

Marketing School

FRIDAY, DECEMBER 4, 2020

Travelodge, Saskatoon



9:00-12:00

Ashley Drummond, Wow Factor Media CEO

Course topics: Goals analysis and discovery, Social Media Marketing fundamentals, Branding and social media, Multi Platform strategy creation, Website essentials
Saskatchewan's leader in social media marketing. Their team has proudly helped hundreds of organizations throughout Western Canada achieve success and results through strategic social media marketing. She is excited to help you leverage the unmatched power of social media marketing.

Lunch Break

1:00-1:30

Garth Rancier, Rancier Farms

Course topic: Marketing females

Garth, with his wife Angela, are the fourth generation at Rancier Farms, Killam, Alberta. They, along with their two children, Kade and Abby, maintain a purebred and percentage black and red Simmental cow herd, and grain farm. Garth and Angela exhibit cattle at many of the major fall shows in Canada, and have been fortunate to breed and exhibit numerous breed and national champions, with the highlight being awarded Supreme Champion 4 times at Farmfair International and breeding and exhibiting the first Simmental Female to win the RBC Beef Supreme Challenge at Canadian Western Agribition. Fitting cattle has also taken Garth to many shows across Canada, the United States and Argentina. Garth is also past President of the Canadian Simmental Association.

Garth has enjoyed judging shows across Canada and Mexico. He has judged breed and national shows from coast to coast including shows at Canadian Western Agribition, Farmfair International, Toronto Royal, Lloydminster Stockade Roundup, Calgary Stampede, Maritime Fall Fair in Halifax, Nova Scotia, Expo Boeuf in Victoriaville, Quebec, and Brandon Fall Fair, as well as numerous junior and 4-H shows.

Rancier Farms markets females annually at the Friday Night Lights and the Camrose Country Classic female sales in December, and bulls in the Maxwell/Rancier Bull Sale the end of February. Semen and embryos are also sold throughout the year.

1:30-2:00

Robert Hamilton, Hamilton Farms

Course topic: Marketing bulls during restricted bull sale attendance

Robert's Grandfather homesteaded in the Innisfail area after immigrating from Scotland in 1892. Robert was born and raised on the families purebred Shorthorn operation in the Innisfail area and was involved with the family business from a very young age. After graduating from Olds College, Robert worked independently fitting cattle for shows and sales and also worked as herdsman for Church Simmental Ranch located west of Calgary, Alberta, from 1979 to 1987. He purchased a small herd of purebred Black Angus cows from Greenvale Angus in 1981, and started Hamilton Farms at that time. Robert married Gail in 1984 and together they operated Hamilton Farms while still managing and operating other businesses. Robert was a director with the Alberta Angus Association from 1990 to 1996.



He was farm manager for Alta Genetics Embryo Division located west of Calgary from 1987 to 1994 and during this time the Hamilton Farms cow herd was expanding and required the sole attention of Robert's management. The present ranch location was purchased in 1992 (100 years after his Grandfather homesteaded) and the Hamilton Farms operation now runs approximately 350 purebred Black Angus mother cows, farm approximately 2000 acres of crop and hay, and land holdings total approximately 6000 acres. In 1995 Hamilton Farms held the first bull and select female sale at the ranch and have one of the leading bull sales in Western Canada for the past 25 years.

2:00-2:15

Helge By, Charolais Banner

Course topic: What is one of the most common question clients ask when order buying? How big is her/she going to get? Helge will address this using Frame Score background and guages for understanding.

2:15-2:30 Break

2:30-3:00

Dan Skeels, Anchor D Simmentals Ltd.

Course topic: Moving your program to the next level

The Skeels family is a 4th generation family farm located at Rimbey, AB. Dan purchased his first Registered Simmental at age 10, now along with wife Karen and kids, Mackenzie (21) and Garren (16), they breed about 600 head each year. Anchor D Simmentals Ltd. will host their 22nd Annual Bull Sale February 12, 2021, and 14th Annual Female Sale October 8, 2021. They annually market aprox 120 yearling bulls, and 60 bred heifers through these sales, as well as a small number of heifers commercially, as well as hosting "Anchor D Simmental influenced calf sales" through the VJV markets at Dawson Creek, BC; Rimbey, AB and Ponoka, AB. Between these 3 sales, they will sell about 2500-3000 Anchor D Sired calves. In addition to the cattle operation, Dan is also a Livestock Auctioneer selling both commercial and purebred sales. He sells about 40 bull sales each spring and 20 fall production sales, as well as weekly at VJV Auction in Ponoka, where he is also the head auctioneer in charge of auction staff at the VJV markets. 2004 was his busiest year selling 210 sales that year, throughout Canada & USA.

Dan was named: Canadian Livestock Auctioneer Champion in 1998, International Livestock Auctioneer Champion 1999, Reserve World Champion Livestock Auctioneer 1999, World Livestock Auctioneer Champion 2004, Masters Champion Livestock Auctioneer (2015) and received The LMAC Industry Leadership Award in 2018.

3:00-4:30

Question and Answer Panel featuring the afternoon speakers

We will be following Covid restrictions. Registrations will be taken in numerical order. Registrations beyond the restriction number will participate virtually. Passwords will be provided to participate online. All handouts will be shared with online users and a chat room will be available to direct questions to speakers.

Registration \$250/person virtual or in-person

**As registrations will be taken numerically, please call
only Candace By, 306-536-3374, to reserve your spot.**

Travelodge Room Block Number: CF1203CHA

