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Canadian Angus Association Launches Business Development Team at National Convention

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Rocky View County, AB — During Commercial Cattlemen's Day at the Canadian Angus Association's National Convention in Quebec City, Quebec, CEO Rob Smith launched a new Business Development Team which replaces the existing field services structure effective immediately.

The Business Development Team consists of Brian Good, Senior Director of Business Development BC & Alberta; Bob Toner, Director of Business Development Saskatchewan & Manitoba; and Cheryl Hazenberg, Director of Business Development, Eastern Canada. Good and Hazenberg are long-time CAA staff members and Toner is a new employee.

Each director on the Business Development Team will help maintain the Canadian Angus Association at the forefront of Canada's national seedstock sector and cattle and beef production industry. "These directors will build relationships with and support Canadian Angus members, partners and industry, hearing and satisfying their needs and discovering opportunities leading to CAA growth. They will ensure provision of quality member and customer service through efficient and cost-effective management of resources," says Smith. "I can't wait to see what Brian, Cheryl and Bob will accomplish as individuals and as a team. I look forward to the results of the transformation of our field service program and to the new opportunities that develop for Canadian Angus and our members, coast to coast."

The Business Development Team will focus on member recruitment and retention; efficient member services and superior member satisfaction; increasing member activity and commercial demand; delivery of effective program planning, implementation and evaluation; and industry cooperation.

Brian Good is the Canadian Angus Association's longest-serving employee, having joined the staff in 2000. He was originally hired to market the Angus breed to the commercial sector and to promote the Angus tag program which evolved into a field service role. For many years he was the only Angus fieldman in Canada. Good has travelled across the nation and around the world to promote Canadian Angus. Good has been involved in the Angus business his entire life, raising purebreds for 37 years and having industry-related involvement for another 25 years.

Bob Toner is a lifelong Angus producer, born into a family whose involvement began in 1942 when his grandfather, Dan Toner, purchased his first purebred cattle. Toner purchased his first Angus female at Canadian Western Agribition in 1977. He has volunteered for various organizations including the Saskatchewan Angus Association (SAA). He is one of the longest serving SAA directors, from 1994–2003 and again 2006–2014, elected as President in 2000–2001 and currently sits as second vice president of the Saskatchewan Livestock Association. Toner has volunteered at many events and for various organizations, including as a 4-H leader, football and hockey coach in his local community for more than 30 years.

Cheryl Hazenberg moved to Calgary from Ontario in 2006 and was hired by CAA as an assistant registrar. Through her CAA career, Hazenberg has managed the Gold Show program, Canadian Angus Rancher Endorsed Tag Program and Carcass 101 industry training program. She is a 2002 graduate of the Agriculture program at University of Guelph—Kemptville College and a 2004 graduate of the Event Management Certificate at Algonquin College. In 2014, Hazenberg was named a Canadian Nuffield Scholar and studied traceability in beef production. In 2015, she returned to Central Ontario where she and her sister manage the mixed farm where they grew up. Hazenberg has been providing field service and Canadian Angus representation in Eastern Canada for the last year.

The Canadian Angus Association (www.cdnangus.ca) is a not-for-profit association incorporated under the Animal Pedigree Act. The Association represents more than 2,000 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle and promoting the breed across Canada. Its member-approved mandate is to maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.



Left to right: Bob Toner, Director of Business Development Saskatchewan & Manitoba; Cheryl Hazenberg, Director of Business Development, Eastern Canada; Brian Good, Senior Director of Business Development BC & Alberta

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For more information and to obtain a photo of the new Business Development Team, please contact:

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