

# News from Angus Central...

Your Canadian Angus Association is proud to announce the creation of two new annual tools for you to reach your fellow members as well as the 12,000+ Canadian cattlemen on our Commercial Mailing List. Through a strategic alliance with Today's Angus Advantage, we are creating a unique opportunity for Canadian Angus members to benefit through value-added exposure. Today's Angus Advantage will now feature two new Canadian Angus Association member tools - the **CAA Member Directory** and the **CAA Bull Buyer's Guide**.

The CAA Member Directory will include contact information for every member of the Association and is anticipated to be used for the entire year until next September when the new version appears. The CAA Member Directory will stay on kitchen tables, office desks and half-ton dashboards as the complete reference tool for Angus breeders in Canada to find **YOU**. This is an ideal showcase for you to promote your entire program; tell us who you are and what you're about. Specifically, if you have a fall sale, or a sale in the first six (6) weeks of the new year, or consign to such, this is your opportunity to promote that event or those consignments.

To become part of the CAA Member Directory, please act quickly! Advertisements must be booked by August 10 so that your new national Angus annual directory will hit the post office no later than September 15. If you do NOT wish to be included in the CAA Member Directory, please contact the CAA and request removal from this broad-based exposure prior to August 20.

The CAA Bull Buyer's Guide will be mailed no later than February 1 each year and is your chance to advertise your bull production, including all sales taking place from the middle of February onward. This tool will also include information we typically mail out to Canada's commercial Angus breeders. Further, regardless of whether you choose to advertise or not, the CAA Bull Buyer's Guide will feature the most comprehensive list of Angus bull sales in the nation, so please share your sale information with Keltey at your CAA (403-571-3598 - [kwhelan@cdnangus.ca](mailto:kwhelan@cdnangus.ca)) as soon as you know it!

Both CAA tools will be chockfull of information about your chosen industry and national and regional associations. We hope these 2-times-each-year tools will allow you as members to promote your program to one of the largest target audiences in Canadian livestock - 15,000 households!!! Please remember... these two tools will be sent to every member of the Canadian Angus Association as well as everyone who has purchased a transferred Canadian Angus bull within the past two years. Your exposure could not be any better.

The CAA Member Directory and the CAA Bull Buyer's Guide are unique... the only opportunity for you to access the value created by the CAA's Membership List and Commercial Mailing List. Here are the advertising specifications:

## Advertising Booking Deadlines...

### Canadian Angus Association Member Directory

Booking Deadline: August 10, 2015      Mailing: September 15, 2015

15,000 Copies Distributed to Canadian Angus Association Members & Commercial Mailing List

### Canadian Angus Association Bull Buyer's Guide

Booking Deadline: January 1, 2016      Mailing: February 1, 2016

15,000 Copies Distributed to Canadian Angus Association Members & Commercial Mailing List

### Advertising Rates...

Full Page \$1250.00

Half Page \$700.00

Quarter Page \$450.00

Business Card Ad \$250.00

\* Please speak with Today's Angus Advantage representatives about their 15% discount on yearly contracts (card ads exempt), including these two Canadian Angus Association tools

### To book space, please contact:

Bryan Kostiuk - 306-934-9696 - [bryan@todaysangus.com](mailto:bryan@todaysangus.com)

Chris Poley - 306-220-5006 - [chris@todaysangus.com](mailto:chris@todaysangus.com)

Shane Michelson - 403-363-9973 - [shane@tbarc.com](mailto:shane@tbarc.com)

Office: 306.934.9696 - F: 306.934.0744 - [info@todaysangus.com](mailto:info@todaysangus.com)

If you would like additional information, please do not hesitate to contact the Canadian Angus Association's Karla Ness (587-230-3520 or [kness@cdnangus.ca](mailto:kness@cdnangus.ca)) or Keltey Whelan (403-571-3598 or [kwhelan@cdnangus.ca](mailto:kwhelan@cdnangus.ca))

We are excited to be teaming up with Today's Angus Advantage to bring you these two optimal opportunities for you to showcase your program and genetics to every Angus enthusiast in Canada.

Grant Dalton

# Congratulations to all the CAA Award Recipients



50 Year Heritage Award- Aldo Pederzoli



50 Year Heritage Award- Allencroft Angus



50 Year Heritage- Double A Stock Farm



50 Year Heritage Award- Everblack Angus



50 Year Heritage Award- Gord Bradshaw



50 Year Heritage Award- Spruceyvale



75 Year Heritage Award- Bradshaw Family



75 Year Heritage Award- Willabar Ranch



100 Year Pioneer Award- C.H. Richardson



Robert C. McHaffie Ambassador-  
Patrick Holland



Outstanding Young Angus Breeder-  
Michael Wheeler



CAA Western Feedlot of the Year-  
Highway 21 Feeders Ltd.



CAA Auction Market of the Year-  
Heartland Livestock



Dick Turner Memorial Scholarship-  
Allison Speller



Junior Stockman of the Year-  
Tyler Dietrich