

The folks at McCoy's Building Supply understand that it takes a lot of hard work and the whole family pitching in to get things done on a farm or ranch. That's why we'd like to take some time out to salute Texas High School Rodeo Association families who are farmers and ranchers. In our monthly Farm & Ranch Family Spotlight, we'll feature one family, sharing their story of how they work together as a family to make their farm or ranch successful. The spotlight will run for 10 months; each month will feature a different region. Each Regional McCoy's Farm and Ranch Family will receive a \$100 McCoy's Gift Card. The McCoy's Farm and Ranch Family of the Year will receive a \$500 McCoy's Gift Card and will be announced at the 2009 THSRA State Finals.

The Holland Family of Region V



Region V and McCoy's would like to recognize the Holland Family as McCoy's Region V Farm and Ranch Family. The Holland family operates not one, but THREE family businesses, which requires the full attention of the family's three members, Terry, Debbie Jo and their daughter Khakie Jo.

The Holland's story began almost one hundred years ago, when Terry's grandfather left Tennessee in 1916 en route to East Texas. Once in Texas he began acquiring land, which is now part of the Holland cattle operation, T-H Cattle Company. Today the Holland's now own and lease approximately 1500 acres in Panola County.

The Holland Ranch consists mainly of a cow-calf operation featuring F-1 Braford females and Angus herd sires. The calves are born during a sixty day calving period and are weaned and sold in the fall. Each year approximately fifty replacement females are purchased and Khaki Jo enjoys training them to be handled by horseback.

Khaki Jo caught the entrepreneurial spirit from her parents and has her own herd of cattle that she tends. Even more impressive is her involvement and help managing the families' second business, KJ Bucking Bulls. Khaki Jo owns a herd of rodeo bred cows used specifically for raising prospective rodeo bulls. After 18 months of care, Khaki Jo's bulls are proven by being bucked with a remote control "dummy" and then graded according to athletic ability and overall potential.

Khakie Jo, who is a Region V Reserve Champion Barrel Racer and State Qualifier in barrels, poles and goats gets her love for rodeo from both of her parents.

Debbie Jo was a Region V member and then went on to Texas A&M University. Terry was a past Region V Saddle Bronc Champion and even qualified for the National High School Rodeo Finals. Terry went on to become a PRCA Gold Card member who competed in Bull Riding for 20 years and served as a color commentator on the Outdoor Channel's coverage of championship bull riding and PRCA Rodeo events.

Terry's vast knowledge and understanding of bull riding served as the inspiration for the family's third business, Mighty Bucky, Inc. Terry invented and manufactured Mighty Bucky, which is a training device used for rodeo athletes. Mighty Bucky is used by more top pros than any other training unit and offers a safer practice in a sport that is anything but safe!

All three businesses are completely family owned and operated solely by the three family members. Debbie Jo comments that it is important that all three family members be able to do each others jobs including ordering, buying, cattle work, training, running farm equipment, mending fences, welding and whatever else it takes to get the job done. She also admits that, "We love our work; working cattle, riding horses and rodeoing."

Khaki Jo is a home school student, which allows her the flexibility needed to help with the family businesses. She is able to complete her lessons at the most convenient time depending on the Season. For example, in the winter she rides and does ranch work in the warmer part of the day and in the summer she is able to operate the tractors during hay season and then complete her studies around her work.

Terry and Debbie Jo both grew up on ranches and rodeoed and they wanted to provide those same opportunities and life lessons to their daughter. This tight knit family not only enjoys working side by side, but they enjoy going to the practice pen with Khakie Jo and taking her to rodeos. They work long hours during the week so that they can leave for the weekend and attend Khakie Jo's rodeos and be together as a family.

