

## Report on the 2011 GOAL Conference- Breanna Anderson



2011 Goal Conference Attendees

The 6<sup>th</sup> Annual Canadian Junior Angus Association (CJAA) Guiding Outstanding Angus Leaders (GOAL) conference was held February 19-21, 2011 at the Sheraton Hotel, Saskatoon, Saskatchewan. Attending the GOAL conference were 35 eager junior members as well as the two chaperones, Belinda Wagner the CJAA coordinator and Shelly Easton. Thank you to these ladies and the CJAA board for once again putting on an outstanding weekend for all those in attendance. We were also lucky to have Laird and Joyce Senft and Michael Latimer join us. Laird is on the Canadian Angus Association (CAA) board and Michael is the CAA Assistant General Manager. It was great having these three along for the conference as their interaction with the juniors and participation was much appreciated and enjoyed.

The weekend started off with registration and some icebreakers to get to know each other. Bella Spur Innovative Media Inc. then shared a great marketing workshop, "Did they get your Message?". Members were introduced to new advertising ideas and taught about many different print and web-media advertising techniques. Thank you Laura Bodell and Jamie-Rae Pittman. Gord Roger from Intervet then shared a presentation on the opportunities for youth in agriculture. This presentation opened our minds to what is to come for the future, not only in our careers but also in the Angus industry. Thanks Gord.



Following these presentations there was a reception and dinner at the hotel where both Erika Easton and Michael Latimer gave presentations. Erika shared her experiences as the Junior Angus Ambassador and encouraged all the juniors to apply for this great opportunity. Michael Latimer gave a presentation on the Canadian Angus Association, the importance of the youth and the future of the Angus breed. Thank you Erika and Michael. Following the supper the members enjoyed an evening of swimming and socializing.

Sunday began with Dr. J. Scott Vernon, a professor in the Agricultural Education and Communication Department at Cal Poly State University in San Luis Obispo, California. Dr. Vernon gave a full day workshop on communication and leadership. Keeping a room full of young people awake for a day is one thing, but Dr.

Vernon had the ability to keep us interested and entertained. Many fun games and interesting challenges were part of the workshop. We got to know each other very well and were taught many helpful teamwork skills as well as how to properly introduce yourself and leave a lasting and respectable impression. We were shown the importance of planning and goal setting. The forty year timeline that we made really opened our eyes to the future. We set out goals and shared them, which follows two of his rules for goal making; write it down and tell someone. The day was enjoyed by all and a wealth of knowledge was shared. Thank you to Dr. Vernon for daring the cold Saskatoon temperatures and spending his day with us.

After the presentation by Dr. Vernon, members had social time where many had a nap, went swimming and a few even went outside to enjoy some fresh air at the outdoor skating rink. Afterwards we boarded a bus and went to the Western Development Museum. The museum was closed to the public for the evening so all the GOAL participants had the museum to themselves for touring and a scavenger hunt. There was then a supper and an evening full of entertainment provided by the CJAA board of directors.



The following morning Tom Blacklock from Benlock Farms gave a presentation on 'Staying Creative in Agriculture'. He spoke about his farm and his business of selling meat at a farmers market in Saskatoon and supplying an elite restaurant. The presentation was a great way to show the members other ways to make their business grow. Thanks Tom. Michael Latimer then gave a presentation on the Canadian Angus Foundation and on the Junior Ambassador program. Thank you Michael for sharing the benefits of this great opportunity.

After the morning break we were split into groups and went to interactive workshops put on by the CJAA directors. The British Columbia and Alberta directors held a workshop explaining expected progeny differences (EPD) which was very informative and members got a much better understanding of them. The Ontario, Quebec and Maritime directors had a fun Jeopardy game that quizzed the members on CJAA history, programs, events, directors and many more. The Manitoba and Saskatchewan directors had an informative presentation on the CJAA programs and exchange trips to the States and encouraged all to apply for the many programs and scholarships. Thank you to all the directors.

The weekend flew by too quickly once again and fun was had by all. Junior members were able to network and meet with others from across Canada. It was a great opportunity for young Angus enthusiasts to get together and share ideas and stories. The speakers were once again very well enjoyed and appreciated by all. Thank you again to the Canadian Junior Angus Association for the weekend full of great people and great experiences.

