

403-275-5101

The Alberta INFLUENCE

by Brad Dubeau

The month of June was extremely busy for the Alberta Hereford Association. First was the AHA Annual Meeting in Grande Prairie, followed by the CHA Annual Meeting in Lindsay, Ont.

Attendance at the Alberta meeting was up over last year with more than 70 members present at the meeting itself and 150 people at the banquet. Even with the drought conditions and flooding conditions in southern Alberta, we ended up with one bus travelling to the annual meeting with 40 members aboard.

With the success of the attendance at the banquet, the 4-H picture auction raised over \$2,900 to go towards the 4-H project.

Inducted into the AHA Hall of Fame were Sam Hartz, Harold and Edna Attwood and Bob and Irene Sturgeon. The Seedstock Producers of the Year were Ernie and Louise Braumberger of Tower Creek Polled Herefords and the Commercial Producer of the Year was Emily Sellin. All of their profiles are in this issue of The Canadian Hereford Digest.

Among the numerous topics discussed at the AHA annual meeting, one took centre stage. As most of the membership realizes, the budget for the AHA has become somewhat strained. Your AHA Board of Directors had to consider their current activity, with a fieldman on the road plus the advertising and promotion as your two major expenses, and either cut back on one or both or raise money to fund these two major responsibilities of your association. The decision by your board initially was to cut back on some advertising but still to have a presence in Alberta Beef, illustrated with three full pages, one each in June, October and February. These ads would look similar to what you have seen in the past. The membership in attendance at your annual meeting discussed everything from fundraising, to raising the membership fees in Alberta, to using some of the money from the investment made from the sale of the Alberta Hereford Association Test Centre property. After a great deal of discussion, it was decided to use some of the funds from the investment to maintain current advertising and promotion in the AHA budget.



This will allow your AHA to continue to promote the Hereford name and fund as well as our presence at activities and sales. This also allows for your Alberta Association to be in direct contact with commercial producers on a monthly basis showing them the benefits of Herefords in straight-bred or cross-bred situations. The Alberta Hereford Association Board of Directors expects questions on this topic and would encourage you to call them. If you're not sure who the director is in your area, please call the AHA office at (403) 275-5101 to find out.

The newly elected president is Stewart Crone, vice president, Grant Hirsche and executive director is Doug Finseth. Newly elected as directors at large were Doug Fraser and Jim Prichard while Brad Dallas was elected as the director representing the Central Club. Re-elected to the AHA board was Nelson Doenz. Scott Pahl will be serving as our past president for one year, but was elected to the CHA Board of Directors along with Byron Templeton. Steve Upham is in the second year of his three-year term at the CHA. Leaving the AHA Board was Mark Matejka (Central Club), Jim Sutton (At Large) and Wilf Edgar (At Large). Your years of dedication and commitment to the AHA Board of Directors have not gone unnoticed and it was a pleasure to be able to work with all of you.

The remainder of the AHA Board consists of Tom Basnett (Peace Club), Blaine Brost (Southern Club), Dan Prichard (At Large), and Clark Huston (East Central). To all the newly elected directors, congratulations and thank you for taking part in your association and helping us to continue down the path of Hereford awareness.

A huge thank you to the Peace River Hereford Club for making this year's annual meeting such a success. Your hard work paid off with positive comments coming from all that attended.

Congratulations to the Ontario Hereford Association on the success of the CHA

The Annual Convention held in Lindsay. The Alberta delegation enjoyed the opportunity to meet members from Ontario and across the nation. Many important issues were discussed and Alberta appreciated the opportunity to take part in the discussions. A job well done!