



The Griffin Line

## Membership Bulletin

**ATTENTION:  
THE SALE FOR APRIL  
WAS CANCELLED!!**

**PLEASE ALSO NOTE:**  
The Annual Pinewoods Cattle Registry & Breeders Association Meeting will be held Saturday June 6, 2009 at 3:00pm at the Forrest County MS State Cooperative Extension Service, 952 Sullivan Drive, Hattiesburg, MS 39401.

All members and officers are encouraged to attend. If you haven't yet, please send your 2009 dues (\$25) to Julie Brown before the meeting.

Contact information:

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and  
Julie Brown  
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See page 4 for directions.

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# FROM THE PINEYWOODS

Volume 6 Number 1 - April 2009

## Conserving the Pinewoods

Newsletter of the Pinewoods Cattle Registry & Breeders Association

### Pinewoods Goes National & International

After being a best-kept secret for generations, Pinewoods cattle have finally hit the big time. Over the past two years, magazines, books, and organizations, national and international, feature the Pinewoods breed and its proponents with the fervor of a major discovery. Much of this is due to the tireless efforts of PW champions such as Justin Pitts, Jess Brown, Phil Sponenberg, Bill Fritz, Jay Wells and others with help of significant organizations such as Slow Foods and ALBC as well as individual farms.

As always, this article begins a report of such spotlight events and performers. Many need to be added and can only be if you call or write them in for the next edition. In the meantime, here is a recent honor roll.

**Publications.** Jess Brown published in three big national arenas: an interview in the fall 2008 edition of *Hobby Farms* followed by pictures of his cattle published as examples of Pinewoods in *Illustrated Breed Guide to Sheep, Goats, Cattle, and Pigs* by Carol Ekarius and *The Field Guide to Cattle* by Valerie Porter. In addition, Jess received a radio interview as part of the publicity for these publications.

**Presentations.** Pinewoods breeders have presented in several venues, most notable an international one. Justin Pitts not only lectured at the University of



Picture provided by Jess Brown to Storey's *Illustrated Breed Guide to Sheep, Goats, Cattle, and Pigs*.

Georgia but also represented Pinewoods at the Slow Foods International Conference in Italy. Bill and Bonnie presented at ALBC and the Carnesville Women's Association on Pinewoods and Agri-forestry.

**Tastings.** Pinewoods has for the past two years been one of a few breeds selected for competition in the 2<sup>nd</sup> annual "What's the Beef? – An Historical and Culinary First" held at Ayrshire Farm in Upperville, Virginia and sponsored by The American Livestock Breeds Conservancy, Humane Farm Animal Care, Slow Foods USA, and Ayrshire Farm.

**The Web.** PCRBA has maintained a website for over 4 years and is now getting an average of 100 visitors a day! Moreover members have taken to buying and selling animals on this site with much success and less stress.

### How are the Holts Doing These Days?

One of the most endangered Pinewoods strains, the Holts have come back to their roots in Georgia. First Bill and Bonnie Fritz bought the herd from various owners and worked out a breeding program with Phil Sponenberg to offset the inbreeding as only the aging Salem was left to sire yet another generation. Recently the Fritzes sold their Holts to the best possible breeder for these animals, Jay Wells, whose family are also involved in preserving both Pinewoods and, specifically, Holts.

In the next edition of the newsletter, the Wells will treat us to the impressive plan they have under way to help preserve not only this strain but also the whole breed.

# WWW.PCRBA.COM WEBSITE AVERAGES 100 HITS A DAY!



The PCRBA Website ([www.pcrba.org](http://www.pcrba.org)) is really gaining some attention! In the last 12 months (March 2008 through March 2009) there have been 35,705 different visitors to the site, 69,966 pages have been viewed, and 223,307 hits recorded.

The most important of these numbers are the visitors. Many commercial sites publish the number of hits, which is a very misleading number. A hit is a data element downloaded from a website. For example, take the PCRBA home page ([www.pcrba.org](http://www.pcrba.org)). This page has three photographs, a text box and several text areas – each is a data element. When you visit this site your browser (e.g., Explorer) downloads each element separately and each is recorded as a “hit”. Each unique person who visits the site during a single session is a visitor and the site records the number of pages that each visitor looks at and the total length of time they are on the site.

If you were to visit the home page, then click the button to read about the upcoming annual meeting and then view cattle for sale before exiting the site it would be recorded as 1 visitor, 3 page views and about 18 hits. The site also tells how long you were on the site.

During the past year there were about 100 visitors per day. This numbers says very consistent day in and day out. Some days dip as low as 75 visitors and others as high as 150 but the number of visitors remains surprisingly consistent throughout the year. The average visitor views 2 pages and is on the site for around 5 minutes. This is actually a fairly long time for a website and tells me that visitors are actually

reading the material and looking at the photos. Visitors who come to a site accidentally rarely stay for more than 1-2 seconds.

The top page viewed is the home page. Here are the top five pages:

1. Home Page ([www.pcrba.org](http://www.pcrba.org)) 11,739 page views
2. Pineywoods for sale ([www.pcrba.org/id33.html](http://www.pcrba.org/id33.html)), 6,436 page views
3. Pineywoods family lines ([www.pcrba.org/id16.html](http://www.pcrba.org/id16.html)) 2,940 page views
4. More about Pineywoods cattle ([www.pcrba.org/id19.html](http://www.pcrba.org/id19.html)) 1,815 page views
5. Membership list ([www.pcrba.org/id17.html](http://www.pcrba.org/id17.html)) 1,747 page views

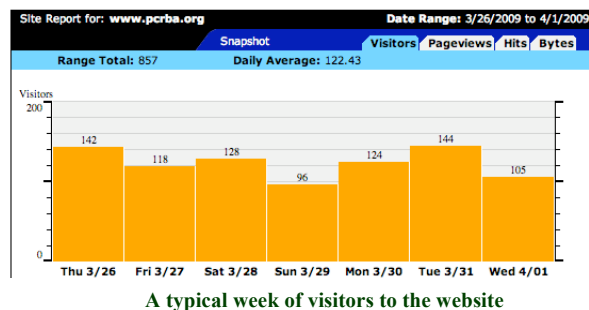
The least popular page is the one on “Islands cattle” ([www.pcrba.org/id43.html](http://www.pcrba.org/id43.html)), which had only 6 page views. 20 pages had over 1,000 page views.

46% of the visitors were using Explorer as their web browser and 40% used Netscape. The remaining 14% used 24 different browsers many of which I never heard of before! 63% of the visitors came directly to the site and the rest clicked on links on other sites (i.e., ALBC or Oklahoma State sites) or based on searches in the popular search engines. For example, 6% had searched for “Pineywoods” on Google.

It is interesting that visitors coming to the site from the ALBC or Oklahoma sites viewed the largest number of pages on average followed by ones coming straight to the homepage.

In summary these are the statistics of a very popular site and one that has had constant usage since the site went live in late 2005. I believe that the PCRBA website is providing valuable information and education to people interested in Pineywoods cattle and heritage livestock.

Bill Fritz  
PCRBA Webmaster



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**Membership Bulletin**

*Continued from page 1*

*Directions to the June meeting:*

**From Jackson, MS.** Travel South on US Highway 49 approximately 98 miles, going through Hattiesburg. After passing the Elks Lake Road turn (on the right), stay in the left lane and you will pass the Hattiesburg Industrial Park on the left. Less than one mile from Industrial Park, turn left onto Sullivan Road by the electronic message board at the Multi Purpose Center exit. Forrest County Extension Service is the 2nd building on the right.

**From Meridian, MS.** Travel South on Interstate 59 to Hattiesburg. Take the US Highway 98 East exit (Exit #59). After merging onto US Highway 98 East, travel approximately two miles and take the US Highway 49 exit for the Mississippi Gulf Coast/Gulfport. Keep left at the fork on the exit ramp and turn left onto US Highway 49 North. Travel approximately one mile and turn right onto Sullivan Road by the electronic message board at the Multi Purpose Center entrance. Forrest County Extension Service is the 2nd building on the right.

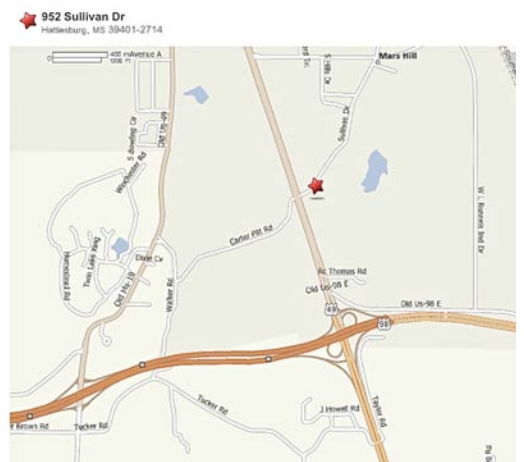
**From New Orleans, LA.** Take Interstate 10 East approximately 32 miles and merge onto Interstate 59 North at the Interstate 12 West/Interstate 59 North exit. Travel approximately 70 miles on Interstate 59 North and take the US Highway 98 East exit (Exit #59). After merging onto US Highway 98 East, travel approximately two miles and take the US Highway 49 exit for the Mississippi Gulf Coast/Gulfport. Keep left at the fork on the exit ramp and turn left onto US Highway 49 North. Travel approximately one mile and turn right onto Sullivan Road by the electronic message board at the Multi Purpose Center. Forrest County Extension Center is the second building on the right

**From Birmingham, AL.** Travel South on Interstate 59 to Hattiesburg. Approximately half a mile past the South Hattiesburg exit, take the US Highway 98 East exit. Merge onto US Highway 98 East and travel for approximately two miles. Take the US Highway 49 exit to the Mississippi Gulf Coast/Gulfport. Keep left on the fork on the exit ramp and turn left onto US Highway 49 North.

After traveling approximately one mile on US Highway 49 North, turn right onto Sullivan Road at the Multi Purpose Center entrance by the electronic message board. The Forrest County Extension Center is the 2nd building on the right.

**From Mobile, AL** Travel west on US Highway 98 to Hattiesburg. Exit at US Highway 49 North. After merging onto US Highway 49 North travel approximately one mile on US Highway 49 North, turn right onto Sullivan Road at the Multi Purpose Center entrance by the electronic message board. Forrest County Extension Center is the 2nd building on the right.

If you need more help, please feel free to contact one of the officers listed to the right of this page. We hope to see





**BYLAWS OF PINEYWOODS CATTLE REGISTRY & BREEDERS ASSOCIATION, INC****ARTICLE I – OFFICES**

- SECTION 1. REGISTERED OFFICE. – The registered office shall be at 431 Highway 162; Russellville, Alabama 35653.
- SECTION II. OTHER OFFICES. – Other offices may be located at other places either within or without the state of Alabama.

**ARTICLE II – MEETINGS OF MEMBERS**

- SECTION 1. ANNUAL MEETINGS. – Annual meetings of members for the election of officers, directors, and to transact other business will be held at the time and place determined by the Board of Directors.
- SECTION 2. SPECIAL MEETINGS. – Other meetings may be called by the President or by the Board of Directors.
- SECTION 3. VOTING. - Each member shall have one vote in accordance with the terms of membership. All questions shall be determined by majority vote except as otherwise provided in the Charter or Bylaws.
- SECTION 4. NOTICE OF MEETINGS. – Written notice, stating the place, date, and time of meeting, and the general nature of business to be considered shall be sent to each member, not less than ten days before the meeting.

**ARTICLE III – DIRECTORS**

- SECTION 1. GENERAL POWERS. – The business affairs of the corporation shall be managed by the Board of Directors.
- SECTION 2. NUMBER AND TERM. – The number of directors shall be no fewer than three and no greater than five. Directors shall be elected by members to serve for terms of three years except that the initial terms shall be for one, two or three years.

**ARTICLE IV – OFFICERS**

- SECTION 1. OFFICERS. – Officers shall consist of a President, Vice President, Secretary, Treasurer, and other officers as from time to time may be necessary and shall be elected by members.
- SECTION 2. PRESIDENT. – The President shall preside over meetings of the Board of Directors and meetings of members. The President shall be elected to two-year terms.
- SECTION 3. VICE PRESIDENT. – The Vice President shall preside over meetings in the absence of the President and shall act as an assistant to the President. The Vice President shall be elected to terms of two years.
- SECTION 4. SECRETARY. – The Secretary shall record minutes of meetings, maintain records, and be responsible for all correspondence on behalf of the corporation. The term of office shall be five years.
- SECTION 5. TREASURER. – The Treasurer shall be responsible for depositing receipts and making disbursements from the corporate accounts, maintaining financial records and presenting a financial report to the membership at each annual meeting and at other such times as is deemed necessary. The term of office shall be five years.

**ARTICLE V – MEMBERSHIP**

- SECTION 1. REGULAR MEMBERSHIP. – Regular membership shall be granted to persons that own registered Pineywoods cattle and are current in payment of dues. Regular members are entitled to one vote at meetings of members.
- SECTION 2. ASSOCIATE MEMBERSHIP. – Associate membership shall be granted to persons that do not own registered Pineywoods cattle. Associate members may attend meetings of members but may not participate in voting.
- SECTION 3. HONORARY MEMBERSHIP. – The corporation may from time to time grant honorary memberships. Honorary members may attend meetings of members but may not participate in voting.

**ARTICLE VI**

- SECTION 1. SEAL. - The corporate seal shall be circular in form and shall contain the name of the corporation, the year of creation, and the words, “CORPORATE SEAL ALABAMA.”
- SECTION 2. CHECKS. – All checks and other financial instruments of the corporation shall be signed by officer or officers in such manner as determined by the Board of Directors.

**ARTICLE VII – AMENDMENTS**

These Bylaws may be amended at any annual meeting of members or at any special meeting by two-thirds vote of members present at such meeting that are entitled to vote