

BC Cattlemen's AGM & Convention

RANCHING STRONG: MANAGING FOR PROFITABILITY IN THE
COW/CALF OPERATION

**91st AGM & Convention hosted by:
Cariboo Cattlemens Association
*May 23-25, 2019***

November 1, 2018

Dear Sir or Madam,

In 2019, the Cariboo Cattlemen's Association will be honoured to host the 91st British Columbia Cattlemen's Association (BCCA) AGM & Convention in Williams Lake, BC, on May 23-25, 2019. The Cariboo Cattlemen's Association represents members from 100 Mile House up to Quesnel, as well as producers on HWY 20 west of Williams Lake, and east to Horsefly and Likely, encompassing the surrounding communities. Since its inception, Williams Lake has had strong ties to the ranching industry, and ranches are one of the main industries bringing economic benefit to the area; mining and forestry are also economic drivers. Ranching has had a long and colourful history in the Cariboo-Chilcotin and continues to as we move into the future. The majority of cow calf operations in this region continue to be family owned and operated, and great pride is taken teaching the way of life to the younger generation. Williams Lake is well known for offering a taste of the "true west" with the famous Williams Lake Stampede and is the home of the BC Cowboy Hall of Fame. The area also boasts many other recreational opportunities such as: a mecca of mountain biking trails, hiking, world class lake & river fishing, and world class resorts.

Williams Lake was proud to host the BCCA AGM & Convention in 2010, where it was one of the most successful and well attended events in recent memory. Our theme is, "Ranching Strong: Managing for Profitability in the Cow/ Calf Operation"; we will explore ways to continue to raise cattle and manage our operations to remain economically sound in the industry during these changing times.

We would like to take this opportunity to invite you to join us in Williams Lake to celebrate the ranching industry. We welcome you to feature and promote your business with an indoor or outdoor exhibit, or both, as well as the opportunity catch up with old friends and clients and the networking possibilities to make new contacts.

Sponsors and trade show exhibitors are very important to the success of the event. Your presence and contributions enhance both the business and social aspects of the AGM, and allow you a venue to display your support, while cementing your name in the minds of your customers. BCCA members appreciate that your goods and services contribute to the successful operation of their ranches. Sponsors will be acknowledged in a variety of ways including: signage, recognition in the convention book that all attendees receive, and in a powerpoint that will be shown throughout the event.

The trade show floor plan has been designed to maximize traffic to your display, both indoors and outside.

The BCCA's Martin Riedemann Society raises funds for annual scholarships and bursaries as well as research to benefit the BC beef industry. An auction is held every year during the AGM - items are donated by regional cattlemen's associations and other meeting attendees. Please consider donating an item or service to the auction.

Enclosed are the application and registration forms, pricing, and accommodation information. We thank you for your consideration and look forward to hosting you here in Williams Lake in 2019.

Sincerely,

Cariboo Cattlemen's Regional BCCA AGM Committee