

# Canadian Angus Association *Member Directory*

Through a strategic alliance with Today's Angus Advantage, we are creating a unique opportunity for Canadian Angus members to benefit through value-added exposure.

- Feature contact information for every member of the Association.
- Complete reference tool for Angus breeders in Canada to contact you.
- Ideal showcase for you to promote your entire program.
- Sent to every member of the Canadian Angus Association as well as everyone who has purchased a transferred Canadian Angus bull within the past two years.
- The only opportunity for you to access the value created by the CAA's Membership List and Commercial Mailing List!

## ADVERTISING DEADLINE

Booking Deadline: August 10, 2015  
Mailing: September 15, 2015

15,000 Copies Distributed

## ADVERTISING RATES

Full Page: \$1250.00  
Half Page: \$700.00  
Quarter Page: \$450.00  
Business Card Ad: \$250.00

Please speak with Today's Angus Advantage representatives about their 15% discount on yearly contracts (card ads exempt), including the CAA Member Directory

If you do NOT wish to be included in the CAA Member Directory, please contact the CAA and request removal from this broad-based exposure prior to AUGUST 20.

## TO BOOK SPACE, PLEASE CONTACT:

Bryan Kostiuik: 306-934-9696 - bryan@todaysangus.com  
Chris Poley: 306-220-5006 - chris@todaysangus.com  
Shane Michelson: 403-363-9973 - shane@tbarc.com  
Office: 306.934.9696 - F: 306-934-0744 - info@todaysangus.com

ADDITIONAL INFORMATION: Karla Ness (587-230-3520, kness@cdnangus.ca) or Keltey Whelan (403-571-3598, kwhelan@cdnangus.ca)



## Canadian Angus Association Newsletter

July 2015

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## Showdown 2015

Our National Junior Angus Show, Showdown, wrapped up on July 18th in Olds, AB. It was a great event with 118 kids in attendance and 150 head of cattle. Throughout the weekend the kids had 14 different activities they could choose from. Points were awarded and the grand aggregates for the weekend were:

Junior	Keely Adams Baxter Blair
Intermediate	Halley Adams Chris Jeremy
Senior	Brooke Bablitz Chad Lorenz



## Good day, CAA members!

If you are a grade school student, you are marking your halfway point of summer vacation, while college and university students are perhaps lamenting their return to school in a few weeks with three-quarters of their break gone. As cattlemen, we are finishing haying (or your latest harvest, at least, for those of us who work in multiple cuts), starting silage, visiting pastures and assessing grass conditions. And checking out those glorious fat Angus cows and calves! I mention this because, in the past few days, the reports I get from most regions across Canada are that farming and ranching conditions are largely positive. There are still a few areas affected by drought, but July rain has brought a substantial amount of relief to a great many producers, and your Association is thankful for that.

Please accept this mid-summer update on what has been happening and some things to hopefully think



For full Showdown results click [here](#). Congratulations to all of the juniors!

## New CAA Directory coming to you September 2015!

You have a few more days to take advantage of the large marketing opportunity to promote your operation. Through a strategic alliance with Today's Angus Advantage we are creating a national member directory. Today's Angus Advantage is currently published five (5) times a year and will feature these two Canadian Angus Association member tools - the CAA Member Directory and the CAA Bull Buyer's Guide.

The CAA Member Directory will include contact information for every member of the Association and is anticipated to be used for the entire year until next September when the new version appears. The CAA Member Directory will stay on kitchen tables, office desks and half-ton dashboards as the complete reference tool for Angus breeders in Canada to find you. This is an ideal showcase for you to promote your entire program; tell us who you are and what you're about. Specifically, if you have a fall sale, or a sale in the first six (6) weeks of the new year, or consign to such, this is your opportunity to promote that event or those consignments.

To become part of the CAA Member Directory, please act quickly! Advertisements must be booked by August 10th so that your new national Angus annual directory will hit the post office no later than September 15th.

If you do **NOT** wish to be included in the CAA Member Directory, please contact the CAA and request removal from this broad-based exposure prior to August 20.

The CAA Bull Buyer's Guide will be mailed no later than February 1st each year, so will be your chance to advertise your bull production, including all sales taking place from the middle of February onward. This tool will also include information we typically mail out to Canada's commercial Angus breeders. Further, regardless of whether you choose to advertise or not, the CAA Bull Buyer's Guide will feature the most comprehensive list of Angus bull sales in the nation, so please share your sale information with Keltey at your CAA (403-571-3598-

about in the coming weeks.

kwhelan@cdnangus.ca) as soon as you know it!

**Member Activity**

I want to thank you for your confidence in the value of your purebred seedstock genetics and desire to proclaim them as such by registering them in your CAA. To the end of June, your CAA is experiencing record registrations, putting us on par for our best year in CAA history. This may not prevail for the second half of 2015, but year-to-date, it's looking highly impressive. Your CAA anticipated a Member Activity reduction in response to the Updated Fee Schedule, and while such decrease has occurred in other key metrics (i.e. Transfers, Memberships, Weights), all of these still exceed expectations. Your activity is proof of the strength of our sector, the general optimism in our industry and your ability to realize more for your registered cattle than ever before, with perhaps greater profitability as well. Coupled with this dramatic increase in Registrations, our Registry Team are getting all routinely-submitted work done within the week in addition to all electronic work which is completed overnight or the next day. We are experiencing our best turnaround time in recent CAA history and are very proud to provide you with the swift and effective service you deserve.

Both CAA tools will be chockfull of information about your chosen industry and national and regional associations. We hope these 2-times-each-year tools will allow you as members to promote your program to one of the largest target audiences in Canadian livestock - 15,000 households!!! Please remember... these two tools will be sent to every member of the Canadian Angus Association as well as everyone who has purchased a transferred Canadian Angus bull within the past two years. Your exposure could not be any better.

The CAA Member Directory and the CAA Bull Buyer's Guide are unique... the only opportunity for you to access the value created by the CAA's Membership List and Commercial Mailing List. Here are the advertising specifications:

**Advertising Booking Deadlines...**

Canadian Angus Association Member Directory

Booking Deadline: August 10, 2015      Mailing: September 15, 2015

15,000 Copies Distributed to Canadian Angus Association Members & Commercial Mailing List

Canadian Angus Association Bull Buyer's Guide

Booking Deadline: January 1, 2016      Mailing: February 1, 2016

15,000 Copies Distributed to Canadian Angus Association Members & Commercial Mailing List

Advertising Rates...

Full Page \$1250.00

Half Page \$700.00

Quarter Page \$450.00

Business Card Ad \$250.00

\* Please speak with Today's Angus Advantage representatives about their 15% discount on yearly contracts (card ads exempt), including these two Canadian Angus Association tools

To book space, please contact:

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If you would like additional information, please do not hesitate to contact the Canadian Angus Association's Karla Ness (587-230-3520- kness@cdnangus.ca) or Keltey Whelan (403-571-3598- kwhelan@cdnangus.ca)

We are excited to be teaming up with Today's Angus Advantage to bring you these two optimal opportunities for you to showcase your program and genetics to every Angus enthusiast in Canada.

**Junior Shows... including**

**World Angus Secretariat**

## National CJAA Showdown in Olds, Alberta

One of our past CAA Board members said that, "Summer is the time of our Juniors" and there is merit to this statement. In July, a number of Junior shows took place. Here in Alberta, the Junior Angus Association collaborates with the Calgary Stampede, Alberta 4-H, Olds Regional Exhibition and other Junior Associations on the "Summer Synergy" initiative that features, in total, over 300 Junior exhibitors in the beef cattle, horse, sheep and dairy cattle shows. These youth compete for \$75,000 in scholarships and, as is the norm, our Angus youth represented us very well, taking almost half of the total number of scholarships given by RBC Dominion Securities (\$4,500) and, primarily, the Calgary Stampede Foundation (a whopping \$70,000!!!). Further, Showdown returned to Alberta for the first time since 2008 with another engagement in Olds, who hosted Showdown last in 2003. With 144 head 'through the ring' and 118 members, this was one of our largest Showdown's ever and a very successful one at that. The CJAA Board and our Junior Coordinator, Belinda Wagner, do a tremendous job and Showdown is a highlight for everyone... from the youngest Pee Wee in attendance to the eldest Angus supports watching the conformation show in the stands. Many thanks to all



# WORLD ANGUS SECRETARIAT MEXICO 2015

CHIHUAHUA • DURANGO • MAZATLAN / SINALOA



**This is your invitation  
to an unforgettable  
Mexican experience**

**October 2015**

**Chihuahua Oct. 14-18**

**Durango Oct. 18-22**

**Mazatlán, Sinaloa Oct. 22-24**

**Pre Tour Oct. 12-14 Post Tour Oct. 25-27**

**We are committed in making this event an opportunity for local and international breeders to come together and share information, train and negotiate on issues of the Angus breed.**

**Mark your calendar and start  
making your plans and join us in México**

those who continue to support our most precious and valued resource: our Angus youth.

**National Show -  
Lloydminster, SK:  
November 4th-7th**

Please remember that our 2015 National Show will be held at the 37th Annual Stockade Roundup, Wednesday, November 4th to Saturday, November 7th, 2015, at Lloydminster, SK. This is their main livestock show of the year. The 4-day event includes both purebred and commercial cattle in the Commercial Cattle Pen Show and Sale, King of the Ring and Stockade Lady Shows, Supreme Show, Junior events, Premier Exhibitor and Breeder Awards, and the Purebred show. For the second year in a row, the Saskatchewan Angus Association is coordinating our national show, so please contact them for additional information.

**Upcoming Meetings -  
Canadian Angus  
Association and Canadian  
Angus Foundation Boards  
of Directors: September**

Both our Foundation, as well as the CAA, Board will meet in September. Among the key topics for each Board will be consideration and, hopefully, approval of their 2016 operating budgets. If you have any ideas for projects or where your value as a CAA member would be optimally enhanced, please

**Mix business and pleasure at three different locations.  
Our program is designed to be worry free.**

**COST PER PACKAGE IN USD**

**PACKAGE 1** **\$2,500.00**

Including: program activities + lodging + food + transportation at and between the 3 venue cities

**PACKAGE 2** **\$1,000.00**

Including: program activities + lodging + food + transportation at one venue city.

**PACKAGE 3** **\$550.00**

Including: program activities + one venue + food + transportation. No lodging, no breakfast included.

**PACKAGE 4** **\$2,000.00**

Including: program activities + lodging + food + transportation at and between the 2 venue cities.

**PACKAGE 5 -STUDENT** **\$550.00**

Including: program activities + lodging + food + transportation to 3 venue cities.  
Note: current school documentation is required).

**Note: The trip cost from and to your country of origin is not included. Pre and post tour are not included in any package.**

Please feel free to request additional information, send a email  [was2015@angusmex.com](mailto:was2015@angusmex.com)

For more information visit:  
[www.worldangussecreariat.com.mx](http://www.worldangussecreariat.com.mx)  
 **World Angus Secretariat Mexico 2015**



Livestock Gentec hosts



**Innovation in Action:  
Opportunities in Livestock Production**  
August 19<sup>th</sup>, 2015

**Including a Day of Interactive On-Farm Tours at the  
Agriculture and Agri-Food Canada Lacombe Research Centre**

**Cattle Selection: Tools + Results**

- Genomically enhanced EPDs; Residual Feed Intake; and Cattle Display

**Advanced Forage, Grazing, and Testing**

- On-pasture gain and methane emissions demonstration

**On-going Projects in Pork Production**

- Health; near infrared (IR) live body composition; and IR thermography

**Multi-species Processing Centre**

- View the latest technologies in animal handling; cutting; grading; bone, fat & muscle evaluation; and sensory evaluation laboratory

**BBO Beef and Pork Lunch Provided**



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

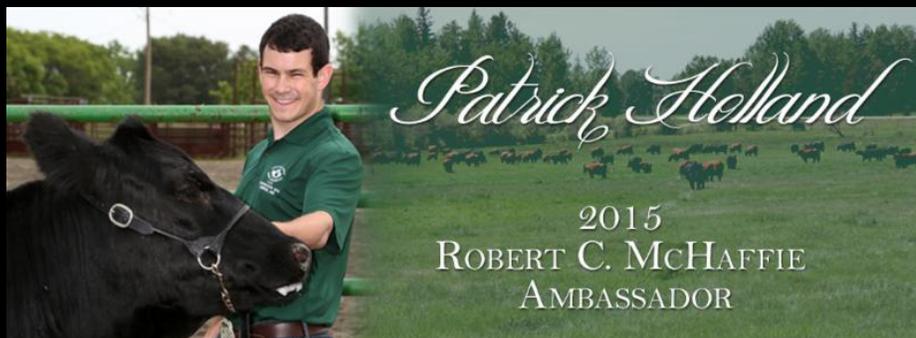
For more information contact Livestock Gentec at 780-248-1740 or visit  
[www.livestockgentec.com/media-and-outreach/field-day-in-lacombe](http://www.livestockgentec.com/media-and-outreach/field-day-in-lacombe)

contact one of the Directors and let them know. In recent years, as a result of your support for the "Building the Legacy" fundraiser sale series, the Foundation has increased its programs and funding opportunities in a major way. If you feel there is another means of creating value from our Foundation, or an existing area that requires more attention, please let us know. And if you feel the Association-proper should be focusing on something new or more, please contact one of the 12 CAA Board members or me.

#### CAA Member Directory

Please accept this reminder that your CAA is currently collaborating with Today's Angus Advantage on our first "CAA Member Directory" for many years, listing every single active member of your Canadian Angus Association. If you want to advertise in this Directory, which will be distributed to 15,000 including our active Commercial Mailing List, please contact us or Today's Angus Advantage directly. The advertising deadline is August 10th, which is FAST approaching, so please act quickly! The "CAA Member Directory" will be mailed to you on September 15th and should be considered either for your fall sales event OR as your annual opportunity to showcase your operation to your fellow 2,800 CAA members, our 12,000-name Commercial Mailing List as well as 200 global partners,

## 2015 Canadian Angus Foundation Award Recipients



## Congratulations

to the 2015 Showdown  
scholarship recipients



Brooke Bablitz



Jennifer Jerney



Matt Bates

associations and businesses. If, for any reason, you do not wish to be included in our annual "CAA Member Directory", please let us know by August 20th and we will remove you. Finally, our strategic partnership with Today's Angus Advantage includes a "Bull Buyer's Guide" next winter (mailed on February 1st), so you may want to consider using this as part of your bull marketing promotional campaign. Again, this will be distributed to our commercial contacts.

### World Angus Secretariat Mexico 2015

The Mexican Angus Association is thrilled to host you at the World Angus Secretariat this October. Details can be found in this newsletter as well as on the CAA website. We are working with a travel agent in Calgary if you would like to coincide your travel with the bulk of your fellow Canadians. Every week that passes sees more Canadians confirming their attendance and this is a great opportunity to engage with Angus breeders and leaders from around the world while being hosted by one of the globe's most Canada-friendly Angus partners. Please do not hesitate to let us know if you have any questions.

Well folks... that's all I have for you right now. Please do not hesitate to contact your CAA if you need anything or



**Preserving Our Past, Ensuring Our Future...**  
**...one recipe at a time!**

600 recipes and almost 300 pages!

The National Angus Cookbook is available now!

Thank you to all of our CAA members across the country who submitted their recipes.

To order your copy  
email [bwagner@cdnangus.ca](mailto:bwagner@cdnangus.ca)  
or call 1-888-571-3580  
\$20.00 plus shipping

Canadian Angus foundation  
Box 3771  
Regina, Saskatchewan S4P 3N8 Canada  
[www.canangusfoundation.ca](http://www.canangusfoundation.ca)

The Canadian Angus Foundation functions to preserve and expand the Angus breed for future generations through education, youth development, scientific and market research and historical preservation and restoration.

## CJAA News and Updates

### Self-Directed Travel Bursaries Available

The Canadian Angus Foundation offers assistance for national and international travel for young Angus breeders. From that 'trip of a lifetime overseas' to something as simple as your regional cattlemen's conference, the CAF may provide some funding to help you get there. There are still funds available to be used before the end of this year. Please note that awards are considered on a first come, first served basis so submit your application as soon as possible. Please note that applications are due at least 15 days prior to the event that you wish to attend. [Click here for more information or to apply.](#)

*I was lucky enough to be one of the chosen delegates to be rewarded a travel bursary to take the short hike to Guelph Ontario and attend the 2015 Goal Conference. With out the travel bursaries in place it would have not been possible for me to attend.*

*Learning everything that I did at Goal to add to my knowledge of agriculture as I pursue my future in this field was something every young Angus enthusiast should have the opportunity to do. The new connections that I made from America and also from the eastern parts of Canada will be something I hold onto for future opportunities. Hearing from the keynote speakers and other delegates on the trip about their positive experience in the industry for the youth was very inspiring.*

*Knowing more about the bursaries that are in place with the Canadian Angus Association is a great benefit to me for I hope to apply again in the future. A huge thank you in everything you do for the Canadian Angus youth.*

*Written by Tyler Dietrich, Forestburg, AB*

if we can assist you in any way. You are, of course, our #1 priority and we aim to please you above all else.

Cheers,

Rob Smith  
Chief Executive Officer

## Mark your calendars

August 3: Angus Central closed

August 6-7: Saskatchewan Angus Summer Tour- Melville, SK area- details [here](#)

August 11: Alberta Junior Angus Show and Alberta Angus Association AGM- Bashaw, AB

August 13-15: Olds Home Week- Charlottetown, PEI

(<http://oldhomeweekpei.com/lineup/agricultural-livestock-shows/beef-cattle/>)

August 15: Deadline for Saskatchewan Angus Mentorship Program Applications [more information](#)

August 25-26: Carcass 101 presented by OMAFRA; Guelph, Ontario

August 27-30: BC Angus Gold Show; Bulkey Valley Exhibition

August 28-29: Nova Scotia Elite Beef Expo- Truro, NS

(<http://nscattle.ca/expo/>)

## Quick Links

[Canadian Angus Association](#) [Canadian Junior Angus Association](#) [Canadian Angus Foundation](#)

[CAA Events Calendar](#)

Find us online!

