

• the • Isa informer

WINTER 2004-2005

ISA CATTLE COMPANY

Top females featured at Fiesta

Dear Friends,

Happy New Year!

On behalf of the family, I'd like to cordially invite you to the **Fifth Annual Beefmaster Fiesta** on Saturday, January 15th.

This year's sale will feature over 70 outstanding registered females—every one of them out of a cow with a 365-day calving interval. These outstanding females include many daughters and granddaughters of L Bar 5502. We'll have both fall and spring calvers bred to L Bar 5502, his sons L Bar 0324 and L Bar 2320, Lasater 6129, Lasater 0192 and Black Magic.

We will also have a nice selection of bulls from our herd and Frenzel Brothers, including a number of L Bar 5502 sons.

As always, if you can't make the sale, we'll be happy to fill an order to your specifications—satisfaction guaranteed! Contact me if you need help with this.

I'm pleased to say that progeny out of the cows and bulls represented in the Beefmaster Fiesta have been bringing record prices at performance-oriented sales around the country. On the back cover, we've included some recent examples of our customers' successes with L Bar Genetics!

2005 is going to be a fabulous year for the ranching industry. We look forward



Photo by Watt M. Casey, Jr.

to working with you in the coming year. On behalf of the entire Isa crew, we wish you gentle rains, green grass, happiness, health and prosperity in 2005!

Regards,

Loreys Lasater



Photo by Connie Thompson

FIESTA SPECIFICS

Schedule:

6:30 p.m. Fri., Jan. 14

Cocktail Buffet—Holiday Inn

10:00 a.m. Sat., Jan. 15

Sale—Producers Auction,

Headquarters:

Holiday Inn, San Angelo, TX

325.658.2828

**Isa Cattle
Co., inc.**

P.O. Box 60327

San Angelo, TX 76906

325.949.3763

lasater@isacattleco.com

www.isacattleco.com

Thank You

to our 2004 buyers of cattle and frozen genetics!

A. Duda & Sons	FL	Keith Henderson	OK	Alejandro Ramos	MX
Alamo Ranch Co.	NM	Don House	TX	Gustavo Ramos	TX
Steve Allen	TX	Robert Jacobs	TX	B. A. Ranly	TX
Paul Beauchamp	KY	Jones Ranch, LLC	TX	Ranly Beefmasters	TX
Dwight Bertrand	LA	John Kempf	BOT	Alvaro Restrepo	TX
Malcolm A. Bertrand	LA	Sean Kendrick	TX	Hardy Richards	TX
Vic & Loretta Borges	CA	Lauren Kinney	LA	William Richey	FL
Bobby Boswell	TX	L & C Ranch	TX	Rocking D Beefmasters	LA
Gideon Britts	RSA	Jimmy Lee	NV	Rollins Ranch	FL
Forrest Brockman	NM	Toby Lester	AR	David Royer	MO
Larry Buster	OK	Russell Lewis	TX	Nolan Ryan	TX
C & L Partners	TX	Manjoh Ranch	RSA	San Pedro Beefmasters	TX
Victor Diego Cadena	MX	Tommy Mann	FL	Schadler Ranch	OR
Hector Cortez	TX	Walter McCullough	TX	Virgil Schneider	TX
Bill Daves	TX	McNeese State University	LA	Arturo Siller	MX
Darrell Davis	TX	Larry Meacham	TX	B. L. Smith	LA
Michael DeVille	LA	Gaylon Metcalf	TX	Rob Roy Spiller	TX
Gordon Dickerson	TX	Jorge Miranda	TX	David Staggs	AR
Ralph Ebeling	TX	Danny Montgomery	AR	Stretton Family	RSA
Pearce Flournoy	CA	Finley Morgan	OK	George E. Summers	FL
Toby & Cheryl Forte	AR	Jimmy Morgan	OK	Brad Swink	MO
Phillip French	GA	Cornelia Múzquiz	MX	Tombigbee Farms	AL
Frenzel Brothers	TX	Dennis Myers	TX	Bill Trantum	AR
Gary Frenzel	TX	Terry & Kathleen Myers	TX	Vee Bar, LTD	TX
Jackie Fuchs	VA	Nail Ranch	FL	David Ward	AZ
Gattis Farms	TX	Carl New	TX	Willie Earl Washington	LA
Bob George	TX	Jim O'Bryan	TX	Grady Wedgeworth	TX
Darrell Glasser	TX	Guillermo Osuna	MX	Jody Wedgeworth	TX
Goemmer Land & Livestock	AZ	Everett Palmer	CA	Joe Dan Wedgeworth	TX
Joe Goff	AZ	Ruben Pechero	TX	L. F. Wedgeworth	TX
Rick Graff	TX	Connie Petrick	TX	Jim Willingham	TX
Robert Griffith	MO	Joey Pierce	TX	David Wilson	MO
Alejandro Guerra	MX	Travis Pitre	LA	Kenneth Lee Wood	TX
Gary Halepeska	TX	Marty Pizzini	TX	Paul Yiannakis	RSA
David Hargis	OK	J. M. Ramirez	TX	Hugo Zuñiga	MX



Beefmasters thriving in S. Africa

Gideon Britts, Tony da Costa, Paul Yiannakis, Manny da Costa, Lorenzo, J.C., Laurie, Trevor Stretton and Justin Stretton before the sale in South Africa. We'd especially like to thank the folks in the Beefmaster Alliance for hosting a great event.



The first bull into the ring at the Beefmaster Alliance Sale was this son of L Bar 1175 (above). These young bulls (right) are progeny of two Isa bulls.



In August of 2004, Laurie, Lorenzo and J.C. traveled to South Africa for the Beefmaster Alliance Sale and to go on Safari. We're pleased to report that Beefmasters are thriving in southern Africa. Even more gratifying

is the tremendous progress they've made with the cattle since our last visit in 1990. It made us proud to see the quality of cattle and the breeder's commitment to the Six Essentials.

We were thrilled to see many of our long-time Beefmaster friends while there, including John Kempf of Botswana, the Staal brothers, Pieter and Mike Bosch and many others.



Safari trophies include Lorenzo's 53" Kudu (above) and J.C.'s 28" Nyala. Special thanks to our friends at Stormberg-Elangeli Safaris, www.sesafaris.com.



Fifth Annual Isa Cattle Company
BEEFMASTER
FIESTA

10:00am SATURDAY
 JANUARY 15, 2005
 PRODUGERS AUCTION
 SAN ANGELO, TEXAS



Photo by Gus Navejas

L Bar Genetics are topping all performance-oriented sales in the breed! Below is a sampling of our customers' success:

2004 CTBB "Beef on Forage" Sale	High-selling female, Ranly Beefmasters
	High-selling bull, Frenzel Beefmasters
2004 Texoma Sale	High-selling bull, Salt Creek Beefmasters
	High-selling bull, Mindemann Beefmasters
2004 Ozark & Heart of America Sale	High-selling yearling bull & Futurity Champion heifer, Buster Beefmasters
2004 San Antonio Heifer Show	Champion Heifer, San Pedro Beefmasters
2004 McAllen Ranch Performance Test	2nd & 4th highest-performing bulls

70 FEMALES
8 HERD BULLS
SEMEN SPECIALS

L Bar 5502 EPDs					
Trait	BW	WW	YW	MAT	SC
EPD	1.3	28	40	-8	0.7
Top 15%	*	*	*	*	*

Including many daughters and granddaughters of L Bar 5502. Featuring fall and spring calvers bred to 5502, his sons L Bar 0324 and L Bar 2320, Lasater 6129, Lasater 0192 and Black Magic.



PERFORMANCE PAYS!

Please join us for the Fiesta and take part in the L Bar 5502 revolution!

Sale Headquarters: Holiday Inn 325.658.2828

Sale day semen specials available on top bulls



L Bar 5502

Lasater 5502 EPDs					
Trait	BW	WW	YW	MAT	SC
EPD	1.3	28	40	-8	0.7



Lasater 6129

Lasater 6129 EPDs					
Trait	BW	WW	YW	MAT	SC
EPD	0	10	17	3	0



Lasater 0192

Lasater 0192 EPDs					
Trait	BW	WW	YW	MAT	SC
EPD	-1.4	3	4	1	0.3