

SIMMENTAL

The Performance Breed for Business

SIMMENTAL e NEWSLETTER



June 2009

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#13 - 4101 - 19th St. NE
Calgary, Alberta Canada
T2E 7C4
Toll Free: 1-866-860-6051

General Manager
Dale Kelly

Office Manager
[Barb Judd](#)

Industry/Member Liaison
[Bruce Holmquist](#)

Breed Improvement
Co-ordinator
Sean McGrath

YCSA Co-ordinator
[Emily Grey](#)

Registration / Member Services
[Perry Welygan](#)
[Beth Rankin](#)

Receptionist
[Lisa West](#)

Commis bilingue
[Denise Dorosz](#)

Simmental Country

Sales Representative
[Darryl Snider](#)
cell – 403-803-6532

SC/CSA Marketing

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CSA REQUESTS YOUR OPINION

All CSA members should have recently received a letter from the CSA office asking for their opinion on the proposed Provincial promotion levy.

The Provincial Simmental Associations have approached the CSA Board of Directors with a proposal to support marketing efforts of Simmental cattle at the provincial level. The proposal suggests a new \$50 annual levy be collected from CSA members to supplement current funds used for promotional activities in the various provinces.

Along with the [Letter from CSA President](#), Dr. Everett Hall, and the [Proposal Notice](#), each CSA member will have received a mail-in ballot and return envelope.

We encourage you to take the time to share your opinion on this proposal by mailing in your ballot prior to July 1st. Should you have any questions please do not hesitate to contact a [CSA Director](#) in your area.

CSA ANNUAL GENERAL MEETING

Co-ordinator
[Margo Cartwright](mailto:Margo.Cartwright@bmts.com)
403-250-5255

BOARD OF DIRECTORS

Everett Hall
President
eahall@bmts.com

Rick McIntyre
First Vice-President
abccattleco@sasktel.net

Dan Skeels
Second Vice-President
anchord1@xplornet.com

Andrew Godfrey
agodfrey@ogilvyrenault.com

Don Lundberg
x-tsimmentals@xplornet.com

Bonnie Glasman
mjfarm@inetlink.ca

Ron Nolan
rnolan@hatch.ca

Reanne Sanford
reanne@krssimmentals.ca

Fraser Redpath
redsim@xplornet.com

Please take some time to review our [privacy policy](#) so you can rest assured that we will only ever use your information for member-related communications to benefit you and your fellow members.

If you wish to unsubscribe, please [e-mail](#) us

Join Us for a Mountain of Fun in Sun Peaks BC for the 2009 CSA AGM

The plans for the CSA Annual General Meeting are well under way, so mark August 1 - 2, 2009 on your calendar and plan to join the CSA in Sun Peaks B.C., for a fun filled weekend. In the next few weeks you will be receiving your CSA AGM mailout from the office.

Schedule of Events:

Friday July 31st

For those wanting to arrive early and take in a little more, there are Kids Adventure camps happening Friday the 31st. We will also be at Sun Peaks during the Alpine Blossom Season. Please check out the [Events Calendar](#) for Sun Peaks, and have a look at the photo gallery for the amazing sites.

Saturday August 1st

1:30pm Social Golf Game @ Chinook Cove Golf, Barriere BC
5:30pm BBQ @ Mitchell Cattle Co, Barriere BC
(If you wish to attend golf or BBQ please contact Ian or Anja Mitchell at 1-250-672-9309 or by email at ian@mitchellcattle.com. Please book early as preparations need to be finalized.)
Return to Sun Peaks in the Evening

Sunday August 2nd

1:30pm CSA AGM at Delta Hotel in Sun Peaks, BC - [CSA AGM Notice](#), [CSA Proxy Form](#)
6:00pm Buffet Style Dinner
7:30pm Guest Speaker Dr. Timothy Ball (a must see)
YCSA Foundation Auction to follow

Directions:

To Sun Peaks from Kamloops:

Travel 20km north of Kamloops on HWY #5 and take Sun Peaks Resort Exit at Heffley Creek. Continue for 35km to Sun Peaks Resort.

To Mitchell Cattle Co. and Chinook Cove Golf from Kamloops:

Travel 66km north of Kamloops on HWY #5, stay on HWY #5 through Barriere, cross two Bridges and 1km after the 2nd bridge (North Thompson Bridge) on the right side you will see our sign by the driveway. Chinook Cove Golf is 1km further on the left.

It takes approx. 50 min to get from Kamloops to Mitchell's and the same from Mitchell's to Sun Peaks.

There are more activities for those interested in hiking, golfing, mountain biking and touring through the alpine by chair lift on the website under [Events and Activities](#).

Book your room today !

Sun Peaks just set up a web link for CSA bookings:

<http://www.deltasunpeaksresort.com/gktcsa>

or contact the Sun Peaks Delta Hotel, using the following reservation procedures:

Reservations will be made directly with the Delta Sun Peaks Resort on an individual basis. In order to facilitate reservations, attendees should dial one of the following numbers:

- 1) FAX individual reservations referencing the group name to (250) 578-6001.
- 2) Phone our reservations department at 1-866-552-5516.

It is imperative that individuals indicate their group full name of conference they are attending to receive the group rate.

Group name: Canadian Simmental Association Annual Meeting

The Delta Sun Peaks Resort must receive these reservations by Thursday July 2, 2009 in order to receive the special group rate. Reservations made after this date are not guaranteed the group rate or room availability

For further information contact the CSA or one of the following BC Simmental Association Members.

President: Lorne Webster 1-604-823-6797

Vice President: Robb Starr 1-250-296-4711

Treasurer: Lorraine Sanford 1-250-249-5469

BC/ CSA Director: Reanne Sanford 1-250-991-9496.

CSA BOARD OF DIRECTOR NOMINATIONS

At this years CSA AGM the terms for three of our Board of Directors are coming to an end. The CSA is looking for nominations to fill these positions. By becoming a CSA Board of Director, you will be working with other directors towards the common goal of advancing the Simmental breed in Canada for the benefit of us all. If you are interested, or know of someone who would be interested, please forward your nomination to the Chairman of the Nomination Committee, Dr. Murray Jacobson. Any nominations should be sent to Box 5, Shaughnessy, AB T0K 2A0, Phone: 403-330-9666 (C) • 403-381-4609 (W) E-mail: janchor@la.shockware.com

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BREED IMPROVEMENT INFORMATION

Fall 2009 Evaluation: The CSA Fall 2009 evaluation is underway. New evaluation results are expected to be posted by the end of July.

Progeny Test: Openings are still available for progeny test sires. The fee is \$1500 and 50 straws of Canadian qualified semen. The CSA handles coordination of breeding and collection of all data through to harvest.

Cow Herd DNA Project: The cow herd DNA program is now closed. Thank you to those who participated. DNA samples on the cowherd serve as a tremendous resource for members to move forward with parentage confirmation and also as a tremendous research resource. Recent reports indicate that breeds will require large DNA repositories to develop and fully benefit from DNA marker technology.

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REGISTRY INFORMATION

Genetic Evaluation Deadline for Total Herd Enrollment (THE) herds:

In order for data to be included in CSA genetic EPD evaluations, it must be received by the CSA office no later than JUNE 1st for the Fall Evaluation and NOVEMBER 1st for the Spring Evaluation!!!.

Non-THE/Online - Registry Option Temporarily Disabled

Please be advised that the "Registry" option for the Non-THE participants is not operational as of yet. Our IT department is diligently working on repairing this problem.

In the interim, if there are any animals you need registered, please email cansim@simmental.com so we can email you the Template to submit the registration details. We can then manually register them for you. Thank you for your patience and co-operation.

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YCSA NEWS

2010 YCSA Calendar

The [2010 YCSA calendar](#) will be featured at the Canadian Simmental Association Annual General Meeting in British Columbia this summer. All thirteen pages will be auctioned off at the event and all proceeds will go to the Young Canadian Simmental Association. Don't miss your opportunity for some great advertisement as the calendars will be mailed out along with the Simmental Country just before the New Year. Contact one of the [YCSA board members](#) to save your spot in the calendar.

YCSA Events

- The 2009 Young Canadian Simmental Association National Classic will be held this year in Prince Albert, Saskatchewan from July 28th to the 30th. This event is open to all YCSA members and will feature activities such as conformation and showmanship classes, oral judging, herdsman and sire summary quizzes and a whole lot of getting know great friends from across the country.

For hotel rooms for National Classic:

Super 8 (located right in Prince Albert)

Block of rooms booked from July 28-Aug 1 (Thursday - Saturday)

Need to be booked by July 1 !!!

Rate of \$94.30

Please book under Sask. Young Canadian Simmental

Feel free to contact [Jenna Holmquist](#) (306-864-2276) or [Emily Grey](#) (819-875-3205) for further information.

- The Salt Water Classic in Truro, Nova Scotia has been scheduled for last weekend in August. Feel free to contact [Jennie Palmer](#) (902-370-2137) for further information.

- The Ontario Trillium has been planned for the 22nd and 23rd of August in Owen Sound, Ontario. Please contact [Katie Wood](#) (519-821-6654) for more information regarding this event.

- In Manitoba, the "Youth Beef Round Up" has been planned for July 31st to August 2nd in Neepawa, Manitoba. Get ready for this all breeds youth show featuring many Young Canadian Simmental participants. For more information please contact Andrea Bertholet (204-858-2086).

- Alberta will be hosting their Provincial show in Olds this year along with Olds Fair. Mark your calendar for the weekend of August 5th and 6th and be prepared to have a great time. Please contact [Jamie Buba](#) (780-962-

5050) for more information regarding this event..

New Members

If you are at all interested in becoming a YCSA member, please contact [Emily Grey](#) at 819-875-3205 or refer to the registration form online.

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SIMMENTAL COUNTRY PHOTOGRAPHY CONTEST

The deadline for the Simmental Country Photo Contest is midnight tonight, June 15th. So take a little time this evening, grab your cameras and send us a photo of the Queens in your Pasture.

Photos are to be emailed to [Margo Cartwright](#). The winner of the Photo Contest will receive one free page in the Summer 2009 issue of the Simmental Country, and your winning photo will be featured on the cover. So get out your cameras and send us your photos.

Photos must be 8.5 x 11 at 300 dpi. All photos submitted will become the property of the CSA.

CSA MARKETING AND PROMOTION QUESTIONNAIRE

The CSA would like to hear what you have to say. [Attached is the CSA Marketing and Promotion Questionnaire](#). Your feedback is very important to us and we appreciate you taking the time to complete and return this questionnaire. For returning the completed questionnaire, one lucky member will receive one year FREE subscription to the Simmental Country Magazine.

Questionnaires can be returned by mail, fax or email
Canadian Simmental Association
#13, 4101-19th St. N.E.
Calgary, Alberta, T2E 7C4
Email: cansim@simmental.com
Fax: (403) 250-5121

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SIMMENTAL COUNTRY PUBLISHER ANNOUNCEMENT

The Canadian Simmental Association is pleased to announce that beginning with the September issue of Commercial Country, our magazines, Simmental and Commercial Country will be published by MediaEdge Publishing Inc. from their office in Winnipeg. Through their services (<http://www.mediaedge.ca/index.shtml>), we look forward to continuing to provide a top quality publication which promotes the Simmental Breed in this country as well as expanding our current advertising and subscriber base.

CSA and its staff are currently working with the MediaEdge team to make a seamless transition which will maintain Simmental Country as the leading beef breed publication in Canada. The opportunities this new partnership provides are very exciting, as our membership and advertisers will now have tools at their disposal that no other beef breed publication has to offer - once again Simmental is setting the standard!

We would like to thank Today's Publishing who have done a tremendous

job over the last three years. We appreciate their dedication to our magazine as well as their work in the development of CSA advertising and promotional material. We look forward to continuing our relationship with them.

CBBC PUREBRED RISK ASSESSMENT UPDATE

The Canadian Beef Breeds Council has designed two Excel business management tools (and User Manuals) that have been created specifically for Canadian purebred beef cattle producers.

The [Purebred Cost of Production, Product Pricing and Benchmarking Manual](#) and [Purebred Producer Cost of Production Workbook](#) are designed to be an interactive in providing key reporting functionality to purebred beef producers.

Unlike other agricultural operations, beef owners and producers must manage their herd to make the maximum profits from available resources while ensuring the long-term productivity of those same resources. Cost and/or production information allows a producer to make informed decisions, plan for the future and to evaluate the profitability of each aspect of their business. A key to long-term profitability in the cattle business is to understand and manage production cost. There is no greater risk to a producer than a lack of profitability; banks demand it and families need it.

The [Purebred Sales Reporting Workbook User Manual](#) and [Purebred Sales Reporting Workbook](#) provide a tracking tool for purebred producers to record their annual sales.

This tool is useful to you, and its content is critical to the sector. CBBC is developing a national purebred sales data base to capture this information in order to confirm and validate the inherent higher value of purebred cattle.

These tools are two of several ways CBBC is working to strengthen the viability and future of the purebred sector.

If you have any questions please contact CBBC directly:
Doris Rempel,
PBRA Coordinator, info@canadianbeefbreeds.com
T:403.730.0350

CCA CONVENTION 2009

Join the Canadian Cattlemen's Association and the Saskatchewan cattle industry for the 2009 National Convention and Semi-annual Meeting "Conquering Market Challenges", August 10 - 14 at the Travelodge Regina, 4177 Albert Street S. Regina, Saskatchewan

See [attached](#) for the schedule of events and registration information
Contact the CCA office, at 403.275.8558 x 410 or visit www.cattle.ca with any questions or for further details.

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CSA PROMOTIONAL ITEM OF THE MONTH

Through our relationship with Imagewear by Mark's Work Warehouse, CSA members can order items and have the [CSA Logo](#) or the [SimmBeef](#) Logo embroidered on these items.

Our promotional item of the month for June is a [PIQUE GOLF SHIRT](#), available in both men's and women's, for only \$17.99 plus logo. A Polyester and Cotton blend to establish a durable fabric that is wrinkle resistant. A ribbed collar and cuffs, available in a wide variety of colours. Please complete the attached order form, fax it to (519) 685- 4330 Attention: Jane Miller. Your order will be delivered directly to your door, free of charge.

Remember CSA members can also receive a 10% discount at all Mark's Work Warehouse stores by using your Pay as You Go Account Card. If you have misplaced, lost or need a new card please [contact](#) the office and a new card will be sent to you.

CSA MEMBERSHIP ANNOUNCEMENTS

Kolton Alexander McIntosh

Congratulations to Shawn & Erin McIntosh, from Brussels, ON, on the birth of their little boy, Kolton Alexander McIntosh, on May 21st weighing 8lbs. 12oz.. We look forward to seeing Kolton at the upcoming Simmental events.

Please [send us](#) your Membership Announcements to have them included in the next Enewsletter.

SIMMENTAL COUNTRY 2009 DEADLINES

Please make sure to note the following deadlines!

ISSUE	DEADLINE
February Herdsire Issue	January 1st
March/April/May Spring Issue	March 1st
June/July/August Queens of the Pasture Issue	July 15th
October	September 1st
November/December	October 1st

Issues for Commercial Country are January and September. Deadlines are December 1st for the January Issue and August 1st for the September Issue.

CALENDAR OF EVENTS

[Click here](#) for complete calendar of events

QUOTE OF THE MONTH

"Of all the things you wear, your expression is the most important."

... www.inspirational-quotations.com

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