 - Texas Farm Bureau
 - Colorado Cattlemen’s Association
 - American Simmental Association, Charter Member
 - Red Angus Assn. of America
 - American Angus Association
 - Senepol Cattle Breeders Association
 - Colorado Farm Bureau
 - Texas Red Angus Association
 - Texas Quarter Horse Association
-

BOOKS FEATURING ROB BROWN AND RA BROWN RANCH

- *ACHIEVING SUCCESS WITHOUT FAILING YOUR FAMILY “HOW 30 SUCCESSFUL FAMILIES ACHIEVED FAMILY EXCELLENCE”* by Dr Paul Faulkner 1994, Howard Publishing Co Inc
- *HIDDEN AMERICA BY Jeanne Marie Laskas “From Coal Miners to Cowboys An Extraordinary Exploration of the Unseen People Who Make This Country Work”* G.P. Putnam’s & Sons, New York ISBN 978-0-399-15900-8
- *DEEP IN THE HEART OF TEXAS “Texas Ranchers in Their Own Words”* Ten Speed Press Kathleen Jo Ryan 1999 ISBN 1-58008-101-0
- *RANCHING TRADITIONS-Abbeyville Press 1990 Kathleen Jo Ryan* ISBN 0-90659-911-6
- *TEXAS COWBOY-Stoecklein Publishing* ISBN 0-922029-60-1
- *TEXAS CATTLE BARONS “Their Families, Land & Legacy”* ISBN 1-58008-100-2 Ten Speed Press 1999 Kathleen Jo Ryan
- *CATTLE-Symbol of the Great American West* Stoecklein Publishing and Photography 2005 ISBN 1-933192-24-0
- *“31”* by Lawrence Clayton 2002 McWhiney Foundation Press ISBN 1 893114-32-5
- *THE WESTERN HORSE* Stoecklein Publishing LLC ISBN 0-922029-70-9
- *THE AMERICAN QUARTER HORSE* Stoecklein Publishing ISBN 1-931153-62-0
- *LIL’ BUCKAROOS: A Tribute to the Young Cowboy In All Of Us:David Stoecklein* World Publishing Services ISBN 1-931153-21-3
- *AMERICAN QUARTER HORSE ASSN. BEST REMUDAS: Jim Jennings* Bright Sky Press ISBN 13:978-1-931721-82-0
- *AMERICAN BEEF: TRADITION AND TRANSFORMATION, US Meat Animal Export Federation, (Japanese Promotional Book), 2004*

R. A. “ROB” BROWN JR.



Rob and his wife, Peggy Brown

Rob Brown represents the fourth generation of a Brown family legacy of ranching in Texas, and his national impact has been enormous. He has led with his motto of “be progressive, but practical” as well as “embrace science while honoring tradition.” He has built one of the larger and most significant ranches in the country that encompasses all aspects of livestock production. His Quarter Horse and cattle seedstock have made a significant impact on the industry worldwide, and his service to the industry both nationally and internationally is incalculable. Most important, he and wife Peggy raised an outstanding family, and have ensured that the R.A. Brown Ranching tradition will go on to a sixth generation.

THE BUILDING OF THE HISTORIC R.A. BROWN RANCH

EARLY BROWN FAMILY HISTORY

The Brown family is one of the oldest ranching families in Texas. Rob's great-grandfather, Robert Alexander Brown, moved from Virginia to Texas in 1850 at the age of 17 to make his fortune in the West. Starting out in the mercantile business in Galveston, he returned to Virginia to fight for the Confederacy in J.E.B. Stuart's cavalry.

After the war, he returned to Texas where he started a cotton export business, as well as trading mules. The family started in ranching when Robert Alexander started buying land in Robertson County. It was there that his oldest of seven children, Robert Herndon (R.H.) Brown was born in 1869.



1890's letterhead

Like his father, R.H. was very entrepreneurial, buying a small ranch in Jack County, and actively trading livestock including some of the first "Polled Angus" bulls in Texas. In the late 1800's, he was also successful sending boat loads of cattle to Cuba to feed the troops during the Spanish-American War. In 1903, he sold the ranch in Jack County to become president and manager of a commission company at the Fort Worth Stockyards. That same year, he started buying land in Throckmorton County, which is now the headquarters of the R.A. Brown Ranch.

The Throckmorton ranch was stocked with Longhorns, and R.H. brought in some of the early Herefords to the region to improve the native stock, as well as starting an early purebred Hereford herd. The Brown family remained in the Hereford business for the next 70 years. Also, through his commission firm, R.H. developed a thriving bull market. During the Fort Worth Stock Show, they would gather bulls from breeders to be sold to commercial producers. At the peak, they would market up to 800 bulls at each stock show.

R.H.'s son R.A. Brown Sr. (Rob's dad) was born in 1902 and worked at the stockyards in the summer and spent winters at the ranch. Throckmorton County is considered some of the best ranch country in Texas, but is prone to drought, which would be a major problem for the family from time to time throughout the ranch's history.

The first time the ranch was hit by a devastating drought was in 1917. This is when R.A. Sr. moved to the ranch full time to shepherd it through the drought. He would skin cattle that didn't make it and take the hides by wagon to Abilene, which is 60 miles from the ranch, to trade for cottonseed cake to feed the surviving cattle.

After the drought, R.A. Sr. enrolled at Texas A&M, where he attended college. R.A. Sr. was a noted horseman, and became part of the A&M polo team. In 1922, after a year and half in school, R.A. Sr. was forced back to the ranch due to R.H.'s declining health and economic hardships. He brought back to Throckmorton his love of polo, so he formed a ranch polo team. It was not uncommon for R.A. Sr. and the cowboys to drive polo ponies to Abilene and back for matches.

R.H. died of cancer in 1929, leaving R.A. Sr. to take over the ranch right when the agriculture economy was headed into a depression and at the beginning of the Dust Bowl. Times were very tough, and R.A. Sr.'s sisters and mother all deeded their land over to him to give him the necessary collateral to borrow enough money to continue the ranch. Luckily, R.A. Sr. disliked farming, so hardly any of the ground had seen a plow, which is the primary reason it was able to survive the Dust Bowl. During the Depression, the ranch was heavily in debt, but R.A. Sr. managed to keep the ranch intact. By 1940, he was able to pay off his notes and deed back the land that belonged to his sisters and mother.



R.A. Brown Sr. sorting Herefords in 1926.

In 1931, R.A. Sr. married Valda Thomas. Valda's family ranched west of town. Eventually, the Brown and Thomas ranches were combined to form the 18,000-acre R.A. Brown Ranch headquarters as we know it today. R.A. "Rob" Brown Jr. was born on the ranch in 1936, and grew up on the purebred and commercial cattle operation, and what started out as a crossbred horse operation. R.A. Sr. loved breeding ranch horses, and was the co-founder of the American Quarter Horse Association in 1941. In the 1940's, with the War and demand for agricultural products at an all-time high, R.A. Brown Ranch prospered.



Rob as a young lad

Rob went to Texas Tech University in 1954 and despite having dyslexia, became the first Brown to graduate from college in 1958. While at Tech, Rob was involved in about every leadership activity you could be in, as his resume illustrates. Many semesters, he kept a horse at school and was active on the Tech rodeo team. He also credits his time on the livestock judging team for his ability to analyze a situation and decision-making skills, as well as the ability to communicate and defend a decision verbally. According to Rob, "The skills I learned on the judging team, I have used every day for all my life."

Like many highly successful people with dyslexia, Rob developed observational, listening and verbal communication skills, as well as a memory that few can imagine. These skills would prove to be the key to his success during his career as a producer and industry leader. However, Rob would serve in numerous industry leadership positions that required writing. On this front, Rob and Peggy worked as a team, with Peggy putting Rob's thoughts to paper.

After graduating, Rob maintained close ties to his alma mater for the rest of his life. He has receive every honor the department, college and university can bestow on an alumnus, and he opened the ranch for Tech faculty to conduct applied research.

Unfortunately, during his years at Texas Tech, the ranch again droughted out and had to be largely destocked. When Rob returned to the ranch, it had again fallen onto tough financial times, and the cattle herd had been dropped from 900 to 125 cows with only the nucleus of the Quarter Horse broodmare herd intact. From this experience, Rob always had a keen interest in how to improve the land and grazing methods, which would be a thread throughout his life.

Rob was welcomed home to the ranch by R.A. Sr., but only as an employee. In many ways, he was treated as menial laborer, but was encouraged to find ways to bring extra income to the ranch, which was again in debt. Ever the entrepreneur, in 1959, Rob was one of the first to commercialize hunting rights, which was unheard of at the time. Today, basically all of the ranches in that part of the country depend on hunting leases as an important part of their income.

Rob also decided he could make money out of the 18,000 acres of dead mesquite that covered the ranch from the drought. Commercial mesquite dried cooking chips were not common at that time, but in 1960, Rob borrowed money and opened B&W Mesquite Charcoal Co. as one of the early commercial mesquite cooking wood businesses in Texas.

Rob and R.A. Sr. borrowed money and bought an 8,000-acre ranch in Colorado where they could run stockers, which proved profitable. They could run approximately 700 stockers, which were first assembled in Texas and then shipped to Colorado. The first year, the stockers were shipped by rail and driven to the ranch. This proved problematic, as neighbors didn't want the cattle crossing their ranches for fear the cattle would spread ticks. It took time to convince them that all the cattle had been dipped and posed no risk. In later years, the stockers were transported by truck.

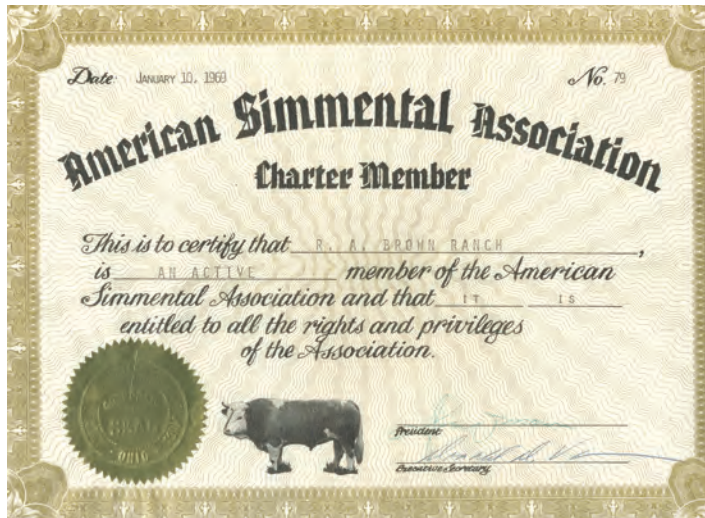
Rob and Peggy had a quickly growing family. Betsy was born in 1958, followed by Rob A. in 1960. Marianne and Donnell would complete the family in 1967 and '69, respectively. All would go on to make their mark in agriculture.

Rob did have his frustrations upon returning home. He had learned much while at Texas Tech, but his father remained tradition-bound, not wanting to implement Rob's ideas. In 1965, Rob convinced his father that they should try crossbreeding to improve productivity, which R.A. Sr. agreed to "as long as it improved the milk of the Herefords." A week after this decision, Rob's father died unexpectedly from a heart attack. Rob was always thankful that he and his father came to terms on trying new things before his passing and Rob taking over the ranch. Innovation would be a hallmark of R.A. Brown Ranch from that time forward. Rob had a big challenge ahead of him. He was only 29 years old, with a young family when he took over an extensive ranch that was still recovering from a drought.

ROB BROWN TAKES THE HELM OF R.A. BROWN RANCH

When Rob took over the ranch, there was a whirlwind of growth and innovation. The range was improved with cross-fencing and rotational grazing. To make ends meet, all the weaned foals were sold for the next two years, and the people showing them would make R.A. Brown Ranch a force in show points for the remainder of the 1960s and the 1970s. This despite R.A. Brown Ranch never having a show-string, as Rob kept the focus of the Quarter Horse breeding program on servicing the working cowboys.

In terms of the cattle, R.A. Sr. had kept Brown Swiss to serve as nurse cows, which was a common practice at the time, so Rob tried crossing them with the Herefords. This was quickly abandoned, as the brindle steer calves were severely discounted because of their color pattern, and the females gave too much milk. Rob started looking for an alternative breed to build his program. At the time, Simmental were first being introduced, and caught Rob's eye immediately. In 1967, he attended one of the early organizational meetings for the breed, and he went on to become one of the founding members with the 79th membership in the American Simmental Association (ASA).



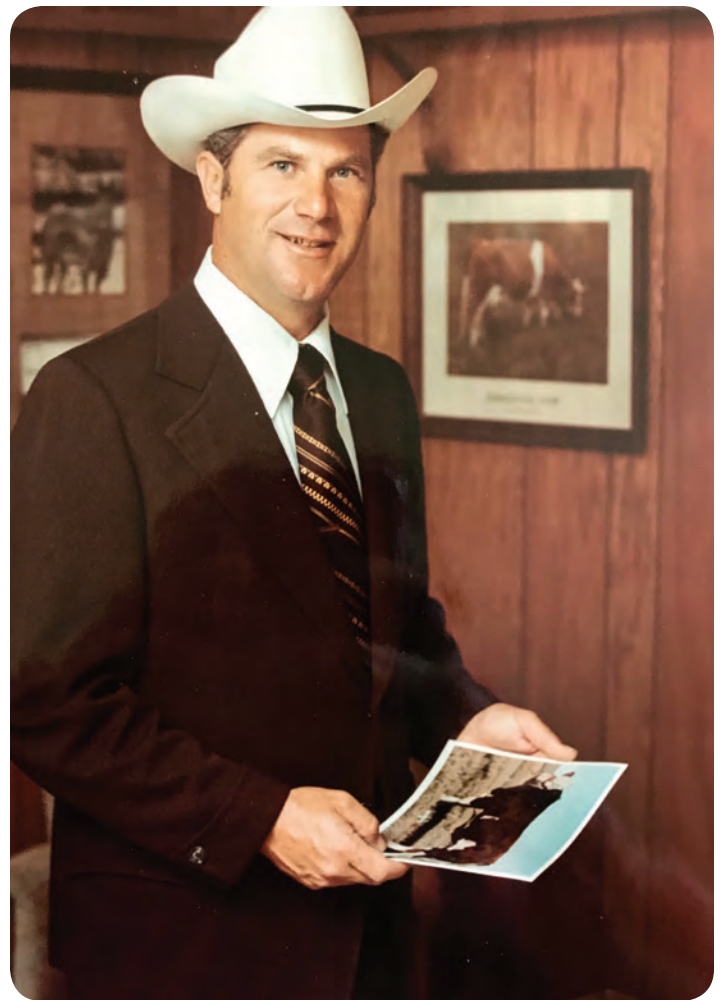
ASA Charter #79

The early percentage Simmental bulls he marketed had an immediate impact on his customers, increasing weaning weights by 100 pounds. After the death of his father, Rob had completely switched R.A. Brown Ranch from traditional selection methods to performance testing, and it took education of his customer base to understand the value of performance-tested bulls. This included producer seminars, as well as educational programs before his bull sales.

In 1972, Rob imported one of the early full-blood bulls called Rebel via Switzerland and Canada. In 1976, he would make a further importation of full-blood cows and bulls via England. He also exported some of the first Simmental and Simbrahs into Mexico helping establish the breed in that country. In 1974, Rob served as president of the American Simmental Association, and in 1975, was named North American Simmental Man of the Year.

In 1974, Rob leased the 28,000-acre Crooked River Ranch, which was in the portfolio of a bank from a family with no heirs. To borrow the money for this expansion, he drew up a business plan that included breeding up his cattle instead of buying high-dollar full-bloods and purebreds, as well as custom-grazing stockers. This satisfied the bank, and he was able to obtain the funds for the expansion. That same year, he started breeding Simbrahs, three years before ASA would start registering them.

Although, he was developing some of the first Simbrahs in the country at Crooked River, at the beginning, he mainly cashed-flowed this ranch by custom-grazing stockers. This gave him guaranteed cash flow without risk, which the bank required. He also built a hunting lodge and leased the hunting rights to the Coors Brewing Co. Eventually, he would have Crooked River stocked with 800 Simbrah cows.



President of the American Simmental Association

In the fall of 1975, R.A. Brown Ranch held its first bull sale, which averaged \$578 on 115 long-yearling bulls. This was a major shift for the ranch because up until that time, the family had strictly marketed 2-year-old bulls. According to Rob, "It was the best move I ever made. I had too much feed tied up in the 2-year-olds to be truly profitable." The annual R.A. Brown bull sale would steadily grow over the years to more than 600 bulls, which regularly posts one of the highest sale averages in the country. By 1981, Rob's contributions to the Simmental breed in Texas were recognized when the family was honored as Texas Simmental Association Family of the Year.

Although, Rob had been raising a small amount of wheat and sorghum on the home ranch, it was a minor part of the operation. This would soon change. He initially added the 4,000-acre adjoining Lee Ranch to the R.A. Brown Ranch, which he stocked with purebred cows, and he expanded the farming to further diversify. When his daughter Betsy and son-in-law Jody Bellah came home to work on the ranch in 1981, Rob leased the 8,000-acre Davis Ranch, which had a substantial amount of farm ground. Farming then became a significant part of the diversified RAB business, with 5,000 acres of wheat planted each year and running a significant stocker operation grazing the winter wheat pastures.

Under Rob's guidance, R.A. Brown Ranch had quickly grown to 66,000 acres and was now comprised of substantial Quarter Horse remuda, seedstock cow herd, commercial cow-calf operation, stocker operation and wheat farming. The full scope of the RAB operation would be completed in 1990 when the family invested in the 50,000-head Tascosa Feedlot in the



FIRST ANNUAL PRODUCTION SALE

October 11, 1976

Throckmorton, Texas

The ranch's first production sale catalog cover featured the family.

Panhandle of Texas, which specialized in value-based marketing and carcass data collection. Along with Rob, investing in the feedlot were Jody and Betsy Bellah, as well as Rob's son Rob A., who had developed a substantial ranching operation with his wife's family in the Texas Panhandle.

The R.A. Brown Ranch commercial customers were starting to have high-percentage Simmental herds. A firm believer in planned crossbreeding, Rob felt it necessary to offer more breeds to his commercial customers, so they could do one-stop shopping at R.A. Brown Ranch for their seedstock needs. In 1984, he first added 25 Red Angus heifers from the famous Roy Beeby herd in Oklahoma. Pleased with his initial purchase, he would go on to purchase Beeby Red Angus' entire heifer calf crop in 1987. This was the start of a legacy herd of Red Angus that would go on to become the dominant herd in the breed. A look at any bull stud catalog will confirm this, and in 2013, the Red Angus Association of America recognized him with the Pioneer Breeder Award.

Also, in 1987, Rob bought a herd of 200 Senepol cows that could be imported from the Virgin Islands. Rob had a keen interest in the breed before acquiring them. The Senepol breed was formed in 1918 by Virgin Islands breeders crossing the Western African Bos Taurus breed N'Dama with Red Poll. In 1983, he had been in St. Croix, Virgin Islands, on Simmental business and while there, attended a research symposium on Senepols. He had also followed the research out of Florida that demonstrated that Senepol had about the same heat tolerance and extra heterosis as Brahman cattle when bred to other Bos Taurus cattle. However, being a Bos Taurus breed, they had significantly better carcass quality and dispositions compared to Bos Indicus breeds. In fact, Rob reports that they were the best disposition cattle he ever dealt with.

Rob would go on to introduce the breed to South America. Rob traveled to both Paraguay and Brazil, developing a market for both cattle, semen and embryos. Since its introduction into South America by Rob, Senepol has been the fastest-growing breed on the continent, with an estimated 50,000 head now in Brazil alone.

From his friend Dr. Bob Long, Rob learned that the 400-cow Greenway Angus herd in Florida could be purchased at a price that was very affordable. Greenway was one of the pioneer performance Angus herds for whom Dr. Long had been a long-term consultant. However, the herd's owners had fallen on hard times, and the herd was in poor condition with many open cows. Ever the entrepreneur, Rob bought the herd, brought them to Texas, and got them back into good condition and breeding order. After he had culled the herd down, he was able to market enough cattle to pay for his entire initial investment, while still leaving him with an excellent 125-head herd of performance-bred, heat-adapted Angus cows.

All the while through the 1980's, Rob had kept his performance-based Simmental herd in the middle of the road, even while the frame race raged. An important herd sire during this time was the 1984-born Polled Siegfried, who was also leased to Select Sires. He was moderate frame with excellent spread EPDs. Moving into the 1990's, Polled Siegfried became one of the breed's most significant sires as the Simmental breed moved to moderate the frame of its cattle. In 1988, the World Simmental Federation recognized Rob with the Golden Book Award, which is the highest honor it can bestow.

By 1989, Rob became convinced that hybrids and composites could best serve his customers. As well as the purebred herds, he



Rob Brown evaluating the Angus cow herd.

started breeding what would become SimAngus. This was before the American Simmental Association had a hybrid registry, so Rob, Dave Nichols, Bob Dickenson and Jim Leachman approached ASA with the “bull of another breed” concept. This allowed breeders to keep full pedigrees on their hybrid stock. Before this, the cattle went into the herdbook with just the parent breed identified. Eventually, ASA would formally recognize hybrids with their SimAngus™ registry, and blaze a path for the industry with a multi-breed genetic analysis.

Rob was convinced that all of his breeds offered something unique to his customers, and became intrigued with the idea of a composite that would combine the best of all the breeds he owned (Simmental, Simbrah, Angus, Red Angus and Senepol). After close consultation with Dr. Keith Gregory of the United States Meat Animal Research Center and Dr. Ronnie Green, who is the current chancellor of the University of Nebraska, Rob developed the idea of the Hotlander™ composite.

To develop Hotlander, Rob’s 800 Simbrah cows at the Crooked River Ranch were systematically bred to half Angus (red or black)/half Senepol hybrid bulls. The composite soon became popular with his customers and other breeders. Rob went on to establish the composite with breeders in Brazil, Paraguay and Australia. In fact, one 29-million-acre ranch in Australia is stocked with Hotlanders. According to Rob, “The Hotlanders are far and away the best cattle I have dealt with. They were complete in terms of reproduction, heat tolerance, performance, convenience traits and carcass traits.”

In 1993, Rob was awarded Seedstock Producer of the Year by the Beef Improvement Federation, and his son, Donnell, and his wife, Kelli, returned to the ranch as employees. Both Donnell and Kelli had been national FFA presidents, and were destined to make their mark on the industry. Rob, Donnell and Kelli borrowed money to start Brown Family Genetics, which invested in a modest number of additional seedstock cows, mostly centered on the Red Angus breed.

1997 was an important year for R.A. Brown Ranch, as it was the year the family started taking on cooperators. It was also the year that Rob provided the leadership to form Ranchers Renaissance, one of the most highly successful coordinated marketing systems in the country from the cow-calf producer to the consumer. To become more than employees, Donnell and Kelli proposed that R.A. Brown Ranch take on cooperators. Rob agreed, and Donnell started developing cooperator herds to expand the number of bulls they could market each year without taking on additional debt. The concept proved to be wildly successful.



Rob Brown diversifies into farming.



Bull sale day at the R.A. Brown Ranch



Typical Hotlander bull pictured for the 2017 sale catalog



Ranchers Renaissance meets at Rollins Ranch in Florida.

Rob firmly thought the industry could make more money and provide consumers with a better product if the segments were coordinated. Rob knew well and/or had done business with many of the largest commercial cow-calf operations in the country, as well as leaders in other segments of the industry. His many years of leadership in the National Cattlemen's Beef and Texas & Southwestern Cattle Raisers associations had increased his network within the industry. He invited these large commercial cow-calf operations, feedlots and the packer Excel to a meeting at R.A. Brown Ranch. They developed the idea of a coordinated production system utilizing best practices to supply consumers

with a consistent, high-quality product. This coordinated system would be called Ranchers Renaissance.

Fifteen of the largest, well-managed commercial cow-calf operations in the country – from Florida to Hawaii – were involved, as well as feedlots from the Texas Panhandle to Western Canada, and Excel was the packer partner. Best practices were prescribed for every segment, starting with genetic inputs, on to simple things like castrating calves at birth with a knife, on through electrical stimulation of carcasses in the packing plant to improve tenderness. Safeway became the primary national retail partner, and Ranchers Reserve retail beef became wildly successful as a national brand.

Rob served as Ranchers Renaissance's first president and then as a board member, and he would oversee the staffing of the program. Being value-based throughout the supply chain, it probably did as much to improve management and genetics in the country's largest commercial herds and feedlots as anything that has ever been done. It was such a fantastic model that Harvard University's Business School did a case study on it. Bringing together Rancher Renaissance is one of Rob's biggest sources of pride.

Also in 1997, Jim Leachman visited R.A. Brown Ranch on a Beef Improvement Federation tour. Jim was wanting to make his mark in the Quarter Horse business and asked Rob if he would sell him the pick of his Quarter Horse mares. At the time, Leachman was the leading Red Angus breeder in the country, and after spending time riding together on the tour bus, Rob and Jim agreed to trade



AbiGrace takes her place in the history books.

“pick of the RAB remuda” for pick of the Leachman elite Red Angus nucleus herd. The way it worked, RAB would pick from the Leachman herd, with Leachman picking second what cow he wanted to retain. The same was done with the RAB Quarter Horse herd until each had selected 10 head from each other.

This arrangement appealed to Rob, as the barter would not require the extremely large outlay of cash that buying them would require. As Donnell often joked, “Rob and Peggy invented copper wire (by) pinching pennies.” Rob and Donnell did a magnificent job selecting from the Leachman herd. Included in their selection was the cow Abigrace, who went on to become the most famous cow in breed history, producing more than \$2 million in direct progeny. Her impact down pedigree is incalculable.

In 1998, the ranch would again drought out. The range and grazing practices had been improved significantly over the years under Rob’s management, so more grass was available compared to previous droughts. However, the lack of drinking water for the cow herd rendered 75 percent of the ranch unusable. This meant most of the seedstock herd had to be dry-lotted, while most of the commercial cows were liquidated. During this time, an extensive embryo transfer program was started, with the embryos implanted into commercial cows in various parts of the country. Near the end of the drought in 2001, a mature Angus and Red Angus cow herd dispersal was held. This let the land heal and restocked with a young herd with the latest genetics.

Ever the entrepreneur, in the early 2000s Rob decided he could turn his stock ponds into a source of income for bass fishing. He researched different strains of bass that would best serve this purpose, and found a hybrid bass in Florida that had the qualities of a large-mouth bass that were crossed with a strain known for putting up a fight when hooked. He stocked his larger ponds with these hybrid Tiger Bass with very promising initial results. He has since turned this project over to his grandsons to commercialize.

The excellence of the ranching operation was demonstrated in 1999 when the R.A. Brown Ranch was one of nine ranches awarded NCBA’s cattle business of the century, which was considered the highest award a beef producer could receive at the time, and in 2007, Rob would be honored with the highly coveted BIF Pioneer Breeder Award.

In 2003, R.A. Brown Ranch decided it could make faster progress through intensive embryo transfer. With this decision, every coming-4-year-old Red Angus cow was marketed annually. With their cooperator system in place, it turned out that many of the best cows would be purchased by cooperators, so the Browns could continue to market the progeny through their annual bull sale.

The ranch would again be challenged with another drought in 2011, and drinking water again became a major problem. Many of the seedstock cows were moved to Montana to keep intact the genetics they had developed. At the conclusion of the drought, Rob and Peggy decided that it was time for them to step back from ranch management and retire.

The estate transition will be covered in a later section.

A PROGRESSION OF HORSES AND PEOPLE THROUGH THE GENERATIONS:



R.A. Brown Ranch mares are gathered.

Rob Brown and his family have been some of the leading people in the horse business for more than 75 years. Rob has had a tremendous impact on the industry through both the horses he has bred and through his leadership. He has especially provided invaluable service to the American Quarter Horse Association and Texas Ranch Roundup. Through his efforts, the industry has kept grounded in keeping Quarter Horses' purpose first and foremost as working ranch horses.

R.A. BROWN RANCH REMUDA

The remuda at the R.A. Brown Ranch was an integral part of the ranch before AQHA was even founded. R.A. Brown Sr. was a founder of the Association and served on its executive committee in the '40s. He was one of the first to be inducted into the American Quarter Horse Hall of Fame in honor of his contributions. The ranch has long recognized the importance of a good horse for its cowboys.

When R.A. Sr. returned from Texas A&M to run the Throckmorton ranch in the late '20s, he started a polo team of local cowboys based on the experience with his college team. Stories

were often told of how these men would ride and drive their polo ponies over 75 miles, compete in a match, and then drive them 75 miles back home. Apparently, they loved competing on good horses.

R.A. Sr. had a herd of what he called "crossbred" mares, which he bred to a leased stallion from the Waggoner Ranch named Yellow Wolf. A buckskin son of Yellow Wolf, Skeet, was the first of a long list of foundation stallions used on the ranch. It wasn't long after this that R.A. Sr. and some other men got the idea of calling them Quarter Horses because of their speed in the early quarter of a mile. No one dreamed, however, that the breed would grow to the magnitude that it is today – more than 6 million horses registered and 280,000 members worldwide.

R.A. Sr. went on to become a founder of the American Quarter Horse Association in 1941. He served as an officer or director of AQHA until his death in 1965 and was named to the American Quarter Horse Hall of Fame in 1988. R.A. "Rob" Brown Jr. served as AQHA president in 1995 and was also inducted into the Hall of Fame in 2004, becoming only the second father-and-son duo to share this honor.



Rob and Peggy enjoying a ride with their grandkids.

In the 1960s and 1970s, the R.A. Brown Ranch was ranked eight times in the top 25 breeders of Register of Merit performance horses, and the ranch didn't even have a show string. In 1997, R.A. Brown Ranch was named an inaugural AQHA Legacy Award winner and followed it up in 1998 as a Best Remuda Award recipient.

Three of the notable early horses sold by Rob were the gelding Santa Claus, who would be ridden highly competitively nationally in roping competition for 23 years. He was especially adept in large-arena competitions. Edred B Maid was a horse he sold to a junior in 1969, and the mare accumulated an impressive 381 points in eight junior events. The Greenwood family in Missouri bought a number of horses from Rob, including the champion AQHA halter horse in 1975.

While his children were growing up, Rob started and coached the highly successful Throckmorton 4-H horse judging teams. One year, his team won the district and state competition, and the team went on to successfully represent Texas at the AQHA World Championship Show's national 4-H judging contest.

Although Rob's focus on breeding the versatile equine not only has benefitted his ranch, it has helped lead a popular and growing demand for these horses nationally. The AQHA Versatility Ranch Horse along with a breeder-incentivized Ranching Heritage Challenge have helped drive the market as these competitions reward the all-around ranch horse. Numerous other regional groups have sprouted wings, holding ranch horse competitions throughout the United States nearly every weekend.

Today at the R.A. Brown Ranch, the famed Quarter Horses are still used daily for ranch work and have always been considered a partner and tool for the many cowboys who navigate the landscape of west Texas. However, rather than his customers being the only ones winning points on his horses, Rob's grandkids have picked up the reins. In the past year alone, they have pulled in more than \$100,000 in earnings on multiple horses including an AQHA world championship in Versatility Ranch Horse, AQHA Ranching Heritage Challenge Finals championships, an open finalist and a non-pro third-place finalist at the National Reined Cow Horse Association Snaffle Bit Futurity, plus numerous awards through NRCHA, Stock Horse of Texas (SHTX) and Ranch Horse Association of America (RHAA). It is certain that Rob's passion for Quarter Horse continues through the generations.

IMPORTANT RAB HORSES

Black Hancock, who was by Joe Hancock, was an early addition to the ranch's stallion lineup. The story started when Black Hancock had been injured in his hip during halter breaking at the Four Sixes Ranch in the early '40s. He also had a fistula of the withers and a bad foot. R.A. Sr. swapped \$50 and 100 bushels of oats for the horse. After nursing him back to health, the stallion was used for only a few breeding seasons. R.A. Sr. was in the process of registering him when the horse got tetanus and died. However, Black Hancock produced the mare Brown's Firefly.



Brown's Firefly was the epitome of a great mare.

Although R.A. Sr. sure liked a good horse, he really didn't get into showing. However, there was one big exception in 1943 when the prettiest chestnut filly that R.A. Sr. thought he had ever seen hit the ground. He decided to show her a little when she was a yearling, and took her to the nearby Haskell County Fair. She won it and many others on her way to being named grand champion at the 1946 National Western Stock Show in Denver.

The Haythorn Ranch from Arthur, Nebraska, had the grand champion stallion, a horse called Sport. Walt Haythorn wanted to buy Brown's Firefly, so R.A. Sr., not wanting to sell her, priced her at \$5,000, an unheard-of price at the time. Haythorn didn't hesitate and said he'd take her. R.A. Sr. went home without the mare. Rob said that when his dad got home, everyone – his mother, his sisters, the whole family – was mad that he had sold Brown's Firefly, but he didn't have any choice. He had priced her and Haythorn took him up on the deal. She went on to become an influential producer in the pedigrees of the famed Haythorn remuda.



Rob showing Nell Ray at the 1961 Fort Worth Stock Show.



R.A. Brown Sr. with legendary stallion Blue Gold

He also sired the next stallion in the ranch's remuda history, Splitty Hancock, who was sold to a man in Mexico after a few breeding seasons. When the ranch started utilizing his offspring and realized the kind of minds they had, R.A. Sr. tried every way in the world to get the stallion back to no avail.

Tubal Blake, who traced to Steel Dust and Peter McCue, and Joe Bailey Rickles, a double-bred Weatherford Joe Bailey horse were the next additions in the late '40s to the remuda. Both of these horses contributed lots of heart and stamina.

Then in the 1950s, the ranch acquired another stallion from the Four Sixes Ranch that really put R.A. Brown Ranch on the map in Quarter Horse breeding circles. Johnny Schwartz, who was manager of the Four Sixes Ranch, had been a childhood friend of R.A.'s. R.A. Sr. had also known the owner of the Four Sixes, Miss Anne (Tandy), while they were growing up in Fort Worth. When Johnny had a heart attack, R.A. Sr. was asked to go to the Wyoming Hereford Ranch and pick out the Hereford bulls that the Four Sixes had contracted that year. He also selected the stud Blue Rock for the ranch.

As a way of repaying R.A. Sr., Miss Anne told ranch foreman George Humphreys to pick out the top stud prospect from Blue Rock's first colt crop and give it to the Browns. Blue Gold, who was by Blue Rock and out of a Hollywood Gold mare, became one of the most influential stallions in the R.A. Brown Ranch

remuda. He bred a lot of cow sense and was an eye-catching gray, which is the reason for the gray influence in the ranch's herd today. In the summer of 2007, Breyer Horses released a tribute to this great stallion with the Blue Gold Family as part of the company's Remuda series.

Then came the Eddie horses. R.A. Sr. had helped the Haythorn family in Nebraska find a super, athletic cutting stallion for their breeding program. When Throckmorton County droughted out during the '50s, Brown sent six or seven mares to the Haythorns in Nebraska on halves. This little band of half-Eddie mares returned to Texas and Brown crossed them with Blue Gold to get a set of horses that set the world on fire. Not only are they the base for the broodmare band today, the geldings from those mares were cat-quick, cow horses. The half Eddie studs, Edd's Blake and Eddie Hancock, were bred back to the mares that were not of the Eddie bloodline, and the Brown's ended up with a double shot of Eddie blood.

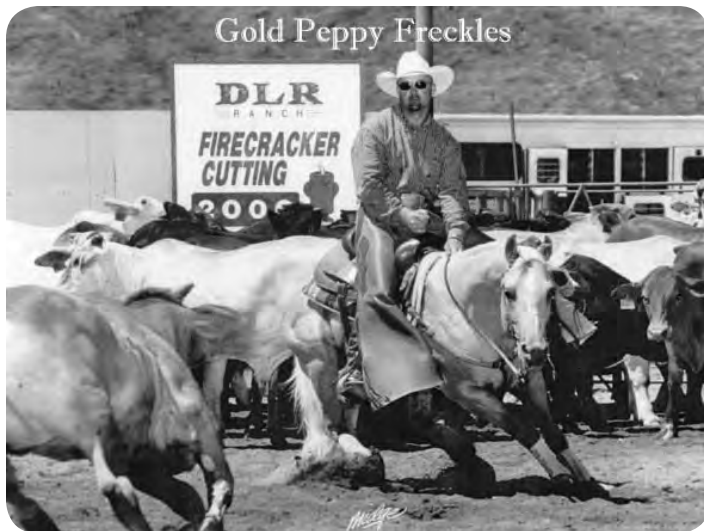
For nine years in late '60s and early '70s, Rob used a stallion that forever marked R.A. Brown Ranch in the performance arena. Eddie Red Rose was by far the stoutest, heaviest-muscled stallion the R.A. Brown Ranch had ever used. When Rob crossed him on the Blue Gold daughters, a set of outstanding horses were created. The progeny of Eddie Red Rose and Blue Gold showed up in the winners circles around the country. R.A. Brown Ranch was ranked many times in the AQHA top 25 breeders of Register of Merit horses. However, 98 percent of those horses were ridden by other people, who bought horses from Rob and showed them. Rob remained low key and let his customers earn the points.

In 1970, another Four Sixes stud was acquired by Rob. Two Rocks, who was by Double Devil and out of a Blob Jr mare, crossed well on many of the Blue Gold-Eddie mares. In the late '70s, Rob brought two more stallions to the remuda: Four Y Five by Double Express by Double Bid and out of a Silver Wimpy mare (a 7/8 sister of the many-times champion cutting horse Marion's Girl), and Smooth At Heart by Jet Smooth and out of a mare by The Ole Man. These two stallions have left their mark with numerous mares in the band and quite a few hard-working geldings sporting those two names in their pedigrees, some of which were recognized numerous times as Top Horse at the area ranch rodeos.

Zans Blue Diamond, a grandson of Zan Parr Bar, was purchased from Carol Rose in the late '80s. Rob was only able to use him two breeding seasons before losing the stallion to a very untimely death. Rob was fortunate enough, however, to keep 10 of his daughters to infuse his trainable mind and excellent disposition into the ranch's program.

Hesa Eddie Hancock, who was by Eddie Eighty and out of a Two Rocks Lad mare, is one of the finest studs ever raised on the ranch. He was bred and is owned by Rob's son, Rob A. Brown. Hesa Eddie Hancock adds a significant amount of foundation blood back into the ranch's mares, tracing back three times to Joe Hancock, Eddie and Blue Rock and twice to Hollywood Gold. This 1992 gray stallion is a nice-headed horse with a long, pretty neck and lots of bone. Although he has many years on him now, he still breeds several mares a year. He has always been a soft mover with a gentleman's disposition. His influence lives long at the R.A. Brown Ranch with many of his sons and grandsons being ridden and many of his daughters and granddaughters raising foals.

Gold Peppy Freckles, as his name says, combines three of the greatest cutting horse sires ever: Hollywood Gold, Colonel Freckles and Peppy San Badger. Gold Peppy Freckles qualified for the AQHA World Show in both reining and cutting and then



Gold Peppy Freckles in the cutting pen



Take A Pick and Lanham Brown were the 2016 AQHA World Champions in Versatility Ranch Horse.

served Rob well as a stallion. This beautiful palomino stud with his kind and gentle disposition proved to be an outstanding cross on the ranch's Hesa Eddie Hancock mares. A few of R.A. Brown's favorite mares today are sired by him, as well as a 2015 Versatility Ranch Horse reserve world champion, RAB Go Pep Hancock. Gold Peppy Freckles' maternal half-brother, CGB Colonel Jazz, is in R.A. Brown's stallion battery today.

Little Twistin Juan is a beautiful red dun stallion who was Rob's fortune to own with Gerald Roberts from Finley, Oklahoma. "Twister" is an athletic, muscular stallion who combines Peppy San Badger on the top side with High Brow Hickory and Smart Little Lena on the bottom. His colts were cat-quick and many fillies were fancy enough to go right back into the mare band. Quite a few geldings are riding now at the R.A. Brown Ranch, including several horses the grandkids are using and showing, are sons of Twister, including two World Show qualifiers in team roping and Versatility Ranch Horse.

Resident stallion Take A Pick is one of the most promising young horses Rob has been able to acquire. Foaled in 2013 and by Sixes Pick and out of Sixes Playgun (by Playgun) going back to Peppy San Badger, Rob has high expectations for Take A Pick's first foal crop, which arrived in 2016. Take A Pick is a full brother to Sixes Sixgun, Crofoot Ranch's performance champion.

Although Take A Pick didn't start his show career until the fall of 2016, he has already built an impressive resume including: AQHA Versatility Ranch Horse world champion (with individual event titles in conformation, reining, ranch riding, trail and cutting), SHTX Futurity all-around limited non-pro champion and, most recently, wins in the AQHA Ranching Heritage Challenge in both open and amateur working ranch horse and open and amateur ranch riding. You will have to search a long time to find a ranch horse with such an incredible disposition that hopefully will be passed on to his progeny. People can keep up with his accomplishments and videos under his tab in Performance Horses on the R.A. Brown Ranch website, RABrownRanch.com.

QUARTER HORSE LEADERSHIP

Like his father before him, Rob quickly moved into a leadership position in the American Quarter Horse Association (AQHA). Rob's priority throughout his life was that the AQHA maintain as its foundation that Quarter Horses were first and foremost horses for working cowboys. For instance, when the western pleasure horse competition started to favor horses whose gait was overly slow and the horses traveled with their heads so low as to make the horses no longer useful on a working ranch, Rob lobbied successfully to change the judging ideal to make them more practical. He also felt it a priority that AQHA be run as a sound business that could do its work efficiently and in a cost-effective manner.

Rob became a member of the AQHA board of directors in 1966, which is a position he still holds today, although in recent years, he was elevated to an honorary board position. He went on to serve on numerous committees and leadership positions including investment oversight, finance committee, racing council, stud book committee, executive committee and president.

When he was chairman of the studbook committee, he got AQHA to allow artificial insemination with frozen semen. This was an uphill climb, as there was much opposition. Also, while vice chairman and chairman, he prototyped EPDs on racehorses while working with Dr. Richard Whillham of Iowa State. They found speed to be a heritable trait, and the EPDs looked like an excellent objective description of the horses. Unfortunately, they were not in the best interest of many people with vested interest in the status quo, and the project was dropped without his leadership.

In the 1980s and early 1990s, AQHA was experiencing a slump. The Association had become very race- and show-oriented, and Rob is credited with re-centering the breed with working ranch horses being the backbone. According to former AQHA Executive Vice President Bill Brewer, "Rob was responsible for developing ranch events and the Best Remuda Award. He also insisted on an efficient office that could do work affordably." Rob was also on the committee that hired Bill.

It was during Rob's time on the executive committee and as president that the AQHA designed and implemented a new computer system to streamline work and merge show points and race winnings onto horse records. Rob was also responsible for the Association hiring a money management firm to oversee its investments, and the development of an oversight committee for investments.

Bill Brewer also said that Rob was the driving force behind strategic planning to set a course for AQHA to best serve its membership. This included member surveys and articles updating the membership on the process.



Rob as the 1995 president of AQHA

Rob had many major accomplishments during his presidency. The new database was brought online, and the membership topped 300,000 for the first time. He was responsible for bringing the state and regional associations into affiliation with AQHA, and built a program of matching funds, prize money and show standards. He tried to keep all of the competitions as practical as possible as has already been illustrated with western pleasure judging. During Rob's presidency, he provided the genesis for practical events like the AQHA Versatility Ranch Horse World Championships and Ranching Heritage Challenge Finals.

AQHA, headquartered in Amarillo, Texas, is an international registry, and Rob made it a priority to get other countries more involved in AQHA and hold more events. He traveled throughout Europe, South America and Australia. The first German director was appointed during his tenure. He is especially proud of the closer affiliation with Australian Quarter Horse breeders, who at one time had tried to go as an independent association.

Bill Brewer summed up Rob legacy, "Rob was always a voice for ranchers and their important part in AQHA. He helped keep the Association grounded, and championed that AQHA be run as an efficient business that best served its membership."

GENESIS OF THE RANCH RODEOS

In an effort to keep the tradition of the working rancher and their horses alive, in 1980, Bob McAfee of Budweiser approached Rob, W.J. "Dub" Waldrip of Spade Ranch and Dick Yeager of

Waggoner Ranch with the idea of a ranch rodeo. The three of them loved the idea, and the Texas Ranch Roundup was born. Rob, Dub and Dick came up with events, as well as the idea that a top team, top hand and top horse would be awarded.

Ten historic Texas ranches were invited to participate in five events: 1) team branding; 2) team penning; 3) wild-cow milking; 4) calf doctoring; and 5) bronc riding. They decided that all proceeds would go to charity, and in 1981, the first ranch rodeo was held in Wichita Falls. Over the years, the Texas Ranch Rodeo has raised more than \$3.2 million for charities.

Although, R.A. Brown Ranch was by far the smallest of the ranches involved, it has taken home the top team award four times, top hand five times and top horse four times. Rob has taken great pride in seeing his sons and cowboys compete, and is now thrilled to have his grandsons involved.

The ranch rodeo concept became wildly popular and grew quickly beyond Texas. With Rob working to promote it, they grew throughout the Western United States and Canada, and are now held at many of the major stock shows, including the National Western in Denver and the Fort Worth Stock Show. It was decided that a national finals was necessary, which is now held in Amarillo.

With Rob promoting them, ranch rodeos have since gone international including Brazil, Argentina, Uruguay and Australia among the many countries with ranch rodeos. Rob is extremely proud of ranch rodeos and how they are keeping the tradition of cowboys and working horses alive. As Rob proudly says,

INDUSTRY LEADERSHIP



Simbrah cattle became part of the ASA registry in 1977.

“Anywhere in the world that cowboys or gauchos work cattle, you will find a ranch rodeo.”

Rob Brown has had a breathtaking amount of service to the industry. He has leadership in many state, regional and national organizations including the National Cattlemen’s Beef Association, American Simmental Association, Senepol Cattle Breeders Association, National Beef Cattle Evaluation Consortium, Texas & Southwestern Cattle Raisers Association, Texas Animal Health Commission, Texas Tech University, National Ranching Heritage Center, International Stockmen’s Educational Foundation, and Livestock Industry Foundation.

National Cattlemen’s Beef Association

Rob Brown was a leader in the National Cattlemen’s Beef Association (NCBA), and its predecessor, National Cattlemen’s Association (NCA), for 29 years. He served as a director and on the executive committee, as well as many other committees. He started the Purebred Council and Young Cattlemen’s Conference. If his only accomplishments had been those he made through NCBA, he would have made a significant impact on the industry.

Rob served on the committee that resulted in NCA and the Beef Industry Council merging into today’s NCBA. After the merger, Rob headed the committee to raise funds for the new building.

Ever the supporter of NCBA, and through his leadership, the American Simmental Association joined NCBA, and he served as NCBA director representing ASA for many years. He also pushed for closer cooperation between the American Quarter Horse Association and NCBA, as they shared many of the same interests on state and national policies. The two groups also collaborate on the Best Remuda Award to recognize ranches with outstanding Quarter Horse herds. Rob was honored with this award in 1997, which was a high point in his career. To recognize outstanding ranches that not only excelled as businesses but also maintained the heritage of the cowboy, Rob helped NCBA, AQHA and the Ranching Heritage Center develop the Golden Spur Award. The Golden Spur Award is considered the highest award in ranching, and Rob received it in 1999.

Rob served on NCBA’s executive committee for four years and was slated to become president, but had to decline because he had

already made the commitment to serve as president of AQHA. The executive committee had the responsibility of overseeing the budget and various initiatives, as well as provide strategic guidance to the association. He was called on to do extensive lobbying, which included the dairy buyout. They were responsible for evaluating the executive's job performance, and during Rob's time on the executive committee, he was highly involved in the search for a new person to head the organization. Rob was responsible for developing recognition for excellence in the recruitment of new membership. Two of Rob's prouder accomplishments were the start of a purebred council and development and implementation of the Young Cattlemen's Conference.

The purebred council was formed in 1979 with the vision of representing the interests of the seedstock industry and furthering genetic improvement, which serves as the basis upon which all segments of the industry depend. He worked closely with BIF, the breed associations and all those involved in genetic evaluation to foster closer cooperation. These seeds would realize results in formation of organizations like the National Beef Cattle Evaluation Consortium. A council meeting was held each NCBA convention, which strived to bring all the parties together to discuss issues of common interest, as well as conduct an educational program.

The Young Cattlemen's Conference sought to bring in up-and-coming leaders and provide them with the tools to make an impact on the industry. The idea came after Rob had participated in a leadership tour sponsored by Swift. Rob felt that NCBA should offer a similar program and approached NCBA's executive George Spencer with the idea. The two of them developed the Young Cattlemen's Conference, which had its first class in 1981.

The Young Cattlemen's Conference is an intensive program. Participants are exposed to all segments of the industry including feeding, packing, food service and retail. They tour the mercantile exchange, and they are taken to Washington, D.C., where they are immersed in policy impacting the industry and are trained to serve as lobbyists. The participants also go through intensive media training to equip them to be spokesmen for the industry. Rob says proudly, "Most of today's industry leaders at the state and national level are graduates of the program."

Rob also served as chairman of the membership committee responsible for recruiting new members. One of his more imaginative initiatives was the "Fly Over Texas." With the NCBA president, they enlisted the use of a plane and held 20 meetings over three days to inform Texans of the benefits of belonging and programs offered by NCBA. "Fly Over Texas" was wildly successful and was responsible for a huge increase in membership from Texas, as well as more informed cattle producers.

Improving the carcass potential of cattle was always a priority of Rob's, and in 1998, the opportunity arose for Rob to contribute to this end with the NCBA Carcass Merit Program. One of the keys to the project was that genomic markers were taken on all the cattle, which would be critical in the development of genomically enhanced EPDs. The project came out of NCBA's Product Enhancement Committee, and was a five-year, \$5 million across-breed carcass merit program that characterized the various breeds and crosses. During the five years Rob served on the committee, he was a steady voice that helped keep the academics grounded. The project yielded many results, but the foresight of doing the genomics would have the most long-lasting impact. The genomic companies used this data set for SNP validation to produce the genomic tests that are available on the market today. From this

foundation, the genomic companies went on to develop genomic tests for other traits with objective genetic predictions.

Rob's long-term efforts on behalf of NCBA were recognized in 2003 when Rob was awarded the NCBA Vision Award. It is considered the highest award the organization can bestow in recognition of a person's long-term innovative and impactful leadership on the industry.

AMERICAN SIMMENTAL ASSOCIATION

When the Simmental breed was first imported, it took people like Rob Brown to establish the policies that made it useful, as well as the promotion that made it popular. Rob was deeply involved from the beginning. According to the Association's first executive secretary/treasurer, Don Vaniman, Rob was among the small group of people who helped organize the American Simmental Association (ASA), which led to its formation on December 12, 1967. He became one of the charter members with membership #79.

After ASA's formation, Rob quickly became a leader in the breed. From the beginning, he was an outspoken proponent that the breed be performance based and that performance be mandatory for registration. Once elected as a trustee (board member) in 1970, he was a strong supporter in ASA publishing the industry's first sire summary. He also worked with the University of California-Davis to have them perform the blood-typing service for the new breed.

The same year he was elected to the board of trustees, he was appointed the first chairman of the promotion committee. In this capacity, Rob was a whirlwind of activity. He initiated everything from producing pins and brochures to working to have ASA sponsor carcass shows. He was also instrumental in making the state associations affiliate with ASA and helped standardize state associations' bylaws. In 1972, he was named chairman of the sale committee and helped conduct one of the Association's early national sales at Fort Worth.

In 1972, Rob was unanimously elected to the ASA executive committee, which would see him go on to rise through the ranks to president in 1974. During this time, the trustees decided the Association needed a permanent home, and Bozeman, Montana, was decided as the location. He was involved in the planning, groundbreaking and construction of the new headquarters, which ASA moved into during his presidency. Also during the year of his presidency, ASA membership grew 62 percent, and the breed became the fifth largest breed registry.

Rob was keen on ASA being a part of the world Simmental community. He traveled to Austria, France, Germany and Switzerland, and upon his return, made them honorary members of ASA. Also on that trip, they visited South Africa. He strongly felt that there should be a World Simmental Federation to facilitate the exchange of ideas and genetics between registries. He established a committee to get this done and, in 1974, he traveled to Yugoslavia to start the World Simmental Federation, which involved 27 countries. In 1988, the World Simmental Federation awarded Rob with its Golden Book Award, which is the highest honor that can be bestowed in the Simmental community.

While on the executive committee, Rob put together ASA's members' code of ethics and lobbied for the association to hire a fulltime office manager, which it did. Rob also worked diligently to fine-tune ASA's rules and regulations.

Starting in the late 1960s, a scattered number of breeders had been crossing Simmental with Brahman. Rob immediately saw the merits of this cross, and in 1974, he started breeding his own Simmental/

Brahman seedstock. Rob was named chairman of an exploratory committee that looked into making Simbrah a part of the registry. This committee settled that a Simbrah should be five-eighths Simmental and three-eighths Brahman, and with his enthusiastic support, the board made Simbrah part of the registry in 1977.

In the early years, Rob was most proud that ASA was built on performance testing, and of the breed organization's leadership in genetic evaluation. ASA released the industry's first sire summary and pioneered the calculation of EBVs (estimated breeding values), which were the precursor of EPDs.

After leaving the board, Rob, Dave Nichols, Bob Dickenson and Jim Leachman lobbied for years for ASA to keep pedigree information on the other breeds in the Simmental herdbook. Up until that time, they were just entered as to their foundation breed makeup. They had all started to market cattle similar to what would become SimAngus, and wanted to present their customers with complete pedigree information. Their idea was adopted in what would be known as "A bull of another breed" program. This fundamental change led to the development of the industry's first multibreed EPDs and ASA becoming a leader in the production of hybrids.

With all these accomplishments, perhaps Rob's biggest impact on the breed came when he chaired a strategic planning committee in the 1990s. The breed had fallen on hard times and had quickly lost favor with commercial producers. In what should have been the breed organization's death knell, Simmental went on the "no buy" list for the vast majority of feedlots and had gained the nickname "Sickentals" for their propensity for morbidity and mortality upon arrival at feedyards.

This planning committee brought in a host of people outside the breed to give an honest assessment of the breed's problems and what could be done to solve them. This included respected seedstock breeders, composite breeders, academics, commercial producers and feedlot managers. The conclusions of their discussions were not encouraging. They concluded that the cattle were too big frame; had too much milk; too high maintenance requirements; structural problems; and problems with their color pattern and rat tails. The Association took on what seemed to be insurmountable problems and returned the breed to popularity. One of the keys to this transformation was the hiring of Dr. Jerry Lipsey, who with tough love, convinced Simmental breeders that they needed to produce a different type of animal. Simmental may be the only case of a breed that was once on the "no buy" list, got off it. With this complete turnaround, Simmental has since grown to be the largest continental breeds in the United States.

SENEPOL CATTLE BREEDERS ASSOCIATION

Senepol is a unique *Bos Taurus* breed developed in the Virgin Islands whose heat and parasite tolerance surpasses Brahman in some studies. The name Senepol had been trademarked in the Virgin Islands as early as 1954, and after the breed's introduction into the states, the Senepol breeders of the U.S. and Virgin Islands setup the American International Senepol Association, of which Rob became a board member in 1988. In 1989, he organized a Senepol educational seminar and sale at the Fort Worth Stockyards.

In the interim, a competing U.S. association was formed by a group of breeders called the North American Senepol Association, which led to a lawsuit between the competing associations. Rob held a mediation between the associations in 1991 at the Crooked River Ranch hunting lodge, which led to the formation of the Senepol Cattle Breeders Association. The parties only agreed to this new association if Rob would serve as its first president.



Rob thought evaluation should include genetic evaluation.

Although limited to a single one-year term by the bylaws, Rob took on his role with fervor. He hired a staff and set up a performance testing program. He worked with Cornell University to put the breed on the path of having its first EPDs, which was accomplished in 1993. He also convinced the Houston Stock Show to host the first national Senepol show and sale. For all his efforts, Rob was recognized by the Senepol Cattle Breeders Association as Cattlemen of the Year in 1995.

NATIONAL BEEF CATTLE EVALUATION CONSORTIUM

At the turn of the millennium, the beef cattle genetic evaluation system of university-based analysis was coming to an end. For decades select universities had conducted National Cattle Evaluations (NCE) for breed associations for pennies on the dollar of the actual cost of running the analysis. The universities were competing with each other for limited funds and therefore duplication and isolation were the reality. With the tightening of university budgets, it became apparent to those like Rob, that continually look ahead, that this system was not sustainable.

The idea of a consortium was first brought forward in 2000 to reduce the redundancy of research efforts and to transition NCE from the university system into the public sector, allowing the researchers to focus on research and development and not service. However, the academic institutions involved – Cornell, Colorado State, Iowa State and Georgia – could not obtain funding. Rob, Dave Nichols and Bonnie Bargstedt jumped in, went to Congress and successfully secured the needed funding to start the consortium.

Based on their success, the National Beef Cattle Evaluation Consortium (NBCEC), which officially began July 1, 2001, with funding from a special research grant authorized by Congress and administered through the Cooperative State Research, Education and Extension Service. After helping to secure the funding, Rob was invited to join the Industry Council, which was initially chaired by Dr. Harlan Ritchie. Rob was a grounding presence and a true leader within the Industry Council.

They were not only able to reduce duplication of effort, but also several important research initiatives were undertaken. Due to the early successes of the NBCEC, they continued to receive increasing funding until Congress eliminated all special funding in 2010. During that time period, the NBCEC successfully moved National Cattle Evaluation (NCE) into the private sector, which allowed the universities to start focusing on research and development. This enabled the research and industry teams to be instrumental in advancing the technologies of incorporating genomic information into NCE for improved selection tools.

There are now three private American companies currently conducting U.S. cattle breeds' genetic analysis – Angus Genetics Inc., International Genetic Solutions and Livestock Genetic Services, as well as ABRI in Australia.

TEXAS & SOUTHWESTERN CATTLE RAISERS ASSOCIATION

Rob has long been an active member and director of the Texas & Southwestern Cattle Raisers Association (TSCRA), first becoming a director in 1966. He remained a director until 2010, when he was made an honorary director. The TSCRA covers Texas, Oklahoma and New Mexico, and conducts a number of activities including lobbying state houses and Congress on issues affecting ranchers; police force; convention; education; magazine; animal health; funding research; foundation; and museum. Also, his son-in-law Todd would work for TSCRA for a number of years.

Over the years, Rob was active in most all aspects of TSCRA's mission, but particularly focused on membership activities, lobbying, fundraising for the museum, and research. He was particularly called on for various lobbying efforts over the decades, which included water rights and land rights. He was involved in numerous TSCRA initiatives, including agriculture research, cattle health and well-being, law enforcement, marketing and transportation, natural resources, wildlife, property rights and program committee, as well as serving on the fever tick sub-committee.

As membership activities committee chairman, he helped organize meetings throughout the region that included issues facing the ranching community, as well as educational efforts. They would have outside speakers, such as CattleFax and other national leaders. He was instrumental in the formation of a Cattlemen's College at the annual convention.

Rob was also very active in fundraising for scholarships and the museum. Fundraising in these two areas sum up Rob's outlook on ranching, as he was always looking to the future, which the scholarships represented, as well as honoring tradition in the museum.

Rob also served on the research committee for many years. The committee would recommend areas that needed research resources and evaluate research proposals for funding. Over the years, the committee funded research at all the major universities. Rob was insistent that the results of the research be distributed to the ranchers, and the committee had the researchers as frequent speakers on their programs.

TEXAS ANIMAL HEALTH COMMISSION

In 1996, Rob was appointed chairman of the Texas Animal Health Commission (TAHC) by then-Gov. George W. Bush. Rob served in this role until 2001. This was a big job because the commission is a separate department of the Texas executive branch from the department of agriculture, so it has its own secretary and staff. The commission has a broad mandate to oversee health issues for poultry, sheep, hogs, cattle and horses. The committee was responsible for hiring and evaluating senior staff, as well as the

budget. Rob also was active lobbying to fund initiatives taken on while he was chairman.

Brucellosis had long plagued Texas animal agriculture, and during Rob's service as TAHC chairman, a final eradication program was designed and implemented. Based on this long-term initiative, Texas was finally declared Brucellosis-free in 2008. Rob also organized a Johne's disease taskforce and had research funded on the disease. During his chairmanship, BSE (mad cow disease) had broken out in other countries, so the commission designed a traceability plan in case of an outbreak.

Working with state and regional veterinarians, various other disease cleanup efforts were undertaken. Fever tick was still an issue, so new dip procedures were implemented and controls were established on the Mexican border. A TB outbreak at a dairy near the Mexican border also had to be dealt with swiftly and effectively.

Chairing the TAHC took a large amount of time and effort on Rob's part, and he was very successful. He did all this while still taking care of his primary responsibilities, which was the R.A. Brown Ranch. As the old saying goes, "If you really need a job done, ask a busy person."

TEXAS EXPERIMENTAL RANCH

If you really want to get Rob excited, start talking to him about range management. The improvement of the range has been a lifetime passion of his. In this effort, he has served as a director of Texas A&M's Texas Experimental Ranch since 1966, and its chairman since 1975.

The focus of the 12,000-acre experimental ranch was range management. The primary mission of the ranch was developing grazing systems for the region that optimized both cattle and desired grass production. Rob helped raise money to cross-fence and develop water systems to work with various grazing systems.

Up until the work done at the experiment station, basically everyone continuously grazed with a maximum stocking rate. This would change based on the work done on the station. They researched two primary grazing programs, the Merrill and Savory systems. The Merrill system was a basic rotational grazing program, while in the Savory system, cattle were rotated every four days from central watering and working facilities (like spokes on a wheel). They concluded that the Merrill system was best suited to West Texas ranches, especially during drought.

They also experimented with various stocking rates, and found that a moderate stocking rate produced the most pounds of beef per acre over time and best stimulated the growth of desirable grasses. The station conducted many field days, and produced station reports and scientific papers. Today, the Merrill system is the standard rotational grazing system used in the region. Drought management was also researched and strategies were developed for stocking rates and methods to continue ranching during droughts.

The research went far beyond basic grazing systems. They looked at the nutrient value of different grasses and carrying capacity on various soil types. They also researched watershed management, controlled burns, and prickly pear and mesquite control. Rob will tell you with amazement that mesquite has more wood underground than it does above the surface, utilizing an exorbitant amount of water. The ranch was sold in 1988, so the work was moved to the Waggoner Ranch. The work continued at Waggoner until recent years, where the experiment station's mission has become mainly Extension. Over the years, Rob has also opened the R.A. Brown Ranch for research by the faculties of both Texas A&M and Texas Tech.

The impact of the work done by Texas A&M's Texas Experimental Ranch cannot be overstated. It literally changed how the range was managed in the Southwest. Rob's efforts to improve range management were recognized first when he was appointed in 1964 as the Texas section director by the American Society of Range Management, and in 1973, when he was recognized by the Texas Society of Range Management as Outstanding Range Man.

TEXAS TECH UNIVERSITY

Not only was Rob an extremely active student at Tech, he has been an equally active alumnus. He has opened his ranch over the years to countless tours, interns and research projects. He also has served on many committees and advisory boards.

He was a director of the Ex-Student (Alumni) Association from 1960 to '65 and then again from 1987 to 1991, and he was honored to be president in 1987. During his presidency, a change was made in the executive secretary, and Rob oversaw the search and hiring of the new person. He also arranged for the formation of local clubs in as many towns and states as possible, with the farthest away being one in Washington, D.C. Over his two terms, he was also deeply involved with fundraising for student scholarships.

Two deans of the college of agriculture had him sit on the dean's advisory board from 1988 to 1992 and again from 2003 to 2007. In this capacity, they advised the dean and his senior staff on curriculum, research priorities and outreach. Also, in 1990 and again in 2010, he served on the Regents Council for the Future of Texas Tech, where they did strategic planning on the future course of the university.

Rob has been recognized numerous times as one of Texas Tech's most successful alumni. In 1979, he received the Gerald W. Thomas Award for Outstanding Agriculturist, and he received the distinguished alumni awards from the university and college of agriculture in 1986 and 1987, respectively. In 1989, he was inducted into the Texas Tech Rodeo Hall of Fame.

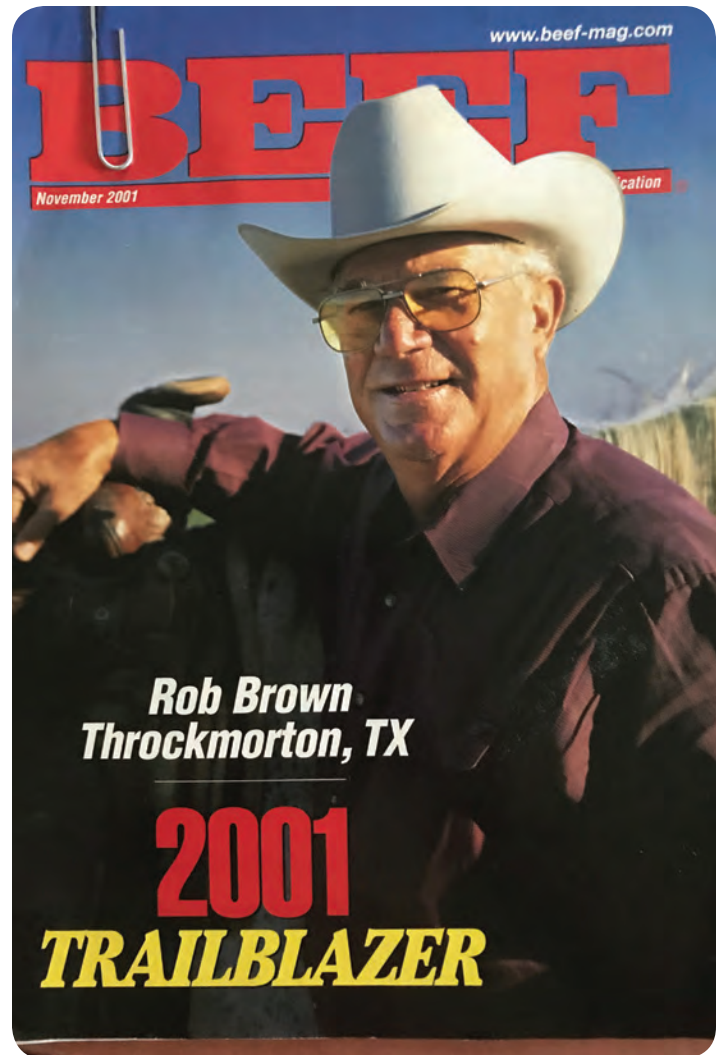
One of the projects dearest to Rob's heart is Texas Tech's National Ranching Heritage Center. The center, which was conceived in 1969, was designed to be a living museum of ranching in Texas and the West from the Civil War on. Twenty-seven acres were acquired, and the Heritage Center was opened in 1976. In addition to the museum, historic buildings from across Texas have been moved to the grounds and a small herd of Longhorns are maintained.

Rob was involved from the beginning in the fundraising to get the project off the ground and identifying buildings that should be added to the center. He formally served on the board from 1982 to 2005, and was responsible for recruiting the curator from the Quarter Horse Museum to take over the leadership of the center.

The National Ranching Heritage Center awards the Golden Spur Award each year in conjunction with NCBA, AQHA and TSCRA. It is a national award, which is considered the highest honor a person can receive in ranching. One of the highlights of Rob's life was when he was selected to receive the Golden Spur Award in 1999.

OTHER ACTIVITIES AND AWARDS

The list of leadership activities Rob has been involved with, from civic organizations, church and other industry organizations are long and deep. His resume demonstrates the profound impact he has had. In addition to industry leadership activities already



Rob was selected as the *Beef Magazine* Trailblazer in 2001.

discussed in this biography, Rob also has been active with the National Beef Checkoff, as director of the International Stockmen's Foundation and as a trustee of the Livestock Industry Institute.

He served as director of the Southwestern Exposition and Livestock Show in Fort Worth from 1966 to 2001, and he currently serves as honorary vice president. With his involvement with the stock show, he has been a strident supporter of youth programs and was responsible for starting the graded bull sale. While the R.A. Brown Ranch still ran Hereford cattle, Rob served on the Texas Hereford Association's board of directors.

Rob has always been a huge supporter of youth programs. Besides his efforts at the stock show, Rob has received honorary State and American Farmer FFA degrees, and was awarded the National FFA Service Award.

Among the many other awards not already mentioned, he has received the Record Stockman Man of the Year in Livestock; the Fort Worth Star Telegram Farm & Ranch Beef Cattle Award; Man of the Year in Texas Agriculture; International Livestock Congress Leadership Award; Texas Family Land Heritage Award; Livestock Publications Council Headliner of the Year; American Cowboy Culture Ranching Award; and National Pedigreed Livestock Council Distinguished Service Award.

Rob and the R.A. Brown Ranch have also been featured in 13 books, with most of them being on the cowboy and ranching culture. To say the least, Rob has left a trail of big footprints for others to follow as he has progressed through his career.

KEEP THE RANCH IN THE FAMILY AND THE FAMILY IN THE RANCH

From the beginning, a priority for Rob and Peggy was to “Keep the ranch in the family and the family in the ranch.” Rob explains, “Generational transfer is a lifetime job and not something to be done at the last minute, especially when someone has passed away and the family is grieving.” With this in mind, Rob started preparing for his children to inherit the ranch from the time they were still young.

Rob and Peggy taught their children four main priorities: 1) work, 2) earn, 3) save and 4) invest wisely. The four children were all expected to go to college, which they did, but were required to earn the money to pay their own way. Each of them were given cows when they were about 9 years old, and then were expected to grow this equity to have enough money to pay their way through school. They made their own breeding and marketing decisions, and generally marketed their cattle through the ranch’s annual bull sale. From this initial gift, each grew their own cow herd to pay for their higher education.

Another straight-forward lesson that Rob lives by and taught his children, was to be “progressive, but still practical,” as well as to “embrace science, but respect tradition.” This was how Rob ran R.A. Brown Ranch, and the values his four children have had in their own careers. Also, Rob and Peggy’s primary focus was to instill love in the family and foster family relations. Rob is quick to recite 1 Corinthians 13 – “These three things remain: faith, hope and love, and the greatest of among these is love.”

In anticipation of transferring the ranch to the next generation, Rob and Peggy formed a limited partnership in 1983, with 90 percent of the land signed over to the children. Rob remained president of the company, so the practical management of the ranch, nothing changed. Rob and Peggy wanted to make sure that if anything happened to them, that the ranch would remain in the family.

All the children were welcome back to the ranch as employees, but were encouraged to be innovative in growing the business to afford another partner. Son-in-law Jody and daughter Betsy were the first to return, and Rob, Jody and Betsy expanded the farming and stocker part of the business to make room for them.

Rob’s son Rob A. and his wife, Talley, made the decision to become part of Talley’s family’s ranching operation in the Texas Panhandle. Rob A. greatly expanded this ranch with the purchase of an additional ranch. Their ranch was diversified much as the R.A. Brown Ranch was, and Rob A. has taken great interest in breeding outstanding Quarter Horses like his father and grandfather before him.



Four generations of the Brown family.

Daughter Marianne and husband Todd McCartney did not return to the ranch out of school, with Todd spending part of his career working for the Texas & Southwestern Cattle Raisers Association. They eventually returned to the ranch, with their primary interest in the commercial cow-calf aspect of R.A. Brown Ranch.

After graduation from Texas Tech and a year interning at some of this country’s best operations from different segments of the industry, Donnell and his wife, Kelli, returned to the ranch to work in the seedstock segment of the business. Both Donnell and Kelli had served as national FFA presidents, so they had already gained an excellent national reputation before their return. Donnell and



Rob with his sons and sons-in-law at the ranch.

Kelli expanded R.A. Brown Ranch through a cooperator program where farms and ranches would follow the RAB breeding program and then market their cattle under the RAB prefix through the R.A. Brown Ranch bull sale.

Rob had slowly been turning more and more responsibility for the day-to-day management of the ranch over to his children, and by 2012, with Rob and Peggy in their mid-70s, they felt it was time to retire and turn the operation fully over to their children. Rob had achieved about everything you could do in the industry. He had bred some of the finest Quarter Horses and purebred cattle in the country, and had exported cattle, semen and embryos to every corner of the world. He had grown the ranch to where at its peak, it encompassed 66,000 acres with an interest in a 50,000-head feedlot. The ranch had diversified into all aspects of agriculture, including purebred livestock, commercial cow-calf, stockers, commercial feed yard and farming. For a period of time, he had also led one of the industry's most successful coordinated marketing programs in Ranchers Renaissance. Rob had also served the industry over the years in about every way possible.

The timing seemed right to retire. The children had come into their own and had themselves become national leaders in agriculture. Rob had also lost the lease on the Crooked River Ranch when the bank sold it, and the family had also sold its interest in the feedlot. The ranch had also droughted out again, and the commercial herd had been largely destocked with many of the purebred cows farmed out to grass across several states. This made dividing the remaining assets less complicated than if it had been a few years earlier. Rob and Peggy had also been successful enough that they had accumulated a nest egg adequate to live comfortably in retirement without dispersing the ranch assets to provide for funds for their retirement.

At first, Rob laid out a plan to split up the ranch based on the

interest of the four children, but Peggy put her foot down, saying that was not going to be the way it was done. Instead, they put the onus on the siblings to divide the ranch in a harmonious way.

Values were put on all the land and buildings, and the siblings met once a month to come up with a plan for transition of the assets. To divide the assets of the substantial seedstock operation, a dispersal was planned for 2012 with each child having the ability to purchase out of the sale the cattle they wanted to keep for their own operation. Before the sale, Donnell and Kelli were allowed to do extensive embryo transfer work, so they could maintain the seedstock operation without interruption. This also allowed the land to heal from the drought. As for the Quarter Horses, they were divided among the family members, with Rob A. getting more than the other siblings, as it was an area of particular interest to him. The siblings decided that Rob would maintain his own herd of brood mares, "As they just couldn't imagine their father not owning any Quarter Horses."

When it was all said and done, the siblings had divided the ranch much as Rob had originally planned. That they were able to come to agreement among themselves made for a very harmonious transfer of assets. The children came out of it closer to each other than before the process, which was the ultimate goal. Rob and Peggy had also achieved their goal of turning the ranch over to their children without saddling them with unnecessary debt.

That Rob's children are taking the torch from Rob in terms of industry leadership would be an understatement, with members of the next generation on boards of directors for the American Quarter Horse Association, the Texas Wheat Producers, Red Angus Association of America, Texas & Southwestern Cattle Raisers Association, Texas Cattle Feeders Association, Texas Tech Equestrian Advisory Committee, National Ranching Heritage Center, and Beef Improvement Federation (President).



Rob and Peggy Brown celebrated their 60th anniversary along with all of the family.

To the thrill of Rob and Peggy, their grandchildren, who represent the sixth generation of Browns to ranch in Texas, have also started to return to the business, ensuring the ranch will go on for another generation. To make life easier than living out on the ranch, Rob and Peggy have since moved into the house in Throckmorton that Rob had grown up in, and they are enjoying seeing their children and grandchildren make their own impact in agriculture.

Rob's life has been a true American success story. He has excelled in both business and public service like few, if any, have done before him. Most of all, Rob and Peggy raised an outstanding family. Rob's legacy in both ranching and public service will be felt for years to come. Rob is truly a ranching legend, who has touched many lives. The industry is different and far better because R.A. "Rob" Brown Jr. has been part of it.

R.A. "ROB" BROWN JR.

LETTERS OF SUPPORT