



Dear Canadian Angus Association Member,

Last fall, you provided input and engagement to our Board of Directors and staff in an unprecedented and truly commendable manner. We've been inspired by your interest and feedback and, as a result, we are hoping you will respond in equal measure to our next phase of member engagement.

Your Canadian Angus Association is entering an exciting period of strategic planning for both short- and long-range outcomes. We need your input to ensure the goals of the Association are aligned with the goals of its members.

On Sunday, September 3rd, staff from our Member Value and Member Service teams will be in Armstrong to host the British Columbia regional Canadian Angus member engagement session as part of our strategic planning process. You are invited to attend this session, participate, and provide your vision for the future of Canadian Angus. We hope to engage with you in-person and collect your insights, which will then determine the direction of our next strategic plan. These sessions will evaluate our current progress, as well as set our priorities for the future. A full agenda outlining the event is included below; please review it in preparation for the session.

To truly know where Canadian Angus is and should be we need to hear from key stakeholders in your local community, and who better to invite than your best bull buyer? We have a breakout session specifically for commercial producers so they can share their thoughts on our current and future position. For those who choose to bring their best bull buyer, both you and your buyer will each be entered to win a \$1000 sale credit*. The draw will take place in November 2017 after all of the engagement sessions have been completed.

As an organization that works tirelessly to create value for its members, develop the Angus breed, and provide valuable and innovative services, we deeply value our members' feedback and look forward to hearing all that you have to say. If you are interested in attending this event please RSVP at goo.gl/yq2nKM by September 1st, 2017. While an RSVP is not required it will ensure that we have adequate food, beverage and supplies arranged.

This event is open to any and all Association members, so regardless of your registered Angus herd size we encourage your participation and look forward to your input on our collective future.

Full details for the session are:

Date: September 3, 2017

Time: 12:00pm to 4:00pm

Location: The Anchor, 3030 Smith Drive, Armstrong, BC V0E 1B1

RVSP: goo.gl/yq2nKM

Note: Lunch and coffee service provided.

This session presents a valuable opportunity for face-to-face conversation and gives you the opportunity to have your voice heard, ensuring that the Canadian Angus Association of the future continues to satisfy your needs and create value for your operation.

If you have any questions or concerns regarding this event, please don't hesitate to contact Carmen Koning, Member Value Team Leader, at ckoning@cdnangus.ca or 587-230-3520.

Thank you so much for your time and we look forward to seeing you on the 3rd.

Sincerely,
Your Canadian Angus Association

*Terms and conditions apply

In Preparation

Before the session please review and think about the following questions. These questions are an example of what we will be asking at the session on September 3rd.

1. Why do you raise purebred Angus or Angus-based commercial cattle? What are your goals in doing so? How can the Association assist you?
2. From your perspective as an Angus breeder, what is the role of the Association?
3. Which service provided by the CAA is the most valuable to your operation's success? Which service is the least valuable? Why?
4. In the next five years, which service(s) would you like to see the Association expand on? Scale back? Create?

Please Note

- The B.C. Angus Association will be hosting its Annual General Meeting at the Anchor Inn & Pub in Armstrong, B.C. at 4:30pm, after the BC Regional Engagement Session is finished. If you are a BC Angus member, please plan to stay and attend this event.
- Canadian Angus Tags will be available for sale and/or pick-up for orders placed in advance. Contact (888) 571-3580 during office hours to place your order today. Please specify which engagement session you'll be attending. For more information please visit our website at cdnangus.ca.
- Door prizes will be awarded to lucky members who attend their regional session.

Agenda

#	Name	Time	Description
1.	Lunch The Anchor Inn & Pub	12:00pm to 12:45pm	Lunch will start and end as scheduled so be on time for the event.
2.	Overview Canadian Angus Association	12:45pm to 12:50pm	We will provide an overview of the strategic planning process and what our goals are for this session.
3.	Regional Announcements B.C. Angus Association	12:50pm to 1:00	The B.C. Angus Association will update members on any important news or events happening in the region.
4.	Your Breeding Program Goals Kajal Devani	1:00pm to 1:50pm	We understand that most CAA members have built their own customer base with their own vision of the best genetics for their operations, meaning no one shoe will fit everyone across Canada. That's why your Association has been working to refine and develop a series of selection tools that accommodate this difference in method. Come be a part of the conversation to discuss how you use these tools and how you can contribute to the next generation of genetic evaluation.
5.	Break	1:50pm to 2:00pm	Coffee service provided.
6.	Strategic Planning Session Carmen Koning	2:00pm to 3:50pm	Through face-to-face engagement with our members, we look to gain valuable insight as to how you feel about new and current initiatives. We will be asking a series of open and targeted questions to facilitate this discussion. In preparation for the session please review our website at cdnangus.ca and the 'in preparation' section of this document. This session is a crucial opportunity for members to become directly involved in determining the future of the CAA, so please come make sure your voice and expertise helps to shape our collective future.
7.	Final Q&A / Comments/ Evaluation Carmen Koning	3:50pm to 4:00pm	Time will be dedicated to allow participants to share final questions or comments. Staff will also be available for one-on-one consultations after the session. Attendees will also be asked to complete a session evaluation form.