



Convention 2017 Board Meeting Highlights

1. Convention was held in Brandon, MB June 8th–11th. The Board of Directors held an orientation session for new directors George Baxter and Graham McLean on Tuesday evening, followed by a full day of meetings on Wednesday and Thursday morning.
2. CJA President Raina Syrnyk joined the Board meeting as an observer on Wednesday. The Board was particularly interested in her input when they discussed recruitment of new Directors and succession planning.
3. The Board discussed the Angus tag program at great length. Demand for tagged cattle far outweighs the supply. Branded beef programs want to use the Angus tag as the qualifier for their programs because the tag guarantees Angus genetics. The Board discussed ways to increase member adoption and promotion of the tag program; ways to remove barriers and get tags into the hands of those who qualify to use them; and even considered setting sales targets. The strategic planning process will devote significant time to these considerations.
4. The Board briefly discussed the possibility of allowing electronic voting in future elections. Additional research will be conducted and the Board will further discuss the idea at their September meeting.
5. The Board participated in a strategic planning exercise. Their work will help lay the foundation for upcoming consultation sessions with members.
6. Thursday afternoon, the Board met with the Canadian Angus Foundation board of directors, regional association representatives and CAA staff in the Angus Partners Joint Working Session. Wendy Bulloch of Building Up facilitated a strategic planning exercise for the group.
7. The President's Reception hosted by outgoing President David Sibbald was held Thursday evening at the Commonwealth Air Training Museum. Everyone enjoyed the beautiful weather and the opportunity to tour the museum and learn the history of Canada's air force pilots.
8. Friday was Cattlemen's Connection Day. The morning featured two panels and a keynote address. The Beef Value Chain panel featured producer Joe Bouchard, Chef Brett Rystephanick and TEAM Auction Sale's Jason Danard. James Bradbury, Brand Officer at Canada Beef, followed the panel with a keynote address titled Know Your Brand, Know Your Public. The second panel discussion was titled Adding Value to Your Beef and featured the University of Calgary's Dr. Ed Pajor, Canadian Roundtable for Sustainable Beef's Fawn Jackson and High Heels & Canola Fields blogger Lesley Kelly.

9. Following lunch, the group visited Norm Anderson and Son's Feedlot and made a quick stop at the Swinging Bridge in Souris before heading to HBH Farms for a delicious steak supper.
10. Saturday morning, CEO Rob Smith unveiled his new leadership team, comprised of Member Service Team Leader Kajal Devani; Member Value Team Leader and new staff member Carmen Koning; and Administration Team Leader Tina Zakowsky. (Link to press release: http://cdnangus.ca/wp-content/uploads/2014/03/Leadership_Team_Announcement.pdf)
11. Member Value Team Leader Carmen Koning launched the CAA strategic planning process with an overview presentation. Details about engagement sessions to gather member input will be announced in the next month.
12. The new Mentorship Program was announced. Canadian Angus will link mentors and mentees and guide them through a largely self-directed process.
13. The Robert C. McHaffie Junior Ambassador competitors gave their speeches on Saturday morning. Each spoke about their hero, and the audience was blown away by the deeply personal speeches.
14. The 111th Annual General Meeting of the Canadian Angus Association and the Canadian Angus Foundation Annual General Meeting were held in the afternoon.
15. Cecilie Fleming; Jane Halford; Michelle Miller; Tammi Ribey; David Sibbald; Lorraine Sanford; and Shawn Birmingham were appointed to the Canadian Angus Foundation Board of Directors.
16. Following the AGM, Brett Wildman stepped into the role of President as David Sibbald stepped into the role of Past President. Trevor Welch was announced as President Elect. (link to press release http://cdnangus.ca/wp-content/uploads/2014/03/New_Board_Executive_2017.pdf)
17. The Convention banquet featured prime rib and perogies among other delicious fare. Lyall Edgerton of Botany Angus received his 50 year Heritage Award. Kuno Freitag received both his Honourary President award from Saskatchewan Angus and his 50 year Heritage Award from the Canadian Angus Association. (Link to press release: http://cdnangus.ca/wp-content/uploads/2014/03/Long_Term_Recognition_Awards_Presented_Convention2017.pdf)
18. The Canadian Angus Foundation presented three awards: Macy Liebreich was named Robert C. McHaffie Junior Ambassador; Meghan McGillivray received the Dick Turner Memorial Award; and Austen Anderson was selected as the Outstanding Young Angus Breeder. (link to press release: http://cdnangus.ca/wp-content/uploads/2014/03/2017_CAF_Awards.pdf)
19. The evening finished with Building the Legacy 6. A record \$184,600 was raised for the Canadian Angus Foundation thanks to generous donors and buyers. (link to press release: <http://cdnangus.ca/wp-content/uploads/2014/03/BTL-Sale-2017.pdf>)
20. Future Board meeting dates were set as follows:
 - *September 24–26*

- *January 21–23*
- *2018 National Convention – June 6–10*

21. Members are invited to attend Convention 2018 in Comox, BC. As part of the invitation, Comox Valley Economic Development flew in fresh salmon that the Victoria Inn & Convention Centre prepared to perfection.