

behind Banners

FROM V8 RANCH

Volume 1, Issue 1
Fall 2009

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BEHIND THE BANNERS is published quarterly by
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Greetings from the Texas gulf coast!

It's been a hot, humid summer here in the heart of American Brahman country, but fall is right around the corner and we look forward to all that the season brings — cooler weather, new baby calves, and major stock shows. We have recently been blessed with much needed rains and the pastures are returning to their lush green state that we had desperately hoped for all summer.

In hopes to maintain a more constant line of communication with our friends and clients, we've established a quarterly newsletter. This is our first edition and we hope that you will enjoy the following pages, which are full of interesting articles such as popular sire lines, junior tips, and features on V8 crew members, just to name a few items.

It's been a busy summer at V8! Our junior exhibitors fared well at all of their summer shows, including the Brahman "All-American" held in Texas and the Shorthorn Junior National held in Illinois. We have an excellent group of junior exhibitors who stand at the backdrop at major shows with V8 branded cattle, and we appreciate their confidence in our program. We consistently sell high quality cattle that are designed to succeed at any level of competition. Calves are being born now that will continue the V8 tradition.

Matt Karisch took the ranch's Brahman show cattle to the Kick-Off Classic in Brenham at the end of the summer, and the Heart Of Texas Fair in Waco, where we had the Reserve Champion Female and

Reserve Champion Bull, as well as many class and division winners at both of these shows. Travis and Beth Pembroke took our Shorthorn show cattle to the Oklahoma State Fair P.A.C.E. show in September, where we exhibited the Grand Champion and Reserve Champion Female, Champion Bull, and many division champions. Just a few weeks ago, over 250 Colombian cattlemen visited the ranch to see our cattle. We're truly humbled by the worldwide interest in our program.

We're looking ahead to fall shows, including the National Brahman Show in Shreveport, Louisiana and the Shorthorn's Eastern Major P.A.C.E. show at the North American International Livestock Exposition in Louisville, Kentucky. If you'll be at any of these shows, please stop by our stalls and take a look at the V8 cattle and visit with us. We look forward to seeing you.

Right now we're in the middle of fall calving and once again we have an outstanding set of calves on the ground. Recently, we sorted our spring calves into sale groups and the quality runs deep. Whether you are looking for a show heifer, a group of replacement females, or a breeding age bull, we want to be your source for quality American Brahman and Shorthorn cattle and promise to show you some Texas hospitality.

We would like to personally invite you to the ranch to ride through the pastures with us and see what we have to offer.

-From The V8 Ranch Crew

Sire Spotlight:

Mr. V8 960/5

Mr. V8 960/5 is one of the leading American Brahman bulls in the world today, but he's always been a favorite of ours! 960/5 has established himself as one of the top, if not *THE TOP* +Superstroke sons in the world. Since we all like to know the story "behind the banners," here are some facts about 960.

NICKNAME: "Doughboy," given to him by Larry Fisher because of his sweet, gentle personality and lots of loose skin on his face.

THE 960 PARTNERS: 960 is owned by V8, Ernest Cannon of Windy Hill Ranch in Madisonville, Texas and Carlos Lee of Ganadera Karla Mary in Panama. Mr. Cannon only selects the best, like +Mr. V8 901/4 and "Tommy Bahama." After these bulls retire from the showing, they move to Windy Hill to do their real jobs in the pasture. Mr. Cannon purchased 1/2 interest in 960 when he was a young bull. As he started winning shows, Carlos Lee took notice. Carlos was just getting into the business and wanted the best young sire available. Before the Waco Nationals in 2005, Carlos purchased an interest in the bull, making each of us to own 1/3 of the bull. 960 currently lives in Madisonville.

BIGGEST WIN: 2006 International Champion Bull, selected by judge Billie Wayne Key. In fall 2005, he was the Reserve National Champion Bull. Between Waco and Houston, we were giving him lots of TLC and gearing him up for the International. Just before we took him to the ring, Carlos called Jim from the dugout at the World Baseball Classic and reported that he had just hit a home run. That was the luck we needed! Even though Rachel is holding him in the photo, Jim was the one who showed him to the #1 spot. He was judging the International Brangus Show, which started right after the Brahman show. Rachel had shown 960 most of his life, but on this big day, Jim decided to take the halter. He had such high hopes for 960 that he actually wore his "judging outfit" of khaki dress pants, white long sleeve shirt and cowboy hat to show. 960 brought home the banner that day, which was made even more special because that made our 3rd year in a row to win the International Champion Bull (Tomcat, The Rock, 960).

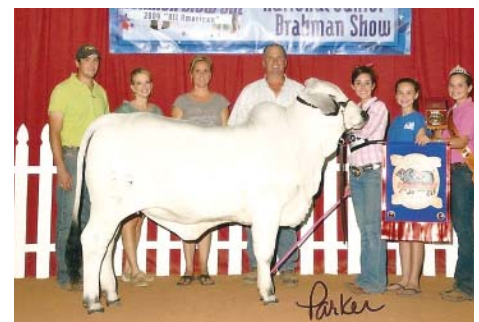
ADVERTISING DEBUT: 960 first appeared in V8 advertising in 2003, in an ad that had the headline of "You Just Think You Know V8" and featured 5 or 6 photos of our young bull calves, not yet even weaned. This is pretty rare, since most of the photos we use in our ads are of older animals. If you visit Carlos Lee's ranch in Panama, you'll see a framed version of this ad, right next to the ad featuring 960 as the Houston Champion 3 years later.



Miss V8 858/6
2009 RESERVE INTERNATIONAL
CHAMPION FEMALE



Mr. V8 532/6
2009 RESERVE CHAMPION BULL
KICKOFF CLASSIC



Miss V8 39/7
MANY TIME JUNIOR SHOW CHAMPION

All sired by 960/5!



On The Road

We're burning up the road! From June to October we've been here, there and every where...loving life and living the dream!

LUKE & CATHERINE:

- Williams Family Garage Sale, Iago, TX
- Shorthorn Junior Nationals, Springfield, IL
- Kickoff Classic, Brenham, TX
- Western Montana State Fair (Judge) - Missoula, MT
- Casey Jones Village, Nashville, TN
- Beef Cattle Short Course, College Station, TX
- Texas Aggie Football Games, Aggieland, USA
- Herd visit to Bertolino Showpigs, Nacomis, IL
- Bloomberg-Phipps Wedding, Stillwater, OK
- Astros vs. Cardinals Game, Houston, TX
- Neumayr Lumber, Attica, IN
- REI Embryo Center, Stillwater, OK
- Cates Farms Shorthorn Sale, Modoc, IN
- Ranch visit to King Ranch, Kingsville, TX
- Ranch visit to Leo Casas Ranch, Beeville, TX
- Ranch visit to Los Jaboncillos West Ranch, Falfurrias, TX
- Atkinson Invitational Fishing Tournament, Matagorda Bay, TX
- Miss Beefmaster America at Cain Cattle Co., Pickens, MS
- Photoshop World Conference, Las Vegas
- Heart of Texas Fair, Waco, TX
- Harris County Fair, Houston, TX

JIM & LUANN:

- Santa Gertrudis Junior Nationals (Judge), Athens, TX
- Shorthorn Junior Nationals, Springfield, IL
- Beefmaster Junior Nationals (Judge), West Monroe, LA
- Charolais Junior Nationals (Judge), Sacramento, CA
- Kickoff Classic, Brenham, TX
- Miss Beefmaster America, Cain Cattle Co. (Judge), Pickens, MS
- Oklahoma State Fair PACE Shorthorn Show, OKC, OK
- South Texas Fever Tick Meeting, Cotulla, TX
- Iowa State Fair (Judge), Des Moines, IA
- Astros Baseball Games, Houston, TX
- Aggie Football Games, College Station, TX
- Ranch visit to King Ranch, Kingsville, TX
- Ranch visits to Los Jaboncillos West Ranch, Falfurrias, TX
- Heart of Texas Fair, Waco, TX
- Harris County Courthouse, for speeding ticket, Houston, TX

RACHEL:

- AJBA All American & TJBA State Show, Bryan, TX
- Kickoff Classic, Brenham, TX
- TAMU Beef Cattle Short Course (Speaker), College Station, TX
- ABBA Long Range Planning Meeting, Houston, TX
- El Dorado Casino, Shreveport, LA
- Ranch visit to Oden Ranch, Waskom, TX
- Mississippi State University (tailgate party & football game)
- Birthplace of Elvis Presley, Tupelo, MS
- Miss Beefmaster America at Cain Cattle Co, Pickens, MS
- Exclusive Genetics Bucking Bull Sale, Orchard, TX
- Photoshop World Conference, Las Vegas
- San Antonio Farm and Ranch Expo (Speaker), San Antonio, TX
- J-S Brahman Sale, New Roads, LA

MATT:

- AJBA All American, Bryan, TX
- Kickoff Classic, Brenham, TX
- Beef Cattle Short Course, College Station, TX
- Texas Aggie Football Games, Aggieland, USA
- Heart of Texas Fair, Waco, TX
- Astros Baseball Games, Houston TX

SLOAN & MOLLIE:

- ABBA International Field Day, Washington, TX
- Jordan Cattle Auction F-1 Sale, San Saba, TX
- Kickoff Classic, Brenham, TX
- TYRA State Finals Rodeo, Gonzales, TX

Catherine and Charlee Jo Teague at Shorthorn Jr. Nationals



Luke and Catherine at the Kickoff



Catherine, Brady Benavides and Evan Acevedo at the Kickoff



Rachel and Milton Charanza at Beef Cattle Short Course



Mollie, Suzanne Lindley and Flossy Forgason at the STA Field Day



Jim Williams in Harris County Traffic Court



The Sale Pen

Current offerings from V8 Ranch

BULL SALES

As fall breeding season rolls around, many producers are searching for a bull to improve their herd. Cattlemen across the globe will agree that the V8 cowherd is second to none, and the male progeny that come from these maternal powerhouses are just as impressive! Our bulls are backed with over 40 years of complete data and historical records and are registered by either the American Brahman Breeders Association or the American Shorthorn Association.

One pass through our bull sale pens and you will see the type of cattle that lead to us having 3 International Champion Brahman bulls in a row (2004, 2005, and 2006) and Shorthorn bull winners at Louisville and Denver. After winning in the showring, these bulls have made a big impact in our herd. You'll find these champions stacked generation after generation in our bull pedigrees. Whether you're looking for you next herd bull for you Brahman cattle, or a low-birthweight bull to make F1's, or a Shorthorn bull that will improve consistency and carcass merit in your herd, we are ready to help you find the right bull for your needs. Bulls are for sale private treaty at the ranch at all times.

V8 Bulls Come With....

- BIRTH WEIGHT DATA
- WEANING WEIGHT DATA
- COMPLETE EPD'S
- FERTILITY TESTING
- GENETIC TESTING
- DAM'S UDDER SCORE
- DISPOSITION SCORE
- HEALTH/VACCINATION
- REGISTRATION PAPER

BULLS FOR SALE AT THE RANCH!

INCLUDING A FEW HALTERBROKE BULLS STRAIGHT OUT OF THE SHOWBARN

Improve your herd in one generation with a V8 bull!



FEMALE SALES are held private treaty on the ranch, first come, first served. We have the sale heifers sorted into easy-to-view groups according to age and price. We are happy to work with youngsters looking for a Brahman or Shorthorn show heifer prospect, and gladly accept scramble certificates. For our commercial clients looking for larger groups of females, we can easily help you assemble a group of 5, 10, 20 or more replacement heifers from the cream of the crop. Schedule a ranch visit where we'll spend a day with you riding through the pastures and finding the best possible animal to fit your program needs.



SPRING AUCTIONS As always, we will be consigning our Shorthorn show heifer prospects to the Lone Star Edition Shorthorn Sale at WHR Shorthorns in late March. We will also be consigning a spotlight Brahman female to the 2010 International Brahman Sale in Houston in early March. Watch for more details on these upcoming auctions online!

Matt Karisch is the Brahman Herdsman and Show Cattle Manager of V8 Ranch. He joined the V8 team in September 2008 and has enjoyed meeting many of the Brahman family over the past year.

Familiar Faces

Matt hails from La Grange, Texas, which is a small town in central Texas with a notorious past in chicken ranching.

While growing up, Matt was an avid Beefmaster showman and exhibited several champions on the statewide level. His experiences with *Bos indicus* cattle gave him a solid foundation to work with Brahman cattle. Matt is a past Texas Club Calf Association member and won the

prestigious year-end Beefmaster heifer buckle in 2004. The highlight of his junior show career was in 2004 when he exhibited the Champion Beefmaster Female at the 2004 San Antonio Junior Livestock Show.

Matt's enthusiasm for livestock evaluation and Aggie family background made attending Texas A&M University an easy choice. He was a member of the 2007 Livestock Judging Team and his collegiate judging career was full of success.

Matt was one of the top ten individuals in the cattle division of livestock judging at many of the national contests, and helped his team take home

honors as the champions at Houston, San Antonio, Fort Worth, National Barrow Show, Dixie National, and Mid South Fair. Matt's collegiate judging experience has caught the eye of many and Matt is judging cattle shows throughout the south.

While attending Texas A&M, Matt was very active in several organizations. He was an officer in the Saddle and Sirloin Club, as well as serving as one of the Animal Science department's Aggie REPS, a student group responsible for recruiting potential Aggies. Matt also worked at the Texas A&M Beef Center under the direction of Paul Maulsby and helped with the cattle while on the show circuit.

Under his management, the V8 show cattle have continued to dominate Brahman shows and have won numerous accolades including the 2009 International and Reserve International Champion Female, as well as the high-selling lot at the 2009 International Sale.

This fall Matt has been working hard calving out several cows at the showbarn and preparing for the National Brahman Show in Shreveport. He and Larry Fisher attended the Heart of Texas Fair in mid-October, where Matt exhibited the Reserve Champion Female and Reserve Champion Bull. Matt is pictured here with his favorite Brahman heifer at the show barn, Miss V8 954/6, the reigning 2009 International Champion Brahman Female.

Matt can be reached via e-mail at matt@v8ranch.com.



Matt Karisch

Brahman Show Cattle Manager

The V8 Timeline

Everyone has to start somewhere, and we've been very blessed to achieve so many goals in the past 40 years since we purchased V8 Ranch. Here is a brief glimpse at some of the defining moments in the in V8 history.

1944

The original V8 Ranch was established by Howard Parker of Center, Texas. Mr. Parker owned a Ford dealership and was a fan of the V8 motor used in cars, and named his ranch accordingly. Parker concentrated on bloodlines from the W.S. Jacobs herd and Hudgins herds. He established a great demand for his females, a tradition we continue to this day.

1971

Sloan Williams purchased the V8 herd and brand and relocated the cattle to Hungerford, Texas. However, our family was no stranger to the Brahman breed. Mollie Williams grew up as part of the J.D. Hudgins Family (her brothers are James and Richard Forgason) and after they were married they even worked at JDH for a brief period of time. We originally had Red Brahmans, which were registered under the ranch name "Sloan Williams and Son." Jim's first show heifer was a Red Brahman, and one of the most famous red Brahman females of all time is the SW Saddle's Fancy Lady, which was owned by Sloan and later sold to Hudson Cattle Corporation. In the early years of owning V8 Ranch, we recognized that the original cowherd was stacked with maternal powerhouses, however we needed to get some outside genetics and "beef up" our herd bull battery. Realizing that Mr. Parker had the best females, we sought to get the best bulls too. We felt that J.D. Hudgins, Inc. and U.S. Sugar Corporation of Florida had the best herd bulls at that time, and we purchased several herd sires from these two ranches.



Colombian Cattlemen Tour V8

This fall over 250 Colombian cattlemen visited V8 Ranch as part of their tour of American agriculture. We enjoyed hosting these leading Latin American cattlemen to showcase the Brahman breed and its impact on the global beef industry. Jim spoke to the crowd about the V8 program, and Luann, Rachel and Catherine hosted a door prize give-a-way. Matt Karisch featured several leading animals from the showstring, which provided for several "photo ops" for the crowd. Special thanks to Juan Moreno for helping organize this tour!



+Sugarlands Loxacrata 98 561/5 played a major role in improving our herd in the 1970s and 1980s.

1976

The year Jim graduated from Texas A&M and he and Luann returned to the ranch to serve as managers, a position they have held for the past 33 years. This was also the year of our first National Champion Female – Miss V8 104/2.

1979

We won our first National Champion Bull this year with Mr. V8 347/2. An interesting story is that when this bull was weaned and ready to head to the showbarn, Sloan commented to Frank Felcman (V8 herdsman) that this calf would be our first National Champion Bull. Sure enough, this dream came true, with LaRue Douglas at the halter, at Houston in 1979.

1981

Our first production sale “The Golden Gate Sale” (who picked that name..we don’t live in San Francisco??) We’ve got an old film of this sale, and everyone looks so young!! Jim, who is now the seasoned public speaker, gave the welcome speech and even sounded nervous. But who wouldn’t be nervous? Ten years after purchasing the V8 herd, this sale was our first “big time” opportunity to showcase the V8 genetics and the breeding decisions we had made. When the final gavel fell that day, our 1981 sale broke 6 Brahman sale world records at that time. It still holds the record for the highest-averaging U.S. Brahman production sale of all time....with an average of \$14,357 per head. Based on today’s inflation rate, that would be like a sale averaging \$33,585 by today’s standards! This success validated our position as a one of the world’s leading Brahman ranches.

New ShorthornPlus Donor!

For the past few years we have been searching through numerous sales across the country looking for that perfect ShorthornPlus donor female to start out ShorthornPlus program. This spring we found her! In June we purchased “Lucy” or LC Suspects Girl 5041 from the Bauman Family in Wyoming. We have been fans of the Baumans Charolais Composite program for several years as Ranch House Designs handles their advertising and Jim has selected their cattle for several championships at Charolais shows he has judged.

Lucy was the Grand Champion Charolais Composite Female at the 2004 Charolais Junior Nationals. She is a TH and PHA free 1/2 Shorthorn, 1/2 Charolais raised by Lehman Shorthorns and BLB Cattle in Texas. Her sire, LC Suspect, is a popular purebred Charolais bull. Her dam is a Shorthorn cow that was a former show champion shown by Laci Lehman.



“Lucy” 5041
LC Suspect’s Girl 5041 ET
OUR FOUNDATION SHORTHORNPLUS DONOR COW

This fall, Catherine and Luke traveled to Stillwater, Oklahoma to see her at REI, the embryo center there. We have flushed her to our Shorthorn bull, Diego, and we are so excited about the upcoming offspring!

Teague Family Wins Colorado State Fair

Congratulations to the Teague Family on their two big wins at the 2009 Colorado State Fair! The Teague’s exhibited the Grand Champion Shorthorn Heifer and the Reserve Grand Champion Shorthorn Heifer at the 2009 Colorado State Fair this summer, with heifers purchased from V8 Shorthorns in the Lone Star Edition Sale. The entire Teague family works extra hard with their junior livestock projects, and we are so happy that they continue to choose V8 Shorthorns to lead off their Shorthorn showstring. Congratulations Gary, Laura, Shelby, Tucker and Charlee Jo Teague!



Miss V8 Mona’s Bump It
GRAND CHAMPION SHORTHORN
2009 COLORADO STATE FAIR
CONGRATULATIONS TUCKER TEAGUE



Miss V8 Mona’s Jitterbug
RESERVE CHAMPION SHORTHORN
2009 COLORADO STATE FAIR
CONGRATULATIONS SHELBY TEAGUE

Feed Efficiency...

what it is. why it's important.

In its simplest form, the term *efficiency* implies a ratio of outputs to inputs. Feed costs represent the largest portion of the variable costs on most ranches. Feed efficiency influences things like average daily gain, feed intake, supplemental requirements, and growth and maintenance requirements. It even influence fertility, since we all know it's very hard to get a skinny cow bred! That's why we have recently conducted extensive genetic testing to determine the genetic predictors for feed efficiency for our major sire lines at V8.

The best most efficient animal is one that will be more feed efficient while maintaining an acceptable body condition score. Bottom line, a more efficient animal saves you money, and ultimately improves your profitability.

V8 BULLS ARE FEED EFFICIENT.

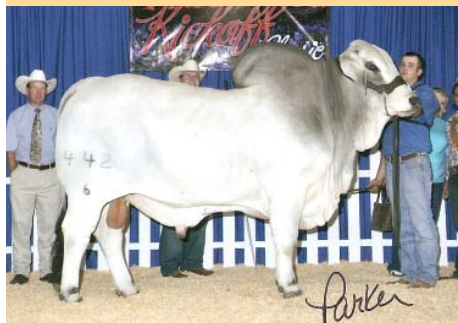
Sound simple? It is! In September 2009, we began the first phase of our genetic testing through Pfizer Animal Genetics by testing the major sire lines represented throughout our herd. Test results showed that our genetics ranked in the Top 10% of ALL CATTLE SAMPLED for feed efficiency. That's right. The top 10% not only among other Brahman cattle, but among all of the breeds (both *Bos taurus* and *Bos indicus*) in the database.

These days, ranchers must make every calf count. If you're looking for cattle that not only look good, but have performance and genetic testing to back them up, you know where to go....V8 Ranch!

Sources: Defining Feed Efficiency in Beef Cattle, by Gordon E. Carstens and Luis Orlindo Tedeschi. Department of Animal Science, Texas A&M University, College Station.

The Genetics of Feed Efficiency in Beef Cattle, by D. H. "Denny" Crews, Jr. Agriculture and Agri-Food Canada Research Centre, Lethbridge, Alberta T1J 4B1 Canada

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Mr. V8 442/6



Mr. V8 51/6



**Mr. V8 730/5
"TOMCAT"**



**Mr. V8 287/5
"SUPERSTROKE"**



Mr. V8 203/6



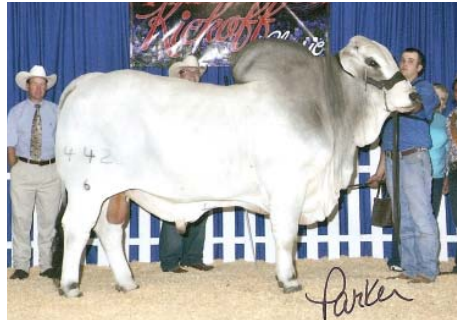
Mr. V8 915/5

**these V8 bulls rank in the
TOP 10% OF
ALL BREEDS
for feed efficiency.**

In keeping with our tradition on blending practical methods with modern technology, V8 Ranch has recently begun using the new GeneSTAR MVP. Many producers are familiar with the previous testing method for tenderness, marbling and quality grade that provided the results in the recognized “star” format; however Pfizer has made much progress in the field of DNA-marker technology. Now GeneSTAR from Pfizer Animal Genetics provides a new 56 DNA-marker panel that delivers more genetic information on core traits with greater reliability. GeneSTAR Molecular Value Predictors (MVPs)— measure the molecular breeding values for the traits of feed efficiency, marbling and tenderness.

Our first round of test results was very exciting! Our young sires, Mr. V8 442/6, Mr. V8 463/6 tested in the top 30% for marbling and Mr. V8 473/6 tested in the top 20% for marbling against all other *Bos indicus* cattle populations (Brangus, Beefmaster, Santa Gertrudis, etc.) The reigning 2009 International Get-of-Sire winner, JDH Sir Avery Manso 159/7 and past International Champion Bull, Mr. V8 730/5 “Tomcat” both ranked in the top 30% for tenderness in the *Bos indicus* population.

Our most exciting results were in the feed efficiency tests! Six of the sires we tested ranked in the Top 10% against ALL cattle sampled (including *Bos indicus* and *Bos taurus*).



Mr. V8 442/6



Mr. V8 463/6

our marbling, tenderness, and feed efficiency *Genetic Leaders*



**Mr. V8 730/5
“TOMCAT”**



**JDH SIR AVERY
MANSO 159/7**

Our initiative to begin testing our major sire lines was created to provide customers, specifically our commercial bull clients, with yet another tool to aid them in selecting the right animal for their herd. We are continuing to submit samples on more cattle and we will be reporting these results in future advertisements for V8 Ranch.

When new technology arises, many questions come about. Kevin Milliner, Director of Commercial Programs, from Pfizer has been our main contact in the transition to this new DNA-marker technology. If you have any questions about the new tests available from Pfizer or wish to discuss the possibility of utilizing this new technology in your own herd, please contact Kevin Milliner at kevin.milliner@pfizer.com or 806-679-7161.



Adrian Land is from L2 Ranch in Florida and has spent the past two summers on the ranch learning more about the Brahman industry. In 2009, Adrian was Florida's Premier Brahman Exhibitor. He and his entire family travel to shows all across the south and are a great Brahman family! We know a lot about Adrian, like he loves Madea movies and the Black Eyed Peas, but here are his answers to our 10 random questions!

Ten Questions With Adrian Land, II Branford, Florida

HOW LONG HAVE YOU BEEN SHOWING BRAHMANS? 3 years

FAVORITE STOCK SHOW: Kickoff Classic, Brenham, TX

FAVORITE ANIMAL: Miss V8 804/6. She's the best one I've ever shown!

FAVORITE JUDGE: Jerry McPeak

FAVORITE MOVIE: Australia

WHAT MADE YOU CHOOSE V8 RANCH TO BUY YOUR HEIFERS FROM?

Because they are known worldwide for having the best Brahman females and that's what I wanted to build my herd around.

FAVORITE FOOD & RESTAURANT: Steak, Outback Steakhouse

WHAT IS YOUR DREAM STOCK SHOW RIG? A semi with a double decker trailer where I had the top half for living quarters and the bottom half for cattle! But that's dreaming real big!

DO YOU PREFER TEXTING OR TALKING ON THE PHONE? Texting

WHICH DO YOU LIKE BETTER - SHOWING BULLS OR HEIFERS? Heifers



Adrian Land & Miss V8 804/6

Junior Corner

V8 Shorthorn & Brahman Junior Show News

Good luck Juniors at upcoming shows!

NOVEMBER 15, 2009

Louisville Junior Shorthorn Show

JANUARY 17, 2010

Denver Junior Shorthorn Show

JANUARY 23, 2010

Fort Worth Junior Shorthorn Show

JANUARY 25, 2010

Fort Worth Junior Brahman Show

FEBRUARY 11, 2010

San Antonio Junior Shorthorn Show
San Antonio Junior Brahman Show

MARCH 21, 2010

Houston Junior Brahman Show
Houston Junior Shorthorn Show

WHAT IS THE PROPER SHOWRING ATTIRE?

Proper show attire is a professional outfit that gives you confidence but doesn't detract from your animal. Here are some guidelines to remember for show day outfits.

DARK DENIM JEANS are recommended. For boys, try Wranglers, Cinch, or Levis. Young ladies may prefer a western jean like Cruel Girl, or a trendy jean like Express, American Eagle, 7, etc. Jeans should be of appropriate length (not too long or short) and fit (no plumber). **BELTS** can be a western belt and buckle, concho belt for ladies, or a simple leather belt. A collared, tucked in **SHIRT** is the basic rule. Long sleeve, button-downs look the most professional, but are not required, especially during summer. In winter, a button down shirt with a sweater or a vest looks nice

and provides extra warmth. All shirts must stay tucked in while you are showing. This is especially important for young ladies since ladies fashion shirts are often a little bit short. **SHOES** should be dark shoes or boots, no tennis shoes. Cowboy boots, lace-up boots, or even shoes like Doc Martins are very popular. Never wear a baseball cap or visor in the ring, but it's perfectly okay to wear a **COWBOY HAT**. A showman's hair should be neat and tidy. Boys, this means clean cut and no facial hair. Ladies, if your hair tends to get in your face, wear a pony tail so you aren't distracted by your hair while showing. Use taste with makeup and jewelry for young ladies. Other than that, the main thing is to choose an outfit that YOU feel confident in, and makes you and your animal look the best you can!

Junior Tips from V8

FACEBOOK - V8 RANCH FAN PAGE

In keeping with our tradition of being on the cutting edge of technology, V8 Ranch was proud to have the first ever "fan" page on Facebook for a Brahman or Shorthorn ranch. If you're a facebook user, search for V8 Ranch and add us to your fan pages. You'll see all kinds of funny status, written by Luann Williams. Several of us have individual pages on facebook...just search for Luann Williams, Catherine Williams, Lucas Neumayr, Matt Karisch, or Rachel Williams. Luann is our most popular facebooker, where she keeps everyone entertained with her "mobile uploads" and funny comments.

TWITTER - @V8CATHERINE

As far as the best twitter-ers on the ranch, this award definitely goes to Catherine. However, we also have a ranch twitter page (which doesn't get updated as frequently as it should) @v8ranch.

BRAHMANBLOG.COM

Rachel's latest American Brahman promotion activity is www.BrahmanBlog.com, which is the unofficial official blog about American Brahman cattle. She created this site over the Labor Day Weekend after getting inspired at the ABBA Long Range Planning Meeting. The blog is updated daily with all kinds of information about American Brahman cattle and Brahman people. If you love American Brahman cattle, history, and random stuff, this is a site you'll get addicted to checking daily!

V8SHORTHORNS.COM

Our Shorthorn web site (www.v8shorthorns.com) is a great place to find out the latest and greatest information that is going on with the Shorthorn cattle. First time site visitors always comment how they love the "history" section that includes lots of oldies but goodies from our junior show careers and early days of raising Shorthorns.

Be sure to watch the news page, especially this fall, for photos from Louisville and other Shorthorn events!

V8RANCH.COM

Earlier this year, the V8 Ranch web site got a total overhaul right before the Houston Brahman show. So if you haven't visited www.v8ranch.com lately, take a look! Again, the history section of this web site has a ton of interesting Brahman historical information and photos. The news page is a great place to see photos and news from recent Brahman events. We usually update the show cattle page after each show with show winners.

We invite you to check out these different forms of online media offered by V8!

Other sites we recommend visiting are:

- WWW.CATTLE.COM
- WWW.BRAHMAN.ORG
- WWW.SHORTHORN.ORG
- WWW.SHOWTOWIN.COM

we're so *online!* much cooler



V-8 RANCH

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snapshots from *a great summer!*

