

*“A new era has arrived at the TLBAA! The previous Administration was so focused on favoritism, nepotism, and materialism, their arrogance and corruption led them to neglect their responsibilities and obligations to it’s membership. This created an atmosphere to fear intimidation, harassment, and/or retribution when we, the membership, presented issues that disturbed the status quo.*

*Now we have new leadership and their initial charter is to review and update the Official Handbook, its Rules and Regulations and to develop a new Code of Ethics program. Fortunately, the opportunity now exists to change the course of the TLBAA and to ensure it is run effectively with integrity, honesty, and fiscal responsibility.*

*A serious problem has plagued the TLBAA for at least twenty years; misrepresentation of pedigrees. Requests to correct this problem were largely ignored and rejected by the previous Administration because it was claimed to disrupt the income stream generated from Trails magazine advertisements.*

*Without a doubt, the very foundation of the Texas Longhorn industry has been built upon the honesty and integrity of it’s breeders when registering their cattle. We cannot allow the history of the origin and ancestry our our cattle to be falsified.”*

# Pedigree Migration and Misrepresentation

08/20/07

- *“There are Six Parts to my Presentation”*
  - *The Problem*
  - *The Examples*
  - *The Policy*
  - *The Question*
  - *The Recommendations*
  - *The Outcome*

# The Problem

- Misrepresentation of Pedigree
  - TLBAA was organized in 1964 to “collect, record and preserve the pedigrees of Texas Longhorn cattle.” (*“this is the first sentence in the Official TLBAA handbook.”*)
  - Misrepresentation of Pedigree can be described as intentionally (emphasize) altering, representing, posting or publishing the pedigree of any TLBAA registered Longhorn that differs from the actual ancestry documented on the original registration certificate. (*“this problem is running rampant in our industry.”*)

*(“I’ve brought six examples, but due to time constraints, I will only present two; MD14 and MD16.”)*

## The Examples

- Examples of Pedigree Migration and Misrepresentation

- Miss Dayton 14      TLBAA #1494
- Miss Dayton 16      TLBAA #1496
- Miss Liberty 10th      TLBAA #311
- Miss Dayton 17      TLBAA #1497
- Miss Dayton 21      TLBAA #1500

(show TLBAA Registration Certificates, Harrell/Graves/Sparger/Lamb/Bevo, LP, and BBI sale catalogs as sources of data.)

*(“The evolution of changing these “so called “ Butler pedigrees in sale catalogs begins with the LP and continues today in the BBI.”)*

(Lead in to “The Policy”)

*“Let me ask....*

*If it is self evident from the Herd Registry that claims made on pedigree purity, based on misrepresentation or misleading advertisements are false, does the Association have a duty or responsibility to advise its members of these errors which can only be known by those that have access to those records?”*

*“Remember the Corporation By-Laws; The TLBAA was organized to “collect, record and preserve the pedigrees of Texas Longhorn Cattle”*

# The Policy

- TLBAA Official Handbook: Corporation By-Laws and Rules and Regulations
  - Article VI, Expulsion:
    - The TLBAA warns it's membership of suspension or expulsion when accused and found guilty of “misrepresentation, deception or fraud in relation to the registry of animals in the Herd Registry”.
  - Section 17, Disagreements between Buyer and Seller:
    - The TLBAA will not accept any responsibility of settling disputes between buyer and seller concerning “misrepresentation, deception or fraud in relation to the registry of animals in the Herd Registry”.

# The Question

- How will the TLBAA Enforce the Rules and Regulations to Protect it's Membership?
  - Article VI: The TLBAA acts as the Judge and Jury when a member is accused of misrepresentation, deception or fraud.
  - Section 17: The TLBAA acts as “Pontius Pilate” during disputes between buyer and seller.  
*(“Doesn't the TLBAA have the responsibility to protect its' members before it gets to this point?”)*



Follow on for “The Question”

*“The most convincing point is the inevitable; the irate buyer when he learns that TLBAA registered pedigrees have been falsified and misrepresented in sale catalogs. At some point, someone is going to point the legal finger at the TLBAA or it’s Board of Directors for knowing this is occurring and not being proactive to stop it. “*

# The Recommendations

- Recommendations: (*“at a minimum”*)
  - TLBAA Code of Ethics must promote “Truth in Advertising”. (*“I know we can’t police what people say; There is a right to free speech, but there are limitations; that’s why we have the Texas Deceptive Trade Practice Act and the U.S. Lanham Act.”*)
  - Create an independent sub-committee to investigate and resolve complaints and disputes before further escalation.
  - Claims made of pedigree purity (*“in TLBAA sanctioned sales, shows and advertisements”*) must be guaranteed by a TLBAA generated extended pedigree report.

## Lead in to “The Outcome”

*(“The TLBAA board has a fiduciary responsibility to its members to conduct business in an honest and ethical fashion. This issue is being brought to your attention for correction. **THIS IS YOUR DUE NOTICE.** Please don’t neglect the efforts of our past leadership and members who worked hard to ensure the legacy and rich history of our Texas Longhorn cattle is protected for future generations. “)*

# The Outcome

- To Be Determined
- Included in “An Undeniable Fact” by  
Don Limb

- (*“It’s your decision. But this outcome will be documented in my new book, The Undeniable Fact. To emphasize the gravity of this problem, I have prepared a manuscript for your review.”*)

- (*“I’m not asking you to do what’s easy, I’m asking you to do what’s right.”*)

- (*“By not correcting this problem, the TLBAA may be perceived as giving their concurrence that misrepresentation of pedigrees is an acceptable part of the Longhorn business.”*)

- (*“What is the remedy to this problem?”*)

*“The documented evidence provided within “An Undeniable Fact” is accurate, factual, and provides a historical view of the genesis and perpetuation of the myth which falsifies the historical impact of Milby Butler’s heritage and legacy in breeding Texas Longhorn cattle.*

- 1. **Introduction:** Emails received and sent re: Misrepresentation*
- 2. **Partlow:** 10 purchased from WR in 1956. 28 registered in 1964 from Peeler, WR, Marks, no Butler. 3 registered from Butler in 1965. Liberty Lad-registered breeder is Graves Peeler from Jourdanton, Tx.*
- 3. **Graves:** 14 purchased from Stark in early 60’s. Stark connection w/WR in 1951. Miss Dayton cows are WR/Stark.*
- 4. **Butler Herd Book.** Conveniently omits Peeler/WR breeding*
- 5. **Pedigree Misrepresentations:** Mapping of Liberty Lad/Dode’s Boy and Miss Dayton pedigree changes.*
- 6. **Heritage Sales:** Graves/Hoffman/Sparger/Harrell sales all reflect accurate pedigrees in sale catalogs. Purchasers bought WR/Peeler pedigrees and later changed them to Butler.*
- 7. **Louisiana Purchase Sales:** Beginning to change WR/Stark and Peeler pedigrees to Unknown or Butler. Perpetuation of Myth begins.*
- 8. **BBI Sales:** Pedigrees changed to fit the claim of Straight, Pure, and 100% Butler--from same cows previously purchased as WR/Peeler.”*