



Turning the Barrels

WPCA Newsletter



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OCTOBER 2012

SPECIAL POINTS OF INTEREST:

- Presidents Update
- WPCA Advisory Committee
- New Faces
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Keeping You Informed

Back in July, the WPCA saw some key changes were needed to address ongoing issues and to start moving the association forward in a positive manner. It has been a very hectic six weeks since the end of the season. For starters, VP Bruce Watson has been ill and has had a serious operation. He has been and will be unavailable to assist us for an undetermined time. The workload has been almost overwhelming at times as we examine the files, try to address issues that have been present or have developed, and listen to concerns of drivers, sponsors and race committees. As a result, President Arnold McKernon and VP Jim Bottomley have begun creating a more cohesive team involving WPCA staff, Directors, Drivers, Sponsors, Judges and Race Committees

We have heard loud and clear that communications with drivers, sponsors and race committees has been a big issue. This newsletter is our first attempt to rectify that. We want to start establishing open and transparent communications with everyone. We will try to send out a monthly update of things that are happening in the WPCA.

Long-time supporter Lynn Fountain has come back into the WPCA office to get the books from 2011 and 2012 in order and to get all the financial issues taken care of. She has been busy bringing accounts up to date and will have

a report in time for the board meeting on October 26.

Cheryl Madden has been hired as the Marketing Consultant and started on October 12th.

We also have a new voice/face of the WPCA. Tammy Kristiansen will assume the role of Office Manager on October 17. It will be Tammy's voice you hear on the phone and who you will see in the office and at various tour stops.

To address the multitude of tasks required, President Arnold McKernon appointed Ed Wittchen and Harvey McKernon as Officers of the Board. Ed was asked to work on several urgent projects including interviewing potential office staff, revising contracts and role descriptions, and establishing communications with some race committees. Harvey is responsible for being the liaison with the Advisory Committee, including recruitment and orientation of new members.

In addition, President McKernon appointed Gary Gross and Darrell Johnston as Special Officers. Gary will have a role in Broadcast/Media Relations and Darrell will have a role in Facility/Venue Operations.

President's Corner



Arnold McKernon has spent the past five years as an officer on the board of the WPCA and took over as President in July. He has 30 years of experience with the Petroleum Industry Safety Conference as a board member. He has coached all levels of hockey (Pee Wee to Junior B for 16 years). Arnold was born in Medicine Hat, AB, and grew up in Hubalta, AB, which was then just east of Calgary and is now a part of Calgary. Arnold has been an avid chuckwagon and rodeo fan most of his life. It was a natural thing for him to get involved with the WPCA. Arnold and his wife Dorothy have been married for 51 years and have four children: daughter Cindy and three sons, Arnie, Dean and Harvey. Family events centre around 11 grandchildren and two great-grandchildren. He is currently employed with Trican Well Services as a Training Specialist. Dorothy and Arnold like to go south to Yuma, AZ, for three months during the winter. Arnold says "I am very much looking forward to all the challenges ahead and really enjoy the family atmosphere within the chuckwagon community." Arnold is focused on creating a new and vibrant team to lead the WPCA towards its preferred and successful future.

The 2012 WPCA Annual Awards Banquet will be held on October 26, 2012, at the Deerfoot Inn and Casino in Calgary AB.

Tickets for the 32nd Annual Awards Banquet are \$75, must be purchased in advance and are only reserved with full payment.

For more information or to reserve your tickets please contact :
lynn.fountain@wpca.com



WPCA World Champion Driver Jason Glass

Tarp Auctions

- Calgary Stampede Tarp Auction is March 21, 2013.
- The Deerfoot Inn has been booked for the WPCA Tour Tarp Auction to be held on April 9, 2013.
- The Ponoka Stampede Tarp Auction is May 3, 2013.

WPCA Advisory Committee

The first meeting of the WPCA Advisory Committee took place at the Agriculture Building at Stampede Park in Calgary on September 27. We have some people with high levels of expertise and knowledge in place on this committee as we deal with a variety of issues over the coming months. Each of them brings specific experiences and skills to the table and collectively that is going to establish our credibility with you as drivers as well as with our sponsors and current and prospective corporate world partners.

Top three items from the WPCA Advisory Committee:

The three priorities that we will be bringing forward at the board meeting on October 26 will be:

1. Governance: Getting our house in order is the highest priority and has to be in place before moving forward if we expect continued and in fact greater support from the corporate world, sponsors and fans.
2. Animal care: Code of care/educate and enforce and have a plan in place on how to handle an unfortunate mishap; know how to deal with it. We need accurate data from race committees as to exactly how many injuries occur on a daily basis.
3. Profile and Communication: Partnerships, working together for a common goal/within the WPCA/with committees and venues/driver board and sponsors.

Complete list of challenges chuckwagon racing is facing today:

Governance of WPCA
Animal care
Create a positive profile and brand
Expand sport beyond central Alberta
More sponsorship money
Educate and create interest in younger demographic
Add stats (create deeper connection with fan base)
Emotional marketing, making a connection
Marketing beyond race season
Webcasting races, events, etc.
Collectors cards
Five-year marketing strategy and plan (including having all races televised)
Barn tours for fans
Leadership
Unity among drivers
Media (expand coverage to television)
Ambassadors in community
Enhance experience for fans and sponsors
Build a lasting legacy
Three-year WPCA plan
Improve and Maintain Communications
Increase Social media usage
Make the sport easy to understand
Minimize accidents and policy around how we deal with them

Make sport financially viable for young drivers
Open doors and make it easy to understand (easy to follow)
Tracking/metrics (accidents, horse injuries, etc.)
Communication sessions for drivers/outriders
Implement Calgary Stampede Animal Care Policy at all races
Educate media in eastern Canada

Advisory Committee Members:

Matt Wright, Zoom Media
Arnie Jackson, JSA Sports
Ken Malvin, KMC Sales
Maureen Henderson, TELUS Spark
Jennifer Woods, J. Woods Livestock
John Copithorne, former Calgary Stampede Director and WPCA Director
Rob Tanner, *Cowboy Country* magazine
Brian Davison, Lawyer and former WPCA Director
Ed Pajor, Veterinarian, U of C Professor of Animal Welfare
Wayne Overacker, former WPCA President
Glenda Summers, Lawyer
Billy Melville, Bico Faster Drilling Tools Inc., produces WPCA's Spectator's Guide & Yearbook and does colour commentary on WPCA race broadcasts
Les McIntyre, rodeo and chuckwagon announcer-broadcaster
Russ Peake, retired television broadcaster
Scot Knutson, trucking company owner
Paul Kinvig, Chartered Accountant, Controller of an oil and gas company
John Lee, rancher and former UFA President
John Phillips- I Link Media Group
Rick Geisel- New Wave Energy Group
Tim Taylor- VP, Investor Relations, Mosaic Capital
Arnold McKernon, WPCA President, Trican Well Service Training Specialist
Jim Bottomley, WPCA VP, Roadtrek
Bruce Watson, WPCA VP, Alberta Janitorial Supplies
Harvey McKernon, WPCA Officer, Senior VP Portfolio Manager, CVM Investment Counsel
Cheryl Madden, WPCA Marketing Manager
Tammy Kristiansen, WPCA Office Manager
Ed Wittchen, WPCA Officer, Ed Wittchen Consulting Ltd.

The next Advisory Committee meeting will be held in Calgary in early November. If you are interested in knowing more about this committee please contact Harvey McKernon- WPCA Liaison hmckernon@gmail.com or Arnold McKernon- WPCA President AMcKernon2@trican.ca

Meet the WPCA Marketing Consultant

Cheryl Madden was born in Calgary and is a very proud second-generation Calgarian. She married and moved to Australia, started a family, and worked in hospitality and promotions coordinating conferences and ensuring customer satisfaction. Cheryl graduated with a Diploma in Travel and Tourism and moved with her family back to Calgary. Upon returning she was asked to be a personal assistant at Nesbitt Burns, where she worked for two years until she was hired to help start up a new travel agency, developing and promoting adventure travel tours. Her passion is travel and people, and she had the chance to meet and build a great client base and travel to amazing destinations such as Antarctica and the Galapagos Islands. Cheryl then changed paths when she was contacted by a very well-respected businessman and his CFO, and has for the past 13 years worked as a private secretary in executive assisting and administration. Cheryl, through her interest and involvement in health and wellness, has for the past five years also owned her own business, building a client base while training and recruiting team members. Cheryl is married to Mark, has two adult children, Joanne (Okotoks) and Richard (Melbourne, Australia), and two grandchildren, Connor and Brielle. She recently lost a huge part of her life, her favourite little kid, a wonderful border collie named Margie. She has a huge love of all animals and is very excited to promote and be part of this unique sport of chuckwagon racing. Cheryl partakes in and enjoys many activities and sports. Favourites are yoga, running, biking, and motorcycling.

Contact: cheryl.madden@wpca.com



Meet the WPCA Office Manager

Originally from Oyen, AB, Tammy Kristiansen joins us with 12 years of experience in sales, marketing and business management. She has worked locally as well as in the San Francisco Bay area and southern Africa. She has two boys, ages three and five. Tammy will be the voice and face of the WPCA. It is her voice you will hear on the phone and she will be the one you meet in the office and often at the various tour stops. In addition, she is going to play key roles in event planning and a new focus as the liaison with the wives of drivers as we plan new activities to involve the drivers' families at every tour stop.

Contact: tammy.kristiansen@wpca.com



Meet the WPCA Accounting Manager

Lynn Fountain has returned to the WPCA again to look after the accounting needs of the association. She and her husband Steve have been married for 39 years and have two children and six grandchildren. They have been involved in the WPCA for many years. First Steve was a tour sponsor, then a tarp sponsor and then served on their board for many years as a volunteer.

Lynn started out as a teacher for eight years and then became a stay-at-home mom for awhile. She began working for her husband at Fountain Tire for about 25 years until they sold their business.

After selling the tire business, both Steve and Lynn became employees of the WPCA. He was their general manager and Lynn worked in office administration.

They live in Phoenix, AZ, in the winter and spend a lot of time golfing, riding horses, travelling, relaxing, and of course with their grandchildren.

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About the WPCA

The WPCA, headquartered in Calgary, Alberta, is the largest professional chuckwagon racing-sanctioning body in the world. The recognized leader in professional chuckwagon racing, the WPCA is committed to maintaining the highest standards of driving, animal care and sportsmanship. The WPCA, a membership-based organization, sanctions approximately 10 race meets annually, and there are fans across Canada and in the US.

The WPCA showcases the world's best chuckwagon drivers and outriders in premier events including the GMC Pro Tour, GMC Sierra Series, GMC Rangeland Derby (Calgary Stampede), the Ponoka Stampede and Tour stops in Grande Prairie, Medicine Hat, High River, Bonnyville, Strathmore, Dawson Creek and Rocky Mountain House.

The objects of the Association are:

- a) to promote and control professional chuckwagon racing and contests and all other events, sports, competitions and undertakings which are directly or indirectly related thereto;
- b) to organize, control, manage and supervise chuckwagon events and all member professional cowboys and contestants for their mutual benefit, safety and protection and so as to raise the standard of professional chuckwagon racing and bring about a betterment in working conditions at rodeos and race meets and to protect such contestants from unfairness or unjust discrimination on the part of any person, company or association who may manage, carry on, or supervise rodeos or race meets;
- c) to improve, define, enforce and approve the rules and regulations of professional chuckwagon races;
- d) to publish information and to enter into contracts and arrangements with others for the purpose of publishing information related to race meets and of advertising race meets.

Meeting the WPCA Advisory Committee Members

This new committee is comprised of prominent members of the community, all with a passion and concern for the sport. All bring valuable insight to helping the WPCA build to a bigger and greater future. We will endeavor to introduce you to committee members a few at a time.

Jennifer Woods, MSc., is a livestock handling specialist with J. Woods Livestock based out of Blackie, AB. Jennifer provides consultation in handling and behaviour, animal welfare, facility design, livestock transportation, and euthanasia, and is a PAACO-certified animal welfare auditor. Jennifer consults to the livestock industry throughout North America, Europe and Australia.

Scot Knutson was raised in Innisfail, AB. He grew up around rodeo and was involved for many years. He has been involved with the family transportation business, working with the business owned by his father for 40 years. When it was sold, he continued with a branch of the business that he retained. He is currently involved with the oil and gas industry, transporting all types of heavy haul projects. Scot loves watching the wagons



run and would like to help keep this sport alive and well as he believes it is truly a part of Alberta's heritage.

Dr. Ed Pajor is Professor of Animal Welfare and Ethology at the University of Calgary, Faculty of Veterinary Medicine. He also serves as Leader of the Pain and Animal Welfare Research Group. This is a multi-disciplinary group dedicated to understanding basic pain mechanisms, as well as discovering ways to minimizing animal pain and maximizing welfare. Dr. Pajor has served on numerous committees and is often invited to present to national and international audiences. Dr. Pajor has been a member of McDonalds Advisory Council for over 10 years and also advises the Calgary Stampede. Prior to joining the University of Calgary, Dr. Pajor worked at Purdue University in the Department of Animal Sciences. He also served as Leader of the Animal Welfare center at Purdue. He is a graduate of the University of Waterloo and in addition earned an MS and PHD from McGill University specializing in Animal Behaviour. Ed currently resides in Calgary with his wife Julie and their 2 children, Melinda and Kaelen.