



February 2014 Board Meeting Highlights

The Board of Directors met at Angus Central on Friday, February 14, Saturday, February 15 and Sunday, February 16. Their meeting coincided with the Canadian Junior Angus Association Guiding Outstanding Angus Leaders (GOAL) conference. The CAA and CJAA boards met Friday evening for an open discussion and exchange of ideas. The entire CAA Board joined the GOAL participants at the Saturday evening GOAL banquet. Sunday afternoon, GOAL participants visited Angus Central where the board provided tours of the building. Several directors stayed through Monday and participated in the remainder of the GOAL conference.

The board continued their work on Ownership Linkage, the way in which directors interact with and obtain feedback from members. They identified five key areas for this focus:

- Financial sustainability
- Member communications
- Promotion and advertising
- Field services
- Member services

The board will work with the Association on communicating messages to members. Starting in March, members who call the CAA office may be surveyed with a question on behalf of the board.

The board also continued the work that they started in September reviewing their policies. They anticipate that the policy review will be fully completed at the June meeting.

The Canadian Angus Commercial Identification Performance Program (CAIPP) was formally accepted and endorsed by the board. This program will launch in the second quarter of 2014.

The Quebec Angus Association formally requested a delay in taking their turn to host Convention in 2015. The board has elected to have the Canadian Angus Association host Convention 2015 with no regional host. The Convention rotation will be delayed by one year as a result. Quebec will host Convention 2016 the rotation shall follow: Alberta - 2017, BC - 2018, Maritimes - 2019 and Manitoba - 2020.

Six 50-year 'Pioneer Member' award recipients and two 75-year 'Heritage Member' award recipients have been confirmed to be recognized this year, with the first recipients to be acknowledged at Convention in June.

Communication was a significant topic of discussion throughout the meeting. The board reviewed both the CAA three-year Strategic Plan and the member communications strategy and discussed ways of communicating with existing and commercial members. While a new member communications strategy will be announced on February 21, the board and CAA staff will continue to investigate new opportunities and technologies for member communication.