

# The calving book designed by ranchers for ranchers!



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 product that features a waterproof cover and pages that are waterproof, tear-proof and accept pencil, pen or marker. They are 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.

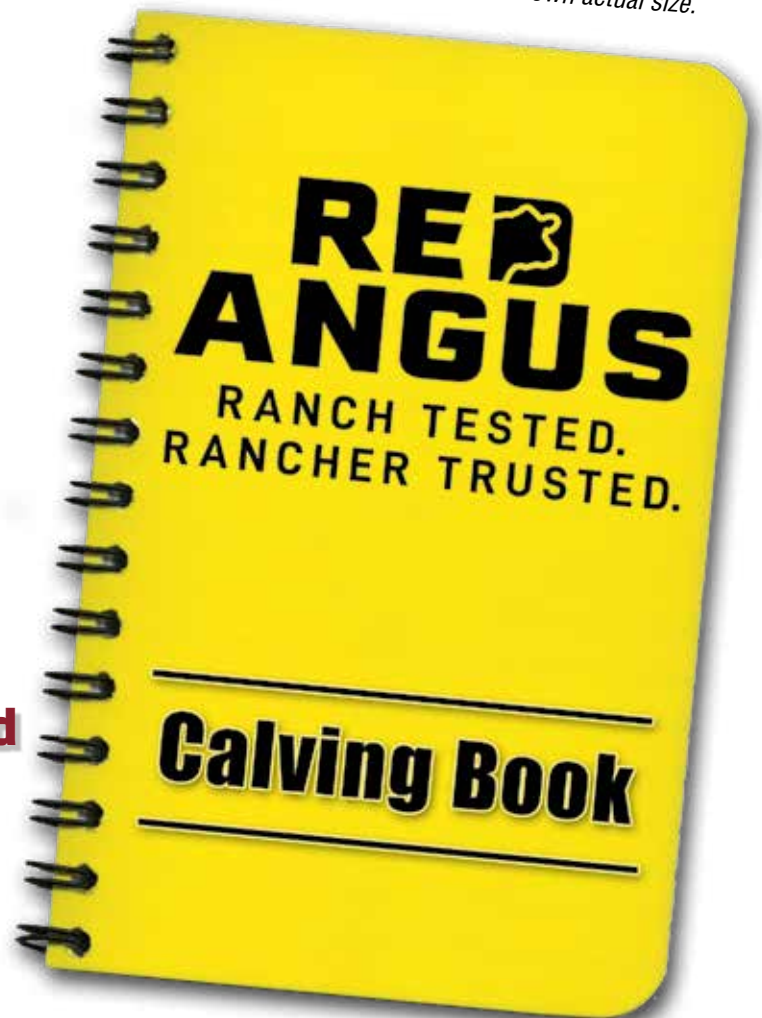
The printing cost for a minimum order of 150 customized calving books is \$10/book. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

**The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is August 1.** 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:

**Taylor Ohlde**  
Commercial Marketing Specialist  
913-626-2715 • Fax: 888-829-6052  
taylor@redangus.org

*Shown actual size.*



# Reserve your customized Red Angus calving book:

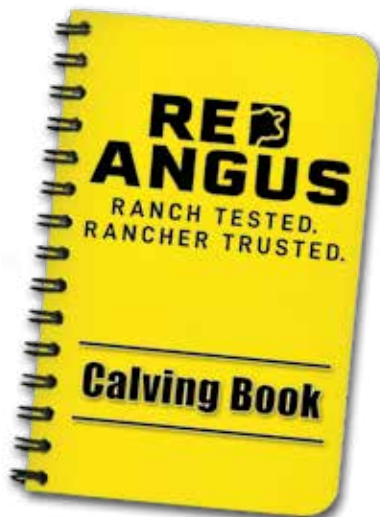
RAAA Account # \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company, Affiliate or Ranch Name \_\_\_\_\_

Shipping Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number(s) \_\_\_\_\_ E-mail \_\_\_\_\_



Number of Calving Books  
(Minimum of 150 books, increments of 50) \_\_\_\_\_  
**x \$10**

= \_\_\_\_\_

Texas Resident Sales Tax + \_\_\_\_\_

**Grand Total** \_\_\_\_\_

**First half payment is due Aug. 1 to secure order.**

**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

I would like to order the general Red Angus Calving Books without customizing the cover. (Please fill out the form.)

Quantity \_\_\_\_\_

## First Half Payment Method (Please circle)

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

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

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 1.**

Send this form and first half of payment to:

**Taylor Ohlde**

Commercial Marketing Specialist  
913-626-2715 • Fax: 888-829-6052  
taylor@redangus.org

## Customization Instructions:

Text Only \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Text & Image \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use Red Angus logo (as shown)

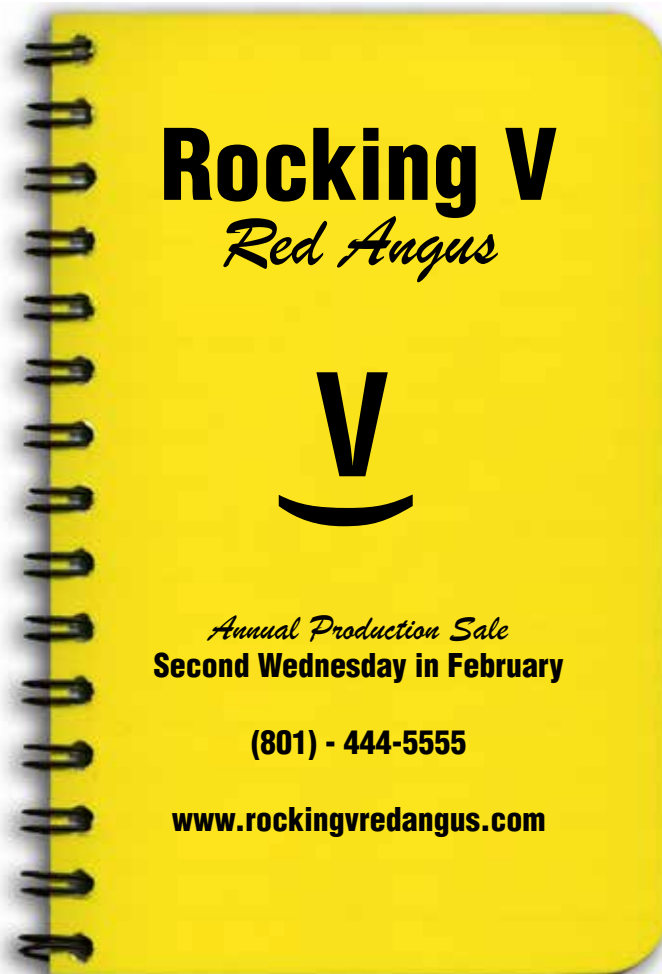
Image Only \_\_\_\_\_  
\_\_\_\_\_

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 taylor@redangus.org.**



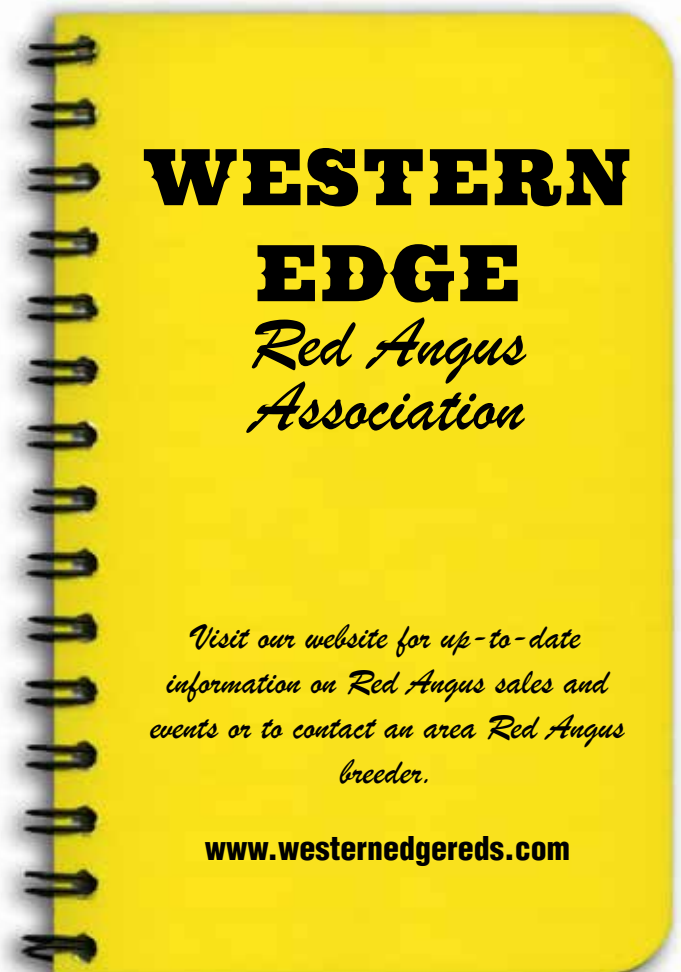


# Promote your ranch, association or business ...



- 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**