



Holstein Canada

20 Corporate Place
Brantford, ON, N3T 5R4

Media Release

For Immediate Release

Contact: Christina Crowley
Tel: 519-756-8300 ex. 233
ccrowley@holstein.ca

Dynamic Additions to Strategic Communications Department

Brantford, ON July 25, 2013— Holstein Canada recently introduced a newly-revamped Strategic Communications department, formerly known as the Marketing Department. Leading this department under guidance and direction of CEO Ann Louise Carson will be Christina Crowley, promoted to Coordinator of Strategic Communications and Programs. The Association is pleased to announce the addition of two hires to this exciting, new team.

Jennifer Kyle, Ayr, Ontario has accepted the position of **Communications Coordinator**. No stranger to the dairy industry, Jennifer brings a variety of work experience from within the industry. Most notably, Jennifer was the Magazine and Youth Coordinator at Ontario Holstein, charged with the task of designing and launching the Branch magazine, *The Link*, before moving to Link Designer and Media Contact in 2012. She also spent three years in the marketing department at The Semex Alliance. Jennifer is a graduate of the Public Relations program at Durham College. She brings an extensive understanding and passion for the dairy industry having grown up as an active participant on her family's purebred Holstein farm, *Shylane Holsteins* located in Stratford, Ontario before relocating to Ayr, Ontario to reside on her husband's family's Jersey, Holstein and Brown Swiss farm, *Ash Lawn Farms Ltd.* As Communications Coordinator, Jennifer will be responsible for the Association's publication *Info Holstein* and will work on both external and internal communications projects while maintaining Holstein Canada's social media channels on Facebook and Twitter.



Joining the Association in the capacity of **Events Coordinator** is **Maureen Balsillie** of Harrow, Ontario. A recent graduate of the University of Guelph Biological Sciences program, Maureen spent four years working as a Game-day Manager for the Guelph Gryphons Athletics department. In this capacity, Maureen contributed to the execution of provincial and national championship varsity games held at the University. She completed a summer internship with Golf Canada in 2011 travelling across Canada to coordinate corporate golf tournaments. Born and raised on a small fruit farm in southwestern Ontario, Maureen has spent many years working and experiencing all the Ontario agricultural industry has to offer. Along with many years of farm labour on her family's *Balsillie Fruit Farm*, Maureen has also worked for Setterington's Fertilizers and recently, for the Ontario Ministry of Agriculture and Food. Maureen will be responsible for the organization and execution of Holstein Canada's annual Convention, working closely with each local committee of devoted members; the booth at the Royal Agricultural Winter Fair; and many events and shows that Holstein Canada attends throughout the year to promote Association services and programs.

Please welcome these two fantastic additions to the Strategic Communications team when you see them at industry events. For any inquiries, you can contact Jennifer at jkyle@holstein.ca when she begins with the Association on Monday, July 29, 2013. Starting on Monday, August 12, 2013, Maureen can be reached at mbalsillie@holstein.ca.

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