

# *The United Farmer*

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Centres:

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Lethbridge 3131 — 2nd Avenue N.

Grimshaw

Camrose

Hanna

Stettler

Westlock

Provost

Vulcan

Vermilion

Falher

Grande Prairie

## COVER PICTURE

*Looking down into the farmstead  
of Charrouse Ranch*

*Picture on the right - an LB Arch  
Building and on the left a half  
Arch Building.*

*These two buildings are only a  
portion of the showplace that Mr.  
Ron Rouse is developing for Charo-  
lais cattle at his ranch near Okotoks.*

## WHY DO WE HAVE DELEGATE ADVISORY COMMITTEES?

### Part 2 -

Delegates Advisory Committees and Petroleum Advisory Committees perform a function that is important to the democratic nature of United Farmers.

This is the second of a three part series on "Why Do We Have Delegate Advisory Committees"? The next issue of The United Farmer will deal with Responsibilities of Advisory Committees.

### Close Liaison

There was concern that with the transfer of the administrative duties to Head Office, locals would gradually be disbanded. While most members felt that farm supply business could be done more effectively on a direct basis, all realized the value of maintaining close liaison with local groups.

In this respect, the local secretaries who were key people in member communications were asked to serve on delegate advisory committees.

### Dissemination of Information

It was hoped that information that was not practical to provide to all members, would be sent to advisory committee members. As well, meetings, to provide direct reports on the company, would be held with delegates and company people.

The advisory committee members would play a very important role in disseminating this information to the members. Equally as important, United Farmers' Delegates were counting on these committees to keep them informed of members' ideas, suggestions, and criticisms so that U.F.A. could continue to tailor their operations along the lines that members desired.

It was hoped that the advisory committee members would assist the delegate to represent the individual members and that, in the new role, communications with members would actually improve.

### Delegate Advisory Committees Formed

In the summer of 1966, a meeting of local secretaries was held to outline the new role of the secretary. The response at that time indicated many of the secretaries would be willing to serve United Farmers in the capacity of Delegate Advisory Committee members. There were also secretaries, who for one reason or another, did not wish to remain in the new role of advisory committee members.

### Organizational Meeting Held

A suggestion was made that a good working number on the committee was twelve but this number would be flexible. As potential members, the presidents of the locals, the chairman of the petroleum advisory committees, community leaders were suggested as progressive people in their area - people who realized that the principle of pooling farmers' purchasing powers in order to obtain farm supplies more economically was sound, and that United Farmers realistically benefited the agricultural industry. The first organizational meetings of the delegates advisory committees were held after the Annual Meeting in 1966.

### Structure of Delegates Advisory Committees

At these meetings, the organizational structure of delegates advisory committees was discussed. The consensus was that the following points would be feasible guide lines for the committees.



*Interested members in attendance at an Advisory Committee Workshop held in Red Deer.*

### The Committee

1. In regard to committee appointments, two suggestions were considered the most favorable. (a) One-half of the committee members be appointed for a two year term—one-half appointed for a one year term. From then on, committee members would be appointed for two year terms. (b) One-third of the committee appointed for one year - one-third appointed for two years and one-third appointed for three years. Then beginning the following year, all appointments would be for a three year term.

When a vacancy occurred, due to a term ending or a committee member wishing to retire, a successor would be elected or appointed at the next meeting.

It was understood that each committee would use the method they considered the better for their own respective group.

### The Chairman

The chairman preferably should be someone other than the delegate. He would be elected every year. The delegate already has the obligations of representing United Farmers in an official capacity which entails preparing and sending reports, attending meetings, serving on county teams, etc.

### The Secretary

Records of discussion and important points of meetings as well as correspondence on behalf of the committee would be handled by a secretary. It was felt advisable that the secretary report to Head Office on the meetings in order to maintain a good flow of communications between the advisory committees and the Head Office.

### The Delegate

At the centre of all committee functions is the Delegate. He is the elected official to United Farmers. The committee does not have the power to discharge the Delegate or relieve him of his responsibilities.



# WHAT!!! NO LANDING STRIP???



If you would like to know what these youngsters are running to see, it was United Farmers' display booth that was shown at the Vegreville, Vermilion, Camrose, Olds and Hanna Agricultural Class B Fairs.

The pictures shown below are what you would have seen if you had looked into the windows. The display featured United Farmers involvement in the farm supply field. Depicted were a farmstead, a farm supply centre

and an agency. Reception to the display was very good although quite a few visitors at the booth made the suggestion that a modern farmstead should include a landing strip and an airplane and hanger.

The Information Service Division built the display which was a scaled model in every detail. It was manned by Cliff Pilkey at Camrose and Olds and by Gerry Senger at Vegreville, Vermilion and Hanna.

*Farmstead (Without a Landing Field)*



*Farm Supply Centre*



*Petroleum Agency*



# SERVICE AWARDS

## 10 YEAR SERVICE AWARD



*Cliff Dahl, Credit Manager - William McCartney, General Manager*

On the service award recently presented to Cliff Dahl, there was engraved "For 10 Years Of Loyal Service".

Cliff certainly merits this citation. He spends many extra hours at his desk - is interested in the many fields related to his work and has become knowledgeable in them. In many responsible ways, Cliff has shown his dedication to our Organization.

Before joining United Farmers in 1959, Cliff was associated with the Alberta Poultry Marketers as Branch Manager. He started with United Farmers as a Credit Clerk - was appointed Farm Supply Accounting Supervisor and then Manager of the Credit Department, the position he has now held for over five years.

In addition to the 10 years of practical experience in our Organization Cliff has earned his Administrative Management diploma from La Salle, his diploma from the Canadian Credit Institute which designates him as a Member of the Credit Institute, and a diploma from the Banff School of Advanced Management, where he studied administrative practices, marketing management, and advanced management. He also has taken a 14 week semester course from Dunn and Bradstreet in Credit Management and Financial Statement Analysis.

Cliff belongs to the Canadian Credit Institute and the Glenbow Community Association. He has at various times held every position in the U.F.A. Credit Union and also served as president of the Staff Association.

He and his wife, Colleen have three daughters. For hobbies he enjoys business finance and playing the stock market, and is interested in all sports and gardening.

This is a busy man but to quote Emerson, "Life is not so short but there is always time for courtesy." Cliff personifies this saying. His pleasant and warm personality is reflected in his day-to-day working with others and has earned for him the sincere respect of all his associates.

Congratulations, Cliff, on receiving your 10 Year Service Award.

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## 5 YEAR SERVICE AWARDS



*Ralph Ward, Treasurer, presents Mrs. Bea Tompkins, Printing & Stationery Department with her 5 Year Service Pin.*



*Bernie Ouellette  
Calgary Farm Supply Centre*



*Al Wemp  
Data Processing Department*

# Living &

1969 Youth

Most people would contend that just to be surrounded by the magnificent scenery at the Junior F.U.A. Goldeye Lake Camp is 'Living'. Well, combine this incomparable setting with young people in the same age group and from similar rural backgrounds, and you have the basis for the 1969 Youth Seminars.

The developmental process, in which 292 Alberta lads and lassies formed their own community and governed it as they saw fit, was the fulcrum for "Living and Learning" at the camp.

Each youth seminar group formed a council and elected representatives to committees for recreation, newspaper, sessions, and banquets. There was also a co-operative canteen.

This year, the Farmers Union and Co-operative Development Association Youth Seminars were held at Goldeye from July 6 - 26 in three separate sessions. There was a capacity enrollment in each session.

The supporting organizations that supplied personnel were: The Alberta Wheat Pool, The Central Alberta Dairy Pool, Co-operative Insurance Services, Co-operative Activities Branch, Federated Co-operatives Limited, Farm Womens Union of Alberta, United Farmers of Alberta Co-operative Limited, and United Grain Growers Limited.

On staff at these seminars from United Farmers of Alberta were Cliff Pilkey and Gerry Senger of the Information Service Division.

1. *The Big Horn River*



2. *Below the falls 12 Miles From Goldeye*





# Learning

## Seminars



**Goldeye Lake Camp**

The Goldeye Lake Camp project began in July, 1959 with the leasing of 15.5 acres of forested land adjacent

to Goldeye Lake which is located 110 miles west of Red Deer. Over the years, additional land was acquired and the camp now accommodates 80 campers plus staff. The buildings are of a log type construction with heating, sewage, and electrical facilities. To date, the buildings and contents of this camp represent an investment of \$175,000.

Programs offered at the camp, at the present time, are primarily for the age groups 16 - 21.

The camp was built by contributions from interested individuals, a government grant, the various co-operatives and farm organizations. Camp facilities are being continually expanded to accommodate program needs.

*3. Waiting to ring "Sweet Charlotte" (That's the dinner bell.)*

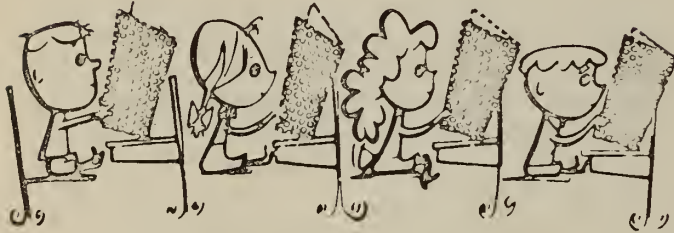


*4. Come and Get It!!!*



# COURSES TAKEN

— A variety of courses were taken by United Farmers' personnel this year.



Awarded Diploma



*Vic Willoughby*  
Manager Farmstead Development Department

Vic Willoughby recently received his Business Administration Diploma from Mount Royal College.

For the past few years Vic has attended evening classes and taken courses in Business Administration, Accounting, Sales Management, Marketing, Business Communications, and Human Relations.

It isn't easy after a full and responsible day's work at the office or as in Vic's position, quite often throughout the country, to attend the evening classes. And very often these classes entail many hours of homework. So well deserved congratulations, Vic, on achieving your Business Administration Diploma.

Bea Tompkins  
*Printing and Stationery Department*  
*Introduction to Supervision*  
*Problems in Supervision*

Harry Wood  
*Petroleum Accounting Department*  
*1st year - Certified General Accountant*

Larry Deering  
*Petroleum Accounting Department*  
*1st year - Certified General Accountant*

Alice Switzer  
*Information Service Division*  
*Communication and Interview Techniques*

Carol DeLisle  
*Data Processing*  
*English*

Jean Davis  
*Credit Department*  
*Basic Credit Management*

Plans are underway for the Marketing Supervisors to take the Modern Salesmanship Course.

## Granum Lad Receives Trophy

The 4-H Breeding Heifer Show was held at the Macleod Auction Market with good representation in all classes. The U.F.A. trophy for the Grand Champion Breeding Heifer was presented to Allan Wesley of Granum by George Brown, U.F.A. Agent at Fort Macleod.

George tells us that the grand champion heifer was a nice little yearling Angus and well deserving of the award.



# ROARING TWENTIES

Calgary, Edmonton, Red Deer, Westlock, Grande Prairie, Provost, Vermilion, Lethbridge, Hanna, Vulcan, Camrose, Grimshaw, Stettler, and Falher - you might have had some trouble recognizing our Farm Supply Centres about a month ago when the Threshing Gang Sales took place.

On display were exhibits of pioneer farm relics, artifacts, and old time harvesting equipment. This was the "agricultural roaring twenties". To many pioneer Albertans it brought back memories of threshing gangs

and the weeks it took to harvest in order to bring the crop in.

Seeing all these interesting exhibits, which were supplied by the local communities at our farm supply centres, sharply brought into focus the agriculture of today and the many progressive items that are available to make it possible to almost singlehandedly bring in a crop as opposed to the many people and the time that it took in the twenties.



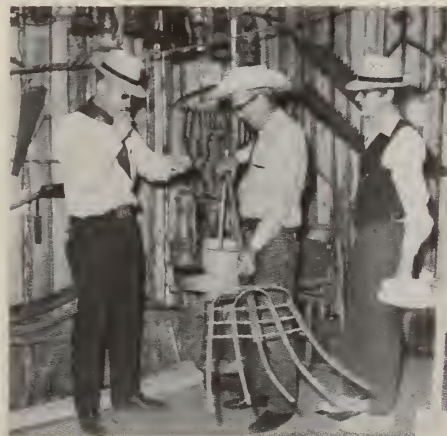
*Mrs. Adelle Sell and her daughter, Rita, of Beiseker, Alberta.*



*Anton Koosey and Adolph Koosey of Dalroy, Alberta are two hard working agricultural businessmen who have a top notch hog set-up. In the centre is Hank Dahl, Salesman at the Calgary Farm Supply Centre.*



*Emma and Irwin Brown and their daughter Signe of Stavely, Alberta discuss the interesting display with Charles Robinson.*



*In the centre, Mr. S. V. Bazant, Lyalta, Alberta. We're not sure whether he's receiving or giving advice to Calgary Farm Supply Salesmen Leo Robins and Bernie Oullette, on the use of this 5 prong wooden fork.*

# CHARROUSE RANCHES

“A million dollar business in an incomparable setting”

In the late 1950's, Charolais wasn't exactly a well known name. In fact, if you mentioned Charolais cattle the answer might have been “Charlie, whose cattle”.

It was at this time that Ron Rouse of Stettler first became interested in them. He had been raised on his Dad's grain growing enterprise but when he went on his own, his interests leaned towards the cattle business and for a time, he raised purebred Herefords.

The relatively unknown breed of Charolais cattle fascinated him. He did a vast amount of research and followed this by purchasing several of them.

Today, Ron Rouse's Charrouse Ranches have achieved international fame with one of the largest herds of purebred Charolais in Canada. Included in the herd are 17 imported French females and three imported French bulls.

Ron Rouse's approach to business is thorough and decisive. He is an extremely knowledgeable cattleman and there is little doubt that he is an astute businessman. His involvement with Charolais has been for him challenging, demanding, exciting and profitable.

There is now another Charrouse Ranch near Okotoks. United Farmers' Farmstead Development Department is proud to be associated with Ron Rouse in the development and layout of this functional and attractive complex.

Mr. Rouse has many progressive ideas that our Farmstead Development Department has incorporated into his buildings. Jim Walker, Territory Representative, has worked closely with Mr. Rouse and has supervised the erection of five buildings at the Charrouse Ranch. On this project, Albert Wentz was the competent sub-contractor for United Farmers.



*In the large barn, there are feeding bins which swing outward to put the feed in and swing inward for feeding of the cattle.*



*Ron Rouse pictured on the swing-a-way stairway, designed by Albert Wentz. To Mr. Rouse's left is where the closed circuit T.V. will be installed so the cows can be watched at calving time.*





*Hay Shed Feeder - Central portion is the hay storage feeding into covered feed bunks on either side.*



*Half-Arch Building - This building lends itself particularly well to where a high front is needed to get equipment through. On the Charrouse Ranch, this building is used for a workshop, tractor, trailer garage, and covered storage.*



*Pole Shed - This is a clear span pole shed building. It will be used for winter shelter.*



# Coming Events

- |                     |   |
|---------------------|---|
| October 18          | Walsh Cattle Marketing Association first calf sale<br>Walsh, Alberta  |
| November 3, 4, 5, 6 | United Farmers of Alberta<br>Annual Meeting<br>Calgary, Alberta   |
| November 7          | Hereford Harvest Auction<br>Forestburg Arena<br>Forestburg, Alberta<br>sponsored by: Alberta Hereford Association |
| November 12         | Alberta Turkey Association<br>Annual Meeting<br>Edmonton, Alberta   |
| November 13, 14     | Alberta Poultry Industry Conference<br>Edmonton, Alberta  |

## OUR ALBERTA HERITAGE



### ALBERTA'S DINOSAUR VALLEY

Close to Drumheller, the flat, prairie terrain gives way to an unexpected gash that is two miles wide and more than four hundred feet deep, with the Red Deer River meandering along the bottom.

This is the Little Grand Canyon, an amazing phenomenon of ancient hanging cliffs and jagged rocks, from which erupt clumps of cactus, twisted juniper, and sagebrush. The huge rocks stand erect like tombstones over the world's biggest storehouse of dinosaur skeletal fragments and various fossils.

This is an area of interest to archaeologists throughout the world, and a resort that is visited by thousands upon thousands of tourists each year. It is just one more facet of a rich and varied province — **OUR ALBERTA.**

### INDUSTRY AND CULTURE IN ALBERTA

Industry and culture are generally considered to be separate entities, but in Alberta they work together in many ways.

Outstanding examples are Alberta's Jubilee Auditoriums, paid for with revenues from the development of our natural resources.

In addition, our industries contribute to our cultural growth with trophies and awards for outstanding performance, and with scholarships for promising talent in all the arts.

Our annual Alberta Drama Festival is assisted by contributions from industry. And when cultural groups seek working funds, industry supplies a large part of their needs. Far from going their separate ways, enterprise and culture work together in Alberta. They do so in a creative partnership, designed to maintain a happy balance between business and the arts in **OUR ALBERTA.**