

History of the Victor A. Guerra Memorial Scholarship

The original La Muneca Cattle Company was established in the mid 70's when three brothers, Carlos, Gerry and Victor Guerra bought a herd of 20 registered Red Brahman cows from Hugh Stephens from Nacogdoches, TX. Victor passed away in August of 1979 in a tragic asphyxiation accident at Gardner State Park near Uvalde, TX.

Guerra Bros. together with some close friends hosted their first ever cattle auction that fall – The Spirit of 46 Sale. Gerry and Carlos consigned a heifer off of their Red Brahman cows that Victor had shown that spring. He was a very special young man. They wanted to start a Victor A. Guerra Memorial Scholarship Fund with the proceeds from this heifer. Their Dad, Rafael had told them that he would match whatever the heifer sold for. She sold for \$4,500 to a good friend and mentor Dr. Lee McKellar of Mt. Pleasant, Tx. Doc added \$500 to make it \$5,000 with Rafael adding his \$5,000 to start the new scholarship fund with \$10,000.

The first scholarship was awarded at the 1980 Edinburg FFA Banquet to Lucas Hinojosa. As scholarship chairman states, Carlos says "Starting this scholarship to keep Victor's legacy alive has changed our lives in many positive ways, one of which is to help start more scholarships in more organizations to help more students. The Guerra Family has awarded over \$1,000,000 in scholarships to over 1,000 students and have started several other scholarships in different organizations like The Brahman Foundation and other listed below that combined have awarded another \$1,000,000 plus to many deserving students.

Many are awarded to 4-H & FFA students plus we see to it that every Linn-San Manuel Brewster School and San Isidro graduate that applies and interviews receives a scholarship. We have added FFA students from both Edinburg & Edinburg North High Schools, The Edinburg Boys & Girls Club, STAR Show, TJSSA, TJBA, American Jr. Simbrah Round-Up and the All American Jr. Brahman Show.

One of the unique attributes of these scholarships is that every recipient is interviewed and gains confidence for their next interview plus future career. They also learn to appreciate the opportunity as in many cases it has been the deciding factor in them going to college.

The initial fund grows annually THANKS to the generosity of many friends who donate and buy different items from hunts to bulls in our Annual LMC & Friends Giving THANKS Online Sale. The present La Muneca Cattle Co. owned by the Carlos X. Guerra Family donate several items per year plus manage the sale. Carlos and Sister coordinate the interviews and disbursing the scholarship monies to the winners. The Guerra family awards over \$75,000 per year in scholarships. For more information, please contact Carlos at lamunecacattle@aol.com.

The England – Guerra TBF Scholarship

The Brahman Foundation was created in the fall of 2015 with the initial idea being presented by Carlos X. Guerra during the presentation of the first LMC & Friends ANIMO Award to Megan Lambert at the Summer of 2015 All American Banquet. Carlos rounded up heifer donations that night from several families to help raise the funding funds to start The Brahman Foundation. Those families included Dr. Richard Forgason, Arnold Saunders and England-Guerra. Later on that summer the families of Alfredo Muskus (In memory of Vicente Lecuna) and Carson Watkins were added.

Rachel Williams who made our logo that fall also put together a tank of V8 semen that auctioned off in their sale for over \$8,000 to start the TBF funding. TBF's first fund raiser was an on line raffle that concluded at the

2016 Houston Livestock show making over \$79,000. Since then we have had four TBF Funding the Future Sales that have raised over _____ for TBF.

Since then the families of Buddy Bailey, Popo Bazan and the “Beyond the Banner” funded by Brandon and Rachel Cutrer have been added. TBF and supporting families have awarded \$115,750 in scholarships from 2016 to 2020. Being that we are a 501c3 Organization, Brahman families like the Rossow family have established a scholarship in the Memory of the late Cameron Collette.

TBF is proud to have created some new events that have helped lots of AJBA members improve their knowledge of the Beef Industry from Pasture to Plate like our annual Summer Leadership Camps that have been held at Texas A&M, Mississippi State, McNeese University and Texas A&M-Kingsville. This year’s will be hosted by the Historical Brahman Ranches of Hungerford.

We have hosted Inspirational and Educational Speakers at the All American, added thousands to the All American Showmanship contests, sponsored AJBA Queens and State Association Showmanship contests plus every year we have a \$5,000 drawing at the All American where 20 Participants each win \$250. For every leadership contest that they enter, their name goes in the hat one time. Since 2016, TBF has awarded a total of \$25,000 to 100 AJBA Members in \$250 scholarships.

TBF plans to continue to look for ways to help grow this great breed of cattle so if you have any ideas, please contact any of the below officers.

For more information about TBF, please contact Lana Stanley at 979-533-0647, Chris Shivers at 713-202-1747 or Victor Guerra at 956-607-5515.

