

The *Incomparable* La Muñeca Jr. Program!

*Where You Can Compete For Over **\$70,000** In Annual Premiums.*

La Muñeca Cattle Co is owned by Carlos & Sister Guerra and our four children Rene, Laura & Gabriela Ramirez, Carlos Jr., Stef & Tres Guerra, Victor and Cristina Guerra. All four of our children have graduated from Texas A & M. I have been in the ranching business all of my life and in the purebred business since 1963. We raise registered Simbrahs, Braunviehs, POLLED Brahmans and are creating a new breed called Simbravieh. We enjoy working with our junior clients and are very proud of what our Jr. Program offers our clients. We invest a lot of resources in youth development and invest lots of time working with different scholarship programs. Below is a list of our benefits.

THANK YOU for shopping with La MuñecaWhere a Positive Buying Experience is **GUERRANTEED.**



We promote, teach, stress and support Showmanship throughout the state. Photo of some of the 2008 buckle winners at our STAR Show Showmanship contest sponsored by our family. We look forward to the day when all shows will take the time to have separate showmanship shows for all kids in all divisions. We do it at all of our shows and it is a great learning experience for the kids with a level playing field. It gives them two chances to win!

- We do our best to match up our best calf that fits each of our client's budget. All of our cattle are pre-priced and priced the same to everyone.



LMC Simbrah and Simbravieh steers have been winning major shows for the past 17 years. Photo of Tyler Hernandez winning an **\$8,000** scholarship with his Simbravieh steer at San Antonio in 2008.

- We have an annual LMC Raffle where only our junior clients and their families can sell tickets if they want to. It is not mandatory. They will be reimbursed 50% of their ticket sales to assist them with their projects. LMC takes out **\$1,000** of the second 50% to pay the winner of the raffle. The balance is what our LMC Juniors compete for in our annual LMC Futurity held the first Saturday of October every year. The family that sells the most tickets will receive a **\$1,000** credit for their next year's calf.

- In 2007 we celebrated our 20th Annual LMC Jr. Round Up and Futurity which is an all day, family oriented, fun filled educational field day. We have 6 to 10 speakers speak about judging, selection, feeding, fitting, health, showmanship and other leadership and industry related topics that will assist our junior clients in being the best they can be. We award over 100 door prizes and over **\$750** in prize money to the winners of the judging contests which are lots of fun and possibly enjoyed more by the parents and leaders.



The Darryl Raub family sold the most tickets in the 2007 raffle and made **\$1650** plus the **\$1,000** credit for selling the most tickets. Braedon told his Dad at the Field Day, "Dad this has been the best day of my life."

- The LMC Futurity is funded by the ticket sales with 50% of the net being awarded in showmanship. We feel that this equalizes the playing field and rewards those students who have worked the hardest with their projects. I always told my children that I would rather they win showmanship than their cattle win championships.



Not only do we share our best heifers at affordable prices, but help our clients market them when they graduate like we did for Lindsay Garrett by allowing her to sell her many times champion at MAS III for **\$9,500**.

- The balance of the ticket sales is pro-rated between the steers and heifers with an average total LMC Futurity purse of **\$9,000** the past four years.

- We are co-founders of the Simmental-Simbrah Super Bowl held every year in conjunction with the San Antonio Livestock show. We have awarded over **\$300,000** over the past 15 years of Super Bowls. The cattle must be entered in the San Antonio Jr. Show and have been purchased from a Super Bowl sponsor. The average purse has been **\$20,000** at the Super Bowl.



Long time amigos, clients and supporters Fred & Sharon Grahmann enjoying the family fun filled atmosphere at a LMC Field Day with their granddaughters.