

CULTIVATING *communities*



2012 Alberta Association of Agricultural Societies Convention & Tradeshow



Delegate Information Package

February 3rd – 5th, 2012

Mayfield Inn & Suites & Trade Centre

Edmonton, Alberta

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Who is the Alberta Association of Agricultural Societies?

The Alberta Association of Agricultural Societies (AAAS) is the recognized Provincial Association representing the 295 agricultural societies and their communities. AAAS is dedicated to the leadership and support of agricultural societies in Alberta and is the primary advocate for issues that affect the quality of life of our members. The AAAS Board of Directors consists of 10 volunteers representing six regions and our service members. Each of the 295 societies is governed by a minimum of 12 volunteer directors.

Cultivating Communities

The theme of our 2012 Alberta Association of Agricultural Societies Convention & Tradeshow is **“Cultivating Communities”** and we are excited to be able to host this celebration in Edmonton and offer our members a great time to get together, get to know each other, spend time learning as well as to open up the discussion of ways to improve and build on what we do. We are excited to embrace the theme this year and have spent a lot of time creating sessions and workshops that are sure to benefit everyone who attends. In addition we will be **celebrating the 65th Anniversary of AAAS as a Provincial Association!**

Early Bird Special

We know you're so excited to get this convention underway and we anticipated your excitement! We know many of you are travelling from distances across this great province, so we have worked out a deal with the Mayfield Dinner Theater for Thursday February 2nd, 2012 to secure pre-registered seating for AAAS members who wish to enjoy a night out enjoying this season's show at the Mayfield Dinner Theater with: ***“The Wedding Singer”***

It's 1985 and rock star wannabe Robbie Hart is New Jersey's favorite wedding singer. He's the life of the party – until his fiancé leaves him at the altar! Shot through the heart, Robbie loses faith in marriage and becomes a bride and grooms worst nightmare..... With a brand new score that play homage to pop songs of the 1980's, The Wedding Singer takes us back to a time when hair was big, greed was good, collars were up, and a wedding singer just might have been the coolest guy in the room.

For more information, or to book your tickets, contact the Mayfield's Ticket Office at (780) 483-4051 or toll free 1-877-529-7829 and ask for the Alberta Association of Agricultural Societies (AAAS) group rate for February 3, 2012. You will receive a 15% discount off the regular ticket price!

Hollywood - \$99.99 per ticket

Broadway - \$89.99 per ticket

A seating map can be found at http://www.mayfieldtheatre.ca/the_season.asp

Watch for the Cultivating Communities Full Agenda to be released this fall which will include Pre-Conference Sessions and Workshops, Speakers, and Session Descriptions!!!

NEW - Friday Lunch included for delegates!!!

Many of you are taking in the Preconference workshops and sessions or arriving the night before so **Friday lunch will now be provided for our delegates and is included in the delegate registration price!!**

Awards Program & Scholarships

Honor Roll Nomination:

Do you know of someone who has made a valuable and noteworthy contribution to the development and advancement of agricultural societies in Alberta?

The Alberta Association of Agricultural Societies invites agricultural societies to nominate a member of their association for their outstanding contribution to the development and advancement of agricultural societies in Alberta. Two members will be awarded the Honorary Life Memberships. Winners will be recognized at the 2012 AAAS Convention on February 4th, 2012. This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture.

The nominating agricultural society will be notified if their nominee is chosen and it is the nominating society's responsibility to ensure the recipient is in attendance to accept the award. AAAS will provide two complimentary dinner tickets for the recipient and one guest. All other ticket requirements must be purchased in advance. **Deadline for nominations is December 31st, 2011.**

Nomination forms can be downloaded by visiting www.albertaagsocieties.ca or by contacting the AAAS office at 780-427-2174.

Student Scholarships:

Nominate a student who has demonstrated leadership! This will be the third year that the Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Northlands Park to offer two \$1500 awards that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies. Please consider individuals in your community who could benefit from receiving this award. Applicants must be nominated by their local Agricultural Society. A formal application can be downloaded at www.albertaagsocieties.ca or requested by contacting the AAAS office at 780-427-2174.

Showcase

Showcasing is a great way to have fun and do business at the same time. Many showcase acts are brought to the convention by professional agencies that know your market and can provide family entertainment at all price levels. Take this opportunity to speak with entertainers and book them for your fair.

The tradeshow stage was a popular attraction last year so we're bringing it back again – this is a great opportunity to see and listen to other entertainers for your event!

Make sure your attraction-booking staff and volunteers come with a budget in mind.

Tradeshow

The tradeshow is an opportunity to learn about new products and services. Join us at the annual tradeshow and talk business with entertainment booking agencies, fair industry supply companies and industry support associations. If you know of a company interested in participating in the tradeshow or becoming a service member, please have them contact the AAAS office at 780-427-2174.

Marketing Competition

The Marketing Competition provides an opportunity for Agricultural Societies to enter a variety of marketing materials that have been developed to increase attendance at fairs and exhibitions; market programs and services offered by an agricultural society; and raise the profile of an agricultural society.

Enter your fair books, posters, newsletters, flyers and collections in the Marketing Competition! Prizes will be awarded to first, second and third place winners in the following four categories:

Category A: <i>Fair Books & Posters</i>	<i>Attendance Under 1,500 people</i>	Class 1: <i>Poster</i> 2 Color or less	Class 2: <i>Poster</i> More than 2 Color	Class 3: <i>Fair Book Cover</i> 2 Color or less	Class 4: <i>Fair Book Cover</i> More than 2 Color
Category B: <i>Fair Books & Posters</i>	<i>Attendance Over 1,500 people</i>	Class 5: <i>Poster</i> 2 Colors or less	Class 6: <i>Poster</i> More than 2 Color	Class 7: <i>Fair Book Cover</i> 2 Color or less	Class 8: <i>Fair Book Cover</i> More than 2 Color
Category C: <i>Other Events - Flyers, Posters & Newsletters</i>		Class 9: <i>Other event-related posters and flyers - not associated with the annula fair; i.e. auctions, sales, dinner theatres</i>	Class 10: <i>Event or Agricultural Society Newsletters</i>		
Category D: <i>Anniversary Collections</i>		Class 11: <i>A collection of photos with captions of your agricultural society and community events</i>			

Enter your fair books and posters to have them judged by a panel of experts and admired by your peers. Marketing Materials will be judged on creativity, originality, appropriate use of medium and effectiveness.

Prizes in each class 1—11 are as follows:

- First Place \$75.00, ribbon & certificate
- Second Place \$50.00, ribbon and certificate
- Third Place Ribbon & certificate

Marketing Competition entry forms will be available at the convention at the Marketing Competition drop off location. If you require clarification or assistance contact the AAAS office at 780-427-2174.

Please Note: Agricultural Societies may enter only one item in each class.

Auctions

Everyone loves an auction and once again we will be hosting both a live and silent auction at the 2012 AAAS Convention.

LIVE AUCTION

Once again we will auction off TEAMS to work at events around the province. Participating in the live auction provides a great networking opportunity and extra hands to help with your agricultural society. Purchasing an AAAS Team delivers more than just casual laborers for a day; it buys knowledge and experience. Make new friends; share your skills and network with other societies. The TEAM will attend/work for one day at an event of the winning bidder of the auction. Join in - have fun sharing your experience, and skills!

Get your Agricultural Society to sponsor someone to be on your regional TEAM! Contact your Regional Director to find out more about the live auction and bring your cheque book!

If you or someone in your society is willing to be on a TEAM, please register the team at the convention.

Conditions:

- Purchasing agricultural society is responsible for providing accommodations for the team (motel, billets, barn stalls, etc.) and must provide or cover the cost of meals, admission, parking passes, etc., as needed.
 - Live auction teams must provide their own transportation to and from the event (member's society may sponsor mileage).

In addition to being able to bid on "TEAMS," your Agricultural Society can bid on other items as well. Watch for more information in the upcoming AAAS Newsletter and come prepared for a deal!

Bring your cheque book and come prepared to bid and buy a TEAM or one of the other amazing finds!

NOTE: Items featured in the Live Auction typically have a retail value of \$500 or more.

SILENT AUCTION

Donate an item to the silent auction and raise your profile among the AAAS Membership. One of a kind belt buckles, spa packages, agricultural society jackets, limited edition prints, and other hand crafted items are just some of the items which will be featured in the silent auction. These items, many of them donated by our members, supporting corporations and business associates, make the annual silent auction a tremendous success. If you wish to donate to the silent auction please contact the AAAS office at 780-427-2174.

NOTE: The Silent Auction Committee, at their discretion, may select items to be in the Live Auction or for door prizes. Please ensure that you provide the Silent Auction Committee with the market value of the item you wish to donate.

Items valued at over \$500 retail will be placed in the Live Auction.

Annual General Meeting

The AAAS Annual General Meeting will take place on Saturday February 4th, 2012.

Voting Rights

- Every agriculture society in good standing has one vote.
- Previous annual meeting minutes and voting paddle must be picked up at the registration desk prior to the beginning of the annual meeting. If the voting paddle is lost, it cannot be replaced.

Resolutions

- Special Resolutions to change AAAS Bylaws –must be received at the AAAS office 60 days prior to the AGM - December 6th, 2011.
- A copy of such special resolution(s) will be sent by the AAAS office to all agricultural societies' offices that are members, 30 days prior to the annual meeting – January 5th, 2012. Members will be asked to review any recommended changes and prepare to vote at the annual meeting on Saturday, February 4th, 2012.

Motions

- **ALL** motions must be provided **IN WRITING** to the annual-meeting recording secretary at the time of presentation from the floor at the annual meeting.

For more information, contact the AAAS Office at 780.427.2174 or e-mail: aaas@gov.ab.ca

Where to Stay

To reserve a room(s) contact the **Mayfield Inn & Suites and Conference Centre** at 1-800-661-9804. The Mayfield is managing all convention accommodation reservations for 2012. Be sure to book early to avoid disappointment. The auxiliary hotel is the **Royal Executive Inn Edmonton** located at **10010 – 178th Street N.W. in Edmonton**.

To book a room at the **Royal Executive Inn** phone 1-888-388-3932 or visit their website at:

www.executivehotels.net/edmonton/s_wested_home.cgi.

Volunteering

Region 6 is hosting the annual AAAS Convention & Tradeshow. If you or members of your agricultural society can spare some time, contact the AAAS office at 780-427-2174 to register as a Volunteer. Additional volunteers are always needed and certainly appreciated!

Sponsorship

Want to show your support? Then become a sponsor of the 2012 AAAS Convention & Tradeshow. Sponsorship helps to offset the cost of hosting the annual event and provides an even greater opportunity for your Agricultural Societies to demonstrate your commitment to the many opportunities provided during the annual convention. A sponsorship package has been enclosed for your consideration. Please contact the AAAS office at 780-427-2174 if you wish to be a sponsor.

Hospitality Suites

Suites are available once again this year and can be booked through the AAAS office and are at a cost of \$250.00 per night per Executive Suite (6 available) and there is one Bi-Level Suite available at \$155.00 per night. All suites are on a first come, first serve basis. Please call the AAAS office at 780-427-2174 to secure your hospitality suite today and add to your networking opportunities!

2012 AAAS Convention Delegate Registration Requirement

Agriculture Society Membership - in good standing

Convention delegates must be a member of an Agriculture Society in good standing, with fully paid memberships.

Deadline for renewal of AAAS membership is December 31st, 2011.

Fees

- Early Bird Registration \$367.50 (Includes GST & 6 meals)—Deadline December 31st, 2011
- Regular Registration \$420.00 (includes GST & 6 meals)—Closes January 16th, 2012
- One Day Registration \$236.25 (includes GST & meals)—Closes January 16th, 2012
- Additional Meal Tickets (see registration form for details) closes January 16th, 2012.

NOTE: Late Registration and late meal ticket orders will be charged a \$25.00 administration fee.

Cancellation Policy:

To obtain a refund, written notice of cancellations must be received at the AAAS office by January 23rd, 2012. A \$25.00 cancellation fee will be assessed. NO REFUNDS after this date.

Important Deadline Dates

DEADLINE	ITEM	ADDITIONAL NOTES
December 6 th , 2011	Special Resolution Submissions Closes	Received at AAAS Office 60 days prior to AGM
December 31 st , 2011	Early Bird Registration Closes	\$367.50 (Includes GST)
December 31 st , 2011	Honour Roll Submission Closes	
December 31 st , 2011	Scholarship Submissions Closes	
December 31 st , 2011	Annual Membership Renewal Deadline	
January 5 th , 2012	Copy of special resolutions mailed out to members	
January 16 th , 2012	Regular Registration & Meal Ticket Purchases Close	Regular Registration-\$420.00 (Includes GST) Late Registrations & meal tickets will be charged a \$25.00 administration fee after Jan 16, 2012.
January 17 th , 2012	Honour Roll and Scholarship Recipients Notified	
January 23 rd , 2012	Cancellation Deadline No Refunds will be issued after this date	A \$25.00 administration fee will apply to all cancelled registrations
February 3 & 4 th , 2012	Auction Entries (live & silent)	Drop off at Convention
February 3 & 4 th , 2012	Marketing Competition	Enter at Convention



2012 Convention Agenda

Tentative as of July 2011

Thursday February 2, 2012

6:00 - 8:00pm Mayfield Dinner Theatre Buffet - Show starts at 8:00pm "*The Wedding Singer*"
To book tickets contact the Mayfield Ticket office at 780-483-4051 or toll free 1-877-529-7829 and ask for the Alberta Association of Agricultural Societies (AAAS) Group Rate

Friday February 3, 2012

8:00 A.M. - 7:00 P.M. **Registration**
Silent Auction/Poster & Fairbook Competition Drop-Off

9:00 A.M. - 12:30 P.M. **Pre-Conference Workshops**

12:30 P.M. - 2:30 P.M. Tradeshow open

12:30 P.M. - 2:00 P.M. Lunch Buffet – NEW!!!!

2:30 P.M. - 3:00 P.M. **OPENING CEREMONIES**

3:00 P.M. - 4:30 P.M. Cabinet Minister's Forum

4:30 P.M. - 6:00 P.M. Tradeshow open

6:00 P.M. - 6:30 P.M. Cocktails

6:30 P.M. - 7:30 P.M. Dinner - Buffet

7:30 P.M. - 8:45 P.M. Awards & Speaker

8:45 P.M. - 10:30 P.M. Entertainment Showcase

Saturday February 4, 2012

7:00 A.M. - 11:00 A.M. **Registration**

7:00 A.M. - 9:00 A.M. Silent Auction/Poster & Fairbook Competition Drop Off

7:30 A.M. - 8:30 A.M. Breakfast Buffet

8:30 A.M. - 9:30 A.M. **Keynote Address**

9:45 A.M. - 10:30 A.M. **Regional Meetings**

10:00 A.M. - 4:00 P.M. Tradeshow open

10:30 A.M. - 11:00 A.M. Coffee Break

11:00 A.M. - 12:30 P.M. **Select-A-Session - Choice of 6**

12:30 P.M. - 1:30 P.M. Lunch Buffet

1:30 P.M. - 2:00 P.M. Free Time

2:00 P.M. - 3:30 P.M. **Select-A-Session - Choice of 6**

3:30 P.M. - 4:00 P.M. Coffee Break

4:00 P.M. - 5:30 P.M. **AGM**

5:30 P.M. - 6:00 P.M. Free Time

6:00 P.M. - 6:30 P.M. Cocktails & Showcase – Cash Bar

6:30 P.M. - 7:30 P.M. Gala Awards Banquet

9:00 P.M. - 10:30 P.M. Entertainment Showcase

Sunday February 5, 2012

8:30 A.M. - 9:30 A.M. Breakfast Buffet

9:30 A.M. - 11:00 A.M. **Keynote Address**

11:00 A.M. - 11:30 A.M. **Closing Ceremonies**

SECTION (B) – ADDITIONAL MEAL TICKET INFORMATION

MEAL TICKETS PURCHASED FOR: (Please Print) <i>Meals are already included in price of the Delegate Registration – these meal tickets are for spouses and guests not already registered as delegates</i>	FRIDAY LUNCH \$32 ea Includes \$1.52 GST	FRIDAY DINNER \$47 ea Includes \$2.24 GST	SATURDAY BREAKFAST \$29 ea Includes \$1.38 GST	SATURDAY LUNCH \$32 ea Includes \$1.52 GST	SATURDAY DINNER \$47 ea Includes \$2.24 GST	SUNDAY BREAKFAST \$29 ea Includes \$1.38 GST	SUBTOTAL PER PERSON

(SECTION B) TOTAL ADDITIONAL MEAL TICKETS \$ _____

SECTION (A) SUBTOTAL: _____

SECTION (B) SUBTOTAL: _____

TOTAL REGISTRATION FEES & ADDITIONAL MEAL TICKETS (A) + (B): _____

Complete and submit delegate registration form with full payment to:

Alberta Association of Agricultural Societies
Rm. 200, J.G. O’Donoghue Building
7000 – 113th Street
Edmonton, AB
T6H 5T6

***NOTE: PLEASE DO NOT COMBINE CONVENTION PAYMENTS, on the same cheque, WITH ANNUAL MEMBERSHIP FEES**