



# ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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## A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

As fall colors become a backdrop for harvest dust, I am truly grateful for something positive happening in 2020. Although some areas have

had their challenges it looks like agriculture will once again be the leading industry for Alberta. That is not the case for our members. Agricultural Societies and the entire event industry are now in their 8th month of Covid 19 restrictions and the impacts of operational losses are very clear. Since the beginning we have heard of our members actively working in their communities providing grocery or pharmacy pickups for the most vulnerable, food bank drives, etc., anything to help. As restrictions eased, many organizations adapting to continue to enhance the quality of life for their communities. Barrel race clinics, roping, penning, even rodeo schools have all taken place under the current conditions, Farmers markets, drive-in concerts and drive through breakfasts are a testament to the dedication and passion of Agricultural Society's.

AAAS continues to advocate for members. Our initial success in requesting the annual grant being expedited has been followed by a series of less successful requests and suggestions. AAAS utilized the information in the Hudson report to support a request for \$10 million of support for the Primary Agricultural Societies to ensure their ability to remain effective and accelerate consumer confidence as Covid restrictions relaxed. AAAS also worked with the Regional Ag Societies to support their request for \$8 million to remain viable in the short term. This Emergency Stabilization Funding request was summarily denied by the Minister of Ag & Forestry and the Government of Alberta. AAAS recently met with Minister Dreeshen to discuss the challenges and opportunities for Ag Societies currently and in a post pandemic community. AAAS has suggested the event industry be allowed similar consideration as the bar and restaurant industry utilizing capacity of the venue to identify how many people can safely attend events. We are working on pushing these boundaries while keeping patrons, volunteers, and the entire community safe.



**(Left to Right)**

Rebecca Joseph—1st VP & Region 4 Director

Brett Warder—2nd VP & Region 2 Director

Honourable Devin Dreeshen— Minister of Agriculture and Forestry

Tim Carson—CEO Alberta Association of Agricultural Societies

Rick McCarthy—President & Region 4 Director



The fall will also mark the return of regional meetings. AAAS has secured all locations for these important gatherings while providing the appropriate safety measures in conjunction with our hosts. We hope our members will feel confident in attending the events, however, we will also be providing an online option so folks from anywhere can join in the conversation. The discussions and information gathered during these meetings will help shape our direction and focus over the next few months.

AAAS AGM and conference are scheduled for February 4 – 6, 2021. We have adopted a new platform for this important event. We will be utilizing multiple locations and technology to provide a safe and unique experience for our delegates. We know that the opportunity to network with your peers is a vital component of the annual event so we will be providing a creative and safe venue gathering plus educational and inspiring programming that is future focused. “The Launch” of 2021 event season will look like no other and will be the start of an amazing future for Agricultural Societies. Stay tuned and watch our website and social media channels for updates.

It is becoming cliché to say, “these are challenging times”. It has also been said that you should “never waste a good crisis”. Although the challenges can seem

overwhelming, I believe the opportunities are out there. Many of us are waiting for things to return to “normal”. I am not certain we will ever go back to the way things were. We have seen the impacts of “life changing” events in the past. The tragedy of 9/11 forever changed how we travel, but we still fly; the tragedy of mass public shootings changed how we plan and execute major events, but they still happen. The global pandemic will have a lasting impact on our society, even after a successful vaccine has been developed. That said, concerts, rodeos, fairs, markets, sporting events, social gatherings and more, must continue as they are all critical to the success of humanity.

Agricultural Societies are obligated to fulfil their mandate, “promote improvements in agriculture and enhance the quality of life for people in their community”. AAAS is dedicated to support the passion and dedication of the amazing people who drive our Agricultural Societies. Their ingenuity and innovation will create ways to be successful in positively impacting Albertans. Accept the challenge and find a way forward. Today is the first day of a new tomorrow.

Sincerely,

**Tim Carson,**

*Chief Executive Officer*

*Alberta Association of Agricultural Societies*



## ALBERTA AGRICULTURE AND FORESTRY UPDATE

It is hard to believe that it will soon be Ag Society Regional Meeting time! Colin Gosselin, Senior Project Coordinator, and I are excited to be participating in these meetings, although

not in person but virtually. Between Colin and myself, one of us will be at each of the upcoming regional meetings. We look forward to hearing more from all of you on your successes and challenges, and having the opportunity to update you on some key topics. This year has been a unique and challenging time for Ag Societies that have been adversely impacted by COVID-19 event closures. We understand Ag Societies have decreased revenue while still incurring fixed overhead costs. We are currently examining options and potential modifications to the annual Ag Society grant to reflect these challenges. We hope to have more clarity and

confirmation on this soon. Be on the lookout for a virtual meeting in November featuring Agriculture and Forestry's Monika Warring. She will go through everything you need to know about completing your annual return and grant application documents.

Please continue to monitor the Alberta Biz Connect website :

<https://www.alberta.ca/biz-connect.aspx>

for the latest relaunch guidance. I look forward to “seeing” everyone at the regional meetings!

**Carmen Andrew**

Director, Rural Policy Programming

Agriculture & Forestry

Carmen.andrew@gov.ab.ca

403.742.7542





This Fall we will be hosting in person meetings in accordance with AHS Protocols. There will be a CAP on attendance for each regional meeting at each facility. Send 1-2 people from each Ag Society so all Ag Societies have an opportunity to attend. **Spots are limited** - You can register by calling the office at 780-427-2174 or by email at [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca). There will also be an option to participate in the meeting virtually via ZOOM. *(Links to Register for the Virtual Meeting will be posted on our website )*

**See link below for Dates and locations and a Map of Meetings:**

<https://www.albertaagsocieties.ca/regional-meetings-events/>



**REGION 1**

**Raymond Ag Society**

**Date: Wed. October 21, 2020**

*Supper graciously provided*

*by the Raymond Ag Society*

*Register by: October 14th*

*( 50 Person Cap )*

**REGION 3**

**Stettler Ag Society**

**Date: Wed. October 28, 2020**

*\$20/person*

*Register by : October 21th*

*( 50 Person Cap )*

**REGION 5**

**Barrhead Ag Society**

**Date: Wed. November 4, 2020**

*\$20/person*

*Register by : October 28th*

*( 30 person cap )*

**REGION 2**

**Linden Ag Society**

**Date: Sat. October 24, 2020**

*\$20/person*

*Register by : October 16th*

*( 40 PERSON CAP )*

**REGION 4**

**Holden Ag Society**

**Date: Wed. November 18, 2020**

*\$20/person*

*Register by : November 11th*

*( 50 Person Cap )*

**REGION 6**

**Debolt Ag Society**

**Date: Sat. November 7, 2020**

*\$20/person*

*Register by : October 30th*

*( 100 Person Cap )*



### **2020 RMAF Convention**

November 12-14, 2020—Hotel Eleganté, Colorado Springs, Colorado

<https://www.rmaf.net/>



### **2020 CAFE Annual Convention**

November 9 - 13, 2020—VIRTUAL CONVENTION

<https://pheedloop.com/unconvention2020/site/>



### **2020 IAFE Annual Convention**

November 29 - December 2, 2020—Henry B Gonzalez Convention Center

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

**HERE FOR YOU  
YESTERDAY,  
TODAY,  
TOMORROW.**

**Peavey Mart**

**Peavey Mart**

## **YOUR RURAL LIFESTYLE STORE**

For decades, Peavey Mart stores have been active members of Western Canadian communities and a gathering place for neighbours to trade stories and advice.

Today, there is still no place quite like a Peavey Mart; our corporate head office and distribution centre are still in Red Deer too, where we started. Having made one recent addition, parent company Peavey Industries LP now also operates a regional office and distribution centre in London, Ontario supporting our TSC Stores there.

Peavey Mart stores serve 40 Western Canadian communities across four provinces, with our newest location in Edmonton (Yellowhead and St. Albert Trail) opening last winter. We are proud to continue to offer unique products, top brand names and down to earth service in our stores.



Connect with us in-store or  
at [www.peaveymart.com](http://www.peaveymart.com)



# goodbye

I want to take this opportunity to wish everyone a farewell. Over the past two years, I have had the privilege to work with the AAAS as the Program and Events Coordinator and as of September 30, I am moving on to a new organization. My time at AAAS can be described as memorable. I have enjoyed interacting with volunteers and workers from Ag Societies from all over Alberta. From planning the convention to working on the farm safety program, I had the privilege to meet many of you and learned the impact you have on your communities through your Ag Societies. I am still amazed how essential Ag Societies are to the province.

I will miss working with AAAS and with the membership. AAAS is in good hands with the current team. There are many good times ahead while celebrating both progress and tradition. I look forward to closely following the growth of both AAAS and individual Ag Societies.

Until next time,  
**Nathan Anderson**

# hello

Welcome Tracey Foster to the AAAS team as our new Programming and Events Coordinator.

Tracey Joined AAAS in late September 2020, bringing with her many years of programming, event, and meeting planning experience both in and outside of the agricultural sector. Tracey is an avid traveler, animal lover, and aspiring "foodie."



# WEBSITE UPDATES

We have added a new page to our Website:

## AG SOCIETIES IN THE NEWS

Please see links below for news articles about AAAS and Agricultural Societies.

<https://www.albertaagsocieties.ca/media-articles/>



Update Your Member Information  
You are here: Home - AAAS MEMBERS - Update Your Member Information

## Claim & Update Your Information

**STEP 1 - REGISTER FOR AN ACCOUNT**  
New for 2020, manage your listing. Click here to create an account. When done, proceed to step two to claim your listing.  
[Register Here >](#)

**STEP 2 - LOG INTO YOUR ACCOUNT**  
Log into your new account and proceed to step three to find and claim your listing.  
[Log In Here >](#)

**STEP 3 - CLAIM YOUR LISTING**  
After logging in, click here to find your listing in the club directory. Click the "Claim" button. You will be notified when your claim is approved.  
[Find Your Listing >](#)

Come back any time to update your listing by [logging in here >](#). After logging in you can edit your listing by choosing it through the available dropdown, or by navigating to your listing and using the "edit" link in the sidebar that only you will see.

We are trying to do our membership updates online In hopes of making it easier for our Ag Societies to update their Contact information and Event listings on our website. See link below to Claim your listing.

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

Please contact us at the office if you have any questions or are in need of assistance.

780.427.2174

# AG SOCIETY—JOB OPPORTUNITIES

## EXHIBITION PARK LETHBRIDGE

### [Executive Administrator and Corporate Secretary](#)

## OPPORTUNITY

- Be a part of the excitement, Exhibition Park hosts hundreds of thousands of visitors a year for events, entertainment and community gatherings.
- Be a part of change, Lethbridge & District Exhibition will start construction on a 268,000 square foot Agri-Food Hub and Trade Centre in Spring 2021.
- Be a part of history, Lethbridge & District Exhibition was founded in 1897.
- Join a high-energy, fast-paced working environment.
- Competitive Benefits Package (after probation period).
- Serene location on the East shore of Henderson Park and Lake, with free parking.
- Opportunities for networking, professional growth and community involvement.

SEE WEBSITE FOR DETAILS : <https://www.albertaagsocieties.ca/job-opportunities/>



**\*\* If your AG Society has a job opportunity you would like to add to our website listings, please email our office at: [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)**



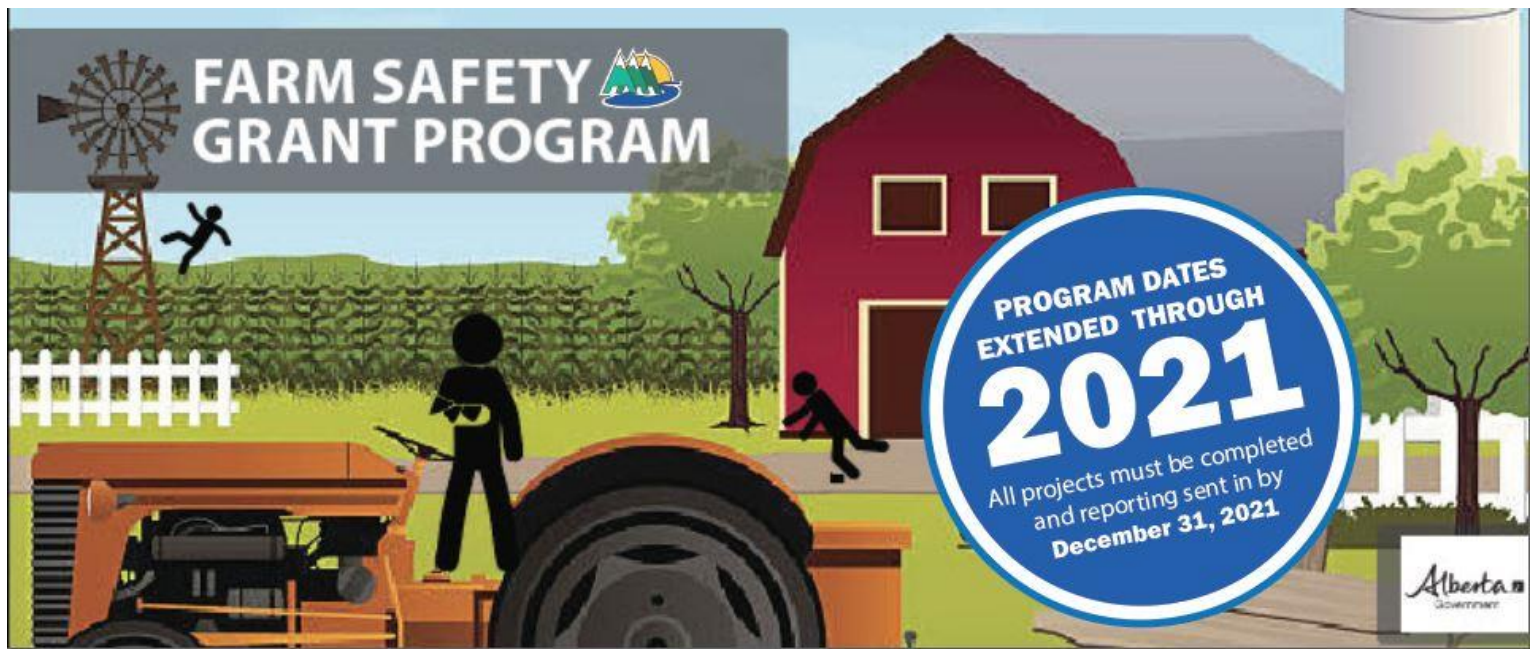
# FARM SAFETY PROGRAMS & EVENTS

## GRANT PROGRAM EXTENDED THROUGH 2021

A grant is available to all Alberta Agricultural Societies that are members of AAAS for farm safety awareness, education & programming in your community to promote behavioral changes on family farms and the agriculture community.

- Up to \$10,000.00 per project
- No matching component required
- No limit on the number of projects an Agricultural Society can do in a year with the condition that one project must be complete prior to the next project being approved
- Projects that have already been completed within 1 year of application may be eligible for funding
- **All grant projects must be completed by December 31st, 2021**
- Please allow 4 to 6 weeks processing time to review the application

<https://www.albertaagsocieties.ca/farm-safety-grant/>

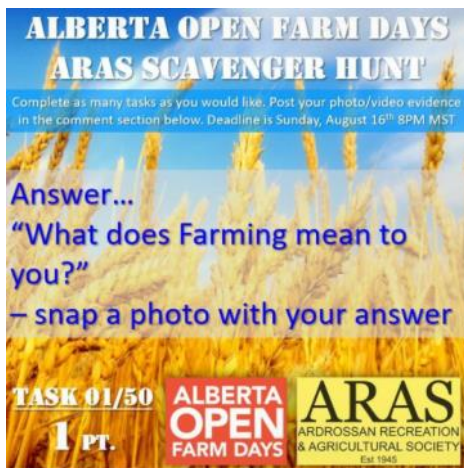


Below are easy to implement farm safety programs offered by AAAS Service Members.

Company Name	Website & Contact Information
ATCO	<a href="https://www.atco.com/en-ca/for-home/electricity/safety/safety-emergency-education-resources.html">https://www.atco.com/en-ca/for-home/electricity/safety/safety-emergency-education-resources.html</a>
Government of Alberta	<a href="https://www.alberta.ca/farm-safety-program.aspx">https://www.alberta.ca/farm-safety-program.aspx</a>
The Joe Show	<a href="https://joeshowonline.com/eiei-joe-show/">https://joeshowonline.com/eiei-joe-show/</a>
Team T&J	<a href="https://www.teamtandj.com/no-harm-on-the-farm">https://www.teamtandj.com/no-harm-on-the-farm</a>
VDM Fire Inc.	<a href="mailto:scottvandermeer2@gmail.com">scottvandermeer2@gmail.com</a>

# OPEN FARM DAYS HIGHLIGHTS

The AG societies that participated in Open Farm Days this year were: Ardrossan Rec and Ag Society , Spruce Grove ,Smokey Lake, Northlands, Bonanza Ag ( Bay Tree Market ) , Big Country ( OYEN )



**Ardrossan Rec and Ag Society** decided to try a different event this year for Open Farm Days. They did a Virtual Event that included a scavenger hunt. Participants were asked to take photos of all the places that were provided on the clues on Ardrossan Ag's Social Media page. One of the clues also sent participants to other Ag Societies hosting Open Farm Day Events.



**Northlands** Gave tours and let people explore our gem in the heart of the city. They had a timed ticketed entry for guests to come by and Meet gardeners, ask questions, get up close with the bees, and learn about growing trees from sprouts. If you missed it, they also put out a video so you can Take a virtual tour and have an adventure at the Urban Farm from the safety of your couch.

**Adventures at the Urban Farm - Touring the Urban Farm**

[https://www.youtube.com/watch?v=ElwV3mG1BcA&feature=youtu.be&fbclid=IwAR1fr1vCFVjavW-](https://www.youtube.com/watch?v=ElwV3mG1BcA&feature=youtu.be&fbclid=IwAR1fr1vCFVjavW-8cUVBWFOFzundXruNsvPMkVidW0eemwFhFM52iUFgMHE)

[8cUVBWFOFzundXruNsvPMkVidW0eemwFhFM52iUFgMHE](https://www.youtube.com/watch?v=ElwV3mG1BcA&feature=youtu.be&fbclid=IwAR1fr1vCFVjavW-8cUVBWFOFzundXruNsvPMkVidW0eemwFhFM52iUFgMHE)

On August 15 & 16, Albertans had the opportunity to visit local farms and meet the people who produce their food during the 8th annual, Alberta Open Farm Days. The event highlights Alberta's agriculture roots as visitors meet the farms responsible for putting food on their table, all while exploring the province. With global travel restrictions in place, the summer of 2020 presented a great opportunity for Albertans to explore rural Alberta and attend local events. Seventy farms opened their gates for Alberta Open Farm Days this year, a reduction from years past due to the COVID-19 pandemic, however while many farms participating were returning, there was a large jump in new host farms that were excited to open up their farms and homes to the public. All farms that host an Open Farm Days event volunteer to do so. Entrance to the farm is free, and farms must host at least one free educational tour of their farm. Despite the free entrance and at least one free tour, on farm sales have farms have garnered almost \$900,000 since the event began in 2012.

One of the challenges that was new to Open Farm Days this year was global pandemic, COVID-19.

When Alberta entered phase two of the pandemic, to open up the economy again, the ability to host an Open Farm Days

event became possible. There were a number of precautions and guidelines that the farms needed to adhere to for Open Farm Days this year in order in accordance with Alberta Government Guidelines to hosting an event.

No more than 100 people on the farm at a time

- Hand sanitization must be available
- Signage with the COVID-19 guidelines
- Attendees must adhere to the guidelines of physical distancing and hand sanitation.

One way Alberta Open Farm Days worked within some of the guidelines, especially with regard to keeping the numbers at the event at 100 was through a new company called Farmzy. Farmzy is a new event and ticketing platform created by Albertan grain farmers, Matt and Graham Graff. Attendees plan their trip on the Alberta Open Farm Days website and then head on over and schedule their visits at the farm on the Farmzy website. This way farms were able to limit the number of visitors and keep within the Albertan Government Guidelines. Response to Open Farm Days was outstanding considering the pandemic, with approximately 10,000 Albertans traveling around the province to meet their local farmer, taste some farm fresh product and explore their backyard.

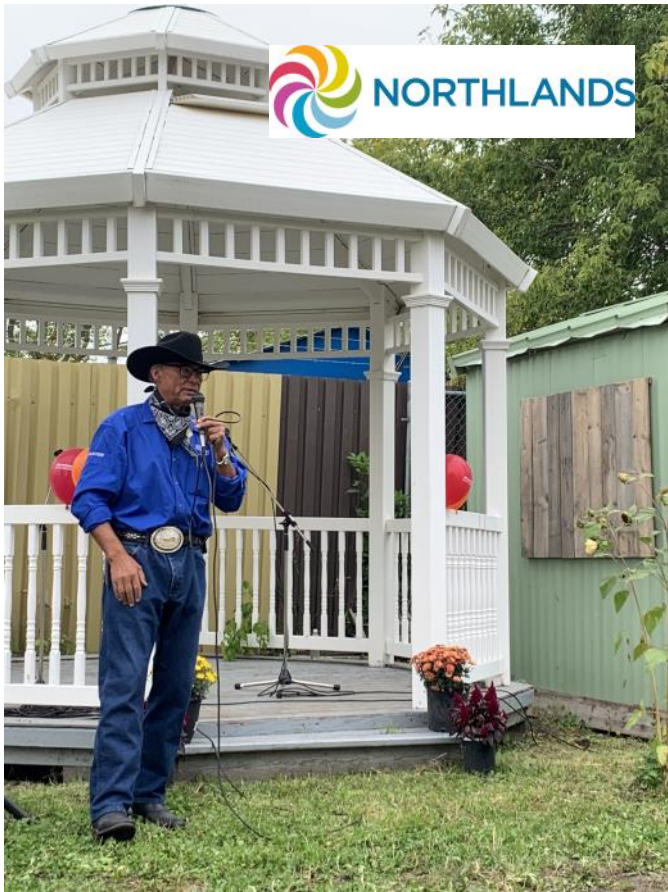
# ALBERTA CULTURE DAYS — HIGHLIGHTS

For Alberta Culture Days, Northlands hosted “**Arts at the Farm**” presented by EPCOR! A family-friendly, interactive and free celebration of **Alberta Culture Days** at the Northlands Urban Farm.

<https://www.northlands.com/arts-at-the-farm/>  
Guests could Experience sketching and painting throughout the garden, willow weaving and indigenous crafts at the workshops, enjoy heritage arts like auctioneering, square dancing and cultural performances and a theatrical performance to end the day. We'll have you leaving the farm with a takeaway craft, a new skill, and a greater appreciation for the many local artists in the community!



**Minister of Culture, Multiculturalism and Status of Women, Leela Aheer**, toured around the Urban Farm, met some of our Youth Ambassadors, and visited with some artists here at “Arts At The Farm.” She also took part in painting part of a planter in Enmy Moghrabi’s workshop. [#ABCultureDays](#)



Long-time **Northlands** volunteer Ed Pietsch is sharing secrets of The Art of Auctioneering. Folks are learning about the rhythmic monotone talent that has been a valued skill in the agricultural community.



## MEMBER BENEFITS

Become an **AAAS Service Member** and save on your Tradeshow Booth fees and Showcase Fees at our Annual Convention.

You can promote yourself to our member's year-round through the AAAS website and newsletters.

Service Members also receive a discount on the AAAS Newsletter advertising rates.

[SERVICE MEMBER FORM – Fillable](#)  
[SERVICE MEMBER FORM – Online](#)

In Partnership with Foster Park Brokers, we are pleased to provide the opportunity to sign up for the AAAS Health and Wellness program for our AAAS Members and Service Members.

For more information on the Please see link below:  
[AAAS Health & Wellness Program Benefits Package](#)



Custom insurance solutions for Alberta  
**AGRICULTURAL SOCIETIES.**



**FOSTER PARK**  
BROKERS

For a quote or to schedule a visit contact:

**Perry Cramer**

P 780-930-2950

[perry.cramer@fosterpark.ca](mailto:perry.cramer@fosterpark.ca)

# AAAS CONVENTION 2021

WE ARE LOOKING FORWARD TO SEEING YOU AT OUR NEXT CONVENTION.  
RIVER CREE RESORT & CASINO: FEBRUARY 4-6 , 2021



<https://youtu.be/qimcVXYcjEE>



<https://www.albertaagsocieties.ca/convention/overview/>

IF YOU ARE IN REGION 5 WE WOULD LOVE YOU TO BE PART OF OUR CONVENTION ADVISORY COMMITTEE

*We would love your input! [Click here](#) to submit suggestions for the 2021 AAAS Convention.*



# CONVENTION 2021



The Hotel Accommodations for our next AAAS Convention in 2021 have been confirmed.

Please watch our website for updates and booking codes.

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



## **RIVER CREE RESORT AND CASINO**

300 E Lapotac Blvd, Edmonton, AB

Toll-Free Hotel Reservation: 1-844-425-CREE (2733)

PHONE: (780) 484-2121

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

**[CLICK HERE FOR RESERVATIONS](#)**



## **ALTERNATE ACCOMMODATIONS**

*\*PLEASE CHECK BACK FOR UPDATES AND BOOKING CODES \**

### **Holiday Inn Express & Suites West Edmonton**

Call Direct: 780-756-2134 Toll Free: 1-800-465-4329

[www.hiexpress.com/westedmonton](http://www.hiexpress.com/westedmonton)



### **Candlewood Suites West Edmonton**

Call Direct: 780-756-6944 Toll Free: 1-888-226-3539

[www.candlewoodsuites.com/westedmonton](http://www.candlewoodsuites.com/westedmonton)

# SCHOLARSHIPS & PROGRAM OPPORTUNITIES

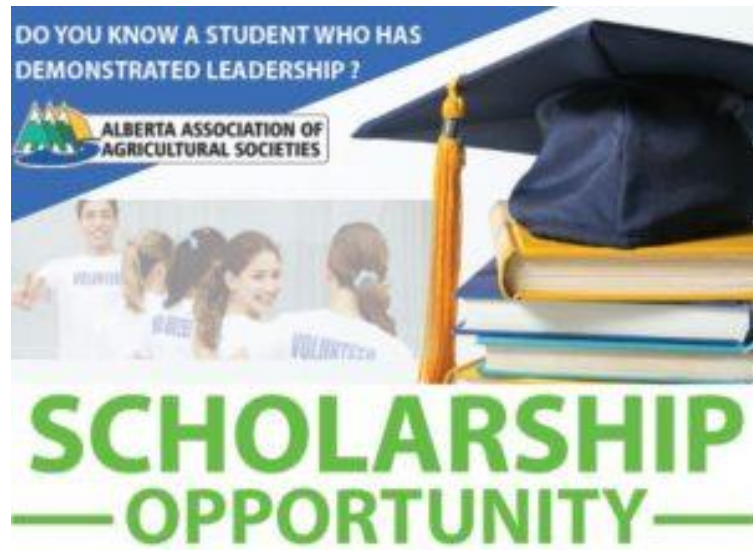
Nominate a student who has demonstrated leadership! This will be the 6th year that the Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Northlands Park to offer **TWO** awards that will be given to outstanding post-secondary students continuing their education, who 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.

**Deadline for applications is  
December 15, 2020.**

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

Click below for the nomination forms:  
[Scholarship-Application-Form-2020](#)



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.

**Click here for a print out copy of the  
nomination form:**

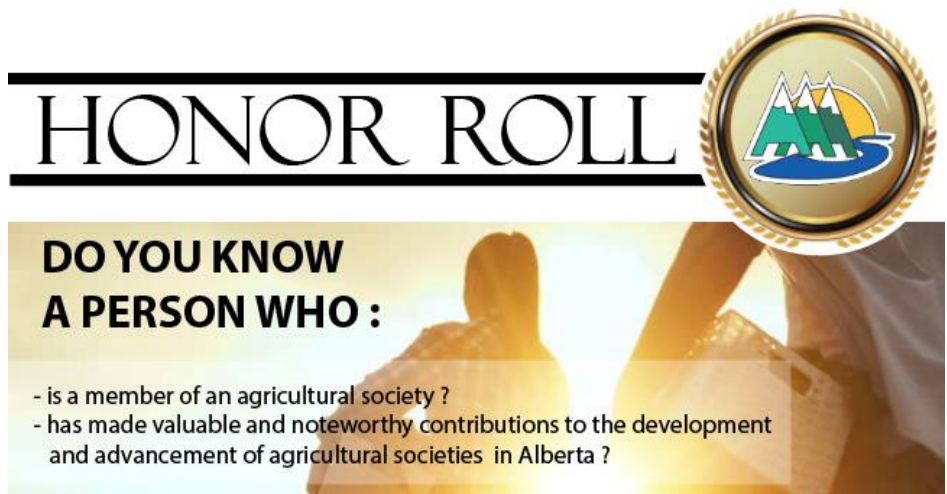
[Honour-Roll-Nomination-Form](#)

**Click here for the online  
nomination form:**

[Honour Roll Nomination Form Online](#)

**Deadline for applications is  
December 15, 2020.**

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



# BOARD MEMBERS

# We need your *voice*.



## Why serve?

Serving on the AAAS board gives you an opportunity to be **directly involved** in shaping the future of AAAS.



**REGION 1** - OPEN FOR NOMINATIONS

**REGION 6**—OPEN FOR NOMINATIONS

**REGION 5** —OPEN FOR NOMINATIONS

**SERVICE MEMBER**—OPEN FOR NOMINATIONS



## Have a Voice

Advocate for issues that will shape the future of Agricultural Societies



## Give Back

Use your knowledge and experience to help Agricultural Societies in ways that improve lives.



## Make a difference

Influence how psychology affects change in society by being an AAAS Board Member.



# FINANCIAL RESOURCES

## **Canada Recovery Sickness Benefit (CRSB)**

The Canada Recovery Sickness Benefit (CRSB) gives income support to employed and self-employed individuals who are unable to work because they're sick or need to self-isolate due to COVID-19, or have an underlying health condition that puts them at greater risk of getting COVID-19. The CRSB is administered by the Canada Revenue Agency (CRA).

If you're eligible for the CRSB, you can receive \$500 (\$450 after taxes withheld) for a 1-week period.

If your situation continues past 1 week, you will need to apply again. You may apply up to a total of 2 weeks between September 27, 2020 and September 25, 2021.

APPLICATIONS NOW OPEN

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-sickness-benefit.html>

## **Canada Recovery Benefit (CRB)**

The Canada Recovery Benefit (CRB) gives income support to employed and self-employed individuals who are directly affected by COVID-19 and are not entitled to Employment Insurance (EI) benefits. The CRB is administered by the Canada Revenue Agency (CRA).

If you are eligible for the CRB, you can receive \$1,000 (\$900 after taxes withheld) for a 2-week period.

If your situation continues past 2 weeks, you will need to apply again. You may apply up to a total of 13 eligibility periods (26 weeks) between September 27, 2020 and September 25, 2021.

OPENING OCTOBER 12

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-benefit.html>

## **Canada Recovery Caregiving Benefit (CRCB)**

The Canada Recovery Caregiving Benefit (CRCB) gives income support to employed and self-employed individuals who are unable to work because they must care for their child under 12 years old or a family member who needs supervised care. This applies if their school, regular program or facility is closed or unavailable to them due to COVID-19, or because they're sick, self-isolating, or at risk of serious health complications due to COVID-19. The CRCB is administered by the Canada Revenue Agency (CRA).

If you're eligible for the CRCB, your household can receive \$500 (\$450 after taxes withheld) for each 1-week period.

If your situation continues past 1 week, you will need to apply again. You may apply up to a total of 26 weeks between September 27, 2020 and September 25, 2021.

APPLICATIONS NOW OPEN

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-caregiving-benefit.html>



# AG SOCIETY RENOS & UPGRADES

Because of the Covid19 pandemic happening, it has lead to cancelling all rentals and events for many of our Ag Societies this past summer. But many communities chose to use this time productively and do some renovations and upgrades to their facility.

**The Benalto Ag Society** started construction on the Buck Off Saloon this summer at the Benalto Ag Grounds



## **De Barons & District Ag Society**

During July and August, the floor in the Barons Community Hall was refinished. It took 8 people around 660 hours to strip it right down to the bare wood. Many of these hours were spent on hands and knees scraping the layers of coating off the whole floor as this seemed the only way to accomplish the goal. Various machines were also rented to help strip and sand the floor. The hardwood maple floor now looks beautiful and back to what it looked like when the hall was built in 1941. Next year the Hall will be 80 years old.

# Thank you

We want to thank all of our sponsors  
for their continued support throughout 2020.



# DELIVERING INSPIRED SOLUTIONS FOR A BETTER WORLD

At ATCO, we have the courage to innovate and understand the need to adapt in this ever-changing landscape. Let's work together to find a solution that works for all your energy needs.



**ATCO**

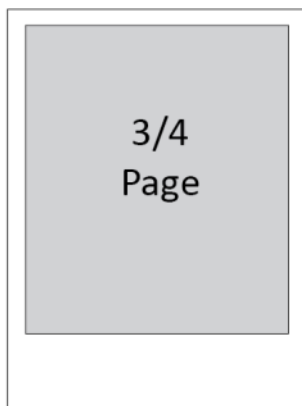
[ATCO.com](http://ATCO.com)

# NEWSLETTER AD SPECIFICATIONS & RATES

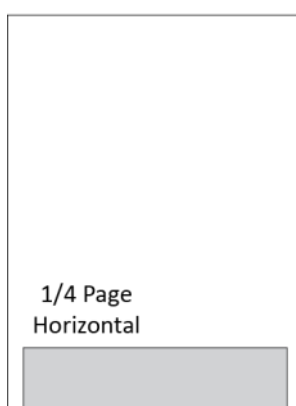
If you have news, stories or would like to advertise in our future Newsletters please contact [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)



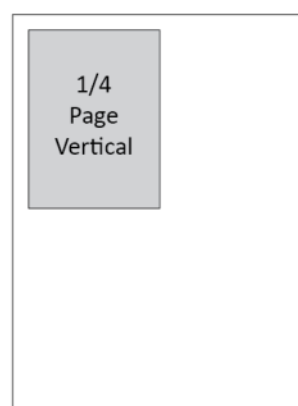
Live Copy Area: 7.5" x 9.875"  
Trim Size: 8.375 x 10.875  
Full Page Bleed Size 9" x 11.5"



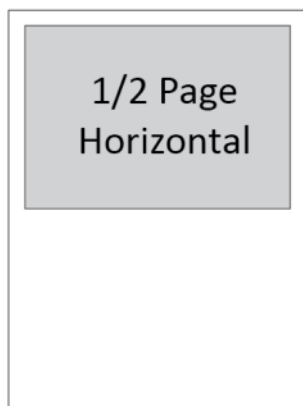
3/4 Page Ad Size :  
7.5" x 7.375"



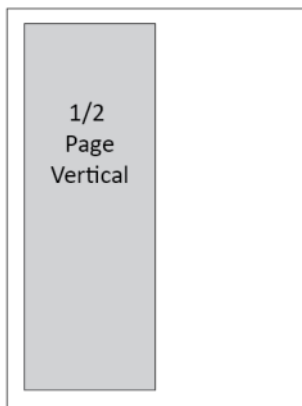
1/4 Horizontal Ad Size :  
7.5" x 4.875"



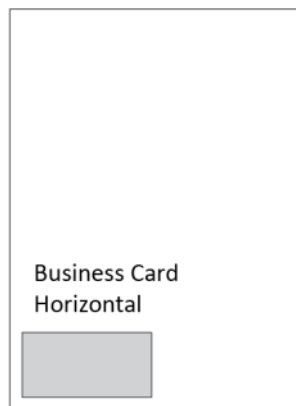
1/4 Vertical Ad Size :  
3.625" x 4.875"



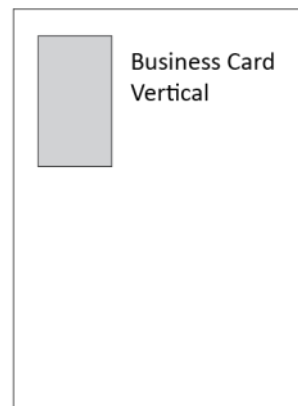
1/2 Horizontal Ad Size :  
7.5" x 4.875"



1/2 Vertical Ad Size :  
3.625" x 9.875"



1/4 Horizontal Ad Size :  
2" x 3.5"



1/4 Vertical Ad Size :  
3.5" x 2"

## ACCEPTED AD FILE FORMATS

All images and files must be 300 dpi at 100% scale.

All image files should be : JPG, PNG or EPS.

( \* *PICT and GIF files are low-resolution web files not suitable for printing.* )



## ACROSS THE FENCE ADVERTISING RATES

<u>B/W Ads</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
Full Page	\$120.00	\$270.00
3/4 Page	\$100.00	\$250.00
1/2 Page	\$80.00	\$230.00
1/4 Page	\$60.00	\$210.00
Business Card (1x)	\$40.00	\$190.00
Business Card (4x consec)	\$100.00	\$250.00
Flyer / Insert	\$150.00	\$300.00

*\* All rates subject to GST \**

**"Across The Fence"** — Is the official publication of the Alberta Association of Agricultural Societies (AAAS).  
Ads must carry the endorsement of AAAS — AAAS reserves the right to refuse any ads.

## VISION

AAAS inspires *Vibrancy* in Alberta Communities

## MISSION

Through education, facilitation and collaboration,  
AAAS **empowers** people to be leaders in high quality communities

## 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*

## GOAL

### SUSTAINABILITY

- Funding:
- Staff Stakeholders Relations
- Board Stakeholder Relations

### ORGANIZATIONAL GROWTH

- Succession Planning
- Board Analysis
- Technology

### MEMBERSHIP DEVELOPMENT

- Capacity Building
- Provincial Infrastructure Project

## STAY SOCIAL WITH US



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## BOARD OF DIRECTORS

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**1st Vice President:** Chris Sisson

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**Chief Executive Officer:** Tim Carson



### **PLANNING A BENCH SHOW**

Using a step-by-step format, this guide provides good reference for anyone planning their first bench show. The hints, activities and ideas are also useful to established committees looking for ideas to improve their show. It covers such topics as developing a plan, budgeting, working with volunteers, preparing the prize list, advertising, hiring judges, displaying exhibits, and evaluation. It also includes worksheets that can serve as an ongoing record for future planning committees. This workbook comes three-hole punched, and is ready to be inserted into any standard binder.



### **JUDGING STANDARDS FOR FOODS, SEWING & HANDICRAFTS**

This judging standards publication has been created to achieve the following:

- Indicate standards of quality for a variety of food products, sewing and handicraft articles.
- Aid judges by identifying specific techniques and methods characteristic of that product and by suggesting points to consider relative to texture, flavour, design, etc. of that article. Where a type of food product or craft technique is not included, it is suggested that the standards of a similar product be used, or that general standards be applied, at the discretion of the judge.

Help exhibitors by identifying the desired qualities of the product



### **JUDGING STANDARDS FOR HORTICULTURAL SHOWS**

This is a revision of the old Judging Standards for Horticultural Shows. It is THE book that Alberta Horticultural Association judges will follow when judging exhibits. This new edition simplifies the guidelines so that beginner and novice alike can interpret them with little difficulty, while providing clarity for the more experienced judge and exhibitor.

- updated information on all flower, vegetable and fruit classes
- a recommended show schedule including correct terminology and wording
- an updated scales of points
- sections on photography, floral arrangements, judging systems, planning a show, yards and gardens, agricultural exhibits and much more!

Judging and Exhibiting Standards for Horticultural Shows is a must-have for judges, exhibitors and anyone interested in horticultural shows.

**PLEASE CONTACT THE AAAS OFFICE FOR A PDF COPY OF THE ABOVE PUBLICATIONS**

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