



Canadian Bison Association's 41ST Annual Convention The Next Horizon



The Ramada Plaza by Wyndham Regina Downtown
1818 Victoria Avenue, Regina, Saskatchewan
Phone 306-569-1666

CONVENTION AGENDA

Saturday, November 23, 2024 – Ramada Plaza

10:00 AM – 6:00 PM Animal load in time
8:00 AM – 5:00 PM CBA Board Face to Face Meeting
7:00 pm - 9:30 PM Opening Reception

Sunday, November 24, 2024 – Ramada Plaza

7:30 AM -12:00 PM Exhibit Set-up in Trade Show Area
7:30 AM – 8:45 PM Breakfast Served
8:00 AM Registration Open
9:00 AM – 9:15 AM Convention Begins Opening Remarks – Brian Arnold
9:15 AM -10:15 AM Keynote Presentation – The Next Horizon – Turner Ranches Context
10:15AM -10:45 AM Nutrition Break/Networking/Trade Show Open
10:45 AM -11:45 AM High Sulphate Water Research – Implications for Bison - Jordan Johnson, MSc, AAg
PhD Student (Ruminant Nutrition) Department of Animal and Poultry Science University of Sk.

11:45 AM -1:00 PM Lunch

1:00 PM - 2:00 PM Branding Only Works on CATTLE! How the Internet has Changed Marketing Forever and What to
Do About It! - Jeph Maystruck
2:00 PM - 3:00 PM Exploring Sales Channels for Growth – The Next Horizon - Kendall Ballantine
3:00 PM - 3:30 PM Nutrition Break/Networking/Trade Show Open
3:30 PM – 5:00 PM Producer Panel - Profitable Ranching Strategies/Growing the Herd
- Stew Staudinger, Alberta; Bruce Friedel, Alberta; Avery Shepherd, Saskatchewan, Lane Christiansen,
Saskatchewan; Turner Ranches

6:30 PM Taste Test Reception
Charity Auction

Monday, November 25, 2024 – Ramada Plaza

7:00 AM- 8:00 AM Breakfast
8:00 AM - 8:30 AM CBA Industry Update – CBA
8:30 AM– 9:15 AM U.S. Industry Update – Jim Matheson
9:15 AM -10:30 AM Marketers Panel
10:30 AM - 10:45 AM Nutrition Break and AGM Registration
10:45 AM -12:30 PM **CBA Annual General Meeting for Members only**
1. Call to Order
2. Confirmation of Quorum
3. Welcome and Introductions
4. Approval of the agenda
5. Approval of the minutes of the 2023 Annual General Meeting.
6. Old Business
7. New Business
8. Annual Report
9. Treasurers Report

10. Approval of 2024/2025 Auditor
11. Questions
12. Adjournment

1:00 PM Afternoon at Agribition

6:00 PM **Awards Banquet**

- Opening Remarks & Greetings -Brian Arnold
- Myrt Lenton Award
- Presentation of Awards
- Judges' Remarks and Awards

10:30 PM **Social**

Tuesday, Bison Day November 26, 2024

7:30 AM - 9:00 AM Coffee and pastries at John Deere Sales Arena
9:00 AM – 10:00 AM Judging Clinic
10:00 AM - 6:00 PM Buff or Bluff Game and prizes at the CBA booth in the CBA Booth
11:00 AM – 12:00 PM Chef Rob Stroh Bison Cooking Demonstration at Everyday Kitchen
11:30 AM – 1:00 PM Free Bison Brisket on a Bun at John Deere Sales Arena
12:15 PM – 12:45 PM Terrance Littlelent Hoop Dance Performance at John Deere Sales Arena
1:00 PM – 2:00 PM Chef Rob Stroh Bison Cooking Demonstration at Everyday Kitchen
2:30 PM Presentation of Grand Champion Banners
3:00 PM Video Sale Begins
5:00 PM Load out available until 9:00 PM
