



Western Stock Growers' Association

NEWS RELEASE

June 21, 2012

WSGA OFFICE MOVES FROM BRICKS AND MORTAR TO VIRTUAL

On January 1, Western Stock Growers' Association's (WSGA) decision to give up the physical office in favour of a virtual office came to fruition. "This move into the 21st century was to better serve our constituents and enables us to move our board meetings to locations across the province," says president Phil Rowland. "This gets us out to the people who are the backbone of the association, the members. It also spends our resources on brain trust instead of bricks and mortar."

WSGA is moving forward with the development of a virtual office with two important changes. The first is the hiring of a new manager in Lindsye Dunbar. With experience in agriculture and communications, Dunbar's roots go back to a mixed farming background by Pincher Creek. Dunbar looks forward to meeting the members and ramping up the communications strategy for WSGA. "An organization like WSGA will benefit from making themselves more visible in the industry and communications is the way to do that," says Dunbar.

The second of the important changes mentioned is the procurement of a mailbox as a permanent address for WSGA. "We appreciate the patience and understanding from our members as we undergo this change," says Rowland. "With the manager in place and a mailbox set up, everything will start to run smoothly again."

Established in 1896, WSGA is a producer organization driven by policy development, focusing on a strong free market approach to the production and marketing of cattle. WSGA's main priority is the protection of the livestock producer by lobbying government. WSGA encourages interaction within industry leaders that promotes education and helps define philosophical issues within agriculture.

Box 179 #14 - 900 Village Lane, Okotoks, AB.
Phone: (403) 250-9121 Email: office@wsga.ca
www.wsga.ca