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**Guiding Outstanding Angus Leaders (GOAL) Conference**  
**“Your Future is Yours to Discover”**  
**February 18 - 20, 2023—Delta Toronto Airport, Toronto, ON**  
**Tentative Schedule of Events**

**Saturday, February 18, 2023**

1:30 pm Registration & Room Assignments, Meeting Room Foyer  
2:00 Opening Remarks & Ice Breakers  
2:30 Resume Building Workshop with Sandra Alton  
3:30 Canadian Angus Calving App & Portal Workshop with Kajal Devani, CAA  
(bring a page out of your calving books)  
4:30 “Volunteering & Building Leadership Skills” by Heather Hargrave  
6:30 Reception  
7:00 Formal Dinner  
Foundation Legacy Scholarships Panel Discussion  
Social Time & Pool Party  
12 midnight Curfew & Room Check

**Sunday, February 19, 2023**

8:30 am Breakfast  
9:00 “Leading the Brand” by J. Scott Vernon, Ph.D  
Refreshment Break  
12 noon Lunch  
12:45 pm “Leading the Brand” continued  
3:00 Depart hotel  
4:30 Medieval Times Dinner & Tournament  
7:00 Return to Hotel  
7:30 CAF Junior Ambassador Update by Keely Adams  
7:45 “The Sky is the Limit” by Hillary Sauder, CJA President  
8:00 Retiring CJA Director speeches  
8:30 CJA Jeopardy  
Social Time  
11:30 pm Curfew & Room Check

**Monday, February 20, 2023**

8:30 am Breakfast, Barlow Room  
9:00 “Cattle, Credit, Collateral – A Banker putting it all together”  
by Amanda Hammell, RBC Royal Bank  
10:00 “Producer Engagement” by Jaclyn Horenberg, Beef Farmers of Ontario  
10:45 Refreshment Break  
11:00 “Grow Your Brand – Where do we grow from Here?” by Crystal Mackay, Loft 32  
12 noon Announcement of Legacy Scholarship Winners  
Draw for Foundation Heifer Voucher & Photos  
Evaluation and GOAL Conference Planning 2024  
12:30 pm Lunch  
Closing Remarks and Farewell