



## **Board of Directors Meeting and Convention 2023 Highlights**

1. The Board of Directors met in Saskatoon, Saskatchewan in advance of the national convention. The Board welcomed incoming Saskatchewan director Darren Ippolito who replaces Past President Sheldon Kyle.
2. On Tuesday, June 6 the board participated in a facilitated discussion about strategic planning. As part of the session, they reviewed and assessed the Association's core priorities.
3. The Board of Directors committed to a three-year audit contract with Paul Teoh for 2023, 2024 and 2025.
4. CEO Myles Immerkar reported strong initial interest in the Verified Angus Program and shared ideas for expanding the program and adding more value to verified Angus cattle. The first annual Verified Angus BBQ Competition will be held on Thursday August 10, 2023, in Dysart, Saskatchewan, in conjunction with the Saskatchewan Angus Tour. Additional information about this event can be found at [www.cdnangus.ca/bbqcompetition](http://www.cdnangus.ca/bbqcompetition)
5. The Breed Improvement Committee presented the Battle of the Breeds Jackpot Show in support of the Brian Good memorial scholarship with 50% of entry fees going toward the scholarship fund. The inaugural event will be held at Agribition this fall and it will move to a new location every year. See [www.cdnangus.ca/wp-content/uploads/Battle-of-the-Breed-Jackpot-Bull-Show.pdf](http://www.cdnangus.ca/wp-content/uploads/Battle-of-the-Breed-Jackpot-Bull-Show.pdf) for more details.
6. CAA Director of Science and Technology Kajal Devani gave a presentation on research and development, providing updates on the HIR and camera technology research projects and details on several potential collaborative research projects that CAA has led discussions on. Members can expect more details over the next few months as we outline project opportunities.
7. The CAA Board spent significant time reviewing the importance of a new and improved registry database and how critical it is to core priorities to provide new services and opportunities for all CAA members. The board reviewed all efforts to date and provided the CEO with forward direction to deliver on CAA core priorities.

8. The Board also discussed the information that Angus producers report to CAA and how that information can be better presented so it can be used by members for in-herd analysis and decision making. CAA staff will pursue these suggestions and look for new ways to present the information to make it more useful to breeders.
9. The CEO presented the new Verified Angus Marketplace platform called AngusCONNECT to the board. This platform will launch soon and will allow producers who have joined the Verified Angus program to market and advertise their animals for sale.
10. Directors shared the frustration that each region is experiencing in having members attend their regional association AGMs. Regions have tried partnering with existing events, adding educational events, prizes, and other incentives but many regions struggle to achieve quorum. Directors welcome suggestions about what would incentivize members to attend their regional association AGMs.
11. The Board provided some strategic direction on a member survey. Members can expect to receive an invitation to complete the survey toward the end of July. The CAA board felt it was important to have continuous member feedback on key issues in the industry today to guide decisions as well as areas of education and information required.
12. Tom deWaal of Prince George, BC was elevated from the position of President Elect to President. Graham MacLean of Watford, ON moved into the Past President position, and Ronnie Ford of Oyster Bed, PEI was chosen as President Elect.
13. At the president's reception on Thursday evening, a partnership between the Canadian Angus Association and Vanessa Vineyard of the Similkameen Valley, BC was announced. Delegates who attended the president's reception were the first to sample the wine and the first bottles were available for purchase at the Building the Legacy fundraiser auction. Genuine Angus wine will be available at select Angus events this year, but it is not currently available for retail sale.
14. In the face of continued challenges of rising costs due to inflation, market downturn with a decreasing commercial cow herd and our ultimate goal to continue to keep membership fees in check, CEO Myles Immerkar was able to report another positive year in 2022. Our long-term financial stability remains an ultimate priority and the CAA financial health is the strongest it has been in history. CAA created an investment reserve account in 2013 designed to support CAA operations in the event of an industry disaster. Three percent of core revenue from registrations, transfers and memberships has been invested each year. The goal was to reach \$675,000 by 2025 and that target amount was reached in 2022.
15. CEO Myles Immerkar updated the membership that the board is exploring all of CAA's investments and doing due diligence in a number of areas that includes the investment

in Angus Central. Due to changes in technology, efficiencies and work environment, the current office structure is not fully utilized as it has once been. The CAA will go through the process of exploring market valuation of our property, market interest and review the business case of remaining at Angus Central or the sale of our current property when the appropriate information is available for the board to decide on the best investment of membership dollars.

16. At the Convention banquet, the Canadian Angus Hall of Fame launched. The first inductee is former CAA staff member Brian Good. Brian retired from CAA in 2021 after nearly 21 years of service. He was the face of the CAA across Canada at auction marts, sales, events and in the pastures across Canada, supporting auction markets, promoting the Angus breed and working with the commercial cattle industry. Brian passed away in August 2022 and his wife Lynanne and his children Kevin and Tracey attended the banquet to accept the award.
17. At the Canadian Angus Association National Convention Banquet in Saskatoon, Saskatchewan, the Canadian Angus Foundation selected Julie Sharp of Lacombe, AB as the 2023 Robert C. McHaffie Junior Ambassador and Chad and Becky Lorenz of Lorenz Angus in Red Deer County, AB were selected as the Outstanding Young Angus Breeder. Announced earlier in the day at the annual general meeting, Julie Sharp also received the Dick Turner Memorial Award. [Click here](#) to read more.
18. The Certified Angus Beef Canadian Commitment to Excellence award was presented to JP and Marlene Monvoisin and family of Gravelbourg, Saskatchewan at the Convention banquet. Certified Angus Beef will share an article and feature video on the Monvoisin family this fall.
19. At the National Convention Banquet on Saturday evening, awards for 50 years of continuous CAA membership were presented to Peter and Maxine Schmaltz, Beiseker Red Angus, Rocky View County, AB; George and Laura Baxter, Count Ridge Stock Farms, Bassano, AB; Frederick Welch, Garvie Farms, Glassville, NB; the Penosky family, Lindon Angus, Botha, AB; and the Ippolito Family, Moose Creek Red Angus, Kisbey, SK and for 75 years of continuous membership to the Davis family, ARDA Farms, Acme, AB; the Warrilow family, Minburn Angus, Minburn, AB; and the Trowbridge family, Southern Angus Farm, Fort Macleod, AB.
20. The Convention Banquet wrapped up with the 11<sup>th</sup> annual Building the Legacy fundraiser auction. More than \$129,000 was raised to support Canadian Angus Foundation programming. [Click here](#) to read the press release.