



Honouring a friend and colleagues memory, with a fitting tribute and fundraiser

Myself, along with the board of directors of the Alberta Pork Congress are excited to share with you the details of the upcoming Bruce Winkler Memorial Silent Auction. Bruce Winkler was friend, supplier and colleague to many in the hog industry. Bruce lost his short but aggressive battle with cancer last December. Even when he was first diagnosed he was more concerned about family and friends and did not want to cause anybody to worry. I was able to spend the Monday afternoon with Bruce in the hospital just the day before he left us and he still was worried about those he was leaving behind.

The Silent Auction was Bruce's idea. In fact one that he shared with me only days before he passed away. He said "what a wonderful way to show that producers who have been struggling still can give back." Bruce's original idea was to include only homemade items like slippers, quilts and woodworking just to name a few. We, the board of directors have expanded on his idea to invite the industry at a supplier and corporate level to get involved. All of the funds raised are being donated to the Alberta Cancer Foundation, specifically the Linac-MR invention. This new invention will allow doctors to see and treat cancer in real time, something not possible anywhere in the world before now. This Canadian project the brain child of Dr Gino Fallone and his

team of medical physicists and was created right here in Edmonton at the Cross Cancer Institute. The Linac-MR will drastically reduce the number of healthy cells and tissue that receive

radiation. This prototype machine combines the technology of a MRI image and radiation treatment simultaneously. On a recent tour of the Cross Cancer Institute I was able to see the machine and learn about it from Brad Murray one of the medical physicist researchers on the project. After the tour and his explanations it made more sense in these simple terms - "why zap the size of a grapefruit when you can zap the size of a grape." One of the most exciting things about fundraising for this project is that every dollar donated is multiplied three times, once by the Alberta Government once by the Federal Government and once by private sector. This equals \$4 for \$1 donated.

As noted by the Alberta Cancer Foundation, the discovery also makes radiation therapy more accessible for cancers currently difficult to treat radiation because of organ movement: prostate, lung, brain, liver, stomach and pancreatic cancers. Had this machine been available perhaps Bruce's prognosis may have been different.

The Bruce Winkler Memorial Silent Auction will be held during Alberta Pork Congress in March in Red Deer at Westerner Park. The first opportunity to bid on items will be Tuesday March 27 from 6 - 8 pm in conjunction with Swine & Cheese right on the trade show floor. On Wednesday March 28 during day at the trade show the items will be on display in the Salon area,

then moved over to the Harvest Centre for the evening awards banquet. At the conclusion of the evening we will present a total to the Alberta Cancer Foundation in Bruce's memory. Members of Bruce's family will be there to help share in the special evening.

Each of us knows somebody who has been affected by cancer. For some like Bruce the outcome is tragic, for others the end result is much better. In my family, both my husband, Kelly and my mom, Karen are survivors after surgery and radiation treatments.

We need you help to make this event a success, not only by donating items for the silent auction but also by bidding. This is a fantastic opportunity to show the general public and mainstream media that all though the hog industry has struggled, we care and are giving back.

With the number of doctors and researchers coming to look at this prototype from not only across Canada but the world, the Alberta Cancer Foundation slogan of Alberta's cancer free movement could become a global cancer free movement.

Please contact me or the Alberta Pork Congress office with any questions you may have or to arrange to have your donation picked up. All personal and company donations will be listed on all promotional material and signs during the Alberta Pork Congress. •

*- By Laurie Brandly
Auction Chair*

Bruce
Winkler



Memorial Silent Auction

WHO: Any and all members of your farm who attend Alberta Pork Congress

WHAT: A Silent Auction paying tribute to a great friend of the industry

WHERE: During Alberta Pork Congress at Westerner Park in Red Deer, Alberta

WHEN: Tuesday March 27th & Wednesday March 28th, 2012

WHY: Each and every one of us knows somebody who has been touched by Cancer in some way or another. This is a way for our industry to give back to a great cause. We can show that even in tough economic times that producers care about important causes.

All proceeds raised will be donated to the Alberta Cancer Foundation, specifically the Linac-MR invention.



Call us today to arrange pick up of your donation. Letter of Recommendation, Letter of Request and more details available on www.albertaporkcongress.com OR www.prairiehogcountry.ca

Please plan on attending and participating in the Bruce Winkler Memorial Silent Auction.



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