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Guiding Outstanding Angus Leaders (GOAL) Conference “Gaining MooMentum on Your Path to Success”

NOW Canada provides services and support to women and children who are experiencing, or have experienced, challenging circumstances. They offer supports, such as food and housing, for women and children in need. We are asking each GOAL attendee to bring a small non-perishable item so that we may make a donation and do our part to support the communities we visit during GOAL Conference.

February 17 – 19, 2024 — Sandman Hotel & Suites, Kelowna, BC Tentative Schedule of Events

Saturday, February 17, 2024

- 1:30 pm Registration & Room Assignments
- 2:00 Opening Remarks, Director Introductions & “Looking Towards the Weekend” Activity
- 2:30 “Social Media & Agvocacy in Today’s World” by Amie Peck,
Stakeholder Engagement Manager at Canadian Cattle Association
- 3:30 “Managing Your Money as a Young Person” by John Olsen,
District Director at Farm Credit Canada
- 4:30 Dance Lessons
- 6:30 Reception
- 7:00 Formal Dinner
Foundation Legacy Scholarships Panel Discussion
- 9:30 Dance
- 11:30 Curfew & Room Check

Sunday, February 18, 2024

- 8:00 am Breakfast
“An Inside Look at BC Cattlemen’s Association Producer Programs” by Kevin Boon,
General Manager, BC Cattlemen’s Association
- 9:00 Depart for The Village Cheese Company
Bus Chat: “Welcome to the Okanagan” by Sarah MacDonald and Riley Bapty

10:15 Tour The Village Cheese Company

11:15 Depart for KT Ranches
 Bus Chat: "Tips and Tricks: Acing Your Interviews" by Sandra Alton

12:30 pm Lunch and Tour at KT Ranches

2:45 Depart for Farming Karma
 Bus Chat: "Tips and Tricks: Writing Essays and Public Speaking" by Kajal Latimer

4:00 Tour Farming Karma

5:00 Depart Farming Karma for H₂O (snacks will be provided)

5:45 H₂O Adventure & Fitness Centre (we will be at the pool!)

7:45 Depart for Hotel

8:30 Dinner

9:00 "Ambassador Adventures" by Julie Sharp, Robert C. McHaffie Junior Ambassador
 "The Sky is the Limit" by Hillary Sauder, CJA President
 Retiring CJA Director speeches
 CJA Jeopardy & the Infamous CJA Musical Chairs

11:00 Curfew & Room Check

Monday, February 19, 2024

8:30 am Breakfast

9:00 "Canadian Angus Association Programs" by Kajal Latimer,
 Director of Science & Technology with Canadian Angus Association

10:00 "Opportunities in the Beef Industry" by Cassie Marchand,
 Senior Relationship Manager at BMO & Clifton Ranch

10:45 Refreshment Break

11:00 "Reflection of the Weekend" Activity

11:30 Announcement of Legacy Scholarship Winners
 Draw for Foundation Heifer Voucher & Photos
 Evaluation and GOAL Conference Planning 2025

12:30 pm Lunch
 Closing Remarks and Farewell