



Trans Canada Yellowhead Highway Association
The 2012 66th Annual Conference &
Annual General Meeting
April 26 – 28, 2012 ♦ Lloydminster ♦ Saskatchewan/Alberta



REGISTRATION FEE

Let's celebrate our 66th year by taking a trip down Route 66! Join us in a great location, with a fantastic line-up of Speakers and Entertainment. This is sure to be a Conference you won't want to miss!

Secure your spot and save!

The conference Registration Fee is \$275. **Book by March 7, 2012 and receive \$25 off!**

Fee includes all sessions, meals, refreshment breaks, receptions, and transportation between venues.

Individual event tickets are available for purchase for the following events:

Welcome Reception – Thursday, April 26 (\$20 per ticket)

Awards Banquet – Friday, April 27 (\$40 per ticket)

Want to bring a guest along for the ride? We will be offering an excellent "Partners Program" which will include a free round of golf, restaurant discounts, and more!

Further details to come

Conference registration deadline is Friday, April 6, 2012.

HOTEL INFORMATION

The hotels for this event are The West Harvest Inn (1-800-661-7221) & The West Harvest Express (1-888-505-8884). Reservations can be made by contacting the above noted toll free numbers, please reference TransCanada Yellowhead Highway Association.

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SPEAKER & ENTERTAINMENT INFORMATION

Jeff Mulligan



Elected Mayor for the City of Lloydminster on October 2009, leveraging a Social Media strategy, promising positive change, open dialogue and greater accountability; Jeff brings with him 33 years of experience in Management and Chief Executive positions, as well as his latest business ventures, a Leadership & Change consulting firm known as *AHHA Moments Inc.* and just this month, a New York Fries franchise.

Jeff is a widely sought after keynote speaker who specializes in transformational change, leadership development & social media networking. He was a member of the management group that launched a Schedule "A" Bank and is regarded as a champion of key innovation. He has served as a Corporate Board Member across a variety of industry sectors and was appointed to the Athabasca University Governing Council in 2007.

The recent merger of Common Wealth, Community and Servus CU's led by Jeff, was the largest Canadian Credit Union merger in history creating a \$10 Billion CU, with over 100 branches and 2000 team members. In his role as Mayor of Lloydminster, he has undertaken widespread transformational change with a focus on workplace culture and process improvement to deliver sustainable value to taxpayers.

Tom Higgins



Mr. Tom Higgins is the Head of Officiating of the Canadian Football League. He is the Former Head Coach and Vice-President of Operations of the Calgary Stampeders Football Club and also Former General Manager and Coach of the Edmonton Eskimo Football Club. In 2003 he was elected the CFL Coach of the year. He was also a member of the US Olympic Wrestling Team. He is a graduate of physical education.

Mr. Higgins has a deep and abiding confidence in the dynamics of the Province of Alberta. He married an Alberta woman and his children all enrolled in Alberta schools. His delivery will both inspire and motivate! Tom resides in Calgary

**Taken from the Speakers Bureau of Alberta Inc. website.*

David Knudson

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Mr. David Knudson and his wife, Mary Lou, are the founders of the National Historic Route 66 Federation, the worldwide, nonprofit organization dedicated to directing the public's attention to the importance of U. S. Highway Route 66 in America's cultural heritage and acquiring the federal, state and private support necessary to preserve the historic landmarks and revitalize the economies of communities along the entire 2,400-mile stretch of road.

The roots of the Federation go back to October of 1964, when David Knudson drove from Chicago to California on Route 66. Fresh out of college, he had pocket change, plenty of dreams and no job. He stayed in California and eventually built a business in Los Angeles. But, he never forgot his trip out Route 66 with all the "fancy" motor courts, "exotic" trading posts and the aroma of sweet smoke from the pit barbecues. He couldn't afford to stop at any of them on his way out, but he vowed one day, he'd travel down Route 66 again and buy some Indian moccasins, sample the great – smelling barbecue and stay in a few places with clean sheets.

In August of '94, his chance came. His wife, Mary Lou and he were in Chicago and decided to drive back to California along Route 66. But, they couldn't find it. The famous road wasn't on any maps and there were no "66" road signs. The old road had been bypassed by an interstate highway over 20 years before stranding many of the once-thriving businesses and towns. Deserted structures stood only as silent reminders of the days of "America's Glory Road".

By the time David and Mary Lou arrived home, they decided to sell their business interests and devote their time to trying to save as much as possible of the historic road before it was completely gone. The Federation was born.

**Taken from the National Historic Route 66 Federation website.*

Just Kruzin Classic Car Club



During a cold December in 2002, six or seven wayward car crazy people got together with dreams of starting a new car club. With some hard work and drive, the club "Just Kruzin" came about. The membership so far has been overwhelming with over 170 members plus to date, and is open to all classes of cars, trucks, and bikes.

**Taken from the Just Kruzin' website.*



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CONFERENCE ITINERARY

(Subject to Change)

THURSDAY, APRIL 26

- 1:30 – 3:30 P.M. Outgoing Board Meeting for Board Members
Location: West Harvest Inn
- 4:30 P.M. City Bus Tour (TBD)
- 6:00 – 9:00 P.M. Registration & Welcome Reception
Location: Lloydminster Golf & Curling Centre
- 9:00 – 12:00 P.M. Hospitality Suite at West Harvest Inn

FRIDAY, APRIL 27

- Conference Location:** Lloydminster Exhibition
- 8:00 A.M. Registration
- 8:30 – 9:45 A.M. Breakfast with Keynote Speaker - TBA
- 9:45 – 10:00 A.M. Break
- 10:00 – 11:45 A.M. Morning Session with Keynote Speaker: Jeff Mulligan
- 12 noon – 1:15 P.M. Lunch with Keynote Speaker: Tom Higgins
- 1:30 – 3:00 P.M. Afternoon Session – Transportation Panel
- 3:00 – 3:15 P.M. Break
- 3:15 – 4:30 P.M. Provincial Caucus Sessions
Banquet Location: Lloydminster Golf & Curling Centre
- 6:00 – 11:00 PM Awards Banquet with Keynote Speaker David Knudson and Car Show by Just Kruzin Classic Car Club of Lloydminster SK/AB.

SATURDAY, APRIL 28

- Location:** West Harvest Inn
- 8:15 – 9:15 A.M. Breakfast with Keynote Speaker: TBA
- 9:30 – 10:45 A.M. Annual General Meeting
- 11:00 A.M. – 12:30 P.M. Incoming Board Meeting for Board Members

Please note: Scheduled shuttle service will be available for transportation between venues.