Innovations - Developments - Achievements

The Annual Meeting of United Farmers of Alberta was held March 11-13, 1980. It is the culmination of the 1979 fiscal year.

Our Directors and Delegates are the elected representatives of United Farmers of Alberta. From north to south, from east to west, delegates representing UFA’s 56 sub-districts and seven affiliated cooperatives convened to review the Company’s performance, discuss operating reports with management and authorize the declaration of the Petroleum and Farm Supply Dividends.

“To succeed as a sound and dynamic business organization and as a responsible employer, have been basic goals of UFA.”

1979 was a good year for us, in fact, UFA had the strongest operating year in its history with substantial increases in sales and earnings. What factors contributed to the exceptional growth recorded by UFA in 1979? To succeed as a sound and dynamic service organization and as a responsible employer have been basic goals of UFA. In 1979, every effort was made to identify and meet our members’ needs. There is no specific circumstance or person that can be singled out as the reason for the successful year just experienced. Recognition must, be given to the Board of Directors for their conscientious guidance — to our Delegates and their Advisory/Nomination Committees for their counsel and advice. However, without our management and staff’s tangible demonstrations of their competence, loyalty and innovations in carrying out the business operations of UFA, this record year could not have been achieved.

The solid development of our Organization is directly associated with the enthusiasm, skills and experience of UFA men and women. Without their goodwill and competence, the results could have been considerably different.

Petroleum Awards

Featured in the March-April issue are the Petroleum Award winners for 1979. Recognition must also be given to the many other UFA Agents and Member Associations for their excellent sales increases, even if it did not win them individual prizes. Our Agents are one of our greatest assets. If they do not succeed, it directly reflects on any success UFA might achieve. Their drive and quality performance is a positive contribution to the results achieved by UFA.

Annual Review

In 1976, United Farmers of Alberta won, for the first time, the Award of Merit for its Annual Review. This is a placing in the Canadian Farm Writers’ Awards to which there are usually about 250 submissions from agricultural businesses in Canada.

In 1977, 1978 and 1979 The Annual Review again won one of the top awards. Recognition by your peers is very rewarding, and the general concensus of the judges, in their critiques, has been that the Annual Review is “crisp” - “easy to read” - “concise.”

In March, 1980, the Annual Review was sent to all the voting members of UFA (those whose purchases amounted to $100 or more in the period from January to October, 1979). The Annual Review is information about the Company’s operations, the 1979 financial year, Directors, Delegates and Senior Management. There is also a page on ownership and control and an operations map.

We suggest you take time to read the Annual Review from cover to cover (in fact, please read the covers). Factual information concerning UFA is presented and we hope, in your opinion, you’ll find it concise, easy to read and worthy of your reading time.

Coming Out Party

The first spring Salers’ call at Turner Valley Ranch. In the background, Stuart Robertson, scion of one of Alberta’s pioneer ranching families, kept a watchful eye on the blessed event. Turner Valley Ranch is the largest breeder of Salers cattle in North America.
Annual Meeting Elections

The 1980 Annual Meeting of United Farmers of Alberta Co-operative Limited was held at the Palliser Hotel, Calgary. In attendance were nine Directors and 59 Delegates.

At the meeting, Delegates from the even numbered electoral districts held elections for the positions of Directors to the Board.

The 1980 Board of Directors is:

District 1A — Guy Turcotte, Girouxville (first elected a Director in 1974)
District 2B — Elwood Galloway, Ft. Saskatchewan (first elected a Director in 1976)
District 3C — Norman White, Innisfail (first elected a Director in 1973)
District 4D — Howard Haney, Iron Springs (first elected a Director in 1970)
District 5E — Allan Sinclair, Vulcan (first elected a Director in 1975)
District 6F — Glenn Lunty, Forestburg (first elected a Director in 1978)
District 7G — Steve Shybunka, Two Hills (first elected a Director in 1975)
District 8H — John Onyschuk, Radway (first elected a Director in 1975)

Affiliated Co-operatives — Clare Anderson, Barrhead (first elected a Director in 1970)

At the first meeting of the 1980 board of Directors the following executive was elected.

President
Howard Haney
1st Vice-president
John Onyschuk
2nd Vice-president
Norman White

3 dollars in cash will be paid to over
Retiring Delegates

United Farmers of Alberta Co-operative Limited would like to recognize and sincerely thank the following retiring Delegates for their many years of service as the elected representatives of the members of UFA.

Romeo Belanger

An active member of the Edgerton community, Romeo Belanger was born in Chauvin and his mixed farm is located ten miles north of Edgerton.

His community activities have been numerous — municipal council, five years; local school board, seven years; and acting secretary, four years. He was also instrumental in organizing the R.E.A. at Edgerton.

Mr. Belanger was Sub-director of District 7 of FUA, a life member of Unifarm, a board member of the Pelican Community Recreation Hall and for over twenty years, a board member of the Ribstone Creek Petroleum Association and president for over ten years. Elected to UFA in 1968, Mr. Belanger conscientiously served as a Delegate representing Affiliated Co-ops #4. This dedication to farm organizations and to his community is shared by Romeo’s wife, Mary, who has also held many responsible positions.

Romeo and Mary have three sons Raymond, Arthur, Edward and a daughter Grace (Mrs. Stuart Iverson).

Lawrence Henderson

Lawrence Henderson is well recognized as one of Alberta’s most active community and farm organization workers (there have been many years when he has attended over 100 meetings in a year). Born and raised in the Lacombe area, Lawrence is a mixed farmer with definite emphasis on dairying. He has taken a very active part in the Holstein Association, both locally, provincially and nationally. He has won awards for his cattle at the PNE and the Toronto Royal. He is also a past president of the Lacombe Artificial Breeding Association; a past president of the Central Alberta Mink Breeders Association and has served as chairman of the Public Advisory Committee on the Environment.

These are only some of Lawrence’s involvements in organizations. Elected a Delegate to UFA in 1964, he served as the elected representative from Sub-district #8, and was also a member, for several terms, of the Delegate Information Committee.

Lawrence and his wife Shirley have three children, Steven, Bruce and Beverley.

Louis R. Paquette

Elected a Delegate to UFA in 1974 Louis Paquette served the member-owners in the Westlock area in a very conscientious and diligent manner.

Born in Pickardville, Mr. Paquette has a beef and grain enterprise in this area. He has served as secretary of the local Unifarm; vice-chairman of the Wabash R.E.A. and on the district board of the Canadian Legion.

Mr. Paquette and his wife Simone have six children — Rhea, Martin, Doris, Robert, Gilbert and Denise.

Sorry, Eugene

Our sincere apologies to good friend Eugene Letwin. After congratulating him on his appointment to Assistant Manager at Edmonton, we print that Ron MacMillan is the Assistant Manager at Edmonton. Not true.

Ron MacMillan is the Assistant Manager at Vermilion (which was second in Farm Supply Centre sales in 1979) and Eugene is the Assistant Manager at Edmonton. (Hands off, gremlins.)

55,000 Albertans on their purchases
Annual Meeting Committees

Resolutions Committee: Morris Smith, R.R. 2, Calgary; Alice Paso; Ivan Watson, Fawcett.

Credentials Committee: Roy Vold, Ponoka; David Fedun, Andrew.

Election Committee: Mel Longson, Beaverlodge; Jim Durie, Vegreville; Allan Sveinson, Innisfail; Ken Hoppins, Huxley; Deane Sharpe, Munson.

Delegates' Information Committee and Information Service Department: Back row - left to right: Leigh Olmstead; Jack Swainson, Red Deer; Doug Olesen; Tim Church; Murray Kush. Front row - left to right: Allan Zwierschke, Holden; Alice Switzer; Gerry Barnes, High Prairie; Clark Fawcett, Consort.

Break at the Annual Meeting

Joe Sejdl, Ponoka; Donald Ohrn, Thorsby.

Clare Anderson, Barrhead; Howard Haney, Iron Springs; Jack Fleck, New Norway.

Bill Darbel, Alsask; Eugene Graham, Milk River; Clark Fawcett, Consort; John Onyschuk, Radway.

Andy Klak, Athabasca; Ivan Watson, Fawcett; Jim Shindler, Ken Hoppins, Huxley.
At the Annual Meeting
Coffee, tea, milk or juice break

Gordon Chisholm; Elwood Galloway, Fort Saskatchewan.

Wayne Price, Crossfield; Otto Wilken, Stony Plain; Ernest Fahrion, Peers; Ralph Smith, Fort Saskatchewan.

Morris Smith, R.R. 2, Calgary; Lawrence Proudfoot, Ward Smith, Bill Runte, Wetaskiwin.

Walter Doll, Fairview; Stan Ross, Bill Margach.

Glenn Lunty, Forestburg; Allan Zwierschke, Holden; Fred Evenson, Kingman; John Small, Radway.

Frank Gechter, Seven Persons; Walter Pasnak, R.R. 6, Edmonton; Terry Semeniuk, Allan Sinclair, Vulcan.

In April, 1980, over 4.58 million do
New Delegates Elected in 1980

R. Dean Chessor

Originally from the Lacombe area, Dean Chessor has a mixed farming enterprise, where he raises hogs, grain and beef. He is the new Delegate from sub-district #8.

Mr. Chessor graduated from Lacombe High School and then went on to attend the Olds School of Agriculture from which he graduated in 1953. In his youth, he was active in 4H and has won awards for his 4H Beef projects.

Employed for eight years with Canada Packers, Mr. Chessor returned to the farm in 1964. Active in community, church and agricultural organizations, he exemplifies the responsible, rural residents of Alberta. He is a member of the Development Appeal Board, County of Lacombe and a Director of the Lacombe R.E.A.

He is a local board member of UGG, a past president of District 91 of Unifarm and secretary of the Spring Valley Unifarm, Chairman of the 4H County Council, a leader in the 4H East Lacombe Beef Association Club, a director of the Joffre Community Association, and a member of the Alberta Wheat Pool.

Fred H. Foxwell

Elected as the Delegate for Affiliated Co-ops #4 is Fred Foxwell of Edgerton.

Originally from Chauvin, Mr. Foxwell has a mixed enterprise. He has shown his Salers cattle at cattle shows in Edmonton, Calgary, Red Deer and Regina and has won a number of prizes with them.

Active in community, agricultural and recreational organizations, Mr. Foxwell has served on the Municipal Advisory Board, the Alberta Wheat Pool Advisory Board and the Agricultural Development Corporation.

He is treasurer of the Salers Association of Canada, president of the Ribstone Creek Petroleum Co-op, a members of Unifarm and of most recreational organizations.

Mr. Foxwell and his wife Beverly have three children Bob, Brian and Allison.

Mr. Chessor and his wife Etta have three children Sheila, Carol and Ken. For hobbies he enjoys curling and woodworking.

*10 dollars in cash will be paid to over 7*
A Petroleum Agent has many responsibilities. To many of our member-owners, he is one of the closest liaisons they have with United Farmers of Alberta.

UFA Agents and Managers of Co-op Associations know their jobs and understand the importance of a dependable fuel supply. They can be relied upon to give sound advice on the right oil for all farm equipment.

In 1979, sales records were again established by the Petroleum Division. To the Agents — our front line representatives — it is well recognized that it was your individual initiative, productive performance and hard work, that greatly contributed to another successful year.

Petroleum Awards were recently presented to the winners and runners-up in each of the respective petroleum territories for the Best Fuel Volume Increase, the Most Improved Lube Oil Ratio and Most Farm Calls categories.

Overall Alberta Awards were presented for their 1979 performance to Bob Sieker, Grande Prairie, for the Best Volume Increase; Hubert Penno, Jarvie for the Most Improved Lube Oil Ratio; Gib Paradis, Edmonton for the Most Farm Calls. They each received a perpetual trophy and a cheque. The trophy is given to the winner for a year and he is also given a smaller trophy to keep to commemorate the award.

**Million Gallon Club — 1979**

In 1975, the Million Gallon Club was created. Agents or Member Associations that sold one million gallons or more in the fiscal year qualified for membership.

In recognition of this achievement, each member of the Million Gallon Club received a plaque for selling one million gallons and a gold bar for each of the next million gallons sold.

For the fifth year, members of the Million Gallon Club competed against each other in the Volume Increase in the North, South and Head Office regions, and were separately recognized.

**Million Gallon Club Winners**

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles Stephens</td>
<td>Calgary</td>
<td>South</td>
</tr>
<tr>
<td>Gib Paradis</td>
<td>Edmonton</td>
<td>North</td>
</tr>
<tr>
<td>Bob Sieker</td>
<td>Grande Prairie</td>
<td>Head Office</td>
</tr>
</tbody>
</table>

**Runners-up in the Million Gallon Club**

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Williams</td>
<td>Lethbridge</td>
<td>South</td>
</tr>
<tr>
<td>Eldon Cage</td>
<td>Beaverlodge</td>
<td>North</td>
</tr>
<tr>
<td>Rusty Jorgenson</td>
<td>Drayton Valley</td>
<td>Head Office</td>
</tr>
</tbody>
</table>

Territory winners were presented with an engraved tray and a cheque and the runners-up received a cheque.

55,000 Albertans on their purchases
Million Gallon Club Members — 1979

Beaver Creek Co-op
Lamont
Ed Krill, Manager

Gordon Brown
Hines Creek

Eldon Cage
Beaverlodge

Cloutier Brothers
Falher

“Woody” Dutton
Valleyview

Vernon Frey
Josephburg

Dunc Fentie
Fairview
1 Gold Bar

Bert Galliford
Onoway

Bill Garnett
Vermilion

Girouxville Co-op
Eugene Dumont
General Manager

Don Hennel
Stettler

“Tippy” Jacobsen
High Prairie

Rusty Jorgenson
Drayton Valley

Rod T. Keast
Lacombe

Charlie Lewis
Killam

Doug Lindquist
Elk Point

Jim Madden
Wildwood

Gordon Mason
Camrose

Bob Matthews
Eckville

Bob McWade
Innisfail

Medicine Hat Co-op
Medicine Hat
Marcel Auger, Petroleum Manager
2 Gold Bars

Ray Miller
Red Deer

Gib Paradis
Edmonton
4 Gold Bars

Pembina UFA Co-op
Westlock
Lyle Leyh, Petroleum Manager

Ray Peterson
Sexsmith

Pincher Creek Co-op
Pincher Creek
Joe Bonertz, Petroleum Manager

Ponoka Co-op Oils
Ponoka
Alex Williamson, Manager

Leon Ramstad
Bashaw

Glen Roberts
Carstairs

Gary Sallis
Manning

Rod Schutz
Stony Plain

Bob Sieker
Grande Prairie
3 Gold Bars

Mike Stasyk
Glendon

Miles Stephens
Calgary
4 Gold Bars

Don Swanston
Acadia Valley

Roy Warren
Delburne

Wetaskiwin Co-op
Wetaskiwin
John Lillebuen

Jack Williams
Lethbridge

John Yanco
Fort Macleod

Greg Yohemas
Salisbury
Alberta Awards

Best Volume Increase

Bob Sieker
Grande Prairie

Bob Sieker became an UFA Agent in 1966. By 1975, he had built his gallonage up to the million gallon mark and became a member of the Million Gallon Club. Since that comparatively short time, he has added three gold bars, each signifying an additional million gallons to his original Million Gallon Club plaque. To top this off, he was the Alberta Winner of the Best Volume Increase for 1979.

Bob’s grandparents and parents homesteaded in the Peace River area and Bob was raised on the family farm in the Wembley area. He was active in the community and served as mayor of Wembley for five years and on the executive of the curling club for five years.

He believes that top-notch equipment is an important part of his operation and that priority emphasis must be given to establishing a definite pattern of service for his customers.

Bob and his wife Dorothy, who is also a native of the Peace River, have three children, Beverley, Rodney and Clinton.

Most Improved Lube Oil Ratio

Hubert Penno
Jarvie

Hubert Penno received his schooling at, as he says, “a little old school house” at Maples, Alberta. For a while he was involved in coal mining at Blairmore and some farming before joining the Pembina UFA Co-op Association.

In 1961, he became the Agent at Jarvie. Hubert, and his wife Hilda, have two sons Gordon and Marvin. For hobbies, he enjoys curling, fishing and a little hunting and is a member of the local curling and fish and game association.

This year, Hubert Penno was the Alberta Winner of the Most Improved Lube Oil Ratio.

Alberta Farm Call Champion

Gib Paradis
Edmonton

One of the most consistent winners in the Petroleum Awards, Gib has been an outstanding pace setter in the Petroleum Division — never content to rest on yesterday’s laurels. One of the first members of the Million Gallon Club, this year, Gib added the fourth gold bar to his plaque — designating him as a 5 million gallon agent.

Prior to becoming involved in the petroleum business, Gib operated his own mixed farm in the Fort Saskatchewan area and served terms as secretary and president of his local Unifarm. He has also served as secretary of the Notre Dame Natural Gas Co-op, school and church trustee, secretary of the Knights of Columbus and as a baseball and hockey coach.

Gib and his wife Myrtle have four children, Barbara, Edith, Robert and Cathleen.

In September, 1968, Gib Paradis became the UFA Agent at Edmonton. Prior to this he had worked at the Edmonton Agency as a driver-salesman, dispatcher and eventually manager.
Best Volume Increase Winners

Territory Awards

Randy Baskin
Iron Springs
Terr. #1

Roy Godfrey
Strathmore
Terr. #2

Roy Warren
Delburne
Terr. #3

Steve Warawa
Mannville
Terr. #4

Bob Early
Hay Lakes
Terr. #5

Don Hennel
Stettler
Terr. #6

Ray Peterson
Sexsmith
Terr. #7

Albert Calkins
Pickardville
Pembina

Runners-up in the Best Fuel Volume Increase

Joe Bondy
Nanton
Terr. #1

Jim Banack
Rimbey
Terr. #3

Max Brauer
Lomond
Terr. #5

Albert Wells
Wanham
Terr. #7

Wayne Evans
Dalum
Terr. #2

Mike Stasyk
Glendon
Terr. #4

Wally Bensen
Thorsby
Terr. #6

Jack Cochrane
Fawcett
Pembina

... y Centre on April 2 and 3, 1980...
Most Improved Lube Oil Ratio Winners

Territory Awards

John Yanco
Fort Macleod
Terr. #1

Wayne Evans
Dalam
Terr. #2

Tom Page
Three Hills
Terr. #3

Steve Warawa
Mannville
Terr. #4

Max Brauer
Lomond
Terr. #5

Wally Bensen
Thorsby
Terr. #6

Cliff Herrick
Woking
Terr. #7

Hubert Penno
Jarvie
Pembina

Runners-up in the Most Improved Lube Oil Ratio Awards

Max Brauer
Lomond
Terr. #1

Jim Kirby
Delia
Terr. #2

Harry Gwinner
Rumsey
Terr. #3

Wally Rath
Myrnam
Terr. #4

Palma Paulson
Gladstone
Terr. #5

Gerhard Byers Manager
Neerlandia Co-op Assoc.
Terr. #6

Gary Sallis
Manning
Terr. #7

Dennis Zwack
Freedom
Pembina

Official opening of Athabasca Farm S
New (or Comparatively New) Agents

Donald M. Miller
Originally from Swalwell, Don Miller attended school at Acme. He grew up on the family farm where he remained until three years ago, when he joined his brother Ray, who was the UFA Agent at Red Deer.

Ray worked at the Red Deer Agency until his appointment on January 30, 1980 as Agent at the UFA Agency in Innisfail. While in Red Deer, Don became a member of the Elks Club. For hobbies he enjoys baseball, hockey, camping, fishing and snowmobiling.

'Bert' H. Johnson
Raised on the family farm in the Drumheller area, Bert Johnson attended Greenridge School and Drumheller High School. At one time, he worked out on farms and then farmed on his own for twelve years.

For four years, Bert was in the auto and farm machinery field and then was involved in general trucking for three years. On December 3rd, 1980, he became the UFA Agent at Rumsey.

Bert has been active for many years in community organizations as a Director of the Rumsey Agricultural Society and for seven years has been a leader in the 4H Beef Club. He also raises a few Simmental cattle.

Bert and his wife Elaine have a daughter Gwen and a son Duane. For hobbies, Bert enjoys hunting and fishing.

Alfred Ritz
Appointed Agent at High River on January 7, 1980, is Alfred Ritz. Originally from Thorsby, he grew up on the farm and received his schooling in Lacombe.

Prior to joining UFA, Al was associated, for over twenty years, with Sun Oil Co.

He and his wife Pearl have four children, Laura, Danny, Marty and Troy. For hobbies, Al enjoys skiing.

Carl H. Mitton
Born on the family farm in the Sackville, New Brunswick area, Carl Mitton received his schooling in New Brunswick and Alberta.

On February 25, 1980, Carl joined UFA as Petroleum Agent at the Blackie Agency. Prior to this, he was an engineer with Gulf Oil for twelve years and in the hardware business in High River for five years.

Active in various organizations, Carl is a past president of the High River Kiwanis Club, president of the High River Agricultural Society and chairman of the North American Chuckwagon Championships in High River.

He and his wife Rosemarie have a daughter Carla. For hobbies, Carl is interested in the stamps of Canada and the provinces, prior to Confederation, and in the history of the North American Indian and rodeo.
Most Farm Calls 1979 Awards

Territory Awards

Joe Bonertz
Pincher Creek Co-op
Pincher Creek Terr. #1

Jim Kirby
Delia
Terr. #2

Tom Page
Three Hills
Terr. #3

Mike Stasyk
Glendon
Terr. #4

Gib Paradis
Edmonton
Terr. #5

Bert Galliford
Onoway
Terr. #6

Eldon Cage
Beaverlodge
Terr. #7

Runners-up in the Most Farm Calls Awards

Harvey Williams
Cardston
Terr. #1

Bill Little
Okotoks
Terr. #2

John Clayton
Sylvan Lake
Terr. #3

Bob Early
Hay Lakes
Terr. #5

Don Hennel
Stettler
Terr. #6

Gary Sallis
Terr. #7

Trochu Farm Supply Centre opens on A
Horses have always been a significant part of the heritage, economy and quality of life enjoyed by Albertans. At one time, horses worked for people. Today, people work in order to be able to keep horses.

Nearly 800,000 horses in Alberta

In the early 1900's there were nearly 800,000 horses in Alberta. The majority were working horses who helped in a very important way to develop Alberta by making farming possible and providing transportation.

"In the early years, horses worked for people — today, people work in order to be able to keep horses."

From the mid 20's to the mid 60's, horse numbers declined to approximately 80,000 and the draft horse became obsolete as a means of transportation and farm power. However, in the last ten years, the use of horses for sport and recreation has shown a healthy increase and it is now estimated there are over 150,000 horses in Alberta.

More horses in Alberta than in other provinces.

As well as having some of the highest quality horses in Canada, Alberta has a greater number of horses than any of the other provinces. There are about eighty 4-H horse clubs and 200 other horse organizations in Alberta.
Horses — a big industry

Economically, the province derives a considerable income from the horse industry. In direct taxes, the Alberta government receives each year over 5 million dollars from horse racing. Over one million people attend horse racing and bet one-hundred million dollars or more. In Alberta's racing industry, there is over one-hundred million dollars invested, over 3,000 people employed and over 15 million dollars spent in operating expenses. Race horses represent about 5% of our horse population, however, the economics of the other phases of the horse industry are not as easily defined. It is estimated that the people in Alberta spend in excess of 60 million dollars, each year, on this sport, recreation, hobby or industry related to horses.

Draft horses

An example of the resurgence of 'horsepower' is the revival of the draft horse. National livestock records show there were 551 Belgian, 282 Percheron and 145 Clydesdale foals registered in 1978, more than double the number registered in 1975.

In addition to some of the obvious merits — "a horse does not use fuel that has to be purchased, but can be fuelled entirely from the land and a horse can have another horse" — the U.S. departments of energy and agriculture, in a recently published study, stated that the draft horse is far more efficient and economical than the tractor in backwoods and on hilly terrain. The draft horse answers environmental concerns as it is manoeuvrable and does not cause as much damage when working in the bush. There's no problem starting up a horse on a cold winter morning and as one breeder of draft horses recently stated, "There is a great nobility about a working horse and a great beauty too."

Horse-owners use their horses for pleasure, trail riding, gymkhana, rodeo, breeding, showing, racing, ranch work, etc. They are becoming increasingly sophisticated in their use of horses (dressage, jumping, roping, and competitive trail riding) thus demanding better horses, more training and instruction, and in general, more related services.

Supply Centre opens on April 10, 1980