



The calving book designed by ranchers for ranchers!

We listened ...

... to our members and commercial producers when they asked for a calving book that met the demands of calving season, plus contained all the information they needed at their finger tips to genetic, age and source verify their calf crop.

The Red Angus Association of America is again producing the official Red Angus Calving Book that will be available to producers by mid December.

The book is a weather-proof, "Rite In The Rain" product that features a waterproof cover and All-Weather Writing paper created to shed water and enhance the written image. The book includes the management pages producers use like bull inventory and soundness, vaccination, treatment, herd health, breeding and pregnancy.

The books will be distributed to FCCP and Allied Access tag customers, at trade shows or to any producer requesting one. The pages will be customized for Red Angus data and ranchers can record over 500 calves per book.

Promote with a customized book:

Red Angus affiliates or RAAA members can customize their own calving book cover for their promotional needs. Just send your logo and wording to reflect your association or ranch name. We will design your cover and e-mail you a proof. The inside pages and company ads will be the same in each book.

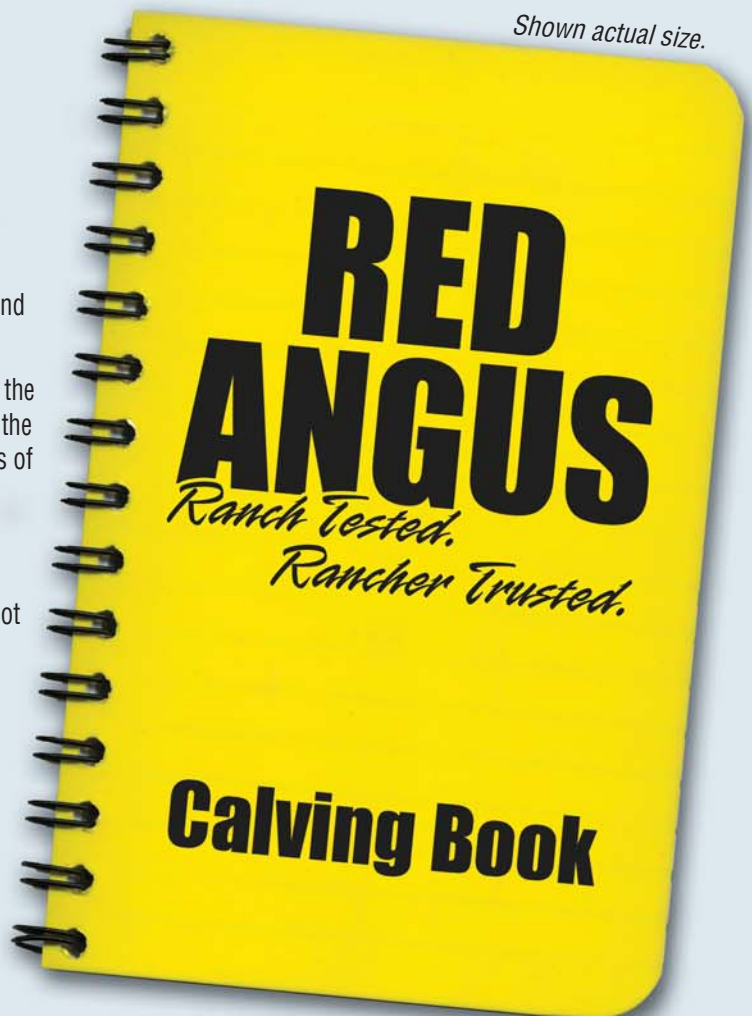
A minimal order of 200 customized calving books costs \$100 for the cover set-up fee, plus \$4/book printing costs. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is September 15. The remaining balance can be billed to your account. The books are not date sensitive so they have a longer shelf life.

Reserve your customized Red Angus calving book:

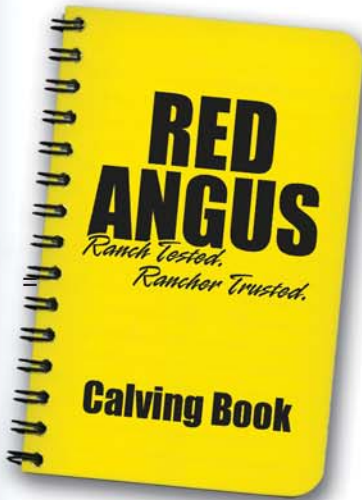
Jennifer Noble

RAAA communication director
(970) 270-4019 • (888) 829-6348 Fax
jennifer@redangus.org



Reserve your customized Red Angus calving book:

RAAA Account # _____
First Name _____ Last Name _____
Company, Affiliate or Ranch Name _____
Shipping Address _____ State _____ Zip Code _____
Phone Number(s) _____ E-mail _____



**Tax-Exempt
Texas Resident**
If not tax exempt, figure
8.25% sales tax on sub total
(TX residents only).
\$ _____ x .0825 = \$ _____
Subtotal x .0825 = Sales Tax

Number of Calving Books
(Minimum of 200 books, increments of 50) _____
x \$4

Customized Cover Set-up Fee **+ \$100**

Sub Total = _____

Texas Resident Sales Tax + _____

Grand Total _____

First half payment is due Sept. 15 to secure order.

I would like to order the general Red Angus Calving Books without customizing the cover. (Please fill out the form but do not include the \$100 customized cover set-up fee.) Quantity _____

First Half Payment Method (Please circle)

Check (Enclosed) Money Order (Enclosed) Credit Card
(Please circle) Master Card Visa Discover

Card # _____

Exp. Date _____

Name on Card _____

Final Payment Method:

- Please bill my RAAA account
 Please bill my credit card listed above
(Shipping will be included in the final payment.)

Deadline to secure your customized calving book is Sept. 15.

Send this form and first half of payment to:

Jennifer Noble

RAAA communication director
4201 N. Interstate 35 • Denton, TX 76207
(970) 270-4019 • (888) 829-6348 Fax
jennifer@redangus.org

Customization Instructions:

Text Only _____

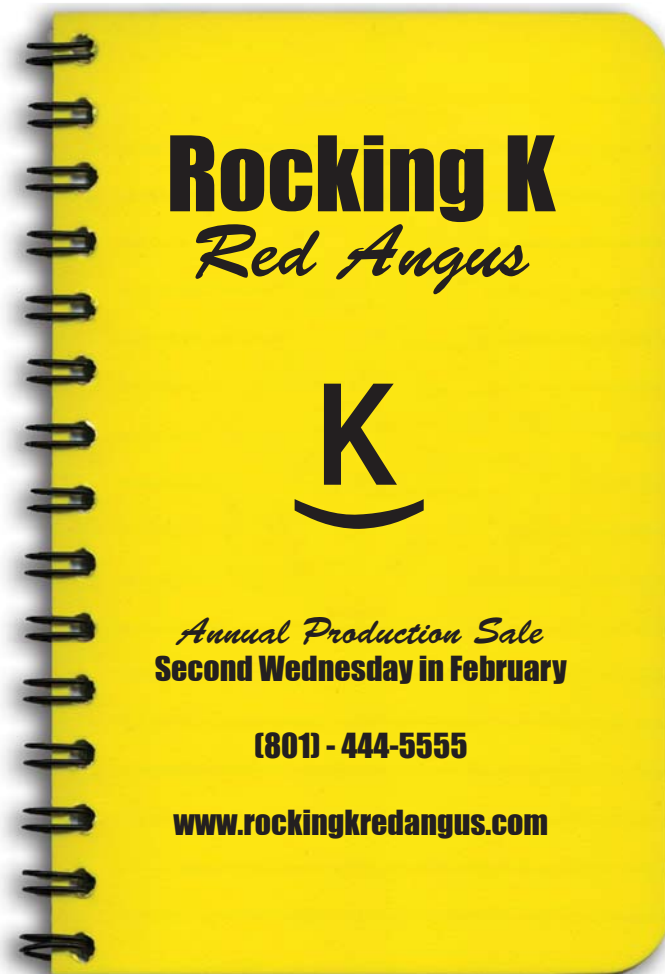
Text & Image _____

Use Red Angus logo (as shown)

Image Only _____

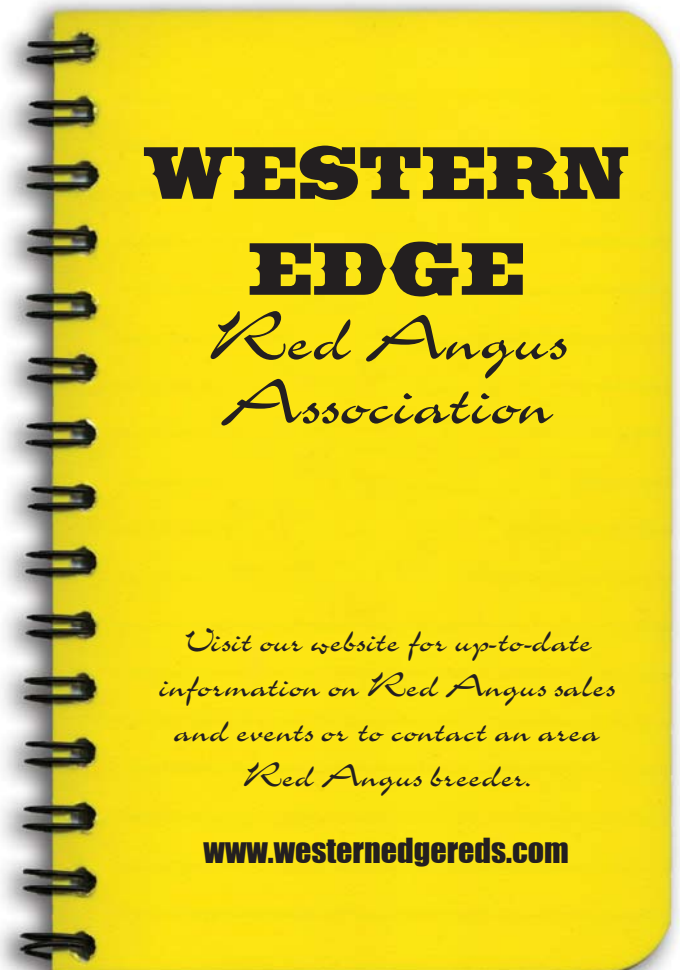
Images must be high resolution artwork (300 dpi). Acceptable formats are jpg, tif, eps or pdf. Images pulled from websites, faxed images and photos will NOT reproduce well. **Please e-mail uncompressed artwork to jennifer@redangus.org.**

Promote your ranch, association or business ...



- A useful tool for customers that keeps your program at their “finger tips.”
- Great promotion for potential customers at sales, tours, trade shows and/or cattle displays.
- Not dated to make distribution in different years simple and easy.

- Promote your state/regional Red Angus association.
- Provide an easy and affordable promotional tool for members with smaller cowherds.
- Direct potential customers to your website, events calendar and membership list.
- Send to cattlemen inquiring about your association and the Red Angus breed.



Visit our website for up-to-date information on Red Angus sales and events or to contact an area Red Angus breeder.

www.westernedgereds.com