



Date: Aug 31, 2011

To: Branch Secretaries and Presidents

Re: Holstein Canada Young Adult Plans for 2012

This letter is intended to clarify our plans for hosting the Young Adult Program and a special youth event during 2012.

Traditionally, the Young Adult Program is held during the National Convention. For 2012 it was decided to host a World Youth Conference in conjunction with the World Holstein Conference. This will be the first time it has been done and the idea was met with a lot of support from the World Holstein Friesen Federation (WHFF) and other international Holstein Herdbooks. Stephanie Gregson will be coordinating these activities so if you have any specific questions or suggestions do not hesitate to contact her.

2012 National Convention – April 18-22 (Brandon, Manitoba)

Holstein Canada will sponsor a **Young Adult Event** during the convention. This will be a special event organized by the local committee. Holstein Canada will provide sponsorship and administrative support. The local committee has decided to invite all past attendees of Holstein Canada Young Adult programs and youth aged 19-29.

2012 World Holstein Conference – November 4-8 (Toronto, Ontario)

Holstein Canada will host a **World Youth Conference** during the WHC. Plans for this program are well under way and we are expecting a decent turnout of international youth. This World Youth Conference will represent Holstein Canada's Young Adult Program for 2012. Holstein Branches will be requested to contribute \$750 towards the World Youth Conference allowing them to select up to three sponsored youth to attend. Holstein Canada staff will set the agenda and coordinate all travel arrangements for sponsored youth. Since this is happening in November, Branches will be asked to make their selections in the spring. We are proud and excited to be hosting the World Youth Conference and feel this is a great opportunity for our Canadian Youth.

Sincerely,

Alain Lajeunesse
Manager, Market Development & Communication
alajeunesse@holstein.ca

Copy: Stephanie Gregson, HC Board of Directors and Executive Team