

Dear Red Poll Breeders:

First of all, a big shout out to all who contributed advertising for the winter issue of The Red Poll Beef Journal. Your effort and financial support are appreciated. We need each and every ad, no matter the size. The last issue generated \$2410.00 in advertising revenue. We have not received payment for one ad that was printed. Expenses totaled \$2472.22. This means we are behind by \$62.22. If we receive payment for the one outstanding account, we'll just about break even. The point is that all of our revenue goes toward producing the biggest and best magazine we can with contributions from our advertisers. ARPA bylaws require the Journal to be self supporting and it does not receive money from the general fund.

Secondly, it has taken a long time for magazines to get through the mail stream. Service at USPS just isn't what it used to be. Our last issue was mailed publication rate because that is just so much less expensive than first class. We are looking at ways to get issues in mailboxes faster.

Third, the publications committee has received a request to move each issue forward by a month to make the announcement section more useful for those planning Red Poll events. Deadlines for the fall and winter issues reflect this change. Please see the handout "How To Contribute to the Red Poll Beef Journal" included in this mailing for details.

Finally, submissions for ads and news are needed for the spring issue. Please see the document "How to Contribute..." for details. The handout has been updated to try to make it more clear. **If you want to run the same ad, please let the national office know.**

Looking forward to warmer weather as I know all of you are.

Sincerely,
Regan Logan, Chair Publications Committee