

Welcome to the First Edition of MFWBA's *the wire*

from Barb Adams, MFWBA President

The beginning of a new year usually brings with it a plethora of new ideas and decisions -- from commitments to eat healthy, save money, or clean out the spare room. The MFWBA is also bringing you something new for 2005.

As your MFWBA President,

I'm excited to introduce the MFWBA Wire, a newsletter designed to keep MFWBA members in the loop and up-to-date on issues, activities and events that have an impact on farm communications in our province.

The Wire will be published quarterly, and we welcome

submissions of any kind -- from organizational reports, new programs and initiatives, or any other topics of interest to the MFWBA.

We look forward to hearing your comments, and hope to have more success than can be expected for some of those new year's resolutions!

MFWBA Celebrates the Season

The holiday spirit came early to the Manitoba Farm Writers and Broadcasters, as they gathered at Paragon, a local restaurant on December 2 to get a head start on the season. Admission to the event was a donation to Winnipeg Harvest Food Bank, an organization that supports 16 rural food

banks.

After a presentation by Diane Poulin from Harvest, members donated generously to the tune of \$168 in cash, plus a large box of food.

Manitoba Co-operator editor and MFWBA past-president Jay Whetter went home

with the evening's door prize, graciously donated by Monsanto.

Eating, drinking and making merry were the order of the evening -- all to the tunes of silver-throated Ken Datzkiw and his magical guitar. A chorus of Christmas carols rounded out the evening.



Caroling farm writers seen here (from left): Dallas Balance, Crystal Jorgenson, Merv Pritchard, Bonnie Baltessen, and Jay Whetter.



Dave Wreford, Diane Wreford & Gren Winslow enjoy a delicious beverage at the MFWBA Holiday Party.



Richard Phillips and Val Ominski show off the holiday spirit that the MFWBA executive is (in)famous for.

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Annual Meeting ~ January 25

Fight the January blahs with an evening of the finest food you'll find outside of Paris!

This year's annual general meeting takes place at the Lux Solé Restaurant, and features Manitoba Agriculture, Food and Rural Initiatives Minister Rosann Wowchuk as our guest speaker.

Tuesday, January 25
Lux Solé Restaurant
726 Osborne Street
Cocktails at 5:30 pm
Dinner at 6:30 pm

Dinner will be followed by Minister Wowchuk's address and a very brief business meeting.

Cost is \$30 for members; \$35 for non-members.

Lux Solé is run by three Manitoba farm boys who turn Manitoba beef, lamb and pork into the most delectable delights this side of the Atlantic! They are creating a unique dining sensation especially for this event, so don't miss out!

RSVP by noon, January 24 to Val Ominski at 945-2754 or vominski@gov.mb.ca.

News from the MFWBA Exec

As you have likely already noticed, the MFWBA is sporting a saucy new logo, designed by MFWBA member Crystal Jorgenson. The new logo is Step One in a plan to revitalize the association and provide even more value to MFWBA members.

Following the establishment of the *MFWBA wire*, we're also planning to launch a web site by mid-2005.

The executive would also like to thank Ashley Lewis, public relations student at Red River College and farm writer, for her design of the MFWBA newsletter.

It's also a new year at the MFWBA, which means that we'd appreciate receiving your 2005 membership. It's a steal at \$35, and \$20 of that goes to pay your membership in the CFWF and IFAJ.

Special Offer from the MFWBA: Do you know someone who should be a member of the MFWBA but isn't? We can't believe it either. So, if you send us their name, we'll put your name in a draw for some fabulous prizes. For every name of a non-member you submit, you'll get another chance in the draw.

Upcoming Events

January 18-20

Manitoba Ag Days at the Keystone Centre in Brandon. To view the complete agenda visit agdays.com

January 26-27

Manitoba Swine Seminar at the Best Western Victoria Inn in Winnipeg.

January 26-28

KAP's Annual Meeting at the Delta Winnipeg. To view the complete agenda, visit kap.mb.ca

On the Move

Here at the *MFWBA wire*, we like to keep track of our fellow colleagues. In each edition, we'll take a look at who's coming and going in the industry of farm communications.

Take a look at where some of our MFWBA clan have landed:

Diane Wreford from the U of M is now at the Canola Council of Canada. Gord Gilmour has moved from the Manitoba Legislature to the Canadian Wheat Board, and Bonnie Baltessen and Palmer Anderson have joined the Farm Business Communications team.

Submit Your News Tips and Stories to the

MFWBA wire

Contact Lenore at communications@kap.mb.ca

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