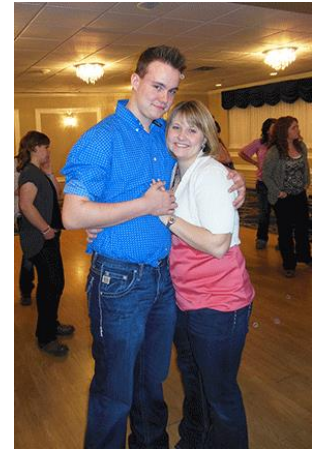


## Report on the 2013 GOAL Conference - by Brittany Hunt



Once again the Canadian Junior Angus GOAL conference was a success. On February 16, 38 Junior participants from across Canada, along with three guests from the USA, joined together at the West Edmonton mall for a weekend of excitement. We started off with some fun, get-to-know-you ice breakers but soon after went right into our first topic “Succeeding at Succession: The Ultimate Farm Management Challenge” presented by key-note Dr. John Fast. He made us as youth realize how important personality is when it comes to running a successful business and that working with family members can be much more of a challenge than with those who are not related to you. The earlier you start working on transitioning your business to the next generation, the easier it should be – and good communication is really important.



The Canadian Angus Association board of directors joined us for the afternoon and evening program, which started with a nice banquet. After eating, Stacey Domolewski our Junior Ambassador did a great job explaining her experiences this year so far as Ambassador. She also talked about the procedure for becoming Ambassador and really encouraged Juniors to apply. Rob Smith the CEO of the Canadian Angus Association then gave us an overview of the ‘Angus’ 2012-2013 year. At the end of his presentation he announced the team members who will be representing us in the New Zealand World Angus Forum Youth Programme. Congratulations to those selected!

We then finished the evening with ‘The Astounding Race’. We were separated into teams and competed against each other for the winning prize. The race was much like

the Amazing Race on tv where we were to find objects within the mall and make objects from what we were given. When we completed those tasks we were to find a mailbox which lead us to the end of the leg. We had to complete 3 legs in total. The fastest group to complete the race were the winners. It was good to have some fun, active time after a long day of traveling and sitting!



On Sunday February 17 our morning presentation was by Heather Hargrave who is a Program Coordinator for Farm and Food Care, Ontario. She spoke to us about “Proudly Presenting Agriculture”. We learned how to speak to the public about the importance of our livelihood, which is providing food for the world and ways to properly defend industry practices. From noon until 6 we had the choice of either going to the waterpark, galaxy land or free time to do what you wanted. Following supper we had two presentations by Cassie Dorran who is the Canadian Angus Director of Marketing. Her first presentation was titled “Impressions through Professionalism.” This is where we were introduced to the proper way of writing a resume, doing interviews, proper dress, etc. Her next presentation was “Marketing Improved” and explained various ways to market your farm/product . The night ended with the participants getting split up into groups and playing Minute to Win It. Another active, entertaining set of activities to finish up the day.



On Monday our first presentation was “Global Beef Markets: Meeting the Demand of an Evolving Marketing Place” by Stephen Scott who works for the Alberta Livestock and Meat Agency. It was a very in depth explanation of how various countries market beef around the world. CJAA directors then provided information on various Junior programs and opportunities such as scholarships, CAA summer interns, exchange trips, etc. Austen Anderson reported on a Certified Angus Beef seminar that he attended in Ohio and explained a bit about their program. We also had a session on what is required to be a CJAA director, and the great experience it can be. Retiring CJAA director’s Erin Toner (Saskatchewan), Kevin Bolduc (Alberta), and Rebecca Gilby (Maritimes) then gave farewell speeches as their terms on the board will come to an end this spring. After lunch we said our farewells and headed for home.



My first year at the GOAL conference was a success and I recommend everyone to attend. It was a great experience in that I learned a lot about the cattle industry, met a lot of new people, and had tons of fun. You will not be disappointed - I sure wasn't. Hope to see you next year in Calgary!