

Report on the 2010 GOAL Conference- Katie Wright



2010 Goal Conference Attendees

The 5th annual Canadian Junior Angus Association Guiding Outstanding Leaders (GOAL) conference was held February 19-21 2010 at the Sheraton Hotel, Saskatoon Saskatchewan. There were 48 participants plus our 2 chaperones Shelly Easton and Belinda Wagner, the CJAA coordinator. Big thanks to these 2 ladies as well as the CJAA board for putting on such a great, fun filled conference. During the weekend we had some wonderful speakers and tons of fun.

Right after registration and room assignments we hopped on a bus and headed out to the University of Saskatchewan to spend the afternoon touring the Western College of Veterinary Medicine, the GenServe DNA Lab and the Canadian Light Source.

After a great supper back at the hotel with the Canadian Angus Board of directors, Matthew Fleury, the Canadian Junior Angus Ambassador came and spoke to us on how we are the future in the cattle industry and shared some of his experiences as the



Canadian Junior Angus Ambassador. Thanks Matthew. Doug Fee, CEO of the Canadian Angus Association then gave us a presentation about "Angus: The leading Breed". Doug thoroughly defined leadership and what it truly means to lead. Doug told us that there is a lot more to leadership than being the most popular or having the highest numbers as far as population. He gave us a power point presentation on how the Angus is leading in the beef industry today and into the future. Thanks Doug.



Bright and early Saturday morning started off with a presentation on the CFIA and the Beef producer by Bobbie Lundquist. Dr. Lundquist spoke to us on how to export and import cattle properly and what kind of diseases there are that can be devastating to a rancher or farmer of the cattle industry. Thanks Dr. Bobbie Lundquist. Later Saturday morning we had Michael Wheeler from Wheeler's Stock Farm, he spoke to us and gave

us a presentation on marketing what you have to offer. The proper ways to market your animal's and to promote them in the best ways you can. Thanks Michael. After our morning break Neil Carruthers of Carruthers' Livestock and Pfizer Animal Health, gave us a presentation on the "Past, Present and Future." Neil told us about genetics, breeding our animals, and the different ways we can get the cows and heifers to have more regular cycles and what could make cows and heifers not want to breed again. Thanks Neil.

After lunch we had the pleasure of listening to Joan McKusker, Olympic Gold Medalist. Joan came and spoke to us about how ordinary people can do extraordinary things. She told us about how her and her team made it to the Olympics and the new and fun experiences they had. How they were just "everyday curlers" that pushed and made it to the top with a lot of courage and support. She said that we are the future and that we need to pursue our dreams. Joan was kind enough to bring along her gold medal and clothing items that she received from the Olympics and we were lucky enough to hold the gold medal and to be able to try on her Team Canada clothes. Thanks Joan.



After being inside for most of the day we were happy to go out for a skate on the riverfront, which was very enjoyable. After skating we headed out to the Champetre Country at St. Denis, SK, for a lovely supper, sleigh rides, a 'corral' maze and entertainment. We watched a great bull whip cracking demonstration, and afterwards if you wanted to learn how, you had the opportunity to try whip cracking yourself. We also learned how to square dance. This all made for a very enjoyable evening.



Bright and early Sunday morning Kajal Davani of the CAA came and spoke to us on genetic defects, the different adaptations to different environments that cattle have to adapt to and how diseases can affect your herd and how it affects your income in the cattle marketing business. Kajal told us about some genetic defects that are common in the Angus breed. How select breeding can make a larger profit for you, because you are giving the breeder what they want. Thanks Kajal.

After our morning break we had interactive rotating workshops that the CJAA directors put on. The first one was on Quebec and Showdown 2010. The second one was charades on cattle and what goes on at the cattle shows, and the third one was a debate about genetic defects. Thanks CJAA directors. We then did our evaluations and talked about GOAL 2011.

The weekend came to an end very fast time does fly when you are having fun. We had kids from most of the provinces and we were very lucky to have some kids from the United States join us. I think everyone enjoyed their weekend - lots was learned a lot of laughs were had, meeting a ton of new young Angus breeders was a must! The GOAL conference gets better and better each year, with something new and valuable for everyone to learn. I am looking forward to renewing friendships throughout the year and meeting and making more new friends next year and in the years to come. Thank you to the Canadian Junior Angus Association for a weekend to remember!

