

# The **ANGUS** Word

Canadian Angus Newsletter

July 2017



Good day, Canadian Angus member;

I can't believe June is already gone! I guess that's because I haven't been around much.

Angus activity has seen me away from Angus Central for most of this month, from our week in Brandon, MB for National Convention to two weeks in the United Kingdom for the 2017 World Angus Forum. Both are the highlights of my month and, I hope, for many in our Canadian Angus fraternity.

Convention was a grand success, and the Manitoba Angus Association did an exemplary job of hosting our annual national gathering. At the start of Convention, Brandon had turned into a rather 'dry' area and the rain that poured down on Cattlemen's Connection Day absolutely galvanized the crowd positively. You could feel the various corrals and buses filling with energy and optimism as the rain soaked in.

I was honoured and pleased to have my American Angus Association counterpart, Allen Moczygemba, in attendance from the President's Reception through the start of our Annual General Meeting. Allen is a great

man with inspired leadership. I learn much from him and enjoy our collaborations. Among his first tasks when he started with American Angus in November 2015 was commencing their long-term strategic planning process and he has offered detailed advice on that process to create efficiencies in ours in the coming year. Further, we are deepening our connection with American Angus' AGI and are excited about the additional value this creates for our membership for Single Step and monthly evaluations starting next month.

When we have Convention, it also means that we bid both 'farewell' and 'welcome' to departing and new Directors. Doug Reid, Alberta, is an absolute champion of the members from coast-to-coast and never wavered from his steadfast commitment to your wants and will. Tammi Ribey, Ontario, most recently our Past President, is an amazing leader who brings vision and advocacy in equal measure to everything she is involved with. While I'm sad to lose her from our Board of Directors, I am thrilled that her skill and contribution will continue to grow the Canadian Beef Industry Conference where she is currently Vice Chair and will Chair the 3<sup>rd</sup> national event in Ontario next year. In their stead, we welcome Graham

McLean, Past President of the Ontario Angus Association, and George Baxter, Alberta. Succession also takes place at Convention for our Board Executive. Brett Wildman is now Canadian Angus President, the third member of his immediate family to serve in this role, following father Dave Wildman (1990) and brother Kirk (2010), the first three-member family to serve in our highest volunteer capacity. Brett succeeds one of the most visionary, influential, dynamic, courageous leaders I've had the privilege to know, David Sibbald, who moves into the position of Past President. Trevor Welch (New Brunswick) is our new President Elect, only the fourth Maritimer elected to this position in Canadian Angus history, following Alex Lamond, Lawrence Nason (both Nova Scotia) and Leverett Bradley (New Brunswick), each of whom served as President in, respectively, 1965, 1982 and 1989. If Trevor becomes President next year, it will represent the first time in 29 years that a Maritime Director has been elected to lead our Association.

Perhaps the greatest highlight of Convention was our "Building the Legacy 6" fundraiser auction for our Canadian Angus Foundation. Another year, another record. This is not a comment I make lightly because we know, at some point, this will end. But 2017 was not the year! Last month I bragged about how amazing the donations were for this year's sale and I still marvel at the valuable genetics, goods, services and memorabilia our fraternity provides. I also marvel at the commitment our sales sector make to volunteering for our fundraiser and taking ownership over its success. This month,

however, I desperately need to pay respect to our buyers, for they are the ones, in the end, who bid enough money and ensure the level of investment in the 'promise' of the donated items that ultimately set the record. In six sales, Canadian Angus stakeholders have donated, and purchased, just shy of three-quarters-of-a-million dollars. This blows my mind and makes me think... only Canadian Angus!

Our great international friends, the Aberdeen-Angus Cattle Society, are still hosting the World Angus Forum in Scotland. I was able to participate in the pre-tour of England and the actual business Forum held in Edinburgh. The Scottish post-tour wraps up on July 3<sup>rd</sup> and our Youth Development Programme teams will return along with about 85 Canadians! Once again, as has been the case at the last three Secretariat/Forum events I've attended--Argentina (2011), New Zealand (2013) and Mexico (2015)-- Canada had the largest delegation. I don't know if we are just more globally-minded Angus breeders, or if we were inspired by the incredibly successful 2009 World Angus Forum here in Canada (outstandingly chaired by John Lee... that VOLUNTEER still deserves a medal and any accolades that come his way!) or both of these, but Canada really impresses on our world Angus stage. We made a few decisions that will ensure greater continuity of communication and action between meetings and Canada will work with American Angus, Mexico, Australia, Portugal and the amazing volunteer Tim Brittain of New Zealand as our first Administration Team Leader. We also accepted World Angus

Secretariat membership applications from Kazakhstan (Canadian Angus sponsored their entry), Estonia and Hungary, swelling our total now to 26 member countries. Please note the next meetings will be the World Angus Secretariat in Portugal in (likely March) 2019 and the World Angus Forum in Australia (Sydney in May) in 2021. Please consider attending these events and make your Angus world that much smaller and more neighbourly!

Here is the final list of questions from last November's Member Survey. If you have further questions about these or any other topic, please never hesitate to contact me or one of my outstanding team:

**\* No complaints but would like to see the herdbook system more user friendly - would really like to see access to accounts to view activity and outstanding items etc. More flexibility in reports generated and the ability to generate ourselves.**

**\* I find your online registry system to not be user friendly compared to other online programs in general. I would like to see this as a priority to catch up to technology.**

**\* System needs overhaul. Not sure if present CEO is capable of doing this!**

Thank you for your feedback. Your CAA is undertaking an extensive review of all member paperwork and our systems. We will ensure that your comments are kept in mind as we work to improve our systems. We are pursuing a "live" online registration system

that will include access to your account balance and transaction history. We anticipate launching this new system early in 2018.

Our current herd book system is *state of the art* and we don't intend to change it, but are surely open to any suggestion you may have as to how it can be improved. For example, it offers excellent search functions although the member information that can be viewed is limited to protect member privacy.

Regarding reports, we would like to hear more about your ideas. Please contact the office and we will put you in touch with the appropriate department (e.g. Member Service, Breed Development) to discuss your suggestions.

As to whether or not the "CEO is capable of" a "system... overhaul"... please suggest what you think needs to change and see how he responds! You might be surprised....

**\* Constant struggle for answers with rfis and any contact with the association is frustrating.**

As a result of suggestions from members, we started sending the monthly reminder of outstanding RFIs that you have with your herd inventory. While I know this service is appreciated by many of you, I also know some of you do not like this 'constant' reminder and that it frustrates you.

Unfortunately, there is no way to 'limit' who this communication goes to and the number of those who want it dramatically outweighs the number of you who appear to not prefer it.

We are sorry that some members are experiencing frustration with the messages that they receive from us. This frustration is just one reason that your Association is currently reviewing all member communications and looking for ways to make them clearer. We appreciate your concerns about RFIs and we will strive to find ways to make them less frustrating. If you have specific feedback about an RFI, please contact Julia Engel ([jengel@cdnangus.ca](mailto:jengel@cdnangus.ca)), Keltey Whelan ([kwhelan@cdnangus.ca](mailto:kwhelan@cdnangus.ca)) or Tina Zakowsky ([tzakowsky@cdnangus.ca](mailto:tzakowsky@cdnangus.ca)) at 1-888-571-3580 or Bob Toner ([btoner@cdnangus.ca](mailto:btoner@cdnangus.ca)) at 306-716-5272.

**\* We still need to do away with the charge every time we do something like name change sex change at Cetra**

The transaction fee was put in place to encourage members to "bundle" work and review it before submission to minimize the number of errors. Many corrections, which all take time for staff to process, are a result of typos and/or members not reviewing their work before submitting it. Increased efficiencies allow us to invest in other value-added programs.

If you choose to participate in the optional Angus Cow Enrollment (ACE) program next year, your annual cow enrollment fee will include all Association services. ACE participants will not pay transaction fees or correction fees.

**\* The Association should not be like Government and build a top heavy staff.  
\* people are helpful, but there are a way too many of them.**

**\* They do a great job. I want my info completed effeciently and cost effective. I don't believe it requires 16 staff to complete the task. Your CAA Mission statement is to complete it with profitability in mind for all angus members. Profitability means to reduce costs as CAA cannot impact income. I would like my registration costs all lowered by 30% to be comparable with the rest if the purebred industry. Thank you**

The number of staff on our CAA team is exactly representative of my goals to create CAA member value based on what you tell me are your priorities. I love talking about my staff team because they are so MAD talented and create what I believe is very important member value. There is not a 'throwaway' employment position within CAA and I am fully committed to explaining this to you. I am also fully committed to hearing why you may not share my definition of 'value' and priorities created based on that. But as a wise current member of the CAA Board of Directors said to me a few years ago, "There is a difference between being heard and having your way. People often don't understand this difference." I will certainly listen to reasonable criticism of my staff team, but our conversation may not result in you "getting your way". Please know that does not mean that I have not heard you. I believe the number of staff providing service and value to Canadian Angus members is relative to breed associations both in Canada as well as Angus associations around the world. I believe this because I watch and monitor everyone else very, very closely.

Although we hear complaints on occasion that our fees are higher than anyone else's, Canadian Angus Association fees are comparable to other Canadian beef breed associations. Before updating the fee schedule in 2015, your Board of Directors did extensive comparisons of the cost to register, transfer and participate in a performance program in other Canadian beef breed associations. The resulting fee schedule that took effect January 1<sup>st</sup>, 2015 is both comparable and a result of this research.

If you can find where "registration costs" from "the rest [of] the purebred industry" are "30%" lower than Canadian Angus, I am 'all ears' to hear about this! My analysis does not support this comment whatsoever. My pledge to the Board of Directors is that Canadian Angus services will be the lowest cost in Canada. We might be the same as a competitor, but if you can find another Canadian breed association with lower registration, transfer, et al fees... I would very much like to hear this.

**\* Turnaround time is never what they say it is supposed to be**

There appears to be a lot of misunderstanding about what "turnaround time" means. Your CAA is committed to a turnaround time of 5 business days for routine work. Routine work is defined as work that can be processed as it was submitted with no need to contact the member for additional information or to wait on DNA results. Unfortunately, not all paperwork can be completed as it is submitted. Many times we generate an RFI

(request for information) or must contact you for additional information. While we begin processing your work within 5 business days, it cannot always be completed within 5 business days. But most of what we receive is satisfied, fully and completely, within 5 business days.

**\* We are a lot more in tune with our customers than the CAA is with their membersh**

Your CAA Board of Directors has engaged with the membership more during Fall 2016 than possibly any other time in CAA history. While there has been a great deal of conversation about the Angus Cow Enrollment (ACE) program, numerous other attempts by the Board to engage with members and solicit member input have been met by *silence*. If you have something to share with the Board, you are strongly encouraged to contact any member of the Board (contact information is on our website at <http://cdnangus.ca/about-us/board-of-directors>).

If you have ideas that are operational in nature, that could improve day-to-day operations or your interactions with staff, please share them with a staff member. We have implemented many member suggestions in the last few years such as the monthly RFI summary and a worksheet for walking bulls to facilitate parentage testing. We do listen to all member suggestions and feedback and incorporate as many as we can. Chances are if it is an idea that will assist one breeder, it will also assist others, so please share.

- \* **scrap the CAIPP! waste of money, none of my customers would participate..**
- \* **Think this is a joke and a waste of time and labor**
- \* **This is a waste of \$ - I talk to them**
- \* **CAIPP is a waste of time and money**
- \* **This program is a waste of funds.**
- \* **NONE .This is a waste of our staffs time. I don't need association involvement**
- \* **The program is not realistic or ever be see properly**
- \* **Do not find great benefit from this project**
- ¶ **small % of my customers will use CAIPP**
- \* **How does this work? Question to CAA**

We received several critical comments about CAIPP and I appreciate them all. We currently have data for more than 6,000 head involving more than 35 producers, 1 feedlot and 2 processing plants submitted into the Commercial Angus Identification and Performance Program. This shows us that while CAIPP might not fit your operation or that of your customers, there is value in the program. It is within our mandate to provide the program for those that do find value in it. The great thing about optional programs is that members can choose to utilize them if they are a fit and not to use them if they are not a fit.

CAIPP was created to strengthen the link between Canadian Angus members and commercial producers who use Canadian Angus genetics. The program allows commercial producers to record information on their calves, get in-herd performance analysis of their calves for management and genetic selection purposes, and access marketing support through the Canadian

Angus Association. CAIPP is our way of thanking our bull and replacement heifer buyers. Services offered through CAIPP include Parentage Verification, In-herd Ranking for Traits Recorded, Sire Summaries, Animal Records, Performance Endorsements, and Marketing Support. For more information about CAIPP, please go to <http://cdnangus.ca/genetics/caipp>.

- \* **I don't want feedback from my customers. I want to be able to go online at BIXS**

Your Canadian Angus Association has heard from some producers who would prefer to receive data through BIXS. We are currently working with BIXS to be able to access feeder calf performance data through BIXS. At this time, BIXS is determining how to provide a substantial amount of current information from the industry as they negotiate access to data from packing plants within our country.

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Again, folks... that's the last of our questions from last November's Member Survey. With our #AngusIntelligence member engagement campaign about to start, you can expect a greater opportunity to provide input and feedback, and your opinion, on Canadian Angus service and value through our comprehensive member survey this November. Before that, however, I encourage you to attend the 'town hall' or 'open house' in your region. We only get better by satisfying your needs more and the only way we know what those are is if you share them with us.

Today, we are bidding adieu to Cheryl Hazenberg, long-time Canadian Angus staff member. Cheryl started in December 2006 and we have appreciated her versatility as she has provided tremendous service and value in more ways than anyone else in that same time period. We wish Cheryl all the best with her future endeavours. I will miss her very much as she departs from our team. We will start work toward recruiting a new Business Development Director for Eastern Canada within the next month, so please be 'on the lookout' for our promotions of this position. And if you know a great candidate, please put them in touch with me or Carmen Koning, Member Value Team Leader ([ckoning@cdnangus.ca](mailto:ckoning@cdnangus.ca)).

Lloydminster is host to our Canadian Junior Angus national Showdown this month and it promises to be one of our largest ever for both participants and head showing. If you have some time on July 21<sup>st</sup> and 22<sup>nd</sup> to come

and check out our inspired and inspiring youth, I believe you will find it time well spent.

Also, the deadline will come in July for the 2<sup>nd</sup> Canadian Beef Industry Conference. Canadian Angus is a major sponsor and we encourage you to come to Calgary, learn and network. If you want more information, or would like to register, please check out this link: <http://canadianbeefindustryconference.com>.

Have a great July, everyone. I hope you have enough rain, but not too much, and that your forages are plentiful and your pastures bountiful.

*Cheers,*

**Rob Smith**

Chief Executive Officer



## Convention Highlights

If you missed out on Convention, catch the highlights posted on our website.

We encourage you to view our [photo gallery](#) on our [Facebook page](#).

You can view the Convention 2017 Board of Directors meeting summary at [www.cdnangus.ca](http://www.cdnangus.ca)



**Austen Anderson, Swan River, MB • 2017 Outstanding Young Angus Breeder**





**Macy Liebreich, Radville, SK • 2017 Robert C. McHaffie Junior Ambassador**



**Meghan McGillivray, Kamloops, BC \* 2017 Dick Turner Memorial Scholarship recipient**

## Share your Angus Story

Congratulations to our May draw winners--the Doetzels of Nu-Horizon Angus! Here is an excerpt from their Angus story:

*Kieran was partners with Tim Tamke (hence our old name T-K Red Angus; T for Tim & K for Kieran). In 1997, Kieran and I (Deb) were married. We moved to Lipton, SK for a larger land base and to increase our herd. Our son Kodie, at the age of two, had already shown his keen interest in cattle.*

*After moving to Lipton, Saskatchewan to increase our land base and herd, we felt a need to change our name as another breeder also had T bar K. We were having a fresh start and that is how Nu-Horizon Angus came about. We kept our tattoo letters TK as remembrance of Tim who passed on shortly after our marriage to cancer.*

*Our goal for our operation is to establish a sound, efficient, productive herd that our son Kodie will take over. He has a keen interest in cattle and his goal is to have an elite herd.*

If you are struggling to get your history in, please call Angus Central at 1-888-571-3580 and ask to speak to Kiani or Megan, our Canadian Angus Foundation interns! They would love to spend time talking to you and recording your story for future generations.

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Our Canadian Angus Foundation summer interns would be happy to help capture your story. Until August 25<sup>th</sup>, call 1-888-571-3580 and ask for Megan or Kiani. They will be happy to ask you the pertinent questions and ensure that your operation history is included in the new history project. You can also submit your history online at <http://survey.constantcontact.com/survey/a07ec8lyzqikeso4ra/start>

# Your bull buyers' cows are going to pasture.



## Why not give 'em a call?

## **AC-TV monthly episodes!**

Catch up with the events from our 2017 Canadian Angus National Convention in this month's AC-TV!



Find the latest episode of AC-TV on the AC-TV page of the website.

Have a great idea for AC-TV? We want to hear about it! Send your episode suggestions to Keltey at [kwhelan@cdnangus.ca](mailto:kwhelan@cdnangus.ca)

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Pay with ease using E-transfer and avoid sending a cheque if a credit card is not on file.

# Canadian Angus Association

## — MENTORSHIP PROGRAM —

We launched our Mentorship Program for new breeder development and support in early June at Convention.

Mentorship is about sharing experiences and knowledge that will help someone through obstacles in their life and in their career. Often people are mentored or act as a mentor without even realizing the importance of what has taken place. Canadian Angus wants to promote mentorships to ensure these important relationships and sharing of knowledge continues to occur.

### **The Mentorship Program has three primary goals:**

- \* Support new and young Angus producers
- \* Facilitate Angus producers with a network of expertise and community
- \* Provide a forum to access tools to ensure success and longevity in the industry

### **Thinking of becoming a Mentor?**

Being a mentor has great benefits:

- \* Broaden your network and ties with the community
- \* Enhance your analytical skills
- \* Provide opportunities for professional exchange with a fresh perspective
- \* Meet and connect with new and upcoming breeders
- \* Help guide the future of the Canadian Angus industry
- \* It feels good to help others

In addition, as part of the mentorship program, Canadian Angus will work with each engaged producer to identify knowledge, experience and opportunities that have potential to make new and/or young producers successful and sustainable within the industry.

### **Looking for a Mentor?**

Have you ever wanted a second opinion? Looked for sage advice and maybe a kind word? Do you want to know what works and what doesn't, without the trial and error of testing it out for yourself?

In addition to being partnered with a mentor, the Mentorship Program will include four workshops held at Angus Central and four others across Canada each year. These workshops will allow you to attend at least two information sessions. The workshops will be led by experienced producers, industry experts and research collaborators.

One-on-one mentorship will help ensure that information is understood and you are able to put it to good use. Individual mentors will be able to provide further details and more in-depth explanations as they pertain to each individual's situation.

So that you can access information repeatedly and at your convenience, videos and printed material will also be produced.

### **Everyone Benefits!**

The Canadian Angus Mentorship Program provides a great opportunity for aspiring, new and experienced cattle producers to exchange experience and knowledge. Mentorship provides rewards for both the mentors as well as those being mentored.

Canadian Angus aims to develop a database of expertise to fill commonly identified gaps of knowledge in the industry.

Mentors and mentees will be encouraged to connect in person (if geographically possible) or by telephone. Ideally, the mentee would visit the mentor's farm/ranch at least once to review how they run their operation.

The new producer development, support and Mentorship Program strives to engage young and new Canadian Angus producers and provide them with a structured avenue for support, mentorship and information in order to increase their success and longevity within the industry.

For more information or to enroll in the Canadian Angus Mentorship Program, please contact:

Nate Marin, Director of New Generation Breeder Development

[nmarin@cdnangus.ca](mailto:nmarin@cdnangus.ca)

(306) 869-7130

*Or*

Carmen Koning, Member Value Team Leader

[ckoning@cdnangus.ca](mailto:ckoning@cdnangus.ca)

(587) 230-3520

The Mentorship Program is proudly supported by:



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## Message from the Member Service Team

We're happy to report that we are processing electronic submissions (registration and weight batches) within 1 business day, and all paper submissions within 5 business days. It is our pledge and aim to maintain this as our maximum turnaround time.

One of the reasons we can make that promise to you, is the newest member of your Member Service team: Mandi Tilleman.

Mandi has gained her unique set of skills through hands-on experience in a number of different industries and is very excited to return to what she is more passionate about, agriculture. She is an outgoing, hardworking team player who is eager to help members and fellow coworkers. She enjoys learning, and looks for new ways and processes to ensure efficiency. Mandi has a love for her community, volunteering with her local Agriculture Society, 4-H Club and numerous other youth clubs/organizations. She is looking forward to working with and getting to know our members.



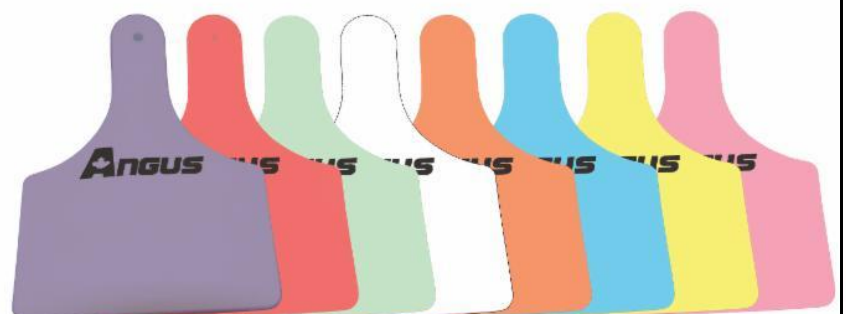
Thank you for welcoming our new team with so much patience and kindness; we all appreciate it. We're here to help you. Please do not hesitate to call 1-888-571-3580 or email us at [registry@cdnangus.ca](mailto:registry@cdnangus.ca).

### A word of advice:

If you are registering your ET calves online: the service date is the date of implantation, not the flush/recovery date. Also, whenever possible please identify the recipient dam information; this helps your Association provide you with more

accurate EPDs for your ET calves.

### From Byron about Tags:



Hi members! This is Byron David from the Canadian Angus Member Service team and I just want to remind you that we provided management tags in all kinds of different colours. We're talking dangle tags--super maxi, cow size and calf size and A tags, cow size and calf size. So if you're looking for tags please place your order with us today and we'll be glad to assist you. Thanks and hope to hear from you soon!

### **Birth Weight Management Groups:**

Calves being recorded and registered should be placed in birth weight management groups that reflect their opportunity to develop birth weight, i.e. how you managed their dams in their last trimester of pregnancy.

Birth weight groups should not be based on sire group, calf sex, calf colour or anything other than management.

Here's a great note from our most experienced Member Service team member, Julia Engel:

Cattle, while we can all appreciate that they are our bread and butter, to each of us they are also our cattle, our daily companions, our "babies" that we care for, curse at and handle each and every one a little differently according to their profiles, personalities and individual characteristics. And while we don't all have massive land bases to deal with, you know you separate your "girls" into groups so that you can manage them properly. The first "calvers", who you know need a little extra attention, a little extra mineral, molasses and the good feed aren't usually with the older cows who clearly are seasoned professionals and who only get excited when the feed truck fires up. That separation of the two groups makes a difference down the road, it affects their growth, productivity and their future in the herd and without thinking about it you already have two very different management groups. Keep this in mind when submitting your herd inventory so you are not separating them according to the sex of the calf they produced, but to how you managed the cows to begin with.

### **Transfers:**

Your Member Service team has been processing a lot of transfers this month, and one thing that's stopping us from being able to get that transfer done and back to you is no transfer or sale date indicated. Please don't forget to include the sale date on your transfer request.

### **Sending DNA Samples to the Lab:**

Please do not send DNA samples to the lab before you have requested a test from your Association. The lab doesn't know what to do with the sample if you just send it to them. They need the lab requisition form from your Association included with the sample.

### **Gold Star Awards:**

Your member service team awarded gold stars to the following members for their stellar paperwork and electronic submissions:



Melissa Gillett, Bonnyville, AB  
Black Hawk Angus, Kevin and Laura Lee Harms, Mather, MB  
Glenn H Cline, Brightwater Lake Ranch, Dundurn, SK  
Riley Keller, Dry Fork Cattle Company, Rockglen, SK  
William Edward Robinson, Campbellford, ON  
Brent & Jackie Weiss, Maple Creek, SK  
Don, Connie, Darby & Kalee Delorme, South Shadow Angus, Robsart, SK  
Benchmark Farms Ltd, Doug Munton & Alcan Angus, D E Munton, Lethbridge, AB  
Viken Farms Ltd, Marsden, SK  
Brian Schmidt, Lone Elm Farms, Goodeve, SK  
Aspen Hill Angus, G & K LeBlanc, Creston, BC  
Rosemary Doonan, Medicine Hat, AB  
Russell & Lois Wall, Wymark, SK

We want to thank you all for submitting requests that are easy to understand, read, and process for you-- this enables us to deliver accurate and timely work to you. You all make it an absolute pleasure to serve on the Member Service team!

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## **Joyful Angus Noise**

Our great Canadian Angus friend and lifelong Angus sale manager, author, speaker, Angus enthusiast, youth supporter and former American Angus Association board member Tom Burke of Platte City, Mo., has been selected as the 2017 inductee into the Saddle & Sirloin Portrait Gallery, largely considered the highest honor in the livestock industry. ([Click here to read more](#))

Last month we shared the happy news of Kaitlynn Bolduc's university graduation. This month we're excited to share that she also received an award: Outstanding Graduating Senior in Agricultural Business from Montana State University, the Land Grant College in Montana. Congratulations Kaitlynn!