



Ruble Cattle Services
1525 140th St.
Corydon, IA 50060
June 16th, 2016

Dear Virginia Simmental Association Members:

Ruble Cattle Services is excited to be managing this year's Virginia Simmental Association 2016 Legends of the Blue Ridge Sale. This year's Legends Sale will be held at the Echo Ridge Farm, Atkins, VA, on October 8th, 2016.

We plan to make this year's sale the best Legends sale yet. Since the first year many changes have been made but one constant has been Ruble Cattle Services purchasing numerous lots each year for our customers. Because of the diverse experiences of your sales management team we have opened up new marketing opportunities for you to sell cattle across the US and especially to our many Midwestern contacts.

With your help we can make this year's sale one to remember. What we need from you is your best. This is an opportunity to showcase your program to Virginia and the nation. We are looking for top end bulls, cow calves, bred heifers, bred cows, open heifers, pregnancies, embryos, and semen. Please make sure to have high quality pictures for the ads and sale catalog. We need entries and pictures **by August 12th** or sooner for ads. Please let us know as soon as possible if you are planning on selling lots in the sale so we can make plans to screen them. We will be screening lots as soon as we have a handle on who is consigning. We look forward to seeing your entries soon. A tentative trip to Virginia will be at the end of June or first couple weeks of July.

Sincerely,

Jeremie Ruble

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