



# Holstein Canada

20 Corporate Place  
Brantford, ON, N3T 5R4

## MediaRelease

### For Immediate Release

Contact: Christina Crowley

Tel: 519-756-8300 ex. 233

[ccrowley@holstein.ca](mailto:ccrowley@holstein.ca)

## Esteemed Industry Professionals to be showcased at 2013 National Holstein Convention

Brantford, ON January 29, 2013— The 2013 National Holstein Convention offers a new schedule and exciting one-of-a kind features which will make Niagara Falls the place to be come April 10-13, 2013. April marks the time of year when Holstein Canada members from across Canada gather for the annual Convention. The 2013 Convention will offer the opportunity for members to congratulate and learn from two of Canada's esteemed dairy industry professionals when Patty Jones, Puslinch, ON is honoured with the **Certificate of Superior Accomplishment** by Holstein Canada at the Annual General Meeting. Following the AGM, a presentation from none other than Holstein Canada's own Head Classifier, Tom Byers, Elmira, ON who will serve as the **Guest Speaker**. The following are profiles on both Patty and Tom:

### 2012 Certificate of Superior Accomplishment Award Winner: Patty Jones



Considered the highest honour of the Association, Patty will be recognized as the 20<sup>th</sup> recipient of the Certificate in Superior Accomplishment given by Holstein Canada. This award is presented to successful candidates who display outstanding business achievements, mentorship, leadership, and promotion of the Holstein breed and/or Association programs.

Patty Jones, originally from the Eastern Townships of Qc, co-founded *Canadian Livestock Photography Inc.* in 1981 and has been a tremendous force within the Canadian dairy industry ever since. In her over 40 years of experience as a professional livestock photographer and successful business owner, Patty has become a well-known ambassador for the dairy industry both in Canada and abroad. Her encouragement of using photographs as a marketing tool to develop and enhance a farmer's advertising program has changed the way dairy cattle are

marketed across Canada and around the world.

Patty's reputation precedes her as her skills are continually sought after—more than 60,000 photographs have been taken by Patty in her lifetime and she continues to photograph anywhere from 1,800 to 2,500 cattle a year. Patty also owns and markets animals under the *Silvercap* prefix.

To send notes of congratulation, Patty can be contacted at 613-821-0789 (phone) or via email at [cowpix@bellnet.ca](mailto:cowpix@bellnet.ca).

## Guest Speaker at Annual General Meeting: Tom Byers, Holstein Canada Head Classifier

For the first-time in Association history, Holstein Canada's Board of Directors are excited to ask an internal employee to present as the esteemed Guest Speaker during the AGM.

One of the most recognizable faces at Holstein Canada, Tom Byers has been with the Association for 30 years as a renowned Classifier. As Head Classifier, Tom shares his extensive knowledge with fellow Classifiers in accessing all-breeds of dairy animals across Canada. In his role, he has identified the strengths and weaknesses of animals to help producers use corrective mating to ensure the advancement and progression of dairy breeds. Tom has been a relentless advocate for the Holstein Canada classification system for producers in Canada and around the world to use as a profitability tool.



Over the past 30 years, Tom has classified more than 300,000 cows and has experienced many changes as the classification system has evolved. As Guest Speaker, Tom will share his insight, thoughts, and amusing stories through a presentation titled 'Old Stories, New Beginnings.' Tom takes the audience down memory lane on how the breed has evolved in recent decades; how the job of the classifier has changed; where he believes the classification program will go in the future; and Tom will share many of the enjoyable stories along the way over the more than 1.3 million miles he has travelled. The job and breed have certainly changed over the past 30 years, but Tom's humour, larger-than-life personality, his knack for storytelling, and the undeniable passion he has for the Holstein cow and classification program certainly have not!

*To send notes of congratulation, Tom can be contacted at 519-575-6448 (cellphone) or via email at [tbyers@holstein.ca](mailto:tbyers@holstein.ca).*

Both the Certificate of Superior Accomplishment and Guest Speaker presentation will take place on Friday, April 12, 2013 at the Sheraton-on-the-Falls Convention hotel in Niagara Falls, Ontario. For those interested in registering for this event or other Convention events, visit [events.holstein.ca](http://events.holstein.ca) to register. The early-bird deadline to register for Convention is March 1<sup>st</sup>, 2013 with registration taken up until the time of Convention when it kicks off on April 10<sup>th</sup>, 2013.

###