

The calving book designed by ranchers for ranchers!

Calving Season Tools ...

The right tools are essential during calving season and a rancher's calving book is the guardian of vital information. The Red Angus Association of America's (RAAA) custom-designed calving book meets the demands of calving season, plus contains all the information ranchers need at their fingertips to genetic, age and source verify their calf crop.

The RAAA marketing team 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 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.

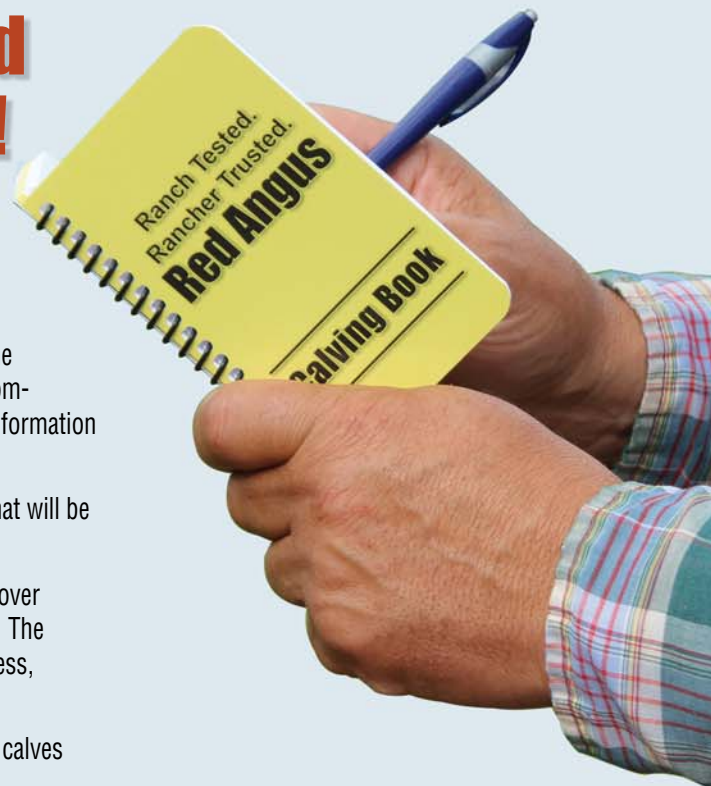
A minimal order of 250 customized calving books costs \$95 for the cover set-up fee, plus \$6.25/book printing costs. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is August 20. The remaining balance can be billed to your account. The books are not date sensitive so they have a longer shelf life.

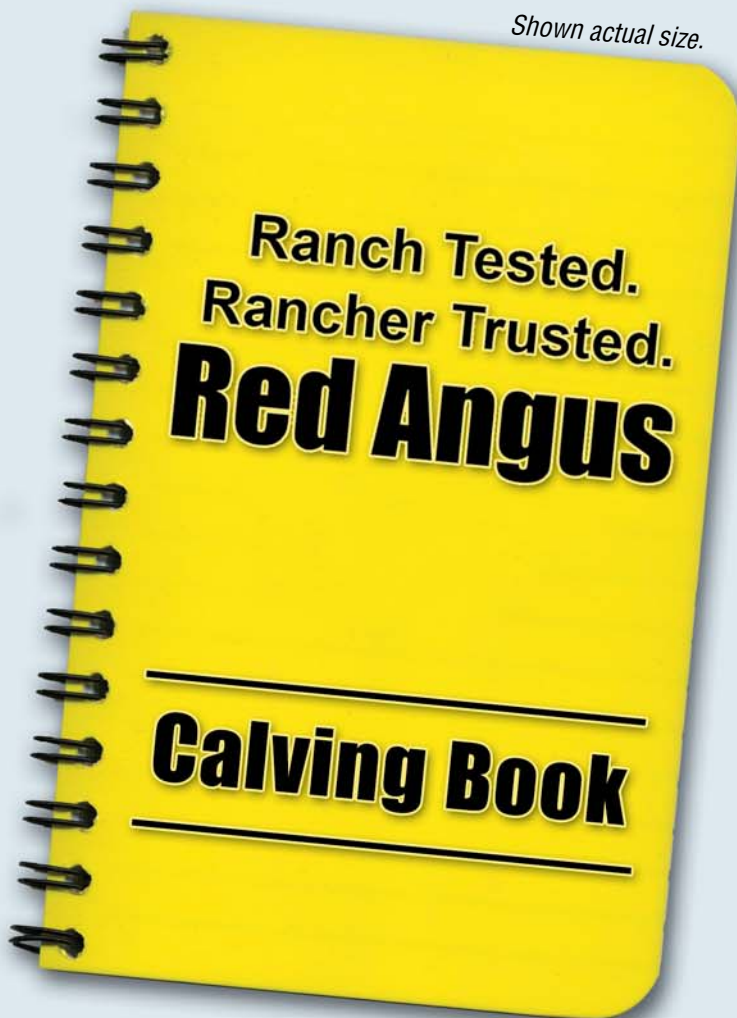
Reserve your customized Red Angus calving book:

Chessie Mitchell

RAAA Tag Program Coordinator
(940) 387-3502, Ext. 2 • Fax (888) 829-6052
chessie@redangus.org



Shown actual size.



Reserve your customized Red Angus calving book:

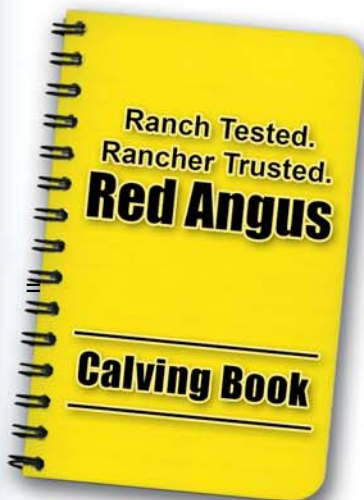
RAAA Account # _____

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 250 books, increments of 50) _____

x \$6.25

Customized Cover Set-up Fee **+ \$95**

Sub Total = _____

Texas Resident Sales Tax + _____

Grand Total _____

First half payment is due Aug. 20 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 \$95 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 August 20.

Send this form and first half of payment to:

Chessie Mitchell

RAAA Tag Program Coordinator
 18335 E. 103rd Ave, Suite 202 • Commerce City, CO 80022
 (940) 387-3502, Ext. 2 • Fax (888) 829-6052
 chessie@redangus.org

Customization Instructions:

Text Only _____

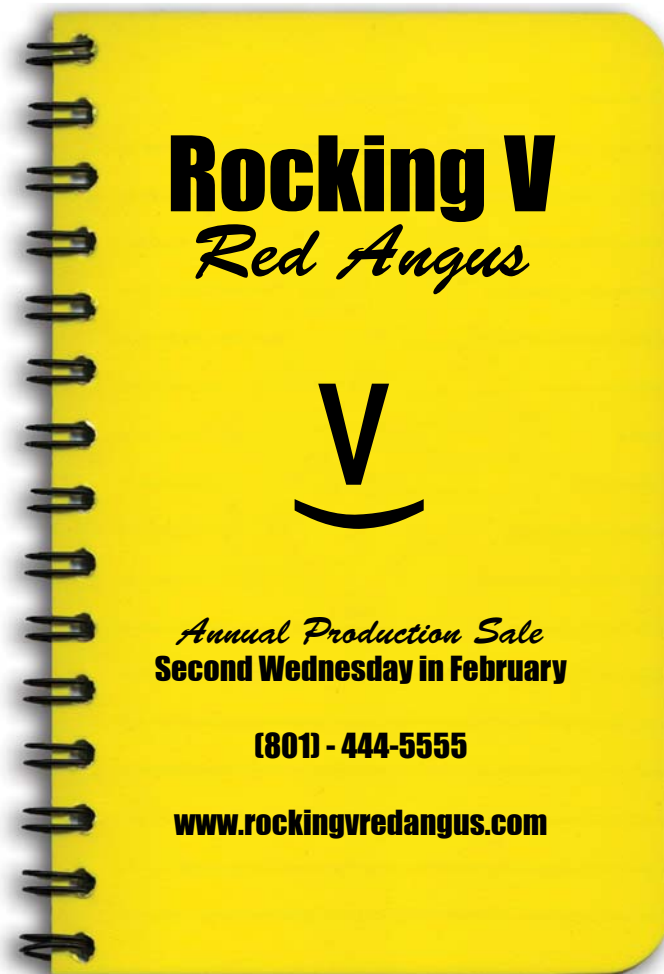
Text & Image _____

Use Red Angus logo (as shown)

Image Only _____

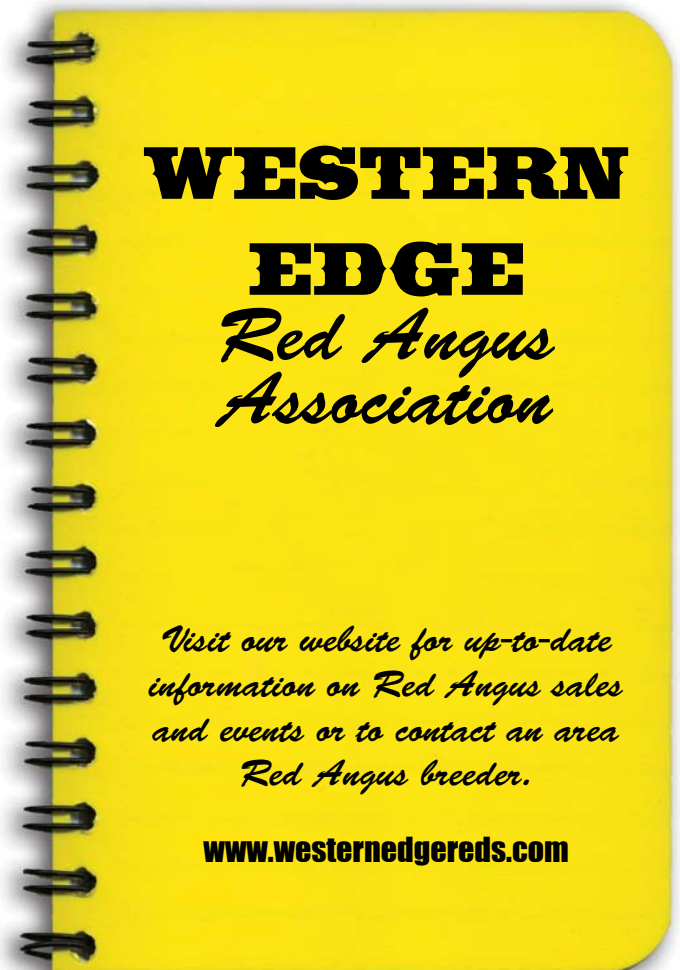
Images must be high resolution artwork (300 dpi). Acceptable formats are jpg, tif, eps or pdf. Images pulled from websites, faxed images and photos will NOT reproduce well. **Please e-mail uncompressed artwork to chessie@redangus.org.**

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 or 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