

Melvin Mitts 06/15
PO Box 523
Stratford, TX 79084

The Stratford Star

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Century Plant continues to live on

The Century Plant is the largest and most majestic of the native Texas agaves, Agave americana often grows as tall as 6 feet. Its leaves are gray-blue to blue-green with spines at the tips and on the margins; the older leaves often gracefully arch down. Century plant lives for 10 to 25 years (the "century" is an exaggeration) before it uses all its reserves to produce a magnificent flower stalk that can be 15 feet tall. After that the original plant dies, but is replaced by small offshoots around the base. In Texas it grows in dry, gravelly soils in the south, but is naturalized and grown farther north and west. Like most agaves, Americana needs full sun and well-drained soil to thrive. It is extremely drought tolerant and moderately slow-growing. Supplemental water in dry summer months will make it grow faster, but care must be taken not to overwater, especially in clay soils, because too much moisture will cause the roots to rot. It is hardy to about 20 degrees F., and like most agaves is tolerant of reflected heat. The Century Plant shown above is in the yard of William Blake at 802 N. 2nd. The plant was originally in the yard of his mother who lived in Amarillo. When she passed away a few years ago, William brought it up here and planted it in his yard.

Adult Sitters

If you would be interested in being a private sitter in the Stratford Area, and want to be put on a referral list or if you need a list of sitters. Please call **Connie Gonzales at Coon Memorial Hospital. 806-244-4571 ext. 1002**

CHET EVERETT MEMORIAL SCHOLARSHIP SET UP AT FIRST STATE BANK

The Chet Everett Memorial Scholarship has been set up at the First State Bank in Stratford. If you would like to contribute, please see Cindy Larence at FSB or mail your check to:

First State Bank
ATTN: Cindy Larence
PO Box 48
Stratford TX 79084

Paula, Hunter and Bethany Everett want all proceeds of this account to go to a deserving graduating senior. This account will be available for contributions until August 1st, 2015

Sandvig makes Dean's List

Kyle and Pamela Sandvig would like to acknowledge their daughter, Kaylee, for making the Spring 2015 Dean's List at Missouri State University. Kaylee is a 2014 graduate of Stratford High School. To be eligible for the Dean's List a student must complete at least 12 hours of graded credit with a semester grade point average of 3.50 or better. Congratulations Kaylee! We are proud of you!

Editorial

In February of this year we were made aware that a gambling casino is attempting to come to the Oklahoma Panhandle. A year and a half ago the Shawnee Indian Tribe purchased 100+ acres just outside of Guymon to the West. It was purchased under "the cover of darkness". The general community had NO notice whatsoever that the limited liability corporation, Panhandle Highway 54 Land, LLC, was really a disguise for the Shawnee Indian Tribe to purchase what would be designated as "sovereign" land for them.

I understand the plight of our beautiful Indian brothers and sisters. In fact, I'm quite angry about the way the American Indian tribes have been exploited and patronized by using them (and their very unique laws) to bring so much vice into the areas where their Tribes are established. I fully resent the federal government using our Indian tribes and tribal "laws" to establish businesses that do very little positive and, in fact, cause great destruction and moral decay.

Now, I don't believe in gambling - to me it's no different than being hooked on drugs. Most people can't resist the temptation to become compulsive gamblers; and that compulsivity brings every miserable human situation you can imagine - bankruptcy, family destruction, loss of jobs, loss of respect in communities, escalated domestic abuse, increase in crime, more people needing welfare help - and the list goes on and on.

However probably the most revealing sign that "something isn't right" is the underhanded way it was negotiated. In this instance, the general public was told NOTHING until the deal had been being worked on for almost two years! And when it was announced, it was presented as a "done deal" and every person in the Oklahoma Panhandle was in essence told they didn't have any say whatsoever in the matter. NOT TRUE!

When we WERE informed (which was by way of a newspaper article), I, along with others, began to do some research on Casinos and the gambling industry. The amount of proven negative results of a casino in an area is too much to begin to set forth. And then we add the fact that it is to be owned by an Indian Tribe, we are quickly made aware that what land they purchase and build on becomes a "sovereign nation" within the state in which it is located. The individuals owning the "sovereign nation" get the money, and the local community gets all the ramifications of the gambling business (crime, domestic, welfare, etc.)

Why hasn't there been an honest, open, unbiased investigation of this "opportunity" on behalf of the general public and not just a select few who seem to have all the right strings to pull without any accountability.

There are all the "promises" of giving money to our schools. I believe that would be called "blood money" - at the expense of individual's lives and families and livelihoods, we are going to throw a little money at your schools (and understand, that is no guarantee). So do we sit back and do nothing and allow this vice to come into our area (which is a real testimony to our children - it's called "roll over and play dead") and then "educate" them not to go to the Casino that we apathetically allowed to come in.

If you want to know more, you can email me at ilbarby@gmail.com. Jerry Lynn Barby

What's Happening- In Stratford

Scot Board meeting Monday, June 22 at 4 PM

Scot Luncheon Thursday, June 25th, at 12 noon

Folks Remember to support your local businesses.
Small towns need to survive

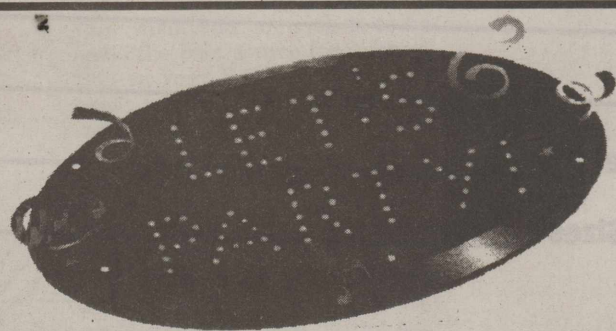
Father's Day Sunday June 21st

Stratford Ex-Students & Teachers Reunion
Stratford Jamboree
July 24 and 25, 2015

Summer Movies at the Sherman County Library began June 16th at 1:30 p.m. and continues every Tuesday until August 21st

3 on 3 Basketball Tournament To be held in Stratford

In association with his Fuel Up to Play 60 Ambassadorship and Sherman County 4-H, Russell Spurlock is hosting a 3 on 3 Basketball Tournament on July 25th (Reunion Weekend). All teams will be 3 to 4 members with a cost of \$15/team to enter. Teams will be in two brackets only: Junior (through 8th grade) and Senior (9th grade and up). All ages are welcome. Teams can be girls, boys, men, women or coed but you will all be playing each other. Only the first 40 teams will get a spot as we are playing all games from noon to 6pm - single elimination. Deadline to register is July 6th. Proceeds from this event will be to feed the 3d and 4th graders a hot well-balanced breakfast on the days of spring STARR testing. Hopefully this project will encourage the elementary kids to be at their best and relieve some of the anxiety of the day. Forms can be obtained from Stratford Grain or you can email a request for one to spurlock@xit.net. Please call with any questions- 806-366-2772. Hope to see you all on the court!!



ATTENTION VENDORS!!

The 2015 Block Party & Street Dance is getting close!! Saturday, July 25, 2015 is the date to join us downtown on "The Star" for food, games, music and dancing! Vendors, non-profits, organizations - everyone is invited to participate. Contact SCDC to reserve your spot. You can call

Obituaries

Ruth Scarth

January 21, 1931-June 19, 2015

Ruth Scarth of Farnsworth TX. passed away on June 19, 2015 in Perryton, TX. at the age of 84.

Services were held at 11:00 A.M. Monday June 22, 2015. Graveside services were at Ochiltree cemetery with a memorial service following at the First Baptist Church 1:00 P.M. on Monday June 22, 2015 officiated by Rev. Richard Laverty.

Family visitation was at Boxwell Brothers Funeral Home from 4:00 P.M. to 6:00 P.M. on Sunday June 21, 2015.

Ruth was born to Charles and Lula Deal on January 21, 1931 in Fredonia Ks. She married Jack Scarth in Yates Center Kansas on April 6, 1949.

She was a graduate of Panhandle State University with an accounting degree and was a member of the First Baptist Church.

She is survived by husband Jack Scarth of Farnsworth TX. Two sons Pat and wife Janet of Amarillo TX., Ken and wife Jeri of Grand Haven, Michigan, one daughter Phyllis and husband Jim Perkins of Farnsworth, TX. One brother Clyde Deal of Hiawatha, Iowa. She is also survived by 11 grandchildren and 20 great-grandchildren.

She was preceded in death by brothers, Roy and John Deal, and sisters Lois Ferguson, Zana Medows, and Ila May and one grand daughter Shanna Kay Scarth.

Family suggests memorials to Hope For Eternity 14080 Nacogdoches Suite 173, San Antonio TX. 78247

Arrangements were by Boxwell Brothers Funeral Home of Perryton. Please sign the online guestbook at www.boxwelibros.com



From the Desk of Sheriff Powell

On Tuesday June 16th, Deputy Estrada observed a vehicle going southbound on 287 at County Road 7 in excess of 100 mph. The car, containing 2 females and one male, evaded Deputies and State units until spike strips were deployed and they were finally brought to a stop near County Road W. Drugs were seized and arrests were made in this incident.

On Wednesday June 17th, a man headed back home to Mississippi, who had just come from Colorado, was seen by witnesses, dumping something "long and wrapped up" in the dumpster behind Toot-N-Totum. It was discovered that he had dumped off a rifle. Moore County Deputies and I made contact with the man at Etter Grocery. He admitted to dumping the gun, and illegal drugs were seized from his vehicle.

Two men bonded out of our facility this past week on charges of sexual assault of a child. One has been rearrested in Oklahoma on related drug charges since he left our facility.

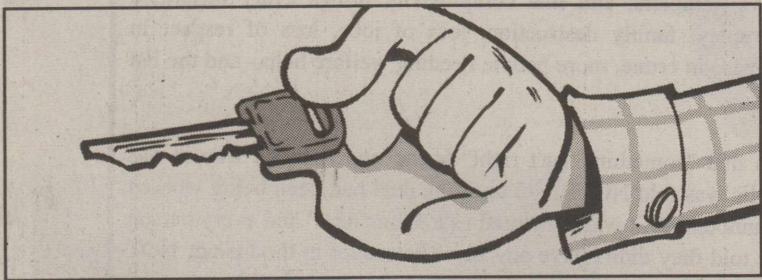
Deputies have been instructed to step up patrols on several county roads, especially in areas off of 119, 297, and County Road E. Please drive safe and obey speed limits. Have a safe week!!

Sheriff Joe Powell

House for Sale
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Attention to all subscribers!!
Rate change
The Stratford Star is no longer sending out notices when your paper is due. Check the label on the paper and see what month your subscription expires. I will be putting "Stars" on the current month" If you have a Star on your label it means that your sub expires that month. If you are not sure the amount you owe if you live out of the area call 753-7373 and double check. Locally is \$33.00 and out of the area \$40.00. If you are paying for someone else's sub, you will be billed for that person. The Stratford Star, PO Box 8, Stratford, TX 79084
Thanks-Marty

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The first cars equipped with an ignition key were produced in 1948.

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Stratford Family Medical Clinic
Mon. - Thurs 8 a.m. - 5 p.m. Fri, 8 a.m. - 3 p.m.
396-5583 Tommy Brian, ANP & Krista Brown ANP
Elk Pharmacy
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"Compounding Available"
366-5505 Randall Orcutt, RPH
Coldwater Manor Nursing Facility
396-5568 Mark Moore, LNFA
Stratford EMS
9-1-1 or 396-2844 Jimmy Lanning, Director
The Stratford Hospital District operates on a non-discriminatory basis, giving equal treatment and access to services without regard to sex, race, religion, age or ethnicity.



The average car produces a pound of pollution every 25 miles.


SNACK PAK 4KIDS
Giving a Voice to Hungry Kids

We all know that there are children who have free breakfast and lunch provided for them at school Monday through Friday. Have you ever stopped to think what these children do for food on the weekends? Have you ever eaten lunch on Friday and then not had another actual meal until Monday morning? Can you imagine trying to listen to your teacher on Monday morning when all you can do is watch the clock and count the seconds until lunchtime? Unfortunately, there are children in Stratford and the surrounding towns in the Texas panhandle who face this struggle every weekend and during school holidays. Snack Pak 4 Kids is a program that provides food for children in these situations every weekend of the school year. 100% of all money is used for food only.



YES!!! I want to adopt a child for: **Stratford ISD**

___ 1 year- \$133 (number of children ___)
___ 1 month- \$14 (number of children ___)
___ 1 week- \$3.50 (number of children ___)
___ other- \$ _____

Name _____
Address _____
Phone _____
Email _____
Organization _____
School you are sponsoring _____

Checks are payable to "Snack Pak 4 Kids." Please designate Stratford in memo line of your check.

Snack Pak 4 Kids
701 Park Place Ave
Amarillo, TX 79101
806-337-5252

3 ON 3 BASKETBALL

Tournament

\$15/team (3 or 4 players)

Saturday, July 25th - Stratford High School Gyms

- Single Elimination
- Two age brackets - 8th grade and under (Junior), 9th grade and older (Senior)

Teams can be girls, boys, men, women or co-ed but will play each other

- First to 15 with a margin of two - time limit of 30 minutes
- Play is from noon-6pm, limited to the first 40 teams registered (brackets will be emailed by July 15th)
- All proceeds will benefit "STARR Breakfast" - a program to supply all Stratford 3rd and 4th graders a nutritionally balanced hot breakfast on the days of the spring STARR test.
- A release form will need to be signed on the day of the event

Please fill out the following information and return with \$15 registration fee (payable to Sherman County 4-H) to Russ Spurlock, P.O. Box 349, Stratford, TX 79084 by July 6th. If you need additional information, please call 806-366-2772 or email spurlock@xt.net.

Team Name _____

Age Bracket _____

Contact Email _____

Contact Number _____

Teams T-Shirt Sizes _____

The Good Shepherd: Jesus-- Son of My Heavenly Father

Jesus obeyed his Father: "And being found in appearance as a man, he humbled himself by becoming obedient to death—even death on a cross! Therefore God exalted him to the highest place and gave him the name that is above every name, that at the name of Jesus every knee should bow, in heaven and on earth and under the earth, and every tongue acknowledge that Jesus Christ is Lord, to the glory of God the Father." (Philippians 2:8-11 NTV).

What are some of the qualities of a good Father? Before we start our list of desirable characteristics, let us first add this disclaimer: no perfect human exists, thus it is impossible for there to be a perfect father. No matter what type of father you had, have, or you now are, you will always have limitations and imperfections simply because you are human. Perfection is not possible!!! Not to worry! There is hope! Through our belief in Christ we all become adopted children of God: "For in Christ Jesus you are all-sons of God through faith. For all of you who were baptized into Christ have clothed yourselves with Christ." (Galatians 3:26-27). This is particularly good news for those who had absent fathers or fathers with serious human flaws. We now, have a perfect father! Throughout the Bible he exhibits his unending parental roles. As our Heavenly Father, he is all things to us: teacher, leader, comforter, disciplinarian, protector, and provider. He never fails. He never makes mistakes. He never leaves us or forgets us. His love for us surpasses our human ability to comprehend or reciprocate. Baffled by God's benevolence, David blurted, "What are mere mortals that you should think about them, human beings that you should care for them?" (Psalms 8:4 NLT)

Our Heavenly Father and our human parent are polar opposites. Even at his very best, by comparison, a human father has a minuscule ability to be present, to protect and to provide for us. But our Father God, however, is omnipresent (all present/all seeing). Psalm 139:7-12 David asks, "Where can I go and flee your presence? God himself emphasizes: "Am I only a God nearby," declares the Lord, "and not a God far away? Who can hide in secret places so that I cannot see them?" declares the Lord. "Do not I fill heaven and earth?" declares the Lord. (Jeremiah 23:23-24 NW). God also is omniscient (all knowing). He knows our past, present, and future (Job 37:16). Great is our Lord and mighty in power; his understanding has no limit. (Psalm 147:5 MV). If our hearts condemn us, we know that God is greater than our hearts, and he knows everything. (1 John 3:20 NW). I make known the end from the beginning, from ancient times, what is still to come. I say, 'My purpose will stand, and I will do all that I please.' (Isaiah 46:10 NW). I foretold the former things long ago, my mouth announced them and I made them known; then suddenly I acted, and they came to pass. (Isaiah 48:3 NIV). See, the former things have taken place, and new things I declare; before they spring into being I announce them to you." (Isaiah 42:9 NIV). Finally, God is omnipotent (all powerful). No word from God will ever fail (Luke 1:37). He has power to do immeasurably more for us than we could ever ask for or imagine. (Ephesians 3:20)

God is not just a loving father but God IS love. "This is love: not that we loved God, but that he loved us and sent his Son as an atoning sacrifice for our sins. "And so we know and rely on the love God has for us." (1 John 4:10, 16-17 NIV). It is through love that Jesus became our Savior and advocate: "Therefore let

all Israel be assured of this: God has made this Jesus, whom you crucified, both Lord and Messiah." (Acts 2:36 NIV). "Yet to all who did receive him, to those who believed in his name, he gave the right to become children of God— children born not of natural descent, nor of human decision or a husband's will, but born of God. (John 1:12-13 NIV).

"So in Christ Jesus you are all children of God through faith, for all of you who were baptized into Christ have clothed yourselves with Christ." (Galatians 3:26-27 NIV)

Meditation: Am I a child of God?

John 3:16 1 John 4:10, 16-17 John 14:16-18 1 John 12:13 Acts 2:36 John 17:22 Galatians 3:26 Feedback welcome.
joniahysop@gmail.com



Dukes honored with bridal shower

Shayla Dukes, bride elect of Kyle Horsford was honored with a bridal shower on Saturday, June 13, 2015 in the home of Kaci McBryde. Shown above left to right are Shandi Leavitt, Micki Wesley, Betty Neve, Renae Horsford, Wanda Horsford, Shayla Dukes, Griselda Dukes, Dinah Horsford, LaDon Horsford, Elizabeth Horsford, Sinci Rios, and Rose Dukes.



International Picnic Day

By Paula Nusz

Legacy Assisted Living residents enjoyed International Picnic Day on Tuesday, June 16, 2015 at the 7th Street Park. Two residents, who just happen to be siblings, Kenneth Stanley and Doreen Zumwalt enjoyed the submarine sandwiches, vegetables, chips and cookies. The weather couldn't have been more perfect. The green grass and beautiful flowers made this a wonderful day for an outing.

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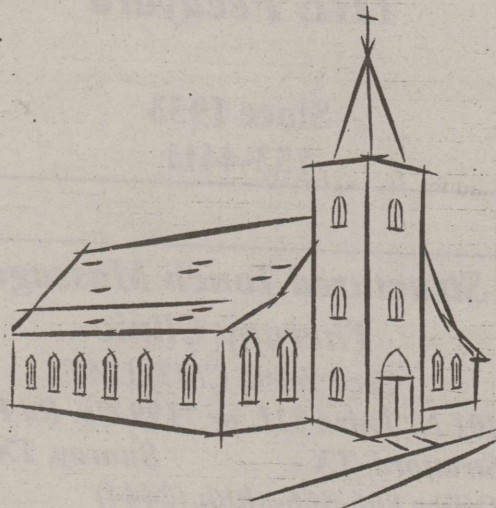
First Assembly of God
Kevin Anderson, Pastor
921 Fulton
Sunday School 9:45 a.m.
Morning Worship 10:45 a.m.
Evening Worship 6:00 p.m.
Wed. Bible Study 6:30 p.m.

First Christian Church
Pastor Gary Smith
5th & Main
Sunday School 9:45 a.m. (nursery)
Morning Worship 10:45 a.m. (nursery)
No Sunday evening Worship Service

First United Methodist
Rev. Steve Ulrey 396-2178
520 N. Main
Sunday School 9:20 a.m.
Morning Worship 10:30 a.m.
Junior & Senior High UMY 6:00 p.m.

St. Joseph Catholic Church
6th & Pearl
Rectory 366-5687
Sunday Morning 8:00 a.m. (English) 9:30 (Spanish)
Sacrament of Reconciliation Before Mass or t.
Christian Formation Classes K-6 Grade Wed. Afternoon
Jr. & Sr. High. Wed. 6:30-8:30 p.m.

First Baptist Church
Pastor Ron Whitt
702 N. 3rd
Sun-Coffee 8:30 a.m.
Sunday School 9:30 a.m.
Worship Service 10:30 a.m.
Wed. Children 6 p.m. youth 7 p.m.



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For more info-call 396-2212
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Miercoles: Servicio De Adoracion 6-8 p.m.

Kerrick Community
Pastor Roy Harris
Community Building
10 a.m. Worship Service

La Mision Bautista
Mision Bautista
401 S. Wall 396-5376
Domingo (Sunday)
Estuela Dominical 9:45 a.m.
Miercoles (Wednesday)
Servicio De Adoracion 11 a.m. Estudio
Biblico & Servicio De Oracion 6 p.m.
Servicio De Adoracion 6 p.m. se Cuidamos
Susunos Durante El Servicio



Stratford High School
All "A" Honor Roll
6th Six Weeks
2014-2015



Stratford High School
A/B Honor Roll
6th Six Weeks
2014-2015

9th Grade

- Layne Burr
- Juan DeCasas
- Noah Harris
- Colten Lanning
- Kade McBryde
- Natalia Niave
- Matthew Sandvig

10th Grade

- Bret Barnard
- Zorro Daniels
- Nancy Garay
- Parker Hanna
- Fernando Jacquez
- Nicolle Law
- Russell Spurlock
- RaeLeigh Willborn

11th Grade

- Brendan Cambell
- Yadhira Chavoza
- Val-mari du Plessis
- Brian Gonzalez
- Matalin Mace
- Monica Reyes
- AJ Riffe
- Tanner Stone
- Whitney Stone
- Eluterio Tijerina
- Sidney Turner

12th Grade

- Bethany Everett
- Desinya Garza
- Vanessa Mendoza
- Brantley Powers
- Jordan Ruiz
- Rett Schoonover
- Allissa Ray
- Jacie Seward

9th Grade

- Taylor Aduddell
- Luis Carrillo
- Brandy Castaneda
- Aylyn Duarte
- Sergio Guerrero
- Shay Hess
- Allie James
- Brookelin Langston
- Erika Lopez
- Sonia Lopez
- Zachary Lujan
- Giselle Marquez
- Carlee Metcalf
- Brandon Mireles
- Baruc Ortega
- Sydney Pottratz
- Karl Punch
- Kory Punch
- Daniela Valdez

10th Grade

- Alexander Aldavaz
- Francisco Barajas
- Marina Barajas
- Erica Bellomy
- Gage Brooks
- Julio Duran
- Maria Eizmendi
- Daniel Garza
- Edward Licon
- Johnny Rivas
- Stephanie Vasquez

11th Grade

- Cecilia Barajas
- Juan Camberos
- Joaquin Bustamante
- Kevin Hernandez
- Ty Hess
- Lizeth Robles
- Tommie Long
- Estefany Perez
- Kelsey Pickens
- Andres Reyes
- Alexie Wright

12th Grade

- Juan Ariaza
- Alondra Bobadilla
- Brittany Law
- Connor Natalino
- Karla Ramirez
- Taylor Wright



A favorite for snacks, s'mores and piecrust, the graham cracker was developed in 1829 by the Rev. Sylvester Graham. The true graham cracker is made with graham flour, which is a coarsely ground wheat flour.

A mother understands what a child does not say.
—Jewish Proverb

There is only one pretty child in the world, and every mother has it.
—Chinese Proverb

My mother gave me a bumblebee pin when I started work. She said: "Aerodynamically, bees shouldn't be able to fly. But they do. Remember that."
—Jill E. Barad

You may have tangible wealth untold: caskets of jewels and coffers of gold. Richer than I you can never be. I had a mother who read to me.
—Strickland Gillilan

Business Directory

PO Box 510
Stratford, TX 79084
Phone: 806-366-5557

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www.duncanchevrolet.com
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AN AMERICAN REVOLUTION

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Vincent Insurance Agency
Sabrina Melton
PO Box 739 Office: 806-396-2456
Stratford, TX 79084 Home: 396-2512
Email: vincins@xit.net

Stratford Grain Company
Stratford 396-5541
Lautz 769-4485
4 North Main

WALTER LASLEY & SONS INC.
THE Feedyard
Since 1953
753-4411

THE STRATFORD STAR
Duane & Marty Robertson
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Stratford, TX 79084 Fax: 366-5884
e-mail: stardm@xit.net

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It Pays To Look In The

THE STRATFORD STAR
Thursday, June 25, 2015
Page 5

Star Classifieds

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For Rent

Close to school, nice 2-BR, 1 bath apartment. Furnished with stove & fridge, CH/A No pets. Tenant pays electric and water. \$550 month on 6 month lease. Call 806-244-3418 or go to westtexasrentals.com to see and send in application 1-8 tfr

For Sale

For Sale: The City of Stratford has crushed cement for sale @ \$16/ton. Pay at City Hall, then present receipt to attendant to retrieve. Delivery is NOT available. 6-18 & 6-25 C

Help Wanted

Cimarron Feeders is accepting applications for the following positions:

- *Mechanic
- *Mill laborer
- *Feed Truck Driver
- *Tank Washer

17 miles S. Keyes, OK on HWY 171

15 miles N. of Stratford, TX on HWY 287

Then right 5 miles on HWT 171

Apply in person: M-F 8a.m.-3p.m. or call (580) 543-6383

Great benefits for full-time positions that include:

Medical, Dental & Vision insurance as well as 401 K and paid time off. Pre-employment drug screen required.

EOE M/F/Vet/Disabled

JBS Five Rivers Cattle Feeding is an equal opportunity Employer 6-25-tfn

Garage Sales

Friday, June 26th

1210 Division

8 a.m. to 4 p.m.

Miscellaneous House hold items
Clothes

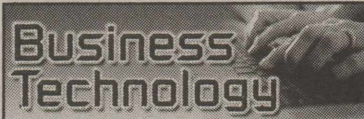
LEGAL NOTICE

Application has been made with the Texas Alcoholic Beverage Commission for a (Q) WINE ONLY PACKAGE STORE, (BF) BEER RETAILER'S OFF PREMISE LICENSE and (P) PACKAGE STORE PERMIT by ROUND QUONSET, LLC dba EL PATRON LIQUOR STORE, to be located at 400 SOUTH POPLAR, CITY OF STRATFORD, COUNTY OF SHERMAN, TEXAS. PRESIDENT of said corporation is ABRAHAM TAPIA, PRESIDENT.

Published in The Stratford Star, Thursday, June 25, 2015 and Thursday, July 2, 2015

NOTICE OF PUBLIC HEARING

Sherman County Commissioners' Court will hold a Public Hearing on changing the maximum speed limits on County Road L. The Public Hearing will be held on July 14, 2015 at 9:00 a.m. in the Commissioners' Courtroom, Sherman County Courthouse, 701 N 3rd St. Stratford, Texas. Published in The Stratford Star, Thursday, June 18, 2015 and Thursday, June 25, 2015



Get Your Website Noticed

(NAPS)—To get your company website noticed, you need to consider two things: audience and content.

The audience refers to your site's visitors and the search engines that bring them there. To optimize your site, develop as much quality content as possible using intentionally chosen keywords. Each page should not only contain useful information for your readers, it should have a focus that can be defined by one or two keywords. Use enough of these to bring the page to the attention of search engines and to attract the greatest number of relevant visitors.

Today, marketing is dominated by valuable content and information. The Internet provides people with access to any information they wish, and your job is to become the best source for information in your field. Blogging is a great way to create informative content. It makes for more pages and inbound links, thus keeping your site active for search engines. It also engages your target audience and increases awareness of your company and brand.

To learn more or to get help creating content for your site, visit www.Inklyo.com, an online provider of professional and shareable content for businesses around the world.

Don't Take Bull Fertility for Granted

There are three major considerations when evaluating bulls as the breeding season approaches. June is prime bull turnout times in the beef business, so the final check needs to be done now to make sure every bull is ready to go.

The beef business depends on buying fertile, productive bulls that pass on the desired genetics to their offspring and meet the consumers' demand for beef.

This spring, many producers have purchased a bull that is in the \$3,000 to \$5,000 range. It's a good investment, but good investments need to be cared for and maintained properly. One of the keys to a successful breeding season is a bull that breeds cows. That seems like such a logical thought, but it is not. The three major considerations when evaluating bulls are:

1. **Soundness Exam.** The exam tends to get the most publicity, and constant reminders are given to have the bulls fertility tested. These tests need to be done six to eight weeks prior to bull turnout because the bulls are expected to be producing viable sperm in advance of the breeding season. If for some reason a bull fails the breeding soundness exam, the bull should be reevaluated now. If he fails again, the bull needs to be culled. Keep in mind that many yearling bulls are fertility tested prior to selling and are screened adequately at sale time. However, if the opportunity presents itself, re-evaluating the new bulls when the older bulls are evaluated certainly does not compromise management.
2. **General Bull Thriftiness and Structure** need to be evaluated. A bull often may cover up a weakness when being worked with other bulls, so unsoundness may be overlooked. The back legs and hips are the working machines that allow a bull to breed. Any defect needs to be evaluated very critically. Once out on the pasture, the opportunity to evaluate adequately, along with the added difficulty of gathering the bulls, makes second decisions very difficult. Bulls that have lost condition prior to bull turnout certainly are candidates for poor fertility. As with the cows, a condition score of 5 or 6 means the bull is in good breeding shape. However, losing condition prior to breeding is not advisable. Much like breeding soundness exams, bull nutrition needs to be correct two months before bull turnout because making changes prior to breeding is ill-advised.
3. **Bull Behavior, or aggressiveness and breeding desire.** Some bulls may be too aggressive and even place the producer and ranch hands in the pecking order as they work to dominate all living things. Although certainly ready to be turned out, these bulls should be noted and politely excused when an opportunity comes to sell them. It may be difficult, but it is true that calves from aggressive, hyperactive bulls are not desirable. Just as important, producers need to make sure the bull or bulls have a desire to mate. Not all bulls breed cows. Assuming such can bring long and disappointing looks as the cows are pregnancy-checked in the fall. Although there is no quick check, keeping an eye on all the bulls prior to and after turnout is critical. Make sure every bull is breeding cows. That is not an easy task, but it needs to be done.

The consequence is open cows, so check and recheck your cows and bulls. Ask yourself: "In the last seven days, how many times did I check the cows and how many times did I check the bulls?" Once calving is complete, cows should be cycling. In fact, a quick check of the cows can be made by remembering that the average estrous cycle of a cow is 21 days. If all the cows are cycling, about 5 percent should be expressing "heat" each day (one day divided by 21 days). Assuming a herd of 100 cows, an average of five cows should be in heat or estrus on any given day.

I realize that not all the cows calve the first 21 days of the calving season. In fact, only 63 percent of the cows calve the first 21 days of the calving season. However, it is not unreasonable to expect at least one cow should be in heat every day early in the breeding season, even if a producer only exposes a mature bull to 30 cows. If calf gain is 2.5 pounds per day while nursing, every time a bull misses a cow in heat, it costs the producer more than 50 pounds of calf. Most producers do not argue the value of the bull, but the magnitude of that value often is underestimated.

Evaluate the bulls now to make sure the starting lineup is ready. It also never hurts to look at the bull bench to make sure you have some depth on the team. For more information, please contact Alexa Reed with Texas AgriLife Extension at (806)366-2081.

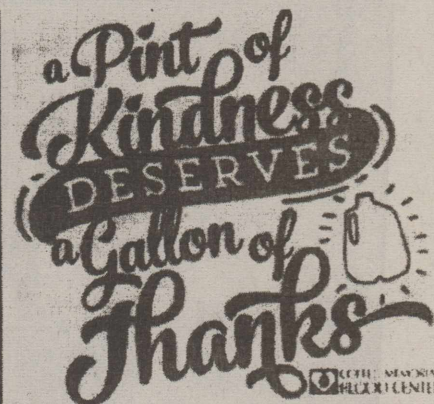
STRATFORD COMMUNITY BLOOD DRIVE

WHEN
MONDAY, JUNE 29TH
3:00 PM - 7:00 PM

WHERE
County Barn
5th and Maple

Every eligible donor who presents to donate will receive a free t-shirt, and donors will also be entered into a weekly drawing for a one-year supply of milk (52 gallons) courtesy of Plains Dairy!

7500 Wallace Blvd., Amarillo, TX
www.thegiftoflife.org



June is Dairy Month!

Coffee Memorial has teamed up with Dairy Max and Plains Dairy to encourage donors to give the gift of life!

REQUIREMENTS

- Photo ID or Donor ID card
- Must be at least 17 years old; 16 year olds may donate with signed parental consent.

APPOINTMENTS

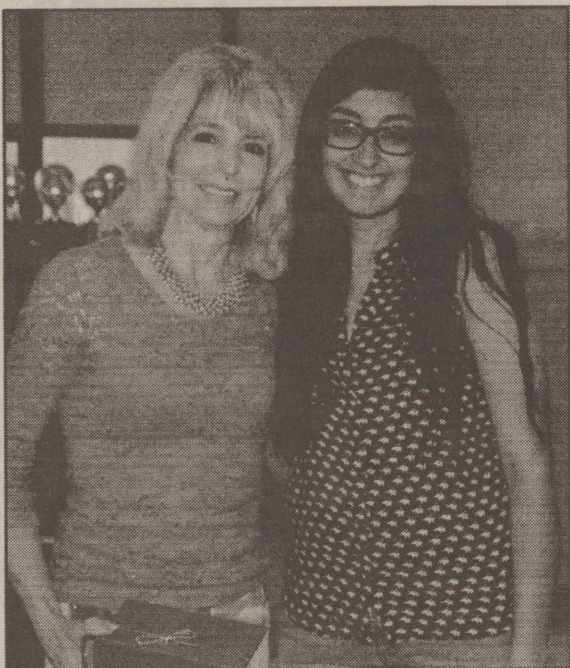
Call 331-8800.
Visit donate.thegiftoflife.org

MORE

Ask about giving Auto Reds to maximize your donation!



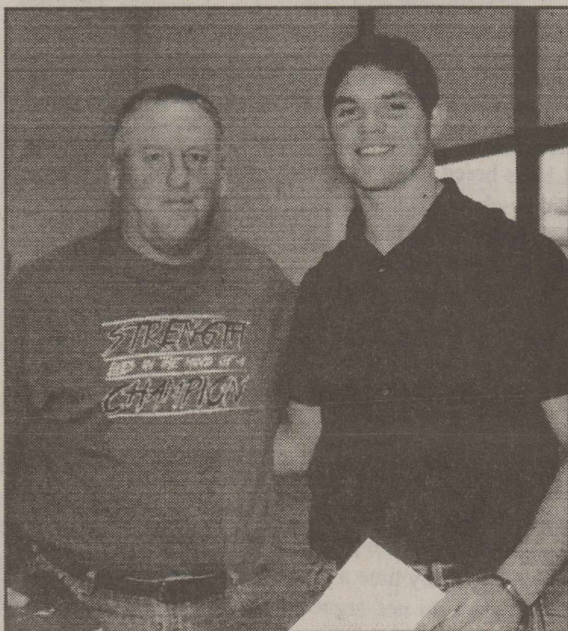
Stratford Independent School District Employee Appreciation Banquet Friday, May 29, 2015



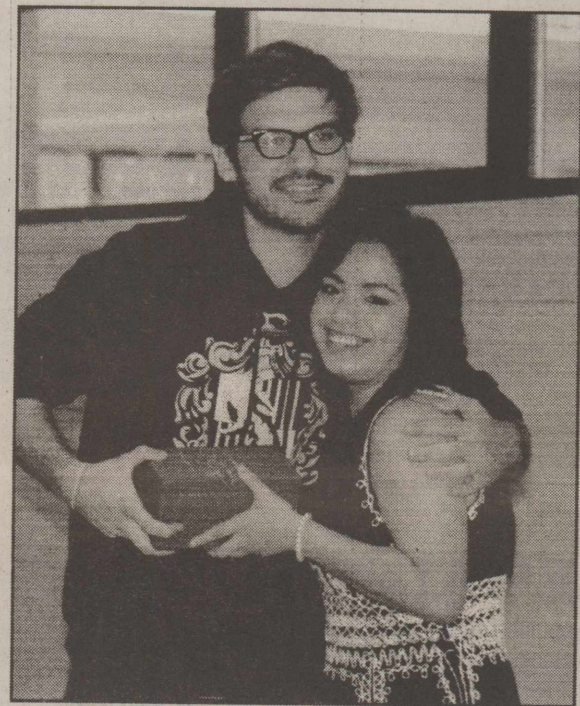
Vanessa Mendoza is shown with her journalism teacher Harletta Carthel



15-Year Service Awards L/R: Elida Sertuche and Ronna Riffe.



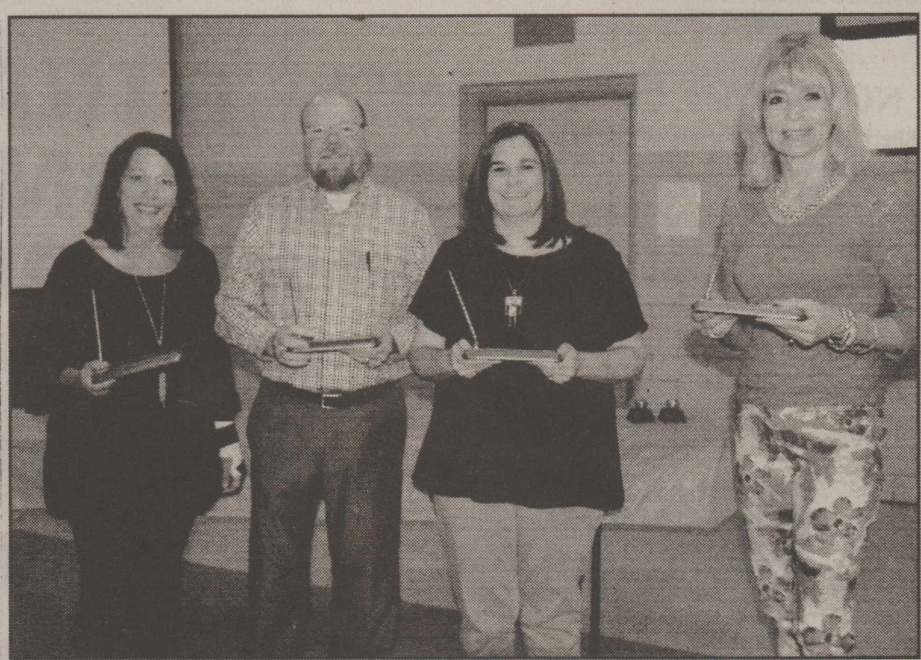
Seniors were asked to write an essay about a teacher that has made an impact or impression on them and three were chosen. Shown above is Trevor Melton with Coach David Lantelme, his discus coach and High School history teacher.



Jamie Sanchez is shown with High School Junior/Senior English teacher Christopher Lough.



5-Year Service Awards L/R: Tashea Thies, Ronda Rutherford, Valerie Mace, Kenny Rutherford.



10-Year Service Awards L/R: Kristi Walden, Clint Seward, Cindy Seward, Harletta Carthel.

A TEACHER
OPENS MINDS
AND TOUCHES
HEARTS ♥