



Fresh New Perspectives

News Letter from Dear Fanny Co., Inc.

March/April 2008 · Volume 1, Issue 2

ABOUT US

Our Mission at Dear Fanny Co., Inc. is to enthusiastically represent high quality and environmentally friendly products that consumers would expect from being made in the USA.

DID YOU KNOW?

In the U.S.A. 98% of the farms are family owned. And our agriculture industry provides 1 in 7 jobs for Pennsylvanians. Because of technology we spend a smaller percentage of our household income on food than any other country. Source: www.pennag.com



www.fannywarmer.com



Note to Our Readers

Thank you for reading the newsletter from Dear Fanny Company, Incorporated. We are trying to design this to be an avenue which provides the information that is of interest to our customer base.

Without the contributions of story leads, comments and suggestions from our readers our newsletter would fizzle out like a candle in a rain storm.

So, we're reminding our readers to please send us a letter, an email or call us with ideas, suggestions and comments on what you would like to read about and also how you like the products you purchase from Dear Fanny Company, Incorporated.

To help persuade you, our customer, we have decided to put the money where our mouth is. So, when you:

Submit your story with a picture and get featured in the newsletter, you'll receive \$25.

Submit your story with a picture and the picture is used on our display or promo products, you'll receive \$100.

info@dearfannyco.com
877-728-9847
3760 Sullivan Street
Mechanicsburg, PA 17050

Firearm Bill ("Castle Doctrine"): UPDATE

In the last issue we reported on the "Castle Doctrine," a firearm bill that Pennsylvania's State Representative Steven Cappelli (R-83) introduced (several other states also have a "Castle Doctrine"). The Pennsylvania legislation, House Bill 641, has been before the House Judiciary Committee since March 2007, according to the Pennsylvania State Legislative website. Originally scheduled to be voted on in December 2007, it was tabled and will not be heard until sometime this year (2008).

However, in researching the follow-up for this article I had placed a phone call to my state representative. His office checked with the committee and they are still sitting on HB 641. So, I strongly encourage everyone to contact the Judiciary Board Chairman, Thomas R. Caltagirone (Dem, Berks Co.), at his Harrisburg, PA office, (717) 787-3525.

As a reminder House Bill 641 is intended to make certain that law-abiding citizens living in Pennsylvania will be safeguarded against the fear of criminal prosecution or civil action when protecting themselves and others while in defense against attackers in their home.



UV REFLECTION A BIG DEAL?

While at the Eastern Sports and Outdoor Show a gentleman stopped to show me if our camo is UV dead or hot.

He explained that it makes the camo stick out and you could be seen by the animals you're hunting.

Could this be true? When I went archery hunting this last season I put on a Hunter's Reversible Fanny Warmer®, camo cargo pants and a jacket that was all washed in Tide unscented with UV brightener.

I had a doe walk to within five feet from the area I was sitting. She walked all the way around me.

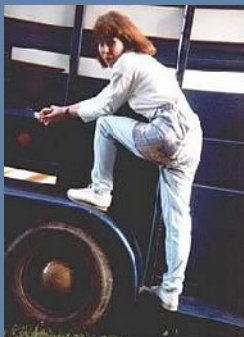
In my research I found that a lot of people think this a bunch of hooey.

Give your thoughts on:

www.fannywarmer.com/outdoorblog/

ON THE DRAWING BOARD

An indoor, softer, non-water resistant warmer is scheduled to be available this fall.



Emergency Powers Bill

The Emergency Powers Bill is not unique to Pennsylvania. There are a handful of other states with the same legislation in motion, i.e. Kansas, Wisconsin and Nebraska to name a few.

In the home state, Pennsylvania, the Senate unanimously passed Senate Bill 1172, the "Emergency Powers" legislation, sponsored by State Senator Robert Robbins (R-50). It will now be heard in the House Veterans Affairs and Emergency Preparedness Committee.

The idea of SB 1172 is to protect our Second Amendment rights by prohibiting any government agency from confiscating or regulating the lawful sale, possession, transfer, transport and carry of firearms during a state of emergency, i.e. Hurricane Katrina. The immediate benefit of the bill is having a continued sense of security for a law abiding citizen during a time when law enforcement is stretched thin.
www.nraila.org/Legislation/

2007 U.S. Farm Bill

In some of the shows and benefits that Dear Fanny Co., Inc. attends we hear murmur about the update to the Farm Bill. Some people are happy about it, and some are not. So, to get an idea of what the fuss is all about we did some research.

Unfortunately it depends what you read and who wrote it. For example conservation groups such as Ducks Unlimited® tend to be happy about the increased land conservation effort. However, on the other hand organizations such as the Iowa Corn Growers Association and Oxfam America have voiced their opposition about the farm subsidy policy. President George W. Bush has expressed a concern about the price tag of the bill and still other groups have demanded that the bill should include more subsidies especially for renewable energy.

The 2007 U.S. Farm Bill (Farm Bill Extension Act of 2007 or Farm, Nutrition, and Bio-energy Act of 2007, HR 2419) is a \$288 billion, five-year farm subsidy bill being considered by Congress as a continuation of the 2002 Farm Bill. The bill addresses agricultural subsidy issues and energy, conservation, nutrition, and rural development. Some specific initiatives in the bill include increases in food stamp benefits, increased support for the production of cellulosic ethanol, and money for the research of pests, diseases and other agricultural problems. Congress plans to reconcile differences between the House and Senate bills early in 2008.

Now, because HR 2419 (2007 U.S. Farm Bill) has to do with multiple departments in the Federal Government, you can expect a long complicated and confusing bill with twists and turns like a bad science fiction novel. We caught a break when we started reading university and college periodicals. For example Purdue University's, Purdue Extension, (<http://www.agecon.purdue.edu/farmbill/>) breaks the bill down into nine fairly manageable segments. We also found that Ohio State University's Agricultural, Environmental, and Development Economics Department also had a website for farm bill resources (<http://aede.osu.edu/resources/special/farmbill/>).

It wouldn't be prudent to try and give a breakdown analysis of the bill, especially when it has already been done by institutions. However, because of the hefty price tag of the bill we strongly encourage you not to be intimidated by the complexity of HR 2419. The recommendation is that you pick out the sections of the bill that are your convictions and focus on them. Then contact your congressman and/or senator with specific questions or suggestions.

If you would like more information about the resources we found or have a comment about this or any other articles please contact us via the information on the front page.

New Product Selection

Dear Fanny Company, Inc. has the Fanny Warmer® assembled in Sykesville, a town in Western Pennsylvania. The company that does the manufacturing is Ideal Products, Inc.

We now have an arrangement with Ideal Products, Inc., whom has their own line of products, making it possible for us to have an expanded product line.

Here are some of the new Products:

Rugged Utility ATV Rack Bag



Rugged water-resistant utility bags offer plenty of storage to stow all your gear securely. Attachment is easy with eight heavy-duty nylon straps with non-slip buckles. Thick 2" padded seat with zippered access to seat pad.

Fuel Tank Saddle Bag



A tank saddle bag keeps your extra gear close at hand. It can be used for ATVs or Snowmobiles. The bag is made of heavy-duty Denier nylon and it features a water bottle.

For the rest of the new products visit www.dearfannyco.com and click on the Product Catalog link.

Featured Reader:

I would like to express my gratitude on such a great product! My son and I went deer hunting in it. We wore it over our one-piece coveralls, because after sitting in the snow or in the tree stand for a while with the one-piece, the butt gets cold. The day in the photo, it was about 15 degrees and windy. Wonderful Product!

Dan D.; Syracuse, NY;
11/15/2007



Submit your story with a picture, get featured and receive \$25.

COLD WEATHER THIRST

Even in the winter people are able to suffer from severe dehydration.

It is very important to remember that even in the winter to bring and drink plenty of water.

Generally the humidity levels are lower and because of the cooler temperatures the body has a harder time figuring out that it is thirsty, which then triggers your thirst.

Dear Fanny Co., Inc. sells an ATV/Snowmobile fuel tank saddle bag that comes in black and in camo. The bag goes around the fuel port, has several pockets and comes with a water bottle that fits into it's own pocket.

V2.0 IS HERE!

The Second Generation (V2.0) of the Hunter's Reversible Fanny Warmer® is here and it now has new and more vivid color choices!

Visit www.fannywarmer.com for more information.

New Color Choices:



www.dearfannyco.com

Realtree Hardwoods HD®, 2001 and Advantage Max-4 HD®, 2002 are copyrights of Jordan Outdoor Enterprises, Ltd., all rights reserved.

© 2007 Dear Fanny Co., Inc. All rights reserved.

QUESTIONS/
COMMENTS

Dear Fanny Co., Inc. is always looking for ways to better serve the customer and make ourselves better. Please contact us with any suggestions and/or comments.

info@dearfannyco.com

INVESTMENT
OPPORTUNITIES

If you would like to invest in a dynamic company with unique products then please contact us at:

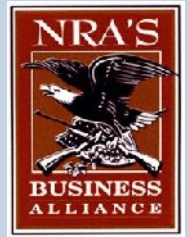
DearFannyCo@opbac.com



www.dearfannyco.com

Upcoming Events:

- March 7-9 31st Annual Susquehanna Chapter of Trout Unlimited "Kick-Off & Raffle" - YMCA arena, Williamsport, PA
 - March 8 Pennsylvania Forestry Assn. 2008 Conservation Dinner, Genetti Hotel, Williamsport, PA
 - March 11-14 Western N.Y. Outdoor Sport & Travel Expo, Hamburg, New York
 - March 14 Monster Truck Monster Jam, Wachovia Arena, Wilkes-Barre, PA
 - March 15-16 Eastern National Gun, Knife & Military Collectibles, Farm Show Complex, Harrisburg PA
 - March 28-29 Keystone National Truck and Tractor Pull, Farm Show Complex, Harrisburg PA
 - April 4-6 Indoor Archery Championship, Farm Show Complex, Harrisburg PA
 - April 4-6 WNEP's Home and Backyard Expo 2008, Wyoming Valley Mall, Wilkes-Barre, PA
 - April 17 Income Taxes are due*
 - April 26 Ducks Unlimited Membership Banquet, Lancaster Host Resort & Convention Center, Lancaster, PA*
- *Will be participating



Dear Fanny Co., Inc
3760 Sullivan Street
Mechanicsburg, PA 17050-2168

Place
Stamp
Here

