



# ALBERTA HOLSTEIN

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*Volume 5 . Issue 1*



**Alberta Holstein Association Annual General Meeting:** will be held on February 11th, 2011 at the Red Deer Lodge in Red Deer. In the morning will be the formal meeting and in the afternoon we welcome Mike West and Roger Turner to be our guest speakers. In the evening we will honor the five breeder of the year nominees, president's club cow award winner and the four scholarship award winners. The entertainment for the evening will be the Panic Squad.

**Breeder of the Year:** The Alberta Breeder of the Year Award honors five breeders throughout the province who are nominated by their club for their achievements and contributions to the breed and industry over the past year. Please take the time to fill out the ballot included in this newsletter and submit your nomination to the Alberta Branch office by January 30th. Fax: 403.335.4751, Phone: 403.335.5916 or E-mail: [info@albertaholstein.ca](mailto:info@albertaholstein.ca)

**“Plan to attend as fellow Breeders and our Youth receive awards for outstanding achievements !”**

**Greetings from the Board of Directors**

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**Best wishes from all of us for a Happy 2011!**

“Year's end is neither an end nor a beginning, but a going on, with all the wisdom that experience can instill in us.”



## PRESIDENT'S MESSAGE

*By Wim van de Brake*

At the time of writing snow is on the ground and it is almost time for the Christmas holidays. Another year is gone and it has been a year with necessary challenges. Though most farmers have plenty of forages, the quality was in general disappointing. As a result milk production in the province is down, which has created good marketing opportunities for fresh heifers.

For the Alberta Holstein Association 2010 has been a great year. As we did reflect on 75 Years of Alberta Holsteins, many events could be organized and the attendance was great. Most clubs had their Awards banquets and five breeders received their nomination for Breeder of the Year. Please take a minute to send in your vote for our provincial winner.

Top quality cattle have been exhibited, both in the Alberta shows as well as Madison and the Royal. The Alberta animals really impressed Holstein Breeders from around the world.

**“We as a Branch are proud that once again, we were able to sponsor Bred and Owned Awards for all milking classes and also the Travel Grants. I would like to congratulate the Breeders and exhibitors of all these great animals, on a job well done.”**

As for myself, it has been a great year, going around to the different events and meeting a lot of you

breeders. At this time I would like to thank the fellow board members at the Alberta Branch and our only staff member Heidi, for all that you have contributed, and the pleasant atmosphere in which we have been working together.

Going into the New Year I would like to wish all of you, also on behalf of my family, a Healthy and Blessed 2011.



## NATIONAL DIRECTOR'S REPORT

*By Orville Schmidt*

Merry Christmas to all of you and a Happy New Year. What does the new Year and beyond hold for Holstein Canada and its members? 2010 cumulated over 125 years of history for Holstein Canada. Beginning in the late 1800's when a few wealthy east coast dairy cattlemen imported the “thin hided”, “bony” Black and Whites from Holland to compete with the high component dual purpose and colored breeds that dominated the early dairy landscape. Their so called high volumes of production were the driving force in bringing them to North America. These cows then moved into Ontario and Quebec and then followed homesteaders into the west and within 75 years were the dominate dairy breed in North America and by the 1990's these “Magpies” made up over 90% of the dairy population. The futuristic and open mindedness of these dairymen led to the implementation of A.I. in the 1950's which was followed by frozen semen and bull proving programs in the 1960's, seeing embryo production and freezing by the 1980's and now genetic evaluation by DNA testing.

Genetic and management advances has moved average production of Holstein aged cows to nearly 50 liters a day, along with the useful type and health traits to make the Holstein the most profitable livestock breed in the world. And in the red factor and animal traceability the breed is at the top of the world; what a run in 125 years! **But as is the case in all organizations or businesses, “if you are not going ahead you are actually dropping back.” So Holstein Canada is definitely moving ahead.**

The current process of amalgamation of the various herd books and other industry partners is a very exciting time. Our association will definitely look different 5 years from now as it does today. We will not only be an organization that provides animal identification, type classification and pedigree information to Holstein Canada members, we may also be providing that technology to all other dairy breeds.

Along with the services we provide today, we will also be capable of providing genetic evaluations to A.I. Centers, and DNA genomic evaluation for breeders both domestic and internationally. This genetic and DNA information will be on such things as production, type, health traits, feed conversion and endless other possibilities to help make dairy farmers in Canada become even more efficient. With combining the automatic traceability of animals and genetics that will come with these programs the future looks very exciting.

The programs this organization has taken on will make it the flagship of all livestock identification policies, from cattle to poultry to pets around the world. Starting from a house in Brantford 125 years ago, to the world recognized offices we have today, there is a lot to be proud of and a lot to look forward to in the next few New Years. Again, Merry Christmas and a Happy New Year to All.

## UPCOMING EVENTS

### 29th Western Canadian Dairy Seminar - Facing the Challenges of Modern Dairying



**Tuesday, March 8th - Friday, March 11th, 2011 at the Capri Centre, Red Deer, Alberta**

The organizers of the Western Canadian Dairy Seminar

invite you to join them at the Western Canadian Dairy Seminar (WCDS), where you can gather the latest information in dairy production and technology advances. This seminar is designed for people who want to improve their knowledge and decision-making abilities in dairy production and management. Dairy producers, extension specialists, researchers, and dairy service and supply representatives will find this seminar extremely valuable. Each year a wide variety of topics are presented ranging from nutrition and reproduction to dairy policy and challenges facing the dairy industry.

The dairy industry looks to this seminar for solutions to emerging issues, and for information about recent research results. The design of the conference is such that timely and relevant issues are the focus of the presentations. In addition to the formal program, there is ample opportunity for one-on-one discussions between the speakers and participants.

The organizers of the Western Canadian Dairy Seminar are proud to serve the dairy industry and look forward to seeing you at the seminar March 8 - 11, 2011!

#### Topics included:

- Dairy Products and Human Health
- Using Cow behavioral changes to predict the development of metabolic disease
- Practical strategies to improve hoof health
- Focus on efficiency: Maintaining milk

yield while lowering dietary protein content

- Implementing waste solutions for dairy farms
- Strategies for success in heat detection and artificial insemination
- Trace minerals in the dry period to boost immunity of the cow and calf
- The impact of forage use and quality on economic returns of Canadian dairy farms



### 2011 NATIONAL HOLSTEIN CONVENTION, Halifax May 12-19

The organizing committee of the 2011 National Convention invites you to Nova Scotia and Newfoundland to experience East Coast traditions! The main portion of our convention is in Halifax, Nova Scotia. Each of the four Nova Scotia farm tours on our program will give you the opportunity to see a variety of dairy operations as well as some of our province's most picturesque scenic attractions. We have the traditional convention activities along with our special tour to Newfoundland.

#### Please note:

- A maximum registration of two buses will be accepted due to the limited number of hotel rooms in the areas to be visited
- The deadline for registration for this tour is a month earlier than other Convention events because of the need to book ferries etc.
- Be advised that Holstein Canada will no longer be mailing out full Convention materials to all members.
- Members will receive a postcard type notice with their December statement asking to go on-line to get event and registration, if a hard copy is preferred members are encouraged to call Customer Service and a copy will be mailed or faxed out.

## CONVENTION PROGRAM

### Thursday, May 12th

All Day Arrival & Registration - Welcome Reception, Westin Hotel

### Friday, May 13th

All Day Farm Tours to Annapolis Valley, Noel Shore and Halifax County  
Board of Directors Meeting, Westin Hotel  
Evening Master Breeder Awards Banquet, The Cunard Centre

### Saturday, May 14th

10am - 2pm Annual General Meeting of Members, Westin Hotel  
3pm - 5pm Board of Directors Meeting, Westin Hotel  
Evening Sale & Atlantic Lobster Feast, Show Grounds, Halifax

### Sunday, May 15th

All Day Show Day, Show Grounds, Halifax  
Halifax City Tour

### Monday, May 16th

8am Depart for Tour to Antigonish and Newfoundland  
Tour of Antigonish Farms, Seafood Chowder Lunch, Lobster Boat Tour  
4pm Depart for Cape Breton, & MB Herd visit, followed by Cape Breton Kitchen Party  
9:30pm Arrive in North Sydney for boarding of ferry  
11pm Leave North Sydney; crossing overnight in berths to Port aux Basques, NFLD

### Tuesday, May 17th

7:30am Arrive in Port aux Basques, NFLD  
Travel to St. Davids for a farm tour, then onto Corner Brook for lunch  
Afternoon Free afternoon  
Evening Banquet with traditional meal with local producers

### Wednesday, May 18th

8am Depart for farm tours in Little Rapids, Cormack & Deer Lake  
Evening Dinner & Entertainment at Gros Morne

### Thursday, May 19th

All Day Sightseeing tour at Gros Morne National Park  
4pm Depart for Deer Lake Airport (drop off at 6pm) for direct flight back to Halifax & Toronto  
6:30pm Bus continues onto Port aux Basques for 11:45pm return ferry overnight to Sydney

### Friday, May 20th

All Day Travel to Halifax airport with stops along the way as needed

**NOTICE OF THE 76TH ANNUAL GENERAL MEETING OF THE ALBERTA HOLSTEIN ASSOCIATION**

**The Board of Directors and the Organization Committee welcome you, the breeders throughout the province, as well as industry partners we work with daily, to our yearly Annual General Meeting.**

**Date:** February 11th, 2011

**Place:** Red Deer Lodge, Red Deer

**Time:** Registration - 9:15am - 10:00am, Annual Meeting - 10:00 am sharp

**Cost:** Annual General Meeting Lunch \$25, Dinner \$45

**Agenda:** Minutes are included in the newsletter. Please review and bring to the meeting.

**Elections:** The terms of the following directors are expiring: Eric Taylor (at large), Cor van Gunst (Green Acres Club), Tim Knull (Northern Alberta Club)

**Resolutions:** All resolutions must be submitted to the Branch secretary by January 31, 2011.

**Afternoon:** Guest Speakers, Mike West & Roger Turner - Making my dairy more profitable through genetics

**Ladies:** Please join us for Lunch at noon for a fee of \$25!

**Cocktails:** 6:30 - 7:00pm

**Awards Ceremonies:** 7:00pm Breeder of the Year, Provincial President's Club Cow Award, Scholarships Power Point Presentations.

**Evening Entertainment: \* The Panic Squad**

**Accommodation:** Rooms are available at the Red Deer Lodge, 4311 - 49th Avenue, Red Deer, AB T4N 5Y7.

For reservations phone 403-346-8841 or toll free 1-800-661-1657.

State that you are with the Alberta Holstein Association.

Please make your own reservation before January 25th, 2011.

**\* The Panic Squad and that's what they say about them:** "Our mission is : Make people laugh, hard! It's that simple. We're on a mission to prove that comedy can be clean AND exceptionally funny. We've been fighting boredom and lameness across North America for over 10 years and know how to bring the laughs. Real laughs, like "My sides hurt!" and "I can't feel my face!". Been looking for laughter in all the wrong places? Then enlist The Panic Squad today and get ready for an incredible, high-quality comedy experience you won't soon forget."

*"No one makes me laugh like The Panic Squad does. Their comedy is incredible and they're great guys with a passion for what they do. We always look forward to seeing them at the events we share."* Tim Neufeld, Starfield

*"The Panic Squad does an amazing job of performing soul therapy. By using witty, smart humor, they open up and tenderize the heart through laughter. Simply put, they are great. You should use them."* David Nasser, Author/ Speaker

Check out their website at: [www.panicsquad.com](http://www.panicsquad.com)

**The Alberta Holstein Association sincerely thanks the Central Alberta Holstein Club for hosting the 2011 Annual General Meeting!**



**ALBERTA HOLSTEIN ASSOCIATION  
MINUTES OF THE BRANCH ANNUAL MEETING  
FEBRUARY 5th, 2010, 10:00 AM  
Fantasy Hotel, Edmonton**

**Welcome:** The meeting was called to order at 10:20 a.m. with President Jason Rietveld as chairman. He welcomed all the members and visitors and thanked the Northern Alberta Holstein Club for hosting the meeting. Jason introduced honorary guests. There were 76 people (including guests) present.

**Guests:** Alain Lajeunesse Marketing Manager of Holstein Canada, Trevor Fischer / Neil Petreny, CanWest DHI General Manager; John Iversen, Past President Holstein Canada Alberta Past Presidents; Don Chalack, Don Wright, Ken Fenske, Orville Schmidt, Dale Bienert-Past President Holstein Canada

**Review of agenda:** Tim Knull/Don Chalack moved "that the agenda be approved as presented". *CARRIED*

**Business arising from the Minutes:** There was no business arising from the minutes.

**2009 Minutes:** Moved by Dale Bienert / Derek Wassink "that the minutes be accepted as circulated. *CARRIED*

**Resolutions:** There has been a resolution submitted by the Northern Alberta Holstein Club, but the deadline has not been met.

**President's Report:**

Jason Rietveld reported that in 2009 as always the trucks rolled out of Alberta and headed to Toronto, Madison, Utah, Oregon as well as shows from BC to Quebec exhibiting Alberta cattle and the fine breeders we have in our province. The Association was proud to sponsor cattle who attended the World Dairy Expo in Madison as well as the Royal Winter Fair in Toronto. Breeders around the world viewed Alberta cattle which will result in more buyers coming to our province for fine Genetics and high quality cattle from all of our breeders. Congratulations go out to Morsan Farms for the prized Missy cow who sold for 1.2 million dollars, an inspiration to all breeders.

The marketing of Alberta cattle is important to the Association as well as to you, the breeders. We at the branch have tried to help with this by putting out some publications to promote our breeders. The response has been both good and bad. Most of the people who receive the publications, such as the breeder notebook, directory and calendar are happy and ask for them again. Although many are happy some are not and that is why the advertising and marketing committee is looking at which projects are feasible or how we can change them. The main project under review is the calendar and I encourage you to come forward with your suggestions. At this time the final touches are being done on our new directory and should be available to you during the Western Dairy Seminar in early March. Thanks to Heidi for all her work on the directory and thanks to the industry partners and breeders who advertise and help pay for the directory costs.

The summer of 09 brought the first club organized Alberta Holstein picnic. It was a request by the clubs to organize the picnics each year, with the first club being Country Roads. The day was excellent and a hit for all who attended. Thanks again to Country Roads for putting on such a great event. There was country entertainer Danny Hooper, as well as an excellent barbeque at night and a silent auction that all Alberta breeders could be proud of. The Country Roads club wrote a cheque each for \$4000 to the Stollery Children's Hospital and Stars, which came from money raised that day mainly through silent and live auction. Thanks to those who donated items and made the auctions a success.

As we move forward into 2010 the Branch realized genomics is a big issue in our industry which affects the AI companies, breeders and Holstein Canada. He believes that we need to stay informed and work together for the better of the Holstein breed. As well due to the decline in herd numbers it is important to keep our membership up and encourage others to become members. The Holstein breed has been a leader in the dairy industry around the world and we the breeders need to continue this tradition on by our strength in our associations.

**Accountant Review:** Treasurer, Heidi Voegeli-Bleiker, presented the 2009 financial review. Moved by Don Wright/Cor van Gunst "that the 2009 financial review is accepted as presented."  
*CARRIED*

2009 Budget: Treasurer Heidi Voegeli-Bleiker presented the year 2010 budget.

**Appoint Accountant:** Moved by Tim Knull/ Wim van de Brake "that Anderson/Slipp Chartered Accountant be appointed accountant for 2010."  
*CARRIED*

**Nominations:** Jason Rietveld announced that Rene Klugkist was appointed by the Central Alberta Holstein Club for a three year term and Finn Jakobsen was appointed by the Southern Alberta Holstein Club for a three year term. Rita Haynes resigned; Tim Knull will replace Rita for a one year term. Rob Crest's position as director at large will have to be filled. Nominations opened for one director at large.

Nominations opened: John Iversen nominated Bob Reck  
Bert Bass nominated Richard Lavoie  
Lance Briggs nominated Darren Lind

Nominations to continue following milk break

Nominations re-opened. Don Chalack nominated Rob Crest / Declined

Moved by John Iversen / Rene Klugkist "that nominations cease."  
*CARRIED*

Neil Petreny, Brian Cruickshank counted the votes.

### **National Director's Report - John Iversen**

2009 was your Association's 125th anniversary.

Holstein Canada continues to be proactive to offer and adjust our breed's improvement programs.

In Canada, the number of producers continues to decline, down about 4% per year. Herd average number of cows continues to increase while producing more milk per cow.

Holstein Canada membership is down 1% to 11,432; however, we did gain 300 new members. Registration activity is up 2% and had 275,557 registrations. Classification had 17,122 herd visits classifying over 240,000 animals up 2% over the previous year. There was a huge increase in mid-round visits in 2009 and if this continues more classifiers will be needed to keep the seven month round intervals on schedule. This figure was up 22% and had 4,804 visits.

Genomics is a technology that is developing rapidly. This will likely impact the activities and programs that Holstein Canada offers its members. Only time will tell what adjustments your association will have to make to remain relevant in the dairy industry.

Holstein Canada conducted a member survey in 2009; we had an excellent response rate from all regions, with 3500 or 31% of the membership taking part. 92% of the participants were extremely satisfied or quite satisfied with Holstein Canada. There were three areas that could use improvement and they were breed improvement, government relations and of course, NLID tags (surprise!).

The Worldwide recession has also impacted Holstein Canada. The revenue generated from our reserve fund is down dramatically. This comes at a time when we are going through a huge computer upgrade. Another big factor on revenue decrease is the uptake in electronic registration. In 2007, this figure was 68%, in 2008, it was 73% and in 2009, it was 80%. This has led to a slight fee increase beginning January 1, 2010. One dollar for ERA and two dollars for hard copy as well as a \$5 membership fee increase.

An audit committee was put in place in 2009 which does not necessarily watch the finances as much as ensure all the proper procedures and implementation of services and programs are done according to policy. A Governance Committee was also struck to assist the National Board on proper policies, procedures and relevance in regards to policies and committees.

Looking ahead Holstein Canada will strive to provide value to members, improve communication and fund timely research initiatives. With Leadership in mind we will make improvements with regards to governance and management and continue to build strategic alliances to advance the Dairy Industry. Traceability and premise identification will be a major issue in the future.

The process has begun to find a replacement for our Secretary-Manager. I have mixed emotions on this matter, Keith Flaman and myself have worked together for ten years and have enjoyed Association growth and success in that time.

Holstein Canada will hold its AGM in St. Hyacinthe, Quebec from April 8 – 11, 2010. Also, keep in mind Canada will host for the first time in 2012 the World Holstein Friesian Federation meeting that is held every four years.

John congratulated his replacement, Mr. Orville Schmidt of Rollyview and wished him much success as your new National Director.

### **Marketing Manager Holstein Canada - Alain Lajeunesse**

- Alain reported that in 2009 exports were down 45% and global dairy prices were very low.
- Canadian Classifiers are in high demand, every second week Canadian judges are asked to judge a show somewhere.
- New website – frustrations, improvement have been made, slowly getting better, positive registration site, not finished yet
- Membership - lose 3-4 % every year, hired Stephanie Gregson for the West, also National Herd Enrolment Program for 2010 "Participation for Profit", targeting members on DHI, not registered herds
- Holstein Canada has had a record year in 2009

### **Field Service Report - Wim van de Brake**

The purpose of the committee is to find new members, assist with registrations, transfers and motivate members to participate in classification.

The year 2009 has been a productive year. At this time last year we had to report that Jill McCallum had left Holstein Canada and it took until early summer that Holstein Canada did hire Stephanie Gregson as their Young Adult Program Coordinator and Business Developer.

Stephanie is from a dairy farm in Ontario and has several years experience in 4-H and also in the feed industry.

In the mean time the committee members did make several farm calls, which resulted in Stephanie being able to sign up 7 new herds in her first week in Alberta.

At most of these herds we had to tag and register all animals, and at a couple herds we got the classifier in, and classified all cows. Later on, we were able to pick up a couple more herds, and we have leads on a few for the next round already. We did visit several herds that had fallen behind, and got them caught up on their registrations.

There are a few DHI technicians and semen salesmen, who have been a great help in finding herds and getting our field service coordinated. Your efforts have been really appreciated.

The next round of field service has been scheduled for early February 2010.

We at Alberta Holstein would like to encourage you to let us know if you need a visit, or if you have a neighbor who might be a potential new member.

### **Advertising & Promotion – Jason Rietveld**

The busiest and most active committee in the association would be the advertising and marketing committee. The committee's job is to promote and help market Alberta cattle in our country and around the world.

There are many different ways the committee puts out promotional material.

- 1) Breeder booklet – Early in the year we put out a breeder booklet which many people love to receive. They are handy for making notes or lists and fit in your pocket. Thanks to Mosnang Holsteins and Innislake Dairy Farm for purchasing the 2009 front and back covers. There were 500 made and were distributed around Alberta and Canada.
- 2) Directory – The directory is almost done. There are many full page ads this year and thus the directory will have more pages than the last one. Thanks to huge support from breeders and industry partners for purchasing pages. The 2010 directory should be available at the Western Dairy Seminar. We have scheduled our next directory for 2012. We will print 1500 instead of 2000 this time.
- 3) Calendar – The calendar has been going out for a few years now and has been well received. Every year they are brought and given out at the Royal in Toronto and World Dairy Expo in Madison. Over the years many breeders have bought pages but lately it seems to be a harder sell. The calendar is under review by the committee for 2011 and we ask for breeder input on this project. There were 2000 calendars printed for this year.
- 4) Website – The last couple years our website has become way more active and created many more hits than before. This is greatly due to the hard work and consistent updating done by Heidi. Check often for the latest news and pictures from Holstein Canada and Alberta Holstein.
- 5) Travel Grant – Each year we sponsor cattle and the breeders who attend the Royal and Madison. This year the budget increased to \$6000 to be split evenly between all the Alberta cattle over both shows. The branch feels these cows showcase to the world the high quality of cattle in Alberta and hopefully bring buyers to purchase Alberta cattle, thus a worthwhile grant.
- 6) Newsletter and Booth – The branch puts out a newsletter 4 times a year and like the website it has only gotten better. The addition of colour and great photos along with tons of information make it a great resource for Alberta breeders. Furthermore our booth is set up at many events throughout the year, such as the Western Dairy Seminar, Alberta Dairy Congress, Alberta Milk and Westerner Show, advertising our breeders and association.

Lastly, this year putting together a special 75th anniversary promotional item was added to our job. In late summer came out jackets and hats which may be purchased from the office for \$75 and \$15 respectively. These trendy jackets and hats advertise our 75th anniversary and promote our association to all who see them. While you're getting your jacket or hat you can ask Heidi for some Alberta Branch pens and pins as well.

All of these projects are geared to promote Alberta breeders and Holsteins. Please feel free to give us suggestions on how we can improve our promotional material.

None of these projects went without a lot of work by Heidi and I would like to thank her on behalf of the Association for the countless hours on the computer and phone while putting these projects together.

### **Show & Judging Report – Eric Taylor**

2009 was a great year for shows in Alberta with many having record numbers shown of top quality Alberta or Western Canadian owned cattle. The Alberta Branch encourages the showing of Alberta bred and owned cattle through the sponsorship of the "Best Bred and Owned" for the milking classes of all shows in the province. The Branch appreciates the effort and commitment of all the exhibitors who bring their cattle to these shows and the way they promote Alberta Holsteins.

The Alberta Branch also assists the show committees by checking the registration papers of all cattle entered at the shows. We would also like to remind all dairy breeders to keep their ear tags up to date. (All animals must now have a RFID tag to leave the farm) The Tier 1 Provincial Judging School put on by the branch was again held in Leduc at the Alberta Dairy Congress in June. William Wikkerink, from Cobble Hill, BC, did an excellent job as our official judge giving solid reasons to support his placings and answering questions that arose. Along with the 24 judges, many spectators were given the opportunity to judge two heifer classes and two milking classes. The branch would like to thank the exhibitors for the use of their cattle and the 4-H members and parents who helped as leadsmen for the day.

The Manitoba Branch hosted the Tier 11 Judging School for 2009 for AB, BC, and Sask. The Alberta Branch would like to express our thanks to the six official Alberta judges who made the effort to attend this. Alberta Holstein Branch will

now host the Tier 11 every three years. The "Official and Aspiring Judges" list was expanded to include Lee Simanton as one of our aspiring judges. We encourage all 4-H and Holstein clubs to check the Judges list when looking for a judge for their shows. This is easily found on the Alberta Branch website.

### **Youth Program Report – Rene Klugkist**

Another great year has passed for our youth and young adults. The Alberta Holstein Branch is active in securing the future of our industry by sponsoring various youth activities and giving out scholarships to students in their 2nd year of a post secondary institution. Four scholarships of \$500 each are given out each year. The recipients for the 2009 year were Arisjan Appel, Nathan Knull and Metty and Jan van de Brake.

Stefani & Tyce Kootstra, Rob Luymes and Derek Wassink will be the three young adults attended the National Young Adult Convention in Quebec in 2010. Each of the participants received \$250 from the Branch to help with the cost of the convention expenses.

The Branch sponsors the Green Acres 4-H Dairy, Lacombe 4-H Dairy, Moo's On the Moo-ve 4-H Dairy, Mountain View 4-H Dairy and Rollyview 4-H Dairy clubs in Alberta by giving each of them a true type model cow as an achievement award of their choice. This past year the Branch sponsored the Alberta Provincial 4-H Dairy Show that was held in Red Deer in July, which showcases our talented youth in the five 4-H Dairy clubs in the province.

The Western Canadian Classic team from Alberta also received sponsorship from the Alberta Holstein Branch. The Alberta WCC team did very well this past year; winning Grand Champion Confirmation, Overall Showmanship and won Premier Province; what a great accomplishment for our Alberta Team.

In September, Lee Simanton was selected to attend the European Young Breeder School in Belgium. Lee represented Canada extremely well by winning Honourable Mention in Showmanship and placing 3rd Overall for the entire contest.

### **Awards Report – Cor van Gunst**

Cor van Gunst reported on the Awards actives.

The awards committee is proud to announce the five nominations for the **President's Club Cow Award**:

Country Roads Holstein Club, Lady Revenue Felske, Heida Dairy Farm  
Northern Alberta Holstein Club, Dardel Linjet Sonny, Dardel Holsteins  
Central Alberta Holstein Club, Serli Colorado Lillie, Morsan Farms  
Southern Alberta Holstein Club, Irwindale Leduc Macy, RockyMountain Holsteins  
Green Acres Holstein Club, Spruce Ridge Dodge, Rockport Colony

Also we are happy to announce the five club **Breeders of the Year**. The nominees are:

Country Roads Holstein Club: Enterprises Lavoie 1999, The Lavoie Family  
Northern Alberta Holstein Club: Corlane Holsteins, Cor, Harold, Fred Hofstra & Families  
Central Alberta Holstein Club: Marsfield Holsteins, Gert and Sonja Schrijver  
Southern Alberta Holstein Club: Shanalta Holsteins, Shane & Rhonda Straub & Family  
Green Acres Holstein Club: Van Zeggelaar Farms, Gerrit & Kathy van Zeggelaar

Congratulations to all nominees. The winner will be announced during the banquet at the Annual General Meeting.

Breeder of the year sponsor – Dairy Connection will no longer sponsor the Breeder of the Year for the local Clubs. Cor thanked them for their support in the past.

### **Picnic Report – Wim van de Brake**

On July 29th, the Alberta Holstein Picnic held its 5th family picnic at the Ag. Facility in Westlock. At the last club relation meeting clubs had expressed their interest in hosting the picnic. The Country Roads Club was the first to take on this challenge; they did an excellent job in fund raising and organizing the event.

During the beautiful, sunny day many children were entertained with various games, a dunk tank and calf dress up. Moonique the Alberta Milk mascot kept the children entertained, while some visitors took the opportunity to golf at the Westlock golf course or to visit the Westlock tractor museum.

In the evening approximately 350 people enjoyed a delicious dinner, catered by Bob Ronnie from Ponoka.



**REGISTRATION ALBERTA HOLSTEIN ASSOCIATION ANNUAL GENERAL MEETING**

Name of Attendees: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tickets	Cost	# of tickets	Total
General Meeting Lunch and Dinner	\$70		
General Meeting Lunch only	\$25		
General Meeting Dinner only	\$45		
Ladies Program	see below		

**Please fax by January 25th to:**

Central Alberta Holstein Club, Willem van der Linde 1.403.782.1517

**And mail payment to:** Central Alberta Holstein Club, Attention: Willem van der Linde RR1, Lacombe, AB T4L 2N1

For tickets please contact:

Rob Luymes 1.403.782.6377

Rene Klugkist 1.403.843.3052

Marteen Roeland 1.403.704.2346

Willem van der Linde 1.403.782.1516

Gert Roseboom 1.403.843.3398

Lee Simanton 1.403.783.2128

Andrew Wildeboer 1.403.782.9615

Brian Bajema 1.403.783.3300

Hans Eggink 1.403.782.6735

**Hotel Reservation:**

A block of rooms has been booked at the Red Deer Lodge, Red Deer, 4311 - 49th Avenue, Red Deer, AB

T4N 5Y7. **State that you are with the Alberta Holstein Association.**

Phone: 1.403.346.8841 or toll free 1.800.661.1657.

**The rooms will be released after January 25th; it's your own responsibility to book your room on time!**

Accommodations-Room rates are: Tower, non smoking, king, \$109;

Courtyard, non smoking, 2 queens, \$124;

Executive suite, living room \$134 (plus applicable taxes).

**Ladies Program:**

A ladies program will be held in the morning of the 11th with Joan Tancock-Polino and Chippers Concrete Engraving. Please reply early and if there is enough interest we would proceed. We will need at least 10 ladies participating in the program to go forward with it. The activities will be held at the Red Deer Lodge.

Please respond to **Elaine Bajema by email at [bbajema@xplornet.com](mailto:bbajema@xplornet.com) by January 25, 2011** if you are able to attend.

We would like to start the first session at 9:30 am with Iowalta Gardens and likely it will be about 1hr to 1 ½ long and then we would go to the next session with Chippers Concrete Engraving ending at 1 pm.

**Iowalta Gardens** – Joan Tancock-Polino owns a herbal greenhouse and will be doing a Herbal Spa; talking about herbs and will be making bath bombs and bath salts for your enjoyment and pleasure – to take the stress away.

Cost: \$15.00

**Chippers Concrete Engraving** is a locally owned and operated business from Lacombe, AB. We do custom concrete work on existing concrete floors, driveways, garages, patios, dairy barns ect. We are able to color the concrete and cut a design or pattern of your choice into the existing concrete. Anything from bricks, tiles, flagstone, ect. Or any numbers and letters, farm names, or designs of your choice. We also are able to etch on glass, mirrors or stainless steel. We are looking forward to designing with all of you; as you make a custom mirror, picture frame, or vase.

See you soon, Darcy &amp; Leita Salomons

Cost: Vases will be \$20.00 – \$25.00

Mirrors will be \$25.00 – \$30.00

Picture frames \$25.00 - \$30.00

## WESTERNER CHAMPIONSHIP DAIRY SHOWCASE

October 30th

Animals: 152

Judge: Hank van Exel of Exels  
Holsteins, Lodi, Calif.

### Summer heifer calf (7)

Wendon Goldwyn Diode, Wendon

### Junior heifer calf (15)

Morsan Laurin Joan, Morsan

### Intermediate heifer calf (13)

Cowtown Goldwyn Wishful-ET,  
Morsan

### Senior heifer calf (18)

Tolamika Goldwyn Mercedes, Wen-  
don, Bienert, Schmidt, Dardel

### Summer yearling heifer (13)

Morsan W Jasper Booboo, Morsan

### Junior yearling heifer (10)

RockyMountain Mesa, Ron Churchill,  
Continental Holsteins

### Intermediate yearling heifer (6)

Wide-Open Dundee Beckett-ET  
Fornwald & Benbie Holsteins

### Senior yearling heifer (9)

Erinbrett WG Rliner Sierra,  
Fornwald, Benbie, R.Crowe, Wilson-  
grove, G. Plains, Robella Holsteins,  
M.C.Flaman

### Milking yearling heifer (7)

Marsfield Goldwyn Evelyn, Marsfield,  
Wendon

### Junior 2- year old female (10)

Hamming Goldwyn Steph, Hamming

### Senior 2- year old female (9)

Starmark-I Gudule, Morsan

### Junior 3 year old female (6)

Lakefield Winston Jet, Lakefield farm

### Senior 3-year old female (5)

Lakefield Dundee Janice, Lakefield



### 4 year old female (13)

Morsan Roy Nutmeg, Morsan

### 5- year old female (7)

Crestomere Lorilee, E. Simanton

### Mature Cow (5)

Hauptpre Rudbeckie Regiment,  
RockyMountain

### Grand Champion & Senior Champion

Morsan Roy Nutmeg, Morsan

### Reserve Grand Champion & Senior Champion

Sunnyhome Eastwood Melody,  
Sunnyhome and RockyMountain

### Intermediate Champion

Lakefield Dundee Janice, Lakefield

### Reserve Intermediate Champion

Wendon Dundee Divinia, Wendon

### Junior Champion

Morsan W Jasper Booboo, Morsan

### Reserve Junior Champion

Skycrest Jasper Nosebleed

### Breeders Herd

1. Lakefield,
2. Wendon

### Premier Breeder

Skycrest Holsteins

### Premier Exhibitor

Morsan Farms

### BRED AND OWNED SPONSORED BY THE ALBERTA HOLSTEIN ASSOCIATION

### Milking Senior Yearling

Marsfield Goldwyn Evelyn  
Marsfield/ Wendon, AB

### Junior Two Year Old

Hamming Goldwyn Steph  
Hamming Holsteins, BC

### Senior Two Year Old

Skycrest Damion Doodle  
Skycrest Holsteins, AB

### Junior Three Year Old

Lakefield Winston Jet  
Lakefield Farm, MB

### Senior Three Year Old

Lakefield Dundee Janice  
Lakefield Farm, MB

### Four Year Old

Morsan Roy Nutmeg  
Morsan Farms, AB

### Five Year Old

Crestomere Lorilee  
Everett Simanton, AB

### Mature Cow

Lakefield Titanium Jane  
Lakefield Farm, MB



## SOUTHERN ALBERTA HOLSTEIN CLUB SHOW

November 7, 2010  
Animals: 25  
Judge: Tom Hofstra

**Class 1 - Peewee**  
shown but not placed

**Class 2 - Peewee (4)**  
Ashton Jordet

**Class 3 - Summer Calf (4)**  
Morcrest Million Petra, Morcrest

**Class 4 - Junior Calf (7)**  
Brummelhuis Baxter Hemi, Ten Brummelhuis

**Class 5 - Intermediate Calfn (4)**  
Mosnang Goldwyn Wether, Ten Brummelhuis

**Class 6 - Senior Calf (4)**  
Brummelhuis Sanchez Andrea, Ten Brummelhuis

**Class 7 - Junior Yearling (2)**  
Huntcliff Senior Bashful, E. Huijzer

**Class 8 - First calf Heifers (4)**  
Huntcliff Fallriver Solistic, E. Huijzer

**Grand Champion**  
Brummelhuis Sanchez Andrea  
Ten Brummelhuis

**Reserve Champion**  
Huntcliff Senior Bashful, E. Huijzer

**Honourable Mention**  
Rinsma Goldwyn Marie

## CANADIAN 4-H CLASSIC

The 2010 Canadian 4-H Classic junior Dairy Show started the Holstein activities at the Royal Agricultural Winter Fair in Toronto. 360 eager participants competed for top honours in Canada's largest and most prestigious dairy youth show. Held from November 6-8, this year's event attracted teams of 4-H members ranging from 12-21 years of age, and travelling from seven provinces. Bloyce Thompson of Eastside Farm Inc. Charlottetown, P.E.I. had the difficult task of assessing the competitor's showman skills.

**Junior showmanship (97)**  
Alana McKinven, Que  
**Intermediate showmanship (124)**  
Katelyn Crest, AB  
**Senior showmanship (138)**  
Justin Cowley, Ont.

The stiff competition went on through the conformation classes, where Paul Trapp of Taylor, Wisconsin handled the judging duties. Katelyn Crest placed 8th in the intermediate heifer calf class with Skycrest Laurin Sweet Potatoe. Congratulations to Katelyn, our only representative from Alberta, for placing honourable mention Grand Champion Showman at the Canadian 4-H Classic. The Alberta Holstein Association is very proud to sponsor Katelyn attending the Canadian 4-H Classic.

## ROYAL & MADISON

Congratulations to all Breeders and Exhibitors for taking part in the World Dairy Expo in Madison and the Royal Winter Fair in Toronto. The Alberta Holstein Association is very proud to sponsor our Breeders from the West. Please take the time to congratulate these Breeders and Exhibitors for their enthusiasm and love for the breed.

Interesting is the fact that RockyMountain Holsteins, Cochrane bred

two firsts, including Intermediate Champion RockyMountain Talent Licorice and Junior Champion RockyMountain Goldwyn Trisha. That's a first for the Royal and a great accomplishment for an Alberta breeder. Congratulations RockyMountain Holsteins!

## Madison World Dairy Expo

### Red & White

1. Four Year Old and Grand Champion - Blondin RedmanSeisme, Morsan Farms

### Black & White

1. Summer Yearling - Morsan W Jasper Booboo, Morsan Farms  
3. Fall yearling heifer not in milk - Eastside Jasper Olexis, Morsan  
2. Senior Two Year Old - Mosnang Elmo Goldwyn, Morsan Farms  
6. Senior Two Year Old - Crestomere Lou Victoria, Crestomere Holsteins

## Royal Winter Fair

### Red & White

1. Senior Calf - Brummelhuis Ritzy Jazlyn, Wendon & Dardel  
1. Senior Two Year Old - Starmark-I Gudule, Morsan & Faberdale  
2. Senior Three Year Old - Juniper Advent Scarlet Red, Continental & De Waal  
1. Four Year Old & Grand R&W & Supreme Champion - Blondin Redman Seisme, Morsan  
3. Four Year Old - Lacross Talent Dahlia, Wendon & Chubanna  
4. Four Year Old - La Prsentation Suzette, Continental, de Waal, T.Hofstra  
1. Mature Cow - Hautpre Rudbeckie Regiment, RockyMountain

### Black & White

1. Summer Yearling - Skycrest Jasper Nosebleed, Skycrest  
3. Summer Yearling - Morsan W Jasper Booboo, Morsan Farms  
3. Senior Yearling - Eastside Jasper Olexis, Morsan  
8. Senior Two Year Old - Mosnang Elmo Goldwyn, Morsan  
3. Four Year Old - Morsan Roy Nutmeg, Morsan



*Mike McGriskin accepting the Curtis Clark Award from John Iversen*

## CURTIS CLARK 2010

### Mike McGriskin Wins 2010 Curtis Clark Achievement Award

Mike McGriskin of Kentville Holsteins, Shelburne, Ont., was named the 2010 winner of the Curtis Clark Achievement Award at the Royal Agricultural Winter Fair, Toronto, Ont., on November 12th. He is the 24th recipient of this award which honours the memory of the late Curtis Clark of Acme Holsteins, a respected Alberta Holstein breeder and showman. McGriskin received a gold belt buckle as a personal keepsake of the award and his name will be engraved on the distinctive Clark trophy with its bronzed version of Curtis Clark's hat.

Holsteins have been a lifelong passion for 62-year-old Mike McGriskin. A third generation Holstein breeder, he grew up on his family's Hazelwood Holstein farm and was a 4-H member as a youth. As a teenager, he worked at the shows for Ontario's Romandale Farms. He then spent eight years as herd and show manager for Glenafton Farms in Ontario. In 1980, McGriskin began his own Kentville Holsteins herd on a rented farm near Port Perry, Ont. Eventually he and his family bought their own farm in Dufferin County. In 1994, he achieved a Master Breeder shield from Holstein Canada, following in the footsteps of his father, Joe McGriskin, a two-time Master Breeder winner.

Cow families and high type have always been the focal point of the Kentville herd which has sold numerous bulls into A.I. and exported cattle worldwide.

Today the 33-head milking herd includes ten Excellent, 19 Very Good (ten of which are Very Good 2-year-olds) and six Good Plus cows.

McGriskin's knowledge as a breeder and manager of superior cattle and ability to recognize, develop and exhibit prize winning animals has gained him the respect of his peers. A former Official Holstein judge, he has always had an eye for buying and merchandising the "good ones" like Tovmill Astro Carol (Ex-96-USA), who was nominated five times for All-American for Carrousel Farms in Illinois.

McGriskin has been a regular exhibitor at his county show, where he has earned numerous Premier Breeder and Exhibitor banners, as well as at the Royal Winter Fair and other major shows. He has won numerous All-Canadian and All-Ontario nominations and awards. Among his best known show winners are Kentville Astro Christie (Ex), 2003 All-Canadian summer yearling and reserve junior champion at the Royal Winter Fair, and Harrishill Integ Ivy Jean (Ex-91-3E), a two-time county show grand champion.

McGriskin has been open and generous in assisting, teaching and encouraging other breeders and young people who look to him for advice. At the shows, the Kentville showstring almost always has cattle from other breeders under their care. Hard working and down-to-earth,

McGriskin was instrumental in founding the Autumn Opportunity Show in Orangeville, Ont., in 2000 and still remains vitally involved in its organization. He is a past president and director of the Dufferin County Holstein Club, a former 4-H dairy club leader, and a past director of St. Jacobs ABC.



A heartfelt Mike McGriskin says he is proud to have won the Clark award and is very appreciative of the honour. "This is like winning the Stanley Cup for me!" Sharing in the joy of this achievement with him are his wife Jo-Anne and their three children: Denise, Kevin and Chris. Both of his sons are internationally known dairy cattle clippers and fitters and Kevin is now involved in the Kentville herd with his father.

The Curtis Clark Achievement Award is sponsored by the Alberta Holstein Branch. It is awarded annually to the dairy cattle exhibitor who possesses the ability, sportsmanship and dedication that has earned him the respect of fellow breeders and showmen. Selection of the winner is made by former recipients of the award.

## CALENDAR 2012

Plans are well underway for the 2012 calendar. Previous advertisers will be asked if they are interested in keeping their advertising spot, leftover pages will be sold on a first come first serve basis. Please contact the office if you are interested in advertising in the 2012 calendar.

Advertising opportunities will also be available at the Annual General Meeting at the auction of the front and back cover of the well liked Breeder notebook. Take a chance to advertise your farm or animals on the popular publication distributed at all major events held in Alberta.



## CALENDAR OF EVENTS 2011

**January 17:** Northern Alberta Holstein Club Annual Meeting  
**January 18:** Central Alberta Holstein Club Annual Meeting  
**January 19:** Southern Alberta Holstein Club Annual Meeting  
**January 20:** Green Acres Holstein Club Annual Meeting  
**January 21:** Country Roads Holstein Club Annual Meeting  
**February 11:** Alberta Holstein Association Annual General Meeting  
**February 25:** Green Acres Holstein Club Family Bowling  
**March 8-11:** Western Canadian Dairy Seminar, Red Deer  
**March 18:** Country Roads Holstein Club Bowling Night  
**March 25:** Green Acres Holstein Club Awards Banquet  
**March 25-26:** Calgary Stampede Dairy Classic  
**May 12-20:** 128th Holstein Canada National Convention, Halifax  
**May 27:** Green Acres Family B.B.Q.  
**May 28th:** Green Acres Show  
**June 8:** Southern Alberta Holstein Club Golf Day  
**July 16:** Country Roads Holstein Club Family Picnic  
**July 16th:** Northern Alberta Holstein Club Show  
**July 22:** Alberta Holstein Association Family Picnic, Lethbridge  
**Please mark your calendars and make plans to attend some of the events organized by the local clubs or the Branch.**

Our mission is working to provide opportunities for members to enhance profitability and competitiveness through genetic improvement programs delivered effectively and efficiently. Please feel free to contact us with any of your questions and concerns.

### Alberta Holstein Association Office:

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*We spend January 1st walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives ... not looking for flaws, but for Potential!*  
 Ellen Goodman

### WELCOME NEW MEMBERS:

#### Dominicus Dairy Ltd.

Jaap Dominicus  
 Ponoka

#### Clearview Organic Dairy

Red Deer

#### Val-Star

Dr. Betty-Jo Bradley  
 Carmangay

## BOARD OF DIRECTORS 2010

### Executive Committee:

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Please contact any of the Directors for comments or concerns!

## 2010 Breeder of the Year

Please take the time to read the information on the nominees from each club for the 2010 Breeder of the Year. Take a moment to fax the ballot on the information sheet, mail it in, or send an e-mail to Heidi at the Branch office. All contact information is included in the pamphlet with a short description of each nominee's operation. Prior to the winner being announced at the evening banquet of the Annual General Meeting, held in Red Deer at the Red Deer Lodge, a power point presentation will show us an overview of each breeder's operation.

Vote for "Your Breeder of the Year"!



CRHC - SKYCREST HOLSTEINS



NAHC - DETIMDALE HOLSTEINS



CAHC - MOSNANG HOLSTEINS



SAHC - GAREDON HOLSTEINS



GAHC - DEERFIELD COLONY