



Bear's Corner

By Doreen Flewelling

The longer I'm associated with the beef industry and the older I get, the luckier I feel to have had the opportunity to meet so many interesting and intelligent women. Often the *unsung heroes* of our industry are the women, and in this column I hope to share some of their lives with you. They form a diverse and devoted group who can proudly claim the titles of wife, mother, career woman and then often become secretary, bookkeeper, farmhand, entertainment co-ordinator and shrewd business partner as well.

Cattlegirls For The Cure



The invitation read: It is with great excitement we invite you, the cattlegirls of our industry, to take part in the 1st Annual Cattlegirls's Charity Golf Classic. I am well aware of the Annual Cattlemen's Golf Classic, now there was a golf tournament for cattlegirls. An excuse for a weekend away with girlfriends in the middle of summer, and the fact that it was a fundraising event in support of breast cancer research made the invitation even more appealing.

Facts published by the Canadian Cancer Society state that breast cancer is the most common cancer among Canadian women. In 2006, an estimated 22,200 women will be diagnosed with breast cancer and 5,300 will die of it. An estimated 160 men will be diagnosed with breast cancer and 45 of them will die of it. On average, 429 Canadian women will be diagnosed with breast cancer every week, and on average, 102 Canadian women will die of breast cancer every week. One in nine women is expected to develop breast cancer during her lifetime. Primarily because of the breast cancer research taking place and new treatments being developed, along with awareness and early diagnosis, since 1993, incidence rates for breast cancer have stabilized and death rates have declined steadily.

I don't know of anyone who hasn't faced the horrific challenge of fighting cancer, either themselves, with a family member or a friend. It is a pretty easy decision to support cancer research of any kind.

The idea to have a Cattlegirls's Golf Tournament actually came from a man. Anne Dunford and Jodie Griffin were giving some gentlemen a hard time about not being able to golf in the Cattlemen's Golf Classic. One man commented, "why don't you have your own tournament?" Jodie's reply was, "we will, and not only that, we'll have a charity tournament!" Wala, the idea was born!

Anne and Jodie had no problem setting up an enthusiastic



1st Annual Cattlegirls's Charity Golf Classic Organization Committee

committee to transform Jodie's statement into reality. The remainder of the group consisted of women representing different areas of the livestock industry:

Peggy Checkel - Beef Marketing Consultant

Anne Dunford - Western Canada Beef Market Analyst

Jodie Griffin - Credit Manager for Canadian Cattle Buyers Credit

Carrie Kimmel - Credit Manager, Western Alliances for Farm

Credit Canada

Lyndsay Routledge - Market Analyst at GKJIM FARMS

Katelin Wildeman - Communications Coordinator for the Canadian Hereford Association

Alana Lunn - Marketing & PR Specialist for the Canadian Simmental Association

Dianne Boyd - Industry Conference Manager for Alberta Cattle Feeders Association

Jackie Dann - Owner of Alert Agri

Sandy Russell - Livestock Economist - Province of Saskatchewan



(L. to R) - Sandy & Stephanie Davies, Cindy Goodwin, Debbie Simpson (Executive Assistant- Canadian Hereford Association)



(L. to R) - Lenore Davis, Marlene Harvie (Harvie Ranching), Lotene Laursen, Claire McCurdy



(L. to R) - Pam Robertson (Canadian Hereford Association Accountant), Debbie Verbonac, Alana Lunn (Committee), Barb Judd

Jamie Blacklock - General Manager for Saskatchewan Cattle Feeders

Treana Derald - Western Canadian Sales Manager for Novartis

They appointed Peggy Checkel as Chair of the Organizing Committee and the group set to work soliciting sponsorship, donations and golfers. They knew that cattlemen have the reputation of being passionate, committed and successful. Because of all these wonderful attributes, they chose to help find a cure for breast cancer as the charity of choice for the first annual tournament. They also set a realistic goal to raise \$10,000.00.



(L. to R) - Judy Leggot, Sherry Wildeman, Wendy Wildeman (Wild Bear Herefords), Shannon Brost (Brost Land & Cattle Co.)



(L. to R) - Taylor Yee, Treana Costley, Bev Jones, Susan Groenewald



(L. to R) - Chantel Chase, Leanne Steger, Shauna Pahl (Pahl Livestock Ltd.), Kim Schlinker

The committee knew they needed to choose a golf course that would be enjoyable for golfers and non golfers alike. They chose the Cottonwood Coulee Golf Course in Medicine Hat, Alberta. It is a relatively short course with visitor friendly staff, and you can usually count on southern Alberta to be warm in late August. Their goal was to make sure that everyone had an excellent fun day while fundraising for the cure.

"The entire cattle community was very supportive of this initiative," says Peggy. Through generous donations, sponsorship and participation of golfers from Alberta, Saskatchewan and Manitoba, the event was deemed an overwhelming success. From further east, Jill McNeely attended as a golfer representing Ottawa Valley Hereford Farms, Navan, Ontario, and Aimee Clements, a visitor to Canada, golfed in support of her mother, Kerri Ebbeck, Ebbeck Family Farms, NSW, Australia. Aimee's mother Kerri is proud to be a breast cancer survivor! Breed Associations, businesses in the industry, and businesses related to the industry were tremendous supporters, and I am pleased to report an excellent representation of Hereford cattlemen.

You could participate by pledging sponsorship at several affordable levels, by donating silent auction items, or by donating golf prizes. A woman could enter to golf either as an individual entry or by entering their own foursome. It didn't matter who you golfed with, you were sure to enjoy yourself. Members of the committee kept everyone well entertained throughout the tournament. They supplied team photo moments, shooter sustenance regularly, and prize competitions such as chipping into the cup (bra cup that is). On hole #1 we were all required to tee off wearing hockey gloves. That quickly levelled the playing field! A full roster of 144 golfers were showered with sponsor gifts, enjoyed 38 degrees celcius weather, met women with common interests, and appreciated a fabulous steak barbeque. There were hole prizes awarded, and the committee had done so well attaining prize sponsorship that every team was awarded a prize.



(L to R) – Kathy Warnyca, Janel Fazakas, Tanya Thorne, Jackie Sproule



(L to R) – Camilla Jones, Patti Scott, Barb Rock



Unanimous Decision – "Rowdiest Team"
(L to R) – Kaitlin Wildeman, Jen Guilford, Aimee Clements, Jill McNeely



First Place Team
(L to R) – Dana Weiss (SK Commercial Hereford Breeders), Pat Hiady, Treena Der... (Tournament Committee), Erin Birchamp (SK Commercial Hereford Breeders)



(L to R) – Kaitlin Wildeman (Committee), Peggy Checkel (Committee Chair), Josie Doll from the Medicine Hat Division of the Canadian Cancer Society

The Cattlewomen for the Cure Committee still had one final prize to award. After acknowledging the breast cancer survivors who participated in the tournament, Peggy Checkel and Kaitlin Wildeman presented Josie Doll from the Medicine Hat division of the Canadian Cancer Society with a cheque. Peggy thrilled us by announcing, “we were able to more than triple our original fund raising goal! We have raised nearly \$35,000 earmarked specifically for breast cancer research!”



Camilla Jones

her primary source of comedic material. For the past eight years, Camilla has devoted her time as a comedian and a motivational speaker. She has a different outlook on life and a wonderful weird way of seeing humour in everyday situations. The statement, “Laughter is the best medicine”, goes further than ever these days. As research shows, it is not only essential to our emotional well being, but also plays a major role in our physical health as well. Learn how to take life a little less seriously and discover how the “humour attitude” can help you to lighten up. Experience the powerful tool humour can be to enable you to face challenge, all the while adding some fun to your life. Recently, at age 41

The evening didn't end with the awards presentations. The final highlight was a special guest speaker, Camilla Jones. She presented us with her “Gift of Laughter”. Camilla grew up on a farm in rural Alberta with her parents and four sisters. She attended SAIT, Olds College and then U of S studying animal science. After completing her formal education, Camilla worked at different jobs, one of which was inspecting swine herds. After she married, Camilla worked as a dairy inspector, developed a campground with her husband and had four sons, as she puts it ‘9 months and 20 minutes apart’. As a young girl, Camilla admits that she was always clowning around, so when she entered ‘Canada’s Search For The Funniest New Comic’ at Yuk Yuks in 1998 she could easily draw on her life experiences for quality material. Growing up with four sisters and now raising four teenage sons of her own, Camilla uses daily life and human nature as

What Cancer Cannot Do

Cancer is so Limited

It Cannot Cripple Love

It Cannot Shatter Hope

It Cannot Corrode Faith

It Cannot Destroy Peace

It Cannot Kill Friendship

It Cannot Suppress Memories

It Cannot Silence Courage

It Cannot Invade the Soul

It Cannot Steal Eternal Life

It Cannot Conquer The Spirit

- Anonymous

Camilla has survived cancer, and a stroke caused by a heart defect, both in 2005. The stroke paralysed her left side and she spent two weeks in the Calgary Foothills Hospital. Once again, Camilla used her terrific positive attitude and keen sense of humour to make a miraculous recovery that will be documented in the Canadian Medical Journal. Not only that, she created a new presentation she calls "Different Strokes for Different Folks" that was the perfect summation to a great day for the First Annual Cattlewomen's Charity Golf Classic.

I have no doubt that the future Cattlewomen's Golf Tournament and Charity Fundraiser will continue to be well supported throughout the industry. Sponsors were well acknowledged and participants had a fabulous day. The committee has received positive feedback and has already received numerous calls from women who want to be added to the future mailing list.

As I visited with Peggy Checkel she was so appreciative, "I think I would just like to comment that when a person gets a chance to work with the women I did and meet the women that participated in the tournament, it confirms what a resilient, positive and fun loving bunch we are. It makes me proud to be a cattle woman!"

Congratulations Cattlewomen for the Cure!

For more information or to get
on the 2007 mailing list contact:

Peggy Checkel

Phone: 403-559-9927

Email: pcagventures@shaw.ca

To experience the "Gift of Laughter" contact

Camilla Jones

Phone: 403-556-4036



There are never too many shooters!



Herefords Today Girls At Play
(L to R) – Mina Serhienko, Ada Lacoursiere, Doreen Flewelling



Karen Lishka – Saskatchewan Hereford Association



Mina Serhienko and Karen Lishka