

Central Virginia Cattlemen Association Newsletter

2010 Volume No 1

www.cvcacattle.com

January 1, 2010

Inside this issue:

- Annual Meeting Agenda
- 2010 Mineral Order Form
- 2010 Membership Form

Upcoming Educational Programs

January 14

Pesticide Recertification Class at Orange Extension Office from 1 p.m. to 4 p.m.

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Pesticide Recertification Class at Louisa Extension Office from 6 p.m. to 9 p.m.

January 25

Managing Risk in Grazing Systems (Forage Conference) at Brandy Station Fire Hall from 8:30 a.m. to 3:30 p.m. There is a \$35 registration fee. Call your local Extension Office for registration form and program.

February 12

Virginia Beef Convention, Hotel Roanoke. Program is from 9:30 a.m. to 4:30 p.m.

CVCA Annual Meeting

Wednesday, January 20

5:30 p.m. at the Gordonsville Fire Hall

RSVP to Orange Extension Office (540-672-1361) by Friday, January 15

The CVCA annual meeting will be held on Wednesday, January 20, at the Gordonsville Fire Hall starting with registration at 5:30 p.m. There will be a sponsored roast beef dinner. A copy of the agenda is enclosed. In order to make proper meal arrangements and because space is limited, pre-registration is required by calling the Orange Extension Office at 540-672-1361 by 5 p.m. on Friday, January 15th. Your 2010 dues can be

paid at the meeting.

The guest speaker will be Burton Eller, Jr. Senior Executive of the National Cattlemen's Beef Association (NCBA) Legislative Affairs Office, in Washington, D.C. Mr. Burton will give an update on what's going on in Washington, D.C. and how it could affect your farming operations. He will also discuss how you can have the most impact regarding legislative decisions that are

made on the federal level.

After the program, there will be a short CVCA business meeting. Robert Bradford and Pat Hanley will rotate off the Board of Directors and two new board members will be voted on at this meeting. Information on the next CVCA cattle sale will be available. Also, new gate prices will be available. Mineral and gate orders can be placed at this meeting.

Mineral Bid (January to July, 2010) Has Been Awarded to Orange-Madison Co-op

The mineral order bid was awarded to Orange-Madison Co-op (OMC) for the next six months providing Young minerals. All the mineral mixes have remained unchanged and prices are lower from the previous six months. Pickup of miner-

als will be at the three OMC stores on the dates listed anytime after 12 noon. Mineral order procedures remain the same with checks and orders due on the Thursday one week before delivery. No exceptions will be

granted. Please place all orders through CVCA and not directly to OMC. This is the agreement in order to get the reduced prices. A new mineral order form is included with this newsletter.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop



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and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So,

when you’re finished writing your newsletter, convert it to a Web site and post it.

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This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newslet-

ters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid



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Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw

shapes and symbols.

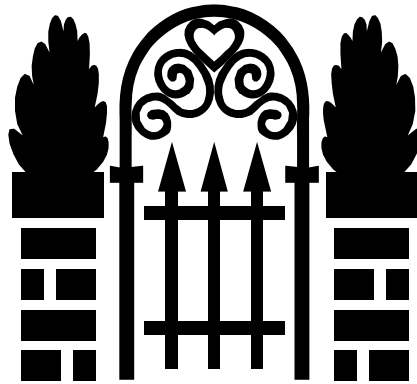
Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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**CENTRAL VIRGINIA CATTLEMEN
ASSOCIATION, P.O. BOX 505, ORANGE, VA**

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



Your business tag line here.

We're on the Web!

example.microsoft.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to

list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



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