



# MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings to the Alberta Association of Agricultural Societies annual convention.

Having grown up in rural Alberta, I have a particular appreciation for how much care and hard work it takes to keep smaller communities vibrant and healthy. Agricultural societies play an important role in helping rural Albertans thrive, and I'm deeply grateful for your dedicated leadership.

This year's theme—"to boldly go where no agricultural society has gone before"—seems particularly fitting, as Albertans continue to take bold, forward-thinking actions to ensure our prosperity and explore new ways to flourish. Like the many rural communities the AAAS serves, this province as a whole continues to grow in the face of barriers. I thank each one of you for doing your part to make life better for your families, neighbours, and everyone around you.

I send my best wishes for an enjoyable and informative convention.  
Thank you again for all that you do.

A stylized blue ink signature of Rachel Notley.

**Rachel Notley, Premier of Alberta**





ALBERTA  
AGRICULTURE AND FORESTRY

*Office of the Minister  
MLA, Whitecourt-Sie. Anne*

## MESSAGE FROM THE MINISTER

Welcome to the 72nd annual Alberta Association of Agricultural Societies Convention. As Minister of Agriculture and Forestry, it is my pleasure to extend greetings on behalf of the Government of Alberta to all participants.

Thank you to the Alberta Association of Agricultural Societies for organizing the 2019 conference. I have no doubt this will be a great opportunity to network with each other and learn from other agricultural societies. This year's lineup of speakers looks amazing, so I encourage you to take full advantage of that and of the tradeshow and exhibitors.

Our province's agricultural societies help make rural communities a great place to live and work by providing venues, programs, services and events. Our government appreciates the commitment of the many volunteers it takes to maintain such a thriving agriculture community and a vibrant rural Alberta.

I wish you all the best for a successful convention and in the year ahead, and hope you *boldly go where no ag society has gone before!*

Oneil Carlier  
Minister  
Agriculture and Forestry



## ***PRESIDENTS WELCOME***

I want to welcome you all to our 2019 Annual Convention where we hope you will take the opportunity to take in many of our educational sessions, listen to and get excited by our keynote speakers, and take the opportunity to network with other Ag Societies from across the province. We want you to take all this information in, take it back to your Ag Society, roll it around, dissect it, and then throw caution to the wind and **BOLDLY GO WHERE NO AG SOCIETY HAS GONE BEFORE.**

Be creative, be inventive, be supportive and have fun with it.

In our Ag Societies, we are not limited to what and how we do things, so don't be afraid to poll your community and try something new. (Steal some of the ideas from other Ag Societies you meet at Convention).

Enjoy your convention, and remember we rely on your feedback to try and make improvements to our convention every year, so please take the time to fill out our convention survey.

Debbie Ross, President

Alberta Association of Agricultural Societies



**TO BOLDLY GO**  
WHERE NO AG SOCIETY HAS GONE BEFORE  
AAAS CONVENTION 2019

# 2019 BOARD OF DIRECTORS

## **Debbie Ross : President, Region 2 Director**

Debbie and her husband live along the Red Deer River in Buffalo and have 2 boys (both married), and four grandchildren. In addition to the family ranch, Debbie has worked in public administration, starting with the City of Medicine Hat right out of school. In June 2013 after 19 years working for the town of Oyen at a variety of positions including Corporate Manager, Debbie took on the Chief Administrative Officer Position in the Village of Empress. During her years in Oyen and Empress, she has sat on the Boards of several organizations. She is currently the Region 2 Director and President on the AAAS Board, Treasurer of the Buffalo and District Agricultural Society, Chairman of SAMDA Economic Development Board which is a regional Board consisting of 5 Municipalities, Treasurer of PEP the Provincial REDA (Regional Economic Development Alliance) for SE Alberta, and a director of the Canadian Badlands – a Tourism Initiative for SE Alberta. Rural Development is a passion of Debbie's.

## **Chris Sisson : 1st Vice President, Service Member Director**

Chris grew up in a family business working with Agricultural Societies (amongst other organizations) all over the province, and in 2004 he purchased the business and has since continued those relationships with Agricultural Societies to this day. Superior Show Service has been a service member of AAAS for as long as Chris can remember. He and his wife, and two daughters live in Fort Saskatchewan where the business is located. He is an active and avid outdoorsman who enjoys snowboarding with his family and hunts as often as possible (including with his daughters that are avid hunters as well). Chris was elected to the AAAS Board in 2012 as the Service Member Director and has been thoroughly enjoying his time on the Board.

## **Keith Bailey: 2nd Vice President, Region 3 Director**

Keith Bailey grew up in the small town of Bowden, AB. His interests include, Rodeo, Hockey, and Volunteering. Keith has been a director on the Bowden and District Ag Society for 18 Years and has been president for the past 12 years. He is also chair of the Bowden Community Action Society and Region 3 director for AAAS.

## **Rebecca Joseph : Treasurer, Region 4 Director**

Rebecca grew up in the community of Lamont, and found her passion for agriculture after her family moved to a small ranch just south of Chipman, AB. Her parents were heavily involved in both the Chipman and Lamont Ag Societies, where she became a volunteer at a young age. She studied at Lakeland College in the Animal Science Technology program and graduated with honors. Rebecca completed her agriculture degree at the University of Lethbridge and started working as a crop input and feed salesperson. After graduation, Rebecca accepted a position on the Board of Directors for the Lamont Ag Society, and she has held numerous positions including various committees chairs and Secretary. Rebecca now resides in Vermilion and works as the agriculture continuing education program coordinator at Lakeland College. She still serves on the board for Lamont and has now become a member of the Vermilion Ag Society.

## **Doug Kryzanowski : Region 1 Director**

Doug is the Past President of the Alberta Agricultural Societies Association, and in the 8<sup>th</sup> year of being Region 1 Director. He is currently Exhibition Park's Manager of Marketing and Corporate Relations in Lethbridge. Doug has been in the Fair industry for 17 years and has over 25 years in the Radio Broadcasting industry. Formerly he owned his own Marketing company, KRYZ Com Marketing Strategies. He was also a Director for Travel Alberta International, Europe for Alberta Tourism. Doug was the General Manager of the first minor pro baseball club for the Arizona Diamond Backs.





**Linda Mason: Region 3 Director**

Linda was born and raised on a cattle ranch in Millarville and spent many hours helping with farm chores: haying, tending chickens, milking cows, branding, butchering animals, etc., and was an active 4-H member. Linda moved to Turner Valley where she spent her time raising her children, volunteering as Brownie Leader, Boy Scouts Treasurer, and judging Gymnastics. She has lived in various places in Alberta; slowly moving north until 2001 when she settled in Central Alberta and throughout this time she has continued to be a dedicated volunteer. In 2006 Linda joined the Cottonwood Women's Institute and the Cottonwood-Gordon Ag Society and has held many positions on their boards including President, Vice-President, Treasurer, and Secretary, at local, provincial and national levels. Linda also runs her own business as a Bookkeeper/Tax preparer, loves to garden and makes pickles, jams, jellies, and preserves to sell at the local Farmers Markets. Linda was elected to the AAAS Board of Directors in February, 2014 and does her best to make a positive and helpful difference for Agricultural Societies through her work as Region 3 Director.



**Rick McCarthy : Region 4 Director**

Rick McCarthy lives in Bonnyville and is an owner/operator of HR2 Construction primarily building residential houses and agricultural buildings. Family is Rick's main priority and having great communities for his family...and all families....to grow up in is ultimately why he became involved with Agricultural Societies. Rick is a former Board member with Bonnyville Ag Society, and is currently a Director on the Cold Lake Ag. He was elected to the AAAS Board as a Region 4 Director in 2013.



**Natasha Dombrosky : Region 5 Director**

Natasha is from the Radway Agricultural Society and has been a member since 2015. She got involved with the Ag society thanks to her employer. They wanted employees to get involved in their communities so she went on the search for something in her town that would interest her and her love for agriculture, country, and friends. After a quick search online she found the contact for the Radway Agriculture Society and contacted them to see if they were looking for volunteers. She loves spending time at home with family, either out in the arena with the horses, on the track with the dirt bikes, or around the fire pit roasting a hot dog.



**Travis Reed : Region 5 Director**

Travis Reed was raised in the town of Redwater and resides there today with his son Ty and daughters Addison and Olivia. Travis grew up on his family farm around many different animals and always lots of horses. He was involved in rodeo and sports from a young age. Travis graduated from Fairview College in 1997 with majors in Business, Crops, and Livestock. After college graduation, he worked on a ranch in Merritt, BC. When he returned home to Redwater, Travis worked breaking horses with Max Hanson and soon began working in construction. Travis has had his construction company, building houses, for the last 18 years. He also still hobby farms with his parents.



**Darlene Corriveau : Region 6 Director**

Darlene was born in Edmonton, raised in the NWT and moved to Valleyview 39 years ago. She joined the Valleyview and District Agricultural Society 29 years ago, has held the positions of both President and Past President and currently is still a Director. Darlene was voted to the AAAS Board in 2014.



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AAAS CONVENTION 2019

# MEET THE STAFF



## **Tim Carson**

### Chief Executive Officer

Tim Carson has been involved with his local Ag Society in Redwater for more than 20 years as both staff and a volunteer. His involvement there led into the role of Director on the Alberta Association of Agricultural Societies Board of Directors for 2 years which was then followed by 2 years as President. He has since stepped off of the Board and been the Chief Executive Officer (CEO) of the association for over 8 years.



## **Maria Flores-Achtymichuk**

### Marketing and Membership Coordinator

Maria has been with AAAS since 2017. She has worked in the graphics industry for over 20 years designing and building company logos and signage across Alberta and Western Canada. She has also worked as a member services representative and as an administrative assistant within the recreation and hospitality industries.



## **Nathan Anderson**

### Program & Events Coordinator

Nathan Anderson started with AAAS at the end of October. He recently graduated from the University of Alberta with a degree in Recreation, Sport, and Tourism. Nathan also has two and a half years' worth of experience in recreation programming and tourism in a variety of settings.



## **Sandra Di Cesare**

### Bookkeeper

Sandra was born and raised in the small community of High Prairie, AB. Later her family relocated to Brooks, AB and upon graduation from High school she moved to Edmonton to attend Grant MacEwan University and study Accounting. Sandra has many years of accounting experience in both the private and non-profit sectors. She has successfully filled several finance roles including Accounting Manager and Business Manager. Sandra is the proud mother of 2 beautiful children and when not counting beans she enjoys yoga, walks in the river valley with her family and cheering on her favorite hockey team.



## **Suzanne Kelly**

### Convention Office Support Staff

Suzanne was born & raised in Strathmore. She has been a member of the Strathmore & Airdrie Ag Societies for many years. She is currently the treasurer for the Airdrie Ag Society. Suzanne has been working with AAAS in the Convention Office for 7 years. She currently resides in Calgary and is the office manager for The Foothills Cowboy Association.



# ***TO BOLDLY GO***

## ***WHERE NO AG SOCIETY HAS GONE BEFORE***

### ***AAAS CONVENTION 2019***

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***AAAS CONVENTION 2019***

## **CONVENTION AGENDA**

**ATCO**

  
**FOSTER PARK**  
BROKERS

**Peavey** Mart  
Hardware & A Whole Lot More!

 **servus**  
credit union

 **ENMAX**





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MAG CONVENTION 2019

# 2019 CONVENTION AGENDA

## Thursday February 7, 2019

6:00 pm - 9:30 pm	<b>Registration</b>	<b>Hotel Lobby</b>
6:30 pm - 9:30 pm	<b>Bylaw Review Workshop</b> : Pre-registration required Speaker: Tim Carson, Alberta Association of Agricultural Societies	<b>Ridgewood Room</b>

## Friday February 8, 2019

8:00 am - 6:30 pm	<b>Registration</b>	<b>Hotel Lobby</b>
10:00am - 6:30 pm	Silent Auction Drop Off	<b>Convention Office</b>
8:00am - 6:30 pm	Marketing Competition Drop Off	<b>Hotel Lobby</b>
Ongoing	<b>Marketing Competition Open</b> <i>Sponsored By: Cimco, Industrial Machine, MNP, Kubota, Freson Bros., Edmonton Northlands, Calgary Stampede</i>	<b>Hotel Lobby</b>

### Pre-Conference Workshops

8:30am - 12:00pm	<b>Farmers' Market Manager Training</b> Speaker: Eileen Kotowich, Alberta Agriculture and Forestry	<b>Edmonton Room</b>
9:00am - 12:00pm	<b>Building and Delivering a Sales Culture Within Your Agricultural Society / Fair / Exhibition</b> Speaker: Brent Barootes, Partnership Group – Sponsorship Specialists®	<b>Elmwood Room</b>
9:00am - 12:00pm	<b>Google Outside of Search</b> Speaker: Trevor Tessier, Strong Coffee	<b>Vernon Room</b>
9:00am - 12:00pm	<b>The Future of Rodeo</b> Speakers: Kaley Segboer from Olds College and Keith Bailey from Bowden & District Ag Society	<b>Wildrose Room #3</b>
9:00am - 12:00pm	<b>Solving the Volunteer Problem - Getting more of People's time, talent and treasure</b> Speaker: Ian Hill	<b>Wildrose Room #1</b>
9:00am - 12:00pm	<b>Introduction to Appreciative Policy Making</b> Speaker: David Feldman	<b>Ridgewood Room</b>

10:00am - 6:00 pm	Silent Auction Drop Off	<b>Convention Office</b>
12:00pm -1:00pm	<b>LUNCH BUFFET</b>	<b>Wildrose Ballroom</b>
12:30pm -4:15pm	Tradeshow Open	<b>Courtyard Ballroom</b>
12:30pm -3:45pm	Entertainment Showcase ( Small Stage )	<b>Arbour Lounge</b>
1:15pm -2:00 pm	New Attendee Orientation	<b>Ridgewood Room</b>



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# 2019 CONVENTION AGENDA

## Friday February 8, 2019—cont'd

### AFTERNOON MINI SESSIONS

2:00pm - 2:45pm	<b>Cyber Security 101 - An Introduction to Cyber Liability</b> Speaker: Andre Charrois, Foster Park Brokers Inc.	Edmonton Room
2:00pm - 2:45pm	<b>Great Canadian Solar - Grants and Incentives</b> Speaker: Andrew Lundell, Great Canadian Solar	Vernon Room
2:00pm - 2:45pm	<b>Implementing an Energy Management Strategy: Where Do I Begin?!?</b> Speaker: Jim Bos, Energy Analyst, Energy Management Services, ATCO	Red Deer Room
2:00pm - 2:45pm	<b>How Solar in Alberta Can Work for You</b> Speaker: Jason Atkinson, Enmax	Lethbridge Room
2:00pm - 2:45pm	<b>How Peavey Can Help Rural Alberta!</b> Speaker: Jest Sidloski, Peavey Industries	Elmwood Room
2:00pm - 2:45pm	<b>Informal Bullpit Session:</b> This is an informal session for those delegate wanting to discuss questions with other delegates to be posed for the Minister Forum	Locker Room

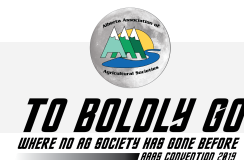
4:15pm - 4:45 pm	<b>OPENING CEREMONIES</b>	Wildrose Ballroom
4:45pm - 5:45 pm	<b>Cabinet Minister / MLA's Forum</b>	Wildrose Ballroom
5:45pm - 6:15 pm	Cocktails	Wildrose Ballroom
6:15pm - 7:15 pm	<b>DINNER—BUFFET</b>	Wildrose Ballroom
7:15pm - 8:00 pm	Presentations & Awards	Wildrose Ballroom
8:00pm - 8:30 pm	<b>Keynote Speaker:</b> Marla Calico Life is Full of If's	Wildrose Ballroom
8:30pm - 10:30 pm	Entertainment Showcase ( Main Stage)	Wildrose Ballroom
10:45 pm - 2:00am	Hospitality Room ( Toonie Bar )	Locker Room

## Saturday February 9, 2019

7:30 am - 10:30am	<b>Registration</b>	Hotel Lobby
7:30 am - 8:30am	<b>BREAKFAST BUFFET</b>	Wildrose Ballroom
8:15 am - 9:15am	<b>AAAS Year in Review</b>	Wildrose Ballroom



# 2019 CONVENTION AGENDA



## Saturday February 9, 2019—cont'd

9:00 am - 4:00pm	Silent Auction Open and Drop Off	Convention Office
9:00 am - 10:00am	Marketing Competition Drop Off	Hotel Lobby
Ongoing	<b>Marketing Competition Open</b> <i>Sponsored By: Cimco, Industrial Machine, MNP, Kubota, Freson Bros., Edmonton Northlands, Calgary Stampede</i>	Hotel Lobby

### REGIONAL MEETINGS—Refreshments Provided

9:30 am - 10:15am	<b>Region 1</b>	Lethbridge Room
	<b>Region 2</b>	Vernon Room
	<b>Region 3</b>	Elmwood Room
	<b>Region 4</b>	Blatchford Room ( Upstairs )
	<b>Region 5</b>	Edmonton Room
	<b>Region 6</b>	Red Deer Room
10:45 am - 11:45am	<b>Service Member Meeting</b>	Regina Room

### SELECT—A—SESSION : Choice of 9

10:30 am - 12:00pm	<b>Developing a Social Media Strategy</b> Speaker: Trevor Tessier, Strong Coffee	Vernon Room
	<b>Ag Societies Grant Program - Stripped Down</b> Speaker: Fred Young, Alberta Agriculture and Forestry	Ridgewood Room
	<b>Passing the Reins</b> Speaker: Marla Calico, International Association of Fairs and Expositions	Wildrose Room #3
	<b>AGLC Rules - What to know for your Events and Facilities</b> Speakers: Sandra Froehlich and Kate Whelpton, Alberta Gaming, Liquor and Cannabis Commission	Red Deer Room
	<b>Sponsorship or Philanthropy – What the Heck is The Difference, and Does It Really Matter? - Beginner Program</b> Speaker: Brent Barootes, Partnership Group – Sponsorship Specialists®	Wildrose Room #2
	<b>Challenges and Best Practices for Farmers' Markets</b> Speaker: Eileen Kotowich, Alberta Agriculture and Forestry	Edmonton Room
	<b>Expanding your sphere of influence - A trust based, relational approach</b> Speaker: Ian Hill, The Changing Point	Wildrose Room #1
	<b>What to Expect When You're Expecting OH&amp;S</b> Facilitator: Neil Looker, Alberta Occupational Health and Safety	Lethbridge Room
	<b>Building a Positive Relationship with Government</b> Facilitator: Dee Ann Bernard, Jeff Johnson, Debbie Ross	Elmwood Room



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# 2019 CONVENTION AGENDA

## Saturday February 9, 2019—cont'd

12:00pm - 1:00pm	<b>LUNCH BUFFET</b>	<b>Wildrose Ballrooms</b>
12:00pm –3:30pm	Tradeshow Open	<b>Courtyard Ballroom</b>
12:30pm –2:30pm	Entertainment Showcase ( Small Stage )	<b>Arbour Lounge</b>

### SELECT—A—SESSION : Choice of 9

2:30pm - 4:00pm	<b>Get the Most Out of Your Website &amp; Web Content</b> Speaker: Trevor Tessier, Strong Coffee	<b>Vernon Room</b>
	<b>Every Fair (and Fair Person) Has A Story</b> Speaker: Marla Calico, International Association of Fairs and Expositions	<b>Wildrose Room #3</b>
	<b>Sponsorship or Philanthropy</b> <b>What the Heck is The Difference, and Does It Really Matter?</b> <b>Advanced Program</b> Speaker: Brent Barootes, Partnership Group – Sponsorship Specialists®	<b>Wildrose Room #2</b>
	<b>Competition is Healthy - The Benefits of a Strategic Plan</b> Speaker: Max Fritz, Non-Profit Advisor	<b>Ridgewood Room</b>
	<b>Insurance 101: What to know as an Ag Society</b> Speaker: Perry Cramer, Foster Park Brokers	<b>Red Deer Room</b>
	<b>Here Comes the Judge</b> Speaker: Edith Svanes	<b>Lethbridge Room</b>
	<b>Expanding your sphere of influence - A trust based, relational approach</b> Speaker: Ian Hill, The Changing Point	<b>Wildrose Room #1</b>
	<b>Budgeting 101: Wants and Needs and your organization</b> Speaker: Camron Rahmanian, JRSSB School of Business at NAIT	<b>Edmonton Room</b>
	<b>When You Fail To Plan...You Plan To Fail –</b> <b>Creating Your Biosecurity Plan</b> Speaker: Christina Sturgeon, Westerner Park	<b>Elmwood Room</b>

4:15pm - 5:15 pm	<b>AGM ( Refreshments Provided )</b>	<b>Wildrose #2 &amp; #3</b>
5:15pm - 6:30pm	<b>FREE TIME</b>	
6:30pm - 7:00 pm	Cocktails & Entertainment Showcase ( Main Stage)	<b>Wildrose Ballrooms</b>
7:00 pm - 8:30 pm	Gala Awards Banquet	<b>Wildrose Ballroom</b>
8:30 pm – 10:30 pm	Entertainment Showcase ( Main Stage)	<b>Wildrose Ballroom</b>
10:45pm – 2:00am	Hospitality Room ( Toonie Bar )	<b>Locker Room</b>

# 2019 CONVENTION AGENDA



**TO BOLDLY GO**  
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## Sunday February 11, 2018

8:30 am - 9:30am	<b>BREAKFAST BUFFET</b>	<b>Wildrose Ballroom</b>
8:30 am - 11:30am	SILENT AUCTION PICK UP	<b>Alberta Room</b>
11:00 am - 11:30am	<b>Closing Keynote Speaker-</b> Ian Hill Inspiring Alberta The Power and Potential of Your Ag Society	<b>Wildrose Ballroom</b>

### NOTES :



**We are deeply rooted in our farming communities.**

We work with Alberta Agricultural Societies to enhance  
the quality of life for communities where we all work and live.

# SESSION & WORKSHOP OVERVIEW

## PRE-CONFERENCE WORKSHOPS

**THURSDAY - FEB 7<sup>TH</sup>, 2019 :**

### **BYLAW REVIEW WORKSHOP**

**Speaker: Tim Carson, Alberta Association of Agricultural Societies**

**6:30—9:30 pm Ridgewood Room**

This is a free workshop however pre-registration is required

You can register by emailing [aaas@gov.ab.ca](mailto:aaas@gov.ab.ca) or by calling 780-427-2174

If your organization has not reviewed or updated your bylaws recently this workshop will assist you with both the review and updating. During the workshop participants will be using their existing bylaws as a discussion document and comparing it to best practice bylaws (that have been developed by AAAS in conjunction with the Department of Agriculture and Forestry). We will also give an overview of the differences between by-laws and policies, and review what the Agricultural Societies Act mandates for Ag Societies. A template will be provided to participants and by the end of the day participants should leave with an understanding and templates that will assist you and save you time when revising your own organizations bylaws.

**FRIDAY Feb 8<sup>th</sup>, 2019:**

### **MORNING WORKSHOPS**

### **Farmers' Market Manager Training**

**Speaker: Eileen Kotowich, Alberta Agriculture and Forestry**

**8:30am—12:30 pm Edmonton Room**

Do you manage an Alberta approved farmers' market? Is your Ag Society interested in starting a farmers' market in your community? Then this session is for you. Join us for a half-day introductory workshop explaining the basics needed to manage an Alberta approved farmers' market. Attend this workshop if you are an Alberta approved farmers' market manager who has not completed this mandatory training or if you are interested in learning more about the responsibilities and role of a farmers' market manager. Bring your experiences and questions for a morning of sharing and learning!

### **The Future of Rodeo**

**Speaker: Kaley Segboer from Olds College and Keith Bailey from Bowden & District Ag Society**

**9:00am —12:00 pm Wildrose Room #3**

With every attendee now an iPhone journalist, one misstep or moment taken out of context at the smallest of rodeos or agriculture events can lead to damages that could have major implications for agriculture events and rodeos across the province. Added to greater media scrutiny, agriculture events and rodeo are contending with engaging, educating, and meeting the demands of an increasingly urban population. Added to these challenges, livestock rules and regulations that may impact rodeos and agriculture events are changing.

To address all of these challenges that committees, livestock exhibitors, stock contractors, contestants, volunteers, associations, are collectively facing, we are hosting a session to document and map out areas of concerns. The sessions will focus on bringing agriculture event and rodeo committees, along with sanctioning associations, and other key stakeholders to discuss and determine where we can work collectively to address concerns around livestock care and activists, emergency preparedness, biosecurity, traceability, and other related concerns. Included in the morning's workshop will be a 30 minute panel discussion from individuals in the agriculture industry who have been part of initiatives like the Verified Beef Program and the Canadian Roundtable for Sustainable Beef, to deal with similar issues.



# SESSION & WORKSHOP OVERVIEW



## **Building and Delivering a Sales Culture Within Your Agricultural Society / Fair /Exhibition**

**Speaker: Brent Barootes, Partnership Group – Sponsorship Specialists®**

**9:00am —12:00 pm Elmwood Room**

So, you are not in sales within your organization... you are a committee member or program manager, executive director, HR manager, event coordinator or other such thing. Sales and revenue development are someone else's job... right? Guess what... you ARE a sales person. And you are part of the revenue success of your ag society. You are selling a program, an audience, a way of life, a mission, a belief, a dream, hope or vision. Whether that objectives is to get someone to enroll in a program or to volunteer their time or for sponsorship dollars; the game is all the same... you are really a sales person. So, with that firmly established and agreed upon, how do you build a sales and revenue culture in your organization, so it integrates with the rest of the culture of your ag society? No one wants to have that aggressive sales closer in their society... perhaps who you need is a stewardship style sales person... or the hunter... or the closer. Who are these characters and how do you find them? What are their roles? What can you expect from them... not expect from them? This three-hour interactive workshop will help you and your organization better understand how to be more successful in generating revenue through understanding the sales culture from hiring to closing! Practical experience and case study examples will help you and your ag society, fair or exhibition have the right team together to run like a well-oiled machine. Be sure to attend and see where you fit into the culture... or not!

## **Introduction to Appreciative Policy Making**

**Speaker: David Feldman, Edmonton Chamber of Voluntary Organizations**

**9:00am —12:00 pm Ridgewood Room**

In all good policy making the goal is to move your organization from being reactionary - dealing with each issue as they arise, to visionary - creating policies that help shape your organization into what it wishes to be in the future. This means that good policies are not just about templates, lists of topics, and directions. Instead, they take a deeper look at the culture that you wish to have in your organization. No policy manual is perfect, but the goal is to create a manual that is right for your organization both in the present and for what you wish to become. By the end of this workshop, you will:

- have a strong understanding of what makes a good policy
- have a better sense of how to draft strong policies
- know what presentation format makes the most sense for your organization.

## **Solving the Volunteer Problem - Getting more of People's time, talent and treasure**

**Speaker: Ian Hill**

**9:00am —12:00 pm Wildrose Room #1**

"We need help", the "same people can't do everything", "We are just burned out"...sound familiar? The battle to get more volunteers and their time, talent and treasure is more intense than it has ever been!

So how do we engage our fellow community members and increase our volunteer base? In this interactive workshop, Ian Hill will provide a comprehensive and proven model for the recruitment, deployment and retention of volunteers, as well as strategies for fund development in the Community. Participants will gain the tangible tools they need to lead a successful Community based volunteer driven organization in the 21st Century, including how to; create the "attitudinal shift" that leads to more volunteers, act as a catalyst for others to take greater responsibility, develop "bench strength" to combat volunteer burn-out, and inspire improvement that lasts long after they are gone. This workshop also includes a web page with all the templates and tools that will be covered during the session so that attendees can use the tools as soon as they return to their communities!

# SESSION & WORKSHOP OVERVIEW

## Google Outside of Search

**Speaker: Trevor Tessier, Strong Coffee**

**9:00am —12:00 pm Vernon Room**

Learn about some of the readily available Google tools you can use for your marketing programs. From analytics to apps, in this session we will cover what tools are available and the great ways your businesses can use them; brand monitoring, research and planning, content development, measurement and analysis, client retention, submission tools and forms. (Including: Google Maps, a heavy emphasis on Google Analytics, Trends, Keyword Planner, Ads, Tag Manager, Optimize, Apps, Forms, Hangouts).

## **FRIDAY Feb 8<sup>th</sup>, 2019: AFTERNOON MINI SESSIONS**

## Cyber Security 101 - An Introduction to Cyber Liability

**Speaker: Andre Charrois, Foster Park Brokers Inc.**

**2:00pm—2:45pm Edmonton Room**

This presentation will provide some current facts regarding Cyber Liability claims. It will define some of the terminology used as well as provide some current claims examples. Most importantly, it will provide an understanding of some of the risks that we face, how to mitigate those risks, and also how to prevent you and your organization from being a victim of Cyber Crime.

## Great Canadian Solar - Grants and Incentives

**Speaker: Andrew Lundell, Great Canadian Solar**

**2:00pm—2:45pm Vernon Room**

This session will provide an overview on available grants and incentives for homeowners, agri/commercial businesses, non-profits, First Nations, and other entities along with a short description of how the technology works.

## Implementing an Energy Management Strategy: Where Do I Begin?!?

**Speaker: Jim Bos, ATCO**

**2:00pm—2:45pm Red Deer Room**

As David Marcus said in Star Trek: The Wrath of Khan, "but good words; that's where ideas begin. ...Maybe you should listen to them." Join Jim Bos, Energy Analyst from ATCO's Energy Management Services, and listen to some of ATCO's latest and greatest ideas around energy efficiency! At ATCO, we understand doing more with less is always a challenge, especially when it comes to energy. Going green and future proofing the way we operate will help improve competitiveness, reduce costs and increase efficiency for farmers and Ag Society members. This session will explore how we get some quick wins with energy efficiency; showcase some funding sources to consider that get you started; and profile some cleantech innovations like solar, battery storage, geothermal and combined heat and power to reduce energy cost, lead in GHG reductions and improve energy security.

## How Peavey Can Help Rural Alberta!

**Speaker: Jest Sidloski, Peavey Industries**

**2:00pm—2:45pm Elmwood Room**

Come join Jest Sidloski and learn how Peavey Mart can help out your local Ag Society. Some topics being covered include website, rewards, gift card bonus, agriculture grant, sponsorship, donations, and growth. Come out and learn more!

# SELECT A SESSION

## SATURDAY Feb 9<sup>th</sup>, 2019: BREAKOUT SESSIONS—10:30 am—12:00 pm

### Sponsorship or Philanthropy

#### What the Heck is The Difference, and Does It Really Matter? -Beginner Program

**Speaker: Brent Barootes, Partnership Group – Sponsorship Specialists®**

**10:30am —12:00 pm Wildrose Room #2**

This 90 Minute session has been specifically developed to provide insight into understanding the differences and impacts of these differences between sponsorship and philanthropy to those members of your ag society (volunteer or paid staff) that have three or less years experience in the field. It will identify and define and break down what sponsorship marketing is and what philanthropy truly is. The session will then lead the participants to understanding how these differences can impact their ag society from a positive and negative way. The session will be interactive and utilize case study discussions and examples. Overall delegates will have a better understanding of these two fundraising channels and how they work together and independently to raise more revenue for your ag society, fair or exhibition.

### What to Expect When You are Expecting OH&S

**Facilitator: Neil Looker, Alberta Occupational Health and Safety**

**10:30am —12:00 pm Lethbridge Room**

Having OH&S visit your Agricultural Society can be an uneasy experience if you are unsure what to expect. In this session, Neil Looker from OH&S will share with you what to expect when you receive a visit and how to best prepare for it. There will be a period for Q&A at the end to get additional information so you can feel confident and prepared for your next visit.

### AGLC Rules - What to know for your Events and Facilities

**Speakers: Sandra Froehlich and Kate Whelpton, Alberta Gaming, Liquor and Cannabis Commission**

**10:30am —12:00 pm Red Deer Room**

Kate and Sandra will provide an overview of Alberta Gaming, Liquor and Cannabis Commission liquor licensing information, including special event licenses, and charitable gaming licensing (casino, raffle, bingo, and pull ticket) and use of gaming proceeds. Bring your questions.

### Expanding your sphere of influence - A trust based, relational approach

**Speaker: Ian Hill, The Changing Point**

**10:30am —12:00 pm Wildrose Room #1**

In this session Ian Hill will give attendees a proven system for expanding your Ag Societies influence in your Community and region, while also proving its relevance, value and worth. Participants will leave with actionable tools and a road map to put them into practice right away.

### Building a Positive Relationship with Government

**Facilitator: Dee Ann Bernard, Jeff Johnson, Debbie Ross**

**10:30am —12:00 pm Elmwood Room**

Come join Dee Ann Bernard, Jeff Johnson, and Debbie Ross as they form a panel to answer questions and give suggestions on how you can best build positive relationships with government. Their variety of expertise will teach you effective ways to develop connections with government officials on multiple levels. They will each share their knowledge and experience with you and then will leave time for a question and answer period at the end to answer your specific questions.



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# SELECT A SESSION

## Cont'd - SATURDAY Feb 9<sup>th</sup>, 2019: BREAKOUT SESSIONS : 10:30 am—12:00 pm

### Passing the Reins

**Speaker:** Marla Calico, International Association of Fairs and Expositions

**10:30am —12:00 pm Wildrose Room #3**

To Boldly Go forward today's ag societies must have succession planning in place. How are you planning for board and volunteer transitions? Have you embraced the next generation of volunteer leaders? This session will address key areas to focus upon as your ag society plans for the future; to plan now for leadership change.

### Challenges and Best Practices for Farmers' Markets

**Speaker:** Eileen Kotowich, Alberta Agriculture and Forestry

**10:30am —12:00 pm Edmonton Room**

Farmers' markets are significant contributors to our local communities and to Alberta's economy with a projection of over \$1 billion in sales in 2017. Over 1/3 of the Alberta approved farmers' markets are sponsored by agricultural societies. Come together for a round table discussion to share challenges, best practices and innovative solutions to ensuring your farmers' market can be successful in your community.

### Developing a Social Media Strategy

**Speaker:** Trevor Tessier, Strong Coffee

**10:30am —12:00 pm Vernon Room**

Developing a social media strategy is an important step to ensure your program is cohesive, focused and manageable. Without a strategy, you could be wasting valuable resources and not seeing an adequate return. This session will guide you through the basics of developing a social media strategy:

- Identifying social media goals
- Identifying the best channels for your business
- Developing a social media content plan
- Creating a social media roadmap

### Ag Societies Grant Program - Stripped Down

**Speaker:** Speaker: Fred Young, Alberta Agriculture and Forestry

**10:30am —12:00 pm Ridgewood**

Fred Young, Program Grant Manager for the Ag Society program will host this informative session designed to provide detailed insight into the reporting requirements for Agricultural Societies. Don't miss this opportunity to expand your knowledge and understanding of the programs funding criteria and best reporting practices.



# SELECT A SESSION

## SATURDAY Feb 9<sup>th</sup>, 2019: BREAKOUT SESSIONS : 2:30pm—4:00pm

### **Every Fair (and Fair Person) Has A Story**

**Speaker:** Marla Calico, International Association of Fairs and Expositions

**2:30pm —4:00 pm Wildrose Room #3**

Every fair and fair person has a special story. In this session you'll discover the importance of the stories your show or society's guests are telling. And, how in light of the challenges and opportunities you face today can be met by telling your story in a new way. This session will include small group breakout work and interactive discussion

### **Get the Most Out of Your Website & Web Content**

**Speaker:** Trevor Tessier, Strong Coffee

**2:30pm —4:00pm Vernon Room**

Create compelling content that drives action. Your website content can make or break the user experience in this important informational hub. In this session we will look at:

- Content factors that capture attention, drives action and supports your audience
- Facts about consumer use of content
- Importance of testing and analytics
- Image and colour use
- Audience identification (the right content for the right audience)
- Search engine considerations
- Types of content and their uses in the buying cycle

### **Sponsorship or Philanthropy – What the Heck is The Difference, and Does It Really Matter? - Advanced Program**

**Speaker:** Brent Barootes, Partnership Group – Sponsorship Specialists®

**2:30pm —4:00pm Wildrose Room #2**

This advanced level 90 Minute session has been specifically developed to provide insight into understanding the differences and impacts of these differences between sponsorship and philanthropy to those members of your ag society (volunteer or paid staff) that have more than three years experience in the field or whom are seasoned veterans!

It will identify and define and break down what sponsorship marketing is and what philanthropy truly is in today's world versus yesteryear and build on the extensive knowledge and expertise these advanced delegates have in this area. The session will then lead these more senior participants to understanding how these differences can impact their ag society from a positive and negative way in multiple areas of the organization. The session, like the beginner session, will be interactive and utilize case study discussions and examples. Overall delegates will have a better understanding of these two fundraising channels and how they work together and independently to raise more revenue for your ag society, fair or exhibition.

# SELECT A SESSION

**Cont'd - SATURDAY Feb 9<sup>th</sup>, 2019:**  
**BREAKOUT SESSIONS: 2:30pm—4:00 pm**

## **Competition is Healthy - The Benefits of a Strategic Plan**

**Speaker: Max Fritz, Non-Profit Advisor**

**2:30pm —4:00pm Ridgewood Room**

Competition continually drives us to a better state. As Ag Societies, you are in competition with other organizations for sponsor investment, grants, volunteers, new programming ideas, differentiation in the market and attracting guests to the events you host. As a not for profit, thinking and acting like a business and having a definitive plan is not only okay, it is needed. Being able to tell your story is important, however it may not be enough with key audiences in the future. Proving to key stakeholders that you have a strategic plan may be the most important contribution the leaders of your organization can make, allowing for great stories to continue well into the future. Come join this workshop format to better understand the journey and benefits of strategic planning.

## **When You Fail To Plan...You Plan To Fail – Creating Your Biosecurity Plan**

**Speaker: Christina Sturgeon, Westerner Park**

**2:30pm —4:00pm Elmwood Room**

Agriculture is an important component of every fair and fairs are a great place for the public to learn about animals and the people who raise them.

Good biosecurity practices help to keep animals and people healthy and events successful.

With 75 percent of new, "emerging" infectious diseases considered zoonotic, or diseases humans and animals can share, a thorough biosecurity plan and practice can help to keep everyone healthy.

Fairs pose unique risks for disease introduction and spread. The frequency and number of animals and humans moving around the grounds and the comingling of animals, all increase challenges for disease control.

To minimize risks, fair organizers can implement a biosecurity plan. But with so many different livestock species and people in one place, where do you start.

This session will walk you through the steps to get you started. You will leave with a roadmap that you can use to develop your own plan.

As a fair we have a responsibility to our exhibitors, their animals, and the public to create a place where they can have fun and create memories for years to come.

## **Expanding your sphere of influence - A trust based, relational approach**

**Speaker: Ian Hill, The Changing Point**

**2:30pm —4:00pm Wildrose Room #1**

In this session Ian Hill will give attendees a proven system for expanding your Ag Societies influence in your Community and region, while also proving its relevance, value and worth. Participants will leave with actionable tools and a road map to put them into practice right away.

# SELECT A SESSION



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## **Budgeting 101: Wants and Needs and your organization**

**Speaker: Camron Rahmanian, JRSSB School of Business at NAIT**

**2:30pm —4:00pm Edmonton Room**

In this session you will learn the basics of creating a budget for your Ag Society to help alleviate the stress that comes from operating a not-for-profit organization.

## **Insurance 101: What to know as an Ag Society**

**Speaker: Perry Cramer, Foster Park Brokers Inc.**

**2:30pm —4:00pm Red Deer Room**

In this session Ian Hill will give attendees a proven system for expanding your Ag Societies influence in your Community and region, while also proving its relevance, value and worth. Participants will leave with actionable tools and a road map to put them into practice right away.

## **Here Comes the Judge**

**Speaker: Edith Svanes**

**2:30pm —4:00pm Lethbridge Room**

Many Ag Societies are experiencing difficulties finding judges for their fairs and bench shows. Discussion will include ways to help each other find and keep judges as well as ideas to “train” new judges. Ideas to set up Judging Training Workshops will also be presented.

## INNOVATING ENERGY WITH YOU



Doing more for less is always a challenge. We can help. To learn how we can help improve competitiveness, reduce costs and increase efficiencies for farmers, agricultural societies and communities, reach out to us at [energysolutions@atco.com](mailto:energysolutions@atco.com).

Together, we can cultivate a sustainable future.

**ATCO**



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# KEYNOTE SPEAKERS



## **Marla Calico—Opening Keynote Speaker**

**International Association of Fairs and Expositions**

**Friday February 8<sup>th</sup>**

**8:00 pm—8:30pm**

**Location: Wildrose Ballrooms**

### **Life is Full of If's**

Did you ever stop and think that in the middle of the word 'life' is the word 'if'?" and the statement is, "That means that life is full of 'ifs'." In reality, many of us are afraid of the "if". We don't really want to ask "what if"? We prefer the routine, the expected, rather than the "ifs" that come along. In this message you will be challenged to think about the world of possibilities and opportunities for our fairs to thrive and create a sustainable base for the next generation, if we just will embrace the "ifs".



## **Ian Hill—Closing Keynote Speaker**

**The Changing Point**

**Sunday February 10<sup>th</sup>**

**9:30am-11:00am**

**Location: Wildrose Ballrooms**

### **Inspiring Alberta**

#### **The Power and Potential of Your Ag Society**

We are all connected by an "irrational passion" for the thing we love, our Ag Society! When used properly our Ag Society can be a vehicle to do tremendous things for every citizen in our community. In this inspirational closing keynote, Ian Hill will cast a vision of the power and great potential of Agricultural Societies to shape our Communities and the Province as a whole. He will make the case that through our programs, facilities, events and most importantly community leadership, Alberta Agricultural Societies and their members touch every citizen from cradle to grave and are primly poised to as a catalysts and an inspiration to take our communities where they have never gone before.



# SATURDAY NIGHT GALA



## ***Boldly Go with AAAS !!!***

The Saturday Night Awards Gala is a themed night for our delegates to have some fun with the *STAR TREK* theme our host Region has come up with for the night, making it an energetic evening full of laughter and some creative costumes to celebrate our winners in the Marketing Awards Competition.

Many of our delegates participate by wearing inspired outfits and we always look forward to seeing everyone's interpretation of the theme that year!





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## **LAYOUT FOR**



**EDMONTON INN**  
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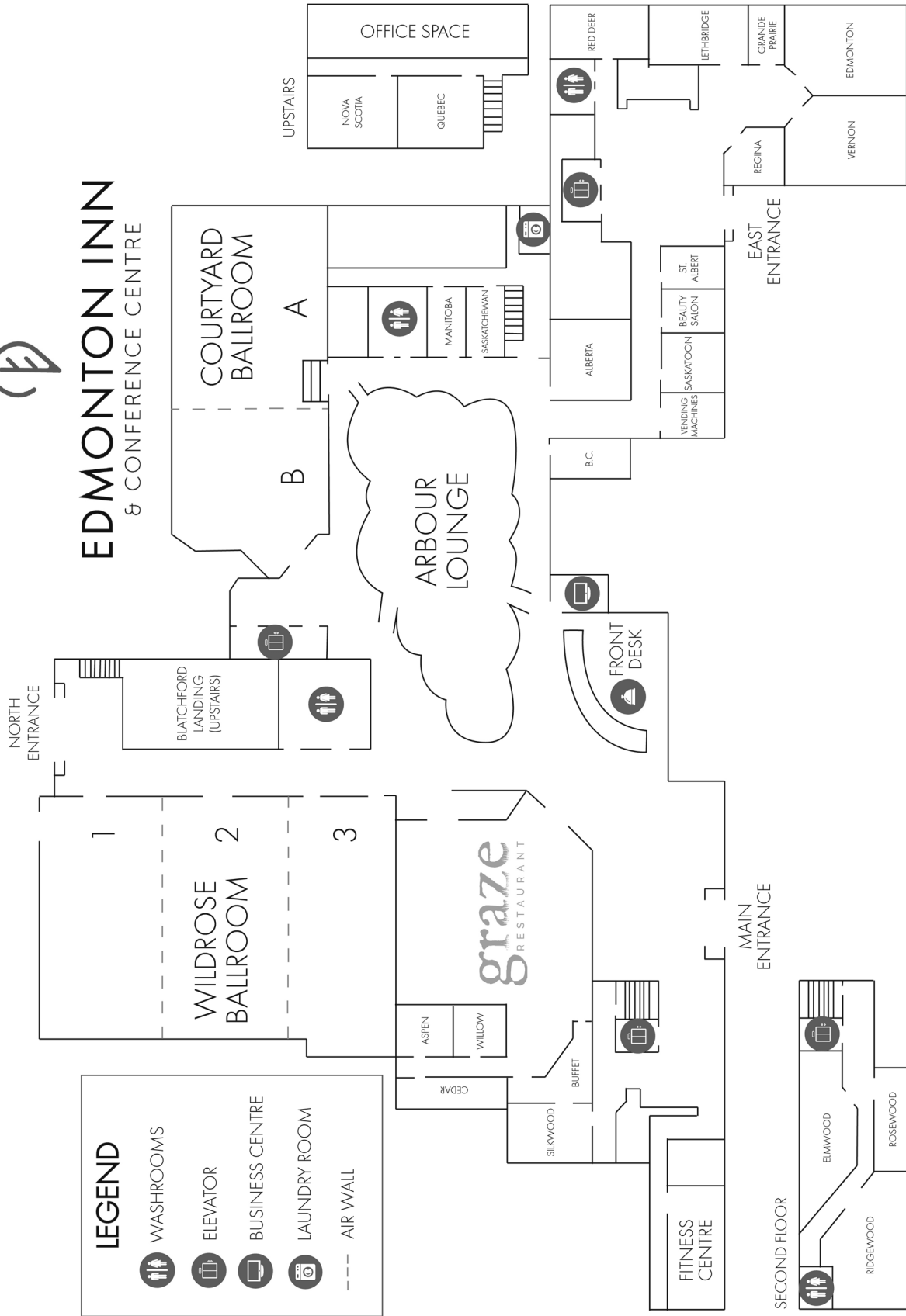








# EDMONTON INN & CONFERENCE CENTRE







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***SERVICE MEMBERS, REPRESENTED  
AGRICULTURAL SOCIETIES  
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# 2019 SERVICE MEMBERS

Company Name	Contact Phone #	Website	Description
Alberta Agriculture and Forestry		<a href="http://www.agriculture.alberta.ca">www.agriculture.alberta.ca</a> <a href="http://www.agric.gov.ab.ca">www.agric.gov.ab.ca</a>	Government Ministry
Alberta Recreation and Parks Association	(780)644-6976	<a href="http://www.arpaonline.ca">www.arpaonline.ca</a>	ARPA is a non profit association that advocates for recreation and leisure as part of quality of life.
Alberta Embroidery, Screen Printing & Promotional Products	(780) 944-0744	<a href="mailto:farouk@albertaembroidery.com">farouk@albertaembroidery.com</a> <a href="http://www.albertaembroidery.com">www.albertaembroidery.com</a>	Supplier or promotional products, in house embroidery, screen printing, safety awards, team wear, printing, decals and signs.
ATCO		<a href="http://www.atco.com">www.atco.com</a>	ATCO is a diversified global corporation delivering service excellence and innovative business & energy solutions in Electricity (electricity generation, transmission, and distribution); Pipelines & Liquids (natural gas transmission, distribution and infrastructure development, energy storage, and industrial water solutions); Structures & Logistics (workforce housing, innovative modular facilities, construction, site support services, and logistics and operations management); and Retail Energy (electricity and natural gas retail sales).
Bar JL Horse Training	(780) 300-7507		Western Entertainer starring Joel Lybbert with his Texas longhorn steer named Jasper, along with cowboy poetry, trick roping, whips and guitar.
Canadian Reptile Encounters	(877) 857-6253	<a href="http://CanadianReptileEncounters.com">CanadianReptileEncounters.com</a>	Owned and operated by Jason Clevett of Animal Planet's SCALED, Canadian Reptile Encounters brings interactive displays and stage shows to fairs and exhibitions throughout Western Canada.
CIMCO Refrigeration	(780) 468-1490	<a href="http://www.cimcorefrigeration.com">www.cimcorefrigeration.com</a>	Industrial & Recreational Refrigeration Contracting Company. Industrial Refrigeration installation. Ice rink plant cooling system.
ENMAX Energy Corporation	(403) 689-1826	<a href="http://www.enmax.com">www.enmax.com</a>	ENMAX Corporation, through its subsidiaries, makes, moves and sells electricity and is headquartered in Calgary, Alberta, with offices in Edmonton. ENMAX Energy offers a range of innovative energy solutions across Alberta including electricity, natural gas, renewable energy and other services.
Farm Credit Canada	(780) 495-3045	<a href="http://www.fcc-fac.ca">www.fcc-fac.ca</a>	FCC lends money and provides other services to primary producers, agri-food operations, and agribusinesses that provide inputs or add value to agriculture.
Flyin' Bob Entertainment	(403) 597-5523	<a href="http://www.flybob.com">www.flybob.com</a>	Circus Fun activity area. Family onsite drop in for festivals, rodeos, exhibitions, and special events Flyin' Bob Comedy Circus Show Community Circus Camps for youth



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# 2019 SERVICE MEMBERS

Company Name	Contact Phone #	Website	Description
Foster Park Brokers Inc.	(780) 930-2950	www.fpb.ca	Since 2004, Foster Park Brokers have been providing a strong and economical insurance program for Ag Societies. Each year, over 150 Ag Societies choose to purchase their insurance through Foster Park.
Freson Bros.	(780) 968-6924	www.freson.com	Freson Bros. is an Alberta grocer that focuses on the belief that really great food matters and provides local quality food that is available for everyone and every budget.
Great Canadian Solar	(780)455-7277	www.greatcanadiansolar.com	Renewable Energy Engineering, Procurement and Construction Company serving all of Alberta with grid connected and off-grid solar electricity (photovoltaic-PV) energy systems.
Industrial Machine	(587)286-2772	www.industrialmachine.ca	Sales and service of municipal and contractor equipment such as Zamboni ice resurfacers, snow removal equipment and asphalt maintenance equipment.
Kubota	(905)294 7477	Www.kubota.ca	Manufacturer of Agricultural and light duty commercial equipment
Lakeland College	(780)853-8462	www.lakelandcollege.ca	As a global leader in student-managed learning opportunities, Lakeland College is committed to developing leaders today with innovative, hand-on learning opportunities.
Laughing Loggers	(604) 765.8836	www.laughinglogger.com	Lumberjack entertainment primarily - Including Carving, interactive activities and more. Now featuring a new pirate show and ninja warrior courses !
MyEventApps	(613) 799-6300	www.myeventapps.com	MyEventApps (a FaveQuest company) is an affordable turnkey mobile app service for the event market. Our team delivers fully branded apps and do the heavy lifting which includes: a dedicated project manager, custom graphics, data entry and sponsorship support. Some of our secret sauce includes software that can pull content directly from your event website just like magic - no double data entry, no worries.
Party King	(780) 991 -9677	partykingrents.com	Provides entertainment with inflatables, portable rockwalls, euro bungees, face painters, balloon twisters, and provide service of concession equipment.
Peavey Mart		www.peaveymart.com	Peavey Mart is a 100% Western Canadian owned down to earth retail chain with 37 stores in Alberta, Saskatchewan, British Columbia and Manitoba. Peavey Mart stores have proudly served and strengthened communities across Western Canada since 1975.





# 2019 SERVICE MEMBERS

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Company Name	Contact Phone #	Website	Description
RMA Insurance	(780) 955-3639	RMAAlberta.com	RMA Insurance has been helping make organizations safer for over 50 years. No organization is truly safe until they have a comprehensive insurance program and risk management plan. Established in 1955 by the AAMDC, RMA Insurance has become a trusted foundation for Alberta's municipalities, private/charter schools, kindergartens, senior housing organizations and other eligible non-profit community groups.
Sakamoto Agency	(587) 787-1938	www.sakamotoagency.com	Sakamoto Agency represents a roster of some of Canada's brightest stars for all their live performances, as well as specializing in talent procurement and programming for all manner of events.
Select Entertainment	(888) 932-8228	www.select-entertainment.com	Entertainment agency representing a variety of performers including bands, circus acts, hypnotists, jugglers, comedians, and variety acts. We also offer easy ticketing solutions using the TicketScene platform.
Servus Credit Union		www.servus.ca	Flexible and affordable financial solutions. With Servus, you get great account, investment and borrowing options. We'll help you manage your cash flow while you manage your farm or agribusiness
Sirroma Entertainment	(403)818-7223	www.sirromaentertainment.com	Management/ Developmental Company for Country Music artists as well as bookings for Drew Gregory & Renegade Station
Spot On Entertainment, Inc.	(905)638 -6347	www.superdogs.com	We provide world class entertainment with dogs as well as acrobats. We tour all over North America. We are the Superdogs, a theatrical stunt dog show.
Superior Show Service Inc.	(780) 992-0404	www.superiorshow.com	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment. Setup of trade shows and supplier of rental display equipment.
Team T&J	(413)557-7690	www.teamtandj.com	Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.
UFA Co-operative Limited	(403)570-4214	www.ufa.com	Founded in 1909, UFA is a thriving progressive co-operative with a passion for agriculture and an affinity for rural life. We are committed to being a market-driven organization that is recognized as the leading provider of quality products, services and solutions that support agriculture and serve the rural community.

# 2019 ATTENDING AG SOCIETIES

## REGION 1

Carmangay Ag Society  
Coaldale & District Ag Society  
Crowsnest Pass Ag Society  
Lethbridge & District Exhibition  
Medicine Hat Exhibition & Stampede  
Milk River & District Ag Society  
Picture Butte & District Ag Society

Pincher Creek & District Ag Society  
Raymond & District Ag Society  
Silver Sage Ag Society  
Taber Exhibition Association  
Vauxhall Ag Society

## REGION 2

Airdrie & District Ag Society  
Big Country Ag Society  
Buffalo & District Ag Society  
Carseland & District Community Association  
& Ag Society  
Carstairs Ag Society  
Cochrane & District Ag Society  
Empress Bindloss Ag Society

Hanna Ag Society  
Linden Ag Society  
Millarville Racing & Ag Society  
Strathmore & District Ag Society  
Sundre Ag Society  
Trochu & District Ag Society  
Verdant Valley Ag Society

## REGION 3

Alder Flats Community Ag Society  
Bashaw & District Ag Society  
Bowden Ag Society  
Castor & District Ag Society  
Cottonwood-Gordon Ag Society  
Donalda Ag Society

Hay Lakes & District Ag Society  
Innisfail & District Ag Society  
Ponoka Ag Society  
Rimbey Ag Society  
Round Hill & District Ag Society  
Winfield & District Ag Society  
Westerner Park

## REGION 4

Andrew Ag Society  
Ashmont & District Ag Society  
Beaver Heritage & Ag Society  
Chipman Ag Society  
Cold Lake Ag Society  
Craigend Recreation & Ag Society  
Hardisty Ag Society  
Holden Ag Society  
Kinsella Recreation & Ag Society  
Lac Bellevue & District Recreational  
& Ag Society  
Lac La Biche Ag Society  
Lamont & District Ag Society

Lloydminster Ag Society  
Marwayne Ag Society  
Ranfurly & District Recreation & Ag Society  
Rich Lake Ag Society  
St. Paul Ag Society  
Tullibey Lake & District Ag Society  
Two Hills & District Ag Society  
Vegreville Ag Society  
Vermilion Ag Society  
Victoria Trail Ag Society  
Vilna & District Ag Society  
Willingdon & District Ag Society  
Willow Prairie Ag Society

# 2019 ATTENDING AG SOCIETIES



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## REGION 5

Beaumont & District Ag Society  
Boyle & District Ag Society  
Breton Ag Society  
Colchester & District Ag Society  
Darwell & District Ag Society  
Drayton Valley & District Ag Society  
Fort Assiniboine & District Ag Society  
Genessee Ag Society  
Highridge & District Ag Society  
Lakedell Ag Society  
M.T.M. Ag Society  
Mayerthorpe & District Ag Society

Newbrook Recreation & Ag Society  
Onoway & District Ag Society  
Pembina Ag & Recreational Society  
Radway Ag Society  
Redwater & District Ag Society  
Riviere Qui Barre  
Sangudo & District Ag Society  
Smith Hondo Association Recreation & Agriculture  
Spruce Grove & District Ag Society  
West Sturgeon Ag Society  
Whitecourt & District Ag Society  
Wildwood & District Ag Society  
Yellowhead Ag Society

## REGION 6

Bonanza & District Ag Society  
Eaglesham & District Ag Society  
Grande Prairie Ag Society  
Grovedale Community Club & Ag Society  
Hawk Hills Ag Society  
High Prairie Ag Society

La Crete Ag Society  
Peace River Ag Society  
Smoky River Ag Society  
Valleyview & District Ag Society

Thank you all for driving  
out and joining us !!





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## — PLATINUM SPONSORS —





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Camrose Regional Exhibition  
Colchester & District Agricultural Society  
Evergreen Park  
Grande Prairie Exhibition  
Lethbridge Exhibition Park

Lloydminster Exhibition  
Medicine Hat Exhibition & Stampede  
Olds Regional Exhibition  
Vauxhall Agricultural Society  
Vegreville Agricultural Society  
Westerner Park

## — FRIENDS AND SUPPORTERS —

Alberta Embroidery  
Ascend Fundraising Solutions  
Alberta Embroidery  
Carmangay Ag Society

Farm Credit Canada  
Hawk Hills Ag Society  
Two Hills & District Ag Society





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## ***CABINET MINISTER'S & MLA BIOGRAPHIES***







## **Biography for Honourable Shaye Anderson (NDP) MLA for Leduc– Beaumont**

### **Minister of Municipal Affairs**

Shaye Anderson was elected as the Member of the Legislative Assembly of Alberta for Leduc-Beaumont on May 5, 2015. On January 19, 2017 he was sworn in as Minister of Municipal Affairs.

He formerly served as deputy chair of the Standing Committee on Public Accounts and as a member of the standing committees on Alberta's Economic Future, Private Bills and Resource Stewardship.

Mr. Anderson attended postsecondary studies in British Columbia, from where he originally hails. He obtained a diploma in physical education from Malaspina University-College, now known as Vancouver Island University, and also attended the University of Victoria's Faculty of Education.

For over 10 years Mr. Anderson has worked as a telecommunications technician; his employers include TELUS Communications, Vista Telecom Networks and Shaw Cable. In 2015 Mr. Anderson was the recipient of TELUS Communications' Customer First champion award.

Mr. Anderson has been involved with the Telecommunications Workers Union and United Steelworkers local 1944 as a shop steward and vice-president.

An avid sportsman, Mr. Anderson plays competitive fastball and rugby; he also helps coach his two sons' soccer and baseball teams.

He and his wife, Kelly, have two sons, Declan and Maddoc.



**Biography for Ms. Erin Babcock (NDP)**  
**MLA for Stony Plain**

Erin Babcock was elected as the Member of the Legislative Assembly for Stony Plain on May 5, 2015.

She currently serves as the deputy chair of the Standing Committee on Privileges and Elections, Standing Orders and Printing, as a member of the Standing Committee on Private Bills and as a member of the Standing Committee on Resource Stewardship.

Ms. Babcock is a licensed practical nurse and has worked in the health care system since 2006 in Saskatchewan and Alberta, working with individuals with mental and physical disabilities. She relocated to Edmonton to further her education at NorQuest College and has since worked in a unit specializing in working with acute stroke patients and acute geriatric patients.

Ms. Babcock is an active community volunteer and leader, having previously served on the board of directors for the Special Olympics in Kindersley, Saskatchewan.

**Biography for Honourable Richard Feehan (NDP)**  
**MLA for Edmonton-Rutherford**



**Minister of Indigenous Relations**  
**Deputy Government House Leader**

Richard Feehan was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Rutherford, on May 5, 2015. On February 2, 2016, Mr. Feehan was appointed Minister of Indigenous Relations.

Prior to his service with the Legislative Assembly he taught at the Edmonton division of the University of Calgary's Faculty of Social Work. Previous to this, he was program director of the Edmonton Social Planning Council and vice-president of Edmonton's Catholic Social Services. He also spent more than a decade in private social work practice.

Born and raised in Edmonton, he lives on Edmonton's south side with his wife, Kathaleen.



## **Biography for Honourable Christina Gray (NDP)** **MLA for Edmonton-Mill Woods**

### **Minister of Labour** **Minister Responsible for Democratic Renewal**

Christina Gray was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Mill Woods, on May 5, 2015. On February 2, 2016, Ms. Gray was appointed Minister of Labour and Minister Responsible for Democratic Renewal.

She previously served as chair of the Select Special Ethics and Accountability Committee and as deputy chair of the Standing Committee on Public Accounts.

Prior to serving with the Legislative Assembly, Ms. Gray worked as a senior consultant with a local software development consulting firm, beginning in 2008. Previous to this, she worked as a software developer and instructor.

Active in her community, she served on the Edmonton Transit System Advisory Board for six years, three years of which were in the capacity of chair. She also volunteered as a distress line operator with The Support Network for four years. In 2007 she was recognized for her various contributions with a YWCA of Edmonton women of distinction award.

She holds a bachelor of arts degree in psychology and a diploma in software development.

Ms. Gray and her husband, Neal, are long-term residents of Edmonton.

**Biography for Bruce Hinkley (NDP)**  
**MLA for Wetaskiwin—Camrose**



Bruce Hinkley was elected as the Member of the Legislative Assembly of Alberta for Wetaskiwin-Camrose on May 5, 2015.

He currently serves as a member of the Standing Committee on Private Bills and the Standing Committee on Families and Communities.

Mr. Hinkley holds a master's degree in education from the University of Alberta and a bachelor of education degree from the University of Calgary.

He was a small-business owner and operator and a veteran educator with over 30 years of experience, both as a classroom teacher and as an administrator. Mr. Hinkley served as the executive director for the Big Brothers Big Sisters of Wetaskiwin from 1986 to 1991.

Mr. Hinkley has supported local youth centres and supports sports and literacy organizations throughout Wetaskiwin and its surrounding area. He has coached hockey, baseball, volleyball and cross-country skiing.

Mr. Hinkley enjoys a wide range of hobbies, particularly running, hiking and walking his dogs. He has been alpine and cross-country skier. He is also presently enrolled in a Spanish language certificate program, and he is an avid collector of stamps and chess sets, many of which he finds on his travels around the world.

He and his family live in rural Wetaskiwin.



## **Biography for Mr. Eric Rosendahl (NDP)** **MLA for West Yellowhead**

Eric Rosendahl was elected to the Legislative Assembly of Alberta, representing the constituency of West Yellowhead, on May 5, 2015.

He currently serves as a member of the Standing Committee on Private Bills and as a member of the Standing Committee on Resource Stewardship.

Prior to serving with the Legislative Assembly, Mr. Rosendahl worked as a steam engineer for 34 years at the West Fraser pulp mill in Hinton and retired. Previous to this, he worked in various capacities within the forestry industry and our parks system. Most recently he worked with the town of Hinton and Grande Yellowhead School Division #77 as a bus driver from 2010 to 2015.

An avid volunteer and community advocate, he has served as president of a number of councils and boards, including the Yellowhead District Labour Council, Hinton Fish and Game Association, Hinton Search and Rescue and the Alberta Hunter Education Instructors Association.

In addition, he has also served on the public advisory committee and on the forest resources advisory group for the executive and served on the executive of Unifor 855. He was a member of council and served many years on the environment committee for the Alberta Federation of Labour.

He holds a diploma in renewable resources and wildlife management technology.

Together with his wife, Linda Lee, he resides in Hinton.









# ***TO BOLDLY GO***

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***AAAS CONVENTION 2019***

# ***TRADESHOW***

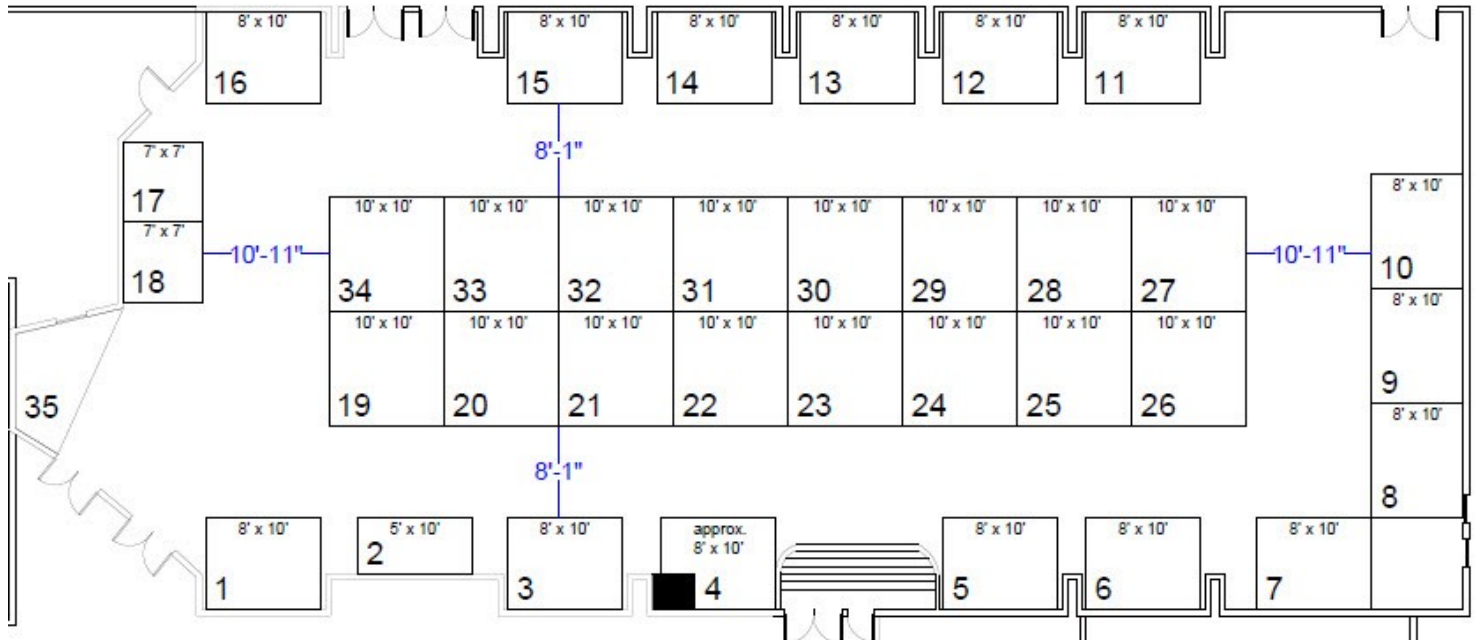






**TO BOLDLY GO**  
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RAB CONVENTION 2019

# TRADESHOW LAYOUT



## EXHIBITORS

<b>11</b>	Altadude Music	<b>27</b>	Flyin' Bob Entertainment
<b>33</b>	Advanced Agri- Direct	<b>23</b>	Global FMX (Freestyle Motocross)
<b>17</b>	AgSafe Alberta Society	<b>29</b>	Great Canadian Solar
<b>35</b>	Alberta Agriculture Forestry - Alberta Farm Safety Program	<b>14</b>	Industrial Machine
<b>18</b>	Alberta Agriculture Forestry - Rural Life Enhancement Unit	<b>9</b>	Laughing Logger
<b>22</b>	Alberta Association of Agricultural Societies (AAAS)	<b>6</b>	Party King
<b>4</b>	Alberta Community and Cooperative Association (ACCA)	<b>16</b>	Peavey Mart
<b>30</b>	Alberta Farm Animal Care ( AFAC )	<b>7</b>	Rainbow the Clown & Friends
<b>19</b>	ATCO Energy	<b>32</b>	RMA Insurance Rural Municipalities Of Alberta
<b>34</b>	ATCO Blue Flame Kitchen	<b>10</b>	Sakamoto Agency
<b>28</b>	BAR JL Performing	<b>26</b>	Select Entertainment
<b>8</b>	Canadian Reptile Encounters	<b>5</b>	Spot On Entertainment, Inc.
<b>15</b>	CIMCO Refrigeration	<b>21</b>	Strong Coffee
<b>3</b>	ENMAX Energy Corporation	<b>24</b>	Team T&J
<b>13</b>	Farmer's Advocate Office	<b>12</b>	The Wardens
<b>20</b>	Farm Safety Centre	<b>25</b>	TicketScene
<b>1 &amp; 2</b>	Foster Park Brokers Inc.	<b>31</b>	Western Noise Control



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# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>ALTADUDE Music</b>	Promotion of the music career of Country Music Entertainer, Trevor Panczak.	Trevor Panczak (403) 382-9515 tp@trevortown.com	<b>11</b>
<b>Advanced Agri Direct Inc.</b>	We are an Agricultural company that manufactures concrete livestock waterers, we are the Canadian Distributor for Priefert Rodeo Equipment, including but not limited to hog, chicken, sheep and goat handling and feeding equipment.	Cody Horvath (780) 809-3600 advcana@concrete.com	<b>33</b>
<b>AgSafe Alberta</b>	AgSafe Alberta delivers farm safety programs for producers. Call us to set up a workshop in your area.	Jody Wacowich (403)219.7901 www.agsafeab.ca JWacowich@agsafeab.ca	<b>17</b>
<b>Alberta Agriculture and Forestry - Alberta Farm Safety Program</b>	As a trusted partner of the agriculture industry, the Alberta Farm Safety Program enables Alberta farmers, their families, and workers to thrive in a self-sustained culture of safety. We promote farm safety awareness and education through our educational resources, displays, and learning tools.	Raelyn Peterson (780) 538-5633 raelyn.d.peterson@gov.ab.ca www.agric.gov.ab.ca/farmsafety	<b>35</b>
<b>Alberta Agriculture Forestry - Rural Life Enhancement Unit</b>	Agricultural Societies Grant Program administration.	Fred Young (780) 968-6555 fred.young@gov.ab.ca	<b>18</b>
<b>Alberta Association of Agricultural Societies (AAAS)</b>	AAAS is the provincial organization that represents the 293 Agricultural Societies in Alberta. We offer a variety of resources, tools and templates to assist our members.	Tim Carson (780) 427-2174 Email: aaas@gov.ab.ca www.albertaagsocieties.ca	<b>22</b>
<b>Alberta Community and Cooperative Association (ACCA)</b>	ACCA is a province wide organization that focuses on leadership development (ages 11 through to adult) and fostering of co-operative values.	Cindy Dixon (780) 963-3766 Email: cdixon@acca.coop www.acca.coop	<b>4</b>
<b>Alberta Farm Animal Care ( AFAC )</b>	Multi-Species livestock welfare organization. Lots of programs available to help support farmers and ranchers.	Kristen Hall (403) 652.5111 kristen@afac.ab.ca www.afac.ab.ca	<b>30</b>
<b>ATCO Energy &amp; ATCO Blue Flame Kitchen</b>	<b>Atco Energy</b> - retail electricity and Natural Gas for Home & Business. <b>Atco Blue Flame Kitchen</b> —Expert advice for the home: Recipes, cookbooks, cooking classes and answer line.	Marianne Gorda (780)420.3131 marianne.gorda@atco.com www.atco.com	<b>19 &amp; 34</b>
<b>BAR JL Performing</b>	Presenting a compilation of horsemanship, rope tricks, whip cracking, steer riding and more.	Joel Lybber (780)300.7507 barjlhorsetraining@gmail.com	<b>28</b>



# TRADESHOW EXHIBITORS

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Company Name	Description	Company Contact	Booth No.
<b>Canadian Reptile Encounters</b>	Owned and operated by Jason Clevett of Animal Planet's SCALED, Canadian Reptile Encounters brings interactive displays and stage shows to fairs and exhibitions throughout Western Canada.	Jason Clevett (877) 857-6253 reptile.party@hotmail.com CanadianReptileEncounters.com	<b>8</b>
<b>CIMCO Refrigeration</b>	Industrial & Recreational Refrigeration Contracting Company. Industrial Refrigeration installation. Ice rink plant cooling system.	Gerald Curran (780)468-1490 gcurran@toromont.com www.cimcorefrigeration.com	<b>15</b>
<b>ENMAX Energy Corporation</b>	ENMAX Corporation, through its subsidiaries, makes, moves and sells electricity and is headquartered in Calgary, Alberta, with offices in Edmonton. ENMAX Energy offers a range of innovative energy solutions across Alberta including electricity, natural gas, renewable energy and other services.	Britainy Dagnall (403) 689-1826 marketing@enmax.com homegeneration@enmax.com enmax.com	<b>3</b>
<b>Farmer's Advocate Office</b>	The Farmers' Advocate Office serves rural Albertans. We are a resource for landowners needing information and assistance with conflict resolution.	Anna Kauffman (403) 752-4585 anna.kauffman@gov.ab.ca www.farmersadvocate.gov.ab.ca	<b>13</b>
<b>Farm Safety Centre</b>	Educational farm safety messages to rural children.	Laura Nelson (780)974.1137 safetyctr@abfarmsafety.com abfarmsafety.com	<b>20</b>
<b>Foster Park Brokers Inc.</b>	Since 2004 Foster Park Brokers Inc. has been providing a strong and economical insurance program for Ag Societies. Each year, over 150 Ag Societies choose to purchase their insurance through Foster Park.	Perry Cramer (780)930.2950 perry.cramer@fpb.ca www.fpb.ca	<b>1 &amp; 2</b>
<b>Flyin' Bob Entertainment</b>	Circus Fun activity area. Family onsite drop in for festivals, rodeos, exhibitions, and special events. Flyin' Bob Comedy Circus Show Community Circus Camps for youth	Robert Palmer (403) 597-5523 bob@flybob.com Www.flybob.com	<b>27</b>
<b>Global FMX (Freestyle Motocross)</b>	Our Freestyle motocross shows are Canada's premier outfit. We are the only production in Canada featuring former X-Games athletes. We have extensive experience in our sport and are able to tailor our show for almost any event and budget	Kris Garwasiuk (250) 470-4005 krisgarwasiuk@telus.net www.globalfmx.com	<b>23</b>
<b>Great Canadian Solar</b>	Renewable Energy Engineering, Procurement and Construction Company serving all of Alberta with grid connected and off-grid solar electricity (photovoltaic-PV) energy systems.	(780)455-7277 www.greatcanadiansolar.com	<b>29</b>
<b>Industrial Machine</b>	Sales and service of municipal and contractor equipment such as Zamboni ice resurfacers, snow removal equipment and asphalt maintenance equipment.	Chris MacDonald (587)286-2772 jasonr@industrialmachine.ca www.industrialmachine.ca	<b>14</b>



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# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>Laughing Logger</b>	Lumberjack entertainment primarily - Including Carving, interactive activities and more. Now featuring a new pirate show and ninja warrior courses.	Ben James (604)765.8836 ben@laughinglogger.com www.laughinglogger.com	9
<b>Party King</b>	Event equipment, inflatable, ride, performer and services rental company.	Fred Whiteman (780) 991.9677 partyking@telus.net partykingrents.com	6
<b>Peavey Mart</b>	Peavey Mart is a 100% Western Canadian owned down to earth retail chain with 37 stores in Alberta, Saskatchewan, British Columbia and Manitoba. Peavey Mart stores have proudly served and strengthened communities across Western Canada since 1975.	www.peaveymart.com	16
<b>Rainbow the Clown &amp; Friends</b>	Stage shows, interactive juggling, magic, comedy routines, walkabout—various interactive comedy props. Award winning balloon sculpting.	Contact: Larry Dixon (403) 278-9209 info@rainbow-the-clown.com www.rainbow-the-clown.com	7
<b>RMA Insurance Rural Municipalities Of Alberta</b>	RMA Insurance has been helping make organizations safer for over 50 years. No organization is truly safe until they have a comprehensive insurance program and risk management plan. Established in 1955 by the AAMDC, RMA Insurance has become a trusted foundation for Alberta's municipalities, private/charter schools, kindergartens, senior housing organizations and other eligible non-profit community groups.	Miranda Andersen (780)995.3639 miranda@RMAAlberta.com www.rmalberta.com	32
<b>Sakamoto Agency</b>	Sakamoto Agency represents some of Canada's brightest country stars for all of their live performances, and can assist in booking all kinds of musical guests.	Carla Hackman (587) 787-1938 Carla@sakamotoagency.com www.sakamotoagency.com	10
<b>Select Entertainment</b>	Entertainment company representing bands, circus acts, motorcycle acts, hypnotists, jugglers, animal acts and variety acts. We also offer easy ticketing solutions using the Ticket Scene Platform	Rob McFee 1.888.932.8228 rob@select-entertainment.com www.select-entertainment.com	26
<b>Spot On Entertainment, Inc.</b>	We provide world class entertainment with dogs as well as acrobats. We tour all over North America. We are the Superdogs, a theatrical stunt dog show.	Josh Woods 905.638.6347 josh@superdogs.com www.superdogs.com	5
<b>Strong Coffee</b>	DIGITAL MARKETING SERVICES We are a full-service digital agency.	Trevor Tessier 1-877-883-7305 contact@strongcoffeemarketing.com strongcoffeemarketing.com	21





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# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>Team T&amp;J</b>	Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.	Jory Berger (416)557.7690 tandj@teamtandj.com www.teamtandj.com	<b>24</b>
<b>The Wardens</b>	Live Music Trio Band. Original Material.	Bradley Bischoff (403) 679.9648 banffwardens@outlook.com www.banffwardens.com	<b>12</b>
<b>TicketScene</b>	Ticketscene offers a free end-to-end, online ticketing and promotion platform for event promoters, venues and festival organizers along with powerful analytics and insights.	Rob McFee 519.501.8036 rob@select-entertainment.com www.ticketscene.ca	<b>25</b>
<b>Western Noise Control</b>	Serving Albertans since 1974 with acoustics. Sound control and sound quality in Pools, Arenas and Recreation Facilities.	Rachel Rae 780.423.2119 rachel@acousticsolutions.com www.acousticsolutions.com	<b>31</b>

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***AAAS CONVENTION 2019***

# ***SHOWCASE SCHEDULE***





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# SHOWCASE SCHEDULE OF EVENTS

**FRIDAY FEB. 8, 2019 : SMALL STAGE ( ATRIUM )**



**12:30 PM**

## **Travis Dolter**

Two piece acoustic & lead guitar & vocals. Classic country, new country, old rock and original work. Available as solo acoustic, opening act or full band.

**Contact Name:** Travis Dolter **Tel:** (780) 878-8486

**Email:** travisdoltermusic@gmail.com

**www.travisdolter.com**



**1:30 PM**

## **Team T&J**

Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.

**Contact Name:** Jory Berger **Tel:** (416) 557-7690

**Email:** tanj@teamtandj.com

**www.teamtandj.com**



**2:00 PM**

## **Brenda Dirk Music**

Country recording artist—Solo act or Band. She is a singer/songwriter whose songs find that unique balance between storytelling, her funkified musical style and her country soul that she infuses into her songs

**Contact Name:** Irma MacPherson / Brenda Dirk **Tel:** (780) 266-2529

**Email:** Irma@imacmanagement.com

**www.brendadirk.com**



**3:15pm**

## **Kendra Kay**

Few artists capture the spirit of country music like recording artist Kendra Kay. Raised in small town Manitoba and true to her roots, her songs are inspired by traditional country music.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** Carla@sakamotoagency.com

**www.kendrakaymusic.com**

# SHOWCASE SCHEDULE OF EVENTS

**FRIDAY FEB. 8, 2019: MAIN STAGE (WILDROSE BALLROOM )**



**8:30 PM**

## Past the Perimeter

Past the Perimeter is a 4 member country rock band from Stonewall, MB. Their sound, music & energy has dance floors packed where ever they play. Streaming to over 400,000 listeners and followers, their music is charting Top 100 on Country Radio across Canada. They were recently awarded MCMA's Group of the Year in 2018.

**Contact Name:** Bambi Rutherford **Tel:** (204) 771-5574

**Email:** bambi@mymts.net  
**www.pasttheperimeter.com**



**9:00 PM**

## JayWalker

Jaywalker bolts onto the music scene with a fresh sound that puts a modern twist on 90's country. Made up of the heartbeat from the award- winning band Hey Romeo, Jaywalker bravely crosses musical boundaries to deliver songs that are catchy, heartfelt and authentic.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** Carla@sakamotoagency.com



**9:30 PM**

## Roger Boucher

Roger's show is comedy and punny! In the show you'll see whips, cards, balloons and ropes. Roger's engagement with the audience brings them into the show for an interactive, hilarious, magical experience that is fun for all ages!

**Contact Name:** Rob McFee **Tel:** 1-888-932-8228

**Email:** rob@select-entertainment.com  
**www.select-entertainment.com**



**10:00 PM**

## Mojave Iguanas

Do you wanna let the good times roll? The Mojave Iguanas are an Edmonton party band that will mash up a night of party rock/pop and upbeat country. Looking for a shot of sing along party tunes? This band will get you moving' and grooving, from retro pop like Michael Jackson, the Backstreet Boys and Madonna to modern pop/rock like Bruno Mars, Ed Sheehan and Kelly Clarkson. Country more your thing? Classic country like Johnny Cash and The Hag to modern country like Midland, Jon Pardi and Blake Shelton, there's something here for both guys and gals. Mojave like the desert, Iguana like the lizard ...we will bring your event to life!

**Contact Name:** Rob Shapiro **Tel:** (780) 915-5126

**Email:** shapsy@telus.net  
**www.mojaveiguanas.com**





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# SHOWCASE SCHEDULE OF EVENTS

**FRIDAY FEBRUARY 8, 2019 : VIDEO SHOWCASE**



## Laughing Loggers

Lumberjack services. The full timber town with live performances, carving, interactive activities, themed shows including all new Pirates Show and Ninja Course.

**Contact Name:** Ben James **Tel:** (604) 756-8836

**Email:** [ben@laughinglogger.com](mailto:ben@laughinglogger.com)

**www.laughingloggers.com**



## Ride The Vibe

A unique and exciting motorcycle trials show where spectators stand 15 feet from the action. Multiple shows per day featuring a unique display of technical maneuvers and obstacles sure to thrill fair-goers.

**Contact Name:** Rob McFee **Tel:** 1-888-932-8228

**Email:** [rob@select-entertainment.com](mailto:rob@select-entertainment.com)

**www.select-entertainment.com**

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[UFA.com/Grassroots](http://UFA.com/Grassroots)



# SHOWCASE SCHEDULE OF EVENTS

**SATURDAY FEB 9, 2019 : SMALL STAGE ( ATRIUM )**



**12:30 PM**

## **Kendra Kay**

Few artists capture the spirit of country music like recording artist Kendra Kay. Raised in small town Manitoba and true to her roots, her songs are inspired by traditional country music.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** [Carla@sakamotoagency.com](mailto:Carla@sakamotoagency.com)

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



**1:00 PM**

## **Dustin Farr**

Dustin's music is a combination of homegrown country sound with lyrics that speak to his deep roots of home, family, friends and a desire to make music meaningful. With vocal strength and tone blended with emotional themes, Dustin's music will speak to your soul .

**Contact Name:** Dustin Farr **Tel:** (403) 438 3277

**Email:** [info@dustinfarr.com](mailto:info@dustinfarr.com)

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



**1:30 PM**

## **Bar JL Performing**

Western performance arts. Presenting a compilation of horsemanship, rope tricks, whip cracking, steer riding and more.

**Contact Name:** Joel Lybbert

**Tel:** (780)300-7507

**Email:** [barjlhorsetraining@gmail.com](mailto:barjlhorsetraining@gmail.com)

# SHOWCASE SCHEDULE OF EVENTS

## SATURDAY FEB. 9, 2019 : MAIN STAGE ( WILDROSE BALLROOM )



6:30 PM

### Kendra Kay

Few artists capture the spirit of country music like recording artist Kendra Kay. Raised in small town Manitoba and true to her roots, her songs are inspired by traditional country music.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** [Carla@sakamotoagency.com](mailto:Carla@sakamotoagency.com)

**www.kendrakaymusic.com**



8:30 PM

### Garret Gregory

Garrett Gregory is a country and rock singer inspired by many artists in all genres; from Dallas Smith and Jon Pardi in country all the way to Steve Perry and Tommy Shaw in rock.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** [Carla@sakamotoagency.com](mailto:Carla@sakamotoagency.com)

**www.garretgregory.com**



9:00 PM

### Drew Gregory

High energy country recording artist, hailing from small town of Standard, AB. Nominated for 6 ACMA awards this year and was the 2015 male artist of the year. He has performed at BVJ, Dauphin Countryfest and Country Thunder. Large mix of cover and original songs to suite all crowds.

**Contact Name:** Angie Morris **Tel:** (403) 818-7223

**Email:** [sirroma@telus.net](mailto:sirroma@telus.net)

**www.drewgregorymusic.com**



9:30 PM

### Karac Hendriks

Often compared to country music icons like Vince Gill, Brad Paisley and Keith Urban in both talent and on-stage charisma, Karac combines his skills on acoustic, electric and lap steel guitar with dynamic, soulful vocals to bring his original songs to life, both on-stage and in-studio.

**Contact Name:** Carla Hackman **Tel:** (403) 992-5286

**Email:** [Carla@sakamotoagency.com](mailto:Carla@sakamotoagency.com)

**www.karachendriks.com**

# SHOWCASE SCHEDULE OF EVENTS

## CONT'D MAIN STAGE ( WILDROSE BALLROOM )



10:00pm

### Renegade Station

4-5 piece vocal group of the country genre, hailing from Stettler, AB. Two time Association of Country Music in Alberta " Group of the Year" and up for 6 nominations this year. High energy act performing a great mix of cover and original songs.

**Contact Name:** Angie Morris **Tel:** (403) 818-7223

**Email:** sirroma@telus.net

**www.renegadestationmusic.com**

## SATURDAY FEBRUARY 9, 2019 : VIDEO SHOWCASE



8:55pm

### Donny Lee

It is my goal to share my love of entertaining country music fans on a larger platform to bigger audiences. If I can create a memorable and happy experience for someone then I have succeeded. I am very proud to have been recognized as an Official Contender for Nominee for Male Artist of The Year 2017 with the Association of Country Music in Alberta and look forward to my future in Country music.

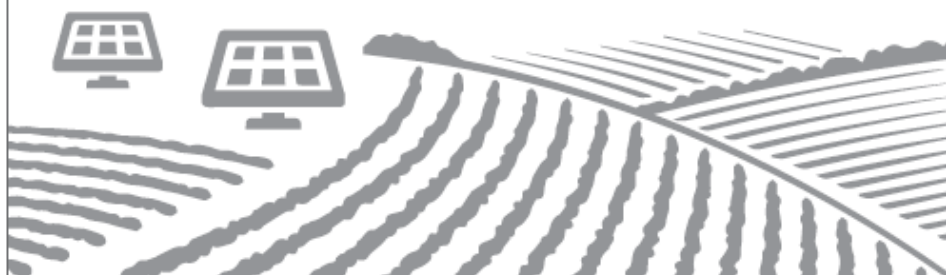
**Contact Name:** Carla Hackman **Tel:** 403-992-5286

**Email:** carla@sakamotoagency.com

**www.donnyleemusic.com**

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***EMCEE, SPEAKERS  
& SPECIAL GUESTS  
BIOGRAPHIES***



# EMCEE & SPEAKER BIOGRAPHIES

## Jody Seeley—EMCEE

Jody Seeley has over 21 years of experience in the media, social media and radio industries. She currently heads up Our High River and works to grow citizen engagement in High River, Alberta. She co-owns her own Media Company called LimeLite Audio and Media. She is a Communications Specialist with the Canadian Professional Rodeo Association and hosts her own podcast called The Jody Seeley Show. (available on iTunes and Spotify) Jody is also a professional emcee. She has hosted numerous events over the years in various communities. If you want someone who can make your event shine even brighter, hire Jody for the job. Freelance voicing is also one of Jody's greatest skills. She is an on-hold voice for various businesses across Canada, was the station imaging voice for over 10 radio stations across the country, plus she has voiced numerous commercials, videos, DVDs and more! Jody has a passion for community. She was named a Flood Hero from the Alberta Government for being the voice of "hope" in the community of High River. She is the past winner of the Okotoks & District Chamber of Commerce - Community Service Excellence Award, she won Industry Person of the Year from the Association of Country Music of Alberta - twice (made it top 5 in nominations for over 5 years) and has been nominated four times for Music Director of the Year with the Canadian Country Music Association.

## Mike Labelle—EMCEE

Mike Labelle is a CPRA accredited rodeo announcer and has over 12 years of experience in this field. His career in rodeo announcing has also included freelance work for both television and radio. He has professional experience in traditional and satellite radio doing voice-tracking, hosting/creating a countdown show, and co-hosting and reporting. He is the co-owner of his own media company, LimeLite Audio and Media. As a rodeo celebrity and spokesperson for many sponsors he has also emceed a number of events over the years. He is professional, prepared and well spoken. Freelance voicing is also a passion of Mike's. He's voiced a number of commercials for media across Alberta. He is also the host of a podcast show called 'The Mike Labelle Rodeo Podcast.' (You can find it on his social media, iTunes and Spotify.) When he's not working or on the rodeo trail, he's trying to keep up with his four athletic daughter's extra-curricular activities in Calgary, Alberta along with his wife Nadine.

## Jason Atkinson

### Enmax

Jason has led the operations of ENMAX's solar business since it began in 2009. He has more than 27 years of industry experience and has been directly involved in many of Alberta's largest solar installations. Jason is committed to expanding the adoption of solar across the province and works with residential, commercial and municipal customers of all sizes to develop unique solar solutions that meet their needs and budget.

## Keith Bailey

### Bowden Agricultural Society

Keith Bailey grew up in small town of Bowden, AB. His Interests include, Rodeo, Hockey, Volunteering . Keith has been a director on the Bowden and District Ag Society for 18 Years and has been president for the past 12 years. He is also chair of the Bowden Community Action Society and Region 3 director for AAAS .





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# SPEAKER BIOGRAPHIES



## **Dee Ann Benard**

### **Alberta Rural Development**

Dee Ann Benard earned her B.Sc. and M.Sc. from Simon Fraser University before moving to Edmonton in 1994 to start her career in agriculture. She worked as a research scientist with Alberta Agriculture and the Alberta Research Council. Dee Ann worked in private industry, managing the Alberta operation of a crop research company. She spent five years as the inaugural executive director of the Agricultural Research and Extension Council of Alberta (ARECA). She has served on numerous boards, including the Agriculture and Food Council, where she held several executive roles. Dee Ann joined the Alberta Rural Development Network as executive director in 2009, where her passion for all things rural has driven the organisation's focus on access to services for all Albertans. She has spent the better part of her career interacting and collaborating with all three levels of governments, as well as with private and public funders.



## **Brent Barootes**

### **The Partnership Group**

Brent Barootes is President and CEO of the Partnership Group – Sponsorship Specialists®, a Calgary based national sponsorship consulting firm. Brent has worked directly or indirectly with many large and smaller agricultural societies such as the Calgary Stampede, Marwayne, Westerner Park, EVRAZ Place, Northlands and others. Outside the fairs, festival and agricultural society sector Brent has also provided sponsorship services to arts organizations, sport organizations (professional and amateur), member groups, conferences and conventions, non-profits, municipalities, provincial governments and associated agencies like parks and recreation facilities. Brent has also worked with many brands like National Bank, ATB, EnCana, SaskCentral, Cooper Tires, Potash Corporation, SportChek, Toshiba, geologic, Canon, XEROX, Mosaic Potash, Solid State Geophysical and others. For both these groups, buyers and sellers, Brent has provided tools, mentoring, direction and results for almost 30 years to help them generate a better ROI with their sponsorship programs. Brent is also the author of Canada's #1 book on sponsorship - Reality Check – Straight Talk About Sponsorship Marketing. Brent lives in Nanaimo with his wife of 18 years and their 13-year-old daughter.



## **Jim Bos**

### **ATCO**

Jim is an Electrical Engineering Technologist and a Certified Energy Auditor with a long history of working in the energy management and energy efficiency field. For the past 17 years he's played an important part of the ATCO Energy Management Services team, providing energy management solutions to residential and large and small commercial customers. Prior to joining ATCO EnergySense, Jim's work experience included employment with the provincial government and an electrical utility.





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# SPEAKER BIOGRAPHIES



## **Marla Calico**

### **International Association of Fairs and Expositions**

Marla Calico is the President and CEO of the International Association of Fairs and Expositions – the IAFE – headquartered in Springfield, Missouri. The Association represents and facilitates the evolving interests of its 1200 members which are agricultural fairs, exhibitions and show from around the globe. Her role as the President and CEO came after 9 ½ years on the staff of the Association. When she joined the IAFE's professional staff in 2006 her primary project was to launch the IAFE's Institute of Fair Management, a training program which provides an introduction to the core areas of fair management to fair staff, board members and volunteers. Prior to joining the IAFE's staff, Marla had a long career in the fair sector, working for nearly 30 years at the Ozark Empire Fair (Springfield, Missouri), the latter decade of which she was the General Manager. During that time she also served as the Chair of the Board of Directors of the IAFE. Marla is a frequent speaker for fair industry gatherings, presenting motivational keynote addresses as well as seminars on a wide range of topics of key importance to fairs today. In 2012, Marla was inducted into the IAFE's "Hall of Fame", the highest honor awarded by the Association.



## **Tim Carson**

### **Alberta Association of Agricultural Societies**

Tim has spent most of his life living, working and playing in rural Alberta. Through the many twists and turns his career has taken, Tim has developed a deep passion for rural communities and the need for renewed success in the 21st century. For more than a decade now Tim has channeled his rural enthusiasm towards Agricultural Societies, recognizing that volunteers and their passion are the heart and soul of communities. He is currently the Chief Executive Officer of the Alberta Association of Agricultural Societies and has had the opportunity to meet tremendous people from across Alberta, Canada and the United States who are directly connected to the fair industry and rural. These connections and experiences have provided a unique perspective on the challenges facing rural communities. Tim and his wife Kim live on 80 acres outside a small community just north of Edmonton and along with their 2 sons are continuing to live, work and play in rural Alberta.



## **Andre Charrois**

### **Managing Partner, Foster Park Brokers Inc.**

Andre has been in the insurance industry for over 22 years and the last 15 years have been with Foster Park as a Managing Partner in the firm. In his role as the Team Leader of Sales for Foster Park, he has worked extensively in developing an insurance program for ag societies and other non-profit organizations. Andre is also active in his community serving as a volleyball coach and current President of the St. Albert Rotary Club.

# SPEAKER BIOGRAPHIES



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## **Perry Cramer**

### **Foster Park Brokers Inc.**

Perry Cramer and his firm Foster Park Brokers have been providing insurance solutions for Ag Societies since 2004. Based in Edmonton, Perry and his firm have been proud supporters of AAAS for the past 13 years and he continues to develop long term relationships with Ag Societies from all over province.



## **David Feldman**

### **Director of Programs and Initiatives - Edmonton Chamber of Voluntary Organizations**

David Feldman is the Director of Programs and Initiatives at the Edmonton Chamber of Voluntary Organizations. His expertise focuses on progressive governance and leadership development in the non-profit sector in Edmonton and Alberta. David holds a B.Sc. in Mathematical Sciences and an M.A. in Interdisciplinary Studies, with a PMP (Project Management Professional) and Q. Med (Qualified Mediator) designations. His Masters Thesis explored the collective cognition of interdisciplinary teams.



## **Max Fritz:**

### **Non-Profit Advisor**

Max is well known for his leadership excellence in the fair and exhibition business. Focusing on strategizing, planning and organization alignment for both urban and rural communities, he is a trusted, authentic and approachable professional with a broad range of experience offering unique perspectives and balanced business background. Living on a small farm with a daily commute for over 30 years to Calgary he has witnessed dramatic societal changes that shape people's opinions on how they interact with each other and our land resources.

Although the landscape may look different than in the past, he is a firm believer that Agricultural Societies play an irreplaceable role in helping sustain vibrant rural communities. As a not for profit advisor, he understands the value of proactive positioning and thrives on opportunities to assist organizations to sculpt plans for the future. In 2015, he graciously accepted an award of merit from AAAS at the annual convention.

Max has a soft spot for the rural landscape and its diverse cultures, venturing regularly to the great outdoors to pursue the many intricate connections to the land and the energy that it offers. He is the past Chair of Western Sky Land Trust and currently lends his expertise and passion to the organization's pursuit of land conservation. When not outside, he devotes time to personal development through training and the teaching of martial arts. When opportunities do present themselves you would find Max pursuing his passion for surfing.



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# SPEAKER BIOGRAPHIES



## **Sandra Froehlich**

### **Alberta Gaming, Liquor and Cannabis Commission (AGLC)**

Sandra has worked at the Alberta Gaming, Liquor and Cannabis Commission (AGLC) since 2002, and is currently the Manager, Licensing with responsibility for charitable gaming licensing, use of gaming proceeds, liquor/cannabis licensing, and gaming worker registrations. She was previously a Training Manager with the AGLC responsible for developing and delivering the Gaming Information for Charitable Groups (GAIN) program. Prior to arriving at the AGLC, Sandra worked for several years in adult and correctional education as a coordinator and teacher. Sandra has a Bachelor of Arts (honours) degree and a Bachelor of Education degree specializing in adult education.



## **Ian Hill**

### **The Changing Point**

Business leader, social innovator, humanitarian, Ian Hill's life is better witnessed than told. From his great successes to epic his failures, through it all, Ian has worked to lighten the burden of his fellow man and bring hope to all that he encountered. Ian has been recognized for his commitment to positive change by the National Council for Community and Justice and the Martin Luther King Jr. Commission, which both named him Humanitarian of the Year. Ian's Let Them Be Kids program was nominated for the Prime Minister's National Volunteer Organization of the Year award.



## **Jeff Johnson**

### **Consultant and Former MLA**

Jeffrey David Johnson is a fourth generation Albertan whose family emigrated to Alberta in 1901. He was raised in rural Alberta and lives in rural Alberta. Jeff has run several businesses and served on several local community boards and initiatives. He is a former Member of the Legislative Assembly of Alberta and Cabinet Minister from 2008 to 2015 under 4 different Premiers. Currently he is a partner in a film finance and production company and has an active consulting company that focuses on government relations, policy and strategic planning advice as well as business development and raising capital. Johnson served many roles in the Alberta Government including Minister of Infrastructure and Minister Responsible for the Oil Sands Secretariat. He also served as Political Minister-Northern Alberta and as Vice-Chair of the Treasury Board, member of the Cabinet Policy Committee on Finance and the Standing Committees on the Economy and Public Safety and Services. Prior to being elected MLA, Johnson was the president and owner of the largest rural Xerox sales agency in western Canada, supplying rural northern Alberta. He ran this business for 10 years during which, he was awarded the Xerox Canada Agent of the Year three times and appointed as one of six members to the National Agent Council for Xerox Canada.



## **Eileen Kotowich**

### **Alberta Agriculture and Forestry**

Eileen Kotowich is the provincial farmers' market specialist. She manages and administers the Alberta Approved Farmers' Market Program for the ministry of Agriculture and Forestry. Her days are spent coaching and educating boards, managers and vendors on the ins and outs of farmers' markets. Eileen's passion is for local food and for the small producers and processors who choose to sell through farmers' markets. In addition to her work with the Program, Eileen works with the Explore Local team to deliver training events for clients selling direct to con-



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# SPEAKER BIOGRAPHIES



## **Andrew Lundell**

### **Great Canadian Solar**

Andrew Lundell is a Renewable Energy technologist and technical sales lead at Great Canadian Solar based in Alberta, since 2014. Andrew has a undergraduate degree in Philosophy from the University of Alberta and a diploma in Alternative Energy Technology from the Northern Alberta Institute of Technology. Andrew has been involved at almost every level of solar installations in the Province of Alberta including some of the largest rooftop systems in Western Canada.



## **Neil Looker**

### **Alberta Occupational Health and Safety**

Mr. Looker has worked in various roles in the Health and Safety field for the past 30 years. These roles have included, Environmental Consulting as well as both Industrial Safety and Industrial Hygiene Consulting. Mr. Looker left consulting to work with Alberta Occupational Health and Safety where he has had various positions with the organization which included the management of staff, technical advisor, compliance officer as well as working with the Policy Division of the organization. The assignment with the Policy Division involved providing technical support to the working group for the implementation of the Enhanced Farm and Ranch Worker Act (Bill 6). In 2007, Mr. Looker completed the requirements of the Board of Canadian Registered Safety professionals and has obtained the Canadian Registered Safety Professional Designation (CRSP) in 2007. Previously, Mr. Looker completed the requirements of the Board of Certified Safety Professionals and obtained the Occupational Health and Safety Technologist (OHST) designation in 1991. Mr. Looker has also been involved with Adult Education working for ten years as a contract instructor for the delivery of the University of Alberta's Health and Safety Certificate Program. Mr. Looker delivered a diverse number of courses in support of this program.



## **Cameron Rahmanian**

### **JRSSB School of Business at Nait**

Camron Rahmanian is an Instructor in the Finance Department at the JRSSB School of Business at Nait. Camron has his Masters of Business Administration(2007) and Bachelors of Education (2005) from the University of Alberta. He has extensive experience in the entrepreneurial space and has helped operated Hotels and Motels in Alberta and Saskatchewan as part of a family business. He is also a Licensed Real Estate Associate and Realtor in the Province of Alberta.



## **Debbie Ross**

### **President, Region 2 Director**

Debbie and her husband live along the Red Deer River in Buffalo and have 2 boys (both married), and four grandchildren. In addition to the family ranch, Debbie has worked in public administration, starting with the City of Medicine Hat right out of school. In June 2013 after 19 years working for the town of Oyen at a variety of positions including Corporate Manager, Debbie took on the Chief Administrative Officer Position in the Village of Empress. During her years in Oyen and Empress, she has sat on the Boards of several organizations. She is currently the Region 2 Director and President on the AAAS Board, Treasurer of the Buffalo and District Agricultural Society, Chairman of SAMDA Economic Development Board which is a regional Board consisting of 5 Municipalities, Treasurer of PEP the Provincial REDA (Regional Economic Development Alliance) for SE Alberta, and a director of the Canadian Badlands – a Tourism Initiative for SE Alberta. Rural Development is a passion of Debbie's.





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## **Kaley Segboer**

### **Olds College**

Kaley's diverse career has had her behind the scenes working with agriculture societies and rural communities on projects and programs that focus on agriculture education programming, rural and farm safety, and equine events. Now in her role working at Technology Access Centre for Livestock Production at Olds College (funded by the Natural Sciences and Engineering Research Council of Canada), she gets to help agriculture businesses, producers, and rural communities access and utilize the scientific knowledge and expertise to help solve problems and become more efficient.



## **Jest Sidloski**

### **Peavey Mart**

Jest Sidloski is the Director of Marketing & Customer Experience for Peavey Industries, in Red Deer Alberta. Peavey Industries is the parent company of Mainstreet Hardware, TSC Stores and Peavey Mart Stores- Canada's Largest Farm and Ranch Retailer serving 93 communities from Ontario to BC.



## **Christina Sturgeon**

### **Westerner Park**

Christina has 22 years in the agriculture and events industry, her experiences on the exhibitor side as well as the management side lets her see all perspectives and allows her to create programming that makes sense. Christina is passionate about bringing agriculture and education to the public in a fun and experiential way. The fair industry has provided her with the opportunity to do just that. In her current role as the Assistant Agriculture Manager at Westerner Park in Red Deer Alberta, Christina has the opportunity to work with many different livestock shows creating an interactive and educational experience for her community.



## **Edith Svanes**

### **Fair Judge Expert**

Edith graduated from the UofA with a BSc in Home Economics (now Human Ecology). She then entered the Faculty of Ed at UofA and obtained her Teaching Certificate. She taught Jr and Sr High School for several years, later moving to Alberta Ag as an Assistant District Home Economist in Southern Alberta. Although living and working on their family farm and raising a family took up most of her time but she did teach part-time at the Lethbridge College in the Culinary Arts Program and taught several cooking and handicrafts courses through various Further Education Councils. She started judging at local fairs and Women's Institutes in the late 1970's and still is active today judging several bench shows in the south. She has also organized and conducted several Exhibitors, Convenors, and Judges Workshops throughout the province.



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# SPEAKER BIOGRAPHIES



## **Trevor Tessier**

### **Strong Coffee**

As a Managing Partner at Strong Coffee Marketing, Trevor develops digital marketing strategies and implements online marketing solutions. Eager to share his knowledge, Trevor provides a wide range of consultation and marketing training services. Trevor is Google Analytics certified under the Partner's program and has extensive experience in online advertising, website development, social media, search engine optimization, and analytics in a variety of industries. Strong Coffee is a digital marketing company known for their education. Teaching is at the heart of their business. They love creating online marketing strategies, campaigns, and websites that stimulate senses and bring results.



## **Kate Whelpton**

### **Alberta Gaming, Liquor and Cannabis Commission (AGLC)**

Kate has worked at the Alberta Gaming, Liquor and Cannabis Commission (AGLC) since 2008, and is currently the Supervisor, Licensing (Liquor/Cannabis). Kate is responsible for licensing liquor licence premises, liquor agencies, special events, retail cannabis stores, and registered cannabis representatives. During her time with the AGLC, Kate has progressed in her career from being a Special Event licensing Clerk to a Liquor Licensing Specialist to the Supervisor of the Liquor /Cannabis Licensing unit.



## **Fred Young**

### **Alberta Agriculture and Forestry**

Fred Young started with Alberta Agriculture in May of 1981 and worked as a District Agriculturist for 12 years followed by working as a Forage specialist for 7 years. Currently, Fred is the Director of the newly formed Rural Life Enhancement Section. This section includes the Agricultural Societies Program, Century Farm Awards, Agriculture Hall of Fame and Open Farm Days. During his career he has had the opportunity to work along-side several Ag Societies and feels he has a good working knowledge of the many challenges that they face. Agricultural Societies play such an important role in improving the quality of life in our communities and in shaping their rural fabric.



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#### CATEGORIES

# 7

- 1 PROMOTIONAL POSTERS
- 2 FAIR BOOK/EVENT PROGRAM COVERS
- 3 NEWSLETTERS
- 4 WEBSITE
- 5 SOCIAL MEDIA
- 6 NEW PROGRAM/EVENT
- 7 EVENT/ORGANIZATION PHOTO COLLAGE

YOU CAN NOW SUBMIT YOUR MARKETING ENTRIES **ALL** YEAR !!  
SEND US YOUR POSTERS, BROCHURES, NEWSLETTERS AND FAIR  
BOOKS - AS YOUR EVENT HAPPENS.

WINNERS WILL BE ANNOUNCED AT NEXT YEAR'S CONVENTION !

***\*\*Please submit all your entries no later than December 15, 2019\*\****

*Entries submitted after the deadline will not be judged*

*Include your Ag Society Name as well as which Class # you are entering*

*email your submissions to [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)*



ALBERTA ASSOCIATION OF  
AGRICULTURAL SOCIETIES

# WE HAVE A NEW EMAIL ADDRESS



**[info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)**

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





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# *Thank You*

## **FOR JOINING US**

*See You All Next Year !!!*

## **AAAS CONVENTION**

# **2020**

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

*Stay tuned for some exciting changes !*

