



February 2013 Board Meeting Highlights

The Board met with representatives from the CAA's audit firm, KPMG, and approved the annual audited financial review. As a highlight, the Association posted:

- net revenue for 2013 in the amount of \$166,912;
- an increase in our investment portfolio of \$156,034;
- an increase in real assets of \$202,331; and
- 'end of year' positive cash flow increase of \$76,324.

Sally Northcutt, Genetic Research Director with Angus Genetics Inc., a division of the American Angus Association, presented to the CAA Board on the development of Genomically Enhanced EPDs, and the value of both genomic tests available for purchase in Canada, the Igenity 384 and Zoetis (formerly Pfizer) 50K panels.

Consensus was provided on the new branding direction of the Association, designating the new national headquarters and the website as "Angus Central". There will be a new CAA logo and marketing initiative to accompany this philosophy which will be unveiled at the 2013 Annual National Convention.

The 'official' delegates representing Canada to the World Angus Forum in New Zealand this upcoming October (6th-21st, to be exact) will be current President Elect Kevin Blair, current President Gary Latimer, CEO Rob Smith, and potentially either the current or future Canadian Angus Foundation Youth Ambassador. Canadians should be aware that the 'all-in' cost of attending this fall's WAF 'down under' is approximately \$8,600 (including flights) and that arrangements can be made through your national office in Calgary.

The Board is thrilled with the membership response to the survey regarding the definition of "breed purity", realizing that the term "pedigree integrity" is considered part of "breed purity" by 80% of our national CAA membership. Thank you very much for your input and response!

The CAA's Parentage Verification Policy, which was updated last September to include the need for all sires of registered offspring to be typed to both their sire and dam, was given a revised effective implementation date of January 1st, 2015. This is two years later than the Board originally determined. The extension is based on an identified need for awareness within the membership about what this policy means as well as preparedness to access genetic material on potential seedstock sires once their offspring are ready to be registered, if not prior, should individual CAA members volunteer to do so ahead of this policy's 2015 implementation date.

The CEO was found to be in compliance with all measures of Board Policy per the Policy Governance framework employed by the CAA Board. Further, the Board reviewed the revised 2013 CAA budget, reforecast from last September's accepted 'break-even' budget based on actual 2012 expense and revenue. The CAA will make its Board-mandated 3% "member activity revenue" reserve contribution for the third straight year in 2013.

Four (4) new Board policies were created, covering the following objectives of the Association, expectations of the Board's governance model or directives to the Chief Executive Officer:

- Canadian Angus Foundation;
- International Canadian Angus Market Development;
- CEO as "Corporate Secretary";
- Development and completion of the new national headquarters, "Angus Central".

A policy change has more than doubled the CAA financial contribution to hosting regions of the Annual National Convention. With the increased activity taking place as part of our new-look, new-look Convention, including the additional Canadian Angus Rancher Endorsed commercial cattlemen-focused day and the Canadian Angus Foundation "Building the Legacy..." fundraiser, the CAA Board believes the Association needs to contribute in a greater manner than has been past practice. I will send you Regional folks more information about this enhancement shortly.

The Annual National Convention schedule was approved for this June's upcoming Ontario-hosted event in Guelph. The Ontario Angus Association is hard at work planning their hosting of this year's event after last June's most successful Alberta-hosted affair. Speakers, sponsors, sessions and locations are all being finalized over the coming weeks and Ontario is very much looking forward to hosting the nation in the traditional Hospitality Room! Most definitely THE place to be in Canada for Angus breeders from June 6th to 9th is Guelph, Ontario!

After that, the next major event for the CAA is National Junior Showdown which will be held in Armstrong, BC from July 25th-27th. Please come to warm south-central British Columbia and bask in the excellence that is our outstanding young Angus enthusiasts of Canada!

The current "2-for-1" rate on the SNP parentage verification fee of \$12 and genomic analysis rates of \$45 for the Igenity 384 and \$75 for the Zoetis (formerly Pfizer) 50K will continue for another full year, until March 31st, 2014.

Further, the Board considered and approved a new fee for "Permanent Female DNA Genotype" testing at a rate of \$10. Under the "2-for-1" rate on SNP technology this Permanent Genotyping will be available to our members for \$5 for a LIMITED TIME. This test is NOT parentage verification for the tested female, but allows for her resulting eventual offspring to be verified to her. In the event you decide, sometime in the future, to fully parentage verify females that have been "Permanent Female DNA Genotype" tested, you will pay an additional \$10 on top of your original rate to achieve this additional result.

The Board ratified the breeders who will receive recognition at the Annual National Convention, both as 50-year members of the CAA or as each region's national candidate for Honorary President.

The process for upcoming national Board elections in Alberta and Ontario was approved, which will also serve to support the by-law revision which the nation's CAA membership will consider over the coming weeks.

The CEO presented a new Gold Show points distribution system that the Board supports. In this scheme, the two-division system moves to five divisions, and every current show either stays at the same point basis or increases to more points and potential championship divisions. Further, the Board heard plans for an exciting new means of communicating the annual final national Gold Show results which will likely feature an event including many, if not all, of the nation's Top 5 Gold Show winners as well as the national Gold Show Black and Red 'All-Star Teams', taking place at Agribition in Regina on Friday, November 15th, 2013. The concept should be exciting and new for both owners of winners and our membership...

Boards for both the CAA and Canadian Junior Angus Association held a dinner meeting to discuss their respective operations and functions. The CAA remains steadfastly committed to the continued development and success of our national Junior Board and their determined and envisioned outcomes.

Fundraising ideas for the Canadian Angus Foundation were discussed for proposal to the CAF Board, including many opportunities for the CAA membership, friends and colleagues to be 'immortalized' as part of the new national headquarters east of Balzac, Alberta at "Angus Central".

Finally, the Board approved, subject to final financing, the maximum expense of \$5.1 million for the "Angus Central" office project: the all-in cost of land purchase, landscaping, paving, site development and construction of an 11,441 ft² office building. The mortgage we are in the final process of locking down is \$3.734 million on a five (5) year term and a fixed rate of 3.84% amortized over twenty (20) years and a monthly payment of \$22,250, or approximately \$8000 more each month than we currently pay to lease our existing office space.

It was a busy and productive three (3) days in Edmonton, Alberta, with many members of the Board continuing their stay and involvement through the CJAA's annual GOAL (Guiding Outstanding Angus Leaders) Conference upon completion of their Board meeting.

If you have any questions about the Board Meeting's outcome, please do not hesitate to contact your national CAA headquarters at 1-888-571-3580 and speak with CEO Rob Smith.