



ACROSS THE FENCE



DREAM BIG IN 2013!
Food from Fairs Will Feed the Hungry

We announced this great project at the 2013 convention and all of the regional meetings we have attended this year so far & we know several of our members have taken on this challenge!!

If you forward us your donation numbers (weight, cash or can counts) that you have donated to your local food bank between Dec 1, 2012 and Dec 31, 2013 on the submission form included in this mail out, we will input them into the IAFE "Can Counter" on your behalf. AAAS is also planning to issue an Alberta press release on the amount of food and donations collected by the Agricultural Societies in Alberta in 2013 which is why we are asking you to send us the information. This will be an excellent way of communicating the importance and value that Ag Societies provide in their communities across Alberta!! *If you are a member of IAFE and have already entered your donations please forward us the amounts as well so we can included them in our Provincial Totals as well!!*

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Mark your Calendars

2014 AAAS Annual Convention

February 7-9, 2014

Edmonton, Alberta

Watch for the registration forms which will be available soon

AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE

A Message From the Chief Executive Officer—Tim Carson



Tim Carson
CEO

September is a time of harvesting gardens and crops, and kids from the play ground, time to admire the benefits of all our community work through the summer. The summer fair season is crazy hectic and means so much to so many. Congratulations on another amazing year. It's been a little while since we've published a newsletter, so let's see about bringing everyone up to speed on AAAS.

The 2013 "Breaking New Ground" convention was terrific. Hosted by Region 6, approximately 550 delegates attended, taking in workshops, sessions, tradeshow, showcasing and networking. Thank you to the host volunteers, we could not provide this caliber of event without them. The continuous feedback we get from you ensures our flagship event continuously evolves and provides the best experience possible. The 2014 AAAS convention will take place on February 7 – 9 at the Ramada on Kingsway. Watch for details for registration and rooms coming in the very near future. The 2014 convention and AGM will be hosted by Region 4. We are looking forward to working with this energetic group who will throw the Region 4 excitement into this great event.

Call the office on any given day now and you will hear the inviting voice of the newest edition to the AAAS family. Julie Law has joined us as our Administrative Assistant. Julie brings with her a back ground in 4-H and volunteerism and has already been a great help to AAAS in catching up. Julie's role will continue to develop and evolve and

we look forward to her meeting all of you at the upcoming convention.

AAAS continues to identify and develop resources and programs that will help support the efforts of our membership. The "Bylaw Review" and "Business Planning" workshops have been very successful and we are assessing the need for follow up or a continuance of these programs. We provide board consultations in many areas, Strategic Planning, Roles and Responsibilities, Conflict Management, Policies and Procedures just to name a few. Our library of resources for board, organization and individual development continues to expand. Along with templates, workbooks and studies, the multimedia based resources have expanded as well. As a supplement to the "Governance" and "How to Run Effective Meetings" Handbook and CD, a new DVD has been produced. "Governance Off the Cuff" is our latest edition to understanding the benefits of good structure and process. George Cuff utilizes his experience and expertise to simplify and explain the key elements of successful organizations. Each Agricultural Society will be provided a copy of this easy to use, fundamental resource. Please take the time to give it a look. More copies are available by request or as a download.

The 3rd annual Leadership Summit will be taking place in Camrose at the Camrose Regional Exhibition. On November 2nd and 3rd we encourage any and all Ag Society members to come expand and hone their leadership skills. This informative and interactive program is designed to educate and inspire all. With speakers such as Ian Hill and Brenda Robinson we are confident everyone will leave with tangible tools to implement in

their own organizations and beyond. Look for registration information in this mail-out.

There have been a couple of unique initiatives from AAAS. The "Dream Big" food bank drive has been in full swing since February. If your Ag Society has managed to provide a food bank drive or contribution in your community please make sure you let AAAS know about it. AAAS@gov.ab.ca We hope to provide an update at the 2014 convention. Dream Big everyone.

The southern Alberta floods have been a devastating reminder of the power of Mother Nature. As always Ag Societies closest to the area went into action and provided much needed support through facilities and volunteers. Knowing that our members from across the Province want to help their fellow Albertans, AAAS has partnered with ACCA (Alberta Community Cooperatives Association) to accept donations for the Red Cross Southern Alberta Flood Relief efforts. If you or your Ag Society wishes to make a donation to this effort please contact the AAAS office and we can provide you details on our fundraising efforts.

We are truly looking forward to the entertaining chaos fall and winter brings to our industry, members and friends. As everyone heads into the regular monthly meetings, AGM and business as usual, remember AAAS is here to assist you in any way we can. Please give our office a call. Julie, Lisa and I would like to hear from you.

Tim Carson,
Chief Executive Officer

The Newest Addition to the Team at AAAS!



Hi Everyone!

I am the new staff member with AAAS in Edmonton. I might have spoken to some of you in the past few months and I am looking forward to talking or meeting the rest of you in the near future!

My work experiences have consisted of over 10 years in Human Resources as a Human Resource Assistant and the last 5 years with 4-H as a Registration Coordina-

tor. I came on board with AAAS this past April as the Administrative Assistant.

I can be contacted at 780-427-2174 or email: julie.law@gov.ab.ca .

Have a wonderful day!!

~Julie Law_

Southern Alberta Flood Relief Support

The news of the disaster caused by the floods in Southern Alberta has made international news as many of you are aware. Tens of Thousands of people were evacuated from their homes – many of which will not be able to return for some time if at all. The face of several communities that were the hardest hit will be forever changed.

These people, their communities and our family of Agricultural Societies have felt

the helplessness and impact of this natural disaster in some way. As a Provincial Association we want to do our part in helping those communities impacted by the flooding move forward and rebuild..

At the 2013 AAAS convention our Keynote Speaker Ian Hill challenged the delegates to raise funds which Ian would match for an AAAS initiative that we would decide on after the convention. In that one evening we

were able to raise \$1350 which turned into \$2700 with Ian's matching commitment.

As a result and due to recent events, AAAS has chosen to allocate that \$2700 to support these families and their communities in addition to challenging our members in a fundraising effort to support an AAAS Southern Alberta Flood Relief initiative .

How Can You Be Involved?

The Alberta Association of Agricultural Societies (AAAS) is doing our small part to assist those who have been affected by the disaster in southern Alberta. We received several phone calls from members wondering if there was something they could do to help, checking on the impact the floods had on Agricultural Societies in the communities impacted, or if there was something AAAS was working on to provide some support. As a result, we are working with our trusted partner, Alberta Community Cooperatives Association (ACCA) to raise funds to assist in the relief efforts. Our intention is to make a donation to the RED CROSS specifically for southern Alberta flood relief. Now we need help from our members.... we believe that the members of our Agricultural Societies will want to help those in need, as Ag. Societies have been coming to the aid of Alberta communities and those people who need help the most for over a 100 YEARS. This is another opportunity to show a little goes a long way.

WHAT IS THE INITIATIVE?

We are challenging the members of Agricultural Societies to make an individual pledge of ten dollars (**\$10.00**) to this fundraising campaign.

If each Ag Society could collect the pledges from its members and forward a cheque for the total amount collected to the ACCA Leadership Foundation/ Ag Societies flood relief, we will have significant impact for those displaced and trying to recover due to this disaster.

HOW TO CONTRIBUTE

Cheques can be made payable to:

ACCA Leadership Foundation
#202, 5013 - 48 Street,
Stony Plain, AB T7Z 1L8.

Please mark "Flood Relief" on the donation

Tax receipts will be issued for donations of \$20.00 or higher. Individuals wishing a tax receipt will need to forward their personal cheque to the above address (please ensure "flood relief" is mentioned with the donation.)

The full amount will be donated on behalf of Alberta Agricultural Societies, to the Canadian Red Cross for Southern Alberta Flood Relief.

Thank you so much for your support. Together Agricultural Societies continue to make Alberta a great place to live, work and play. If you have any questions or concerns please contact the AAAS office at 780-427-2174 or aaas@gov.ab.ca

Alberta Sport Plan

Three weeks ago, an online survey was launched by the Government of Alberta (available at www.albertasportplan.ca) that will provide information on Albertan's priorities for sport funding. **The survey closes end of day on October 11** and we encourage you and your members to participate in the survey.

Sport has a positive impact on our lives and communities. It builds character, fosters civic pride and makes us healthier.



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Welcoming a New Face with Agriculture Grant Programs



On behalf of Alberta Agriculture and Rural Development I would like to welcome Mercedes Lincango to the Agricultural Societies and Agricultural Initiatives team. We are excited to have Mercedes on board as she has already been heavily involved in preparing next year's annual grant application.

Mercedes brings a lot of experience and passion to this position and so please welcome Mercedes Lincango.

~ Fred Young~
Grant Manager



I joined the Grants Program Team at Alberta Agriculture and Rural Development on June 12, 2013 as Grant Administrator.

I have an extensive business administration background and experience. My most recent position was with Alberta Justice and Solicitor General as Administrative Support for the Maintenance Enforcement Program.

In the role of Grant Administrator, I will be in charge of the overall coordination of the Agricultural Societies and the Agricultural Initiatives Program.

I have extensive experience providing high quality customer service to a variety of private and public organizations. I enjoy helping others and I am excited and eager to know and serve the Agricultural Societies communities in Alberta. I am looking forward to meeting as many of you as I can and of course I can be reached at 780-427-4311.

~Mercedes Lincango~
Grant Administrator

Upcoming Dates at a Glance

Regional Meetings

- Sept 25, 2013** **Region 5**
Location: Westlock Agricultural Society Grounds
- Oct 9, 2013** **Region 3**
Location: Cottonwood Gordon Hall, Innisfail
- Oct 10, 2013** **Region 1**
Location: Lethbridge Exhibition
- Oct 26, 2013** **Region 2**
Location: Hanna
- Nov 30, 2013** **Region 6**
Location: Valleyview
- Dec 4, 2013** **Region 4**
Location: Vegreville
For Additional information or to RSVP contact AAAS at
aaas@gov.ab.ca or by calling 780-427-2174

AAAS Events

Nov 2/3, 2013 **Leadership Summit**
Location: Camrose Exhibition
Deadline for Room Block reservations is October 15, 2013

Feb 7-9, 2014 **AGM & Convention**
Location: Edmonton Ramada on Kingsway

Training Opportunities

Oct 29, 2013 **Board Synergy: Maximizing the Leadership Impact of the Chair, Directors, and GM**
Leduc Cost \$100

Oct 30-31, 2013 **Essentials of Governance Excellence**
Leduc Cost \$125
Contact AAAS for registration Forms

2013 AAAS Leadership Summit

(Formally known as the Presidents Summit)

November 2-3, 2013

Camrose, Alberta

OPEN TO ALL AGRICULTURAL SOCIETY MEMBERS & STAFF

Sessions Include:

Resourceful Responsive Leadership , Effective Orientations, Empowering Others



Camrose Regional Exhibition,
4250 Exhibition Dr. Camrose AB
Cost: \$220.00 + GST
Accommodations available at the Best Western Plus
Deadline for booking rooms in the room block is October 15th, 2013

Registration Forms available at www.albertaagsocieties.ca or
by contacting the AAAS office at 780-427-2174

Leadership for Leaders

2013 Honor Roll Recipients



breaking new ground



Honor Roll Award

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breaking new ground



Honor Roll Award

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Deadline is December 31, 2014 for the 2014 Scholarship and Honor Roll Recipients Applications

Applications available on the AAAS website at
www.albertaagsocieties.ca



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AAAS Update

Newsletter

We know that the *Across The Fence* is an important communication tool to our members and so we hope to continue to produce the publication and distribute it to our membership as new information becomes available. Now that we have staff in the office again, we hope to be able to get back on a regular schedule with the distribution. Occasionally there is time sensitive information that comes to us and we have been distributing it by email to the members who have provided email addresses to us. If you haven't been receiving these updates and you wish to be included, please send an email to aaas@gov.ab.ca with the AG Society you are part of and we will add you to the database.

Bylaw Review Project

At the 2013 convention we delivered the last of 9 workshops that were part of a project AAAS had received funding for. We were pleased that we had 171 delegates register from 76 Ag Societies for these workshops and the feedback we received was all extremely positive. Participants found the presentation, discussion and materials provided to be extremely helpful in reviewing and revising their own bylaws. We are currently looking at the best ways for continued delivery moving forward, and will keep the membership posted on what that format will be. We will be holding another workshop on Thursday February 6, 2014 in conjunction with our 2014 convention for those who have not been able to attend yet. Watch for registration information that will be sent to your Ag Society.

Governance off the Cuff

Many of you will remember a series of George Cuff governance workshops we ran a few years ago in Grand Prairie, Cochrane and Sherwood Park. At the Sherwood Park location we had the workshop professionally filmed as we were using parts of it for another resource that we had developed (Board Governance/Effective Meetings). Because we know its hard to get Board members to attend these kinds of workshops we have taken that workshop and created a DVD that can be used in your regular Board meetings as training (10 min chapters) or you can watch the entire edited workshop. Every Ag Society member will be receiving a copy of the resource along with this newsletter and the DVD will be available free on-line shortly.

Financial Management Project

We know everyone is anxiously awaiting the financial management project to be launched. We have completed the Level 1 & 2 curriculum, standard chart of accounts, reports and have them based in Sage 50 Premium (formally know as Simply Accounting). We are pleased to announce we have also been designated as a Sage 50 educational partner which will allow us free customer support through our office if our members have questions, and a 50% discount on the program. The next phase prior to delivery is to run pilot on the program to ensure we have the bugs out of it before we offer it to the entire membership. We have had several requests to be part of the pilot, so we will be putting together an application process shortly if you are wanting to be considered as one of the 3 Ag Societies used in the pilot. Watch for further communication on this thru email or on our website.



Today's farm equipment is bigger than ever. That can mean big problems when working around power lines.

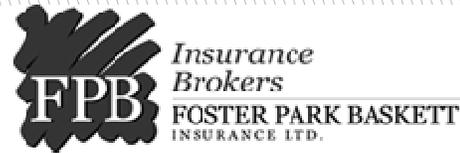
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RISK INSIGHTS



Limiting Social Host Liquor Liability

A bartender is legally liable for serving alcohol to a patron who becomes intoxicated and then injures a third party. Does a business face a similar exposure when it hosts a social event where alcohol is served, such as an open house or employee picnic?

Anytime you provide alcohol to individuals in a non-commercial manner, you are considered a social host. After the Supreme Court of Canada's decision in *Childs v. Desormeaux*, social hosts generally are not responsible for the acts of guests that consume alcohol. However, a social host may become responsible for the acts of their guests if their conduct creates or exacerbates a risk to the public. It is important to take the appropriate steps to control your risk.

Create a Risk Management Program

An important first step in limiting your liquor liability is to implement a risk management program. The liquor liability program must have the support of management, be communicated to supervisors and employees, and include a policy advising employees to drink responsibly at company events.

The program should outline the procedures for handling intoxicated guests. This includes delegating who will assess the situation, such as event security or someone from your organization, and outlining appropriate actions for dealing with or removing a guest who has overindulged.

In the Event of an Incident

If an incident occurs, carefully create an incident report documenting measures taken to control the intoxicated person.

Liability Insurance

In addition to proper liquor liability planning and education, review your societies current general liability insurance policy to determine your coverage in social-host situations.

Remember, even with the proper coverage, an Events & Liquor Liability policy does not eliminate your exposure if alcohol service is in violation of a statute, a minor is served or an already intoxicated person is served.

Liquor liability exposure is not limited to those whose primary business is the sale of alcoholic beverages. Know the law in your jurisdiction and take steps to control your risk.

It's also important to have a program in place that includes the following recommendations when working with third-party vendors:

- When working with a vendor, such as a caterer or bartender service, verify they are licensed and insured.
- Stipulate in your vendor's contract that only those who have received alcohol-awareness training should serve or sell alcohol at your event.
- Require the vendor to provide Certificate of Liability Insurance to include Events & Liquor Liability coverage naming your company as Additional Insured.

Provided by Foster Park Baskett Insurance Ltd

Limiting Social Host Liquor Liability—con't

Promoting Safety and Sobriety at Society-Sponsored Events

To promote the safety and sobriety of your volunteers and guests at events which your ag society hosts, review the following recommended control measures:

- Serve drinks to guests rather than offering a self-serve bar.
- Set up bar stations instead of having servers circulating the room; if offered, people are inclined to accept drinks they wouldn't have otherwise ordered.
- Place table tents at each bar reminding employees and guests to drink responsibly.
- Don't price alcohol too low, as it encourages over-consumption.
- Offer a range of low-alcohol and alcohol-free drinks at no charge.
- Require servers to measure spirits.
- Always serve food with alcohol.
- Close the bar an hour before the scheduled end of the party. This is normally a requirement for liquor licences in Alberta
- Do not offer a "last call" as this promotes rapid consumption.
- Never raffle alcohol or hold contests that involve buying or drinking alcohol.
- Entice guests to take advantage of safe transportation options by subsidizing taxis or promoting a designated driver program.
- If your event includes a program or speaker, schedule it for after dinner and drinks are served. This allows additional time for alcohol to wear off.

Before your company hosts its next event, contact Foster Park Baskett Insurance Ltd. We can review your coverage and assist in developing a risk management plan that keeps safety a top priority at your company-sponsored events.

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Grant Opportunities

Funding for Farm Safety Education Available to Alberta Agriculture Societies



Canadian Agricultural Safety Association
Association canadienne de sécurité agricole

The FCC AgSafety Fund helps charitable and non-profit groups deliver agriculture safety training. The grant is administered through a partnership between Farm Credit Canada (FCC) and the Canadian Agricultural Safety Association (CASA) to provide training to keep farmers, their families, agribusiness operations and employees safe at work.

Each year, approximately \$100,000 in total is disbursed to successful applicants. Individuals and/or groups proposing programs or projects with a local or provincial scope are eligible to

receive a maximum of \$10,000. Applicants proposing programs with a national scope are eligible to receive a maximum of \$25,000. The amount of funding awarded is based on the budgeted costs of the proposed project. Approximately 10 projects are funded each year.

From supporting safety planning at the farm level to educating farm workers on proper equipment use and animal handling practices, the FCC AgSafety funding is making farms, and communities, safer, one project at a time.

Applications accepted from Sept 16—Oct 27 2013

Find out more at <http://casa-acsa.ca/fcc-ag-safety-fund> or by calling 877-452-2272



All Alberta Agriculture Societies are invited to improve rural and farm safety awareness in their communities with funding through the Ag for Life 2013 and 2014 Alberta Community Safety Days Initiative.

With the belief that by working together we can significantly reduce the number of rural and farm related injuries and fatalities, Ag for Life would like to support your farm safety day in your community.

Host a Safety Day

Interested parties and organizations can learn more about Ag for Life or find the safety day funding application at www.agricultureforlife.ca. There is no expiry date to make your application nor is there a limitation on the amount of funding you may request. Our application process is simple and we will respond to you within 48 hours of receiving your request.

Progressive Agriculture Safety Days

Ag for Life works with the Progressive Agriculture Foundation (PAF), North America's largest provider of rural safety education programs, to offer a safety day program model that has been independently evaluated, confirming it improves safe behavior in children, youth and adults. In 2012, PAF successfully held 415 safety days, reaching more than 79,000 participants, throughout North America with their "safety day in a box" model. The model includes program expertise, instructions on how to host a successful safety day, along with example activities and numerous support materials, and allows community asso-

ciations and volunteers to tailor their safety day according to their audience.

Existing Safety Day Programs

Ag for Life also offers additional funding and/or supplemental materials to organizations that are currently running safety day programs in their communities. Please contact us to see how we can help you make your Safety Day even more successful.

About Ag for Life

Ag for Life has a mandate to deliver educational programming designed to improve rural and farm safety while building public understanding around the agricultural industry. The organization brings together various sectors including agri-services, energy, financial and not-for-profit organizations, along with farmers, ranchers and community leaders.

Ag for Life is made possible through the funding and commitment of companies that employ almost 20,000 people in more than 350 Alberta communities. Founding Members include Agrium Inc., ATB Financial, ATCO Group, Penn West Exploration, Rocky Mountain Equipment, TransCanada Corporation and UFA Co-operative Limited. Contributing Members include AdFarm, Alberta Agriculture and Rural Development – Government of Alberta, Glacier Media Group and Mosaic Studios.

Find out more at agricultureforlife.ca or contact David Sprague, CEO Ag for Life at 1.403.613.0602 or by email at info@agricultureforlife.ca

Sponsorship in Ag Centre's

Article provided by Partnership Group

Whether you're a small Ag Society hosting local 4H and Pony Clubs or a large regional Ag Centre hosting major events, you share some common challenges. How do you keep the doors open? Or in this season, how do you keep the heat on?

With this in mind, organizations investigate other options. Sponsorship is an obvious direction to pursue. This can be a valuable and life saving opportunity for an Ag Centre. There are a few key points to remember when delving into the sponsorship world. Sponsorship is a business transaction for companies and it must be a win-win for both sides. You must approach the situation not only with your needs and goals in mind but also those of the sponsor.

To achieve this, you must get to know the sponsor. Sponsorship salespeople need to build better relationships. That does not mean more gifts for prospects, more dinners at fancy restaurants, and tickets to sold-out concerts or events. It

means helping prospects to achieve their goals. It means sending prospects articles and stories that will assist them in moving their businesses forward. It means giving them a lead for a new client or staff person when it is the right prospect for them. It means building a relationship wherein the prospect sees you and your organization, as a valuable relationship. You help them. You consult with them. You make them successful.

With new partnerships being created in the Ag World, such as the Calnash Ag-Event Centre in Ponoka, naming rights are a big temptation. I believe that a naming right must dig deeper to deliver benefits and assets that leverage the brand, deliver onsite activation opportunities, align with corporate goals and objectives, and have measurable ROI metrics in place. Without these elements, both the sponsor and the selling organization lose. It is not a good investment. The trouble is that, in most cases, such a plan does not exist. It is all about putting a name on a property for the sake of "getting the brand out there" or simply ego to name a property. Far too often, it is an advertising agency or a marketing manager without sponsorship expertise or knowledge that undertakes such investments. And it shows, both in the naming as well as the failure to renew the sponsor at the end of the term.

Your Ag Centre must have a game plan. You would never build your new arena starting with the roof. You must have a solid foundation to then be able to build a long lasting legacy on. The same is true when it comes to sponsorship. As an organization, you must have a clearly defined vision, mission, values and goals so that you can then seek out potential sponsors, which will align with your organization and create that mutually beneficial relationship. Every organization's products are different and you need to show why, along with how you can deliver results to potential sponsors. This will help you when setting and justifying prices. When looking at naming rights, ensure that you do your due diligence and only approach companies that will produce the win-win scenario that will meet the goals and objectives of both parties and their stakeholders. Sponsorship is incredibly valuable to pursue but it must be done strategically. Do your homework and have a plan.



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The Partnership Group – Sponsorship Specialists™ has been successfully assisting organizations like Northlands – Farm Fair International and CFR, Red Deer Agricultural Society - Westener Park, Grande Prairie Agricultural Society – Evergreen Park, Olds Agricultural Society and others to deliver valuable sponsorship programs to their partners and maximize revenue to the bottom line of the societies.

The Partnership Group – Sponsorship Specialists™ is a dynamic company that develops innovative sponsorship programs for organizations that sell sponsorships such as agricultural societies, non profits, charities, municipalities, entertainment facilities, sport organizations and member organizations. The Partnership Group – Sponsorship Specialists™ also works directly with sponsors and brands to effectively invest, and activate their sponsorship investments as well as assist them in building metrics and measuring their ROI on sponsorship.

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Share with us how your community could put \$50,000 to work — to benefit your community or cause. Let us know who would be impacted by this investment, and how it would make a difference.

Photos, videos, testimonials or anything creative you can add to your submission to help tell your story better is welcome.

Submissions that are not selected in the first round will be advanced through to following rounds throughout the duration of the contest. Submissions may be added to or edited as the contest proceeds.

SUBMISSION DEADLINES

October 10, 2013:

- Winner #1 and five semi-finalists announced on October 22, 2013
- Winner #2 announced on or before November 15, 2013 (*Winner #2 is chosen by Winner #1 from five semi-finalists*)

December 15, 2013:

- Five semi-finalists announced on January 2, 2014
- Winner #3 announced on or before January 15, 2014 (*Winner #3 chosen by Winner #2 from five semi-finalists*)

February 6, 2014:

- Five semi-finalists announced on February 14, 2014
- Winner #4 announced on or before March 14, 2014 (*Winner #4 chosen by Winner #3 from five semi-finalists*)

March 21, 2014:

- Five semi-finalists announced on March 26, 2014
- Winner #5 announced on or before April 10, 2014 (*Winner #5 chosen by Winner #4 from five semi-finalists*)

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Grande Prairie Exhibition
Lethbridge Exhibition
Lloydminster Exhibition
Medicine Hat Exhibition
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The AAAS Board and Staff would like to thank Region 6 for great job they did hosting the 2012 and 2013 annual convention

Congratulations to the 2013 AAAS Scholarship Recipients

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Agricultural Scholarship Award

**DANICA
NOBBS**



Calgary Stampede

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General Scholarship Award

**CAROLYN
GOETJEN -
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Calgary Stampede

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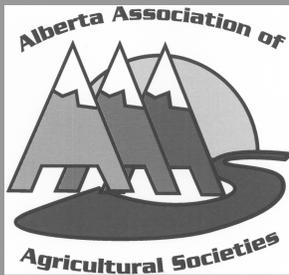
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- Partnership Development & Opportunities
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We're on the Web
www.albertaagsocieties.ca

“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.

Mission and Vision Statements:

Our Mission: AAAS champions stakeholder excellence by Facilitating, Educating, Motivating, Innovation, Collaboration, and Advocacy

Our Vision: AAAS (Alberta Association of Agricultural Societies) inspires vibrancy in Alberta communities

Our 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

Our Goals: Shape an evolutionary business model for Agricultural Societies; Actively support and motivate members; Live and promote excellence and accountability; Inspire our members to be strong community builders; Promote Action

Board Of Directors

Executive:

President:: Jennifer Filip
1st Vice President: Debbie Ross
2nd Vice President: Frank Joseph
Treasurer: Smokey Young

Directors:

Region 1:	Doug Kryzanowski		
Region 2:	Debbie Ross		
Region 3:	Jennifer Filip	Region 3:	Keith Bailey
Region 4:	Cathy Freed	Region 4:	Rick McCarthy
Region 5:	Frank Joseph	Region 5:	Vacant
Region 6:	Smokey Young	Service Member Director:	Chris Sisson
Executive Director:	Lisa Hardy	Chief Executive Officer:	Tim Carson

ACROSS THE FENCE ADVERTISING RATES

B/W Ads	Member Rate	Non-Member Rate
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

ISSUES AND DEADLINES

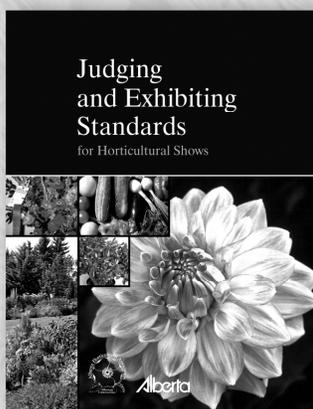
April	Deadline: Mar 15
July	Deadline: June 15
October	Deadline: Sept 15
December	Deadline: Nov 15



Planning a Bench Show

Using a step-by-step format, this guide is a 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. 33 pages.

Agdex 007-2 \$5.00



Judging and Exhibiting Standards for Horticultural Shows

This is THE book that Alberta Horticultural Association judges follow when judging exhibits. It 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.

This book includes:

- updated information on all flower, vegetable and fruit classes
- a recommended show schedule including correct terminology and wording
- updated scales of points
- fully illustrated with over 140 drawings
- 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. 155 pages.

Agdex 200/47 \$12.00

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