

MEDIA RELEASE

**WCWGA Unveil New Board of Directors**

**May 12, 2004:** The Western Canadian Wheat Growers Association has been renewed and revitalized with the appointment of a new board of directors and the election of a new executive. Directors are excited to move forward from the organization's successful convention in Calgary, March 18 and 19, which re-established the Wheat Growers as a voice for progressive prairie grain farmers. The new board wants to renew the organization's commitment to its members, acting positively for changes that improve the viability and profitability of wheat production. As an organization, the Wheat Growers have spent thirty-four years bringing forth innovative, farmer-driven solutions. The new board will continue to do so, harnessing the strengths of its members to improve agriculture in Western Canada.

The Wheat Growers will be led by new president Cherilyn Jolly, a farmer and rural economic development officer from Mossbank, Saskatchewan. Cherilyn is young, educated, and excited about the future of agriculture. Three Vice Presidents have also been elected, one representing each prairie province. Curtis Hiebert of Sperling will represent Manitoba, Dean Klippenstine of Regina will represent Saskatchewan, and Douglas Campbell of Cochrane will represent Alberta. Randy Hoback of Canwood, Saskatchewan will serve as Chair of the Board. (Additional information can be found in the attached biographies.)

Over the past two months, the board has been diligent in re-establishing the operations of the organization and planning an agenda for the coming year. As an introduction to members, media, and other interested parties, the Wheat Growers will be holding a barbeque at this year's Western Canada Farm Progress Show in Regina on Wednesday, June 16. This will be a time to meet each of the new directors and hear their vision for the future of the Association and for agriculture.



*Pictured above, 2004 Western Canadian Wheat Growers Association Board of Top row: (from left) Jeff Watson, Con Johnson, Joseph Janzen, Bill Rusk, Randy Hoback. Bottom row: (seated, from left) Cherilyn Jolly, Dean Klippenstine, Douglas Campbell, Grant Dyck, Curtis Hiebert, Jayme Day*

**Board Biographies:**

**Cherilyn Jolly, President, Mossbank, SK**

Cherilyn Jolly was born and raised on a grain farm outside of Mossbank, SK. Cherilyn went on to Medicine Hat College to study Marketing, graduating on the Dean's Honour Roll. In 2000, Cherilyn continued her post secondary education at Olds College and studied Agriculture Business as a Finance Major. She was President of the Canadian Agricultural Marketing Association on campus and was chosen as an Ag. Advocate representing the college. She graduated again with honours and was presented with the "Most Outstanding Student Award" on behalf of Olds College students and faculty. She has travelled extensively around the world including such destinations as Paris, London, Singapore, Mexico, Cuba, Israel, and throughout the United States. She has just returned from a two-month agriculture work term in Australia. Travelling abroad has given her a unique perspective on the Western Canadian agriculture industry and she has an avid interest in the revitalization of rural communities. Cherilyn is currently farming with her fiancé a few miles north of Mossbank. In addition to farming, they own and operate a Hunting Lodge. She has recently been hired as the Rural Economic Development Officer for the town of Mossbank. Cherilyn played a significant role in the administrative rebuilding of the Western Canadian Wheat Growers Association and as the new President she has made it a priority to establish better communication with members and with Provincial and Federal Government on issues affecting our farms today.

**Curtis Hiebert, Manitoba Vice-President, Sperling, MB**

Curtis Hiebert was raised in the Red River Valley southwest of Winnipeg. Shortly after graduating from high school, Curtis realized an agriculture education in farm business management would be of great value. Curtis pulled himself away from family farm near Sperling long enough to graduate with a Bachelor of Science in Agribusiness from the University of Manitoba in 2000. Curtis purchased his first piece of farmland at the age of 18, and is currently farming full time with his wife Tracy and along side his father, Ron. Crops grown on their grain and oilseed farm include corn, sunflowers, wheat, canola, edible beans and soybeans on a land base of more than ten thousand acres. In recent years, his curiosity in regard to IP and traceability has elevated and he has therefore adopted the use of electronic recording in conjunction with GPS technology. As a director for the Western Canadian Wheat Growers Association, Curtis would like to be involved in improving grain transportation and marketing systems but he also expressed concern about how improper environmental policy development could affect grain farming in the future. When asked about what the future holds Western Canadian agriculture Curtis's response was, "There is a lot to be excited about. First, I am eager to see where biotechnology and electronic technology are going to take us in the next ten years. More importantly, I think the Biofuel market is going to have a huge impact and the environmental benefits are incredible."

**Dean Klippenstine, Saskatchewan Vice-President, Regina, SK**

Dean Klippenstine grew up in Avonlea, Saskatchewan and graduated from the University of Saskatchewan with a Bachelor of Commerce. He received a chartered accountant designation, moving on to work ten years in public practice. He and his wife own and operate Envision Group chartered accountants, dealing entirely with personal and corporate agriculture in Regina, Saskatchewan. In addition to his work as accountant, Dean farms 2500 acres of grain and 70 commercial cattle with his sister, Deanne, and parents, Dale and Connie.

**Douglas Campbell, Alberta Vice-President, Cochrane, AB**

Douglas Campbell has extensive expertise in managing complex issues in the North American business and government community. He is a recognized leader in the fields of Agriculture, Trade, Transport and Public Policy. He has been instrumental in development of legislative and regulatory reforms which have improved the efficiency and performance of the Canadian grain, transport and trade sectors - most notably the reform of the 90 year-old Grain Export Statutory Freight (Crow) Rate regime. Currently, he works as a consultant for various business groups, providing feasibility studies, business plans, financial advice, engineering design and project management for entrepreneurs in the agri-food industry. He also works in an advisory role for numerous groups including Agriculture and Agri-Food Canada and the University of Manitoba Transport Institute. In addition to his work in Canada, he is active abroad, serving as a director of the Canada-India Business Council. Douglas also brings a wealth of past experience to the Wheat Growers. He has taught at the University of Saskatchewan, operated a pedigree seed farm, worked in the grain trade, and served as advisor to various Canadian and provincial ministers of agriculture and transportation. Furthermore, he has been with the Wheat Growers previously in the role of research director.

**Randy Hoback, Chairperson, Canwood, SK**

Randy Hoback farms at Canwood, Saskatchewan with his wife, Jerri, and two children. They operate a twenty eight hundred acre grain farm that is also involved in custom seeding, spraying, and trucking. As well, Randy coordinates investment tours to Brazil and serves on the Board of Directors of Can-Ag Ventures, a local feedlot group. He is also the APAS representative for the RM of Canwood. Randy completed a Business Administration certificate at the University of Saskatchewan. He worked for thirteen years with Flexicoil and Case New Holland, occupying positions ranging from factory worker and wholesale order desk to territory manager for various Canadian regions and market manager for Western Europe, Eastern Europe, and Asia. Randy has worked extensively with farmers from around the globe and has seen the dynamic nature of world agriculture. He believes it is important for Canadian farmers to be able to respond to the challenges posed by global markets. His work with the Wheat Growers aims to provide positive, proactive changes to insure that agriculture in Canada has the ability thrive.

**Joseph Janzen, Secretary/Treasurer, St. Francois Xavier, MB**

Joseph Janzen was born in Winnipeg and raised on a family grain and oilseed farm in St. Francois Xavier, Manitoba. He continues to farm in association with his parents, Jim and Ronalee Janzen. They strive to run a technologically innovative operation that crops approximately six thousand acres of wheat, oats, canola, sunflowers, soybeans, and corn. In 2004, Joseph graduated with distinction with a Bachelor of Science degree in Agribusiness from the University of Manitoba. In the winter of 2005, he plans to begin work on a Masters degree in Agricultural Economics at the University of Manitoba. His research interests will include international trade, agribusiness, marketing, and policy, particularly as these topics pertain to crop production in Western Canada. Joseph is excited work with the new board of the Wheat Growers. He believes it is key to engage young people and encourage them to put their entrepreneurial efforts into agriculture to grow the agricultural economy in Canada.

**Bill Rusk, Nipawin, SK**

Bill Rusk is a third-generation grain farmer in northeast Saskatchewan. He and his family run a diversified grain farm in a zero-till, continuous cropping program, growing cereals canola, peas, canary seed, and forage seeds. Bill was employed for ten years as an elevator manager with Cargill Grain while farming part time. He has since begun farming full time, spending the winter doing contract work with various chemical companies. He is active in the community, doing volunteer work with a variety of local associations and clubs. While he is new to the Western Canadian Wheat Growers Association, he is familiar with its initiatives and issues and why these issues are important to prairie wheat producers. He is looking forward to working closely with the Association and its members.

**Jayne Day, Rouleau, SK**

Jayne Day has an L.L.B from the University of Saskatchewan and currently works for the Saskatchewan Justice Department in the Criminal Prosecution Division. Prior to her marriage to Ryan Day, she was Jayme Williams, growing up in Milestone, Saskatchewan. Her family's farm is 15 miles south of Milestone, primarily farming grain, although her father did own cattle. When she married 2001, she personally became involved in the farming industry and is now a quarter owner of RK Sunview Farms, which includes several thousand acres of land and a seed cleaning plant. The plant is located 6 miles South West of Rouleau, Saskatchewan. The farm grows both pulse and cereal crops. Currently we are involved in seeding approximately 9000 acres. Her husband and his father in law are employed full time both operating the plant and managing the farming operation.

**Grant Dyck, Niverville, MB**

Grant Dyck farms south of Winnipeg, in Niverville, Manitoba. Artel Farms Ltd., which he operates, is a second generation grain and oilseed operation. Grant graduated from the University of Manitoba with a Diploma in Agriculture. He serves as a director on the Manitoba Corn Growers Association and the Niverville and District Canadian Foodgrains Bank Committee and as a part time volunteer at the Youth For Christ Drop In Centre.

**Con Johnson, Bracken, SK**

Conrad Johnson was born and raised on a farm near Kremlin, Montana and graduated with a Bachelor's Degree in Agricultural Production from Montana State University in 1972. He and his wife moved to Canada in 1974 and currently farm 9500 acres in the Bracken district, growing durum, wheat, field peas, chickpeas, mustard, and malt barley. He has two children, a daughter who attends Montana State University and a son who farms. In addition to farming, Con is involved in many agribusiness enterprises in his area. Con was a founding director of the Southwest Terminal at Gull Lake. He is a founding director and part owner of Prime Pro Ventures, an agribusiness with outlets throughout southwestern Saskatchewan. He is a part owner of White Water Coulee Cleaners in Bracken, an elevator specializing in cleaning pulses and shipping producer cars on a custom basis. He is currently part of a group trying to buy Great West Rail, a short line railroad that services southwestern Saskatchewan. Con has continually been active in promoting change in the grain industry, acting as a producer witness in the Barley Growers Charter challenge. He believes firmly in marketing choice as the best option to ensure the economic success of Western Canadian agriculture and in the Western Canadian Wheat Growers as a vehicle to initiate this success.

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**Jeff Watson, Yellow Grass, SK**

Jeff Watson was born and raised in Yellow Grass, Saskatchewan and resides there currently. He received a diploma in agriculture from the University of Saskatchewan in 2000. After graduating, he worked in chemical retail for UGG in Stoughton and bought specialty crops for Southland Pulse in Estevan. Jeff has been renting land since 1997. In 2002, he purchased a parcel of land and moved home. With his father and two brothers, he crops ten thousand acres of grain and puts up eight hundred acres of straight alfalfa. In addition to his work on the farm, Jeff is active in his community. He is secretary of the Yellow Grass Lions Club, member of the Yellow Grass Rink Board, and a member of the Yellow Grass Curling Club.

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