

Being an entrepreneur can seem like an uphill climb. Managing your legal affairs needn't be.



Gowlings has worked with many of Canada's leading entrepreneurs, supporting them as they climb to bold new heights. We help businesses drive growth, manage risk and increase profitability through a full range of legal services. Contact us today to learn how we can help your business reach the top.



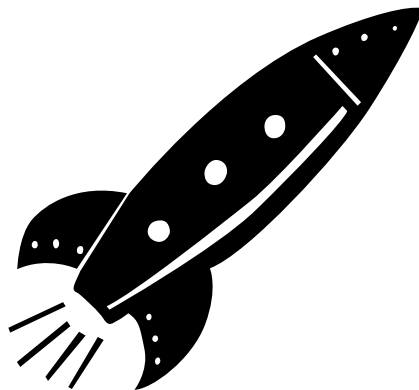
Barristers & Solicitors | Patent & Trade Mark Agents

The Power of Original Thought

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Montréal | Ottawa | Toronto | Hamilton | Waterloo Region | Calgary | Vancouver | Moscow

# Our patent lawyers aren't rocket scientists.



However, you will find Aerospace Engineers,  
Jet Engine Designers and Molecular Biologists.

As a technology company with a big idea to introduce to the world, you're aiming for the moon. No small feat. So to ensure everything goes smoothly from a legal perspective, trust Canada's leading technology law specialists at Gowlings for expert guidance.

Our Intellectual Property Group in Calgary consists of lawyers with real-life industry experience in the high tech sector. As such, they understand technology first-hand... and offer invaluable advice from both a legal and a practical working perspective.

Whether you need help in patent matters, in trade marks, licensing, or working on the commercialization of your product – contact Gowlings today. We'll prepare you for lift-off!

**GOWLINGS**



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Just how good will your mountain view be?



The Lakes At  
**ROCKY RIDGE**

**The Pavilions:** Elegant Condominiums from \$98,900 (or \$619/mnth). Ph. 239.3823

**The Brownstones:** Luxury Town Homes from the \$160's. Ph. 547.7790

**The Villas:** Walkout Bungalows from the \$270's. Ph. 547.7790

Visit our Showhomes Mon-Thurs 1-7pm, Sat/Sun & Holidays 12-5. Take Crowchild Trail North past Stoney Trail, turn right on Rocky Ridge Road NW.

**STATESMAN**  
*what a beautiful way to live!*

[www.statesmancorporation.com](http://www.statesmancorporation.com)



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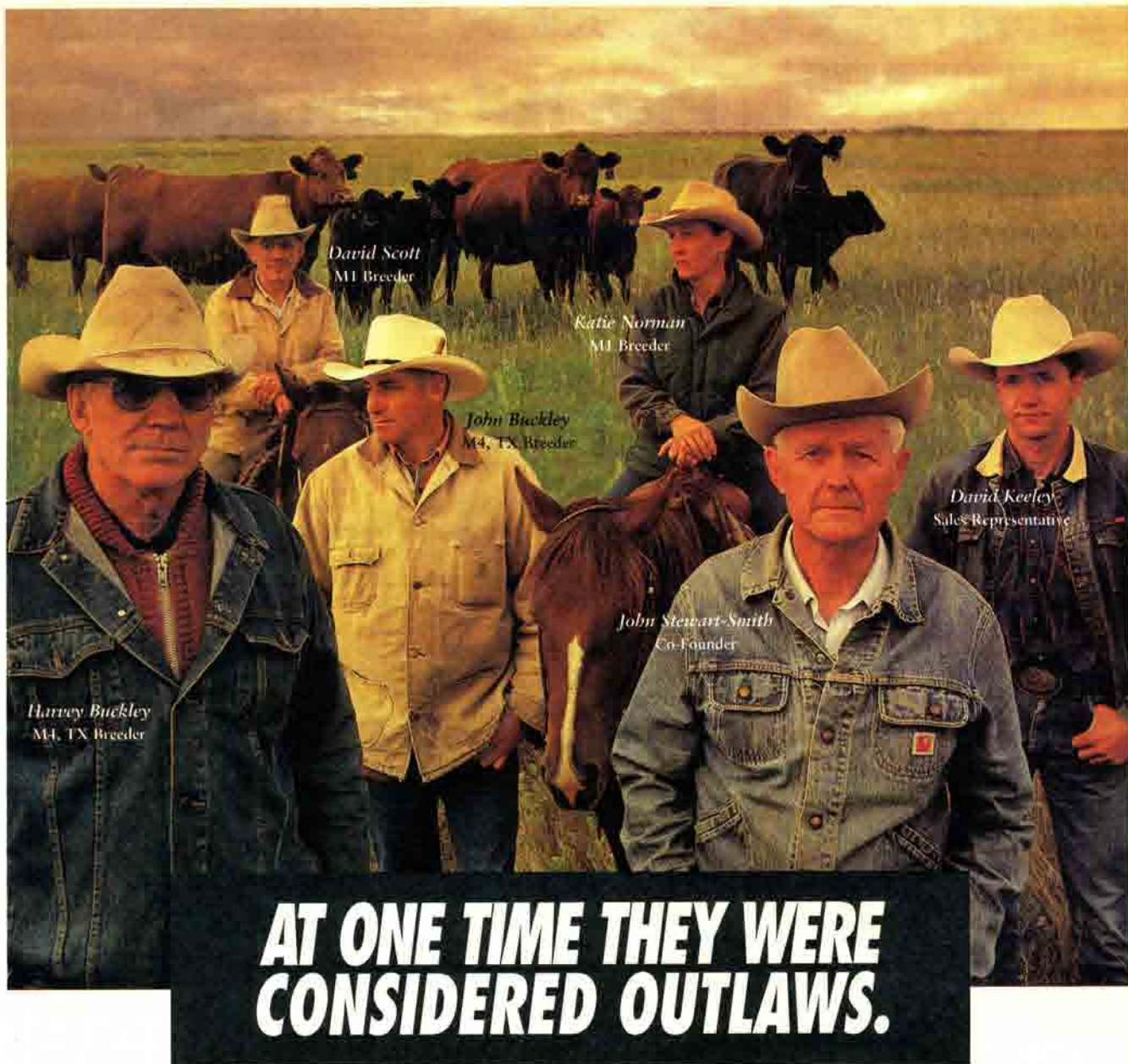
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David Scott  
MI Breeder

Katie Norman  
MI Breeder

John Buckley  
M4, TX Breeder

David Keeley  
Sales Representative

John Stewart-Smith  
Co-Founder

Harvey Buckley  
M4, TX Breeder

## AT ONE TIME THEY WERE CONSIDERED OUTLAWS.

### Radicals. Rebels.

Some 25 years ago when a group of maverick ranchers and geneticists figured they'd start doing things their own way, a lot of folks looked at them sideways. Because they were venturing into unknown territory: using hybrid bulls in crossbreeding programs.



To build the  
best bulls,  
we start here.

### Innovators. Industry Leaders.

Bucking conventional purebred wisdom, Beefbooster scientifically created five genetically superior

seedstock strains; each fills a specific need in a controlled crossbreeding program. The team focused on factors like high fertility, easy calving, weight gain and carcass value. All things that are key to your success as a modern rancher. All things that can be easily enhanced through planned crossbreeding.



We don't guess.  
We test and test  
and test.

### Buy the bulls bred for success.

Today, Beefbooster is no longer considered a renegade, but a pioneer in the field of genetic improvement and selection testing.

Find out how you can increase the long-term profitability of your herd – by using Beefbooster bulls together with Beefbooster's proven breeding program. Call the ones who broke the trail, at 1-800-668-1529.

 **BEEFBOOSTER**  
Bringing more to the table.



## HOW DO YOU TELL A HALF-TON BULL HE HASN'T MADE THE CUT?

### *Very Carefully.*

Okay, "made the cut" might be a poor choice of words (*cattle in general can be sensitive to that sort of thing*). But our point is that, due to the strictest testing and culling criteria, only one in five Beefbooster bulls are sold as breeders.

That's right, after extensive birth, weaning and postweaning testing, only the best meet Beefbooster's high standards. We're so confident in this testing process, proven over 28 years, that every one of these bulls comes with a Beefbooster Guarantee.



*To build the  
best bulls,  
we start here.*

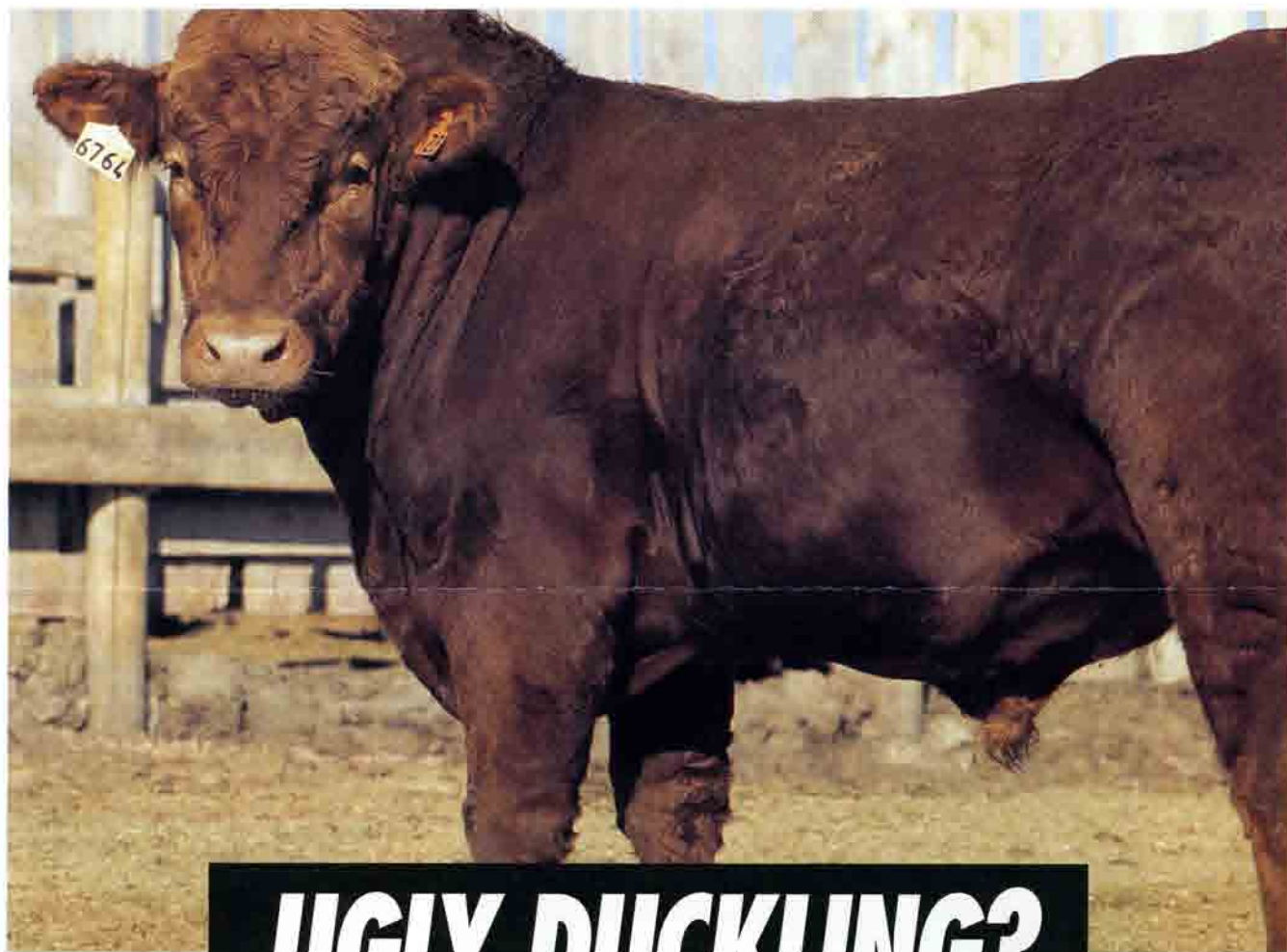
### *Born To Perform.*

The result of all of this testing? You get a bull you know will perform, whether you're looking for a bull to mate to heifers for unassisted births; a bull to sire replacement cows with superior mothering ability; or a bull to mate to mature cows to produce top gaining market quality offspring.

So, for specialized bulls that are a cut above (*sorry!*) call Beefbooster toll-free, at 1-800-668-1529.

 **BEEFBOOSTER**  
*Bringing more to the table.*





# UGLY DUCKLING?

## *Beautifully profitable.*

If you're a set-in-your-ways purebred traditionalist, you might not think this Beefbooster hybrid bull fits in with your 'uniform' herd. Or your breeding plans.

*But when it comes to profitability, beauty is only skin deep.*

Today, more and more ranchers are realizing the advantages of implementing the Beefbooster hybrid bull program to genetically balance and improve their herds. That's because these bulls are designed for profitable performance, which makes life easier for ranchers.



*To build the best beef cattle, we start here.*



## *Highly attractive.*

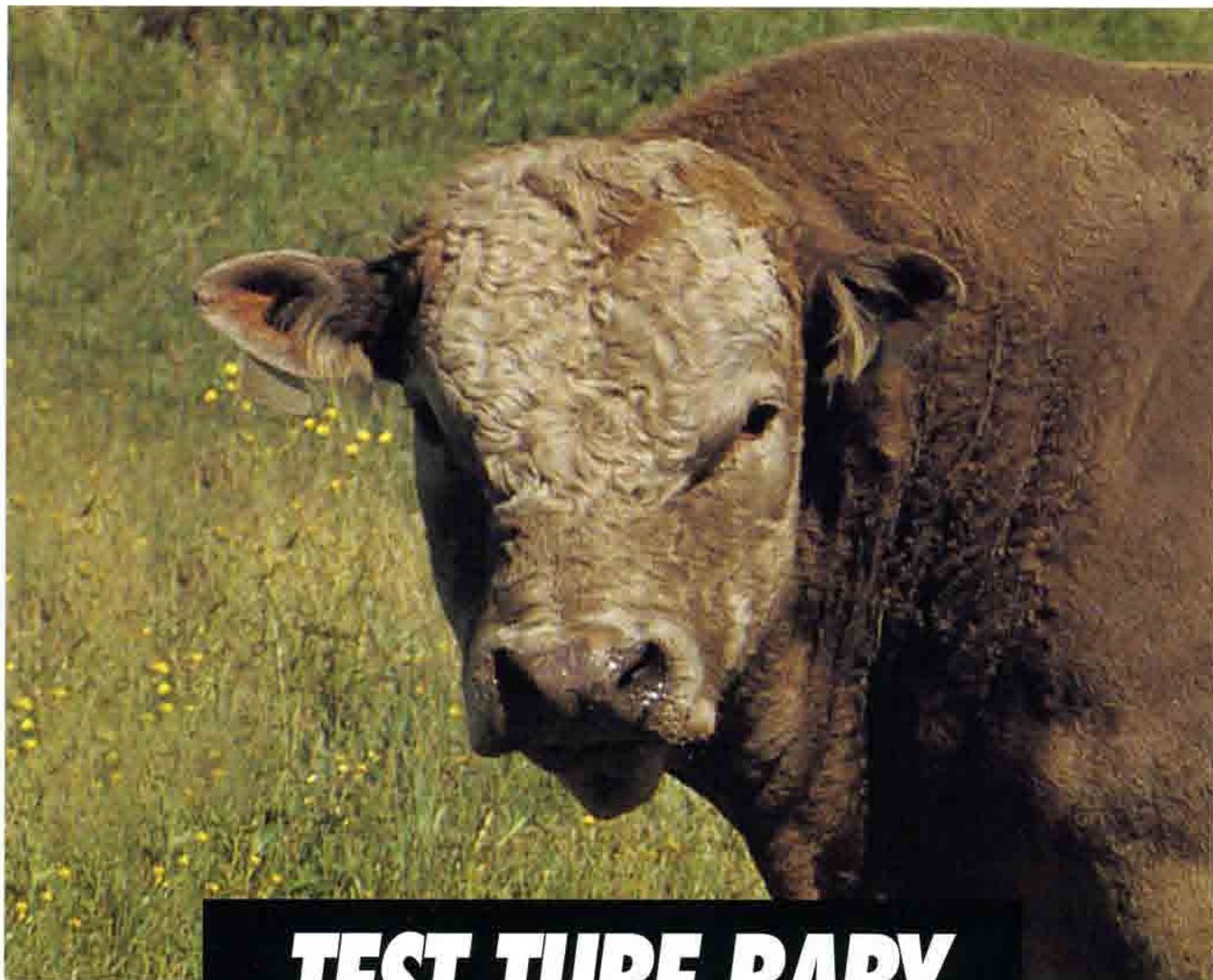
All of Beefbooster's specialized strains have been scientifically built according to function. Used together properly, they will help increase your bottom line over the long haul. How? By providing you with hardy, healthy cows that cost less to maintain.

One strain is mated with heifers to ensure easy, unassisted calving. Yet another produces terminal offspring with superior gain and carcass value. And others sire excellent replacement cows with superior mothering abilities.

So, what's the moral of this story?

Simply this: the Beefbooster program can make your ranching operation more profitable. To find out how, call us toll-free at 1-800-668-1529. And discover the true inner beauty of Beefbooster hybrid bulls.

 **BEEFBOOSTER**  
*Bringing more to the table.*



# TEST TUBE BABY

## ...Born Money Maker

If all you care about is purebred color uniformity, you're going to think he's one ugly customer. A hybrid bull. Certainly not a perfect *pedigree* match for your herd.

But if you care about *profit*, he's the most adorable thing you've ever seen.

This 'baby', if you call a 2,500 lb. bull a 'baby', was the product of over 25 years of genetic research and development and 400 days of performance testing. He was



*To build the best bulls, we start here.*

scientifically designed, like every Beefbooster bull. A *virtual test tube baby*, born of real parents.

So what makes him special? He's a red tag Beefbooster TX 'terminal' bull. He's been selected to breed to mature cows because he's been genetically determined to produce offspring with increased gain and carcass value.

### *We'll help develop a plan of action.*

All of our specialized strains have been built according to function. Used properly together, they will help increase your bottom line over the long haul: genetically improving and balancing your herd.

Our 'heifer bull' strain has been designed to produce smaller offspring when bred with your heifers – allowing for easier calving and more live births. Plus, we have three strains of maternal bulls which will produce replacements with superior fertility and mothering ability.



*We don't guess. We test and test and test.*

Find out how you can adopt Beefbooster's bulls and expertise to increase the long term profitability of your operation. Call us, toll-free, at 1-800-668-1529.

