



Canadian Cattlemen's Association and the Saskatchewan cattle industry
proudly present the

2009 National Convention and Semi-annual Meeting
Conquering Market Challenges

Monday August 10 - Friday August 14, 2009

Travelodge Hotel & Conference Centre Regina
4177 Albert Street South
Regina, Saskatchewan

At a glance - the week's agenda:

Monday August 10, 2009	1:00 - 8:00 p.m.	Golf tournament - Long Creek Golf Club <i>(dinner provided)</i>
	1:00 - 8:00 p.m.	Half-day tour - Locations and price to be determined* <i>(dinner provided at 6:00 p.m. at golf course)</i>
Tuesday August 11, 2009	8:30 a.m. - 4:00 p.m.	Beef Information Centre Committee meeting
	8:00 a.m. - 5:00 p.m.	CCA Committee meetings
	7:00 - 9:00 p.m.	President's Reception
Wednesday August 12, 2009	8:30 a.m. - 4:30 p.m.	CCA 2009 National Convention
	12:00 - 1:30 p.m.	The Environmental Stewardship Award Luncheon
	5:00 - 10:00 p.m.	BBQ & Entertainment evening - Beaver Creek Ranch
Thursday August 13, 2009	8:00 a.m. - 8:30 p.m.	CCA Committee meetings**
Friday August 14, 2009	8:00 a.m. - 4:00 p.m.	CCA Board of Directors meeting

*When you register, please indicate if you will attend the half-day tour.

**There will be activities held Thursday for those not attending the meetings. Please indicate your interest when you register.

Thank you to our Gold and Event Sponsors for their support!

(as of June 16, 2009)



Ducks Unlimited Canada
Conserving Canada's Wetlands

Active by nature.



Saskatchewan
Ministry of
Agriculture



CANADIAN

Cattlemen



Farm Credit Canada | Financement agricole Canada
Canada

Convention & TESA luncheon sponsor



Registration bags & golf hole sponsor

A sponsor is still needed for the BBQ and entertainment evening. If you are interested, email arnierin@cattle.ca.

Join us on Wednesday August 12 from 8:30 a.m. - 4:30 p.m. as we proudly present the
2009 National Convention

Conquering Market Challenges

Mail to Canadian Cattlemen's Association - 310, 6715 8th Street NE - Calgary, AB - T2E 7H7
 or fax to 403.274.5686

Name(s) in full: _____
 Address: _____
 City: _____ Province: _____ Postal code: _____
 Phone: () _____ Fax: () _____ Email: _____

Cancellations must be received in writing prior to August 1, 2009, to qualify for a refund. A \$40 administration fee will be charged on all cancellations. **Full and producer registration includes President's Reception, all committee meetings, lunch and the BBQ and entertainment evening.**

The host hotel for the CCA 2009 National Convention and Semi-annual Meeting is the Travelodge Hotel & Conference Centre Regina on Albert Street South. A block of rooms with a special room rate has been set aside. We encourage you to book your hotel room early by calling the Travelodge directly at 306.586.3443, or toll free at 1.800.578.7878. **Please quote block ID# 219277.**

Registration fees

Before August 1	Producer	\$95	x (#) _____	= \$ _____
	Full	\$189	x (#) _____	= \$ _____
After August 1	Producer	\$189	x (#) _____	= \$ _____
	Full	\$225	x (#) _____	= \$ _____
Additional meal/event tickets	TESA luncheon	\$30	x (#) _____	= \$ _____
	BBQ & entertainment evening	\$45	x (#) _____	= \$ _____
	Golf tournament	\$60	x (#) _____	= \$ _____
Subtotal				= \$ _____
Plus 5% GST #106844228				= \$ _____
Total				= \$ _____

Method of payment

VISA MasterCard Cheque (enclosed and made payable to the Canadian Cattlemen's Association)

Card number: _____ Expiry date: _____

Name on card and signature: _____

2009 National Convention Program - Wednesday August 12, 2009 - 8:30 a.m. - 4:30 p.m.

<p>Welcome to the 2009 National Convention Brad Wildeman, CCA President State of the Industry - Dennis Laycraft, CCA EVP Beef Market Outlook - Andrea Brocklebank, CanFax Canadian Beef Advantage - Dave Andrews, CCMDC BIXS - a tool within the CBA - Larry Thomas, CCA BIC and the CBA - Glenn Brand, BIC CBEF and CBA Differentiation Messaging in Asia, Mexico and the World - Chenier La Salle, CBEF CBBC and the CBA - Herb McLane, CBBC Agricultural Market Access Secretariat</p>	<p>The Environmental Stewardship Award Luncheon Sponsored by Farm Credit Canada ALMA: Present Initiatives and the Future Charlie Gracey, ALMA Ecological Goods & Services Dr. Ken Nicol, The Institute for Agriculture, Forestry and the Environment Supply Chain Trust Bank Jeff Kroll, McDonald's Restaurants of Canada, Ltd. Canada's Beef in Korea: Market access status and the next steps for trade advocacy and marketing Amos Kim, CBEF Korea</p>
---	---