



Winter 2018 Board Meeting Highlights

- The Canadian Angus Association Board of Directors met at Angus Central Sunday, January 21st through Tuesday, January 23rd.
- The CEO presented the 2017 Comprehensive Member Survey Results to the Board. CAA members can expect to see these results shared in the coming weeks. In addition, the CEO will respond to member comments in his monthly column in the Angus Word electronic newsletter in January through March. Special episodes of AC-TV will also answer the comments.
- The CAA long-range strategic plan will be launched at Convention in June. Preliminary work based on member engagement sessions, staff input and the comprehensive membership survey was shared with the Board of Directors. The Board has given their enthusiastic support and approval of the plan.
- 2018 is the year of the Angus tag. The Board set aggressive sales targets for the CAA CEO and staff to achieve over the next five years. The Board is encouraged that members are paying attention to the sales targets and want to help.
- Based on a suggestion from a member brought forward at the meeting, CAA will be identifying ACE herds and Angus tag users on the online herdbook. Watch for these changes to be unveiled soon.
- In 2017, CAA experienced growth in transfers, memberships, weight submissions and tag sales. Registrations dropped slightly. The Member Service Team is reporting that January is far busier than usual.
- Recruitment of new directors to the Canadian Angus Association Board has been a topic of discussion at the last two meetings. A committee has been created to develop a formal CAA Board Recruitment Strategy that can be shared with regional associations and posted on the CAA website.
- The preliminary schedule for Convention 2018 in Comox Valley, BC has been approved. Registration will open by the end of January.
- Following a member suggestion at Convention 2017, the Board created a new policy for themselves that focuses on modern production practices including animal welfare. This policy requires that the board and CAA provide members with access to up-to-date information, tools and technology about modern production practices including animal welfare. CAA staff have already begun working on these initiatives and look forward to sharing information with members.
- The Board has approved the location of Convention 2019 which will be hosted by the Alberta Angus Association. The official announcement will be made at Convention 2018.

- The 2018 National Show became open for bids after receiving a request to modify the existing rotation so that Agribition can host all national shows in 2020 in conjunction with their 50th anniversary. The Board has chosen Brandon, Manitoba as the location of the 2018 National Show.
- The Board has recognized a need to invest in themselves and created a committee that will develop an ongoing education plan for all Directors. The intention is for educational opportunities to be more available to all directors throughout the year instead of limiting education sessions to board meetings.
- Two of this year's honorary presidents as nominated by their respective regional associations have been approved by the Board, as have the members who will receive Heritage Awards.
- After the board meeting ended, President Brett Wildman, President Elect Trevor Welch and CEO Rob Smith presented Ken and Rebecca Mackenzie with their award for 50 years of continuous Canadian Angus Association membership. If you missed it, you can [read the press release here](#).