



BCCA CONVENTION 2002
Dawson Creek, BC -- June 6,7,8

REPORT TO P.R.A.D. – BCCA AGM AND CONVENTION 2002 – March 30/02

The promotion of the BCCA Annual Meeting and membership drive are progressing nicely, aided by the generous support of the PRAD fund.

Our press conference was well attended and received reasonable coverage from the local media. This was a good start to educating the public on cattle production and its importance to the Peace River area.

The Convention Committee believe that through the information submitted to local papers and the Beef in BC magazine, we have increased trade show participation from local businesses.

The membership mail outs have resulted in an increase of 30+/- members for the Peace River Regional Cattlemen's Association so far. Memberships are still coming in.

Many registrations are coming in from local cattlemen for the BCCA Annual meeting. As local participation has been an issue in the past, one of our goals was to encourage local producers to attend, especially on the BCCA education day.

The following is an accounting of the expenses incurred to March 28/02:

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|----------------------|--------------------|
| Press Conferences | \$ 780.30 |
| Membership mail outs | 762.16 |
| Newspaper /magazine | 5,287.00 |
| Administration | 500.00 |
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| Total | \$ 7,329.46 |

The above totals do not include any GST.

PRAD funding of \$5,000.00 as per our application has been triggered. Please convey our thanks to the PRAD board on their decision to accept our application.