



# Deckerville Veterinary Clinic, P.C.

December 1, 2008

## News From The Office...

We would like to thank everyone for your continued business. It seems each year we meet new people and introduce new members to our team.

We did feel the need to make changes to our phone system as our small animal practice continues to grow. We didn't change our "large animal" extension (#1) and as soon as the phone picks up press 1 and your call will be answered. On rare occasions you may get a busy signal. Although we do have three incoming phone lines there have been occasions that they are all tied up. If you ever receive an answering machine in normal business hours **do not** leave a message. Please call back, something is wrong. As with all electronics they can fail. We appreciate your patience, although we feel we have worked through all the problems we can't guarantee what the future holds.

We are seeing small animal patients in Deckerville on Tuesdays & Fridays and Sandusky Mon-Sat. In Deckerville we are offering surgical services on Tuesday. We would like to remind everyone that small animal business put on account is not eligible for a 2% discount. It is preferred that payment is received at time of service.

We are here to help with all your farm needs. If you have any questions concerning your business with DVC let us know.

Happy Holidays!

Helen, Carrie, Patty & Kate

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### Drop Ship News:

**Spectam:** I have contacted the bottling facility in the US and have been told they are hoping to have product available in the first quarter of 2009. You can put product on back order if you wish and I would advise doing so.

**Pyramid 10:** Fort Dodge is having issues with the Lepto portion of their vaccines. I was told a release date of March this morning.

**Cefa Lak-Cefa Dri:** Fort Dodge is fazing out their Cefa label and strictly labeling under Today and Tomorrow. No changes to the product itself.

**First Arrival:** Agri-labs has the product up in full production. There may be occasional back orders simply do supply and demand.

**Ovacyst & Prostamate:** Ovacyst & Prostamate are labeled under many different companies although the product is basically manufactured at one location. We are still being told that the product will come back and the most promising I've heard is within the first six months of 2009.

**Needles & Syringes:** We have typically been ordering Ideal needles & syringes on drop ship. The price difference is fairly substantial. If you've noticed a difference and don't like the new product let me know and I'll mark your file. Kendall is still available.



Helen

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell



Caption describing picture or graphic.

your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

**“To catch the reader's attention, place an interesting sentence or quote from the story here.”**

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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## Business Name

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

We're on the Web!  
example.com



**Organization**

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a

listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.