

Newsletter Report 2018 for AGM August 2019

Last year there were 3 newsletters. They were sent to approximately 96 members. The first two were mailed out with the Fall/Winter one sent out by e-mail. There are approximately 12 members who still receive the newsletter via Canada Post. Dates for the issues were: Spring: April: 7 pages Bull sale reports, Club reports
Summer: July: 4 pages AGM Notice, Agenda,
Fall/Winter: December: 9 pages Show Results, Club reports

Country Life magazine continued to put a business size ad in every issue as did C-Jay Ranch, from Houston. Echo Valley had a business size ad in two of the three issues. Copper-T Ranch used the newsletter for half and full page ads twice in 2018. A **special thank you to Richardson Ranch** who for a full page ad in every issue! The BC Hereford Assn. billed out \$575.00 in newsletter advertising in 2018.

Thank you to Don Richardson for putting the newsletter onto the BCHA website which brings us extra coverage.

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 wrote 3 reports for the Digest and 5 reports for Beef in BC. It is always helpful to have pictures to go with these reports so if you take pictures—please send them to me. I can use them not only for reports but also in the newsletter.

Also, please consider sending items to the newsletter. If you have ideas for articles or information, those are greatly appreciated as well.

Respectfully submitted,
Janice Tapp, Secretary.