

The Alberta INFLUENCE

by Brad Dubeau

It's spring and while I'm writing this article it seems most of Alberta has received moisture relief in the form of snow. Although, a great deal more needed, it is a start and is welcomed throughout the province.

Even with the drought across Western Canada, Hereford heifers remain in high demand as the breed of choice for commercial breeding programs. The commercial producers are looking for the most cost effective method of producing profitable livestock and British genetics are filling the bill; primarily Hereford.

When I visit with the commercial producer, the one concern that comes up continually is, "Why do the purebred breeders forget about me after I have bought their product?" As your Alberta Hereford representative, I find this disturbing. I truly believe that good customer service has no relationship to small, medium or large purebred operations. Follow-up and contact with your customers is not only important for your association, but of the utmost importance for the breeders to participate in as well. In order for our breed to prosper in the future, customer contact, service and the ability to market Herefords and your program should be a priority! We need to look after the commercial producer with quality cattle and in return they will look after us.

REMEMBER

Over the course of the year, we have talked a great deal about the AHA annual meeting in Grande Prairie. The following is the information you will require to assist you. We are extremely excited that Dr. G. Kee Jim will be our keynote speaker at this year's event. I encourage our members to capitalize on this educational opportunity. His credentials are included in the information following. Your support at this event is appreciated. Remember, it is your association and you, the member, guide its path, thus your voice needs to be and should be heard.

Schedule of Events

Thursday, June 13	
10:00 p.m.-midnight	President's Reception
Friday, June 14	
9:00 a.m.-12:00 p.m.	Club Presidents, Secretaries and Directors meeting
12:00 p.m.-1:00 p.m.	Lunch
1:00 p.m.	Travel to Beaverlodge
6:30 p.m.	Barbecue supper
Saturday, June 15	
8:00 a.m.	Travel to Fairview College
10:00 a.m.-12:00 p.m.	Speaker – Dr. G. Kee Jim Feedlot Health Management Services
12:00 p.m.-1:00 p.m.	Lunch
1:00 p.m.-4:00 p.m.	Annual Meeting
1:00 p.m.-4:00 p.m.	Spouse's Tour of Fairview college and Historic Dunvegan
6:00 p.m.	Social
7:00 p.m.	Supper with Award presentations to follow

Costs

Bus	\$95/person based on full capacity round trip (including GST)
Annual Meeting	\$15/person (including GST)
Banquet Supper	\$25/person (including GST)
Contact Brad at 275-5101 for more information	

Dr. G. Kee Jim received his Doctor of Veterinary Medicine (D.V.M.) in 1983 from the Western College of Veterinary Medicine, Saskatoon, Sask. Dr. Jim is a founding partner of Feedlot Health Management Services. He is a past recipient of the American Association of Bovine Practitioners Beef Award for Excellence in Veterinary Preventative Medicine, the Schering-Plough Animal Health Veterinary Award from the Canadian Veterinary Medical Association and the Canadian Animal Health Institute Leadership Award. In addition, he is an Adjunct Professor, Department of Herd Medicine and Theriogenology at the Western College of Veterinary Medicine, University of Saskatchewan, Saskatoon.

CENTRAL ALBERTA HEREFORD CLUB

The Central Alberta Hereford Club will be holding their summer field day at the Olds Fair Grounds, Wednesday, August 14. Our field day has been arranged to conveniently follow the First Annual Keith Gilmore Foundation Charity Golf Classic, which will take place at the Innisfail Golf Club on Tuesday, August 13. We look forward to your participation in both of these fun events. Everyone is welcome.

We would also like to take this opportunity to once again thank all the contributors, purchasers and bidders who helped to make our Semen Auction a great success.



Hereford breeders at the Peace Country Bull Congress, Grande Prairie, Alta.



Dave Willows' champion pen of five bred commercial heifers at the Canadian Bull Congress, Camrose.