

403-275-5101

[www.albertaherefords.com](http://www.albertaherefords.com)**LETTER TO ALBERTA MEMBERSHIP**

Hello!

It has been an interesting and busy first two months as president of the AHA to say the least! As many of you would have heard by now, Brad Dubeau has decided to resign from his position with us to pursue other interests. I spent a lot of time trying to change his mind to no avail. Therefore, I wish him the best of luck and feel I speak for the entire membership when I say he will be sorely missed.

This development led to discussions between the AHA and CHA and other provinces regarding the possibility of cooperating to put a fieldman to work in the packing and feedlot industry to promote Herefords. I am happy to report that we are making progress towards this goal since none of us can fund such a project on our own. More on this later.

Right now, we must focus on finding a new part-time employee to take over some of Brad's responsibilities. We have placed ads (see the one in this issue ) and hope to have someone in place by January if possible.

These changes have made it necessary for the Board to review our goals and try to position ourselves to be able to do the best job for our membership. Unfortunately, due to declining revenues, we no longer feel we can justify a full time manager as we have had in the past. We do feel, however, that considering the two positions we are looking at, we can provide a similar level of service and also free up some money for advertising and promotion.

If everything works, as planned - Herefords become more popular, more people want to raise them because they're worth more - no more problems!

Stewart Crone  
President, AHA

**W**elcome to the October issue of the Alberta Influence. This past summer has been an incredible journey with many changes for your association and me. As you may or may not have heard, on July 31, 2002, I decided to resign from the Alberta Hereford Association manager position effective September 30, 2002.

Over the course of the past two months, there has been a great deal of discussion on the direction of the Alberta Hereford Association, which your president, Stewart Crone, will expand on in this issue of the Hereford Digest.

During the last three and a half years, I have met commercial breeders and visited with auction markets and feedlots in an attempt to spread a positive word in regards to Hereford genetics. In most cases, we have been successful. In every case, each person I talked to was pleasantly surprised about the aggressiveness of the AHA, taking the bold and expensive step to put someone on the road full time, reminding the agricultural industry that Herefords do fit!

I have thoroughly enjoyed the opportunity to meet and discuss Hereford activities with all the Hereford breeders across Alberta. We may not have always agreed on issues, but it was exciting to see enthusiasm generated from the many discussions.

Since I was hired to represent the Alberta Hereford membership, there have been some growing pains, a lot of changes and some extremely positive new programs starting to come into their own. I believe in a membership such as yours, change is inevitable and the more willing the group is to change, the more successful you will be.

I want to thank my four presidents, Steve Upham, Wilf Edgar, Scott Pahl and Stewart Crone. Each was great to work with as we continued down the path of Hereford promotion. In addition, the last four boards were a pleasure. I thank each of these representatives for giving me the latitude to try different ideas; learning from each attempt.

To Karen Sutton (AHA Cook Book), Cheryl Morasch (AHA Web site) and Kathy Matejka (Summer Sizzler), thank you for all of your hard work in aiding and guiding the AHA board and myself on these projects.

I truly believe the Junior Association is in good hands under the direction of Kelly Butler, who is our adult advisor. In one short year, we have seen renewed strength in the juniors with the largest turnout in years at last July's show. It is great to see the excitement and fun these kids have while attending this event. They are the future of the Hereford breed and from what I saw last July, the future looks very bright.

Thank you to The Canadian Hereford Digest, Kurt Gilmore, Janice McCurdie and Elinor Else for your help with my articles. Your professionalism is unparalleled and that is shown in the quality of the magazine that you produce.

It has been a blast representing the Alberta Hereford membership and I have enjoyed building friendships across the province. Working for the AHA gave me the opportunity to see the entire province and evaluate fantastic cattle from all areas.

This has been a pleasant experience and I look forward to crossing your paths again. Wishing you all the best.

Brad Dubeau

**Remember:**

**The AHA Web site is up and running and there is a commercial bred heifer and steer classified section. If you would like to post your cattle or know someone who may benefit from this site, please contact one of the following:**

**Doug Finseth (780) 662-3978**  
**Tom Basnett (780) 685-2102**