



Ruble Cattle Services
1525 140th St.
Corydon, IA 50060
March 3rd, 2017

Dear Virginia Simmental Association Members:

Ruble Cattle Services is excited to be managing this year's Virginia Simmental Association 2017 Legends of the Blue Ridge Sale. This year's Legends Sale will be held at the Echo Ridge Farm, Atkins, VA, on October 14th, 2017.

We plan to make this year's sale the best Legends sale yet. We have asked for early verbal and firm commitments for the sale this year and we have exceeded 60 live lots. Please make sure to send in your nomination fees and entries early this year in order to ensure that this fall sale can be successful for RCS, the members of the VSA, and the sale consigners.

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 5th** 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 start counting up the finally numbers.

Sincerely,

Jeremie Ruble

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