

Kentucky Angus Association

Henry Bryan Smith, President; Mark Warren, Vice President; Anne Clark, Secretary/Treasurer
761 Bethel Ridge Rd. Sharpsburg, KY 40374
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December 7, 2009

Dear Angus Friend,

It's that time of year again! It's time to renew your dues and to make plans for the 54th Annual Sweepstakes Show and Sale.

Membership

Please note there has been a dues increase to \$35. By renewing your membership, you will continue to receive the Angus Topics, be eligible to participate in KAA sponsored events, receive discounted advertising rates on the KAA website and continue to receive important communications concerning upcoming events. Please fill out and remit the enclosed membership application along with your check made payable to KAA and return to the above address by January 1, 2010; this will ensure no interruption of communication and that your name and other information will be printed in the 2010-2011 Kentucky Angus Directory.

Please print all information neatly and make sure that the appropriate letter cases are designated in email addresses. In addition, it is VERY important that you list your name(s) and farm name exactly as you want them to appear in the directory. If you want both you and a spouse listed, please list both first names in the designated spot on the card.

In addition, we are asking for your cooperation in assisting the Association in reducing costs. We would like for you to consider receiving all correspondence via email. If you are willing to participate in electronic correspondence, please indicate on the attached application.

54th Annual Sweepstakes and Banquet

The KAA 54th Annual Sweepstakes Show and Sale will be held March 5th and 6th, 2010, in Louisville at the Kentucky Fair and Exposition Center. The show will begin at **10 am** (EST) on Friday and the sale will begin promptly at 12 pm (EST) on Saturday. The Kentucky Farm Bureau will once again serve as a major sponsor the Kentucky Beef Expo. Please take time to thank your local Farm Bureau representative!

The banquet and annual meeting of the Kentucky Angus Association will be March 5th at 7 pm (EST) at the Holiday Inn on Fern Valley road. Banquet tickets can be purchased in advance for \$36 by filling out the enclosed order form and returning to me by February 1, 2010. Payment must accompany the order form. There will be NO REFUNDS. The banquet is usually a sell-out, so please purchase your banquet tickets in advance. If additional space is available, tickets can be purchased the day of the show for an additional fee.

During the banquet, many people will be recognized including any farm that is celebrating its Golden Anniversary of producing Angus cattle. If your farm has produced purebred Angus cattle for 50 years (1960-2010), please send a brief history of the operation to me by February 1, 2010.

A block of rooms has been reserved at The Holiday Inn on Fern Valley until February 1, 2010. If you need to make reservations, please keep this date in mind. Contact The Holiday Inn directly at 502.964.3311 and ask for the Kentucky Angus Association block of rooms. I strongly suggest making your reservations now.

Website

Don't forget to utilize the Kentucky Angus Association's official website, www.kentuckyangus.org. The website includes valuable information. Advertising is available on the website. A discount will be given to members of the Kentucky Angus Association and Kentucky Junior Angus Association.

Website advertising

All ads must be paid in advance and received (not postmarked) by the 25th of each month. Checks should be remitted to me at the above address and made payable to KAA. Ads will run from the 1st of each month to the end of each month.

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- Pop-up ads are \$75 for KAA members; \$125 for non-members. Ads will run for 30 days on the home page.
- Classified ads are \$10 for KAA members; \$25 for non-members. Ads will include a maximum of 250 words and will run for 30 days. Pictures are an additional \$10 each and will run for 30 days. Pedigrees/EPD's are an additional \$10 each and will run for 30 days. All ads, unless renewed, will be removed after 30 days. No ads will be removed until the 1st of each month.
- A link to your farm website will be \$50 per year for members; \$100 per year for non-members. The link will appear under the "other links" tab on the home page.
- Links to sale catalogs are available. A link to a catalog designed and printed by Angus Productions, Inc. is \$50. A link to catalog not designed and printed by Angus Productions, Inc., is \$150. Links will appear on the home page.
- Combination packages: Banner ad with one attachment (pdf file) via email blast on date of advertiser's choice \$100 members; \$150 for non-members. Additional email blasts are available for \$25 each.

Titles of tabs on the home page are subject to change. Pricing of advertising is subject to change after each Regular Board Meeting. Notification of such changes will appear on the web page. Angus Productions, Inc. will design ads and the Kentucky Angus Association will bill you.

2010-2011 Directory Advertising

At the November Board of Directors meeting, the directors approved the pricing and a publisher for the annual directory. The Angus Topics was chosen as the publisher. Non-preferred pages can be purchased now and at the banquet. Preferred pages will be sold at the Annual Banquet on Friday, March 5th. If you know you want to purchase a non-preferred page, I encourage you to go ahead and do so. More time can be allotted to the set-up of your ad by taking advantage of advance purchasing. This is a unique advertising opportunity you don't want to miss! Over 2000 directories are distributed annually to members and businesses nationwide. Ad copies must be paid for and submitted no later than April 1, 2010.

Prices for Directory Advertising

\$300 for a black and white non-preferred page
\$400 for a one-color non-preferred page
\$500 for a two-color non-preferred page
\$650 for a full color non-preferred page

Once again, all preferred pages will be auctioned off during the Annual Banquet. If you cannot be present for the auction, please contact a Board member to do your bidding.

Angus Topics

Don't forget to read the Kentucky New in the Angus Topics. If you're a member and not receiving the Topics, please notify me immediately. I welcome any news you would like to share. I cannot print sale dates; however, sales reports and summaries can be printed. I must receive information by the 25th of each month.

Email blasts!

Email blasts have been a valuable way to distribute information this past year. If you want to be included, make sure to print your email address on the membership renewal card in order to receive information as soon as it becomes available. I urge you to consider receiving your correspondence via email. It saves the Association money AND you receive your information before mailings go out!

As you can see, there are many exciting things happening with the Kentucky Angus Association! If you have any questions, please don't hesitate to contact me. I look forward to receiving your membership renewal, banquet ticket orders and certainly, any advertising you wish to do with us. I hope 2009 has been a wonderful year for you and that I will have the opportunity to visit with each of you soon.

Sincerely,

Anne S. Clark
KAA Secretary/Treasurer