

# THE WISCONSIN SIMMENTAL ASSOCIATION Become A WSA Member

Adult Membership \$30 Per Year

Junior Membership \$10 Per Year Per Junior

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ County \_\_\_\_\_

Email \_\_\_\_\_

ASA Number \_\_\_\_\_

## Make Check(s) Payable

Adult Membership: Wisconsin Simmental Association

Junior Membership(s): Wisconsin Junior Simmental Association

## Mail Membership Application To:

Scot Zimmerman, Treasurer  
Wisconsin Simmental Association  
S15405 County Road R  
Osseo, Wisconsin 54758  
Phone: 715 597- 6246

## For More Information On The Wisconsin Simmental Association

Please Check Our Web Page

[www.breedingcattlepage.com/wiscsimmental/](http://www.breedingcattlepage.com/wiscsimmental/)

### Please Note

*Payments for Adult and Junior Memberships Must Be Made With Separate Checks*

*Membership Deadline To Be Listed In The 2009 Directory: Monday, January 26*

*Membership Deadline Has been moved back to enable all to meet this deadline*

## Wisconsin Simmental Association Newsletter

January 2009



## The Hub Of Simmental Activities Your Simmental Associations Are Providing Support For

### • Spring Spectacular Weekend

Conduct Annual Meeting and State Sale

### • Marketing Of The Simmental Breed

Coop Advertising in The Country Today and Wisconsin Beef published in Agri-View

Wisconsin Simmental Website at

<http://www.breedingcattlepage.com/wiscsimmental/>

### • Wisconsin State Fair

Sponsor the Wisconsin Simmental Futurity  
Presents Awards to Champions

### • World Beef Expo

Co-sponsor WBE Exhibitors Dinner

Provide Matching Premiums For Simmental Show

### • WI Farm Technology Days

Promote Simmentals with live cattle displays in the Beef Tent

### • Youth Incentive Programs

Support The Wisconsin Junior Simmental Association  
and their State Show

Provide Awards for County Fair Carcass Winners

Offer Travel Grants for those who attend the Regional and  
National Shows

## Date You Will Want To Remember -

**January 19-21**

National Western Stock Show Simmental Show

**January 26**

Deadline for 2009 WSA and WJSA Memberships

Deadline for WI Simmental Directory Advertising

**February 6-7**

Wisconsin Cattlemen's Association Conference, Tomah

**March 14 and 15**

Wisconsin Spring Spectacular Weekend, Belmont and Lancaster

**March 21**

Wisconsin Livestock Breeders Association Annual Meeting, State Quiz and  
Skillathon Contest, Arlington.

## A Word From The President - Fellow Simmental Breeders-

Happy New Years to all. Plans are underway within your Simmental Association to enhance involvement of members and increase services to the membership.

The Spring Spectacular Weekend leads off activities for 2009 for the Wisconsin Simmental Association. The annual meeting and dinner will be held at the Baymount Inn Of Belmont, Saturday evening, March 14.

The Spring Spectacular Sale will be Sunday, March 15, at the Grant County Fairgrounds, Lancaster.

Members should have received their nomination forms by now, if not, they can be found on our Association website at <http://www.breedingcattlepage.com/wiscsimmental/>. Or contact any member of the sale committee or a WSA Board member, all are listed at our website.

Junior and senior membership applications are included with this news letter. Please complete and return by the deadline date, January 26, so your name can be included in the 2009 Directory.

Also included in this mailing are the rules and nomination forms for The Wisconsin Simmental Association Performance Cow of The Year Award. All members are encouraged to submit applications and recognize the top individuals in their herd.

Also found in this mailing is information on the 2009 Simmental Directory and Breeders Guide. Advertising in your association directory is a great opportunity to promote your herd. Distributed throughout the year at all major Wisconsin cattle events, it is an economical way to reach new buyers. Copy Deadline if January 26.

A great time was had at the 2008 Wisconsin Spring Spectacular Weekend. We urge you to attend the 2009 meeting and sale and join in this year's events.

**Your attendance is important !**

Sincerely,  
Bill Meyer, President  
Wisconsin Simmental Association

# • Accept the Challenge •

and

## WIN - WIN - WIN

## Here's How

- The Wisconsin Simmental Association Board of Directors are challenging each WSA member to sign up at least one new member.

- Each new membership entitles the person who sign up the membership to have their name put in a drawing for gift cards.

- Drawing will be held during the Spring Spectacular Weekend.

- Encourage Simmental breeders that you know to become members. They may be long standing breeders and customers or new to the Simmental Industry.

- Each new membership application must include the name of the person who recommended they join in order to be eligible for the drawing.

### WISCONSIN SIMMENTAL ASSOCIATION 2009 DIRECTORY FACTS SHEET

COPIES: 1,500 copies will be printed and distributed

**COST OF ADVERTISING:**

Four Color: Full Page: \$200  
Black and White: Full Page: \$100      Three-fourth Page: \$75  
One-half Page: \$50      One-fourth Page: \$25

**ADVERTISING DEADLINES:**

Breeders Ads: Monday, January 26, 2009  
Commercial Ads: Monday, January 26, 2009  
Purchased, Special Position Ads: Monday, February 2, 2008

**FORMAT:**

Paper: Cover 80# Sinar Gloss. Inside 80# Sinar Gloss Text

Size: Trim: 5 1/2 inches x 8 1/2 inches

Print:

Non bleed Pages: 4 1/2 inches x 7 1/2 inches

Bleed Pages: Should be submitted 5 5/8 inches x 8 5/8 inches

Color:

Four Color Front and Back Covers, Inside Front and Back Covers,  
Four Color 32 pages center form. Ads will be placed from the center out, as received.

If you have a specific color you wish, please submit sample with your ad copy, or provide CMYK Formula or Pantone Number  
Black and white ads will be positioned from front and back as they are received.

Photos:

If sent electronically, send as JPEGs and at 300 DPI

File Formats:

We work in Adobe InDesign CS. Ads in other formats should work if made into PDF

If submitting camera ready ad created in Word or Word Art, please include original photos) and art work.

We have found PDFs made from word or word art do not reproduce the same as those designed in InDesign.

Layout/Design:

The Midwest Herdsman staff can design your ad and is happy to work with you to develop your ad according to your specifications.  
Just give us a call at 608 723-6770 with your ideas. We will do the rest and provide a proof before printing.

**MAILING AND PAYMENT INSTRUCTIONS:**

MATERIAL SENT ELECTRONICALLY ( Fax or Email):

EMAIL: [livfocus@chorus.net](mailto:livfocus@chorus.net)

FAX: 608 723-7553

*If you are sending material, either editorial or advertising, electronically (email or fax) please call us within twenty-four hours (608 723-6770) to confirm that it has been received and that we can open the file or read the fax. Thank you.*

**PAYMENT AND HARD COPY**

Mail to: Scot Zimmerman, Treasurer

Wisconsin Simmental Association

S15405 County Road R

Osseo, WI 54758

### 2009 WI Simmental Association Directory Ad Copy Form

**Size:**

(Full Page in Four Color: \$200; Full Page Black and White: \$100; Three-fourth Page: \$75; One-half Page: \$50; One-fourth Page: \$25).

**Payment must be included. Make checks payable to the WI Simmental Association**

**Photos To Be Used (If not included indicate where they may be obtained)**

**AD COPY:**

(add sheets as needed)

• **Full Page**  
(7 1/2 inches high, 4 1/2 inches wide)

• **Bleed Page**  
(Should be submitted 5 5/8 x 8 5/8)

• **Three-fourth Page**  
(5 5/8 inches high,, 4 1/2 inches wide)

• **One-half Page**  
(3 3/4 inches high, 4 1/2 inches wide)

• **One-fourth Page**  
(1 7/8 inches high by 4 1/2 inches wide)  
or  
(3 5/8 inches high by 1 1/8 inches wide)