

# the isa informer

ISA CATTLE COMPANY

SPECIAL 50TH SALE EDITION

FALL  
2011

## Benchmark sale planned

On October 1<sup>st</sup>, we will have our 50<sup>th</sup> bull sale, which is a milestone in our career. After military service, Annette and I married and went into business 47 years ago this fall. Since that time, we've known and dealt with the nicest people anywhere—all over the United States and around the world. These men and their wives have enriched our lives immeasurably.



During my travels, I have met people who were better cowmen than I, better range managers than I, and better financiers than I. What I have learned from them has improved our business and lives more than I can say.

Aside from selling genetics, I have given marketing advice, banking advice and done a fair share of marital counseling. One of my favorite customers asked me to write a letter of recommendation to Princeton University for his daughter. He broke down on the phone when he told me she received a full scholarship, which, of course, was due to her excellence—not my letter.

*Continued inside*

## A LEGACY OF PERFORMANCE



L Bar 3432—#1 IMF Bull in Beefmaster Breed

**10 A.M. • OCT. 1, 2011**

**PRODUCERS AUCTION • SAN ANGELO, TEXAS**

**Featuring 175 service-ready Beefmaster and Charolais bulls**

*Ranch-raised, Moderate, Thick, Clean, Correct and Tough as Nails!*

*All virgin bulls and Trich tested*

The *BBU Beefmaster Spring Sire Summary* lists 135 breed Trait Leaders in nine categories. Of those, an unbelievable 38 are L Bar or sired by an L Bar bull. **Five are #1!** In our 175-bull offering, 93 Beefmasters and 18 Charolais have a current semen bull in their pedigrees.

**Sale Headquarters: Rodeway Inn (\$61) 325.944.2578**

**Hampton Inn (\$128) 325.942.9622**

Laurie, Annette & Lorenzo Lasater

P.O. Box 60327  
San Angelo, TX 76906  
(325) 949-3763

lasater@isacattleco.com



**www.isacattleco.com**





## Cowboy ethics becomes law

The principles of “cowboy ethics” are now part of Wyoming law.

Gov. Dave Freudenthal signed legislation recently adopting an official Wyoming state code.

The symbolic measure spells out 10 ethics derived from a “Code of the West” outlined in a book by author and retired Wall Street investor James Owen.

The state code admonishes residents and lawmakers to live courageously, take pride in their work, finish what they start, do what’s necessary, be tough but fair, keep promises, ride for the brand, talk less and say more, remember that some things aren’t for sale, and know where to draw the line.

—Scripps wire services

## Excellent cattle for sale now

**Beefmaster Three-in-Ones—with buyback**

**Fall-calving Beefmasters—with buyback**

**Advancers (Charolais X Beefmasters)—with buyback**

**Beefmaster Yearling Heifers**

**Herd bulls—1 Beefmaster and 1 Charolais**

For more information, please contact Laurie or Lorenzo. All of these cattle qualify for the Sec. 179 write-off.

# Decades of discipline show in EPD results

The best tool we have for comparing performance in economically important traits across the breed is EPDs. Using this as our measuring stick, the L Bar herd has far and away the most potential for positive influence on the Beefmaster gene pool.

The *BBU Sire Summary* lists the 15 trait leaders in the breed for each of nine categories. In this lofty group, there are:

- 16 L Bar sires.
- 22 L Bar sons and grandsons.
- An L Bar bull or son is #1 in five of the nine traits.

L Bar 5502 is the all-time performance leader and the best bull we’ve even raised.

- He is a three-time trait leader.
- He has 21 sons as trait leaders.
- He is #7 for weaning weight.
- Seven sons or grandsons are also trait leaders for weaning weight!



**L Bar 5502 (Typesetter/Pacesetter)**

BW 1.4 WWW 39\* YW 53\* MILK -24 TMAT -4 SC 1 REA .2 IMF 0 RFAT -.1

These results are no accident. It comes from decades of a disciplined, balanced approach to performance breeding. The L Bar line-breeding program amplifies the various best traits. The intensive performance testing these bulls go through during their development phase, culminating in the Isa Performance Test, identifies the very best genetics to push towards the future.

The good news is you can tap in to all of this goodness by using L Bar bulls, semen and embryos. There are several lifetimes of performance genetic work wrapped up in these cattle!

*Continued from cover*

The success we have had with our L Bar Beefmasters has exceeded my wildest dreams. L Bar 5502, the transformative bull in the history of the Beefmaster breed, came from this herd. Thirty-eight trait leaders in the breed (out of 135) are L Bars or sired by an L Bar Beefmaster. For nearly forty years, we’ve had the largest production sale in the Beefmaster breed.

In 1998, we formed a partnership with Bill Broussard of Melbourne, Florida, on the top end of the Crescent J Charolais herd—direct descendants of the Peugibet herd sent from France to Mexico in 1941. Some disapproved of this venture, but it has been a big

success, and has drawn more people to our annual bull sale. Greg Lardy of NDSU said, “A simple terminal-sire program can simplify the systems and reduce the number of breeding pastures needed.... The terminal-sire system offers 100% of heterosis.”

Above all, cattle people love tradition and stability. Annette and I are proud that Lorenzo represents the fifth generation of Lasaters ranching in Texas.

We are going to have an informal gathering after the bull sale at our hunting ranch at Eldorado, 50 miles south of San Angelo. We hope to see all of you there.

Thanks again for your patronage and your friendship.

—Laurie Lasater



# Advanced breeding program

BBU has an exciting new program to produce "Advancer" cattle for sale as seedstock. We have two customers who are involved and having success with their calves. Since we own a great Charolais herd, our Advancers are registered Beefmaster X registered Charolais.

Bobby and Tracy Romatowski of San Angelo, Texas, are producing Charolais X Beefmaster calves as commercial cattle. They recently sold their calf crop at a local auction: the heifers weighed 491 and

brought \$140.64 and the steers weighed 536 at \$152.92. Under extreme drought conditions, their calves dollared \$756.00 per head.

Doug and Cheryl Chapman are raising our first seedstock Advancers on their



Doug and Cherylann Chapman in Fort Stockton, Texas, bought the high-selling Beefmaster in the 2010 Isa Bull Sale. They have both a registered Beefmaster herd and an Advancer herd. Pictured above are two excellent Beefmaster X Charolais Advancer bull calves.

ranch near Fort Stockton, Texas, in the desert west of San Angelo. Lorenzo and I flew out to visit them August 16<sup>th</sup>, for our first look at Advancer calves. They were every bit as good as we expected. They will have seven bulls for sale this spring, and we hope to have a nice group in our 2013 sale. You can see from the picture how good the calves are and how bad the conditions.

We have an outstanding set of our young Crescent J Charolais bred to Beefmasters for sale. Please call to learn more.



Bobby and Tracy Romatowski



Doug and Cherylann Chapman

## Great traditions



John Kempf (left) branding in 1990 and son John-John (below) branding in 2010.



The John Kempf family of Ghanzi, Bostwana, have been top frozen semen customers since 1984. Lorenzo and Laurie visited them after Lorenzo finished college in 1990. Both families have been successful with father-son businesses.

In addition to worrying about rain (or lack of it) and cattle markets as all ranchers do, breeders in southern Africa have some unique concerns, as written in a recent email excerpt from John-John (at right).

April 18, 2011

... We went lion hunting last week Wednesday on a neighbouring farm. A big mane took out three cows in a week, and some farmers got together to see to the brute. It was in thick bush, and after a lot of tracking using the skilled san trackers, the lion actually jumped on the one pickup (fortunately, I was not on that vehicle). Unlike me, these ranchers know how to shoot and solved the problem without anyone getting hurt.

Our AI people just called saying three elephants just walked past their encampment in the direction of our house, so tomorrow morning we will be mending fences again. Normally they just walk through the farms causing very little destruction, except when there are young ones in the group. The young bulls can sometimes be a nuisance, as they step on metal gates or if they stay at a watering point, destroying water tanks and ripping out pipelines. I had to shoot one in 2008.

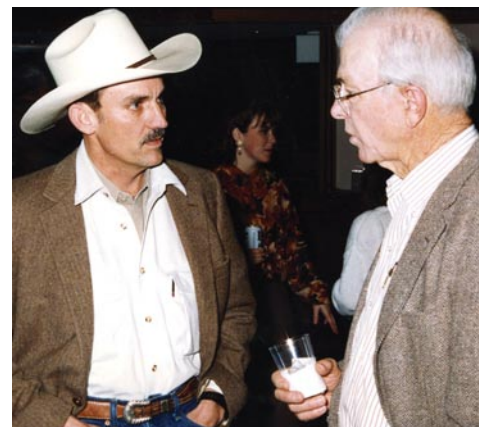




In reflecting back through the years and sales, we remembered many important moments. We wanted to share some of the key highlights that have made this journey worthwhile. It's been an adventure, to say the least: we've weathered all that Mother Nature offers, ridden the wave of good markets and bad, and met some incredible people along the way. We've sold more than 20,000 bulls and helped take Beefmasters all around the globe. We are thankful to our customers worldwide for bringing us to this 50<sup>th</sup> sale.



These show Laurie and Lorenzo starting the sale about 20 years apart. All the characters in the photo have changed (as have the fashions) over the years, except for Mildred Jones, the lady on the right!



We want to remember our friend John Cargile (above right), who died earlier this year. John meant so much to our family and to Isa Cattle Co. We will miss you!

**1994**

González Bros. buy 45 bulls for \$105,700.

**1993**

Lorenzo joins Isa Cattle Company, Inc.

**1991**

276 averages \$2288.

**1989**

Largest auction in Texas history averages \$1748 on 381 bulls.

**1986**

Sale dedicated to Tom Lasater.

**1973**

Buy 100 Beefmaster cows from Musser Bros.

**1976**

Lasater Bros. sells "Changer" to Harrells for \$100,000.

**1978**

Form Isa partnership with Charles Probandt. 107 pre-priced bulls average \$1307 in first sale.

**1979**

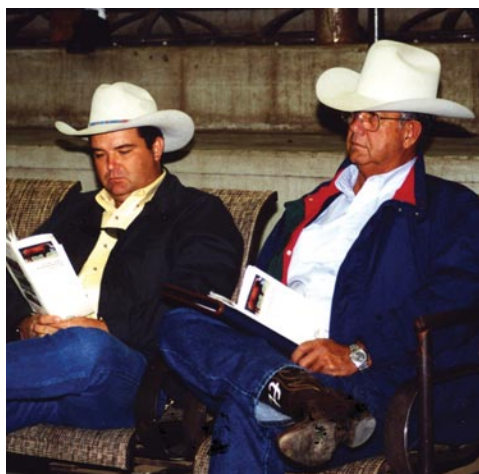
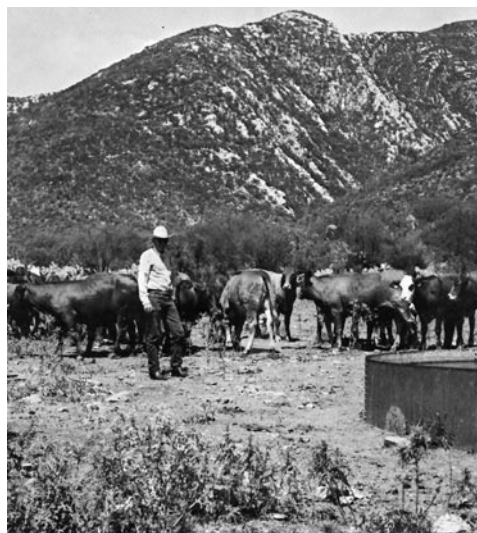
First sale at Producers Auction—110 pre-priced bulls average \$1944.

**1980**

First spring sale using Electronic Bull Selling Machine.







## 2010

140 Beefmasters average \$3083;  
Charolais average \$2532.  
L Bar 8595 sells for \$17,000.

## 2009

163 bulls average \$2943.

## 2005

L Bar 3432 brings \$10,000.  
Three second-generation buyers in attendance.

## 2002

Sale dedicated to Charles Probandt.

## 2001

L Bar 0324 brings \$12,000.

## 1995

Joe Goggins auctions  
his first Isa sale.

## 1996

Sale dedicated to  
Watt M. Casey, DVM.

## 1997

L Bar 5502 brings \$16,000;  
sale averages \$2336.

## 1999

L Bar 7499 sells for \$9,000.

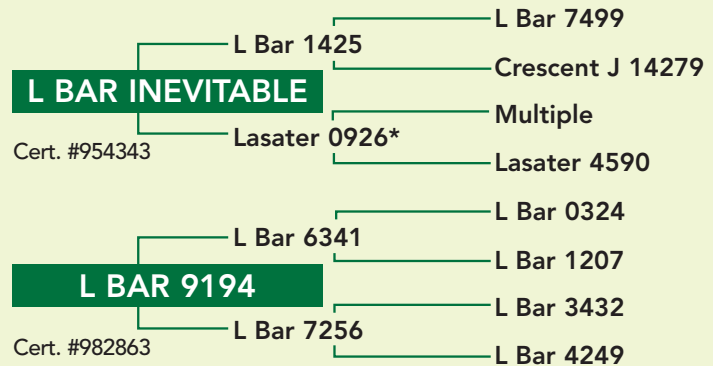
## 2000

17 L Bar 5502 sons average \$5,500.  
L Bar 8419 brings \$15,000.





# L Bar Beefmaster Embryos



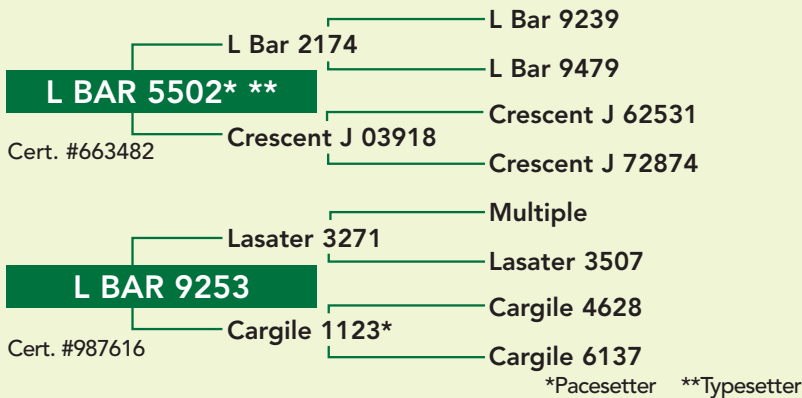
\*Pacesetter



**\$400**  
each

Progeny EPDs										
	BW	WW	YW	MILK	TMAT	SC	REA	IMF	RIB	RUMP
EPD	-.2	15	24	3	10	.2				
AVG	.4	8	13	2	6	.1	.02	0	.01	.01

Low birthweight plus high growth—these calves will bend the curve! Inevitable is one of our newest semen bulls, blending the best of the L Bar, Crescent J and Lasater Herds. His strong top and clean underline, coupled with this super-feminine female, will result in calves that will knock your eyes out and perform in every phase.



Progeny EPDs										
	BW	WW	YW	MILK	TMAT	SC	REA	IMF	RIB	RUMP
EPD	1.5	31	41	-9	7	.7	.17	0	-.04	.02
AVG	.4	8	13	2	6	.1	.02	0	.01	.01

L Bar 5502 is probably the most influential bull in the Beefmaster breed in the last 20 years and one of the few remaining Pacesetter/Typesetter bulls. A triple trait leader, he stamps his calves with thickness, muscling and charisma. This terrific dam represents the best of the Lasater and Cargile herds. You can't miss with this package!



**\$400**  
each



Other embryos available:  
L Bar Essential X L Bar 9412 (left)  
L Bar 0324 X L Bar 9215 (right)





# SALE SEMEN SPECIAL (20 OR MORE STRAWS)

EXPIRES 10/01/11



**\$40**

**L Bar Essential**

BW -.6 WW 7 YW 14 MILK 5 TMAT 9 SC -.3 REA .07 IMF -.1



**\$40**

**L Bar Inevitable**

BW .8 WW 12 YW 19 MILK 8 TMAT 14 SC -.5 REA .08 IMF .1



**\$40**

**L Bar Automatic**

BW -.1 WW 8 YW 5 MILK 1 TMAT 5 SC .4 REA -.26 IMF .1



**\$40**

**L Bar 5502 (Typesetter/Pacesetter)**

BW 1.4 WW 39\* YW 53\* MILK -24 TMAT -4 SC 1 REA .2 IMF 0 RFAT -.1



**Polled  
\$50  
Limited**

**L Bar 2474**

BW -.5 WW 12 YW 13 MILK 5 TMAT 11 SC -.3 REA -.21 IMF .1



**Marbling  
\$50  
Limited**

**L Bar 3432**

BW .1 WW 26 YW 31 MILK -1 TMAT 12 SC .5 REA .05 IMF .3\*



**\$40**

**L Bar 0324**

BW -.1 WW 23 YW 31 MILK -5 TMAT 7 SC 1.6\* REA .15 IMF 0



**\$30**

**L Bar 3100**

BW .7 WW 19 YW 33 MILK -14 TMAT -5 SC .2 REA -.05 IMF .2\*

\* Trait Leader



# Global growth accelerates

Beefmasters have enjoyed a lot of exciting international growth recently. The Mexican Beefmaster Association is the largest breed registry in that country, and Beefmaster breeders are the second largest group in South Africa.



*The Beefmaster Alliance of South Africa is selling semen out of this great L Bar 3432 son.*

Lorenzo was involved in helping breeders in both Panama and Costa Rica form associations, and Thailand's is in the works. The first Beefmaster ever born in Southeast Asia was an L Bar 3100 son!

**Did you know Beefmasters were the #1 breed exported from Texas in 2010?**



Guests from Panama, South Africa, Thailand, Texas and California tour the Isa Cattle Company Bull Test Facility.



In Costa Rica (from left): Adrian, Ricardo Gonzalez, Lorenzo Lasater, Guillermo Jimenez, Carlos Jimenez and Alejandro Acevedo



In Panama (from left): Ismael Solis, Virgilio Vergara, Guido Martinelli, Daniel, Lorenzo Lasater, Tito Dutari and Virgilio Vergara Jr.

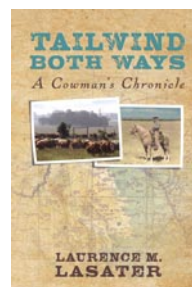
## "Trying to sell those damn bulls"

*Editor's note: Selected to commemorate the 50th sale, this Tailwind Both Ways excerpt revisits Isa's first bull sale.*

By 1978 we had built a significant business at San Angelo. We had sold many cows and had customers needing markets for their bulls. We had our first bull sale on October 18 at the San Angelo Feedyard, using an alley and a small set of rented stands. We cataloged the bulls, pre-priced in sale order, with complete data. It was a family team effort. Lorenzo, age ten, helped Matt Brown bring the bulls up the alley. Before the sale, the buyers registered and were assigned buyer numbers. When a bull entered the ring, an interested buyer would hold up his number and enter a drawing. Charles Probandt handled the microphone and

Uncle Palo (Watt Casey) and Trish Probandt handled the drawing, while Annette kept the books. When the first bull entered the ring, 22 buyers held up their numbers to buy the pre-priced bull. It was quite a memorable sale.

John Cargile, interested (but skeptical), watched the beginning of the sale. After about a third of the bulls had sold, he told Roy Williams that it did not appear that we needed any help and returned to town. Maurice Harrell, a Beefmaster breeder from Gonzales, Texas, came for the sale, arriving at noon. He could not believe we already had sold every bull at our price. The sale was a huge success, beyond all



expectations. We realized that we needed to pay the Co-op members a bonus, which began a practice we continued until the Bull Co-op ended in 2003. It was exciting to work together in those early years with enthusiastic new breeders.

The co-op breeders helped with all the bull workings and gave us great input. Charles suggested that all the cattle be run under one brand, which was a great idea that was never implemented.

*To order Tailwind Both Ways or The Lasater Philosophy of Cattle Raising, please send \$20 per book (plus \$3 shipping) with name and address to Isa Cattle Co., Box 60327, San Angelo, TX 76906.*