



2010 Cattle Marketing Contest

**Try Your Marketing
Skills in This Fun and
Educational Contest**

**Great Prizes Plus
Bragging Rights of
Your Marketing Skills**

*"Markets Can Remain Illogical Far Longer
Than You Or I Can Remain Solvent"*

"He Who Fails To Plan, Plans To Fail"

*"Self Discipline plus Control Of Fear and
Greed equals Success"*

The Winner's Sculpture



The "Bear Beware" Sculpture

The Bull & Bear represent the market's direction. Bullish indicating the market will Rise. Bearish indicating the market will Decline.

The sculpture shows that the winner has not yet been decided. The Bull can easily raise his head (bull market) or the bear can turn and bring his paws down on the bull (bear market).

Which will it be?

Flint Hills Beef Fest

P O Box 1326

Emporia KS 66801

620-528-3444

2010 is the 4th Year of the Flint Hills Beef Fest Cattle Marketing Contest

Who Can Participate

Anyone that enters cattle in the 2010 Flint Hills Beef Fest Grass Futurity

AND

All of the Sponsor's of the 2010 Flint Hills Beef Fest

(Entries Limited To First **40**, So Hurry)

AWARDS

The Winner of the **Feeder Cattle Marketing Contest** will receive the "Bear Beware" Sculpture (picture on back of this brochure) and a cash prize to be presented at the Flint Hills Beef Fest Awards Banquet on August 21, 2010

The Winner of the **Live Cattle Marketing Contest** will receive the "Bear Beware" Sculpture (picture on back of this brochure) and a cash prize to be presented at the Carcass Contest Winter Banquet in January 2011.

Contest Questions & Contact Info

Tom Leffler
Leffler Ag Consulting, LLC
2901 Lakeshore Drive
Augusta KS 67010
1-866-468-6866

FEEDER CATTLE MARKETING CONTEST

- Contest is **February 1, 2010** to **August 18, 2010**
- Entry Fee is \$10 for (1) contract, **only (1) entry per participant**
- (1) contract is 50,000 pounds of August Feeder Cattle on the CME
- Awards presented at Awards Banquet August 21, 2010

LIVE CATTLE MARKETING CONTEST

- Contest is **February 1, 2010** to **December 22, 2010**
- Entry Fee is \$10 for (1) contract, **only (1) entry per participant**
- (1) contract is 40,000 pounds of December Live Cattle on the CME
- Awards presented at Carcass Contest Winter Banquet Jan. 2011

Rules For Both Contests

- (1) contract allows you (6) Round turns (enter & exit) trades
- Each additional Round turn above the Initial (6), costs \$2, to be paid at end of contest
- May have only (1) future or option position or (1) spread trade

on at a time, may trade in & out as many times as desired

- All trades based on the daily futures & option **closing prices** at the 1:00 pm closing
- All trades will be charged (on paper) a \$50 Round turn commission
- All trades will be submitted by email to **Tom@LefflerCom.com** **or** call **866-468-6866**. Submit trades between 1:45 pm to 9:00 pm the same day of the 1:00 pm closing
- All entry fees will be paid as prize money
- Tom Leffler will help place orders correctly & answer questions, but will **Not** give marketing advise

Examples of Placing Orders

Sell (1) Aug. Feeder @ 101.25

Buy (1) Dec. Live Cattle 90 Put @ 2.50

Buy (1) Aug. Feeder 104 Put @ 1.70 &

Sell (1) Aug. Feeder 116 Call @ 1.50

Useful Information Provided

All entries will be emailed Charts, Tables, Informative Websites and Other Information to help in Understanding Marketing and Make Marketing Decisions. **GOOD LUCK !!**