

Newsletter Report 2017 for AGM July 2018

Last year the newsletter was mailed out three times to all current members, including juniors (between 95 & 120 people). All issues featured coming events, reports, a welcome to new members and notices of meetings. Bonanza 2017 information was circulated and reported in each issue as well as information items of interest to Hereford members. In 2017 that meant OII information, Tax planning tips and Bolt. Both the Spring (March) and Summer (June) issues were 8 pages while the Fall/Winter (December) issue was 12. It continues to be our “results issue” reporting on Summer & Fall MOE shows and the successes of our 4H & Junior members. This year we also used the newsletter to get responses from members re: e-mailing the newsletter (a positive response) and holding a Hereford sale (a “not enough support response”).

The number of advertisements in the newsletter increased from the previous year (9 to 16) with six members taking advantage of this medium. We also have Country Life Magazine advertising with us now and a group of breeders from Saskatchewan advertised in the Fall issue. The total cost to produce the newsletter was \$333.99, with income from advertising of \$1230.00. A **special thank you** to Richardson Ranch who I can count on for a full page ad in every issue! Also I would like to acknowledge C-Jay Ranch and Copper-T Ranch who advertised in every issue and 3-D-L Farms, Echo Valley Farm & Ruddick Family Farm who used our newsletter to advertise their programs. These ads really make my life easier!

The newsletter is put onto the BCHA website once it has been sent out to members. It is published in colour there and spreads our news as wide as the website reaches. A bonus for those who advertise with us.

I encourage those of you have not yet advertised to consider it as a means of reaching breeders and youngsters throughout the province. Let people know what you have for sale: bulls, heifers, cows, 4H calves, junior projects!

In addition to the newsletter, I submit a BC Hereford report to the Canadian Hereford Digest 3 times a year; and I also try to send in a report to the BC Cattlemen’s Beef in BC magazine. Last year, a Hereford report appeared in all 6 issues.

Help, help, help!! This publication and our Hereford reports need to reflect our breed provincially so I need you to send me information and pictures from your region, ranch, family etc. Phone, e-mail or contact me. If you have suggestions please get in touch with me. If you have ideas, let me know.

Finally, a huge thank you to those who have advertised in the newsletter this year and to those who have sent news items my way. I cannot express my appreciation enough.

Respectfully submitted,
Janice Tapp, Secretary.