

2018 ATLA Board and Executive



From Left to Right:
Chris Hepfner, Gregg Butt, Charlotte Beler, Shawna Dennis and Dean Marte

The Annual General Meeting of the Alberta Texas Longhorn Association was held March 10th, 2018 in Olds. There was a lively discussion about the future of the association. Plans were made to ramp up the Association's activities and presence. New shows, sales and field days were suggested. As well, our display booth will be seen at more agricultural events this coming year.

The meeting was full of energy, action and hope for the future.

The new **President** is **Greg Butt**. Greg, and his wife Jamie, got their first Texas Longhorns about five years ago and ranch in Sturgeon County. Greg is keenly interested in promoting the health qualities of Longhorn beef to consumers, and the benefits of Longhorn bulls in the commercial cattle market. His goals for the association this year will focus on increasing membership through providing more association activities.

The **Vice President** is **Dean Marte** from Stauffer. Dean is a dedicated herdsman. For twenty-five years, he has built his herd with trust and respect for his cattle. Dean focuses on no stress management and believes in building a strong relationship with every animal on his ranch. Spend some time with Dean Marte, and you will learn some secrets of handling Longhorn cattle.

Secretary Treasurer is **Shawna Dennis** of Thorsby. Shawna, and her husband Darcy, are relatively new to the Texas Longhorn breed. They love to show their cattle and have had some success with their heifers in the ring. Shawna would like to revive the youth wing of the association. Her focus this coming year will be to encourage members to get involved and have some fun.

Charlotte Beler is a **Director at Large** from Leduc County. Charlotte and her husband Ken, have been involved in breeding and showing Texas Longhorns all their lives. Their breeding program has been influential in the Alberta industry. Nearly every Alberta herd will have at least one cow that can be traced back to their program. Charlotte is passionate about Longhorns and has a wealth of knowledge and skills to share with members.

Chris Hepner is a **Director at Large** from Leduc County. Chris has been a tireless volunteer with the Alberta Texas Longhorn Association for more than twenty years. Chris has run the office, kept the records, wrote the newsletter and has served the industry without fail. With her husband Del, they raise cattle, near the city of Leduc. The Association is privileged to have Chris serving on the board this year.