



PRESS RELEASE

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For Immediate Release: Solid Turn Out Expected at the Alberta Association of Agricultural Societies Convention in Lloydminster, February 18 - 20

Member of the board of directors of the Alberta Association of Agricultural Societies (AAAS) and Convention Co Chairman Mike Sidoryk reports “registrations have exceeded expectations as Lloydminster Exhibition plans to play host to over 520 people from the fairs and exhibitions industry. To date, 99 communities from all regions of Alberta will be represented.” “There will be a positive economic impact on Lloydminster as delegates and industry members fill more than 300 rooms, shop and eat in the city from Friday through Sunday”.

The content of the convention will focus on addressing issues faced by member agricultural societies in the past year. “Agricultural Societies are feeling the pinch as escalating operating costs eat into their programming budgets and are finding volunteer burnout a significant issue in rural Alberta,” reported Roxanne Carr, executive director of the Association. “Agricultural societies are trying to maintain costly aging infrastructure and continue to provide valuable programs for their communities”, stated Ms. Carr, “but at the same time, these organizations are attempting to develop a plan for the future for increasing the capacity of leadership skills and youth development in Alberta.”

Among the noted speakers are UFA’s Corporate Community Investment Manger John Lee and Saskatoon’s city councilor Maurice Neault who will give a presentation on fundraising and Dr. Bob Church, who will talk on the future of agricultural societies.

The convention will kick off Friday with an Open Forum. Board of Director Charlie Moore reports, “Minister of Restructuring and Government Efficiencies Luke Ouellette will moderate a panel consisting of Minister of Gaming, Gordon Graydon, MLA Doug Griffiths, MLA Lloyd Snelgrove and MLA Dr. Ted Knight. This Open Forum is a first time event at our convention but is very appropriate given the fact that our agricultural societies operate in 294 communities in Alberta. The Forum will offer all participants an ideal opportunity to discuss grassroots issues and rural development.”

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