



★ Remember The Cause ★

BENEFITING THE AMERICAN CANCER SOCIETY

OCTOBER 26, 2013
SAN ANTONIO, TEXAS

JW Marriott Hill Country Resort

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CHAIRMAN'S LETTER



The 2013 Cattle Baron's Gala is here! Thank you for being a part of this historic event. Not only is it the **35th anniversary of the Gala**, but it is also the **American Cancer Society's 100th birthday**.

I'd like to thank my family, friends, sponsors, artists, ACS staff, volunteers and dignitaries who helped put together this memorable event. And a very special "thanks" to you for being here tonight, **remembering the cause** and raising money to **fight cancer in our community!**

As we enjoy this great event and **celebrate the wins against cancer**, we should also remember those who lost their fight, like my three-year-old cousin Kimberly who passed away of leukemia in 1977. Today, most kids like Kimberly survive. I have volunteered with the **American Cancer Society** for over 10 years and have worked on art therapy projects with children battling cancer for close to 20 years, and I can tell you that your part in battling cancer is important and appreciated.

A century ago, when our grandparents and great-grandparents were diagnosed with cancer, it was a stigmatized death sentence. No one understood what cancer was or how to treat it. Now, one hundred years later, **cancer survivors are recognized, celebrated and honored**. Although cancer is still feared, it is no longer a stigma. Volunteers like you and me, along with researchers, educators and medical professionals spend significant time and effort to fight against this disease.

In 2013, two out of three people survive cancer thanks, in part, to the **American Cancer Society** who is the largest private funder of cancer research in the world. Our goal is to change that statistic to three out of three — or better yet, to **never be diagnosed with cancer**. With your purchase of tickets and tables, bidding on auction items and donating time and money, **you are helping to finish that fight**.

Thank you for allowing me the privilege of being your 2013 Cattle Baron's Gala Chairman.



A handwritten signature in black ink that reads "Howie Nestel". The signature is stylized and cursive.

Howie Nestel

2013 SCHEDULE

6:00 PM

VIP Reception
Silent Auction and Bid Boards Open
Longhorn Photos Open
Ed Morales (Acoustic)
Vicki Levy Adelstein

7:00 PM

Doors Open
Midway Opens
Ben McPeak (Outdoor Stage)

7:30 PM

Pig Races Start
(Races 7:30, 7:45, 8:00, 8:30,
8:45 Grand Champion Race)

7:30 PM

Ed Morales (Indoor Stage)

ENTERTAINMENT



Headline Entertainment



BLUES TRAVELER

www.bluestraveler.com

Musical Entertainment



Ben McPeak

www.benmcpeakmusic.com



Bret Mullins

www.bretmullins.com



Ed Morales

www.edmorales.com



Vicki Levy Adelstein

www.vickilevy.com

8:15 PM

Bret Mullins (Outdoor Stage)

9:00 PM

Mayor Julián Castro (Welcome)

Live Auction Begins

Raffle Drawing

10:00 PM

Performance by Blues Traveler

10:00 PM

Silent Auction Closes

10:30 PM

Bid Board Last Call

11:00 PM

Check Out Begins

11:30 PM

Meet and Greet w/Blues Traveler

MIDNIGHT

It's a Wrap!

MENU



Menu for Cattle Baron's Gala 2013

Mini Lobster Tacos

★
Rattlesnake "Hush Puppies" with Snake Bite Sauce

★
Mini House Smoked Beef Brisket Chimichanga and Chipotle Ranch

★
Bacon Wrapped Quail Lollipops

★
Broken Arrow Ranch Axis Venison Chili / Black Bean Vegetarian Chili
Frito Pie with Toppings

★
Hay Smoked Oysters

Quesadillas:

Smoked Duck and Manchego/ Smoked Portobello
Mushroom/Smoked Cheddar
Served with Sour Cream, Rosa's Salsa and Guacamole

Taco Station:

Shrimp and Chicken
Grilled Laughing Shrimp and Chicken with Caramelized
Peppers and Onions, Flour Tortillas

Bone-In Ribeye Carving Station
Served with Rolls, Grits and Brussel Sprouts

Desserts:

Texas Hill Country Mini Cowboy Pecan Pies Made with
Rebecca Creek Whiskey

★
Apple Cobbler with Cinnamon Ice Cream

★
Decadent Double Chocolate Brownies

★
Chairman's Coffee

MIDWAY FUN



Longhorn Photos

Take photos with live Texas longhorn steers.

Underwritten by Cavender's Boot City 

Mystery Bags

Take your chance with a lucky bag filled with a fabulous surprise!

Underwritten by Macy's 

Stars of Hope Tribute Wall

Remember or honor a loved one touched by cancer. An acknowledgement will be sent to the honoree or family member.

Underwritten by HEB 

Pig Races

Make a wager on your favorite pig!

There will be four races to culminate in the championship! Prizes for the winners!

Underwritten by C.H. Guenther & Son Inc. 

Shar-N-Hope Bear

A specially-designed Boyd's Bear to donate to a critically-ill child during the holidays or take one home for yourself! Sponsored by Lockheed Martin



Progressive Raffle

Purchase a chance to win a unisex Rolex watch from Lee Michaels the **official grand prize** of this limited raffle.

Lee Michaels
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Second prize is a Collins of Texas



Timeless Handbag



Third prize is a three-hour limo ride by Elegant Limousine with dinner and wine for two.



LIVE AUCTION



A GOLFER'S DREAM!



Tickets to the Masters Golf Tournament are the “toughest ticket in sports to get!” The winning bidder will have two badges for the Masters Golf Tournament held at Augusta National in Augusta, Georgia with a premium hospitality package. **Winner's Choice of One (1) day: Friday OR Saturday April 11-12, 2014.** When not on the course, guests can choose to congregate indoors at either the downstairs or upstairs bars, relax on the outdoor patio or lounge on the upstairs/downstairs covered and heated verandas. *The Lodge on Heath* is a 12,000 sq. ft. hospitality facility conveniently located 150 feet outside Main Gate 9 where the winner will get a gourmet breakfast, lunch and afternoon hors d'oeuvres, hand-rolled sushi, hand-rolled cigars, three open bars, a massage therapist, an onsite golf pro for lessons and swing analysis, souvenir of the day, pairing sheets and so much more. This auction item includes airfare for two on American Airlines and a two night hotel stay at Jameson Hotel in Augusta GA with transportation to hospitality facility.

Airfare donated by American Airlines; Masters Package by VIP Sports Marketing.

RINGIN' IN THE NEW YEAR WITH THE SPURS!



Here's your chance to give eight pediatric cancer patients a night to remember! Each of these children and a parent will enjoy the New Year's Eve Spurs game against the Brooklyn Nets in a suite complete with snacks to prepare to ring in 2014 with our Western Conference Champs! Four parking passes included. The winning bidder tonight will get to take home three collector's edition autographed Jerseys signed by the Big 3: Tim Duncan, Manu Ginobili and Tony Parker!

Donated by Odessa Pumps Boerne and Mike Gale and Friends.

HOLLYWOOD ADVENTURE!



You never know what will happen when Ellen gets Hollywood A-list celebrities on her daytime talk show set in Burbank, California. And we know she loves to dance! You and a guest will get tickets to a taping of the Ellen Show. Complete your L.A. experience with airfare provided by American Airlines, a two-night stay at the Shade Hotel Manhattan Beach, two nights in Beverly Hills at the Montage Hotel and a dinner at Rock and Brew Restaurant.

Donated by American Airlines, Shade Hotel Manhattan Beach, Montage Hotel Beverly Hills, Met West Construction, and KENS 5.

Ellen Show subject to taping schedule.

LIVE AUCTION



AFRICAN SAFARI ADVENTURE



Enjoy this 10-day rifle hunt for two hunters to include: Day fee for 10 days for two hunters; services of a licensed professional hunter; pick up and return to the Polokwane International airport in Limpopo Province; all accommodations for the hunt; meals and soft drinks during the hunt; all land travel for purpose of hunt, tracker and skinner; field preparation of trophies; and daily laundry service and full kitchen staff. One additional non-hunting day can be added at no cost. Airfare, trophy fees for animals taken or wounded, all work done by taxidermist is excluded. Purchaser of this safari must confirm dates of choice with \$1,000 deposit no later than 30 days from auction date.

Donated by Antelope for Africa Safaris.

THE "COWBOY RIDES AWAY"



Here's your chance to enjoy one of the last concerts on George Strait's Farewell Tour. The winning bidder will get two tickets to the George Strait Concert in Austin on January 10 with passes to the VIP Pre Party, an autographed hat and autographed guitar by "King" George himself. This is a once in a lifetime opportunity to see this multi award winning country music legend!

Donated by Ranch at the Rim and Wrangler.

READY, SET, LET'S GO!



Are you ready for a vacation adventure? With 100,000 Marriott points you can plan your next adventure and stay, for example, two nights at the New York Marriott Marquis in Times Square, a level nine hotel. Pair it with two American Airlines tickets to fly anywhere in the US 48, Canada, Mexico or the Caribbean.

Donated by Marriott and American Airlines.

LIVE AUCTION



TREAT HER LIKE A QUEEN



A uniquely-designed **pearl necklace** handmade especially for the Cattle Baron's Gala! 18k yellow gold wired South Sea pearl necklace, all natural colored cultured pearls, black Tahitians, golden akoyas, pink Chinese fresh water, golden and gray South Sea, 8.5mm to 12mm size pearls.

Donated by Mandarin Gems. Value \$6,000

HUNTER'S DREAM PACKAGE



Hunting rifle, dove hunt for six, pheasant hunt for two, and hunting dog emergency kit. Dove hunt on the Benson Farm & Ranch in September 2014. Hunt for pheasant on a two day guided hunt with meals (breakfast and lunch), free cap, during opening weekend of hunting season December 7-8, 2013 in Olton County. Use your CZ 527.223 Remington Open Sight Wood Stock Hunting Rifle, comes with a five-round magazine. Bring your hunting dog along and pamper it with the hunting dog emergency kit.

Donated by Wheeler's Feed & Outfitters, Benson Farm & Ranch, Olton Chamber of Commerce and Bergheim Pet Hospital and Clinic.

"HEARTS OF HOPE"



MESSAGE FROM SURVIVORS

This 5'x 5' canvas mural masterpiece was created by using 150 hearts designed by pediatric cancer survivors at Camp Discovery and designed into a collage by artist Faryl Greller. The messages on this mural speak of hope and survival.

Donated by the campers of Camp Discovery, underwritten by Macy's, with help from ART Incorporated, Sharjah Brand Knew, Blazing Lazer Art & Engraving, and Asel Art.

BID BOARDS



Don Strange Ranch Longhorn Calf



**Two Tickets to the Country Music Awards in Nashville
and Southwest Airlines Tickets**



**Three Night Stay in a Two-Bedroom Cabin
at The Reserve at Lake Travis**



Lee Michaels \$1,000 Shopping Spree



Americus Diamond Circle of Hope Necklace



**Rockport Package Includes Two Nights at the Light House Inn with Dinner
at Bellino's Restaurant and a Custom Embroidered Men's Fishing Shirt**



Ferris Orthodontics Gift Certificate for Orthodontic Treatment



Air Hockey Table from The Billiard Factory and Two Tickets to Rampage Game



**Bradford Renaissance Portraits Includes Stay
at Ritz Carlton Resort in Palm Beach**



Custom-Made 2 x3 Travertine Laser-Etched Painted Mural



**White Freshwater Baroque Pearl 18" Necklace with Matching Earrings
from The Jewelry Store**



Suite for November 9 UTSA vs Tulane Football Game



JW Marriott-SA Two Nights in Presidential Suite with Breakfast for Two



Valero Texas Open Package



Neiman Marcus VIP Experience and Luxury Gift Basket



**One Week Stay at Puerto Rico Condo EST Towers Isla Verde Puerto Rico
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Gruene Historic District
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Haynsworth Photography

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Laugh Out Loud Comedy Club
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Garden Society
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TRANSPORTATION PROGRAM



Cancer Patient Transportation Program

Those diagnosed with cancer face many medical, physical and emotional issues surrounding the disease. Their only hope can mean hundreds of trips to doctors, specialists, hospitals, and treatments. This presents a serious challenge for those who do not have access to transportation to get to their treatment. Without treatment, their hope is gone.

The American Cancer Society's Cancer Patient Transportation Program ensures these patients a ride to their life saving treatment.

This program is in great need of funds to continue to provide over 11,000 trips to treatment each year. You will be given the opportunity during the live auction portion of the Cattle Baron's Gala to make a gift directly to this program. Please give generously to help keep the Cancer Patient Transportation Program viable.

Thank you in advance for helping a cancer patient on the road to recovery.



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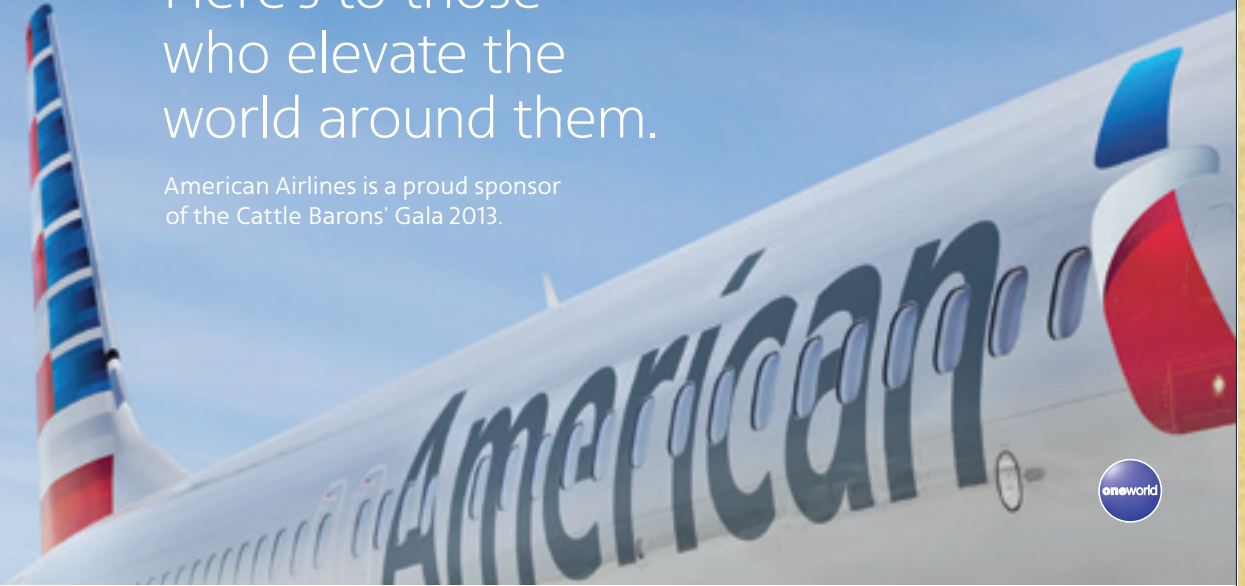
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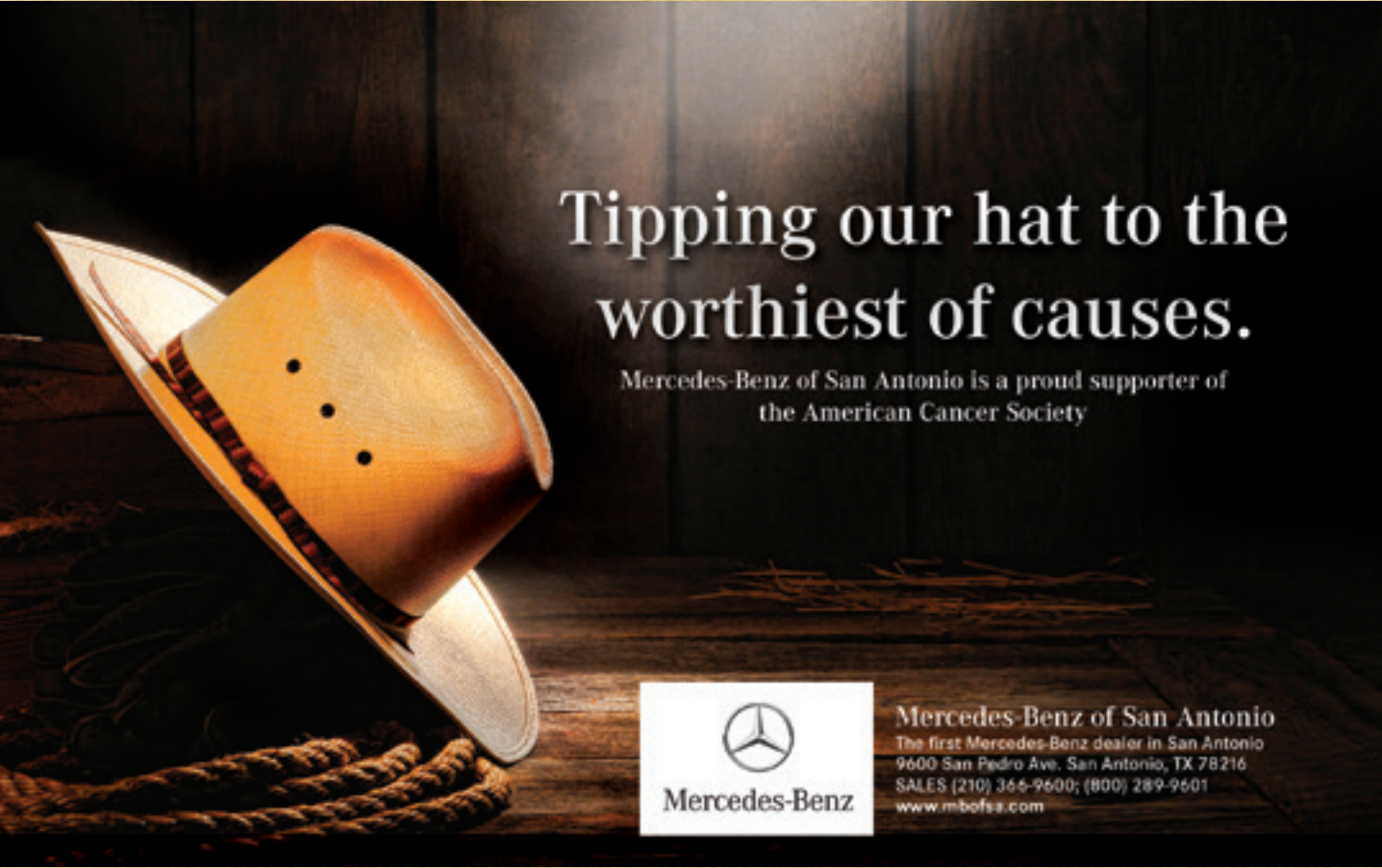
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Avnet is proud to support the Cattle Baron's Gala and its ongoing pursuit of a cure for cancer.

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