

CULTIVATING *communities*



2012

Alberta Association of Agricultural Societies

Annual Convention

Speaker Workshop and Session Agenda

Tentative as of January 10, 2012

Speakers and Sessions may be subject to change

Preconference Workshops

Farmer's Market Manager's Training

Friday February 3rd 8:30am – 2:15pm

Speaker: Eileen Kotowich

An introductory course designed to ensure farmers' market managers know the basics: Walk through the Approved Farmers' Market Program Guidelines and annual requirements; Talk about the roles of the various players; provide information in legislation and regulations that impact markets and vendors; give an overview of vendor recruitment and developing market rules. **Leave Motivated for the upcoming season!**

Policies and Procedures Workshop

Friday February 3rd 9:30am – 12:30pm

Speaker: Larry Golby

This workshop is designed to assist Ag Societies with creating Policies and Procedures for their organization. Each attendee will receive a workbook to take home with them as well as the steps and templates to create your own.

Comprehensive Community Transformation

Friday February 3rd 9:00am – 12:30pm

Speaker: Brenda Herchmer

Communities get better when their leaders do. And, local leadership is stronger when business, government and non-profits work together for *comprehensive community transformation*. Agricultural Societies are well-positioned to be the catalysts for that kind of big picture change. A.C.E. Communities – active, creative, engaged – is an initiative of Alberta Recreation and Parks Association that has served as a catalyst for this kind of collective impact in over 40 communities across Alberta. Focusing on supporting local leadership teams to apply a citizen-driven, community building approach, ACE Communities provides a framework for social innovation and the resources for building the relationships, networks, and webs that are essential for social, economic, and environmental development at a neighbourhood, community, or regional level. Key learnings and a number of specific tools will be shared.

Coloring Outside the Lines; The Power of Influence and Persuasion

Friday Feb 3rd 9:00am – 12:30pm

Speaker: Jeff Tobe

Module I – Creative Problem Solving – Attendees will walk away understanding that everyone is creative and they will begin to see how creativity can help them – personally and professionally. It is about being able to take the perspective of the customer and then work with them in a way in which they NEED to be worked with! It is also about the need to stop looking in our rear view mirrors to see how it has been done before and, instead, looking through our windshields to see what is coming down the road ahead for Agricultural Societies.

Module II – DISC™Who are you dealing with anyway? - We all have developed behavioral patterns while working – distinctive ways of thinking, feeling and acting. Research done by Inscape Publishing, shows that the most effective organizations are those who know themselves, recognize the demands of the situation and adapt strategies to meet those needs. Using the quickie DISC™ profile, a self-diagnostic instrument that has been validated by millions around the world, participants will leave with a unique understanding of how to

handle any customer – internal or external – at any level at any time. They will know exactly how to approach their team or their Board in a way in which they NEED to be approached.

Module III – Listening between the lines...Effective Communication Skills – One of the common threads among world class fairs is their ability to COMMUNICATE – internally and externally – and do it empathetically. Effective communication is the most powerful technique in our business “tool box” and yet, it is probably the best kept secret of the top organizations in the world. With practice, participants gain the ‘edge’ that will take them to the next plateau as this industry continues to change. Jeff shares a ‘tool’ that has been proven to change the way fair professionals communicate with their customers!

Proposal Writing for Grants

Friday February 3rd

9:00am – 12:30pm

Speaker: Jan Fox

Funding process has become more demanding and more complex. Proposals to seek funding must be carefully prepared to address expectations and clarify needs approaches and outcomes. Learn about the new format and order for effective proposals. Write proposals that can be easily read and understood. Develop a proposal writing style that follows the four C formula. Clear, Concise, Complete, and Correct. Make use of the question and answer approach to clarify needs, goals, methodology and outcomes. Be persuasive, convincing, objective, and accurate. Ask for, and get the results you want.

Board Governance 101

Friday February 3rd

9:00am – 12:30pm

Speaker: Freda Molenkamp-Oudman

This workshop will provide you with an overview of board governance fundamentals including:

1. What is Governance?
2. Board Roles and Responsibilities
3. Committees
4. Board evaluations
5. Effective Board meetings
6. Board Recruitment and Orientation
7. Principles of Good Governance
8. Resources

Keynote Presentations

Jeff Tobe, Coloring outside the lines

Friday February 3, 2012 7:30pm – 8:45pm

Creating and Implementing the IDEAL 'customer' Experience

To be effective in today's marketplace, you must be creative and innovative to stay ahead of the marketplace. Everyone is creative when it comes to change, juggling budgets or retaining great volunteers but we need to force ourselves to **look at the challenges in this business from a different perspective.**

Tobe is not just entertaining—he provides real 'tools' to creatively thriving in a changing and challenging marketplace. He believes in the power of creativity to look at your society from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach. Tobe believes in the power of **INFLUENCE and PERSUASION** to change an organization's culture in today's topsy turvy economy.

Jeff encourages participants to *“stop looking in our rear view mirrors to see how things have been done in the past”*. Instead, he urges you to *“look through your windshield to see what is coming down the road ahead in the agricultural society world”*.

What makes you different than anyone else out there? Attendees tackle the issues of **VALUE vs. THE PERCEIVED COST** of doing business with you. Tobe offers techniques to getting 'internal' and 'external' clients to **buy into your innovative ideas** when you do develop them. He addresses the concept of seeing the world through their eyes—from their perspective! Most important, his sessions are upbeat, interactive and FUN!

Brenda Robinson, Robcan Group

Saturday Feb 4, 2012 8:30am – 9:30am

Handling the Challenge of Change – Positively

We have entered an era of inverse change – we will never catch up again. How can we learn to enjoy and thrive in this era? Is a change as good as a rest? Is change inevitable? Can we control change in our lives? Learn to bring joy and laughter to your changing workplace in changing times. Working together positively will facilitate meeting the challenge we all face in today's world.

Join the Robcan Group to listen, laugh and learn and about managing change with humour and a positive attitude!

Ian Hill, The Changing Point

Sunday Feb 5, 2012 9:45am – 11:00am

Inspiring Alberta-The Power and Potential of Your Ag Society

We are all connected by an “irrational passion” for the thing we love, our Ag Society! When used properly our Ag Society can be a vehicle to do tremendous things for every citizen in our community, from cradle to grave. In this inspirational closing keynote, Ian Hill will cast a vision of the power and great potential of Agricultural Societies to shape our Communities and the Province as a whole. He will challenge us to go back to our Communities and use our Ag. Societies as a catalyst for rural recovery and an inspiration to others to build the thriving Communities we would all want to live in.

Select-A-Sessions

Saturday February 4th

11:00am – 12:30pm

Teambuilding and Conflict Resolution

Speaker: Brenda Robinson

TEAMWORK

The foundation and support for teamwork is firmly rooted in communication, interaction and understanding. A good team has different individuals with different strengths, different approaches and different ways of getting things done. Synergy on a team occurs when the team pulls together and celebrates differences as strengths and not as difficulties.

CONFLICT RESOLUTION

So much unproductive time results from the issues and emotions surrounding unresolved conflicts and disputes. Effectively seeking resolution is critical to establishing a positive, constructive results oriented work environment. Learn the skills for working through inner politics; “family” based conflict, resentment, jealousy, and misunderstandings leading to conflict, arguments, and disputes.

Sponsorship - “How to Build a Proposal That Works”

Speaker: Brent Barootes

This session will focus on how to take the knowledge you have about your organization or event and apply it to custom building proposals for sponsors that will sell. If you or your organization are tired of getting rejections or have a closing ratio of less than 75%, this is a must attend workshop at the AAAS 2012 Conference. This workshop will provide a general learning and understanding of how to successfully deliver a much higher closing rate for agricultural societies and fairs than you presently have. You will leave the workshop with new ideas, creative approaches and systems and formats to building custom proposals for prospects for your Ag society or fair that will ensure a higher closing ratio for you and greater bottom line revenue success.

Easy Steps to Improve Your Fair

Speaker: Chana Mannen

Attend this session to find 50 easy and cheap ways to make your fair not only look better but produce more revenue! Chana brings her experience as the retired Deputy Manger of the San Diego County Fair and Del Mar Fairgrounds for over 30 years in the fairs and exhibitions business. This is a great opportunity to find out what the fairs in the United States do!

Emergency Planning for Agricultural Society Events

Speaker: Brad Andres

This session will discuss the key components of an “Event Emergency Plan” and look at how you can develop a plan for your Society’s events. As a group we will walk through a sample template for one of these emergency plans; talking about the different steps and considerations. This session will help you to prepare future plans that meet the needs of your event and the community.

Getting Things Done in a New Reality

Speaker: Ian Hill

There is an old adage that says “the skills and abilities to win the battles behind me, may not be the skills and abilities to win the battles behind me” there is certainly truth to that today. To be effective today, leaders must get things done through others, by building trusting relationships with individuals and organizations, working collaboratively and motivating others through our actions. Participants will leave with the meaningful information and tangible tools to be effective to get things done and the inspiration to make it happen!

Select-A-Sessions

Saturday February 4th

2:00pm – 3:30pm

Getting Things Done in a New Reality

Speaker: Ian Hill

There is an old adage that says “the skills and abilities to win the battles behind me, may not be the skills and abilities to win the battles ahead of me” there is certainly truth to that today. To be effective today, leaders must get things done through others, by building trusting relationships with individuals and organizations, working collaboratively and motivating others through our actions. Participants will leave with the meaningful information and tangible tools to be effective to get things done and the inspiration to make it happen!

Sponsorship Today: Industry Trending - How It Can Impact Your Crazy Busy Day **Speaker:** Brent Barootes

During the session there will be a review of sponsorship and a defining of the industry and how it can help Ag Societies with ongoing operational revenue opportunities. There will be an overview of the trends in the marketplace and why so many companies are interested in sponsorship today. This session will enlighten attendees on sponsorship, what's hot and what's not and how it can relate to a positive incremental revenue source to assist in fulfilling their organization's mission by working smarter and doing what you can with limited resources. Throughout the presentation several industry examples and mini case studies of how this information applies to those in attendance through these real life examples in our own backyards.

Bench Shows – A new beginning

Speaker: Facilitated Focus Group

The agricultural bench show has a long history within Agricultural Societies. The heritage of these events remains a treasured component of fairs across Alberta. As we move forward into the future how can we improve the participation, presentation and relevancy of this great tradition? Come join the discussion as we share what's working in bench shows and what's not. Together we will explore opportunities and seek out innovations to raise the profile of these community events.