



2009 Alberta Association of
Agricultural Societies
Annual Convention & AGM
Delegate Book

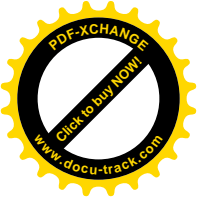


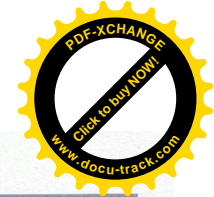
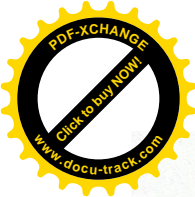
Convention Host



Presenting Sponsor



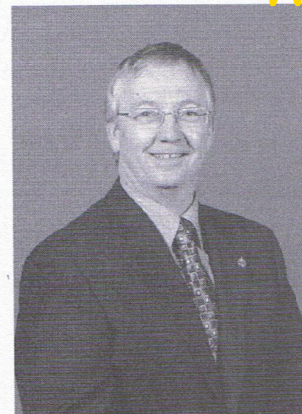




Red Deer
4921- 47th St.
Red Deer, AB T4N 1R4
Tel: (403) 347-7426
Fax: (403) 347-7423
E-mail: DreesE1@parl.gc.ca



EARL DREESHEN, M.P.
Red Deer



Ottawa
Room 584, Confederation Bldg.
House of Commons
Ottawa, ON K1A 0A6
(613) 995-0590
(613) 995-6831
E-mail: DreesE@parl.gc.ca

January 7, 2009

To: The Alberta Association of Agricultural Societies,

On Behalf of the Government of Canada I am pleased to welcome delegates and sponsors of the Alberta Association of Agriculture Societies to Red Deer for your 2009 AGM.

Truly Agriculture societies, both large and small, are the back bone of rural communities across our Province and your leadership is an inspiration to us all.

Best wishes and have a great convention.

Yours Truly,

Earl Dreeshen, MP
Red Deer



Presidents Message
Alberta Association of Agricultural Societies
Convention 2009

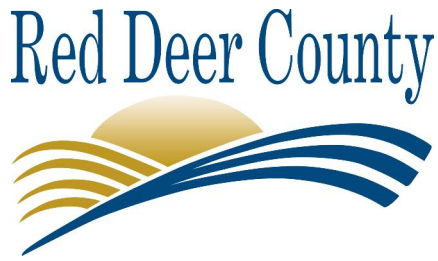
Welcome to the 62nd convention and Annual General Meeting. I would like to thank the convention committee for the hard work and dedication in successfully creating a fantastic event.

As is the tradition for this event there are tremendous opportunities for education, networking and fun. I encourage everyone to attend sessions that interest you and will be beneficial to you and your community. More so, I encourage you to seek out your peers from across Alberta. As volunteers from the grass roots of both rural and urban communities we collectively have experience second to none.

So ask your questions, share your experience, listen and laugh. You deserve it.

To the greatest association of people it has been my privilege to meet
Enjoy!

Tim Carson, Region 5 Director
President, Alberta Association of Agricultural Societies



Greetings from Red Deer County

As Mayor of Red Deer County, I wish to welcome everyone to the 2009 AAAS Convention and Trade Show. This is a wonderful opportunity to renew acquaintances with friends and neighbors along with people from other parts of the Province. We all share the same goals of advocating for agriculture and rural living, working in cooperation and providing services, resources, education and awareness for those in agriculture – as well as for those who need to know more about agriculture.

The AAAS Convention and Tradeshow provides a forum for networking. Across Alberta, we face many of the same challenges and opportunities related to agriculture. It is important to encourage regional co-operation not just amongst agricultural societies, but also between municipalities, business and industry. During the tradeshow, one breakout session focuses on the importance of cultivating relationships and developing just such partnerships. Other timely session topics include energy, agriculture renewal and youth engagement. Since the overall theme is Inspiring Community Leaders, I look forward to reaping the benefits of this event.

Thank you to everyone who has put countless hours of work into the organization of this event to provide this opportunity. And on behalf of Red Deer County, thank you to the AAAS for the work you do; it may at times go unnoticed by individual rural residents, however, the reward is to see how this work benefits farmers and agriculture producers when all of our efforts come together.

While visiting Red Deer for this event, I hope you will have a chance to visit nearby Red Deer County attractions and businesses. On behalf of Red Deer County Council and from myself as Mayor, please accept our best wishes for a great convention and a safe and successful year.

Sincerely,

Earl Kinsella
Mayor, Red Deer County



Welcome to Red Deer!

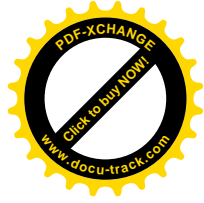
Greetings! I am delighted to welcome delegates to the Alberta Association of Agricultural Societies (AAAS) Convention.

The AAAS Convention in Red Deer is one of the largest Agricultural specific events in Western Canada and we are delighted to have you with us!

I hope you will have an opportunity to enhance your skills at the professional development sessions, and perhaps discover new business services and supplies. The trade show is bound to create the energy and enthusiasm needed to help you meet the demands of an ever-changing market.

We look forward to having you in Red Deer!

Morris Flewwelling
Mayor



2009 Alberta Association Of Agricultural Societies Convention & Tradeshow

Table Of Contents



Section 1	Red Deer Bus Tour– Schedule Hotel Shuttle Service Agenda Hotel Map
Section 2	Sponsors, Delegates & Service Members
Section 3	Cabinet Minister's/MLA Forum
Section 4	Tradeshow
Section 5	Entertainment Showcase
Section 6	Emcees Bios Speaker Bios Select-A-Session– Description General Session –Description Keynote Presentation– Description Speaker Handouts

Presenting Sponsor





2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Red Deer Bus Tour Schedule & Hotel Shuttle Service

Presenting Sponsor





Bus Tour & Shuttle Service

Bus Tour: Friday, January 23, 2009

- 10:00 AM Leave the Capri Convention Centre
- 10:15 Westerner Park Tour
Circle grounds
Drop off at Centrum
- 10:15 to 11:15 Guided tour of Westerner facilities
- 11:15 Pick up at Agri centre East
Depart Westerner Park for City Tour
- 11:15 to 12:00 City Tour
 - Collicut Centre
 - Ross Street and Ghosts
 - Alexander Way
 - Taylor Drive / Taylor Bridge
 - Bower Ponds / Cronquist House
 - 67th Street to Highway 2
 - Alberta Sports Hall of Fame
 - Red Deer College and Arts Centre
 - Capri Convention Centre

Shuttle Bus Schedule: Friday, January 23rd:

- Noon to 7:00 PM
- Leaving the Capri every half hour, starting at Noon
- Circuit : Capri to Sandman to Black Knight and back to Capri

Shuttle Bus Schedule: Saturday, January 24th:

- 7:00 AM to 10:00 AM
- 3:00 PM to 7:00 PM
- Leaving the Capri every half hour in the above time frames
- Circuit : Capri to Sandman to Black Knight and back to Capri

Presenting Sponsor





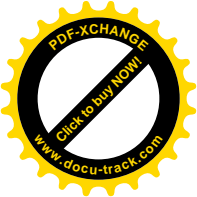
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Convention Agenda

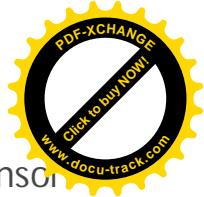
Presenting Sponsor





2009 AAAS Convention Agenda

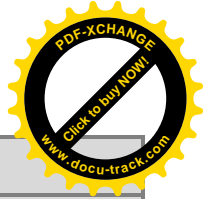
Presenting Sponsor



Friday January 23, 2009

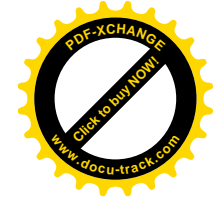
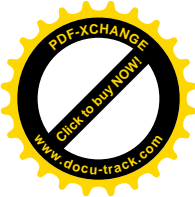


9:00 a.m.– 12:00 p.m. Registration– Convention Centre Main Entrance		
9:00 a.m. – 7:00 p.m.	Tradeshow Open: 4:00 p.m. - 6:00 p.m. & 9:00 p.m. - 10:00 p.m.	Registration, Poster & Fairbook Drop Off Convention Centre Main Entrance Sponsored by: Enbridge Pipelines (Athabasca) Ltd. & Alberta Credit Unions Silent Auction Drop Off – Venetian Room
10:00 a.m. – 12:00 p.m.		Red Deer Tour – Alberta Sports Hall of Fame, Heritage Centre and More Meet at Main Entrance to Convention Centre
2:00 p.m. – 2:30 p.m.		OPENING CEREMONIES Trade Centre
2:30 p.m. – 4:00 p.m.		Minister/MLA Forum Trade Centre
6:00 p.m. – 6:30 p.m.		Cocktails Mediterranean Room
6:30 p.m. – 7:45 p.m.		Plated Dinner Mediterranean Room
7:45 p.m. – 9:00 p.m.		Keynote Address – Dr. Larry Helms Running With Scissors Sponsored by Foster Park Baskett Mediterranean Room
9:00 p.m. – 11:00 p.m.		Entertainment Showcase Trade Centre
11:00 p.m. – 12:00 p.m.		Hospitality Suite Trade Centre Sponsored by: Camrose Exhibition & Agricultural Society Grande Prairie Regional Exhibition Lethbridge & District Exhibition Lloydminster Agricultural Exhibition Association Medicine Hat Exhibition & Stampede Company Northlands Olds Agricultural Society Western Exposition Association



Saturday January 24, 2009

6:00 a.m. – 11:00 a.m.	Registration – Convention Centre Main Entrance			
7:00 a.m. – 9:00 a.m.	Fairbook/Poster Drop Off – Convention Centre Main Entrance			
7:00 a.m. – 8:15 a.m.	Silent Auction : 8:00 a.m. – 3:30 p.m. Tradeshow 9:00 a.m. – 11:00 a.m. 12:15 p.m. – 2:00 p.m. 3:30 p.m. – 5:00 p.m.	Breakfast Buffet Trade Centre		
8:30 a.m. – 9:00 a.m.		Service Member Meeting Monaco Room		
8:30 – 9:30 a.m.		AAAS Information Session – Year In Review Trade Centre		
9:30 a.m. – 10:45 a.m. Select-A-Sessions		Thinking Outside the Box – Sponsored by Viterro/Unifeed Monaco Room	Cultivating Relationships - Sponsored by: Focused Leader- ship Group Executive Boardroom 2	Alberta Lotteries – Florence Room Agriculture Renewal: Partnership Workshop Part A – Sponsored by UFA Santano Room
10:45 a.m. – 11:00 a.m.		Coffee Break Sponsored by: Enbridge & ATB Financial Trade Centre		
11:00 a.m. 12:15 p.m. Select-A-Session		Sponsorships – How to Get Them Sponsored by: ConocoPhillips Monaco Room	The Alberta Nutrition Guide- lines for Children and Youth Executive Boardroom 2	Youth Volunteer Engagement Florence Room Agriculture Renewal: Partnership Workshop Part B Sponsored by UFA Santano Room
12:15 p.m. – 1:45 p.m.		Buffet Lunch & Entertainment Showcase Trade Centre		
2:00 p.m. – 3:30 p.m.		AAAS AGM Trade Centre		
3:30 p.m. – 4:00 p.m.		Coffee Break Sponsored by Enbridge Trade Centre		
4:00 p.m. – 5:00 p.m.		Regional Meetings Region #1 Monaco Rm Region #2 Santo Rm Region #3 Marselle Rm Region #4 Savona Rm Region #5 Parlermo Rm Region #6 Boardroom #2		
6:00 p.m. – 6:30 p.m.		Cocktails Trade Centre		
6:30 p.m. – 8:00 p.m.		Gala Awards Banquet – Plated Service– TROPICAL THAW! Trade Centre		
8:00 p.m. – 11:00 p.m.		Live Auction & Entertainment Showcase & Jack Jackson's Band Trade Centre		
11:00 p.m. – 12:00 p.m.		Hospitality Suite Trade Centre	Sponsored by: Camrose Exhibition & Agricultural Society Grande Prairie Regional Exhibition Lethbridge & District Exhibition Lloydminster Agricultural Exhibition Association Medicine Hat Exhibition & Stampede Company Northlands Olds Agricultural Society Western Exposition Association	



Sunday January 25, 2009

8:00 am – 12:00 p.m.	Pick Up – Silent Auction Items Venetian Room
8:00 am – 9:00 am	Breakfast Buffet Trade Centre
9:00 a.m. – 10:00 a.m.	General Session Energy Efficiency, renewables and carbon offsets: Agriculture's Opportunity presented by Climate Change Central. Sponsored by Fortis Alberta Trade Centre
10:00 a.m. – 11:00 a.m.	Closing Keynote Speaker Brenda Robinson – Get the Best from the Most! Sponsored by AAMD&C/Jubilee Insurance Trade Centre
11:00 a.m. – 11:30 a.m.	Closing Ceremonies Trade Centre

We would like to recognize the following sponsors for supporting the select-a-sessions, keynotes, general sessions, delegate bags, marketing competition and coffee breaks:

Select-A-Session, Keynote & General Session Sponsors:



Marketing Competition Sponsors:



Delegate Bag Sponsor



Coffee Break Sponsors





2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Capri Hotel Maps

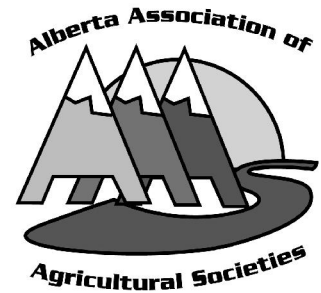


Presenting Sponsor





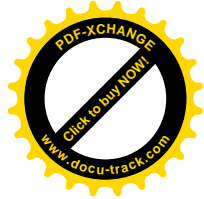
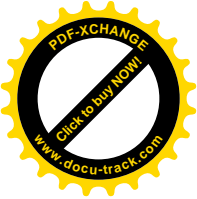
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Sponsors Delegates & Service Members

Presenting Sponsor





The Alberta Association of Agricultural Societies and the 2009 Convention Committee would like to thank the following sponsors who have contributed to the 2009 Convention. These inspiring leaders make it possible for us to host a first class event. These "Future Builders" contribute to the growth and future prosperity of Agricultural Societies and we encourage you to support them.

Presenting Sponsor



Gold Level Sponsors



Session Sponsors



Silver Level Sponsors



West Coast Amusements Ltd.

Bronze Level Sponsors

Royal Bank of Canada
Dikor Ribbon Technologies
Federation of Alberta Gas Coops
Colchester & District Ag Society
Vauxhall Agricultural Society

Friends & Supporters

Battle River Ag Society
Vegerville Agricultural Society
Hawk Hills Ag Society
Carmangay Ag Society

Hospitality Suite Sponsors

Camrose Exhibition & Agricultural Society
Grande Prairie Regional Exhibition
Lethbridge & District Exhibition
Lloydminster Agricultural Exhibition Association
Medicine Hat Exhibition & Stampede Company
Northlands
Olds Agricultural Society



2009 Sponsor Information



Presenting Sponsor

2009 marks the centennial year for UFA Co-operative Limited; we're celebrating our past, energizing our present, inspiring our future. As one of Canada's largest and most successful co-operatives we have grown to provide our members with 36 Farm and Ranch stores and 117 Petroleum agencies throughout BC, Alberta and Saskatchewan. We are proudly committed to agriculture and supporting the communities, in which we live, work and play.

www.ufa.ca

Gold Level Sponsors



Jubilee Insurance Agencies Ltd. (Subsidiary of the AAMDC) is a non-profit organization providing comprehensive insurance programs and risk management consulting/training to Alberta's municipalities, agricultural societies, private/charter schools, non profit housing organizations and numerous other non-profit community groups. Jubilee has been a trusted provider of such services for over 50 years. Offering cost effective competitive rate structures, seasoned experienced personnel, and a focus dedicated to the insurance & risk management needs of Alberta's local government / non-profit sectors, Jubilee continues today as a trusted advisor and partner to such organizations.

www.aamdc.com



Foster Park Basket is a general insurance broker who focuses on serving the insurance needs of Agricultural Societies.

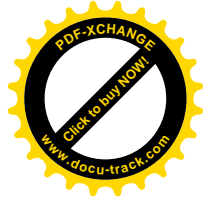
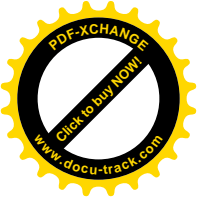
www.fpb.ca

Select-A-Session Sponsors



ConocoPhillips Canada (CPC) is one of the country's largest oil and natural gas production and exploration companies. Headquartered in Calgary, Alberta, we are a top three producer of natural gas in the country, with a world-class portfolio including assets in western Canada, the Arctic and Atlantic Canada, as well as oil sands interests near Fort McMurray, Alberta.

www.conocophillips.ca



2009 Sponsor Information



Select-A-Session Sponsor/Scholarship Program Sponsor

Unifeed, a value added business of Viterra, is positioned as Western Canada's most progressive feed supplier.
www.viterra.ca

General Session Sponsor



Fortis Alberta's focus is the safe and reliable delivery of electricity to customers in communities across southern and central Alberta.

www.fortisalberta.ca

Marketing Competition Sponsors



Coffee Break Sponsors



Scholarship Program Sponsors





2009 Sponsor Information

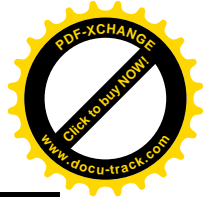
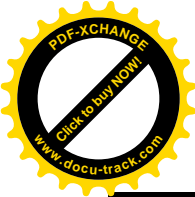
Delegate Bag Sponsor

THE Western Producer

Silver-Level Sponsor

AECOM

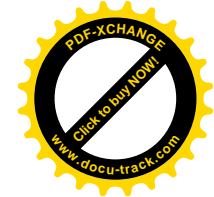
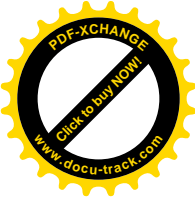




2009 Represented Regions

Region #1	Region #2	Region #3
Burdett Ag Society Cardston Agricultural Society Foremost & District Ag Society Lethbridge & District Exhibition Medicine Hat Exhibition & Stampede Milk River & District Vauxhall Ag Society	Airdrie & District Ag Society Arrow Wood Ag Society Big Country Ag Society Blackfoot Rodeo & Ag Society Carstairs & District Ag Society Cochrane & District Ag Society Delcour Agricultural Society Delia & District Ag Society Didsbury Ag Society Hanna Ag Society Madden & District Ag Millarville Ag Society Olds Agricultural Society Strathmore Ag Society Trochu Ag Society	Bentley Ag Society Blackfalds & District Ag Society Bowden & District Ag Society Camrose Regional Exhibition Castor & District Ag Society Cottonwood Gordon Ag Society Elnora & District Ag Society Innisfail & District Ag Society Ponoka Ag Society Round Hill Ag Society Wetaskiwin Ag Society
Region #4	Region #5	Region # 6
Andrew & District Chipman Ag Society Chipman Ag Society Edgerton Ag Society Hardisty Agricultural Society Lac Bellevue & District Lac La Biche Ag Society Metiskow & District Ranfurly & District Rich Lake Rec & Ag Society St. Michael Community & District Vegreville Ag Society Vermillion Ag Society Wainwright Ag Society Willingdon Ag Society	Alberta Beach Barrhead Ag Society Clyde & District Ag Society Colchester & District Ag Society Darwell & District Ag Society Highridge Ag Society Josephberg Ag Society MTM Ag Society Pembina Ag & Rec. Society Progressive & Coordinate Organization Regions Radway Ag Society Redwater & District Rochester & District Ag Society Sangudo & District Ag Society Spruce Grove & District Ag Society Tomhawk & District Sports Ag Society Westlock & District White Court & District	Battle River Agricultural Society Berwyn Agricultural Society Clairmont & District Cleardale Ag Society Dixonville Life Ag Society Eaglesham & District Hawkhills Ag Society Nampa District Savanna Ag Society Savanna Ag Society Smoky River Ag Society Valleyview & District <div>Presenting Sponsor</div> <div></div>

* as of January 9, 2009



2009 Service Members

Service Members

AECOM
Alberta Association of Municipal Districts & Counties/Jubilee Insurance
Alberta Community & Cooperative Association
Alberta Credit Unions
Alberta Touring Alliance
Alberta Weekly Newspaper Association
ATB Financial
ConocoPhillips
Dikor Ribbon Technologies
Enbridge
Focused Leadership
Fortis Alberta
Foster Park Basket
Global Sports Resources Ltd.
Hitch Masters Percherons
Image Signs
Jinglebob Music
Kilroe & Associates Ltd.
Rainbow the Clown & Friends
Recreation Facility Personnel
The Western Producer
UFA Cooperative
Viterra/Unifeed
West Coast Amusements Ltd.
<i>* as of January 12, 2009</i>

Presenting Sponsor





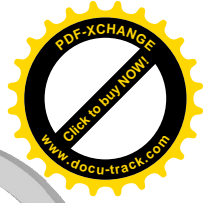
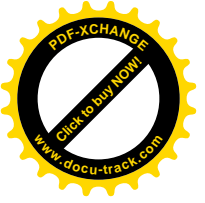
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Cabinet Minister's & MLA Forum

Presenting Sponsor





Cabinet Minister's/MLA Forum

Panel Bios

2009 Forum Moderator

Honourable Luke Ouellette, MLA for Innisfail– Sylvan Lake

Luke Ouellette was elected to his third term as a Member of the Legislative Assembly for Innisfail-Sylvan Lake on March 3, 2008. During his second term he served as Minister of Restructuring and Government Efficiency, Minister of Infrastructure and Transportation and as a member of the Cabinet Policy Committee on Managing Growth Pressures.

Previously, Mr. Ouellette served as co vice-chair of Climate Change Central, co-chair of the MLA Steering Committee for Rural Development, and a member of the standing committees on Private Bills and Public Accounts, the MLA Review of Ambulance Service, the Standing Policy Committee on Energy and Sustainable Development and the Agenda and Priorities Committee.

Mr. Ouellette was born on July 22, 1953, in St. Paul and grew up on a farm in St. Lina. He has owned a number of small businesses and worked as an oil field consultant.

An active member of his community, Mr. Ouellette has served as a volunteer for a number of organizations, including:

- Pine Lake Hub Centre
- Crossroads Agricultural Society
- Field services Liaison with the MD of Taber
- YWCA in Lethbridge
- Pine Lake Agriculture Park
- Director, Pine Lake Restoration Society
- STARS Ambulance
- Co-chair, Clean Lake Days, Pine Lake
- Coach, minor baseball

Presenting Sponsor





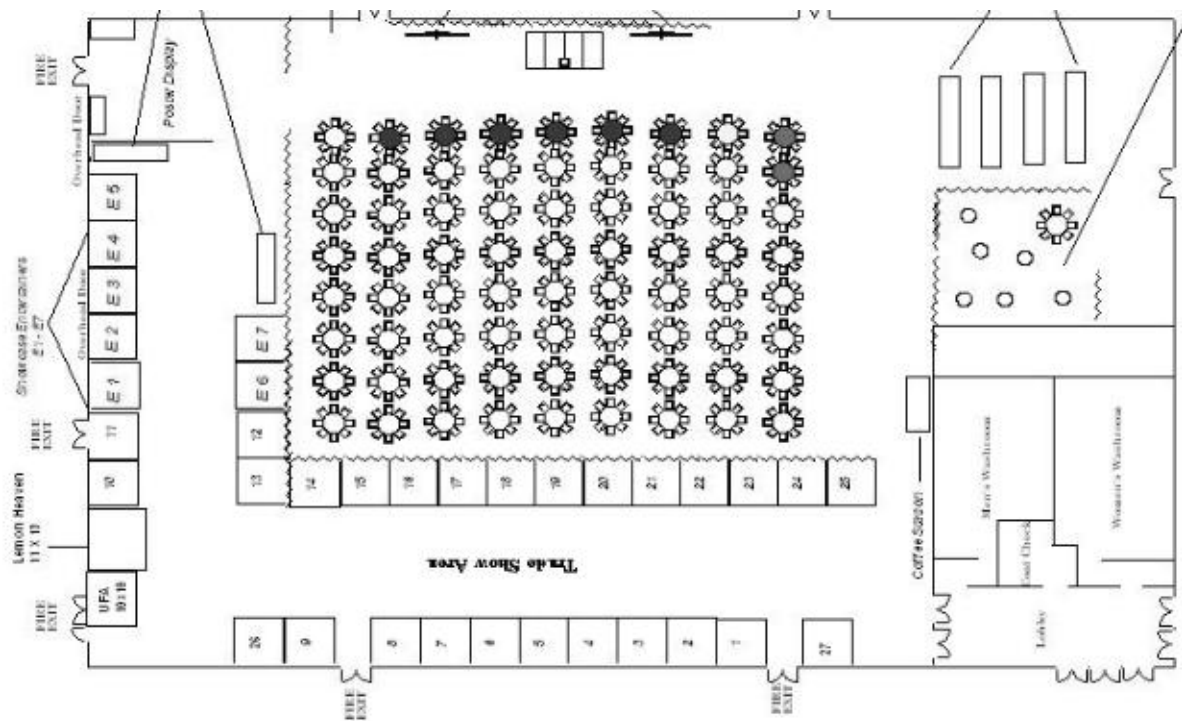
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



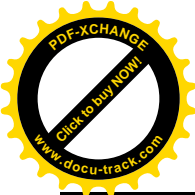
Tradeshow

Presenting Sponsor

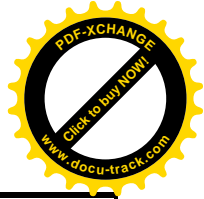
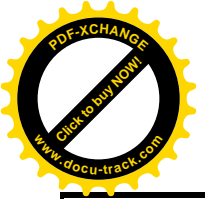




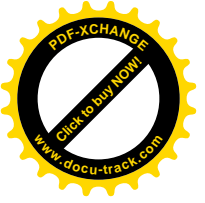
Booth	Company	Booth	Company	Showcase Entertainers
1	Federation of Alberta Gas Coops	16	Rainbow the Clown & Friends	E 1 Sheldon Casavant
2	AFSC	17	Peace River Environmental Society	E 2 Vannatta
3	RCVO	18	Alberta Community & Cooperative Association	E3 Trevor Panczak & Rough Stock
4	CAFÉ	19	Agricultural Education & Training Branch	E4 The Chick A Divas
5	DIKOR Ribbon	20	Alberta Culture & Community Spirit	E 5 UM Entertainment - Hey Romeo
6	Global Sport	21	Kilroe & Associates	E6 Celtara
7	Recreation Facility Personnel	22	Hitch Masters	E7 Sean Hogan
8	Fortis Alberta	23	Alberta Association of Municipal District & Counties	
9	AGLC	24	AECOM	
10	AAAS	25	Viterra	
11	Alberta Agriculture & Rural Development	26	TBA	
12	Arts Touring Alliance	27	Image Signs	
13	Foster Park Baskett	Comer	UFA	
14	Jinglebob Music	Comer	Lemon Heaven	
15	Green Hectares			



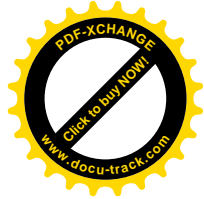
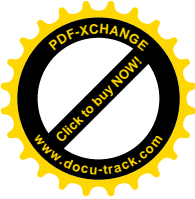
Company	Contact Information	Phone Numbers:	Booth
AECOM	Contact: Huge MacKenzie Suite 200, 6807 Railway St. S.E. Calgary, AB T2H 2V6	Phone: 403-270-4827	24
Alberta Association of Agricultural Societies	Contact: Lisa Hardy Address: Room 200, J.G. O'Donoghue Bldg. 7000– 113 Street, Edmonton, AB T6H 5T6	Phone Numbers: Direct: (780)427-6744 Main: (780)427-2174	10
Agriculture Financial Service Corporation	Contact: Leah Jones 5718 –56 Avenue, Lacombe, AB T5L 2B12	Phone: 403-782-8229	2
Alberta Gaming & Liquor Commission	Contact: Maggie Low-On 50 Corriveau Avenue, St. Albert, AB T8N 3T5	Phone: 780.447-8823	9
Agriculture Education & Training Branch	Contact: Brent Andressen #200, 7000– 113 Street, Edmonton, AB, T6H 5T6	Phone: 780-427-4225	19
Alberta Agriculture & Rural Development	Contact: Shauna Johnston 230 Provincial Bld, 4709– 44 Avenue, Stony Plain, AB T7Z– 1N4	Phone: 780-427-4221	11
Alberta Association of Municipal Districts & Counties (AAMD&C)/ Jubilee Insurance Agencies Ltd	Contact: J. David Clarke, CRM Manager of Insurance & Risk Services 2510 Sparrow Drive,, Nisku, Alberta, Canada, T9E 8N5 www.aamdc.com	Phone: Direct - 780-955-4089	23
Alberta Community & Cooperative Association	Contact: Dianne Schoepp #104– 5013– 48 Street, Stony Plain, AB T7Z 1L8	Phone: 780-963-3766	18
Arts Touring Alliance	Contact: Brenda O'Donnell 11759– Groat Road, Edmonton, AB T5M 3K6	Phone: 780-644-4840	12
Alberta Culture & Community Spirit	Contact: Debra Hagman 4709– 44 Avenue, Stony Plain, AB T7Z 1N4	Phone: 780-963-2281	20
Canadian Assoc. of Fairs & Exhibitions (CAFÉ)	Contact: Mavis Hanna 43 Eccles Street, Ottawa, Ontario, K1R 6S3	Phone: 613-233-0012	4



Company	Contact Information	Phone Numbers	Booth
Dikor Ribbon Technologies	Contact: Koreen Senko 2106-21 Avenue, Vernon, B.C.	Phone: 205-503-2510	5
Federation of Alberta Gas Co-Ops Ltd.	Contact: Dawn Dietz #201– 115, Portage Close, Sherwood Park, AB T8H 2R5	Phone: 780-416-6543	1
Foster Park Baskett	Contact: Andre Charrois #200, 17704– 103 Avenue, Edmonton, AB T5S 1J9	Phone: 780-489-4961	13
Global Sports	Contact: Jordy Ryhorchuk 2nd floor 5323– 91 Street, Edmonton, AB T6E 6E2	Phone: 780-469-7980	6
Green Hectors	Contact: Wendy Schneider 53537 Rge Rd 212, Ardrossan, AB	Phone: 780-977-0318	15
Hitch Masters Percherons	Contact: Kim & Neil Dimmock Box 246, Mundare, Alberta, T0B 3H0	Phone: 780-764-2099	22
Image Signs	Contact: Dan Bussier/Patty Reneau 9304-31 Avenue, Edmonton, AB T6N 1C4	780-437-7835	27
Jinglebob Music	Contact: Sharmon Crane RR4, Eckville, AB T0M 0X0	Phone: 403-729-2747	14
Kilroe & Associates Ltd.	Contact: Ken Kilroe #6, 3700– 19 Street N.E., Calgary, AB T2E 6V2	Phone: 403-291-3166	21
Lemon Heaven	Contact: Mark Heinrich 4532-149 Avenue, Edmonton, AB T5Y 2Z1	780-217-2078	Corner
Peace River Environmental Society	Contact: Adele Rymhs Box 5354, Peace River, AB T85 1R9	Phone: 780-332-2554	18
Rainbow the Clown & Friends	Contact: Larry Dixon J602-3525 0 40th Avenue S.W. Calgary, AB T3E 6W1	Phone: 403-278-9202	16



Company	Contact Information	Phone Numbers	Booth
Resource Centre for Voluntary Organizations	Contact: Lindsay McWhirter Grant Mac Ewan College, Alberta College Campus, Room 628, 10050 MacDonald Drive, Edmonton, AB T5J 2B7	Phone: 780-633-3979	3
Recreation Facility Personnel	Contact: Larry Golby 11150 Bonaventure Drive. S.E. Calgary, AB T2J 6R9	Phone: 403-253-7544	7
UFA	Contact: Shannon Ohama Suite 700, 4838 Richard Road S.W. Calgary, AB T3E 6L1	403-570-4500	Corner
Viterra/Unifeed	Contact: Kevin Chanut Int. of Hwy 2A & 306 Ave, Site 2, Box 50, RR1 Okotoks, AB T1S 1A2	403-938-8391	25



Entertainment Showcase Tradeshow Participants Roving Radical Contacts

Showcase Entertainers	Contact:	Contact Information	Booth
Sheldon Casavant Productions	Sheldon Casavant	Phone 780-416-0070 #302, 2512– 40 Street, Edmonton AB T6L 5L1	E1
Vannatta	Larry Vannatta	Phone: 403-599-2397 Box 94, Milo, AB T0L 1L0	E2
Trevor Panczak & Rough Stock	Robert Habetler	Phone: 403-381-0833 #1 Assiniboia Rd. West. Lethbridge, AB T1K 6Z11	E3
The CHICKAdivas	Regina Landeck	Phone: 780-433-9594 11263– 73 Avenue, Edmonton, T6G0C7	E4
UM Entertainment - Hey Romeo	Rob Shapiro	Phone: 780-988-2408 10511– 153 Street, Edmonton, AB T5P 2C2	E5
Celtara	Tami Cooper	Phone: 780-430-0724 6532– 112 Street, Edmonton, AB T6H 4R2	E6
Sean Hogan	Jean Hogan	Phone: 306-933-9961 828– 8th Avenue, North Saskatoon, SK, S7K 2X2	E7

Roving Radicals	Description	Contact
Double Diamond	Performing together since 2006, recording artists DOUBLE DIAMOND believe in the Western way of life and preserving our Cowboy heritage in song.	Lloyd Dolen 403-581-0638 www.doublediamondband.com
Impetus Magic	Formed in 2006, Impetus Magic has thrown caution to the wind and blown the lid off of conventional stage shows. From simple warm up techniques to grand scale illusions, the audience is involved.	Jodie & Allister 403-969-7604
Rainbow the Clown	Clown Juggling, magic, balloons, Roving Props	Larry Dixon 403-278-9209



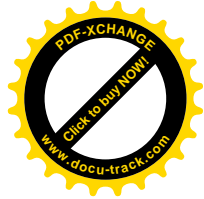
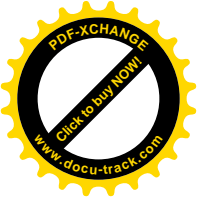
2009 Alberta Association
Of Agricultural Societies
Convention & Tradeshow



Entertainment Showcase

Presenting Sponsor





Entertainment Showcase Schedule

Friday

Entertainment Showcase

8:30 p.m.

Sheldon Casavant
Magician



Sheldon Casavant is a dynamic entertainer of remarkable skill and versatility. Still in his early 20's, Sheldon has developed into one of Canada's most promising performers in the field of magic and illusion.

Sheldon is a multiple award winner for both his close up and stage performances. In 2003, the society of American Magicians presented Sheldon with the coveted Genii Award for close-up magic, "in recognition of great potential show in a winning personality and performance in the field of Magical Arts.

www.sheldoncasavant.com

9:00 p.m.

Vannatta
Country Cross-Over
Band

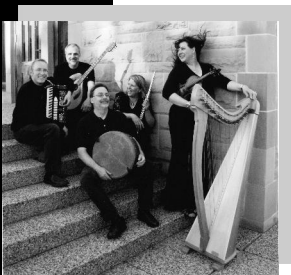


Vannatta's music is best described as Cross-over County, Folk, Bluegrass, Roots music. Veteran performers that know how to entertain a crowd with their common folk humor, picking and grinning style, to their toe tapping, get down, best in the west entertainment. To date Vannatta has recorded 8 CD albums, and over 25 single releases.

www.vannatta.ca

9:30 p.m.

Celtara
Acoustic Celtic



CELTARA (pronounced Kell TAH'ra). Five accomplished musicians with a love for the beauty of acoustic Celtic music. The handcrafted arrangements are brought to life with a lustrous blend of instruments. The band's repertoire includes richly textured versions of Celtic influenced traditional music from Ireland, Scotland, Canada, Scandinavia and France as well as original music crafted in both traditional and not so traditional styles by members of Celtara.

www.celtara.ca

Presenting Sponsor



Saturday

Entertainment Showcase

12:30 p.m.

CHICKAdivas
A cappella chicks with swing
and style



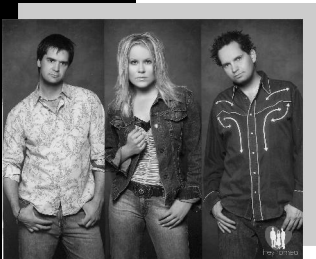
Winners of the 2003 Northern Harmony a cappella festival, the CHICKAdivas cover a range of genres. The CHICKAdivas impress the audience with the harmonies of well-known standards and their original arrangements and songs.

Whatever the song style the CHICKAdivas set a high musical standard. All members are experience singers who have an ear for good vocal production and blend.

www.chickadivas.com

1:00 p.m.

Hey Romeo
Edmonton-based Trio



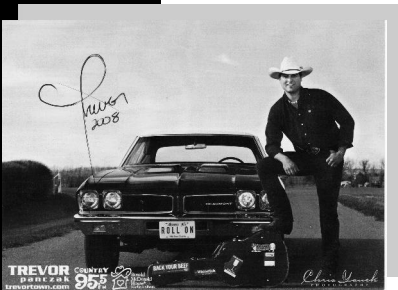
Hey Romeo has a "Sugarland" feel to their music and like the Nashville trio; this group too is built around the lead vocals of the female member, Stacie Roper.

"The diversity and talent of this band makes them a favorite with our country audience," adds Larry Werner, producer of The Big Valley Jamboree in Camrose. "The band understands the theory of working hard and entertaining well. It sets them apart from other artists."

www.heyromeo.com

9:00 p.m.

**Trevor Panczak & Rough
Stock**



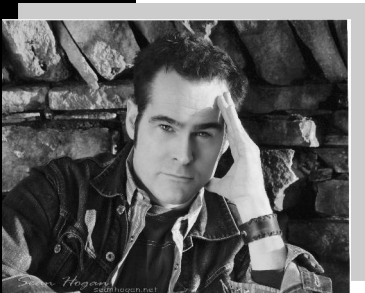
Country Singer Trevor Panczak is originally from Magrath Alberta and has been signing and song writing since he was a young boy. In 2008 Trevor placed 2nd out of 50, 000 contestants in the Colgate Country Showdown national final in Nashville, TN. – the first Canadian to ever make it that far!

Since recording his first album in 1996 of original material, Trevor has won numerous awards including the Calgary Stampede Youth Talent Showdown, CFR Country Vocal Spotlight and is a four time Montana state Champ for the Colgate Country showdown.

www.trevortown.com

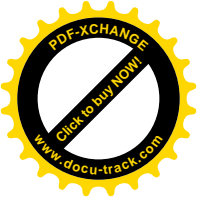
9:30 p.m.

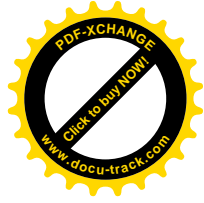
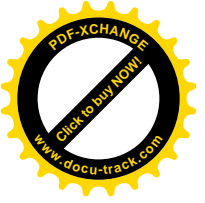
Sean Hogan
C.C.M.A. Independent Male
Artist of the Year– 1997



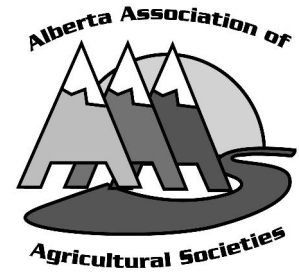
Some industry observers have described Sean's style as dangerously balanced between "alt-county authenticity" and "modern rustic pop." Sean's first album release immediately caught the attention of country radio programmers and listeners across Canada. Their reaction earned him the first-ever C.C.M. Independent Male Artist of The Year Award in 1997. Since then, Hogan has become one of the highest profiled Canadian singer/songwriters performing his own brand of Country and Roots music in Canada as well as in parts of the U.S. and Australia in recent years, and has had an astounding seventeen music videos aired on CMT Canada promoting those songs.

www.sheanhogan.net





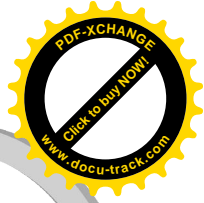
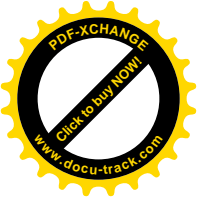
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Emcees Speakers

Presenting Sponsor





Emcee & Speaker Bios

Emcee Jack Jackson

Jack Jackson grew up developing his entertainment skills listening to the records of the "Country Music" legends of the 60's and the 70's. All of whom had a tremendous influence in shaping the vocal styles of this "New Country Gentleman".

Jack Jackson's country music show is entertaining and versatile. Jack has a unique musical ability and showmanship that captures the listening ear of country music fans everywhere. His musical repertoire facilitates the driving rhythms of 50's rock and roll as well as the new dance steps of today's "country music dance market". Jack's repertoire includes cover tunes that span 50 years of country music, enhanced also with his original material. His warm smooth vocals will melt your heart during a ballad, inspire your soul during a gospel song, and set your feet to dancing with the new country sounds of today. Jack and his wife, Debbie, along with their two sons, Clint and Ben, can be found with other members of his band, J.R.B., in venues such as fairs, jamborees, and rodeos.

Opening Keynote & Select-A-Session Speaker: Dr. Larry C Helms

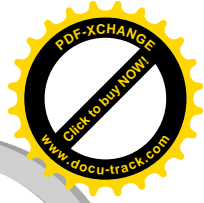
Larry Helms is a nationally recognized and respected expert in the field of industrial psychology and personal development programs. He holds a Ph.D. from The University of Michigan and a post-doctoral certificate in management from Harvard University. He also studied at the University of Belgrade in Yugoslavia and is a former Fulbright Scholar in Eastern Europe. In 1982, the American Adult Education Association selected Dr. Helms as their "Adult Educator Of The Year". In 1988, the National Speakers' Association awarded Larry their prestigious "Certified Speaking Professional" designation.

Early in his career Larry was a public school teacher and coach in Michigan and later a principal and superintendent of school in Arctic Alaska. He later served as a university professor, dean and vice-president. After leaving the academic world he became vice-president of training for a large regional bank and is currently the executive vice-president of Western Training Systems, a personal and business development company specializing in the practical application of industrial psychology.

A former collegiate and interpretative speech champion, Dr. Helms has been called an "edu-tainer" and "fun-tastic" for his ability to weave humor into serious training messages. Larry currently speaks about 50 times a year and over 70% of his annual business is with repeat clients.

Closing Keynote: Brenda Robinson

Brenda is a speaker, trainer, writer and consultant with a passion for working with people. She has been addressing groups for over twenty years on topics related to communications, humour, laughter, positive working skills and wellness in general. It is Brenda's belief that we are on a lifelong learning journey and that it should be an enjoyable, exciting and interesting travel time. Brenda grew up close to Minnedosa, Manitoba and continues to stay connected to her family there. She now lives in Sherwood Park, Alberta where she and her husband, Len have their training and development business. Brenda and Len have five children 3 boys and 2 girls. She enjoys travel, gardening, reading, movies and long walks. The family is only complete when you count the two sheltie dogs and three stray cats who have taken up residence. Brenda received her Bachelor of Arts from Brandon University in Brandon, Manitoba (Major in English) and her Masters of Education from Simon Fraser University in Burnaby, B.C. in 1998. Join Brenda to listen, laugh and learn about other people, about yourself and about other stuff we may need and want to know.



Speaker Bios

General Session: John Rilett

John Rilett is Vice President of Climate Change Central.

Since joining Climate Change Central in 2003, John has led multi-million dollar programs from proposal to deployment, assembling diverse partners and calmly facilitating multiple points of view at board room tables. These include alternative transportation fuels and technologies for the commercial transport sector; renewable energy and energy efficiency programs for consumers and small businesses; as well as initiatives designed to support carbon offsets and emissions trading programs. This has been accomplished by working closely with the federal and provincial governments, municipalities, industry associations and private sector stakeholders.

John also chairs the newly-formed Alberta Energy Efficiency Alliance, sits on the Clean Air Strategic Alliance's Vehicle Emission Team and has been named to the Alberta Motor Transport Association GHG Coordinating Committee.

On weekends, John can be found on the back roads on his bicycle, or watching trains with his two sons.

Select-A-Session Speakers

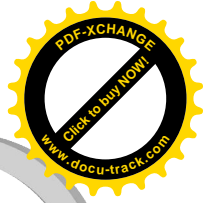
Roger R. Breault, MCS, CFRE, Speakers' Bureau of Alberta

Sponsorships– How To Get Them presented by

Senior accredited fundraising professional. author and workshop presenter. Extensive non-profit expertise. Negotiated and managed contracts, supervised staff, worked with decentralized offices in strategic planning and execution. Created and managed budgets and financial reporting systems. Managed boards and board committees. Experience in volunteer recruitment, retention and motivation. Carried out market studies and implemented recommendations. Worked for three levels of government. Effective consultant to non-profit organizations.

Raised over \$60,000,000 through capital campaigns, sponsorships, annual giving, special events, direct-mail, gaming, foundation appeals, strategic alliances, telemarketing, planned giving, major gifts, and grantsmanship. Donor database design/implementation. Additional expertise in economic development, public relations, marketing, recreation and speakers' bureaus. Worked extensively for charities in rural Alberta.

Roger is a Trustee of the Edmonton Public Library, Director of Tomorrow Foundation for a Sustainable Future and Director of the Edmonton Chapter, Muscular Dystrophy Canada.



Speaker Bios

Select-A-Session Speakers

Laurel Aitken, Nicole Hornett, Brent Anderssen

Agricultural Renewal: Working Through Partnerships presented by Agricultural Education and Training Branch

Laurel Aitken is the Farm Safety Program Coordinator for Alberta Agriculture and Rural Development in Edmonton. Laurel received her degree in Agriculture from the University of Manitoba and immediately headed west for the greener pastures of Alberta. Since then, Laurel has worked in private industry, for producer associations and for government and has held the position of Farm Safety Coordinator for the last 6 years. Laurel is currently working on the last course of her Occupational Health and Safety Certificate at the University of Alberta.

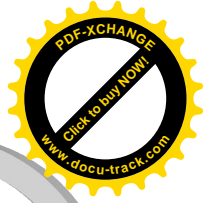
Laurel Aitken B.Sc, Ag
Farm Safety Coordinator,
Ph: 780.427.4231
Fax 780.422.7755

Nicole Hornett is the Green Certificate Provincial Program Coordinator with Alberta Agriculture and Rural Development. She grew up on Vancouver Island and was a very active 4-H poultry member with a love for rare breed bantams. She holds a science degree in Biology and an Animal Health Technology diploma. Some of her work-related interests include employment trends, agricultural job requirements and finding creative, viable solutions to challenges. If you're looking to discuss the benefits of apprenticeship-style agricultural training, you've found the right person!

Nicole Hornett, B.Sc, AHT
Green Certificate Program Coordinator
Ph: 780.644.5378
Fax: 780.422.7755
Web: agriculture.alberta.ca/greencertificate

Brent Andressen is the Agricultural Education Coordinator with Alberta Agriculture and Rural Development. A fourth generation Albertan born in the Peace Country, Brent taught a variety of subjects in grades two to twelve during a twenty five year teaching career. His M. Ed in Sociology of Education focused on developing connections between urbanized students and rural Alberta. Current work with the 4-H and Agriculture Education Branch has led to several projects that support ag awareness and ag tourism.

Brent Andressen, B.A, M.Ed
Agricultural Education Coordinator
Ph: 780.427.4225
Fax: 780.422.7755



Speaker Bios

Select-A-Session Speakers

Brad Kotowich, Focused Leadership Group

Cultivating Your Relationships– An Interpersonal Approach for Aspiring Leaders

With passion and appreciation for the power of people, Brad has successfully consulted with sport, non-profit, business and government groups over the past 18 years in a variety of capacities. With the right tools, processes and systems in place, he believes the human potential can produce amazing results. During the last 12 years, Brad believes he is blessed to have concurrent careers as a leadership development consultant as well as working with a large non-profit organization in Sherwood Park. In 2005, Brad launched Focused Leadership Group and continues to help organizations to realize their potential.

Pat Martz, Healthy Living Branch, Alberta Health & Wellness

The Alberta Nutrition Guidelines for Children and Youth

Pat Martz, Registered Dietitian, Project Manager, Alberta Health and Wellness, Healthy Living Branch, Division of Public Health.

Pat's work involves nutrition issues across the life span and she is particularly focused on promoting healthy lifestyles through healthy eating and active living. Her most recent project has been the development of the Alberta Nutrition Guidelines for Children and Youth.

In addition to various volunteer roles Pat enjoys doing anything outdoors that provides her with an excuse not to do housework!

Barb Sturdy, Community Liaison Officer, Alberta Culture and Community Spirit– Lottery Funding Programs Branch

Rick Walters, MCFP Grants Officer– Lottery Funding Programs

Lottery Grant Funding

Barb Sturdy, Community Liaison Officer has been with Lottery Fund Programs since 2000. She has worked with on-profit, community groups in Central and Southern Alberta as well as Calgary and area. She has served on many non-profit boards as a board member and volunteer with organizations such as the Calgary Homeless Foundation, United Way of Calgary and the Alberta Paraplegic Foundation.

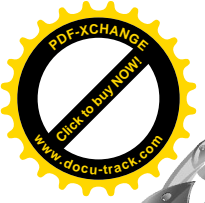
Rick Walters, MCFP grants Business Officer, has been with Lottery Funding Programs since March 2008. Previously, he worked with Alberta Children's Services as the provincial mentoring coordinator for youth in care and implemented the Alberta Mentoring Partnership three-year Strategic Plan. Rick is affiliated with many charities throughout Edmonton including Kids Cottage and Kids with Cancer.

Crystal Flaman– Engaging Youth

Crystal hails from Regina, Saskatchewan, in the heartland of Canada's bread basket. She went to elementary and high school there, and moved on to the University of Saskatchewan in Saskatoon. She then went to Australia on a student exchange program, and this is where she discovered her calling and career.

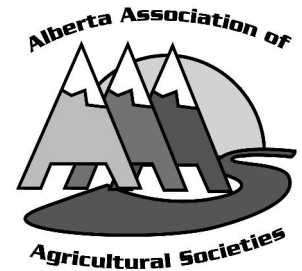
As an exchange student in Australia, Crystal went from being the youngest of 10 children to the oldest amongst five boys. This family dynamic was a complete turnaround for Crystal, and it caused her to see life in a new light.

While there she met Jim Rohan, a world recognized speaker and grand-guru of motivation. This meeting, coupled with her new found family, led her to a path of altruistic facilitation and thus her calling - helping people explore the possibilities in their lives - especially helping those who want to, but can't help themselves.



**Inspiring
Community
Leaders**

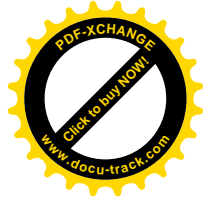
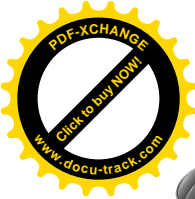
2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Select-A-Sessions General Session Keynotes

Presenting Sponsor





2009 Convention & Tradeshow

Select -A-Sessions

Select-A-Sessions are designed to provide members with tangible learning opportunities. Experts from various industries have been brought together to help members learn about engaging youth, sponsorship, mentor and supporting leaders by understanding how you lead, energy efficiency, lottery funding and how to embrace change. Each Select-A-Session is 75 minutes in length.

Select-a-Session # 1	Monaco Room	Saturday - 9:30 a.m.– 10:45 a.m.
----------------------	-------------	----------------------------------

Thinking Outside The Box: the New Normal– Presented by Dr. Larry Helms
Sponsored by Viterra/Unifeed

This seminar is 100% practical and relates directly to one's professional and personal life. It examines the five major mental locks that need to be opened for more creative problem solving and decision-making. Each lock is examined carefully and procedures are shown that can be used to eliminate that lock as a stumbling block.

Select-a-Session #2	Executive Boardroom #2	Saturday 9:30 a.m.– 10:45 a.m.
---------------------	------------------------	--------------------------------

Cultivating Your Relationships– An Interpersonal Approach for Aspiring Leaders– presented by Brad Kotowich, Focused Leadership Group

Leadership begins with a true understanding of your most valuable asset...yourself. This session will explore why you are the way you are and how that relates to those around you. More importantly, you will understand how you can have stronger relationships with those around you and avoid unnecessary conflict.

Select-a-Session #3	Florence Room	Saturday 9:30 a.m.– 10:45 a.m.
---------------------	---------------	--------------------------------

Lottery Grant Funding presented by Alberta Lottery Funding Programs

Join, Barb Sturdy and Rick Walters, from Alberta Lottery Funding Programs to learn about accessing charitable gaming activities and lottery funding programs to support your community project or initiative.

Select-a-Session #4	Monaco Room	Saturday 11:00 a.m.– 12:15 p.m.
---------------------	-------------	---------------------------------

Sponsorships– How to Get Them! Presented by Rodger Breault

Sponsored by ConocoPhillips

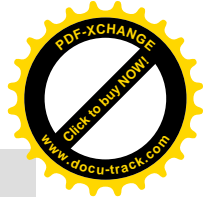
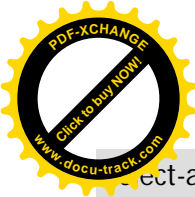
Sponsorships are mutually beneficial agreements. Both the recipient and the sponsor benefit. In this session, Roger will cause you to think about what benefits you can offer a prospective sponsor and how to maximize your chances of not only securing them, but retaining them for years to come. This session will provide delegates with a clear explanation of the differences between a donation and a sponsorship and share his thoughts on current market trends to enable you to capitalize on the dynamic role you play in making a difference in your community.

Select-a-Session #5	Executive Boardroom #2	Saturday 11:00 a.m.– 12:15 p.m.
---------------------	------------------------	---------------------------------

Creating Healthy Eating Environments – Presented by Alberta Health & Wellness

Implementing the Alberta Nutrition Guidelines for Children and Youth in recreation and community settings.

Making healthy food choices the easy choice to make for children and youth provides opportunities for developing healthy habits that last a lifetime. Healthy food choices, as well as keeping active, are important for the prevention of heart disease and diabetes. This session will provide you with the basics on how to implement the guidelines in recreation or community settings.



Select-a-Session #6	Florence Room	Saturday 11:00 a.m.– 12:15 p.m.
---------------------	---------------	---------------------------------

Engaging and Inspiring a Younger Demographic in Agriculture Presented by Crystal Flaman

Select-a-Session #7 & 8	Santano Room	Saturday Part A - 9:00 a.m.-10:45 a.m. Part B - 11:00 a.m.– 12:15 p.m.
-------------------------	--------------	--

Workshop: Part A & B Agriculture Renewal: Working Through Partnerships

The future of agriculture in Alberta is important to everyone! Key to agricultural renewal is attracting youth to the industry, training them effectively and keeping them safe as they work. Come learn about Alberta Agriculture and Rural Developments Farm Safety, Green Certificate and Agricultural Education programs and how they can help attract and keep young workers.

2009 Convention & Tradeshow

General Session

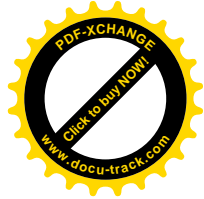
General Session	Trade Centre	Sunday 9:00 a.m.– 10:00 a.m.
-----------------	--------------	------------------------------

General Session - Energy Efficiency, renewables and carbon offsets: Agriculture's Opportunity
presented by Climate Change Central
Sponsored by : Fortis Alberta

Agriculture faces several challenges, as well as opportunities, from climate change and impacts associated with it. A need to reduce energy use and carbon emissions is balanced with opportunities in renewable energy and carbon offsets. This session will provide background and context on these challenges and opportunities, and will focus on some tangible options for agriculture producers in Alberta today.

Presenting Sponsor





2009 Convention & Tradeshow Keynote Presentations

Opening Keynote

Trade Centre

Friday 7:45 p.m.– 9:00

Keynote Address– Dr. Larry C. Helms, TRAINERGY
Sponsored by Foster Park Basket

Running With Scissors: Why Smart People Do Dumb Things (and How to Avoid Them)

Mental intelligence is not a vaccine against doing dumb things. Look at any newspaper and you will find example after example of really smart people who shoot themselves in the foot: Martha Stewart, Kenneth Lay, Dennis Kozlowski, etc.

This keynote explores the concept of "unforced errors" or self-sabotaging mistakes people make that are not only avoidable ... but dumb! Attendees will discover eight ways to recognize and eliminate unforced errors in their lives.

Closing Keynote

Trade Centre

Sunday 10:00 a.m.– 11:00 a.m.

Keynote Address– Brenda Robinson, Brenda Robinson Robcan Group
Sponsored by Alberta Association of Municipal Districts & Counties/Jubilee Insurance

Getting the Best From the Most!

In our new and demanding world, the expectations continue to go up. We are always striving to do more and get better results. The fast pace, the workload, and the resource challenges call for innovation, motivation, and collaboration. We need to give our best and get the best from the most – all of the time.

Join Brenda Robinson to explore ways to do this. Listen, laugh and learn!

Presenting Sponsor





2009 Alberta Association Of Agricultural Societies Convention & Tradeshow



Speaker Handouts

Presenting Sponsor

