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\$14,000 in Scholarships and Prizes Awarded at 2025 Canadian Junior Angus GOAL Conference

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Rocky View County, AB — The nineteenth Canadian Junior Angus Guiding Outstanding Angus Leaders (GOAL) Conference was held over the weekend in Saskatoon, SK. A total of \$14,000 in prizes were awarded to five finalists in the Canadian Angus Foundation Legacy Scholarship program who shared \$11,000 and a \$3,000 heifer voucher prize was awarded to one lucky attendee randomly selected from the 80 youth in attendance.

Reegan Frey placed first and received a \$5,000 scholarship. Lexi Dietrich placed second and received a \$3,000 scholarship. Placing third and receiving a \$2,000 scholarship is Lane Steen. Ava Loveridge and Hanna Fitchett each received \$500 as runners-up in the competition.

The Legacy Scholarship program awards \$11,000 in prizes to Canadian Junior Angus members recognizing overall academic achievement, leadership and community involvement, and industry knowledge. The top five applicants attend the GOAL conference for an interview and panel discussion and the scholarships are awarded during the conference.

In addition to the scholarships, Bella Davidson of Dobbinton, Ontario won a \$3,000 heifer voucher. All attendees had their names entered into a draw and her name was selected. She will use the funds toward the purchase of an Angus female this year.

Highlights from GOAL included presentations on Financial Factors for Cow-Calf Management by Kathy Larson, Professional Research Associate, College of Agriculture and Bioresources, University of Saskatchewan; From Pasture to Platform: The Power of Storytelling by Shane Roger, Canada Marketing Manager at Alltech; The Importance of Youth in Today's Cattle Business by Levi Hurlburt; The Bovigen Story by Garner Deobald and Growing Through It by Brett Gardiner. The final morning wrapped up with presentations on Storytelling in Agriculture by Jean Clavelle, Magpie Group and Celebrating 25 years of CJA by Tracey Willms, founding Coordinator of the CJA. GOAL participants also received etiquette training from Crystal Macleod of RSVP Event Design prior to the formal dinner banquet and an entertaining Hypnotist show on Sunday night by Terry Knodel of TKO Hypnosis.

About the Scholarship Recipients

Reegan Frey completed her Agribusiness Diploma at Assiniboine Community College in 2023 and is currently pursuing a Bachelor of Science in Agriculture – Animal Science at the University of Saskatchewan. She hopes to pursue a career as an embryologist upon graduation. Reegan has been a member of 4-H since the age of 6 and has held the positions of President and Treasurer in the Alameda 4-H Beef Club. Reegan is a director and past president on the Saskatchewan Junior Angus board.

Lexi Dietrich is finishing a second diploma in Agribusiness in the Marketing Field at Lakeland College. She hopes to dive into the graphic design aspect of the cattle industry from her family farm in Forestburg, AB. She is serving as secretary on the Canadian Junior Angus board and is vice president of the Alberta Junior Angus Association.

Lane Steen is in his last year of high school at the Hanley Composite School where he serves as a member of the student representative council. He has been an active member of the Hanley 4-H Beef club member for the last 10 years, holding executive positions along the way. Lane is proud to be the first international board member of the North American Junior Red Angus Association. He is going to be pursuing an agricultural engineering program after graduation.

Hanna Fitchett is in her second year of her Agribusiness diploma at Lakeland College, taking the financial stream. When she completes her degree, she will pursue a career as an agriculture commercial banker. Hanna has held the role of secretary and vice president of the BC Junior Angus Association and will be joining the Canadian Junior Angus board starting in July 2025.

Ava Loveridge of Melville, Saskatchewan is in her final year of high school at Melville Comprehensive School, where she has remained on the honour roll with distinction since 2020. After graduating, she is planning on attending the University of Saskatchewan to work towards a bachelor's degree in elementary education. Ava is a director on the Saskatchewan Junior Angus board.

About GOAL and CJA

The GOAL Conference promotes leadership skills within the Angus breed. Junior members from all over the country attend this three-day event held in a different Canadian location each year. During the event, Juniors hear from nationally recognized speakers, participate in workshops designed to improve their leadership skills, get involved in teamwork activities, and develop beef and industry knowledge. Participants are also given the opportunity to network and socialize with fellow Junior Angus members.

Canadian Junior Angus is a group of Angus enthusiasts under the age of 21. GOAL is an annual networking and interactive function organized by the Canadian Junior Angus board. It rotates throughout the country every February.



Legacy Scholarship finalists, left to right: Runner-up Ava Loveridge, first-place recipient Reegan Frey, runner-up Hanna Fitchett, Rob Garner, Canadian Angus Foundation board member; third-place recipient Lane Steen, second-place recipient Lexi Dietrich; Macy Liebreich, Canadian Angus Foundation board member; Belinda Wagner, Canadian Junior Angus Coordinator

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Belinda Wagner, Canadian Junior Angus Coordinator; Bella Davidson, heifer voucher recipient; Macy Liebreich, Canadian Angus Foundation board member

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