

# DP Sales Management

153 Bourbon Hills

Paris KY 40361

859-987-5758

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January 1, 2008

Dear Virginia Beef Expo Consignors:

It is time again to get your consignment ready for the VA Beef Expo Sale. We are excited about the 2008-year and the upcoming VA Beef Expo Sale April 18, 2008. We look forward to working with past consignors and new consignors to this sale. There are a few new things for this year so please read carefully. EDJE Technologies have given us a time schedule for all our catalogs this year and so we need to have the entries in by the scheduled time to get the catalogs out. We also need the nomination forms filled out with all information. We cannot get the catalogs out on time if we have to hunt for information. Please have nominations forms in first and pictures can follow.

It certainly is an exciting time in the Simmental business and we as breeders have a lot to offer our customers. We have seen strong averages in our fall sales, with all indications that the coming spring will be even stronger.

With this in mind we need to start looking ahead to the VA Beef Expo and plan to make this event bigger and better. We can do this by you as consignors offering your best open heifers, breds, or bulls to this sale. With your commitment and combined effort of Simmental breeders like yourself we can make this a successful and positive event.

**Here is the time schedule:**

**Early pictures for SimTalk / Register Ads (now) till Feb 5, 2008**

**Advertisement for April Ads Mar 1, 2008**

**All pictures for the catalogs deadline: Mar 1, 2008**

**Nomination form & footnote to DP Sales: Mar 1, 2008**

**All catalog information sent to EDJE Mar 10, 2008**

**Catalog to mail Mar 21, 2008**

**Sale April 18, 2008**

If you email pictures for the sale please put the tattoo number and name of animal it helps in identifying the animals much easier. Please have your entries to our office by March 1, 2008 pictures can follow. If you have any questions give Joe Beckett (606 782-1180) or myself (859-987-5758 or 859-421-6100).

Sincerely,  
Doug Parke