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# ACROSS THE FENCE

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SUMMER 2024

VOLUME 17: ISSUE 2



**NEW  
LOOK**



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# A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



With summer on our doorstep, we certainly need to be grateful for Mother Nature's attention to our needs. We began spring with concerns of drought, and fire across the province. Today, crops and gardens are in the soil and moisture has blessed the ground. It is truly amazing to watch our landscape breathe with life each year. Pastures filled with newborns, and the energy of spring. All providing promises our great bounty for all to enjoy.

The 2023 wildfire season was devastating for many communities. With this spring's heightened concerns of drought, AAAS was proactive in reaching out to our members to see who was prepared to part of emergency response should there be a need. We know that when required all of Ag Societies and their members will step up to meet any challenge and support their community. In response to our question "Which Ag Societies would be ready and willing to assist should evacuations be necessary?", we had dozens of responses. Another reason our members are amazing. AAAS created a special place on our website for the purpose of providing awareness of these essential services. We have since shared this information with Alberta Emergency Services and will continue to update the information as required. If you are interested in learning more about the webpage, or to add your Ag Society to the list of support ready organizations, [click here](#) to head to our website and register.

The AAAS Board went through a strategic planning period in March of this year. We want to give a shout out to Max Fritz.

Max has facilitated the organization's strategic planning for the last several updates. His knowledge and process has been a great advantage for the Board. Although the new strategic direction still needs review and approval, I am inspired by our continued focus on improving AAAS to enhance member services, and our attention to growing the vibrancy and resiliency of rural Alberta. The addition of several new Board members to the process and strengthened the organization's resolve in being the best we can be. We hope that our leadership and direction inspire our membership to seek their own excellence in serving their communities. I look forward to sharing the visionary document with all of AAAS's key stakeholders and partners very soon.

To support AAAS's future focus, the study being conducted by Richard Hudson, will bring to light critical data from Alberta's Primary Ag Societies. This information will ensure our association is focused on the most critical challenges and enabling the greatest opportunities for Agricultural Societies and rural communities. The full report has been broken into two separate initiatives allowing AAAS to manage our financial commitments. A preliminary report has been submitted by Mr. Hudson and is being reviewed by the Board. This report will be shared with our members and our key stakeholders, once it has been finalized. If your Ag Society wishes to contribute to the \$60,000 investment of completing the reports, you can [click here](#) to head to our website and donate. To date, AAAS has received over \$20,000 in donations from our members.

I'm Ok - The Cost of Injuries, Farm Safety Show is nearly ready to hit the road. It has been a winding road to get all of the key components together to make innovative series happen. Unfortunately, we have had to cancel some potential bookings because we were not ready to go. We are currently reviewing and training staff for the program and are confident we will be ready very soon. More information on costs and booking this amazing program for your event, community, or school, will be available on our website very soon. You can also email [Imok@albertaagsocieties.ca](mailto:Imok@albertaagsocieties.ca) for more information. Keep checking back as to the show's availability. Stay tuned.

The 2024 Alberta Open Farm Days program is well underway. I am extremely pleased to announce that we have our largest number of host locations in Open Farm Days history. These unique experiences will all have the advantage of the support programming provided by the Open Farm Days Program Team. The program provides information, education, resources, and support to assist host operators provide the best customer experiences

possible, there by growing their business opportunities. A huge shout out to our Open Farm Days Team; Suzanne Kelly, Tannis Baker, Chris Ringuette, and our newest member Cameo Hanlon, in enhancing this amazing platform for the growth of agritourism in Alberta. We are in June, and well on our way with the summer event season. More than 3000 Agricultural Society events take place across Alberta every year. The extraordinary community minded people who invest their time, talent and treasure into ensuring the vibrancy of rural Alberta is alive and well. If you are a planner, helper, or supporter of these event I would like to thank you for all you do. Our society would be very different without your efforts.

On behalf of the Board and Staff of the AAAS, I wish everyone a safe and exciting summer.

## Tim Carson

Chief Executive Officer  
Alberta Association of  
Agricultural Societies



**I'M OK**  
THE HIDDEN COSTS OF INJURIES  
**FARM SAFETY SHOW**

**For More Information Contact  
the I'm OK Farm Safety Team  
Today**

[imok@albertaagsocieties.ca](mailto:imok@albertaagsocieties.ca)

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# AGRICULTURE AND IRRIGATION UPDATE

**From the desk of Carmen Andrew, Director, Rural Programming Section, Agriculture and Irrigation.**

## **Agricultural Society annual operating grants**

We are anticipating that all annual operating grants will be out either by the time you read this or very soon.

## **Agricultural Society Infrastructure and Revitalization Program (ASIRP)**

The 2024/25 round of ASIRP funding will be open either by the time you read this or very soon.

All agricultural societies will be notified when the program application intake opens.

This is a \$2.5 million/year capital grant program to support major repairs at existing agricultural facilities. The program is intended to help address issues related to aging agricultural society infrastructure to promote one or more of the following outcomes:

- Extend the useful life of a facility or infrastructure
- Address health or safety issues
- Improve functionality or service delivery
- Reduce operating costs

Visit the [ASIRP page](#) for more information

## **Alberta releases drought response plan**

Alberta's new 2024 Drought Response Plan will help guide the province through any and all drought conditions. This is a plan covering everything from conservation plans and water-sharing agreements to declaring an emergency and prioritizing water for human health and safety. It will help make sure that Albertans, communities, farmers, ranchers and businesses get the support they need, whatever the weather.

Read the [news release](#)

## **Century Farm and Ranch Award**

The Century Farm and Ranch Award was established in 1993 to honor families who have continuously owned and actively operated the same land for 100 years or more. These families receive an honorary bronze plaque to mark this significant milestone.

In 2018, the program introduced a 125-year farm recognition component to acknowledge the oldest farms and ranches dating back to 1884. Recipients of this honor receive a certificate presented in a formal folder and signed by the Premier and Minister of Agriculture and Irrigation (AGI).

To date, more than 2,000 families have received the Century Farm and Ranch Award, and over 60 families have received the 125-year farm recognition.

In 2020, AGI launched a Century Farm and Ranch digital interactive dashboard, allowing users to search for award recipients by municipality, family name, establishment year, and more.

[View the dashboard](#)

The application process has been streamlined, with the program area conducting all necessary research to verify establishment and continuous ownership documents.

[Apply online](#)

## **Are you signed up for Agri-News?**

Published each Monday, Agri-News covers the latest on all things agriculture in Alberta. Find news on livestock, crops and markets, research, food and beverage production and programs and events.

[Sign up for weekly updates](#)

Do you have a question about Agriculture & Irrigation's programs and resources?

Call **310-FARM (3276)** toll free in Alberta or email at [310FARM@gov.ab.ca](mailto:310FARM@gov.ab.ca)



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## ***Moving Forward Together*** >>>

We actively sponsor or contribute in some way to organizations and societies like the AAAS across Canada throughout the year – and consider every individual member to be our Most Valuable Partner.

We are 100% Canadian and employee owned ourselves and we all live and work in your region and community too. Canada's Largest Farm and Ranch Retailer.



# Welcome

## to the AAAS Team



*Sebastien Dutrisac*

### **AAAS Director Region 4**

Sebastien Dutrisac is from the Willingdon and District Agricultural Society, where he now resides in Region 4. He was also a member and president of the Peace River Agricultural Society prior to relocating to the Two Hills area. His career in the agricultural industry evolved from farm worker, consultant, agricultural officer, municipal Director of Agriculture and Parks, and now to municipal councilor. Through those years, that experience has taught him how to manage teams, services, and programs while attempting to raise awareness and educate the public to address community issues and concerns.

*Cameo Harlon*

### **Open Farm Days Marketing Coordinator**

Cameo is an honors graduate of the Alberta School of Business, as well as a former varsity basketball player for the University of Alberta Pandas. Cameo founded Best Marketing Co. in 2022, and since then has been working with organizations globally to elevate their marketing presences and present them to the world in the best possible light. She currently lives in Edmonton, but spends much of her winters in Arizona escaping the cold & working on her golf game.



ALBERTA  
OPEN  
FARM DAYS



PRESENTED BY  servus  
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# GET A GLIMPSE OF FARM LIFE AT ALBERTA OPEN FARM DAYS

AUGUST 17 & 18, 2024

PROVINCE-WIDE

## JOIN US FOR THE 12TH ANNUAL OPEN FARM DAYS

Alberta Open Farm Days is a weekend that brings Albertans together to celebrate & experience agriculture, and we want you to be our guest.

Learn more about participating locations & plan your open farm day events by scanning this QR code, or by visiting:

[albertaopenfarmdays.ca](http://albertaopenfarmdays.ca)



### DISCOVER

Join farms as they open their gates to give Albertans the chance to experience farm life & understand where their food comes from.



### TASTE

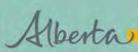
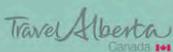
Give your tastebuds a unique experience at our farm-to-table events featuring some of Alberta's finest homegrown ingredients.

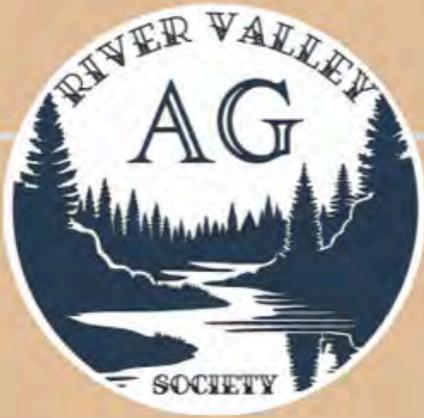


### LEARN

Farms have a line-up of hands-on experiences to give Albertans a glimpse of what life on the farm looks and feels like.

PROUDLY SPONSORED BY





# AG SOCIETY NEWS

We are pleased to announce Alberta's  
**NEWEST** Agricultural Society  
**RIVER VALLEY**  
**AGRICULTURAL SOCIETY**  
 Located in Hinton.



## RIVER VALLEY AGRICULTURAL SOCIETY

Will be part of  
**REGION 5**



[rivervalleyagsocie.wixsite.com/info](http://rivervalleyagsocie.wixsite.com/info)



[rivervalleyagsocietyinfo@gmail.com](mailto:rivervalleyagsocietyinfo@gmail.com)



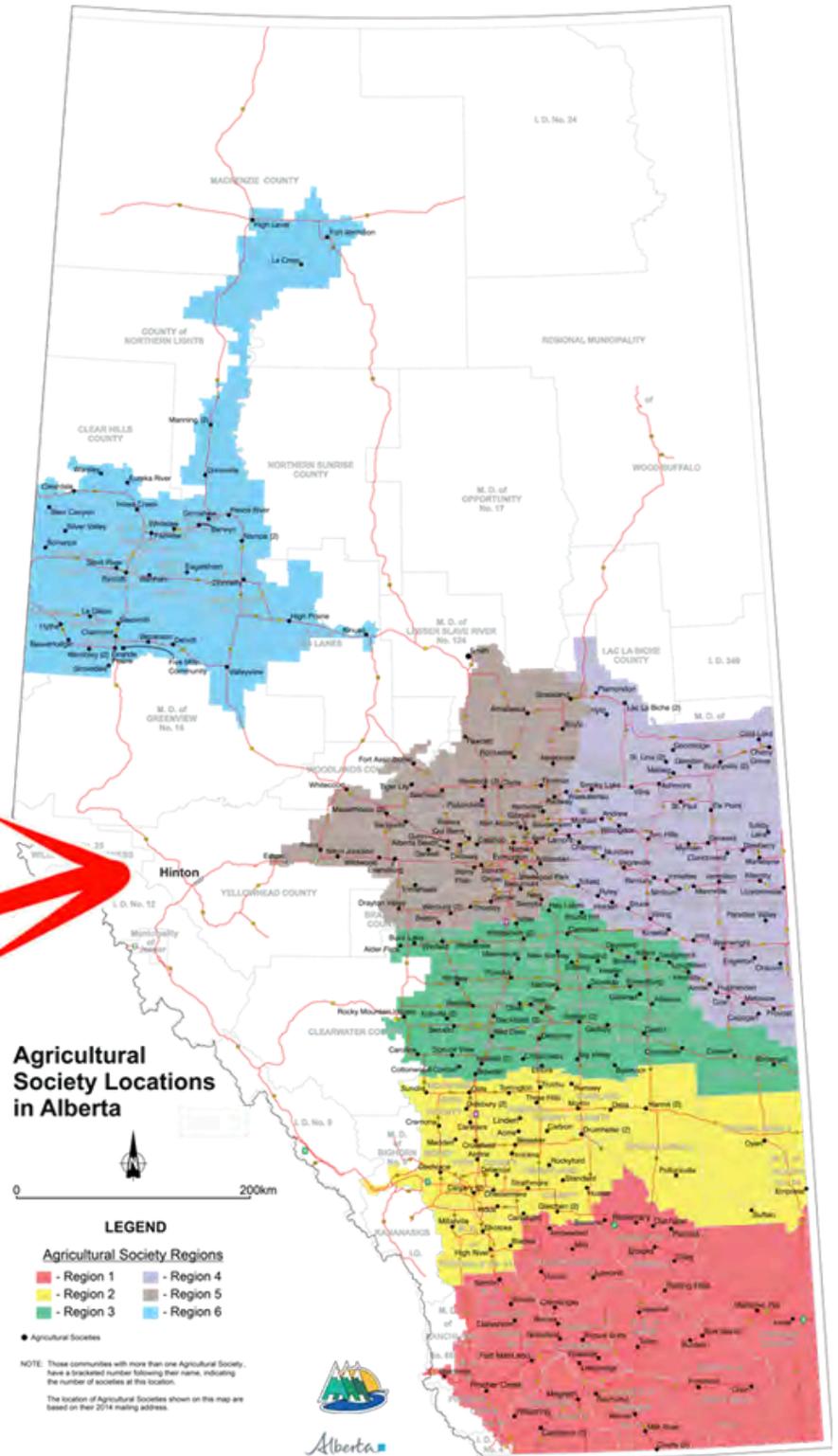
[\(780\) 817-8859](tel:(780)817-8859)



@rvagsociety



@hintonrvas





## HERE ARE A FEW THINGS YOU NEED TO KNOW TO BE PART OF OUR NEXT AAAS CONVENTION

[Conference Registration will Open September 1st, 2024 watch website for details](#)



### **DELEGATE INFORMATION**

We have a number of awards that we will be announcing at our Convention. We are now accepting submissions for the Provincial Marketing Awards, Scholarship awards, Honour Roll.

[Click here for more info](#)



### **EXHIBITOR INFORMATION**

The AAAS tradeshow is an opportunity for companies to share their products & services with AG Societies across Alberta. Over 500 people from all over Alberta attend our convention and tradeshow.

[Click here for more info](#)



### **PERFORMER INFORMATION**

The AAAS tradeshow is an opportunity for companies to share their products & services with AG Societies across Alberta. Over 500 people from all over Alberta attend our convention and tradeshow.

[Click here for more info](#)



### **PARTNERSHIP OPPORTUNITIES**

We have three compelling reasons why you should consider partnering with AAAS. Boost your Brand Awareness, Build Relationships, and Create a Positive Image.

[Click Here for more info](#)



## NOMINATE SOMEONE TODAY

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. This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture.

<https://www.albertaagsocieties.ca/honour-roll/>



Alberta Association of Agricultural Societies

# PROVINCIAL MARKETING AWARDS 2024



Submissions for the Provincial Marketing Awards are open now. Enter your work in any of the six categories: Promotional Posters, Fair Book Covers, Newsletters, Websites, Social Media, and Video Promos. Gain recognition for your hard work and creativity. Submit today and let your work shine!

[Check out the Guidelines & Criteria](#)



# SCHOLARSHIP

A W A R D S

APPLICATIONS NOW OPEN

**NOMINATE A STUDENT WHO HAS DEMONSTRATED LEADERSHIP!**

The Alberta Association of Agricultural Societies have

## **7 Scholarship 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.

**Application Deadline**

October 31st, 2024



## High Speed Internet Made for Rural Albertans



### SUPPORTING OUR RURAL NEIGHBOURS



[mcsnet.ca](http://mcsnet.ca)



## Keeping the family in the family business

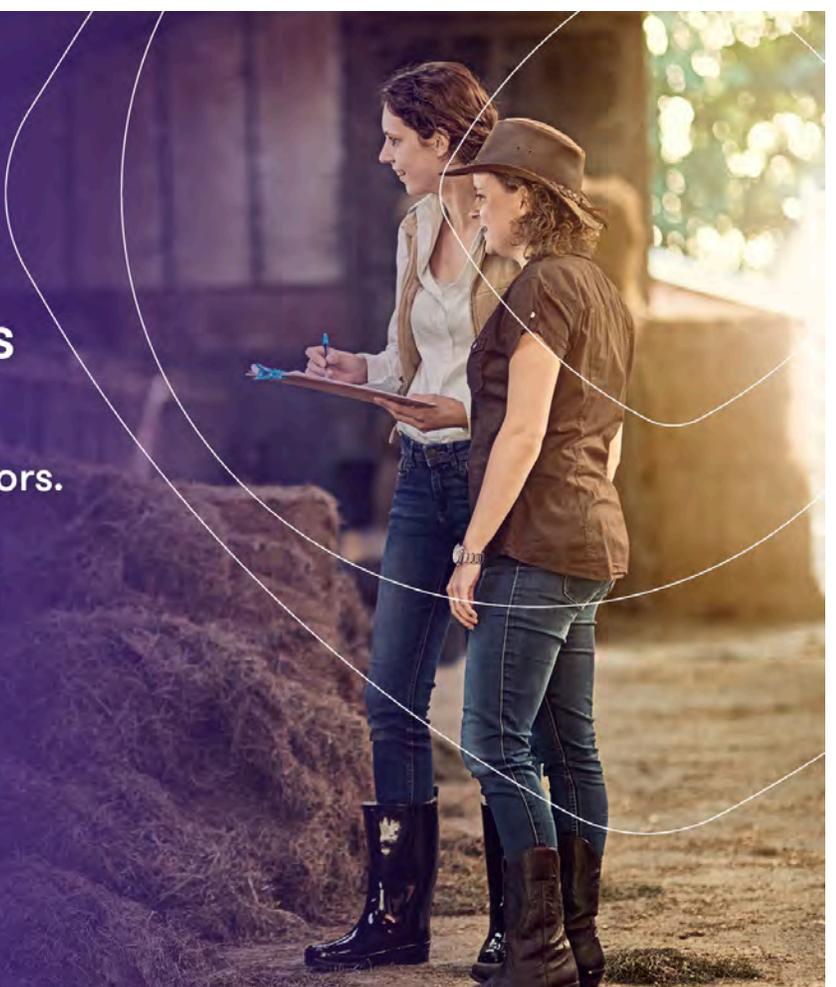
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Your farm is much more than a business. Farming is a lifestyle and a legacy. It's the heartbeat of your family and the backbone of our communities.

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[grantthornton.ca](http://grantthornton.ca)





PRESENTING OUR NEW

# GAME BASED BOARD MEMBER TRAINING

FOR THE BUSY VOLUNTEER



The theory of game-based learning (GBL) involves a new way of training volunteers and employees. We are talking about the use of games for learning.

The demand for gamified content is increasing and getting more and more varied, with video games designed for nearly all target audiences and sectors. Our Certified Volunteer Board Member Program will take you on a tour of all the rooms of an organization to explain topics like:



- Governance
- Board Structure
- Roles and Responsibilities
- Risk Management
- Board Development
- Planning and Strategic Direction
- Communications
- Board Meetings

At the end of the game you will have learned what it takes to be a Board Member. This program is perfect for those in non-profits and community based organizations with volunteer boards.

Check it out  
today



# WEBSITE UPDATES

We are continually enhancing our website to provide our members with the most valuable resources, empowering them to excel as volunteers. For more information, please see the “Stronger Volunteers” Section on our website.



**EMPOWERING VOLUNTEERS FOR STRONGER COMMUNITIES  
UNLOCK YOUR POTENTIAL AS A VOLUNTEER LEADER.  
TIME IS YOUR MOST VALUABLE ASSET, MAXIMIZE ITS IMPACT  
WITH OUR COURSES AND WORKSHOPS.**



We're dedicated to empowering our volunteers with the skills and knowledge they need to make a real difference. That's why we offer a range of resources and online courses designed to enhance their abilities and experience. From specialized training modules on effective communication to in-depth guides on project management and community engagement, our platform equips volunteers with the tools to excel in their roles and create lasting impact. Whether they're just starting out or looking to further develop their expertise, our resources ensure that every volunteer can contribute meaningfully to our mission.



# FREE RESOURCES

Below is a selection of complimentary resources available on our website.

## BENCH SHOW JUDGING STANDARDS



## GUIDE BOOKS



## TEMPLATES AND WORKBOOKS

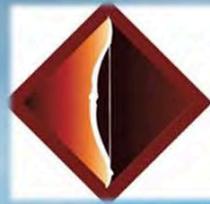


## VIDEOS



## ADDITIONAL RESOURCES





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



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A glowing lightbulb and a small green seedling growing from soil. The lightbulb is on the right, glowing with a warm yellow light. The seedling is on the left, with two leaves and a small stem. Both are on a mound of dark brown soil. The background is a blurred green field.

# WE'LL INSPIRE NEW GENERATIONS TOGETHER.

There's a future on the land in Alberta and it's in good hands. Like those before them, the next generation of producers will drive innovation and change, nourishing and protecting the land while feeding the world.

PROUD TO GROW AGRICULTURE IN ALBERTA  
[AFSC.ca](http://AFSC.ca)



# UPCOMING FUNDING DEADLINES



ALBERTA COUNSEL



## **ATCO Community Energy Fund**

Each year, we disperse \$150,000 to various organizations and programs within the ATCO Gas or ATCO Electric service territory in Alberta for community energy projects. If your organization is eligible, you can apply to receive a one-time financial contribution of up to \$15,000 to help with your projects or programs, large and small.

Deadline: June 30, 2024 (online)

Max \$15,000

## **CIP Operating Grant**

The Community Initiatives Program (CIP) Operating grant supports eligible non-profit organizations in their ability to operate and deliver services to the vulnerable and disadvantaged.

Deadline: July 15, 2024 (online)

Max \$75,000

## **TD Friends of the Environment Foundation Grant**

Founded by TD Bank Group in 1990, the TD Friends of the Environment Foundation (TD FEF) is a national charity that funds environmental projects across Canada.

Deadline: July 15, 2024

Recommended between \$2,000 and \$8,000.

## **Enabling Accessibility: Small Projects**

Successful projects under this CFP will provide funding to eligible organizations that will contribute to increasing access to programs, services and support targeted for persons with disabilities by improving accessibility barriers and/or safety concerns in Canadian communities and workplaces

Deadline: July 23, 2024, 3:00 pm (EDT)

Max \$125,000 with only 24% match required

## **Alberta Blue Cross Built Together**

Our Built Together program helps Albertans build spaces for active living in their community. Whether it be a skate park, playground, outdoor gym or sports court, we're giving back to Albertans and helping them live their best lives. Each year, this Alberta grant awards \$50,000 grants in Edmonton, Calgary, a secondary city, rural community and an Indigenous community.

Deadline: September 17, 2024 (online)

Max \$50,000



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**fairs. rodeos. mudbogs.  
concerts. farmers markets.  
lawn tractor races. horse  
shows. open farm days.  
summer bbq. barrel races.  
stampedes. show and  
shines. barnburner. dances  
in the dirt. pancake  
breakfast and more...**

**ADD YOUR AG EVENTS**

[www.albertaagsocieties.ca](http://www.albertaagsocieties.ca)



# AGRICULTURAL SOCIETY

# SUMMER *Event Listings*

## JUNE

- JUNE 12 - **GUNNERS BRONC BATTLE** - GLEICHEN AGRICULTURAL SOCIETY
- JUNE 12 - **HOMESTEADING WORKSHOP** - BASHAW AGRICULTURAL SOCIETY
- JUNE 14 - **52ND ANNUAL KILLAM INDOOR RODEO** - KILLAM AGRICULTURAL SOCIETY
- JUNE 15 - **SCHOOLING SHOW SERIES** - VERMILLION AGRICULTURAL SOCIETY
- JUNE 15 - **CRIB TOURNAMENT** - RADWAY AGRICULTURAL SOCIETY
- JUNE 15 - **RHUBARB FESTIVAL**- WILLOW PRAIRIE AGRICULTURAL SOCIETY
- JUNE 15 - **FATHER'S DAY WEEKEND** - TWO HILLS AGRICULTURAL SOCIETY
- JUNE 16 - **FATHER'S DAY SHOW & SHINE** - VEGREVILLE AGRICULTURAL SOCIETY
- JUNE 16 - **FATHER'S DAY BEER & BBQ FEST** - STRATHMORE AGRICULTURAL SOCIETY
- JUNE 20 - **WCPA CHUCKWAGONS** - MEDICINE HAT EXHIBITION & STAMPEDE
- JUNE 21 - **WANHAM PLOWING MATCH** - WANHAM AGRICULTURAL SOCIETY
- JUNE 21 - **GUY WEADICK RODEO** - HIGH RIVER AGRICULTURAL SOCIETY
- JUNE 22 - **GUY WEADICK RODEO** - HIGH RIVER AGRICULTURAL SOCIETY
- JUNE 22 - **GEARS & CHEERS** - VERMILLION AGRICULTURAL SOCIETY
- JUNE 22 - **CLINT BLACK COWBOY TOWN CONCERT** - STRATHMORE AG SOCIETY
- JUNE 22 - **TIMELESS TRADITIONS DINNER & DANCE** - WHITELAW AGRICULTURAL SOCIETY
- JUNE 22 - **AGGIE DAYS** - CARSELAND AGRICULTURAL SOCIETY
- JUNE 22 - **SUMMER KICK OFF** - ATHABASCA AGRICULTURAL SOCIETY
- JUNE 22 - **2ND ANNUAL FARM DAY** - TOMAHAWK AGRICULTURAL SOCIETY
- JUNE 22 - **3RD ANNUAL BULLARAMA** - COOPERATORS & TROCHU & DISTRICT AG SOCIETY
- JUNE 25 - **MIDNIGHT DAYS PRO RODEO** - FORT MACLEOD & DISTRICT AG SOCIETY
- JUNE 25 - **88TH ANNUAL PONOKA STAMPEDE** - PONOKA AGRICULTURAL SOCIETY
- JUNE 26 - **SENIORS DAY** - PONOKA AGRICULTURAL SOCIETY
- JUNE 28 - **KIDS DAY** - PONOKA AGRICULTURAL SOCIETY
- JUNE 29 - **ANNUAL BALL DANCE** - TROCHU & DISTRICT AGRICULTURAL SOCIETY

# AGRICULTURAL SOCIETY

# SUMMER *Event Listings*

## JULY

- JULY 1 - **CANADA DAY JUNIOR RODEO** - TROCHU & DISTRICT AG SOCIETY
- JULY 5 - **51ST ANNUAL PSYANKA FESTIVAL** - VEGREVILLE AGRICULTURAL SOCIETY
- JULY 5 - **CASH AND CANS BARREL RACE** - BERWYN AGRICULTURAL SOCIETY
- JULY 6 - **SCHOOLING SHOW SERIES** - VERMILLION AGRICULTURAL SOCIETY
- JULY 7 - **LOCAL FARMERS MARKET** - VILNA AGRICULTURAL SOCIETY
- JULY 8 - **SUMMER SYNERGY** - OLDS REGIONAL EXHIBITION
- JULY 8 - **YOUTH AGRICULTURE SPEAKING PRELIMINARY** - OLDS REGIONAL EXHIBITION
- JULY 12 - **YOUTH AGRICULTURE SPEAKING PRELIMINARY** - CALGARY STAMPEDE
- JULY 12 - **YOUTH AGRICULTURE SPEAKING CHAMPIONSHIP** - CALGARY STAMPEDE
- JULY 12 - **MEDIEVAL FAIRIES & ARTISAN MARKET** - VEGREVILLE AGRICULTURAL SOCIETY
- JULY 13 - **SUMMER SIZZLER RODEO** - LAMONT AGRICULTURAL SOCIETY
- JULY 13 - **LAKELAND COUNTY FAIR & RODEO** - LAC LA BICHE AGRICULTURAL
- JULY 19 - **VILNA COWBOY FEST** - VILNA AGRICULTURAL SOCIETY
- JULY 19 - **BULLS ON THE BEACH** - ROCKY VIEW CHESTERMERE AGRICULTURAL SOCIETY
- JULY 20 **RANCH HAND COMPETITION** - AIRDRIE AGRICULTURAL SOCIETY
- JULY 20 - **BULL BASH** - DARWELL AGRICULTURAL SOCIETY
- JULY 24 - **RIDE 'EM WILD** - MEDICINE HAT STAMPEDE
- JULY 27 - **SUMMER MARKET** - RADWAY AGRICULTURAL SOCIETY
- JULY 27 - **PIONEER DAYS** - RADWAY AGRICULTURAL SOCIETY
- JULY 27 - **RANCH HORSE VERSATILITY CLINIC** - IRRICANA & DISTRICT AGRICULTURAL
- JULY 31 - **ZEKE THURSTON INVITATIONAL** - STETTLER AGRICULTURAL SOCIETY

**FOR MORE DETAILS AND TO ADD YOUR AG EVENTS SEE OUR WEBSITE  
[HTTPS://WWW.ALBERTAAGSOCIETIES.CA/EVENTS-BY-MAP/](https://www.albertaagsocieties.ca/events-by-map/)**

# AGRICULTURAL SOCIETY

# SUMMER *Event Listings*

## AUGUST

- AUGUST 1 - **STRATHMORE STAMPEDE** - STRATHMORE AGRICULTURAL SOCIETY
- AUGUST 4 - **LOCAL FARMERS MARKET** - VILNA AGRICULTURAL SOCIETY
- AUGUST 4 - **POLY DAYS MARKET** - ALBERTA BEACH AGRICULTURAL SOCIETY
- AUGUST 7 - **DEERLAND COUNTRY FAIR** - VEGREVILLE AGRICULTURAL SOCIETY
- AUGUST 8 - **VEGREVILLE FAIR OPEN HORSE SHOW** - VEGREVILLE AGRICULTURAL SOCIETY
- AUGUST 8 - **TOFIELD WESTERN DAYS** - TOFEILD AGRICULTURAL SOCIETY
- AUGUST 10 - **SCHOOLING SHOW SERIES** - VERMILION AGRICULTURAL SOCIETY
- AUGUST 10 - **ANNUAL SUMMER FAIR** - ROCHESTER & DISTRICT AGRICULTURAL SOCIETY
- AUGUST 11 - **CUSTOMER APPRECIATION DAY MARKET** - ALBERTA BEACH AGRICULTURAL
- AUGUST 16 - **BUFFALO DAZE RODEO** - BUFFALO AGRICULTURAL SOCIETY
- AUGUST 17 - **LAWN TRACTOR RACES** - TWO HILLS AGRICULTURAL SOCIETY
- AUGUST 17 - **BOOMTOWN DAYS MARKET** - VILNA AGRICULTURAL SOCIETY
- AUGUST 17 - **ALBERTA OPEN FARM DAYS** - VARIOUS LOCATIONS IN ALBERTA
- AUGUST 18 - **ALBERTA OPEN FARM DAYS** - VARIOUS LOCATIONS IN ALBERTA
- AUGUST 18 - **48TH ANNUAL AG FAIR** - HYTHE & DISTRICT AGRICULTURAL SOCIETY
- AUGUST 24 - **HYLO HARVEST DAYS** - HYLO AGRICULTURAL SOCIETY
- AUGUST 27 - **HEIFER LOTTERY BBQ** - DEWBERRY AGRICULTURAL SOCIETY

## SEPTEMBER

- SEPTEMBER 1 - **LOCAL FARMERS MARKET** - VILNA AGRICULTURAL SOCIETY
- SEPTEMBER 7 - **35TH ANNUAL FAIR & RODEO** - ROCKYVIEW CHESTERMERE AG SOCIETY
- SEPTEMBER 7 - **LA CRETE PIONEER DAY** - LA CRETE AGRICULTURAL SOCIETY
- SEPTEMBER 21 - **PUMPKIN & SUNFLOWER FESTIVAL** - SANGUDO AGRICULTURAL SOCIETY
- SEPTEMBER 21 - **ART OF THE HARVEST** - AIRDRIE AGRICULTURAL SOCIETY
- SEPTEMBER 21 - **ALBERTA AGRICULTURAL SOCIETIES DAY !!!!**



EMBARK ON YOUR WESTERN ADVENTURE OF A LIFETIME AT  
**THE GREATEST OUTDOOR  
SHOW ON EARTH!**

JOIN US IN JULY 2024!



**PAL INSURANCE BROKERS IS  
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Exhibitor | Vendor Liability  
Performer | Caterer | Server Liability  
Custom Platforms Available

Event Liability  
Much More!



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## IAFE STATE & PROVINCIAL UPDATES

The IAFE Convention is December 1-4 in Phoenix. Room reservations are now open. Please make sure you are in the IAFE official room block for the best pricing and to support your association. Only make room reservations from the links provided on this page.

<https://www.iafeconvention.com/hotels>

Registration will open on July 1.

Your association executive works hard for you all year long. Nominating them for the IAFE State & Provincial Executive of the Year is a great way to recognize their hard work. Nominations are now being accepted through September 15.

<https://fairsandexpos.com/state-provincial-executive-of-the-year/>

The IAFE is also accepting applications for the Rising Star Award, Heritage Awards for Volunteers, Associate of the Year, and the Hall of Fame Award. Find information about deadlines and the application process on this IAFE page.

<https://fairsandexpos.com/awards/>

It is also time to apply for scholarships and grants to attend the IAFE Convention. The many options are all posted on the Scholarships & Grants Page,

<https://fairsandexpos.com/scholarships/>





# FAME GROUP AGENCY



Fame Group is a talent booking agency representing an exclusive, diverse roster of acclaimed artists across Canada.

## ARTIST ROSTER



**AMY NELSON**  
COUNTRY | ROCK | POP



**ANDRÉ-PHILIPPE CAGNON**  
SINGING IMPRESSIONIST



**BACKYARD BETTIES**  
AMERICANA | ROOTS



**BRAYDEN KING**  
COUNTRY | ROCK



**CHRIS AYRIES**  
CONTEMPORARY | ROOTS | R&B



**CLAYTON BELLAMY AND THE CONGREGATION**  
COUNTRY | ROCK



**CRAIG MORITZ**  
COUNTRY | CLASSIC COUNTRY



**DONNY LEE**  
COUNTRY | OUTLAW



**GIL GRAND**  
THE GRAND TOUR



**GIL GRAND**  
ONE NIGHT WITH CONWAY



**GIL GRAND**  
STRAIGHT FROM ME TO YOU



**HILLSIDE OUTLAWS**  
COUNTRY | ROCK



**JAKE MATHEWS**  
COUNTRY | ROOTS



**JULIA VOS**  
COUNTRY | ALT COUNTRY



**KARLI JUNE**  
COUNTRY | POP COUNTRY



**KYLE MCKEARNEY**  
AMERICANA | ALT COUNTRY



**MARTINA DAWN**  
COUNTRY



**MORGAN KLAIBER**  
COUNTRY | ROCK



**RON A. MCNEILL**  
AMERICANA | COUNTRY



**SYDNEY MAE**  
CONTEMPORARY | ROOTS



**TOMMY CHARLES**  
AMERICANA | ALT COUNTRY

"TOGETHER WE ARE STRONGER"

## CONTACT

**Carla Hackman**  
Founder | Agent  
carla@famegroupagency.com  
403-992-5286

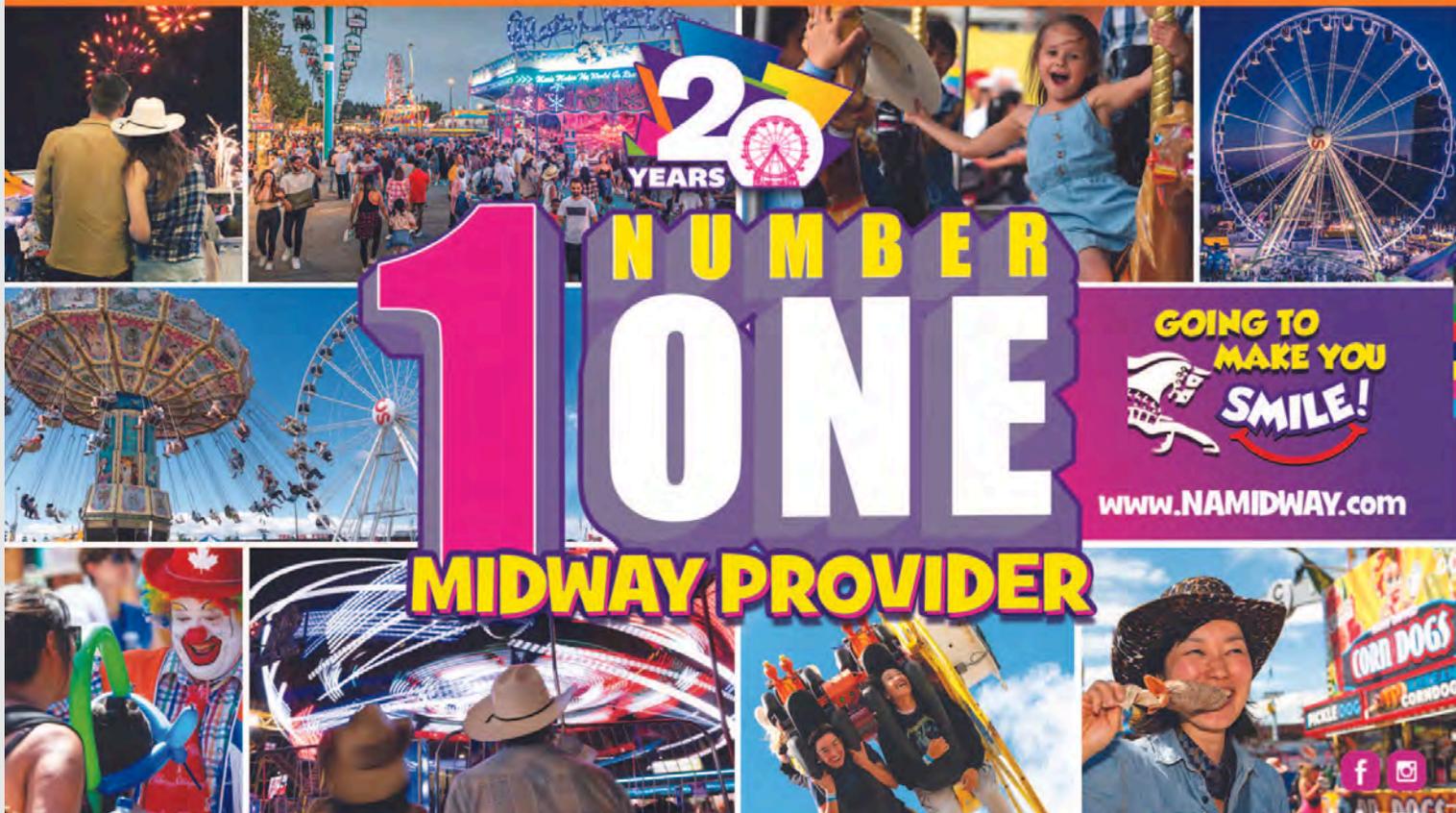
**Alicia Hibberd**  
Artist Rep | Agent  
alicia@famegroupagency.com  
647-906-3558



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# NORTH AMERICA'S



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**NFP.ca**



# SeaCansRus.com



## MODIFIED FOR ALBERTA FARMERS

Phone: (587) 804-5333

Email: [sales@seacansrus.com](mailto:sales@seacansrus.com)

Address: 22433 113 Ave NW, Edmonton, AB.



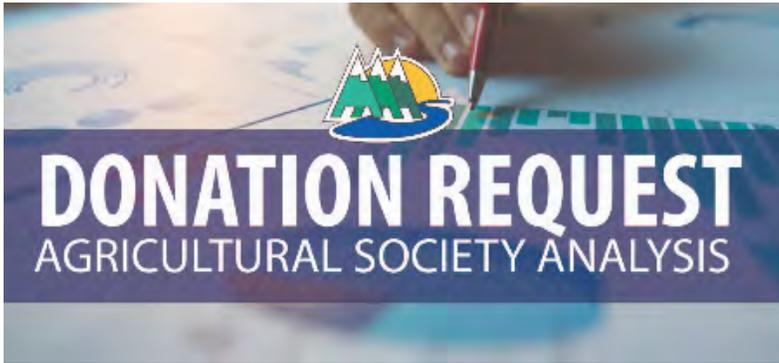
**ACCREDITED  
BUSINESS**



GET A FREE QUOTE!

# AGRICULTURAL SOCIETY ANALYSIS

## DONATION REQUEST UPDATE



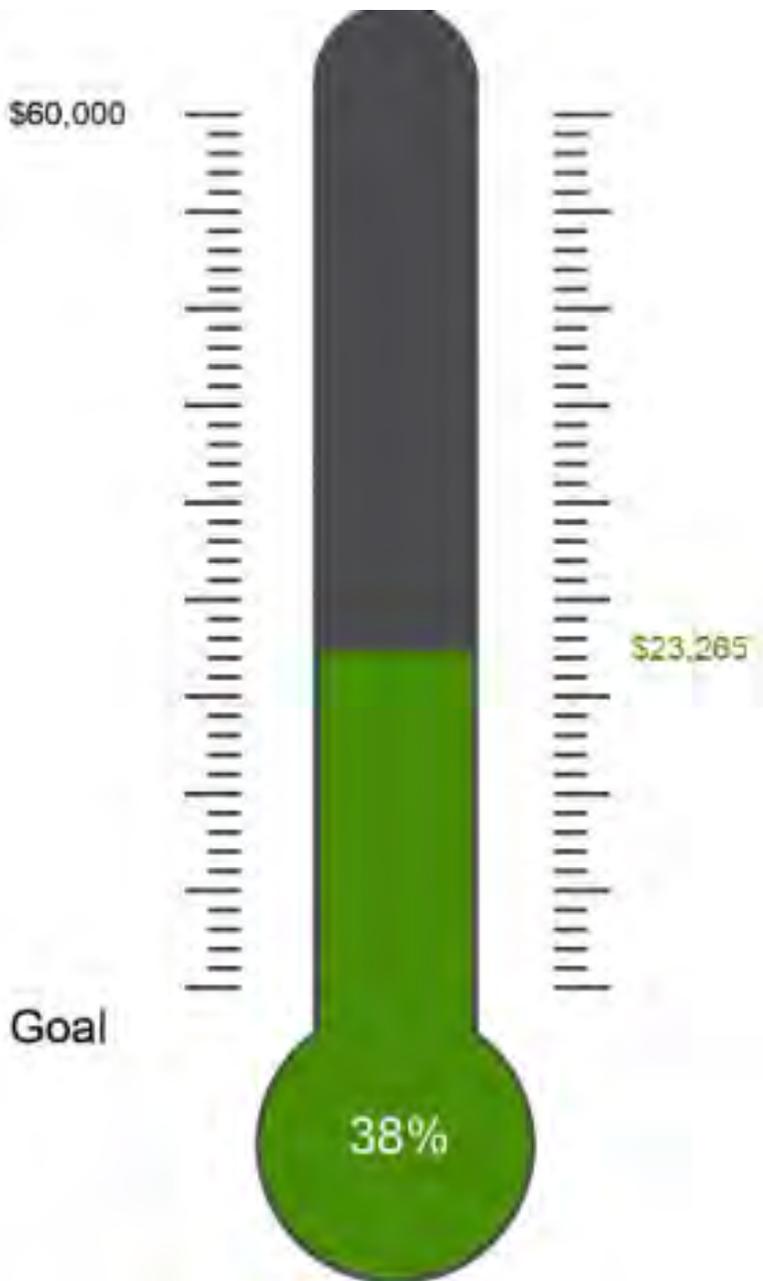
We have collected 38 % of our Goal of \$60,000 as of June 2024. Agricultural Associations collaborate with us for donations and sponsorships. Whether it's a one-time or ongoing contribution or event sponsorship, we welcome your involvement. AAAS is updating industry data based on recent research among members, addressing key strategic issues.

Manecon Report 2009  
Hudson Report 2015  
Tremendous Value  
Utilized by AAAS and  
Government of Alberta

### TIME TO RENEW THE STUDY

- Capture Changes due to Pandemic
- Identify Trends
- Ensure AAAS Efforts are Effective
- Cost is \$60,000

<https://www.albertaagsocieties.ca/donate/>



CRISP | CLEAN | CRUSHABLE



**ROCKYVIEW** BREWING COMPANY

OUR BEER 'ROUND HERE  
BREWED FROM THE LAND  
FOR FOLKS WHO WORK THE LAND FOR  
FOLKS WHO LOVE THE LAND

**'BERTA**

355 mL Beer / Bière  
5.0% alc. / vol.  
12 IBU

Rocky View Brewing Company is proud to be the official AAAS craft beer partner! Reach out to us to discuss fundraising opportunities and for all your craft beer needs.

**403.498.8918**

[sales@rockyviewbrewing.com](mailto:sales@rockyviewbrewing.com)  
[rockyviewbrewing.com](http://rockyviewbrewing.com)

## Power Line Contacts Can Be Fatal

When working near power lines, always remember to stay **7 METRES SAFE**. If you need to get closer or require support from FortisAlberta, call **310-WIRE** (9473).

Watch out for overhead lines when working with large vehicles or equipment, especially at dusk, dawn or when vision may be obstructed.

Visit [fortisalberta.com/farmsafety](http://fortisalberta.com/farmsafety) to download our **Power Line Safety Plan**.

The line that connects us all

**FORTIS**  
ALBERTA





- > Rodeo's & Ag Days
- > Weddings & Birthdays
- > Family Reunions
- > Tradeshows & Craft Fairs (including Vendors )
- > Pop-up Food Markets
- > Concert & Music Shows
- > Fireworks & Parades
- > Children's Camps
- > Fundraising Events
- > Sports Tournaments
- > Dance Competitions
- > Antique Shows
- > Winter Festivals

## PROGRAM HIGHLIGHTS

 Up to \$10,000,000  
Commercial General Liability

 Participant Injury Coverage  
available

 Host Liquor Liability  
Coverage available

 Property Coverage available

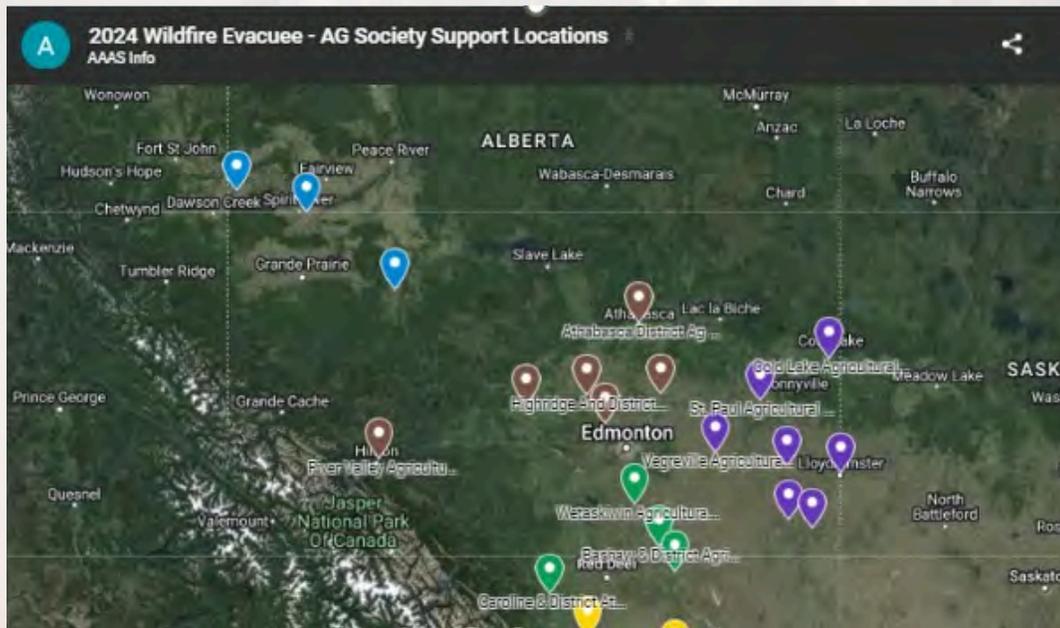
**TOGETHER WE CAN MAKE YOUR  
NEXT EVENT "AG-CITING"!**

**WE INSURE COMMUNITY  
HALLS, ARENAS, RODEO  
BARNES, COMMUNITY  
BUILDINGS & CONTENTS.**



## WILD FIRE EVACUEE SUPPORT AGRICULTURAL SOCIETY LOCATIONS

As we remain hopeful for favorable weather this summer and that rain will help prevent forest fires, we are also preparing for the possibility of wildfires and potential evacuations. We have compiled a list and map of over 30 Ag Society facility spaces for evacuees, campers, and livestock in case of an emergency.



If you have space to offer for trailers, camping, or livestock during an evacuation, please inform us about the facilities your Ag Society can provide and the support you can offer.

<https://www.albertaagsocieties.ca/2024-ag-society-locations-wild-fire-evacuation-support/>

Please bookmark this page and share with anyone who would need assistance.

# THANK YOU FOR YOUR SUPPORT



## AGRICULTURAL ENERGY MANAGEMENT PLANS

### About DNE

Founded in 2009, DNE is **one of the largest energy management firms**, working with **30+ suppliers**, DNE has more than **\$250M of energy spending under management**, which represents **over 8,000 sites**.

### Discover the power of expert-level energy management

**15 minutes of your time could save you 15% or more** on your energy bills. We take the guesswork out of your energy budget.



[dneresources.com](http://dneresources.com)



888-518-6692



# SERVICE MEMBER DIRECTORY

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## ACCOMODATIONS

**Canalta Hotels** [www.canaltahotels.com](http://www.canaltahotels.com)

## ACCOUNTING PROFESSIONALS

**Grant Thornton LLP** [www.grantthornton.ca](http://www.grantthornton.ca)

## AG PRODUCT & SERVICES

**AARFP Recreation** [www.aarfp.com](http://www.aarfp.com)

**Alberta Horticulture** [www.abhorta.ca](http://www.abhorta.ca)

**CIMCO Refrigeration**

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

**Heartland Training and Support Hub**

[www.heartlandsupport.ca](http://www.heartlandsupport.ca)

**Hi-Hog Farm and Ranch** [www.hi-hog.com](http://www.hi-hog.com)

**Indoff Furniture** [www.indoff.com](http://www.indoff.com)

**IMI Industrial Machine**

[www.industrialmachine.ca](http://www.industrialmachine.ca)

**Kubota Canada** [www.kubota.ca](http://www.kubota.ca)

**Landview Drones** [www.landviewdrones.com](http://www.landviewdrones.com)

**Longbow Sales** [www.longbowsales.com](http://www.longbowsales.com)

**OK Tire** [www.oktire.com](http://www.oktire.com)

**Peavey Mart** [www.peaveymart.com](http://www.peaveymart.com)

**QUASEP** [www.quasep.com](http://www.quasep.com)

**SeaCans R us** [www.seacansrus.com](http://www.seacansrus.com)

**UFA** [www.ufa.com](http://www.ufa.com)

## APPAREL

**Lammles Western Wear** [www.lammles.com](http://www.lammles.com)

## BEVERAGES

**Buckle Vodka** [www.bucklevodka.ca](http://www.bucklevodka.ca)

**Rig Hand Distillery** [www.righanddistillery.com](http://www.righanddistillery.com)

**Rocky View Brewing** [www.rockyviewbrewing.com](http://www.rockyviewbrewing.com)

## CO-OPERATIVES

**Alberta Cooperative Community Association(ACCA )**

[www.acca.coop](http://www.acca.coop)

## CONVENTION SUPPLIERS

**GES** [www.ges.com](http://www.ges.com)

**Production World** [www.productionworld.ca](http://www.productionworld.ca)

## CONSTRUCTION

**HR2 Construction** [www.hr2construction.ca](http://www.hr2construction.ca)

## ENERGY & UTILITIES

**ATCO** [www.atco.com](http://www.atco.com)

**DNE** [www.dneresources.com](http://www.dneresources.com)

**EQUUS** [www.equs.ca](http://www.equs.ca)

**Fortis Alberta** [www.fortisalberta.com](http://www.fortisalberta.com)

**Great Canadian Solar Company**

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

**Utility Safety Partners** [www.utilitysafety.ca](http://www.utilitysafety.ca)

## ENTERTAINMENT & ENTERTAINERS

**Arts Touring Alliance of Alberta (ATAA)**

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

**FAME Group Agency** [www.famegroupagency.com](http://www.famegroupagency.com)

**Flying Bob** [www.flybob.com](http://www.flybob.com)

**Fusion Talent Group** [www.fusiontalentgroup.com](http://www.fusiontalentgroup.com)

**FOXX Worthee** [www.foxxworthee.com](http://www.foxxworthee.com)

**Jukebox Leigh Entertainment** [www.jukeboxleigh.com](http://www.jukeboxleigh.com)

**Redd Swing Productions**

[www.reddswingproductions.ca](http://www.reddswingproductions.ca)

**Select Entertainment** [www.select-entertainment.com](http://www.select-entertainment.com)

**Sirroma Entertainment**

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

**Southern Cross** [www.southerncrossband.ca](http://www.southerncrossband.ca)

**Super Dogs** [www.superdogs.com](http://www.superdogs.com)

**Travis Dolter Music** [www.travisdolter.com](http://www.travisdolter.com)

# SERVICE MEMBER DIRECTORY

## EVENT VENDORS

**Bouncin' Around** [www.bouncinaround.ca](http://www.bouncinaround.ca)

### **In The Zone Party Rentals**

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

**Party King** [www.partykingrents.com](http://www.partykingrents.com)

**Pyrowest Fireworks** [www.pyrowest.com](http://www.pyrowest.com)

**TUDI Wrap** [www.tudiwrap.com](http://www.tudiwrap.com)

## ENVIRONMENTAL

**SilvaChar Environmental Inc.**

[www.silvatech.ca](http://www.silvatech.ca)

## FINANCIAL

**Agriculture Financial Services Corporation**

**(AFSC)** [www.afsc.ca](http://www.afsc.ca)

**Farm Credit Canada (FCC)** [www.fcc-fac.ca](http://www.fcc-fac.ca)

**SERVUS Credit Union** [www.servus.ca](http://www.servus.ca)

## INSURANCE

**All Insurance** [www.allinsure.ca](http://www.allinsure.ca)

**NFP** [www.nfp.ca](http://www.nfp.ca)

**PAL Insurance** [www.palcanada.com](http://www.palcanada.com)

**RMA Insurance** [www.rmalberta.com](http://www.rmalberta.com)

## INTERNET/TELECOMMUNICATIONS

**MCSNet** [www.mcsnet.ca](http://www.mcsnet.ca)

**Tech Connect** [www.tcorp.ca](http://www.tcorp.ca)

## LEGAL

**Oemichen Bridgewater LLP** [www.coopcounsel.ca](http://www.coopcounsel.ca)

## SOFTWARE & TICKETING

**AuthentiGATE** [www.authentigate.ca](http://www.authentigate.ca)

**FrontDoor+** [www.frontdoorplus.com](http://www.frontdoorplus.com)

**Super Shows**

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



ALBERTA ASSOCIATION OF  
AGRICULTURAL SOCIETIES

## MEMBER BENEFITS

- Listing in the AAAS Website Buyers Guide
- Convention discount for entertainment showcase opportunities
- Free listing in the Convention Delegate Package
- Free listing in the Spring Newsletter
- Advertising Discount on AAAS Newsletter
- Shared Posts on Social Media Platforms
- Spotlights on our Service Members and Sponsors for our AAAS #SundaySpotlight shared on Social Media

### ● ALLIED COMMUNITY AND CO-OPERATIVE SHARED SERVICES (ACCESS)

AAAS has recently joined as a member organization for the nonprofit co-op, Allied Community and Co-operative Shared Services (ACCESS). ACCESS provides unparalleled back-end operational services to nonprofits, co-ops, and social enterprises including:

- Cybersecurity
- Accounting
- Human Resources
- Managed IT
- Website Development/Hosting
- Group Buying & Insurance

### ● HEALTH AND WELLNESS PROGRAM WITH NFP

In Partnership with NFP we are pleased to provide the opportunity to sign up for the AAAS Health and Wellness program for our AAAS Members and Service Members which includes flexible coverage options with the ability to build your own plan that best suits the needs of your employees and board members.

### ● HOTEL DISCOUNTS VIA CANALTA

Canalta Hotels has partnered with AAAS. They offer Alberta Association of Agricultural Societies Members exclusive discount at any of their Canalta owned and operated properties.

# 2024 BOARD OF DIRECTORS



## EXECUTIVE

President: Brett Warder  
1st Vice President: Petra Klemppauer  
2nd Vice President: Rick McCarthy  
Treasurer: Natasha Dombrosky

## DIRECTORS

Region 1: Petra Klemppauer  
Region 2: Brett Warder  
Region 3: Beth Fulton & Linda Toews  
Region 4: Jackie Tomayer & Sebastien Dutrisac  
Region 5: Natasha Dombrosky & Fred Young  
Region 6: Audrey Hewing

Service Member Director : Rick McCarthy

Chief Executive Officer: Tim Carson

## VISION

**AAAS inspires *Vibrancy* in Alberta Communities**

## MISSION

Education, Facilitation and collaboration creates opportunities that empower Agricultural Societies, Inspiring Rural Alberta to reach its highest potential

## VALUES

Excellence in direction and execution. Success through collaboration. Motivation through education and engagement. Advocacy through example. Dedicated to strengthen Agricultural Societies and their communities

## GOALS

### RELEVANCE & GROWTH

- Membership Value & Services
- Leadership Development & Training
- Programs and Events

### RURAL DEVELOPMENT

- Stakeholders Relations & Advocacy
- AG Society Support Programs
- Infrastructure Renewal Strategy

Visit us today!

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# RIG HAND CRAFT DISTILLERY



Rig Hand is in the unique position of being the first craft distillery in the greater Edmonton area. Our family based business makes exceptional handcrafted liquor that is locally sourced, produced, and distributed. Our products are packaged in a distinctive trademarked bottle that is a replica of the Leduc #1 drilling rig, paying tribute to our rich history of both agriculture and resource development in Alberta.



We offer tours, tastings and bookings from 1 to 120 people. Come visit us and enjoy a refreshing beverage and order a delicious meal from our restaurant. Let us be your new hot spot for events.

We are conveniently located just 4KM East of Edmonton International Airport on Airport Road.



Book your event at Rig Hand Craft Distillery! Whether it's a birthday, stagette, wedding, or corporate team building event, our tasting room and event center are available for private bookings.

We offer custom labeling and unique gifts for your company or family event.

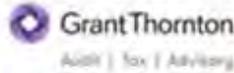
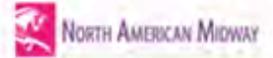
## Contact Us

780-612-1554  
events@righanddistillery.com

Contact us for more information or to book your next event!

# Thank You

## TO ALL OUR PARTNERS



CARMANGAY  
AGRICULTURAL  
SOCIETY

GROVEDALE  
AGRICULTURAL  
SOCIETY

VAUXHALL  
AGRICULTURAL  
SOCIETY

VEGREVILLE  
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SOCIETY

STAY SOCIAL WITH US





## **CONTACT US**

**Alberta Association of Agricultural Societies**

**Suite 108, J.G. O'Donoghue Bldg.,**

**7000 - 113 Street, Edmonton, AB T6H 5T6**

**T: (780) 427-2174**

**E-mail: Contact Us**

## **SUBSCRIBE TO OUR NEWSLETTER**



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