

January, 1990



**FOUNDATION
BEEFMASTER
ASSOCIATION**

200 LIVESTOCK EXCHANGE BUILDING
4701 MARION ST.
DENVER, COLORADO 80216

FOUNDATION FACTS

Volume XVIII, No.1

An Open Letter to Laurie Lasater:

Dear Laurie,

Let me begin by saying thank you. I believe that aside from your father, you have had the most far reaching, positive affect on our breed of any living person. You have not only opened existing doors of option and opportunity, but you've built new doors and bridges that are profoundly affecting our breed and the beef industry. But, behind every new door lies more avenues that cry out for exploration and utilization. May I point out and champion one?

Your large annual bull sales could profoundly change our breed. I realize and greatly appreciate that they are designed primarily to be "commercial" bull sales and that is as it should be. But, the sheer volume of your sales offers an opportunity for a considerable number of breeders to access and tap into a pool of genetics without driving off the good volume commercial bull buyers you've so successfully served in the past. Good bulls are hard to come by, especially in our maternal breed. Add to that the rarified nature of our breeders various geographical locations, and you have a double whammy which results in the use of less than ideal bulls, which in turn stunts the progress of the breed nationwide.

Laurie, I ask you to consider implementing the following two avenues: First, as you know, ours is a shrinking world in the "Age of Information", camcorders and VCR's abound. For a very few dollars you could have a camcorder operator on hand to shoot a 10 second clip of each bull as he comes off the scales on your final weight day. The operators voice would simply say "this is number so and so". The viewer could then refer to his sale catalog for performance information, ect. I believe this combination of technology and promotion technique would fit a niche that would bring a sort of critical mass to getting our geographically scattered breeders together to say to each other, "Hey I saw some bulls on that tape that are just what I've been looking for. Why don't we get together with Joe and go have a look and see, or maybe we can just send Joe for us and tell him what to bid on our favorite bulls". 400 bulls times 10 seconds will easily go on with a \$5.00 Wal-Mart video blank tape. And what a seed! I would personally promote getting all our satellite breeders to view it and organize orders for bulls. This project alone could do more to bless our satellite than all other ventures combined.

The second avenue I'd like to point out to you is also information related. Put more data on your catalog, especially weaning/grass weights as opposed to just gain-on-feed weights. Sometimes the bull who was efficient on forage is made to look bad in the feed lot. Also, birth weights or estimated birth weights, though usually not available, would be useful when available.

Finally, on a more personal level, I know you tend to view the large operations as the ones destined to carry forward the column of progress, but, I believe if you will study the history of beef cattle breeding, you will notice that many breeds have made important turns in their development that hinged on the influence of herds of small size. Please don't consider us small breeders as "dust on the scales" in the larger scheme of things. The market for our cattle nationwide can be made or broken by the relative quality of a great many small herds.

Miles Wylie Albright
Baileyton, Alabama





Editor's Memos

Personal Note

Thank You.....

I would like to thank all the FBA members who sent cards and flowers when my father passed away. He was 87 and suffering from advanced cancer and was in great pain.

He was a good Christian man and now he's free of pain and with the Lord. Your kind thoughtfulness made his passing easier.

Mary M. Wilkinson



El Venado Beefmasters Walter and Joyce Campbell
Sold to: John and Wilma Kempf Ghanzi, Botswana, Africa \$6,000



Garza Beefmasters Diego Gutierrez Laredo, Texas Sold to: John Kempf \$4,000.



Cow was 13 months 20 days old when Calf was born unassisted. Calf is now weaned and doing fine. Cow born-3/30/88 Calf born-5/20/89



Cow was 16 months old when calf was born unassisted. Calf is now weaned and doing fine. Cow born-1/27/88 Calf born-5/30/89

Dear Mary,

Enclosed please find a press release concerning the results of the Central Texas Beefmaster Breeders 3rd Annual Beef "On" Forage Test and Sale.

The dun bull consigned by Walter and Joyce Campbell of El Venado Beefmaster of Wimberly, Texas and was sold to John and Wilma Kempf of Botswana, Africa for \$6,000

The black, mottle face bull was consigned by Diego Gutierrez of Garza Beefmasters of Laredo, Texas and was sold to John and Wilma Kempf of Africa for \$4,000.

Thank you so much for the excellent work you have done for the CTBB.

Sincerely
Diana Marek,
Statistician, Beef "On" Forage Test

Dear Mary,

Have been having fertility problems. Seems Beefmaster cattle will not breed at a young age-ha ha.

Here are some pictures of Heifers and their calves.

Happy New Year.
V.R. Bellous (Rudy)

Foundation Facts articles deadline is the 9th of each month..



You Did Mail in Your Renewal Notice, Didn't You?

Big Welcome! New Members: December

THREE Z BEEFMASTERS
William R. & Cynde Zellmer
40752 County Road J
Mancos, CO 81328
303-533-7090
Rendition: 50
Origin: Double Spur
Beefmasters, Double Heart
Beefmasters, & Arrow
Beefmasters

**QUAIL ROOST
BEEFMASTERS**
John M. Dressel
Quail Roost Ranch
Licking, MO 65542
314-674-3806
Rediton: 50
Reinstatement, Previously a
Member in 1985

ALMA BEEFMASTERS
William C. Blackmon
Route 1, Box 29-C
Ennis, TX 75119
214-875-9147
Rendition: 6
Origin: Glen Stokes, Mike
Gilmore, Ennis, TX
1990 Membership

**HEART BAR
BEEFMASTERS**
Heart Bar Land & Cattle
Company
Warner W. Hodgdon
P.O. Box 2146
San Bernardino, CA 92406
714-881-1547
Rendition: 189
Origin: Max Watkins, Andy
Smith,
Carson Scheller, & Steve Flake
1990 Membership

**APPEL RANCH
BEEFMASTERS**
Mark & Kathy Nicholson, &
Norma Appel
Box 3271 Gillette, WY 82717
307-682-2401 or 682-9379
Address Change, and Prefix
Change

A.K. BEEFMASTERS
Kenneth D. Adams
Route 1, Box 831
Dorchester, TX 75059
214-476-5821
Address Change Only

EVANS BEEFMASTERS
Gayle W. & Lola Evans
P.O. Box 159
Enterprise, UT 84725
Address Change only

**MINDEMANN
BEEFMASTERS**
Kent Mindemann
Route 1, Box 109
Apache, Ok 73006
405-588-2622
Rendition: 27
Origin: The Lasater Ranch

New Beefmaster Owners in December

Yan S. Israel
Box 661
Kayenta, AZ 86033

Scott Robinson
Rancho Blanco
2618 Moss Bluff
San Antonio, TX 78232

Fred Netterville
Rt. 1, Box 855
Woodville, MS 39669

Bob Marshall
P.O. Box 1055
Frisco, TX 75034

Donald Poss
Rt. 1, Box 72A
Good Hope, GA 30641

Darrel Max Watson
14329 W. Maple
Rt. 9
Wichita, KS 67235

okie Crowson
R.F.D. Box 135-1/2
La Mesa, NM 88044

Roy Mattox
Rt. 2, Box 2186
Lexington, GA 30648

Larry Detwiler
HC 74, Box 203
Mountain View, AR
72560

Gilbert B. Clinard, Jr.
Rt. 1, Box 185A
Temple, TX 76501

Ethredge Thomason
Rt. 5 Box 367
Vinemont, AL 35179

Gilberto Ramirez
106 Rodriguez Dr.
Rio Grande City, TX
78582

Guy Peterson
324 Oak St.
Rio Grande City, TX
78582

Douglas Anderson
225 Pecan
Rio Grande City, TX
78582

J.K. Parmele
320 W. Grant Rd.
Willcox, AZ 85643

John Fulton
3865 Fifteen Mile Rd.
The Dalles, OR 97058

Wilson Ranches
Philip Wilson
Butte Creek Road
Fossil, OR 97830

Tom Wallace
Box 521
Leakesville, MS 39451

Don McGuire
Rt. 4, Box 32
Prescott, AZ 71857

Larry & Jana Garner
P.O. Box 268
Forney, TX 75126

Three "Z" Ranch
40752 County Rd. "K"
Mancos, CO 81328

Virgil Holt
512 Washington St.
Glasgow, MO 65254

Marion W. Gordon
3230 Margaret
Paris, TX 75460

Rene Robledo
315 Brown Road
El Paso, TX 79927

Myrtle Cox
Box 96
Quemado, NM 87829

Cliven Bundy
Bunkerville,
NV 89007

Kenneth Heaton
238 W. 200 So.
Hurricane, UT 84737

John R. Fleming
P.O. Box 126
Rose, OK 74364

J.H. & Martha Whis-
enhunt
Rt. 1, Box 57
Locust Grove, OK
74352

Thomas R. Kiser
Rt. 1, Box 744
Highland Home, AL
36041

David Hendrix
Rt. 6, Box 295
Searcy, AR 72143

Oran E. or Dawn
Herndon
Rt. 2, Box 234
Rose Bud, AR 72137

Mr. & Mrs. Robert E.
Heard
Rt. 2, Box 142B
Bald Knob, AR
72010



New Beefmaster Owners in December Cont.

Gillihan Brothers
Rt. 3, Box 39
Milbourne, AR 72556

Clint Hastings
Box 105
Bagwell, TX 75412

T.R. Taylor
6544 Woodrow Rd.
Lithonia, GA 30038

Obed Ginithan, Jr.
769 Sparks
El Paso, TX 79927

Glen Grey
1531 N. Pinal
Casa Grande, AZ
85222

Mike & Gary Oberg
Box 295
Estancia, NM 87016

Tony Linville
Rt. 1 Box 308
Hartsville, TN 37074

James T. Saint
Rt. 1, Box 269B
Scottsboro, AL 35768

Grover Pearce
11645 Schafer Ave.
Red Bluff, CA 96080

Don Langston
Rt. 6, Box 623
Lubbock, TX 79412

George Severn
Rt. 1, Box 256
Gentry, AR 72734

Buyers' and Sellers' Guide

CALIFORNIA

For Sale: Registered Beefmasters: 2 Heifers and 4 Cows bred to calve April/May, 1990. Top foundation genetics.

Torres Beefmasters

Bob Torres
2108 Quail Canyon Rd.
Santa Maria, CA 93455
(805) 937-4704

IDAHO

For Sale: 30 Bred Beefmaster cows, F1 cross cows & Heifers, Bulls: yearlings & 2-year-olds.

Nyle & JoAnn Randall

High Country Beefmasters

3373 E. Cty. Line Rd.
Idaho Falls, ID 83401
(208) 522-9079

OKLAHOMA

For Sale: 20 Weaning Heifers.

L.G. & David Hargis

Hargis Beefmasters

Rt. 2, Box 226
Waurika, OK 73573
(405) 228-2540 -L.G.
(405) 224-7892 - David

OREGON

For Sale: 24 head of bred females - will calve February/April

Kuykendall Beefmasters

Rt. 1, Box 131
Richland, OR 97870
(503) 893-6167 or 893-6525

TEXAS

For Sale: Bulls from 18 to 24 months old. Miller Ranch, Lasater & Casey breeding. Certified bangs-free herd. Priced from \$1,000 to \$1,200.

Bunky Smith

Lazy S Beefmasters

Rt. 1, Box 25
Detroit, TX 75436
(214) 632-5760

For Sale: 2 Heifers - 1 Bred 2-year-old and 1-9 month old

Dokupil Beefmasters

Johnny Dokupil
Rt. 3, Box 622
Temple, TX 76501
(817) 983-3701

For Sale: 30 Head of coming 2-year-old bred heifers -will calve February/April.

Pyatt Beefmasters

Bob Pyatt
Rt. 2, Box 219
Detroit, Tx 75436
(214) 674-5645 or 427-3229

For Sale: 1989 open Heifers at the Ranch.

Starr Beefmasters

Jerry Hicks Box 79
Quail, TX 79251
(806) 447-2601 (Ranch)
(806) 381-9351 (Res.)



Isa Cattle Company's SPRING Beefmaster Bull Sale

250 RANCH - RAISED BULLS

Full Twos - Guaranteed

30 Herd Bull Prospects



SATURDAY, FEBRUARY 24, 1990 -- 9:00 a.m.
PRODUCERS AUCTION, SAN ANGELO, TX
SALE HEADQUARTERS HOLIDAY INN
(915) 658-2828

- ☞ TOP End of bull production of over 2000 FBA cows.
- ☞ PERFORMANCE DATA IN CATALOG including RIBEYE
- ☞ STEERS ELIGIBLE FOR NEWBEEF PROGRAM
- ☞ READY FOR ACTION

ISA VIDEO AVAILABLE ON REQUEST

Please send me more information on the Isa Cattle Company Bull Sale, the Isa Program, and on NewBeef and how it can help me market my feeder steers

Name _____

Address _____

City _____

State _____ Zip _____

Telephone Number _____

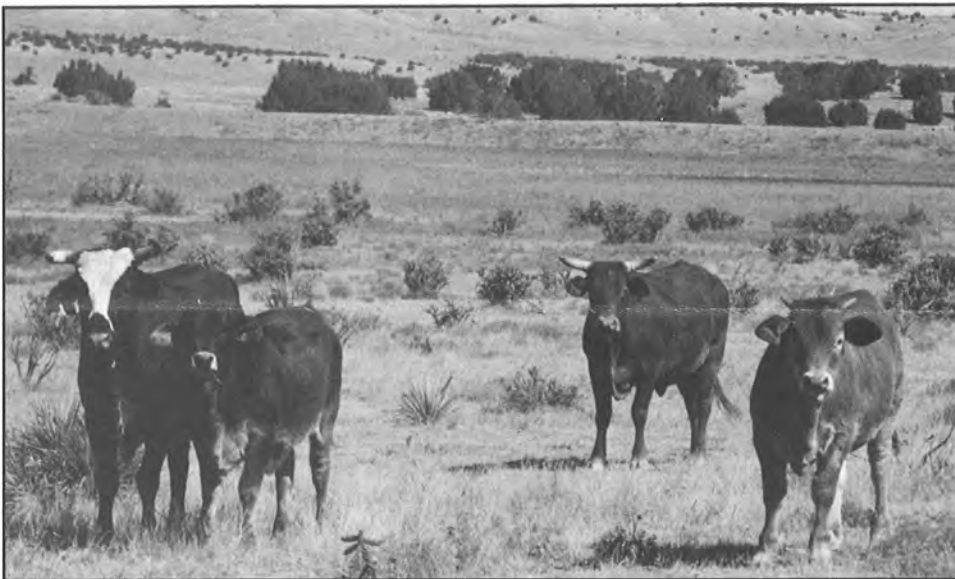


Laurie Lasater
915-949-3763

WE ARE THE NATION'S LARGEST SOURCE of
FOUNDATION-BRED BEEFMASTER SEEDSTOCK

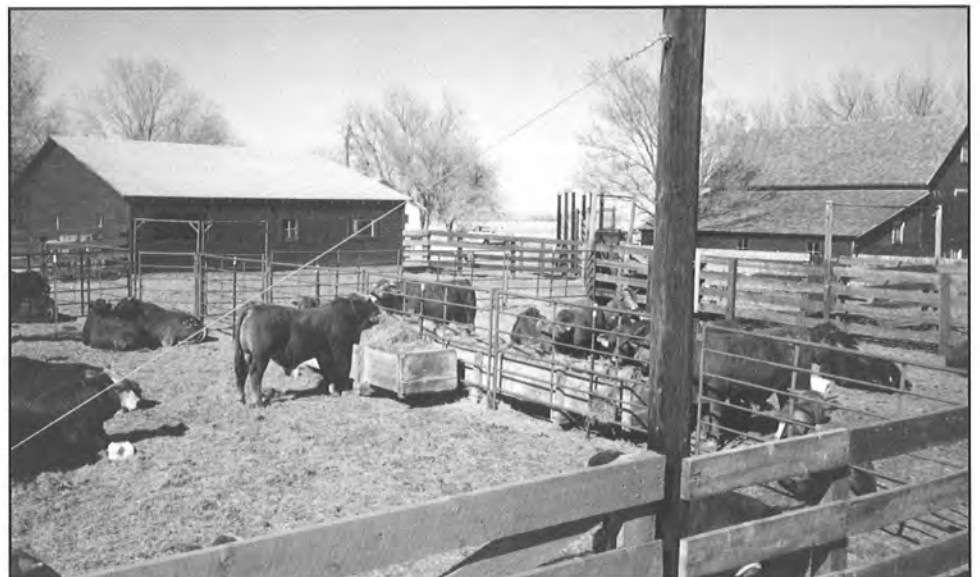


La Esperanza
Beefmasters



Butler Ranch,
Pueblo County, CO

Sale Day
April 7, 1990



LA ESPERANZA AND FLINT HILLS BEEFMASTERS

65 BREEDING AGE BULLS

SELL APRIL 7, 1990

This offering of range-raised and tested bulls will include 45 yearlings and 20 long yearlings. All ready to work, and priced for the commercial cattleman.



PRODUCTIVE CATTLE FOR PRACTICAL COWMEN.

These young bulls are the product of a long-term selection program based solely on productive characteristics. Our herds have been selected for the six essentials: weight, conformation, disposition, fertility, milk production and hardiness.

Sale Location:

THE LASATER RANCH

REMUDA PENS

One mile east of Matheson, Colorado (50 miles northeast of Colorado Springs on Highway 24).

For Details, Call:

DALE LASATER or DUKE PHILLIPS

(719) 541-Bull; evenings: (719) 495-3432

478-2097

?? Inquiries ??

- | | | | |
|--|---|--|--|
| <p>NC-National Cattleman PF -Progressive Farmer CM-Cattleman MM-Mail & Miscellaneous</p> | <p>ED - Educational FC - Florida Cattleman HPJ -High Plains Journal LMD -Livestock Market Digest</p> | <p>WFS -Western Farmer Stockman WLJ -Western Livestock Journal TEL -Telephone BF -Beef</p> | <p>ACB -Arkansas Cattle Business SS -Stock Show AC -Alabama Cattle MBC -Missouri Beef Cattleman</p> |
| Arizona | | | |
| <p>M M Calbert Goy P.O. Box 41-52 Kykotsmoui, AZ 86039</p> <p>TEL Larry Pringle 8002 N. 5th Ave. Phoenix, AZ 85021</p> | <p>PF Ona Mae Mathis Rt. 4, Box 647 Lucedale, MS 39452</p> <p>PF James B. Laird, Sr. Rt. 1, Box 178 Little Rock, MS 39337</p> | <p>Oregon TEL Paul Wares HRC 88, Box 265 Baker City, OR 97814</p> | <p>Foreign CM Felix Iniguez Jauregui Independencia 108 Mexitacacan, Jalisco, Mexico 47340</p> |
| California | | | |
| <p>TEL Ira Reid P.O. Box 292 Hollister, CA 95024</p> | <p>LMD Wayland Craft Rt. 1 Box 1814 Couch, MO 65690</p> | <p>Texas ED Micheal G. Feist P.O. Box 336 Richards, TX 77873</p> | |
| Colorado | | | |
| <p>MM Jamie M. Wirick The Running W Ranch 37114 Torres Barstow, CA 92311</p> | <p>Missouri WFS Jerry Fredenberg 357 Jellison Rd. Kalispell, MT 59901</p> | <p>MM James Newberry Rt. 2, Box 559 Commerce, TX 75428</p> | |
| Idaho | | | |
| <p>TEL J.K. Goodwell 1130 Gaylord Denver, Co 80206</p> | <p>Montana ED Dana Clawson 4450 Hwy. 200 E. Missoula, MT 59802</p> | <p>MM Chester Davis 515 South Timberland Lufkin, TX 75901</p> | |
| Indiana | | | |
| <p>MM Terry D. Richert Purdue University South Campus Courts, Bldg. F West Lafayette, IN 47907</p> | <p>Nebraska ED Andy Christensen Ag. Ed. Instructor Polk-Hordville Public Schools Box 29 Polk, NE 68654</p> | <p>MM Leland Gersbach Route 1, Box 238 Holland, TX 76534</p> | |
| Iowa | | | |
| <p>ED Scott Holst R.R. 1, Box 56B Atkins, IA 52206</p> | <p>Nevada TEL Constantine Anonopoulos 1901 Roan Rd. Henderson, NV 89015</p> | <p>Utah YBK Glenn B. Mecham Box 36 Mountain Home, UT 84051</p> | |
| Louisiana | | | |
| <p>LC Michael Smith 3712 N. 38th St. Baton Rouge, LA 70805</p> | <p>New Mexico TEL Myrtle Cox 425 Fontana Place NE Albuquerque, NM 87108</p> | <p>ED Renea Rogers Deer Park High School P.O. Box 550 Deer Park, WA 99006</p> | |
| Mississippi | | | |
| <p>TEL Patrick Fitzgerald 9 Williamsburg Lane Hernando, MS 38632</p> | <p>WFS Jim Lubbesmeyer 1151 E. 112th St. Tacoma, WA 98445</p> | <p>Washington TEL Mr. Lee Rt. 1, Box 520 Farmington, WV 26571</p> | |
| West Virginia | | | |
| | <p>NMS Mr. & Mrs. James Odle P.O. Box 652 Alto, NM 88312</p> | | |
| | <p>NMS Matthew Smith 500 Zartman Rd. SW Albuquerque, NM 87105</p> | | |



Convention Potpourri



Chuck and Linda King share a table with Sherrie & Carson Scheller and Fred & Nancy Farthing.



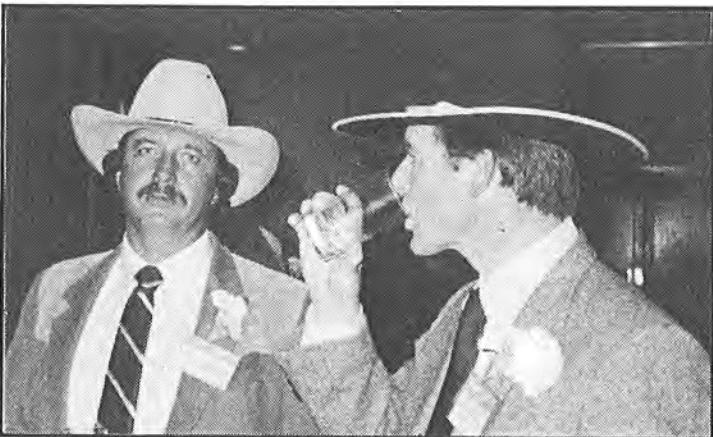
Laurie Lasater Visits with William Broussard family.



James Gowan & Ward Burroughs discuss cattle.



Steve & Sharla Flake, O.C. Rampley and Chick & Pauline Bentz get together during reception.



Tim Caldwell & Ron Freeman share Beefmaster stories.



Max Watkins & Dr. Watt Casey visit during reception.



Dale Lasater & Roy Schoenbeck chat at reception.



CTBB Press Release

3rd Annual Beef "On" Forage Test A Success

On Saturday, October 21 in Brenham, Texas, 19 consignors of the Central Texas Beefmaster Breeders sold 69 bulls to average \$1,568. There were 118 registered buyers present from 5 states, Botswana, Africa and Mexico.

The high selling bull was consigned by Walter and Joyce Campbell of El Venado Beefmasters of Wimberly, Texas. It was sold to John and Wilma Kempf of Ghanzi, Botswana, Africa for \$6,000.

The second highest selling bull was also bought by John and Wilma Kempf of Africa. It was consigned by Diego Gutierrez of Garza Beefmasters of Laredo, Texas.

More and more cattlemen are turning to forage tested bulls for their breeding program. The bulls in the Beef "On" Forage Test were on total forage for 275 days under the guidelines of the Texas Forage and Grassland Council Forage Bull Certification Program. A bull developed under these guidelines will know how to "rough it." The results- a more useful bull that will hold his condition resulting in a more acceptable product to offer the commercial cattleman.

The 4th Annual Beef "On" Forage Test will soon be underway as soon as a good penetrating rain relieves the Central Texas area of its current drought conditions. A total of 120 bulls belonging to 19 consignors have been delivered to the Clifton Marek Ranch and are waiting eagerly for the forage.

Anyone wanting information of current or past activities of the Beef "On" Forage Test and Sale, please send requests to:

Clifton Marek, Test Manager
RR 1 Box 101 A
Ledbetter, Texas 78946
(409) 884-4931

or

Gary Frenzel, Sales Manager
Rt. 3, Box 280
Temple, Texas 76501
(817) 983-2901

Director's Message

A Little Bit of Boring History

In 1980, after trying several bulls of different breeds, we decided to give Beefmasters a try. I checked around and found a local breeder, Shelby Philips. I still remember a few things about my first experience with Beefmasters. We spent all day looking at cattle and listening to this 6 essential stuff. He was honest about the cattle. He even told me about those jackrabbit calves. The next spring I remember the cussing I got from my dad for half pint calves, I got an apology that fall. We were so sold on Beefmasters after that, that we found another one of those strong believers, a guy named Leon Autry, and have been upbreeding and expanding our herd ever since.

As we enter the 90's things are changing rapidly. Now days we hear all this EPD, ww, birth wt, scrotal cir., ribeye, pelvic msmt., ect., ect. Now none of this is really new, its been around for quite awhile. I feel if you really boil it all down, they are using fancy words to restate the 6 Essentials I heard so much about 10 years ago from the guys that sold me on these cattle.

Nothing says you can't do this figuring and measuring for your customers if thats what you want to do. Why do we need to dazzle our customers with B.S. when we never really confused him with the facts in the first place.

In the 90's the man that will survive is going to have to do a combination of several things. The bottom line though, he's got to wean the highest % of heavy calves that he can without a great deal of expense. That is what Beefmasters were bred to do. Be proud of your cattle show them off. Dont forget what got the breed where they are today. For myself I am still going to buy my bulls from the guy that does ONE thing more than any other. He spends time with his cattle not his computer. I had those kinds of cattle in the 70's. Support your satellites and please send those dues.

Pete Shockey
Director



CORRAL OF EVENTS

January 9-21, 1990- NATIONAL WESTERN STOCK SHOW, Denver, CO

January 28-February 2, 1990- NCA Convention at Nashville, TN

February 12, 1990- Perkins Beefmaster Annual Bull Sale.
For details call Gene Perkins (208) 845-2745

February 24, 1990- Isa Cattle Co. Spring Bull Sale.

April 7, 1990- Six L Bull Sale. 65 La Esperanza and Flint Hills Beefmaster bulls. Matheson, Colorado. Call Dale Lasater (719) 541-BULL or evenings (719) 495-3432.

April 14, 1990- Heart of America Annual Spring Beefmaster Sale. Details Later.

April 21, 1990- Arkansas Beefmaster Breeders Annual Seminar, Mulberry Arkansas. Details Later.

April 28, 1990- Arkansas Beefmaster Breeders Spring Sale. More later.

May 4-5, 1990- FBA Board Meeting, Denver, CO

FOUNDATION BEEFMASTER ASSOCIATION
200 LIVESTOCK EXCHANGE BUILDING
DENVER, CO 80216
TELEPHONE (303) 294-0847

BEEFMASTER
A PLAN FOR
PROFIT



Ronald C. Ranly
RANLY BEEFMASTERS
Route 2, Box 17
Lott, TX 76656

