

# HEREFORD

## Canadian Hereford Association Member Benefits

The CHA offers a wide range of services for registering, transferring, genotyping, performance measurement, research programs, production of publications, access to online services, and member recognition programs. CHA members benefit from the CHA's domestic and international marketing efforts to promote the sale and value of Hereford genetics.

The CHA is giving members access to benefits through company partnerships to add even more value for membership. It's our goal to leverage all the CHA membership's hard work that goes into marketing the value of the Hereford breed into company partnerships that can benefit members.

We are pleased to announce that **ACTIVE CHA** members have access to a wide range of services used by purebred breeders to encourage domestic and international marketing of your farm's breeding programs – and to make planning your holiday travel easier and cheaper.

### **John Deere**

John Deere is a leader in landscape equipment and farm machinery. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of



# JOHN DEERE

integrity. We're so happy to have John Deere on board as a partner. John Deere is offering Platinum Rewards status to all active CHA members. With Platinum rewards status you will be able to access discounts on equipment, where applicable. To access your Platinum Rewards click the John Deere Platinum Rewards link in the welcome screen when you log-on to the CHA's online system with your user name and password. Fill out your details and you will be given a John Deere Platinum Rewards number. You can use this number for online purchases, or show it to your local dealer for discounts.

### **Hotels:**

The CHA is proud to offer active members savings on hotel stays through Best Western. Best Western has 4100 locations globally. Book your next stay with Best Western and save 15% off the Best Available Rate (BAR) for your stay. This discount can be accessed by reserving via **1-800-WESTERN and informing the agent of our Corporate ID (CID) (01688050)** or visit [www.bestwestern.com/canadianhereford](http://www.bestwestern.com/canadianhereford)



**Tier One Travel:**

The CHA has worked alongside Monica for many years and we cannot express how much of a treat it has been to work with her. Whether you're booking your travel to Bonanza, Agribition, production sales or even your winter get-away to Hawaii, Monica can provide the service that goes above and beyond to make your travels easy and worry-free. Once you have a profile set up with Monica at Tier One – booking is a breeze no matter your destination. Don't hesitate to contact Monica to see the deals she has access to through your CHA membership and through her contacts in the travel industry.

**Monica Hillis**  
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**Air Travel:**

The CHA is proud to offer active members flight benefits from both West Jet and Air Canada. CHA members will receive a discount on all bookings; **as high as 8%**. Why wait for seat sales when you can access the same savings all the time! To qualify for West Jet and Air Canada savings, flights **must be** booked through Monica at Tier One Travel.



**AIR CANADA**

If you are booking your travel deal with Monica at Tier One, this discount will be automatically applied.

**Rental Cars:**

The CHA is proud to offer active members savings on rental vehicles through Budget Rental. Book your next rental online ([www.budget.ca](http://www.budget.ca)) or over the phone (**1-800-214-6094**) using **BDC#: X218947** and receive 10% off the best available rate or unlimited mileage.



If you are booking your travel with Monica at Tier One, this discount will be automatically applied.

**Apparel:**

All active members received a 10% discount card that can be used at point of sale in any Marks location nationwide.

