

BREEDER PROFILE

Triple Deuce Angus

Texas is a varied place when it comes to topography. From the Panhandle to the Coastal Plains cattlemen face a variety of obstacles as they seek to provide forage for their herds. Unique in its challenges are the pine forests that occupy the terrain north of Houston. The pine trees were tall and the underbrush dense in the area around Richards, Texas where Steve Smith chose to establish Triple Deuce Ranch in the summer of 2006. Rather than purchasing a foundation cow with which to establish his herd, Steve's first acquisition as an Angus breeder was a bulldozer. Clearing and shaping the overgrown property into pastureland proved to be a much bigger task than he had first anticipated.



Steve spent his early years in Marshall, Texas, but his family moved to Conroe while he was still in elementary school. There he developed his passion for cattle while spending a great deal of time on his uncle, Tom Dorrell's commercial cow/calf operation in nearby Crockett. Uncle Tom, a veterinarian by trade, taught him that caring for livestock meant more than just wearing a hat and a pair of boots. He decided at an early age that someday cattle stewardship would be in his future.

You don't have to spend much time around Steve to recognize that he is a born MARKETER. He understands that a marketer is differentiated from a salesman by customer development and service after the sale. These principles have marked his success in automotive sales and management throughout his career. He has been responsible for brand leading sales programs nationally for Volkswagen, Buick and RV's while employed by DeMontrond Automotive in Houston, where he currently serves as Vice President/General Manager. Never complacent, Steve is now adding a commercial real estate construction company and an Angus breeding operation to his life challenges.

Phillip Burnet, a neighbor and fellow Angus breeder, heavily influenced Steve's decision to convert from a commercial cow/calf operation to a registered Angus herd in March of 2007. The foundation of this herd came from females purchased from prominent breeders in the Texas Angus industry. Since that time Steve has followed his vision of creating an elite Angus herd and today owns 45 head of mature females selected on the basis of outstanding phenotype and breed leading EPD's. His desire is to continue to sell private treaty bulls while establishing a viable clientele for his females.

If an EPD was available for enthusiasm, Steve's score would be off the charts. His eagerness to learn and to hone his skills in the business is infectious. He is passionate about enhancing the genetics of his herd to establish a foundation that he can pass on to his children. Quality Angus cattle wearing the Triple Deuce brand are sure to graze the pine tree lined meadows for many generations. 🇺🇸

Marketer

