

## UNIT 17: DOUBLE PASSAGE

### I. Strategy

#### Lamington Ranch Proves Cooperative Farming Can Be Successful

*By Marjorie Nelson*

New Zealand-based Lamington Ranch was established 12 years ago by Ben and Rachel Lamington. They purchased a piece of property in Masterton two hours away from Wellington, intending to farm it on their own. Without a workforce, however, the ranch was not productive. After just four years, the Lamingtons faced bankruptcy and searched desperately for solutions.

They looked into hiring workers but lacked the necessary funds. Next, they considered selling some ranch land. When that did not work out, they even thought about leasing the farm out to an agriculture corporation. Finally, Rachel remembered growing up on a cooperative farm in Israel, before her family moved to New Zealand. The couple discussed their options and decided to try cooperative farming.

"We based our concept on the communal farm I grew up on in Israel," Rachel mentions in an interview. The Lamingtons assigned portions of the land to local residents, who pay a modest rent and a portion of their profits to the Lamingtons. The collected funds are then available for other uses, such as maintenance, future building projects, and payment of property taxes, with any remaining cash going to the Lamingtons as their share.

Within a few years of applying the farming concept to Lamington Ranch, the couple erased their debt and began making a profit. The ranch currently hosts 22 farmers who raise livestock or grow crops including kiwi, apples, and olives. "It's amazing that not so long ago we were about to lose everything, and now we earn a good income and help provide a living to other farmers as well," said Ben. He mentioned that other ranches in the country are also looking into cooperative farming as an alternative

TO: Rachel Lamington <raclam@lamingtonranch.co.nz>

FROM: Darius Carver <dcarver@oceaniaentrepreneurs.co.nz>

SUBJECT: Special request

DATE: June 11

Dear Ms. Lamington,

I recently read a newspaper article entitled "Lamington Ranch Proves Cooperative Farming Can Be Successful" in The Cook Strait Times about you and your husband. I would be very interested in visiting your farm and meeting with you both for an interview. I work as a staff writer for Oceania Entrepreneurs, a magazine that features notable businesspeople, inventors, and innovative thinkers from the Australasia region.

We would also like to feature some photographs of the ranch and its facilities and possibly interview some of the other farmers in your cooperative. The article may also be considered for publication as a cover article, which would be great publicity for you!

Our offices are based in Wellington, so I would be happy to take my car out to the ranch anytime. Please let me know if you are interested and, if so, when you are available.

Sincerely yours, Darius Carver

**1. What is NOT mentioned as an option the Lamingtons considered when facing bankruptcy?**

- (A) Putting some property up for sale                      (B) Renting out some land  
(C) Taking on employees                                      (D) Applying for a bank loan

**2. What does the article say about Lamington Ranch?**

- (A) It has changed ownership on numerous occasions.  
(B) It was inspired by a similar community in another country.  
(C) It is used exclusively for raising agricultural animals.  
(D) It is completely environmentally friendly.

**3. Why was the e-mail written?**

- (A) To request a subscription renewal                      (B) To ask for an in-person meeting  
(C) To point out a mistake in an article                      (D) To express interest in joining a cooperative

**4. What does Mr. Carver indicate about the Lamingtons?**

- (A) They have motivated him to start a business.

(B) They have become quite popular in Israel.

(C) They could benefit from some free publicity.

(D) They receive many offers of investment.

**5. What will Mr. Carver most likely do if his request is granted?**

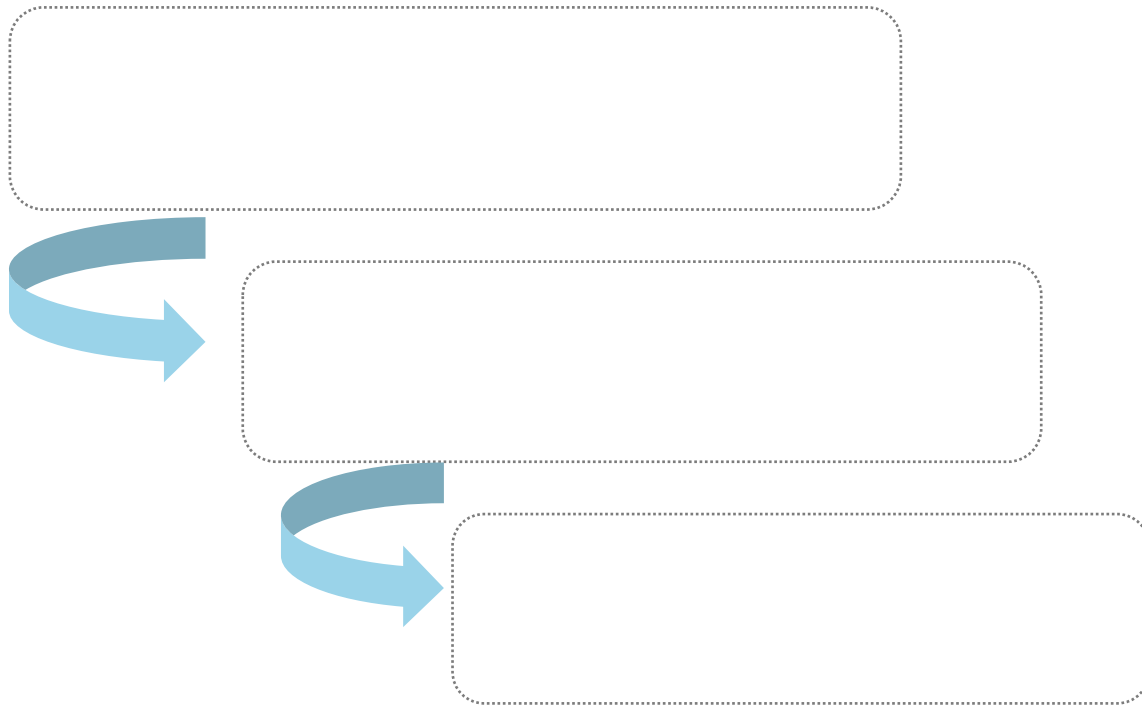
(A) Hire a photographer

(B) Visit Masterton

(C) Cancel some appointments

(D) Move to Wellington

**Strategy**





## Check up 1

To: Gary Flores <gflores49@thmail.com>

From: Wendy Rhodes <w\_rhodes@tarmail.net>

Date: July 10

Subject: Planning suggestions

Dear Mr. Flores,

I hope this message finds you well. The last time we met, you had asked me to advise you on drafting a retirement plan. Below are just a few tips to get you started.

First, it is vital that you create and maintain a cash reserve for emergency purposes equal to roughly three times your typical monthly expenses. Since this amount could be quite large, it is important to start saving as early as possible.

Additionally, I recommend investigating long-term medical care options upon retiring for you, your spouse, and your parents, and compiling emergency information to share with your family members.

I have attached a special guest pass so that you can attend my lecture, "Retirement for One," at a university event. The same pass also allows you to sit in on a special lunch seminar on health coverage for senior citizens conducted by Mr. Victor Rochester. The events will be free of charge to you if you present the pass at the door.

I look forward to seeing you soon. Warmest Regards,

Wendy Rhodes

Retirement planning specialist Cottier Finance

**The Career Development Center**


*Sunfield State University*



- (A) Professionals in the field of human resources
- (B) Employed and retired adults
- (C) University students looking for jobs
- (D) Faculty members seeking a promotion

**5. What is indicated about Mr. Flores?**

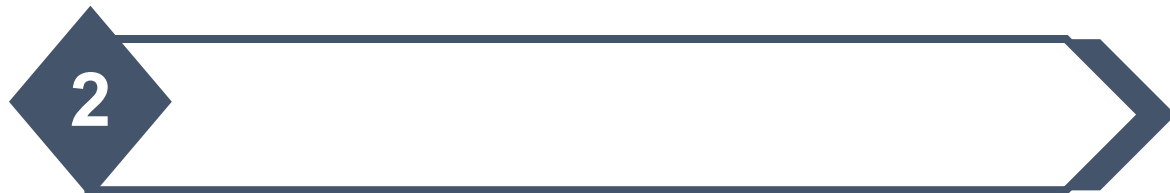
- (A) He will assist Dr. Rhodes with her lecture.
- (B) He has a lunch meeting in Durgan Hall
- (C) He can attend an event on Thursday for free.
- (D) He requires more than one ticket.

 *distribute:* .....

*professional*.....

.....

**Note:**



**II. PRACTICE**

**Exercise 1:**

### Stop and Sew

For all your dressmaking and tailoring needs

Dear Stop and Sew,

Congratulations on opening the store at your new location! I have always been a fan of Stop and Sew, and I wouldn't have succeeded as a local fashion designer over the past decade if it weren't for the unique products available at your establishment. I've appreciated that you sell a variety of different cloth materials to suit every taste, as it has assisted me in creating imaginative and interesting designs.

As always, your new store is very well organized with fabrics arranged by purpose and material. On top of that, your knowledgeable salespeople are helpful and provide exceptional service. They made some fine recommendations recently when I was selecting textiles for my swimwear collection and provided me with a brochure on the basic materials you offer.

I do have a suggestion, however, regarding the wedding dress fabrics. The clients I have for wedding gowns tend to want more unique materials. Trends are changing, and customers want detailed designs rather than the simple ones you offer. I currently have all wedding dress fabrics shipped through out-of-town suppliers. You may wish to take this into consideration when ordering new stock, as it would help a lot of local dressmakers and designers.

Thank you, and I wish you continued success!

Regards, Jenna Palmer

### Stop and Sew - Basic Fabric

#### Cotton

- 100 percent natural
- Breathable and comfortable to wear
- Machine washable
- Recommended for making shirts




- (A) She needs samples of fabrics.
- (B) She has recommended the store to her associates.
- (C) She is eligible for a bulk order rate.
- (D) She wants to stay current with the latest fashions.

**4. Which fabric did Ms. Palmer most likely buy at Stop and Sew before?**

- (A) Cotton                      (B) Merino wool                      (C) Silk                      (D) Polyester

**5. What is NOT mentioned about Merino wool?**

- (A) It can be cleaned in a washing machine.
- (B) It can be worn in different seasons.
- (C) It is more expensive than other fabrics.
- (D) It can be purchased in a range of colors



*textile* : .....

*sewing machine*.....

*fabric*.....

*stay current with* .....

*bulk order* .....

**Exercise 2:**

<p><b>Maxfield Financial Group</b></p> <p>Bethany Aldridge</p>
--

18 Juniper Road Westport. CT 06880

Dear Ms. Aldridge.

This letter is in response to your request to sign up for paperless statements. Your statements will now be sent via e-mail on the 25th of each month. All such statements will also be accessible from your online account, and you will be able to print them at your convenience. They will contain all of the same information that is included in your paper statements. In order to protect your account details, please ensure that the device you use to download and save your paperless statements is secure.

If you would like a paper statement mailed to your primary address in addition to the paperless one, log on to your account and check the "Mail my Statement" box under "Delivery Preferences." Keep in mind that Maxfield Financial group does charge an annual fee of \$24 to clients who choose to receive paper statements. If you would like to stop receiving paperless statements and revert back to mailed paper statements only, return to your account and uncheck "E-mail my Statement."

Best regards,

Customer Service

Maxfield Financial Group

To: Bethany Aldridge <bethanyal2i(a>totalmail.net>

From: Customer Service <cs@maxfieldfin.com>

Date: May 25

Subject: Your May Statement

Attachment: May\_Statement

Dear Ms. Aldridge,

Please find your Maxfield Financial Group electronic account statement for the month of May attached. As this is the first electronic statement that has been sent to you, please review it carefully and contact our service center if you have any questions or concerns. We have received your payment, and your copy will arrive via mail within the next five to seven days.

To ensure that you receive monthly statement notifications, make sure to keep a current e-mail and postal address on file with us. If you are planning to change them, simply update them in the "Personal Information" section of our Web site. If you use a work e-mail address, keep in mind that some companies may block the receipt of employees' personal e-mail.

Sincerely,

Customer Service Maxfield Financial Group

**1. Why was the letter written?**

- (A) To describe the steps necessary to obtain a card
- (B) To inform a customer of a change in correspondence
- (C) To alert an online banking user of unusual transactions
- (D) To offer receipt recycling policy details to an account holder

**2. What is stated about paperless statements in the letter?**

- (A) They must be retained by recipients for tax purposes.
- (B) They require an assigned password to open.

(C) They can be accessed from an online account at anytime.

(D) They contain less detail than the paper documents that are mailed.

**3. According to the letter, how can print copies of statements be requested?**

(A) By e-mailing the service center

(B) By calling the accounts department

(C) By selecting an option online

(D) By faxing a request form

**4. Why has Ms. Aldridge been asked to check her digital statement?**

(A) It includes an important notification.

(B) It has the incorrect contact information.

(C) It shows some additional charges for services.

(D) It is the first one she has received.


**5. What can be inferred about Ms. Aldridge?**

(A) She notified a financial provider of an address change.

(B) She must submit a complete payment within seven days.

(C) She reported an error found on a monthly statement.

(D) She paid a yearly charge to Maxfield Financial Group

 *correspondence*.....  
*statement*.....

### Exercise 3:

#### **Announcement for Woodlands Business Owners:**

The Woodlands Merchants Association is planning to host Thursday evening concerts on the Center Square lawn from May 28 through July 2, from 6 P.M. until 9 p.m. We have held the concerts over the past few years and have had a good turnout every time. However, these events do entail a significant expense for the association, as we must pay our performers. As a result, we are offering local businesses the opportunity to sponsor a concert. This will help the association to control costs while promoting your stores or shops to the public.

A sponsorship includes a banner with your business name on it that will be attached to the performance stage. You have the option of setting up a promotional booth on the lawn and are allowed to hand out flyers or give away coupons and product samples. Those sponsoring a concert for \$500 or more will also have their business's name, logo, and contact information printed with event advertisements in The Woodlands Times newspaper.

The Woodlands Merchants Association aims to bring together the business community and local residents, and the sponsored concerts will be an enjoyable way to achieve that goal. If you would like to participate, contact the event coordinator, Dan Perry, at [DanPerry@woodlandsmerchantsassn.com](mailto:DanPerry@woodlandsmerchantsassn.com) to finalize the sponsorship arrangements

#### **Woodlands Merchants Association Summer Concert Schedule**

Below is the concert schedule. Sponsorship rates were determined by the cost of the performer or band. Each sponsorship package includes a banner and one promotional booth if desired. Co-sponsorship by two companies is also permissible. Any distributed items are not part of the listed cost and must be paid for by the sponsor. Sponsors must be current members of the Woodlands Merchants Association

Date	Performer or Band	Style of music	Sponsorship cost
May 28	Pearson Trio	Jazz	\$450
June 4	Amy Evans	Children's Folk	\$150
June 11	Throwback	1950's Pop	\$500
June 18	University Chorus*	Broadway Tunes	\$550

\*Contract not yet signed. Performers subject to change

**1. What is the announcement mainly about?**

- (A) A request for performers for a concert series
- (B) A revised policy regarding advertising materials
- (C) A campaign to increase membership in a group
- (D) A promotional opportunity for local establishments

**2. According to the announcement, what is a goal of the event?**

- (A) Increasing economic activity in a town
- (B) Fostering interaction between businesses and citizens
- (C) Recognizing the creative talents of local performers
- (D) Raising money for a charity program

**3. What is suggested about the evening concerts?**

- (A) Poor weather conditions may cause them to be held indoors.
- (B) They are paid for partly by donations gathered from the audiences.
- (C) Co-sponsors can distribute flyers and samples at them.
- (D) They will take place for the first time at Center Square this year



*promotional:* .....

*foster*.....

*sponsor*.....