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Convention Agenda



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2012 AAAS CONVENTION AGENDA

Friday February 3, 2012

8:00am—7:00pm	Registration —Garden Courtyard Silent Auction Drop Off - Alpine Room Alcove Marketing Competition Drop Off - Alpine Room Alcove	Marketing Competition Sponsored by: <i>Chandos Construction</i> <i>Enbridge</i> <i>Partnership Group</i> <i>Superior Showcase</i> <i>West Coast Amusements</i> <i>Western Producer</i> <i>Willson Audio</i> <i>UFA</i>
8:00am—6:00pm	Silent Auction Open —Emerald/Amethyst Room	
8:30am—2:30pm	Farmer's Market Manager's Training - Morraine Meeting Room Speaker: Eileen Kotowich, ARD Sponsored by Foster Park Baskett	
9:00am—12:30pm	Proposal Writing for Grants —Logan Ballroom Speaker: Jan Fox Sponsored by ATB	
9:00am—12:30pm	The Power of Influence & Persuasion —Pallisades Speaker: Jeff Tobe Sponsored by Fortis	
9:00am—12:30pm	Comprehensive Community Transformation —Rundle Ballroom Speaker: Brenda Herchmer Sponsored by Servus Credit Union	
9:30am—12:30pm	Board Governance 101 - Robson Ballroom Speaker: Freda Molenkamp-Oudman, ARD Sponsored by Encana	
9:30am—12:30pm	Policy & Procedures Workshop —Maligne Meeting Room Speaker: Larry Golby Sponsored by Atco Gas & Atco Electric	
12:30pm—2:00pm	Lunch Buffet —Trade Center ABC	
12:30pm—3:30pm	Tradeshow open & Tradeshow Stage Showcase —Trade Center ABC	
3:30pm—4:00pm	Opening Ceremonies —Trade Center DEF	
4:00pm—5:15pm	Cabinet Minister/MLA Forum —Trade Center DEF	

5:45pm—6:30pm	Cocktails & Entertainment Showcase— Trade Center DEF
6:30pm—7:30pm	Buffet Dinner— Trade Center DEF
7:30pm—7:45pm	Scholarship Awards and Honor Roll Presentations
7:45pm—8:45pm	Keynote Speaker—Jeff Tobe, Coloring Outside the lines <i>“Creating and Implementing the IDEAL ‘Customer’ Experience</i> <i>Sponsored by Fortis</i>
8:45pm—10:30pm	Entertainment Showcase— Trade Center DEF
10:30pm—12:00pm	Hospitality Room—Cash Bar— Trade Center DEF

Saturday February 4, 2012

7:00am—11:00am	Registration— Garden Courtyard	
7:00am—9:00am	Silent Auction Drop Off - Alpine Room Alcove	Marketing Competition Sponsored by: <i>Chandos Construction</i> <i>Enbridge</i> <i>Partnership Group</i> <i>Superior Showcase</i> <i>West Coast Amusements</i> <i>Western Producer</i> <i>Willson Audio</i> <i>UFA</i>
	Marketing Competition Drop Off - Alpine Room Alcove	
7:30am—4:30pm	Silent Auction Open— Emerald/Amethyst Room <i>(Bids close at 4:30pm)</i>	

7:30am—8:30am	Breakfast Buffet— Trade Center DEF	
8:30am—9:30am	Keynote Speaker— Brenda Robinson, The Robcan Group <i>Handling the Challenge of Change—Positively</i> <i>Sponsored by Encana</i>	Trade Center DEF

9:30am—10:00am	Service Members Meeting	<i>Election required</i>	Trade Center Lounge
10:00am—4:00pm	Trade Show Open		Trade Center ABC

9:45am—10:30am	Regional Meetings		
	Region 1	Maligne Meeting Room	<i>Election required</i>
	Region 2	Rundle Ballroom	
	Region 3	Robson Ballroom	
	Region 4	Pallisades Ballroom	
	Region 5	Logan Ballroom	<i>Election required</i>
	Region 6	Morraine Ballroom	<i>Election required</i>

10:30am—11:00am	Coffee Break & Tradeshow Stage Showcase	Trade Center ABC
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11:00am—12:30pm **Team Building and Conflict Resolution**
Logan Ballroom

Speaker: Brenda Robinson
Sponsored by ATB

11:00am—12:30pm **Easy Steps to Improve Your Fair**
Maligne Meeting Room

Speaker: Chana Mannen
Sponsored by The Partnership Group

11:00am—12:30pm **Getting Things Done in a New Reality**
Pallisades Ballroom

Speaker: Ian Hill
Sponsored by Travel Alberta

11:00am—12:30pm **Agricultural Societies Program—Stripped Down**
Rundle Ballroom

Speaker: Fred Young & Ordella Knopf
Sponsored by The Partnership Group

11:00am—12:30pm **Sponsorship—How to Build a Proposal that Works!**
Robson Ballroom

Speaker: Brent Barootes, The Partnership Group
Sponsored by Fortis

11:00am—12:30pm **Emergency Planning for Ag Society Events**
Morraine Meeting Room

Speaker: Brad Andres, ARD
Sponsored by Fortis

12:30pm—1:30pm **Lunch Buffet—Trade Center DEF**

12:30pm—1:30pm **Main Stage and Tradeshow Stage Showcases**

2:00pm—3:30pm **Community Kitchens—Can they help generate revenue in your community?**
Maligne Meeting Room

Speaker: Robert Gibson, ARD
Sponsored by Servus Credit Union

2:00pm—3:30pm **Getting Mobilized with Travel Alberta**
Rundle Ballroom

Speaker: Richard Wong
Sponsored by Encana

2:00pm—3:30pm **Getting Things Done in a New Reality**
Pallisades Ballroom

Speaker: Ian Hill
Sponsored by Encana

2:00pm—3:30pm **Bench Shows—A New Beginning**
Robson Ballroom

Speaker: Facilitated Focus Group
Sponsored by Atco Gas & Atco Electric

2:00pm—3:30pm **Employment Practices**
Morraine Meeting Room

Speaker: Marinna Heinonen
Sponsored by Foster Park Baskett

2:00pm—3:30pm **Sponsorship Today—Industry Trending—How it Can Impact Your Crazy Busy Day**
Logan Ballroom

Speaker: Brent Barootes, The Partnership Group
Sponsored by Travel Alberta

3:30pm—4:00pm **Coffee Break & Tradeshow Stage Showcase** Trade Center ABC

4:00pm—5:30pm **AAAS Annual General Meeting** Meeting Room: Pallisades/Logan Ballrooms

5:30pm—6:00pm **Free Time**

6:00pm-6:30pm **Cocktails & Entertainment Showcase—Trade Center DEF**

6:30pm—9:00pm **Awards Gala— “Country Hoe Down!”—Trade Center DEF**
Buffet Dinner
Presentations , Marketing Competition Awards & Live Auction

9:00pm—10:30pm **Entertainment Showcase—Trade Center ABC**

10:30pm—12:00am **Hospitality Room—Trade Center DEF**

***LIVE AUCTION NOTE:** Once a Live Auction Team has been purchased, the AAAS office will co-ordinate the bidders event and the volunteers that will be attending. It is important to note that due to scheduling conflicts, alternative volunteers other than those purchased may be required in order to fulfill the commitment to the bidder. A minimum of 3 volunteers will attend the bidder’s event to work up to 8 hrs. (AAAS does not guarantee more than 3 volunteers)*
It is the responsibility of the bidder to provide accommodations and meals for the volunteers attending.

Sunday February 5, 2012

8:30am—9:30am **Breakfast Buffet—Trade Center DEF**

9:30am—11:00am **Keynote—Inspiring Alberta—The Power & Potential of Your Ag Society Trade Center DEF**

10:00am—11:00am **Speaker: Ian Hill**

Sponsored by Servus Credit Union

11:00am—11:30am **Closing Ceremonies—Trade Center DEF**



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Shuttle Bus Schedule



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Friday February 3, 2012 - The shuttle bus will be running every half hour during the times listed below

8:00 a.m. - 10:00 a.m. Beginning @ Executive Royal Inn 12:00 p.m. - 4:30 p.m. Beginning @ Mayfield Inn
10:00 p.m. - 12:30 a.m. Beginning @ Mayfield Inn
Last Bus leaving from the Mayfield Inn at 12:30am

Saturday February 4, 2012 - The shuttle bus will be running every half hour during the times listed below

7:00 a.m. - 9:00 a.m. Beginning @ Executive Royal Inn 12:30 p.m. - 1:30 p.m. Beginning @ Mayfield Inn
3:30 p.m. - 6:30 p.m. Beginning @ Mayfield Inn 10:30 p.m. - 12:30 a.m. Beginning @ Mayfield Inn
Last Bus leaving from the Mayfield Inn at 12:30am

Sunday February 5, 2012 - The shuttle bus will be running every half hour during the times listed below

8:00 a.m. - 9:30 a.m. Beginning @ Royal Executive Inn 11:30 a.m. - 12:30 p.m. Beginning @ Mayfield Inn

Pickup &

Dropoff

Locations:

Executive Royal Inn - Front Entrance of the Hotel

Mayfield Inn - NW side of the hotel by the Trade Center



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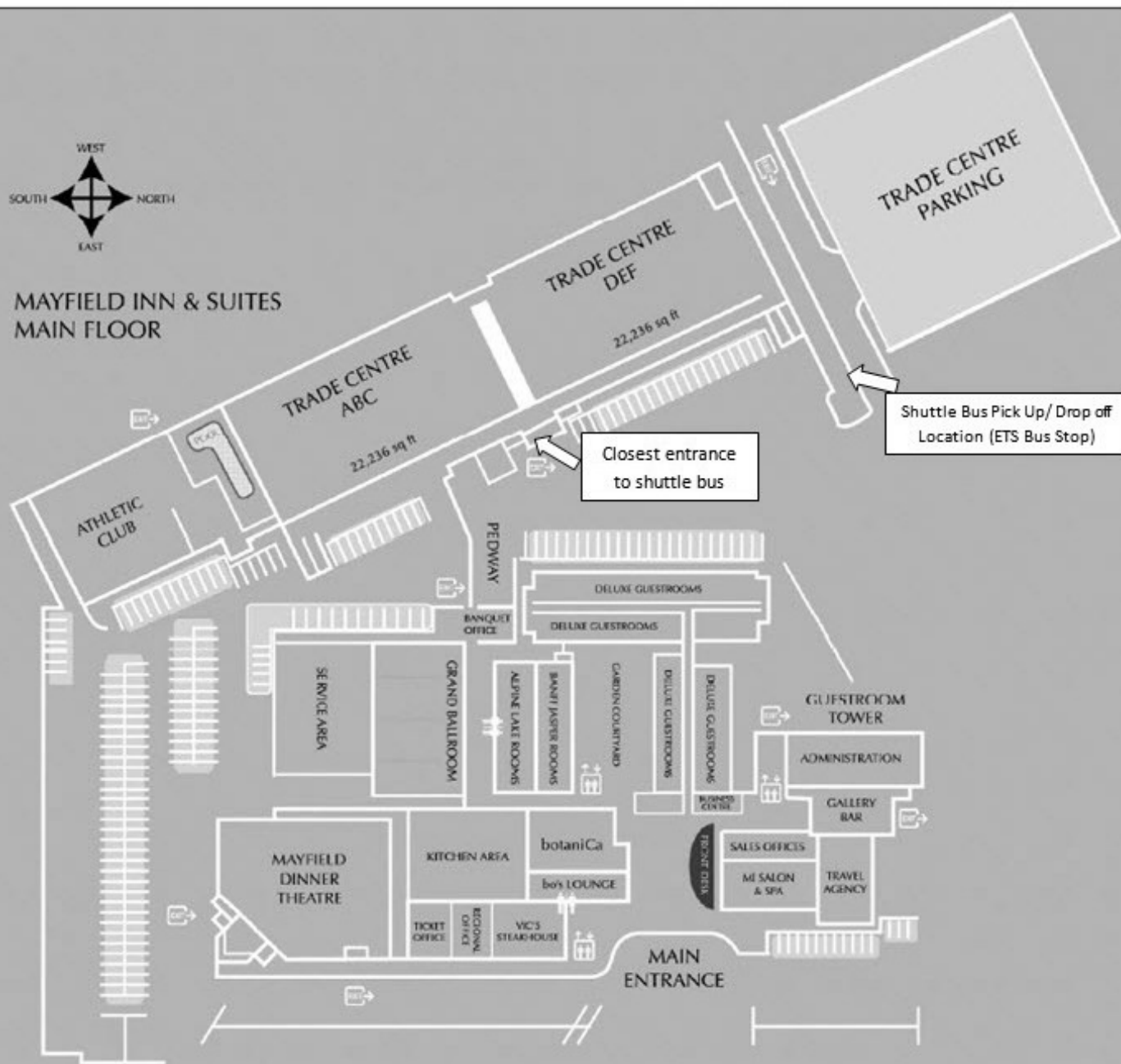
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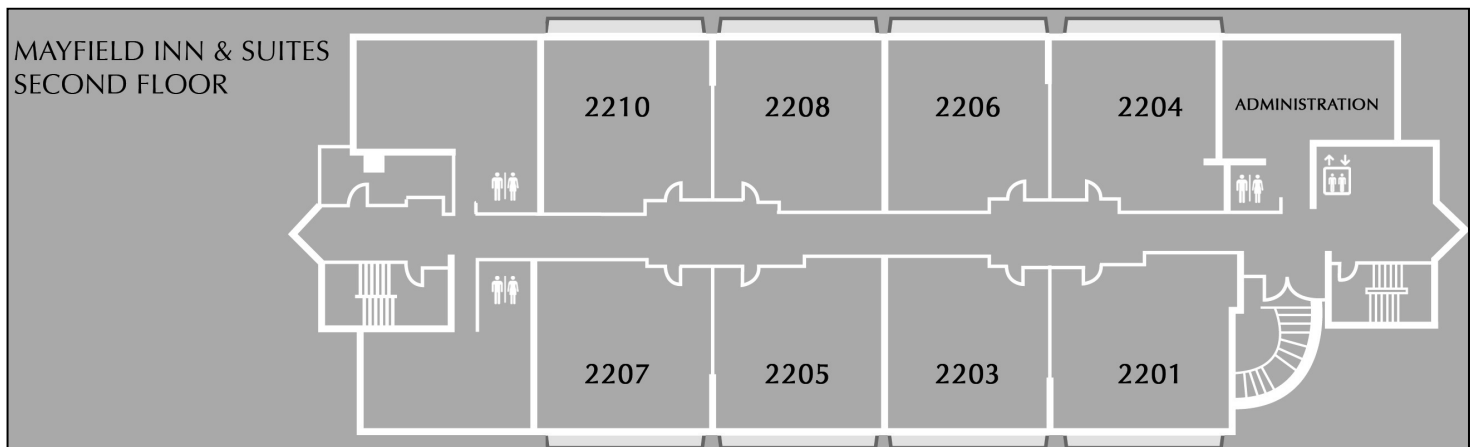
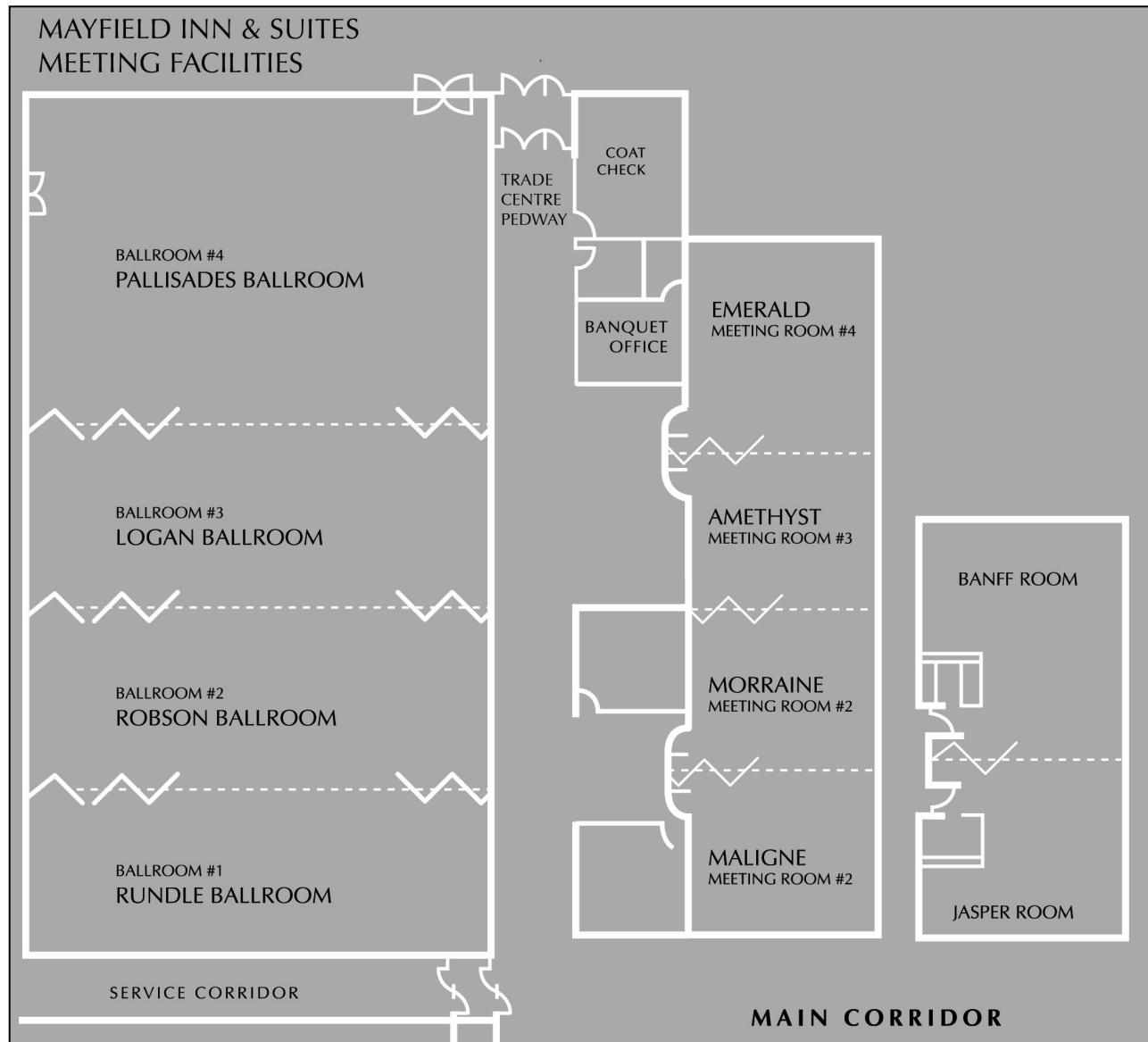
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**Carmangay Ag Society
Camrose Exhibition
Lethbridge Exhibition
Lloydminster Exhibition
Medicine Hat Exhibition
Olds Ag Society
Westerner Exposition
Grande Prairie Exhibition
AFSC**

Region #1

Bloodtribe Ag Society
Burdett Ag Society
Carmangay Ag Society
Lethbridge & District Exhibition
Medicine Hat Exhibition & Stampede
Milk River & District Ag Society
Picture Butte & District Ag Society
Vauxhall Ag Society
Warner & District Ag Society

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2012 Represented Regions

Region #2

Airdrie & District Ag Society
Berry Creek Ag Society
Big Country Ag Society
Buffalo & District Ag Society
Calgary Stampede
Carstairs & District Ag Society
Chestermere Ag Society
Cochrane & District Ag Society
Delacour Ag Society & Community Club
Delia & District Ag Society
Didsbury Ag Society
Millarville Racing & Ag Society
Okotoks Ag Society
Olds Ag Society
Strathmore & District Ag Society
Sundre & District Ag Society

Region #3

Bashaw & District Ag Society
Bowden & District Ag Society
Camrose Regional Exhibition
Castor & District Ag Society
Cottonwood - Gordon Ag Society
Crossroads Ag Society
Daysland & District Ag Society
Gilby Ag Society
Hay Lakes & District Ag Society
Innisfail & District Ag Society
Killam & District Ag Society
Ponoka Ag Society
Rimbey Ag Society
Rosalind Ag Society
Round Hill & District Ag Society
Usona Ag Society
Wetaskiwin Ag Society
Winfield & District Ag Society

Region #4

Andrew Ag Society
Bonnyville Ag Society
Bruderheim Ag Society
Chipman Ag Society
Clandonald Ag Society
Cold Lake Ag Society
Derwent & District Ag Society
Dewberry & District Ag Society
Hardisty Ag Society
Holdon Ag Society
Innisfree & District Ag Society
Lac Bellevue & District Recreation & Ag Society
Lac La Biche Ag Society
Lamont & District Ag Society
Lloydminster Ag Society
Mallaig & District Ag & Recreational Assoc.
Marwayne Ag Society
Metiskow & District Ag Society
Myrnam & District Ag Society
Paradise Valley & District Ag Society
Ranfurly & District Recreational Ag Society
Rich Lake Recreation & Ag Society
St. Paul Ag Society
Tullibee Lake Ag Society
Two Hills & District Ag Society
Vegreville Ag Society
Vermilion Ag Society
Victoria Trail Ag Society
Viking Ag Society
Vilna & District Ag Society
Wainwright Frontier & Exhibition Ag Society
Willingdon Ag Society
Willow Prairie Ag Society

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2012 Represented Regions

Region #5

Ardrossan Recreation & Ag Society
Athabasca & District Ag Society
Barrhead Ag Society
Beaumont & District Ag Society
Boyle Agricultural Society
Colchester & District Ag Society
Darwell & District Ag Society
Drayton Valley & District Ag Society
Fort Assiniboine & District Ag Society
Highridge & District Ag Society
Josephburg Ag Society
Lakedell Ag Society
Mayerthorpe & District Ag Society
Morinville & District Ag Society
MTM Ag Society
Newbrook Recreation & Ag Society
Northlands
Peers District Cultural & Ag Society
Pribroch & District Ag Society
Radway Ag Society
Redwater & District Ag Society
Riviere Qui Barre Ag Society
Rochester & District Ag Society
Sangudo & District Ag Society
Spruce Grove & District Ag Society
Sturgeon River Ag Society
Tomahawk & District Ag Society
Westlock & District Ag Society
Whitecourt District Ag Society
Wildwood & District Ag Society
Yellowhead Ag Society

Region #6

Berwyn Ag Society
Bezanson Ag Society
Cherry Canyon Ag Society
Clairmont & District Ag Society
Cleardale Ag Society
Dixonville L.I.F.E. Ag Society
Eaglesham & District Ag Society
Fairview Ag Society
Five Mile Community Ag Society
Fort Vermilion Ag Society
Grande Prairie Regional Ag & Exhibition Society
Grimshaw & District Ag Society
Hawk Hills Ag Society
High Prairie Ag Society
Hines Creek & District Ag Society
Nampa & District Ag Society
Peace River Ag Society
Rycroft Ag Society
Saskatoon Lake Ag Society
Savanna Ag Society
Smoky River Ag Society
Valleyview & Districts Ag Society
Wembley & District Ag Society

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2012 Service Members

Company Name	Phone	Website	Description
1st Place Ribbons and More	(403)548-6974		Owner/Operator born and raised in Alberta handcrafting Ribbons and Rosettes for any occasion or event using quality materials. No minimum order required.
AADMC - Jubilee Insurance Brokers	(780)955-4089	www.aamdc.com	A non-profit organization providing comprehensive insurance programs
Abracadabra Show Productions Inc	(604)278-8549	www.fundraisingmagic.com	Magical Entertainment (all-ages audiences) for fairs, festivals and fundraisers.
Alberta Agriculture and Rural Development		www.agriculture.alberta.ca	Government Ministry
Alberta Community Cooperatives Association	(780)451-5959	www.acca.coop	To strengthen Alberta Communities through cooperative and agricultural awareness, training and development
Alberta Horticulture Association	(780)875-7123	www.icangarden.com/clubs/AHA	An organization of horticultural societies and individuals. The AHA's mission is to advance and promote horticulture in Alberta through means such as education and awards.
Alberta Paramedical Services	(780)499-1280	www.albertaparamedical.com	Provider of special event standby ambulance service.
ATB Financial	(780)408-7194	www.atb.com	From the beginnings of 1938, financing the farm & ranches of Alberta has been a vital part of what we do at ATB
Atco Electric	(780)420-3419	www.atcoelectric.com	Albertans count on ATCO Electric for the safe, reliable delivery of electricity to Alberta
Atco Gas	(780)420-3419	www.atcogas.com	ATCO Gas is focused on customer service through the safe and reliable delivery of natural gas
B.J Smith	(403)317-4918	www.bjsmith.ca	Cowboy Poetry and Western Humorist.
Ben Crane	(403)729-2747	www.bencrane.com	Western music with clean rural humour. Screen-projected images of Ben's humorous artwork spice up the performance, 15-year old daughter adds fiddle and vocals.
Big Air Entertainment Ltd	(403)506-7474		Currently I represent a number of country recording artists that would be a fit for various Ag Society Events.
Chandos Construction Ltd	(780)229-0717	www.chandos.com	Chandos construction is a full service contractor providing construction management, design/build, general contracting services to the commercial and light industrial market through-out Western Canada

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2012 Service Members

Company Name	Phone	Website	Description
Cooper Studios Inc.	(780)417-5526	www.cooperstudios.com	We provide vocal performance lessons, promote our singers, entertain at all kinds of events, produce cd's of our singers
Craig Owen Jenkins	(780)662-2541	www.reverbnation.com/craigowenjenkins	Producing + Selling cd's of country music. Providing live entertainment for various functions. Touring artist with band.
Dan the One Man Band	(403)541-0438	www.dantheonemanband.com	Dan the One Man Band is a fun, unique and memorable entertainer. He has been providing on beat music with off beat humour for over 20 Years
Enbridge	(780)420-8786	www.enbridge.com	Enbridge is a leader in energy distribution in North America
EnCana	(403)645-2000		Among the largest natural gas companies in North America, committed to providing an abundant supply of natural gas - the cleanest burning fossil fuel - to our communities
FarmOn Foundation	(780)678-9056	www.farmon.com	The mandate of the FarmOn Foundation is to inspire young farmers to action by equipping them with the tools, knowledge and hands on skills needed to increase the profitability of their agricultural businesses.
Federation of Alberta Gas Co-Ops Ltd	(780)416-6543	www.fedgas.com	The Federation of Alberta Gas Co-ops Ltd. Is a unique organization that brings an equal standard of living to rural Alberta by providing natural gas services. The Federation members consist of 54 Co-ops, 5 County systems, 17 Municipal systems, and 6 native Systems.
Fortis	(403)514-4111		Fortis Alberta's focus is delivering safe and reliable electricity to 480,000 residential, farm and business customers in Alberta
Foster Park Baskett	(780)489-4961	www.fpb.ca	Foster Park Baskett is one of the largest independent insurance brokers in western Canada assisting you with your coverage and risk management needs.
Fylin' Bob	(403)597-5523	www.flybob.com	Comedy, variety, circus skill show. Juggling, unicycle, tightwire, and face painting
Horse Sence Training & Petting Zoo Inc	(780)470-0414	-	Mobile petting zoo for events, birthday parties, on site petting zoo, far tours, school horsemanship program, Cinderella carriage service, horse training, boarding, breeding and riding lessons



2012 Service Members

Company Name	Phone	Website	Description
Keister Family Fiddlers	(403)370-5100	www.keisterfamilyfiddlers.com	Four sisters that fiddle, sing and clog with mom accompanying them on guitar. They captivate audiences with their dynamics and youthful energy at each performance.
Longbow Sales Inc	(403)291-3166		Audience/Spectator Seating, Other Seating/Furnishings, Folding Partitions, Gymnasium Equipment, Outdoor Products
Monica Munro Promotions	(403)836-4289	www.monicamunro.com	Monica Munro performs a magical blend of jazz, blues, folk and pop (with guitar accompaniment only or with her five piece band). Also motivational speaking.
Partnership Group - Sponsorship Specialists	(403)255-5074	www.partnershipgroup.ca	A leader in the Canadian sponsorship industry providing agricultural societies the tools and mentoring to raise more money through sponsorship of their events and organization.
Party King Inc	(780)991-9677	www.partykingrents.com	Provide entertainment with inflatables, portable rock wall, euro bungees, face painters, clown twistors + provide service of concession equipment.
Peter & Mary	(780)460-7460	www.peterandmary.net	Interactive show for children and families often with an environmental theme, featuring music, ventriloquist puppets, and magic. Also available special seniors' show and strolling music.
Partnership Group - Sponsorship Specialists	(403)255-5074	www.partnershipgroup.ca	A leader in the Canadian sponsorship industry providing agricultural societies the tools and mentoring to raise more money through sponsorship of their events and organization.
Party King Inc	(780)991-9677	www.partykingrents.com	Provide entertainment with inflatables, portable rock wall, euro bungees, face painters, clown twistors + provide service of concession equipment.
Peter & Mary	(780)460-7460	www.peterandmary.net	Interactive show for children and families often with an environmental theme, featuring music, ventriloquist puppets, and magic. Also available special seniors' show and strolling music.
Rainbow the Clown & Friends	(403)278-9209	www.rainbow-the-clown.com	Clown, stage shows, roving entertainment, ballon artist, very interactive, award winning performer.

Company Name	Phone	Website	Description
Servus Credit Union	(877)378-8728	www.servus.ca	Servus Credit Union is a member-owned, community based financial institution with roots dating back to 1938
Shoreline Records	(519)322-2855 ext 166	www.shorelinerecords.com	Booking agent and manager for various type music artists
Side-Splitting Productions Inc.	(877)877-1907	www.clarkrobertson.com	Entertainment Consultant - Clean Comedians & Exceptional Entertainers. Feature Entertainer - Comedian Clark Robertson aka That "Don Cherry" Guy.
Superior Showcase	(780)992-0404	www.superiorshow.com	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment
The Ernestine Hatpin Show/ The Prairie Dogs	(780)808-6041	www.hatpinmusic.com	With action-packed music, Ernestine Hatpin entertains children with an agricultural based show; and for adults, The Prairie Dogs have a great country rock sound. Fantastic value for 2 shows!!
The Partnership Group	(403)255-5074	www.partnershipgroup.ca	The Partnership Group is a dynamic company that develops innovative sponsorship programs for corporations and sponsor properties in the areas of not-for-profits, sports organizations, and government agencies and government operations, charities, events, member associations, tournaments and conferences.
Travel Alberta	(780)732-1627	www.travelalberta.com	Travel Alberta is the official destination marketing organization for the province of Alberta. Funded by the Government of Alberta through the four per cent Tourism Levy on visitor accommodation, we promote Alberta as a tourist destination regionally, nationally, and internationally to increase the number of visitors to and within Alberta.
UFA	(403)570-4214	www.ufa.com	UFA has been your co-operative for more than 100 years - ensuring that you have what you need to live the life. We are proud to help farms, ranches, businesses and communities grow. UFA - Deep roots growing stronger
West Coast Amusements	(604)613-4056	www.westcoastamusements.com	Travelling carnival serving Western Canada
West Coast Chainsaw Artists	(250)338-1603	www.forbiddenstudiosoutdoorgallery.com	They are a group of 4 talented chainsaw artists from BC that put on shows across Canada. They also have finished pieces available for sale.
West Coast Lumberjack Shows Ltd.	(250)830-4065	www.loggersports.com	Family friendly entertainment showcasing the skills and strengths of the traditional British Columbia lumberjack. Shows available for all events, large or small.

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Cabinet Minister's & MLA Biographies



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**Biography for Honourable Evan Berger (PC)
MLA for Livingstone - Macleod**



Minister of Agriculture and Rural Development

Political Minister–Southern Alberta

Mr. Berger was elected to his first term as a Member of the Legislative Assembly for Livingstone-Macleod on March 3, 2008. On October 12, 2011, Mr. Berger was sworn in as Minister of Agriculture and Rural Development. He also serves as Political Minister-Southern Alberta.

Mr. Berger was appointed as Parliamentary Assistant to the Minister of Sustainable Resource Development in 2008 – a post he held until being appointed as Minister of Agriculture and Rural Development.

Mr. Berger currently serves as a member of the following committees:

- Treasury Board
- Agenda and Priorities
- Operations Committee
- Cabinet Policy Committee on Energy
- Vice-Chair of the Property Rights Task Force

Previously, he sat on the MLA Committee on the First Nations, Métis and Inuit Work Place Planning, the Standing Committee on Resources and Environment and the Standing Committee on Privileges and Elections, Standing Orders and Printing.

Prior to serving with the Legislative Assembly of Alberta, Mr. Berger served as a member of council in the municipal district of Willow Creek, nine years of which were spent as reeve and six as chair of the Municipal Planning Commission and the Agricultural Service Board. Additionally, Mr. Berger has spent most of his life in the farming/ranching industry.

Active in his community, Mr. Berger has been a member of the following organizations:

- Mosquito Creek Foundation
- Nanton Recreation Board
- Nanton Curling Club
- Heritage Acres Antique Society
- Stavely Elks Club
- Willow Creek Regional Fire Services Committee

Mr. Berger and his wife, Laurie, live in Nanton with their three children: Talia, Brita and Joel.

**Biography for Honourable Doug Horner (PC)
MLA for Spruce Grove - Sturgeon - St. Albert**



Deputy Premier

President of Treasury Board and Enterprise

Doug Horner was elected to his third term as a Member of the Legislative Assembly for Spruce Grove-Sturgeon-St. Albert on March 3, 2008. In addition to his duties as an MLA, Mr. Horner also serves as Deputy Premier, President of the Treasury Board, vice-chair of the Agenda and Priorities Committee.

Mr. Horner previously served as Minister of Advanced Education and Technology and Minister Liaison to the Canadian Forces. During his second term he also served as Minister of Advanced Education and Technology and Minister of Agriculture, Food and Rural Development. Additionally, he served as vice-chair of the Agenda and Priorities Committee and was a member of the Treasury Board and the Cabinet Policy Committee on the Economy.

Born in Barrhead, Alberta, to Jean and Dr. Hugh Horner, Mr. Horner has spent most of his life in rural Alberta. Three generations of his family have been involved in agriculture, and his father was a previous minister of agriculture.

Mr. Horner also has a solid business background, graduating from the Southern Alberta Institute of Technology (SAIT) with a diploma in business. After completing further studies, he was accredited by the Institute of Canadian Bankers.

Before being elected to the Alberta Legislature, Mr. Horner had extensive experience in the private sector, including banking in southern Alberta and a sound understanding of the value-added sector of agriculture. He was integral in the start-up and operations of his family's barley and oat processing mill. Later he became responsible for international marketing and sales of specialty grains for ConAgra out of its Nebraska office. After three years he moved back to Canada and established a trading company for agrifoods and agrifeeds for domestic and international markets.

Mr. Horner is an active member of his community. He is currently a member of the Spruce Grove & District Chamber of Commerce, the St. Albert Parkland Rotary Club, the Royal Canadian Legion, the Loyal Edmonton Regiment Association as well as several other service and community organizations.

Mr. Horner has previously served as a member of the Standing Committee on Law and Regulations, the Special Standing Committee on Members' Services and the Standing Policy Committee on Justice and Government Services. He has also served as chair of the Alberta government's Information and Communications Technology Implementation Committee and vice-chair of the Alberta Grain Commission.

**Biography for Honourable Diana McQueen (PC)
MLA for Drayton Valley - Calmar**



Minister of Environment and Water

Diana McQueen was elected to her first term as a Member of the Legislative Assembly for Drayton Valley-Calmar on March 3, 2008. On October 12, 2011 she was sworn in as Minister of Environment and Water. Previously, Mrs. McQueen served as Parliamentary Assistant to the Minister of Energy and the Minister of Environment and as a co-chair for Climate Change Central, a non-profit organization that encourages Albertans to take action on climate change through consumer rebate programs, demonstration projects and educational outreach. She has also served as a member of the Standing Committee on Resources and the Environment and the Standing Committee on Private Bills.

Mrs. McQueen's varied experience prior to serving as a Member of the Legislative Assembly of Alberta includes working for Amoco Canada, managing a retail business and providing board development instruction with the provincial board development program.

Mrs. McQueen is also active in her community and has served as a school board chair and trustee, and as the mayor of Drayton Valley.

**Biography for Honourable Doug Griffiths (PC)
MLA for Battle River - Wainwright**



Minister of Municipal Affairs

Doug Griffiths was first elected as a Member of the Legislative Assembly of Alberta at the age of 29 for the constituency of Wainwright in a by-election on April 8, 2002. He was re-elected to the Legislature for a second term to represent the constituency of Battle River-Wainwright on November 22, 2004, and for a third term on March 3, 2008.

On October 12, 2011 Mr. Griffiths was sworn in as Minister of Municipal Affairs.

Previous appointments include serving as Parliamentary Assistant for the Department of Finance and Enterprise and as Parliamentary Assistant to the Minister of Agriculture and Rural Development. He also served on the following committees:

- Standing Committee on Public Safety and Services
- Standing Committee on Health
- Public Accounts
- Standing Committee on the Economy
- Alberta Grain Commission (vice-chair)
- Private Members Business House Strategy Committee (chair)
- Standing Policy Committee on Energy and Sustainable Development (chair)
- Rural Development Strategies Task Force (chair)
- Agenda and Priorities Committee
- Standing Policy Committee on Economic Development and Finance
- Standing Policy Committee on Agriculture and Municipal Affairs
- Learning Alberta Steering Committee
- Health Services Utilization and Outcomes Commission (now called the Health Quality Council)
- MLA Committee on Strengthening Alberta's Role in Confederation
- Standing Committee on Public Accounts (deputy chair)
- Standing Committee on Resources and Environment

Before becoming a Member of the Legislative Assembly, Mr. Griffiths received an honours degree in philosophy and a degree in education, both from the University of Alberta. During the three years prior to his election he taught at Byemoor School, where he was nominated every year for an award in teaching, once for the Edwin Parr Award and twice for the Pan Canadian Student Choice Award.

Mr. Griffiths and his wife, Sue, have two boys, Austin (born December 2005) and Brady (born August 2008).

**Biography for Honourable Jack Hayden (PC)
MLA for Drumheller - Stettler**



Minister of Tourism, Parks and Recreation

Mr. Jack Hayden currently serves as the Minister of Tourism, Parks and Recreation. Prior to his current position, he served as Alberta's Minister of Infrastructure and Minister of Agriculture and Rural Development.

On June 12, 2007, Mr. Hayden was first elected as a Member of the Legislative Assembly for the Drumheller-Stettler constituency and re-elected to his second term on March 3, 2008.

Prior to running for provincial office, Mr. Hayden held various municipal government positions, including county councillor and reeve for the county of Stettler. Mr. Hayden has also served as director of the central district of the Alberta Association of Municipal Districts and Counties and in 1998 was elected president of the association, a position he held until his retirement from municipal politics in 2004.

Other appointments include:

- Representing rural and remote Canadian communities on the Prime Minister's External Advisory Committee on Cities and Communities
- Representing rural interests on advisory boards in Alberta
- Serving on the board of directors of the Federation of Canadian Municipalities, where he held the position of national chairman of the transportation and communication committee and served as an environment committee member.

In 2002 Mr. Hayden was awarded the Queen's Golden Jubilee Medal for service to his community and country, and in June 2006 he was placed on the Federation of Canadian Municipalities' Roll of Honour.

Mr. Hayden is proud of his Alberta heritage. He was born and raised in rural Alberta and currently lives near Endiang on the family homestead, which recently celebrated its 100th anniversary. His strong, personal ties to the agriculture industry have greatly contributed to his understanding of the industry's needs and potential. An enthusiastic advocate of Alberta's agriculture and food industry and the benefits of partnership, Mr. Hayden continues to support opportunities

**Biography for Mr. Luke Ouellette (PC)
MLA for Innisfail - Sylvan Lake**



2012 Forum Moderator

Luke Ouellette was elected to his first term as Member of the Legislative Assembly for Innisfail-Sylvan Lake on March 12, 2001. On November 22, 2004, Mr. Ouellette was elected to his second term.

Currently Mr. Ouellette serves on the Standing Committee on Public Health and Safety. In addition Mr. Ouellette has held various cabinet posts. He was appointed Minister of Restructuring and Government Efficiency. On December 15, 2006, his portfolio changed to Infrastructure and Transportation when he was sworn as minister. In March 2008, Mr. Ouellette was elected to his third term. The Infrastructure and Transportation Ministry was split in two and Mr. Ouellette served as the Minister of Transportation until October 12, 2011.

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, worked as an oil field consultant, has been the owner and operator of Sandy Cove Beach Resort in Pine Lake as well as an active member and volunteer in his community.

**Biography for Mr. Carl Benito (PC)
MLA for Edmonton - Mill Woods**



Carl (Carlito) M. Benito was elected to his first term as a Member of the Legislative Assembly of Alberta for Edmonton-Mill Woods on March 3, 2008. In addition to his regular duties as MLA Mr. Benito serves as a member of the following committees:

- Private Bills Committee
- Public Accounts Committee
- Standing Committee on Education

He is the first Philippine-born MLA in the history of the Alberta Legislature. Mr. Benito holds a bachelor of commerce degree from the Far Eastern University in the Philippines and a bachelor of arts degree from the University of Alberta.

Prior to serving as a Member of the Legislative Assembly, he worked as a licensed real estate and insurance agent and as president of Say-B 82 Investment Corporation. During his time as a professional realtor and investor Carl became inducted into the Century 21 Masters Hall of Fame in 2006 and became a member of Century 21's Centurion Honor Society. He was recently the recipient of the 12th Hiyas (Gem) award, 2008, in recognition of excellence in business.

Having a genuine passion for martial arts, Mr. Benito has collaborated on a book in the stick-fighting art of arnis. He was an instructor in the Philippine Military Academy and the YMCA of Edmonton.

Mr. Benito strongly believes in giving back to the community. His main goal is to further advance and strengthen the Mill Woods constituency. Mr. Benito has served as vice-chair of the Holy Trinity Parents Society and was a volunteer at St. Theresa's Parish and the Welcome Centre for Immigrants in Mill Woods.

He has been married for 28 years to Estrella Sayson Benito, a registered nurse. They have three children.

**Biography for Mr. George Groeneveld (PC)
MLA for Highwood**



George Groeneveld was first elected as a Member of Alberta's Legislative Assembly November 22, 2004, for the constituency of Highwood.

In addition to his role as MLA, Mr. Groeneveld serves as a member of the following committees:

- Pacific Northwest Economic Region (chair)
- Cabinet Policy Committee on Community Development
- Standing Committee on the Alberta Heritage Savings Trust Fund
- Standing Committee on Community Development
- Standing Committee on Public Accounts
- Standing Committee on Private Bills

With both a personal and professional background in agriculture, Mr. Groeneveld previously served as Minister of Agriculture and Food and Minister of Agriculture and Rural Development.

Mr. Groeneveld's work experience includes the position of regional director of the Alberta Wheat Pool and the distinction of being the first vice-president of Agricore United. During his time with the Wheat Pool he expanded his knowledge of the handling, marketing and commercial applications of various crops by attending the Canadian International Grains Institute.

Mr. Groeneveld also represented his fellow Albertans in national agriculture activities, being appointed by the federal government as a representative for the agriculture income disaster assistance and the net income stabilization account programs. Having taken part in numerous agricultural trade missions to East Asia, Mr. Groeneveld has a keen understanding of the global economy.

Although his career and accomplishments have been various, Mr. Groeneveld continues to have strong ties to his rural roots. He still finds time to help raise cattle with his son on the family farm in Blackie, Alberta, and is an active member of his community.

Mr. Groeneveld and his wife, Judith, have four children, and in his spare time he enjoys golfing and

**Biography for Mr. Broyce Jacobs (PC)
MLA for Cardston - Taber - Warner**



Mr. Jacobs was elected to his second term as a Member of the Legislative Assembly for Cardston-Taber-Warner on March 3, 2008.

Mr. Jacobs currently serves as a member of the following councils and committees:

- Montana-Alberta Bilateral Advisory Council
- Alaska-Alberta Bilateral Council
- Cabinet Policy Committee on Energy
- Standing Committee on Private Bills
- Standing Committee on Energy
- Standing Committee on Resources and Environment
- Standing Committee on Privileges and Elections, Standing Orders and Printing

With both a personal and professional background in agriculture, Mr. Jacobs served as Parliamentary Assistant for Agriculture and Rural Development from September 16, 2009 to October 12, 2011.

Previously, Mr. Jacobs also served as a member of the following committees of the Legislative Assembly:

- Standing Committee on Public Accounts
- Health Information Act Review Committee (chair)
- Standing Committee on Public Safety and Services
- Standing Policy Committee on Justice and Government Services
- Freedom of Information and Protection of Privacy Act Review Committee

Mr. Jacobs was first elected in 2001, and prior to serving with the Legislative Assembly, he served 18 years as a municipal councillor and 17 years as reeve for the municipal district of Cardston. For four years he was director of the Alberta Association of Municipal Districts and Counties and president of the Foothills-Little Bow Association, representing the 11 municipal districts and counties of southern Alberta.

Mr. Jacobs was a representative for municipal governments on numerous committees and task forces, including:

- Justice steering committee
- Endangered species
- Special Places 2000
- Intensive livestock
- Health review panel
- Jubilee board of directors
- Advisory committee to the Minister of Environment

Mr. Jacobs was born in Cardston, Alberta. He graduated from Brigham Young University in 1967 with a bachelor's degree in business management. He concentrated his business studies on banking and finance and has minors in economics and accounting.

An active member of his community, Mr. Jacobs was a bishop in the Church of Jesus Christ of Latter Day Saints, a basketball and baseball coach and served on the local recreation board. He also taught farm management courses for the government. In 2007 he was appointed to the South Grow Initiative Board.

Mr. Jacobs and his wife, Linda, live in Mountain View, Alberta, and operate a cattle ranch with their son Troy. They are the parents of eight grown children - four sons and four daughters - and 32 grandchildren.

**Biography for Mrs. Genia Leskiw (PC)
MLA for Bonnyville - Cold Lake**



Genia Leskiw was elected to her first term as a Member of the Legislative Assembly for Bonnyville-Cold Lake on March 3, 2008. She is the first Ukrainian and the first female to represent the Bonnyville-Cold Lake constituency.

Mrs. Leskiw currently serves as Chair of the Cabinet Policy Committee on Education, a member of the Special Standing Committee on Privileges, Elections, Standing Orders and Printing, the Standing Committee on Members' Services, the Legislative Review Committee, and as chair of the Advisory Council on Alberta-Ukraine Relations.

Prior to serving as a Member of the Legislative Assembly of Alberta, she taught elementary school for over 30 years. In 1995, she was nominated for an Excellence in Teaching Award, and in 2005 she was honoured with an Alberta Centennial Award. Very active in her community, Genia has volunteered with various organizations/associations, including:

- Kiev's-K-Hi Ukrainian Youth Camp
- St. Elias Ukrainian Orthodox Church
- St. Elias Women's Organization
- Lakeland Ukrainian Association, president
- Bonnyville Bingo Association, board member
- Teacher/Board Liaison Committee
- Alberta Teachers' Association local school representative

In addition, Mrs. Leskiw is a member of the Bonnyville Ukrainian choir and her local church choir.

In her spare time Mrs. Leskiw enjoys writing Pysanky (Ukrainian Easter eggs), working with seniors, camping and traveling.

Mrs. Leskiw lives in Bonnyville with her husband, Ron. They have two children, David and Lynna.

**Biography for Mr. Barry McFarland (PC)
MLA for Little Bow**



Barry McFarland was elected to his sixth term as a Member of the Legislative Assembly for Little Bow on March 3, 2008. In addition to his regular duties as an MLA Mr. McFarland currently serves as:

- Parliamentary Assistant for Agriculture and Rural Development
- a member of the Cabinet Policy Committee on Energy
- a member of the Montana-Alberta Advisory Council
- a member of the Standing Committees on Privileges and Elections, Standing Orders and Printing
- a member of the Private Bills committee
- a member of the Energy committee

Since he was first elected to the Alberta Legislature in a 1992 by-election, Mr. McFarland has served in a variety of other capacities including as:

- Associate Minister of Infrastructure, Responsible for Capital Planning and on the following Legislative committees
 - a member of the Standing Committee on Health (chair)
 - a member of the Standing Policy Committee on Agriculture and Municipal Affairs (chair)
 - a member of the Standing Committee on the Economy
 - a member of the Standing Committee on Private Bills
 - a member of the Special Standing Committee on Members' Services
 - a member of the Standing Committee on Public Accounts
 - a member of the Standing Committee on the Alberta Heritage Savings Trust Fund
- In 2007 Mr. McFarland was inducted into the Palliser school division's Wall of Fame. Prior to his election as an MLA Mr. McFarland held a variety of municipal government responsibilities. He was elected to the county of Vulcan council in 1977, and until 1992 he served at various times as reeve, councillor, school trustee, chair of the Board of Education, and as both a trustee and board chair of the Little Bow Auxiliary Hospital. He has also been involved in a number of municipal/agricultural committees, the Municipal Planning Commission, and he was a member of the Carmangay Seed Cleaning Plant Association.

Mr. McFarland was born in Carmangay, Alberta, in 1948. He is a graduate of the Southern Alberta Institute of Technology (SAIT) business administration program.

Mr. McFarland's private-sector experience comes from his tenure in the retail credit area of Gulf Canada.

His involvement with various community groups over the years includes work with the Carmangay Lions Club, the Royal Canadian Legion - Barons Branch, Barons BPOE, Carmangay Curling Club and the Vulcan Atletika Track Club.

Since 1972 Mr. McFarland and his wife, Mary, have resided outside of Carmangay, where they operate a dryland grain farm and raised their four children.

Biography for Mr. Leonard Mitzel (PC) MLA for Cypress - Medicine Hat



Len Mitzel was elected to his second term as a Member of the Legislative Assembly of Alberta for the constituency of Cypress-Medicine Hat on March 3, 2008. On April 14, 2008, he was elected to the position of Deputy Chair of Committees by acclamation. On November 23, 2011, he was appointed Parliamentary Assistant to the Minister of Transportation.

Mr. Mitzel currently serves as a member of the following committees:

- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Standing Committee on Finance

Since being elected to the Alberta Legislature, he has served on the following committees of the Legislative Assembly:

- Chair of the Legislative Offices Committee
- Select Special Information and Privacy Commissioner Search Committee (chair)
- Select Special Alberta Ombudsman Search Committee (chair)
- Select Special Auditor General Search Committee (chair)
- Select Special Chief Electoral Officer Search Committee
- Select Special Ethics Commissioner Search Committee
- Standing Committee on Resources and Environment
- Standing Committee on Private Bills
- Standing Committee on Legislative Offices

Mr. Mitzel also serves on:

- Ports to Plains Trade Corridor Alliance (Alberta representative and Board member)
- Canadian American Border Trade Alliance (Alberta representative)
- Pacific Northwest Economic Region (co-chair of border issues)
- Montana-Alberta Bilateral Advisory Council (chair)

Mr. Mitzel continues working to raise awareness for a 24-hour border crossing at Wild Horse and for recognition for an alternative north-south transportation corridor along the east side of the province. In an effort to increase economic development in south-east Alberta, Mr. Mitzel is working with the unmanned vehicle systems and robotics technology at DRDC Suffield.

Once out of high school, Mr. Mitzel worked for Alberta Transportation as a surveyor and was promoted through the ranks until he became responsible for two crews primarily focused on preliminary design and construction of major highways in southern Alberta before entering the University of Lethbridge as a second-year pre-engineering student.

When his father passed away in 1977, Mr. Mitzel returned home and took over the family farm.

In addition to farming Mr. Mitzel is an active community member, having served as a municipal reeve for 12 years and as health region chair for six years. He has also served on a number of committees and been involved in several organizations and associations:

- President, zone 1 of the Alberta Association of Municipal Districts and Counties
- Chair, Provincial Mayors' and Reeves' Association of the AAMD and C
- Co-founder and chair, Mayors' and Reeves' Association of Southeast Alberta
- Chair, Southeast Alberta Water Task Force Committee, which won an Emerald Award for its work on reclaiming abandoned water wells
- Member, Alberta Environment Water for Life Task Force
- Vice-president, Red Coat Trail Highway Association
- Executive member and president, Southeast Alberta Travel and Convention Association
- Director, South East Alberta Water Co-op, which brings quality water by pipeline to most farms and ranches of southeast Alberta

Mr. Mitzel was awarded:

- The Canada 125th Anniversary Medal for Volunteerism
- The Queen's Anniversary Medal for Volunteerism
- The Alberta 100th Anniversary Medal
- The Earl Flynn Award for Tourism for South East Alberta
- The TIALTA Award for Small Tourism Attractions

He and his wife, June, are founding members and volunteer as curators for the Etzikom Museum of South East Alberta and the Historic Windmill Centre.

Other interests include music, theatre, hunting, trail riding and golf.

Biography for Mr. Raymond Prins (PC)
MLA for Lacombe - Ponoka



Ray Prins was elected to his second term as a Member of the Legislative Assembly of Alberta for the constituency of Lacombe-Ponoka on March 3, 2008.

In addition to his regular duties as an MLA Mr. Prins currently serves as chair of the Privileges and Elections, Standing Orders and Printing Committee and as a member of the Standing Committee on Finance.

His agricultural background and knowledge of rural areas assist him through various positions on boards and committees such as the Rural Caucus, Rural Alberta Development Fund, and Alberta Grain Commission. Mr. Prins also serves as chair of Rural Caucus and on the Treasury Board committee. In addition, he is MLA co-chair on the Petrochemicals/Chemicals Task Team for the Alberta Competitiveness Council.

Since the 2004 election Mr. Prins has served on the following:

- Chair, Seniors Advisory Council, 2004-07
- Chair, MLA Task Force for Seniors
- Chair, Review of Local Authorities Election Act
- Chair, Rural Development Strategy
- Chair, Rural Caucus
- Chair Policy Field Committee on Energy and Resources
- Chair, Standing Committee on Privileges & Elections, Standing Orders and Printing
- Deputy Chair, Standing Committee on Public Accounts
- Standing Policy Committee on Agriculture and Municipal Affairs
- Agenda and Priorities Committee
- Standing Committee on Managing Growth Pressures
- Cabinet Policy Committee on Managing Growth Pressures
- Private Members' Business House Strategy Committee
- Standing Committee on Private Bills

Prior to his election as MLA Mr. Prins served on council for Lacombe County and went on to be appointed reeve from 2001-2004. He was a founding member of the North Red Deer River Regional Water Services Commission (2004). He has also served as chair of the Lacombe County Agricultural Service Board.

Ray Prins was born in Lacombe on April 15, 1951. After high school he worked various jobs in the agriculture and construction industries. He spent about two years as an ice road trucker in oil field construction in the Mackenzie River delta and northeast of Tuktoyaktuk, Northwest Territories. He also worked for a year in refinery maintenance in Edmonton before buying a farm near Gull Lake in 1974. Over the past 30 years he has farmed grain, hogs, cattle, elk, bison and hay.

Mr. Prins is an active member of his community. He is a lifelong member of Woodynook Christian Reformed Church, past chair of the Lacombe Christian School Board and a 12-year member of King's University College board of governors. He was a volunteer community developer in Sierra Leone, Timbuktu, Mali, Kenya, Russia and Armenia, helping to build water systems throughout rural Sierra Leone, Africa. After completing this project, he was named an honorary Kuranko tribesman.

Ray and Pauline have been married for 38 years and have four grown children and two grandchildren: Julia (Trevor) Vanderveen and their sons Gideon and Levi, Mark (Nadia), Wayne (Renee) and Lorne.

**Biography for Mr. Dave Quest (PC)
MLA for Strathcona**



Dave Quest was elected to his first term as a Member of the Legislative Assembly for Strathcona on March 3, 2008. In addition to his regular duties as an MLA, Mr. Quest serves as a member of the following councils and committees:

- Cabinet Policy Committee on Finance (chair)
- Legislative Review Committee
- Standing Committee on the Alberta Heritage Savings Trust Fund
- Standing Committee on Legislative Offices
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Select Special Information and Privacy Commissioner Search Committee

Mr. Quest previously served as chair of Seniors Advisory Council for Alberta; deputy chair of the Standing Committee on Public Accounts and as a member of the Cabinet Policy Committee for Health; the Standing Committee on Private Bills; the Standing Committee on Health; the Select Special Auditor General Search Committee and the Select Special Ombudsman Search Committee. Additionally, he carried Bill 12, *Body Armour Control Act, 2010*; Bill 46, the *Gunshot and Stab Wound Mandatory Disclosure Act, 2009*; and Bill 60, the *Health Professions Amendment Act, 2009*; through the legislative process.

Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Quest was the general sales manager and shareholder of two GM dealerships.

Mr. Quest obtained a business diploma from NAIT in 1985 and served with the Better Business Bureau of Northern Alberta for 10 years, fulfilling various roles, including director, chair and director of the Canadian council. As well, in 1997 he won a General Motors Dealer Award of Excellence.

Mr. Quest has been an active member of his community for nearly 20 years. During this time he fulfilled a variety of roles, including

- Regional director for Elk Island as the provincial executive from 1998 - 2008
- Involvement with Friends of the Games Fundraising Committee for the 2007 Western Canada Summer Games
- Coaching Sherwood Park minor soccer teams from 2002 to 2006

Mr. Quest also has his private pilot's licence and has completed five Edmonton half-marathons.

He and his wife, Fiona, live in Sherwood Park with their son Jack and two dogs.

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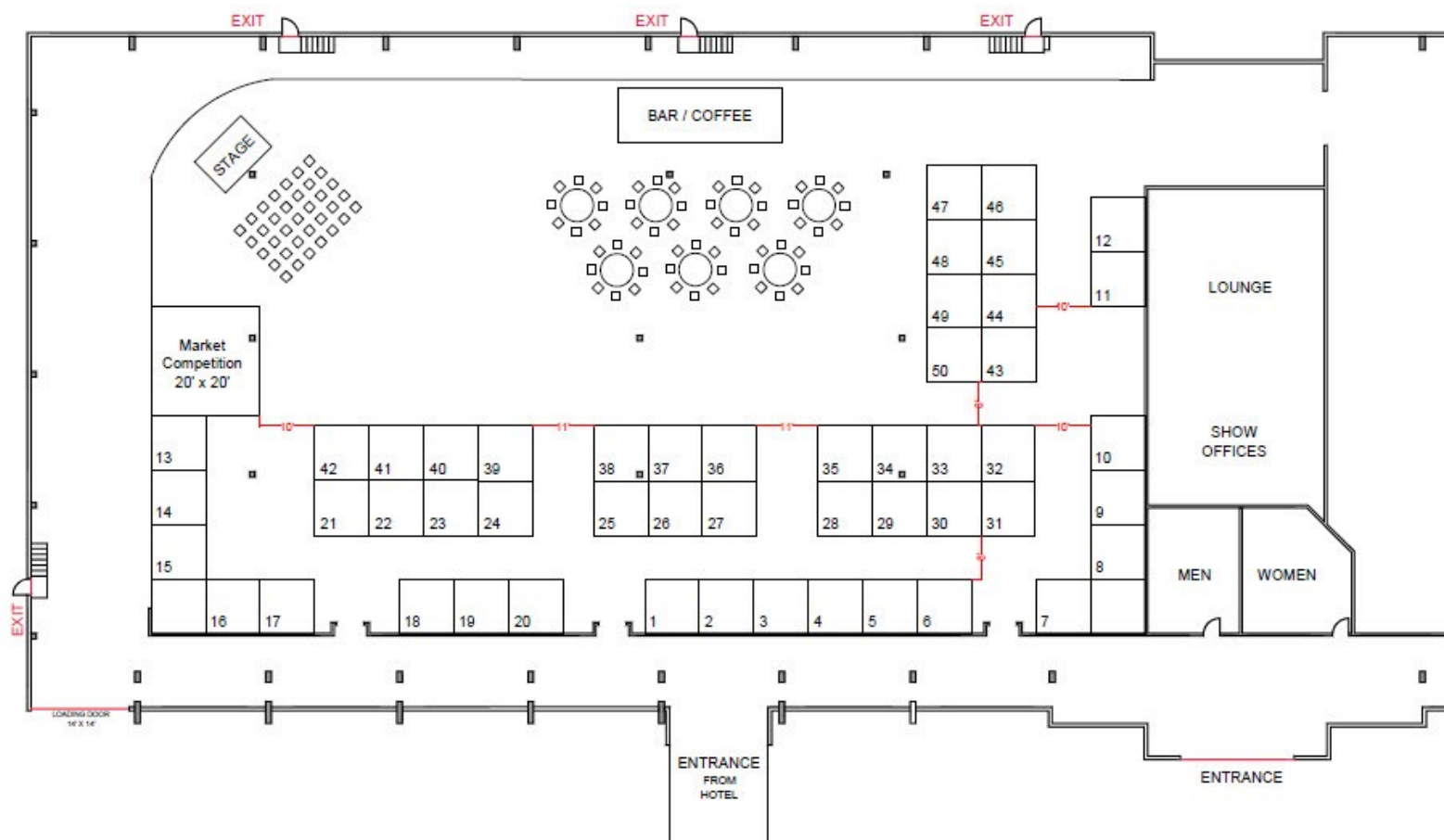
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EXHIBITORS

36-38	AAAS Parade Float	2	International Association of Fairs & Expositions (IAFE)
6	AAMDC – Jubilee Insurance	35	ID VIP Team & “Sun,Snow & Our Show” Concert Series
5	Agriculture and Food Council of Alberta	11-12	Lemon Heaven
49	Alberta 4H	4	Longbow Sales Inc.
23	ARD – Ropin’ The Web	43-45	Market Vendors
30	ARD – Traceability in AB	27	Party King
29	ARD – Ag Society Program & Grants	31	Rainbow the Clown
21/22/41/42	ARD – Farm Safety	3	Recreation Facility Personnel
18	Alberta Community Cooperatives Association	13-14	Schoolhouse Products Inc.
24	Alberta Horticulture Association	20	Servus Credit Union
9	Alberta Paramedical Services Ltd.	17	Shoreline Records (Destino Productions)
19	Alberta Recreation & Parks Assn.	32-34	Showcase Performers
47-48	Atco Gas & Atco Electric	26	Side Splitting Productions
39	Chandos	7-8	Staging Canadell Ltd.
40	CIMCO Refrigeration	50	Superior Show Services
10	Federation of Alberta Gas Co-ops Ltd.	46	UFA
28	Flyin’ Bob Entertainment	15	West Coast Chainsaw Artists
25	Fortis	16	West Coast Lumberjacks
1	Foster Park Baskett Insurance Ltd.		

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Company Name	Description	Contact Information	Booth #
AAMDC – Jubilee Insurance Brokers	A non-profit organization providing comprehensive insurance programs.	Contact Name: Christina Caskey 2510 Sparrow Drive, Nisku, AB T9E 8N5 Tel:(780)955-3639 Fax: (780)955-3615 Email: kaala@aamdc.com Website: www.aamdc.com	6
Agriculture and Food Council of Alberta	The Council manages the Canadian Agricultural Adaptation Program (CAAP) in Alberta on behalf of Agriculture and Agri-Food Canada.	Contact Name: Alison Baird 2532 Ellwood Drive SW, Edmonton, AB T6X 0A9 Tel: (780)469-3714 Email: alison.baird@agfoodcouncil.com Website: www.agfoodcouncil.com	5
Alberta 4-H	For over 90 years, we've understood that youth want to be involved, accepted, valued and heard. That's why 4-H clubs are great places for youth to learn and grow.	Contact Name: Cameron Horner 200 7000-113st, Edmonton, AB T6H 5T6 Tel:(780)427-0753 Fax: (780)422-7755 Email: cameron.horner@gov.ab.ca Website: www.4h.ab.ca	49
Alberta Agriculture and Rural Development - Ag Society Program and Grants	Agriculture Grants Branch table including Ag Society Program, Ag Initiatives Program, Growing Forward Leadership Development Program, Growing Forward Business Opportunity Program.	Contact Name: Jodi Murphy or Fred Young 200,7000-113st, Edmonton, AB T6H 5T6 Tel:(780)644-5379 Fax:(780)422-7755 Email: jodi.murphy@gov.ab.ca	29
Alberta Agriculture and Rural Development - Ropin' the Web	RTW is ARD's website that provides news, production and market information for producers and agri-businesses. Our weekly e-newsletter and RTW this week, keeps you up-to-date with Alberta Agriculture.	Contact Name: Laura Thygesen 100A, 7000-113st Edmonton, AB T6H 5T6 Tel:(780)644-1754 Fax: (780)427-2861 Email:laura.thygesen@gov.ab.ca Website: www.agriculture.alberta.ca	23
Alberta Agriculture and Rural Development - Traceability Division	The Traceability Division provides distribution of information about livestock traceability in Alberta	Contact Name: Linda Doucette 1201;10320-99st, Grande Prairie, AB T8V 6J4 Tel:(780)538-6208 Fax: (780)538-5288 Email: linda.doucette@gov.ab.ca	30
Alberta Agriculture Farm Safety	To educate and promote safe practices on the farm.	Contact Name: Cindy Kremer RM 200, 7000-113st, Edmonton, AB T6H 5T6 Tel:(780)427-4309 Fax:(780)422-7755 Email: cindy.kremer@gov.ab.ca Website: www.agriculture.alberta.ca/ farm safety	21,22, 41,42

Company Name	Description	Contact Information	Booth #
Alberta Community & Co-Operative Association (ACCA)	To strengthen Alberta Communities through cooperative and agricultural awareness, training and development.	Contact Name: Michele Aasgard #202, 5013-48St, Stony Plain, AB T7Z 1L8 Tel: (780)963-3766 Fax: (780)968-6733 Email: maasgard@acca.coop Website: www.acca.coop	18
Alberta Horticultural Association	An organization of horticultural societies, industry members, and individuals working to support the advancement and promotion of horticulture in Alberta.	Contact Name: Lorraine Taylor 56 Hillcrest Blvd, Strathmore, AB T1P 1W9 Email: blt@interbaun.com Website: www.icangarden.com/clubs/AHA	24
Alberta Paramedical Services Ltd.	Provides ambulance services to special events.	Contact Name: Tim Hawirko Box 327, St. Albert, AB T8N 1N3 Tel: (780)499-1280 Fax: (780)458-0967 Email: albertaparamedical@telus.net Website: www.albertaparamedical.com	9
Alberta Recreation & Parks Association	ARPA is non profit ASSN that advocates for recreation + leisure as part of quality of life. ACE communities initiative supports development of leaders + communities.	Contact Name: Rose Carmichael 11759 Groat Road, Edmonton, AB T5T 5L6 Tel: (780)415-1745 Fax: (780)643-1776 Email: rcarmichael@aceleaders.ca Website: www.arpaonline.ca and www.acecommunities.ca	19
ATCO Electric	ATCO Electric has been providing the safe, reliable delivery of electricity to customers in northern and east-central Alberta since 1927. The company serves 168,000 customers in 236 communities. ATCO Electric is a wholly owned subsidiary of Canadian Utilities, a member of the Alberta-based ATCO Group of Companies.	Contact Name: Atco Electric 10035-105st Edmonton, AB T5J 2V6 Tel: (888)668-2248 Website: www.atcoelectric.com	47
ATCO Gas	ATCO Gas provides the safe, reliable and efficient delivery of natural gas to more than 850,000 customers in 292 communities across Alberta. The company is a wholly owned subsidiary of Canadian Utilities, a member of the Alberta-based ATCO Group of Companies.	Contact Name: Atco Gas 10035-105st Edmonton, AB T5J 2V6 Tel: (888)668-2248 Website: www.atcogas.com	48
Chandos Construction Ltd	We are a renowned contractor that serves organizations which have a need for construction, design, and development expertise.	Contact Name: Ed Tarksis 6720-104st, Edmonton, AB T6H 2L4 Tel: (780)229-0717 Fax: (780)436-1797 Email: etarksis@chandos.com Website: www.chandos.com	39

Company Name		Description	Contact Information	Booth #
Cimco Refrigeration		Supply, install, and service industrial refrigeration systems in warehouse as well as recreational artificial ice systems in arenas and curling rinks throughout Alberta and Canada	Contact Name: Farzad Hasheminia 3516-56 Ave, Edmonton, AB T6B 3S7 Tel: (780)468-1490 Fax: (780)469-1290 Email: fhasheminia@toromont.com Website: www.cimcorefrigeration.com	40
Federation of Alberta Gas Co-ops Ltd		This is a unique organization that brings an equal standard of living to rural Alberta by providing natural gas services. The Federation members consist of 54 Co-ops, 5 County Systems, 17 Municipal systems, and 6 Native systems.	Contact Name: Dawn Dietz #201,115 Portage Close Sherwood Park, AB T8H 2R5 Tel: (780)416-6543 Fax: (780)416-6544 Email: ddietz@fedgas.com Website: www.fedgas.com	10
Flyin' Bob		Flyin' Bob is a comedy, juggling, variety show. Circus camps for communities. Face and body painting.	Contact Name: Robert Palmer 48 Wildrose Dr, Sylvan Lake, AB T4S 2K8 Tel: (403)597-5523 Fax: (403)864-3301 Email: bob@flybob.com Website: www.flybob.com	28
Fortis		Fortis Alberta's focus is delivering safe and reliable electricity to 480,000 residential, farm and business customers in Alberta	Contact Name: Fortis Tel: (403)514-4111	25
Foster Park Baskettance Ltd	Insur-	Foster Park Baskett is one of the largest independent insurance brokers in western Canada assisting you with your coverage and risk management needs.	Contact Name: Perry Cramer Suite 200,17704-103rd Ave Edmonton, AB Tel:(780)489-4961 Fax: (780)486-0169 Email: perry.cramer@fpb.ca Website: www.fpb.ca	1
ID VIP Team & "Sun, Snow & Our Show" Concert Series		The not-for-profit concert series "Sun, Snow & Our Show" highlights the talents of undiscovered artists. We perform at high profile large audience venues such as community & charity events, trade shows and concerts. We target a "Tween, Teen and Twenty's" audience with an ALL AGES FAMILY FRIENDLY show.	Contact Name: Brian T.Ho PO Box 1072, Lamont, AB T0B 2R0 Tel: (780)907-3682 Email: brian@idvipteam.com Website: www.idvipteam.com	35
International Association of Fairs & Expositions (IAFE)		The IAFE is the leader in representing and facilitating the interests of agricultural fairs, exhibitions, shows and expositions world-wide. We provide resources, education and networking.	Contact Name: Marla Calico 3043 E Cairo Springfield, Missouri, 65802 Tel: (800)516-0313 Fax: (417)862-0156 Email: marlac@fairsandexpos.com Website: www.fairsandexpos.com	2

Company Name	Description	Contact Information	Booth #
Lemon Heaven	Freshly squeezed lemonade concession.	Contact Name: Mark Heinrich 1416-37a Ave, Edmonton, AB T6T 0H9 Tel: (780)217-2078 Email: mark.heinrich@gmail.com	11,12
Longbow Sales Inc	Sales + Service of spectator seating, folding partitions and gym equipment	Contact Name: Ken Kilroe #7,1435-40 Ave NE, Calgary, AB T2E 6N8 Tel: (403)291-3166 Fax: (403)291-4774 Email: sales@longbowsales.com	4
Party King Inc.	Provide entertainment with inflatables, portable rock wall, euro bungees, face painters, clowns twisters, concession equipment. We also provide equipment rentals.	Contact Name: Fred Whiteman 16644-110 Ave, Edmonton, AB T5P 1G9 Tel: (780)991-9677 Fax: (780)485-2627 Email: partyking@telus.net Website: www.partykingrents.com	27
Rainbow the Clown & Friends	Clown, stage shows, roving entertainment, balloon artist, very interactive award winning performer.	Contact Name: Larry Dixon J602,3525-40th Ave SW, Calgary, AB T3E 6W1 Tel: (403)278-9209 Email: info@rainbow-the-clown.com Website: rainbow-the-clown.com	31
Recreation Facility Personnel	Recreation Facility Personnel is a Provincial Organization dedicated to providing excellence in training and professional development for individuals involved in the operation of all Recreation Facilities.	Contact Name: Larry Golby Box 100, Cochrane, AB T4C 1A4 Tel: (403) 851-8626 Fax: (403)851-9181 Email: larryg@aarfp.com Website: www.aarfp.com	3
Schoolhouse Products Inc	Distributor of furniture + equipment for education, recreation + hospitality . It includes folding tables + chairs, staging, banquet seating, portable room dividers, etc.	Contact Name: Susanna Kwok 77 Steelcase Rd W, Markham, Ont L3R 2S5 Tel: (905)475-7753 Fax: (905)475-8380 Email: sales@schoolhouseproducts.com Website: schoolhouseproducts.com	13,14
Servus Credit Union	Servus Credit Union is a member-owned, community-based financial institution with roots dating back to 1938.	Contact Name: Yvonne Ngan 151 Karl Clark Rd NW, Edmonton, AB T6N 1H5 Tel: (780)638-8572 Email: yvonne.ngan@servus.ca Website: www.servus.ca	20
Shoreline Records (Destino Productions)	Destino is made up of 3 handsome young men and one stunning young woman that love making beautiful music together. They have created something completely different, something that's never been done before: a group of two very different voices and two very different instrumentalists.	Contact Name: Joey Niceforo (Destino Productions) and Tim Towle (Shoreline Records) 388 Erie Street South, Leamington, Ont N8H 3E5 Tel: (647)304-1908 (Joey) (519)322-2855 (Tim) Fax: (519)322-1600 Email: joey.niceforo@gmail.com Website: www.destino4.com	17

Company Name	Description	Contact Information	Booth #
Side-Splitting Productions Inc.	Entertainment Consultant - Clean Comedians & Exceptional Entertainers. Feature Entertainer - Clark Robertson aka That "Don Cherry" Guy.	Contact Name: Darlene Robertson PO Box 42071, Calgary, AB T2J 7A6 Tel: (877)877-1907 Fax: (403)289-7948 Email: sidesplitting@shaw.ca Website: www.clarkrobertson.com	26
Staging Canadell Ltd	Staging Canadell is the Manufacturer of portable staging products. Located in Humboldt, SK, we will work with you to meet your staging needs.	Contact Name: Denise Seidle Box 730, Humboldt, SK S0K 2A0 Tel: (866)748-5335 Fax: (306)682-5338 Email: denise@stagingcanadell.com Website: stagingcanadell.com	7,8
Superior Show Service Inc	Presently we are the show contractor for a number of well established Trade Shows and Gas and Oil Shows. Hard work and attention to detail enables us to provide faultless service levels for small functions right through to large, international level events. A large inventory of rental equipment along with our knowledgeable staff allows us to provide you with the largest variety of goods and services.	Contact Name: Superior Show Serv 8599-111 Street Fort Saskatchewan, AB T8L 3V1 Tel: (780)992-0404 Fax: (780)992-0406 Toll Free: (888)417-4449 Email: info@superiorshow.com	50
UFA	UFA has been your Co-Operative for more than 100 years - ensuring that you have what you need to live the life. We are proud to help farms, ranches, businesses and communities grow.	Contact Name: Jessica Barrie 4838 Richard Road SW Suite 700, Calgary, AB T3E 6L1 Tel: (403)570-4214 Fax: (403)570-4013 Email: jessica.barrie@ufa.com Website: www.ufa.com	46
West Coast Chainsaw Artists	They are a group of 4 talented chainsaw carvers from BC that put on shows across Canada. They also have finished pieces available for sale.	Contact Name: Angela Kroeker 4010 Forbidden Plateau Rd, Courtenay, AB V9J 1P9 Tel: (250)338-1603 Email: westcoastchainsawartists@gmail.com Website: www.forbiddenstudiosoutdoorgallery.com	15
West Coast Lumberjack Shows Ltd	Action packed, family entertainment shows. Watch lumberjacks compete in axe throwing, tree climbing, log rolling, chopping and sawing. Shows are available for all events; no event is too small or too large! Let us help you make your next event an even bigger success.	Contact Name: Darren R. Dean 4002 Forbidden Plateau Road Courtenay, BC V9J 1P9 Tel: (250)830-4065 Fax: (250)897-7482 Email: darren.dean@loggersports.com Website: www.loggersports.com	16

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Showcase Schedule



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Show Case Schedule of Events

Trade Show Stage

Friday February 3, 2012

TIME		DESCRIPTION	CONTACT INFORMATION
12:45pm - 1:15pm		<u>Olivia Wik</u> ACMA 2011 Nominee for <u>Female Artist of the Year</u> and <u>Fan's Choice of the Year</u> . Olivia Wik is a 16 year old aspiring country singer/songwriter who plays acoustic guitar. As a young performer, Olivia participated in numerous musical theatre productions in Alberta and Vancouver Island giving her the confidence to perform on a stage.	Contact Name: Jack Cooper / Cooper Studios Phone: (780)410-0768 E-mail: b.wik@shaw.ca kabloona@Shaw.ca Website: www.oliviawik.com
1:15pm - 1:45pm		<u>DJ Komrad</u> Komrad's love of music, which spans from classic to death metal to every genre of electronica, makes his "job" seem like the world's longest recess. The ability to do what he loves, build a career, and help others accomplish their goals drives him to do more. Expect to find Komrad working with new dj's, networking, checking out venues or performing at every given moment.	Contact Name: Brian T. Ho / ID VIP Team & "Sun, Snow & Our Show" Concert Series Phone: (780)907-3682 E-mail: brian@idvipteam.com Website: www.idvipteam.com
1:45pm - 2:15pm		<u>Karen Claypool</u> From Spruce Grove Alberta, Karen is a University of Alberta student who loves being on stage and performing. Her passion for singing and acting has developed into one of Canada's freshest new country acts. Karen's show features set after exciting set of covers, classics, and originals in the country, and country rock genre, still Alberta's favourite music flavour. Karen enjoys composing her own songs, and blends her unique charm, and personality into a memorable fun, moving performance.	Contact Name: Jack Cooper / Cooper Studios / Pump Records Phone: (780)417-5526 E-mail: kabloona@shaw.ca Website: www.cooperstudios.com
2:15pm - 2:45pm		<u>Monica Munro</u> A magical blend of jazz, folk and pop, Monica Munro's sultry voice is both refreshingly different and at the same time, hauntingly familiar, displaying hints of Karen Carpenter, Diana Krall & Peggy Lee.	Contact Name: Monica Munro Phone: (780)800-9876 E-mail: monica@monicamunro.com Website: www.monicamunro.com
2:45pm - 3:15pm		<u>Rapid Fire Theatre</u> An improve comedy act using audience suggestions that create side-splitting improvised hilarious scenes right on the spot	Contact Name: Karen Brown Fournell Phone: (780)488-0695 Fax: (780)439-7053 E-mail: gm@rapidfiretheatre.ca Website: www.rapidfiretheatre.com



Show Case Schedule of Events





Main Stage Friday February 3, 2012

TIME		DESCRIPTION	CONTACT INFORMATION
5:45pm- 6:15pm		<u>Lizzy Hoyt</u> Lizzy Hoyt is a Canadian fiddler, singer, songwriter and step-dancer from Edmonton. This Canadian "east-meets-west" performer combines the energetic and rhythmic fiddling from the Maritimes with country-folk songs from the west. She is a 2011 Canadian Folk Music Award Nominee for Traditional Singer of the Year.	Contact Name: Lizzy Hoyt Phone: (780)405-2741 E:mail: info@lizzyhoyt.com Website: www.lizzyhoyt.com
8:45pm- 9:15pm		<u>Bj Smith</u> The current President of the Alberta Cowboy Poetry Association and winner of the Academy of Western Artists Will Rogers Award for best cowboy poetry CD of the year, his performances have been featured at Cowboy Poetry Gatherings and Festivals across western Canada, the USA, and on cruise liners. Bj has authored three books and is often featured on radio and television shows.	Contact Name: Bj Smith Phone: (403)317-4918 E:mail: bj@bjsmith.ca Website: www.bjsmith.ca
9:15pm- 9:45pm		<u>My Dog Sam</u> Rated as one of the most versatile dance bands in Alberta, My Dog Sam is very unique. We specialize in performing forgotten classic songs from the 50's, 60's, 70's. These songs are masterfully recreated and take the audience back to their teenage memories when these songs were first released. We touch on most genres.	Contact Name: Michele Aasgard Phone: (780)913-1271 Fax: (780)968-6733 E:mail: mydogsam2010@gmail.com
9:45pm- 10:35pm		<u>Jordan Doell</u> Jordan Doell is a Rising Star in the country music genre. His 3 rd CD is due for release in the spring of 2012 and will be full of new singles for radio across Canada.	Contact Name: Kelly Resler/ Big Air Ent - (403)506-7474 Phone: (604)551-9699 E:mail: jd@jordandoell.com Website: www.jordandoell.com



Show Case Schedule of Events

Trade Show Stage Saturday February 4, 2012

TIME		DESCRIPTION	CONTACT INFORMATION
10:30am- 11:00am		<u>Drowning Ophelia</u> Drowning Ophelia is made up of twin sisters, Candace and Karli, who grew up in small town Saskatchewan. Being children of professional musicians, they were on stage before birth, harmonizing before talking, and reading music before storybooks. They both began piano at a young age and after turning 13, Karli dared to be different and picked up the guitar. Not wanting to be overshadowed by her 'younger' sister, Candace took up bass to show that she could be different too. This proved to be the catalyst that would have the twins writing music together and inspired them to pursue careers in the music business.	Contact Name: Brian T. Ho / ID VIP Team & "Sun, Snow & Our Show" Concert Series Phone: (780)907-3682 E-mail: brian@idvipteam.com Website: www.idvipteam.com
12:30pm- 1:00pm		<u>Dan the One Man Band</u> Dan the One Man Band is a multi instrumentalist who mixes popular music with comedy and audience interaction.	Contact Name: Dan Duguay Phone: (403)541-0438 E-mail: dan@dantheonemanband.com Website: www.dantheonemanband.com
1:00pm- 1:30pm		<u>Jessica Lana McLean</u> This young artist had an ear for music from a very early age. A well-rounded performer with a star quality appearance, Jessica captivates a wide variety of audiences with her incredible voice, humor, cheerful energy and passion. Her repertoire is varied and versatile, allowing her to quickly become a crowd favorite.	Contact Name: Jack Cooper/ Cooper Studios Phone: (780)417-0254 E-mail: roxanna.mclean@gmail.com Website: www.jessicalanamclean.com
3:30pm- 4:00pm		<u>Jan Baker with Hiding in Plain Sight</u> Award winning singer-songwriter featuring roots music with a touch of country, jazz and pop. The band adds husband Jim on guitar, sister Joan on harmony vocals and keyboardist Andy Nikiforuk.	Contact Name: Jim Baker Phone: (780)921-2386 E-mail: jlbaker@mcsnet.ca jandjbaker@rogers.com Website: www.janbaker.ca



Show Case Schedule of Events

Main Stage ***Saturday February 4, 2012*** ***Children Acts***





TIME		DESCRIPTION	CONTACT INFORMATION
12:45pm-1:15pm		<u>Major Conrad Flapps</u> Fiddling, clown aviator, Major Conrad Flapps flies his audiences around the world, blending physical comedy and musical parody with Sit-Down Square Dances, World Fiddling Dance Contests with high audience participation. "It's easy to see why Stuart Nemtin is one of Canada's most popular clowns." Calgary Sun	Contact Name: Stuart Nemtin Phone: (250)592-2082 Fax: (250)592-2087 E:mail: stuartnemtin@shaw.ca Website: www.majorconradflapps.com
1:15pm-1:45pm		<u>Ernestine Hatpin & The Prairie Dogs</u> Ernestine Hatpin & her crazy cohort, Tim use music, video and lots of laughter to share their agricultural-based show! Children & adults alike will be movin', groovin' & singin' along. As an added bonus, Tim & Sheila change hats, but not the fun, as The Prairie Doug's, their country-rock duo, kicks into full gear. Two great shows in one package!	Contact Name: Tim & Sheila Gibbs Phone: (780)808-6041 E:mail: hatpin@me.com Website: www.hatpinmusic.com

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Show Case Schedule of Events

Main Stage Saturday February 4, 2012

TIME		DESCRIPTION	CONTACT INFORMATION
6:00pm- 6:30pm		<u>Keister Family Fiddlers</u> Four sisters that fiddle, sing and clog with their Mom accompanying them guitar. They captivate audiences with their dynamics and youthful energy wherever they go! They play traditional fiddle tunes, cover tunes and the occasional percussion instrument. A family act sure to appeal to all ages.	Contact Name: Loren Keister Phone: (403)370-5100 E:mail: loren@keisterfamilyfiddlers.com Website: www.keisterfamilyfiddlers.com
9:00pm- 9:30pm		<u>West Coast Lumberjacks</u> The West Coast Lumberjack Show is action-packed, non-stop entertainment, complete with its own portable stage, competitors and an M.C. We have been doing our shows since 1982, performing for many different groups in many parts of the world, and have always been well received.	Contact Name: Darren R. Dean E:mail: darren.dean@loggersports.com Website: www.wcls.ca
9:40pm- 10:10pm		<u>The Boom Chucka Boys</u> The Boom Chucka Boys are different, and in this case, different is good. Hot Rod Country, Old Time Country, 50's Rockabilly...all terms used to describe their unique sound. With influences like Johnny Cash, Merle Haggard, Dwight Yoakam, Elvis Presley, and many others, The Boom Chucka Boys are a bit of a throw back. With their sharp looking wardrobe, and high energy stage show, they are quickly making a name for themselves as singers, songwriters, and showmen.	Contact Name: Brian Halbert Phone: (403)845-9198 E:mail: bhalbert@cacheei.com Website: www.theboomchuckaboys.com
10:20pm- 10:50pm		<u>Hey Romeo</u> Hey Romeo is an 5 piece award winning act from Alberta. The act won the 2011 Canadian Country Music Association Group of the Year, they recently went #1 in France and had top 20 radio airplay here in Canada. Their engaging live show and wide variety of upbeat music will keep your audience interested and entertained!	Contact Name: Rob Shapiro Phone: (780)915-5126 E:mail: info@heyromeo.com Website: www.heyromeo.com

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Preconference Sessions & Workshops

Friday February 3, 2012

Farmer's Market Manager's Training

8:30am – 2:15pm

Speaker: Eileen Kotowich

Meeting Room: Morraine Meeting Room



An introductory course designed to ensure farmers' market managers know the basics: Walk through the Approved Farmers' Market Program Guidelines and annual requirements; Talk about the roles of the various players; provide information in legislation and regulations that impact markets and vendors; give an overview of vendor recruitment and developing market rules. **Leave Motivated for the upcoming season!**

Policies and Procedures Workshop

9:30am – 12:30pm

Speaker: Larry Golby

Meeting Room: Maligne Meeting Room



This workshop is designed to assist Ag Societies with creating Policies and Procedures for their organization. Each attendee will receive a workbook to take home with them as well as the steps and templates to create your own.

Comprehensive Community Transformation

9:30am – 12:30pm

Speaker: Brenda Herchmer

Meeting Room: Rundle Ballroom



Communities get better when their leaders do. And, local leadership is stronger when business, government and non-profits work together for *comprehensive community transformation*. Agricultural Societies are well-positioned to be the catalysts for that kind of big picture change. A.C.E. Communities – active, creative, engaged – is an initiative of Alberta Recreation and Parks Association that has served as a catalyst for this kind of collective impact in over 40 communities across Alberta. Focusing on supporting local leadership teams to apply a citizen-driven, community building approach, ACE Communities provides a framework for social innovation and the resources for building the relationships, networks, and webs that are essential for social, economic, and environmental development at a neighbourhood, community, or regional level. Key learnings and a number of specific tools will be shared.

Proposal Writing for Grants

9:00am – 12:30pm

Speaker: Jan Fox

Meeting Room: Logan Ballroom



Funding process has become more demanding and more complex. Proposals to seek funding must be carefully prepared to address expectations and clarify needs approaches and outcomes. Learn about the new format and order for effective proposals. Write proposals that can be easily read and understood. Develop a proposal writing style that follows the four C formula. Clear, Concise, Complete, and Correct. Make use of the question and answer approach to clarify needs, goals, methodology and outcomes. Be persuasive, convincing, objective, and accurate. Ask for, and get the results you want.

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Preconference Sessions & Workshops

Friday February 3, 2012

Coloring Outside the Lines; The Power of Influence and Persuasion

9:00am – 12:30pm

Speaker: Jeff Tobe

Meeting Room: Pallisades Ballroom



Module I – Creative Problem Solving – Attendees will walk away understanding that everyone is creative and they will begin to see how creativity can help them – personally and professionally. It is about being able to take the perspective of the customer and then work with them in a way in which they NEED to be worked with! It is also about the need to stop looking in our rear view mirrors to see how it has been done before and, instead, looking through our windshields to see what is coming down the road ahead for Agricultural Societies.

Module II – DISC™Who are you dealing with anyway? - We all have developed behavioral patterns while working – distinctive ways of thinking, feeling and acting. Research done by Inscape Publishing, shows that the most effective organizations are those who know themselves, recognize the demands of the situation and adapt strategies to meet those needs. Using the quickie DISC™ profile, a self-diagnostic instrument that has been validated by millions around the world, participants will leave with a unique understanding of how to handle any customer – internal or external – at any level at any time. They will know exactly how to approach their team or their Board in a way in which they NEED to be approached.

Module III – Listening between the lines...Effective Communication Skills – One of the common threads among world class fairs is their ability to COMMUNICATE – internally and externally – and do it empathetically. Effective communication is the most powerful technique in our business “tool box” and yet, it is probably the best kept secret of the top organizations in the world. With practice, participants gain the ‘edge’ that will take them to the next plateau as this industry continues to change. Jeff shares a ‘tool’ that has been proven to change the way fair professionals communicate with their customers!

Board Governance 101

9:00am – 12:30pm

Speaker: Freda Molenkamp - Oudman

Meeting Room: Robson Ballroom



This workshop will provide you with an overview of board governance fundamentals including:

1. What is Governance?
2. Board Roles and Responsibilities
3. Committees
4. Board evaluations
5. Effective Board meetings
6. Board Recruitment and Orientation
7. Principles of Good Governance
8. Resources

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Select-A-Session

Saturday February 4, 2012

11:00am—12:30pm

Teambuilding and Conflict Resolution

Meeting Room: Logan Ballroom

ATB Agriculture™

Speaker: Brenda Robinson

TEAMWORK

The foundation and support for teamwork is firmly rooted in communication, interaction and understanding. A good team has different individuals with different strengths, different approaches and different ways of getting things done. Synergy on a team occurs when

the team pulls together and celebrates differences as strengths and not as difficulties.

CONFLICT RESOLUTION

So much unproductive time results from the issues and emotions surrounding unresolved conflicts and disputes. Effectively seeking resolution is critical to establishing a positive, constructive results oriented work environment. Learn the skills for working through inner politics; “family” based conflict, resentment, jealousy, and misunderstandings leading to conflict, arguments, and disputes.

Sponsorship - “How to Build a Proposal That Works” **Meeting Room:** Robson Ballroom

Speaker: Brent Barootes

This session will focus on how to take the knowledge you have about your organization or event and apply it to custom building proposals for sponsors that will sell. If you or your organization are tired of getting rejections or have a closing ratio of less than 75%, this is a must attend workshop at the AAAS 2012 Conference. This workshop will provide a general learning and understanding of how to successfully deliver a much higher closing rate for agricultural societies and fairs than you presently have. You will leave the workshop with new ideas, creative approaches and systems and formats to building custom proposals for prospects for your Ag society or fair that will ensure a higher closing ratio for you and greater bottom line revenue success.



Easy Steps to Improve Your Fair

Meeting Room: Maligne Meeting Room

Speaker: Chana Mannen

Attend this session to find 50 easy and cheap ways to make your fair not only look better but produce more revenue! Chana brings her experience as the retired Deputy Manager of the San Diego County Fair and Del Mar Fairgrounds for over 30 years in the fairs and exhibitions business. This is a great opportunity to find out what the fairs in the United States do!



Emergency Planning for Agricultural Society Events

Speaker: Brad Andres

Meeting Room: Moraine Meeting Room

This session will discuss the key components of an “Event Emergency Plan” and look at how you can develop a plan for your Society’s events. As a group we will walk through a sample template for one of these emergency plans; talking about the different steps and considerations. This session will help you to prepare future plans that meet the needs of your event and the community.



Getting Things Done in a New Reality

Meeting Room: Pallisades Ballroom

Speaker: Ian Hill

There is an old adage that says “the skills and abilities to win the battles behind me, may not be the skills and abilities to win the battles ahead of me” there is certainly truth to that today. To be effective today, leaders must get things done through others, by building trusting relationships with individuals and organizations, working collaboratively and motivating others through our actions. Participants will leave with the meaningful information and tangible tools to be effective to get things done and the inspiration to make it happen!



Agricultural Societies Program - Stripped Down

Meeting Room: Rundle Ballroom

Speaker: Fred Young & Ordella Knopf

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



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Select-A-Session

Saturday February 4, 2012

2:00pm—3:30pm

Getting Things Done in a New Reality

Speaker: Ian Hill

Meeting Room: Pallisades Ballroom



There is an old adage that says “the skills and abilities to win the battles behind me, may not be the skills and abilities to win the battles ahead of me” there is certainly truth to that today. To be effective today, leaders must get things done through others, by building trusting relationships with individuals and organizations, working collaboratively and motivating others through our actions. Participants will leave with the meaningful information and tangible tools to be effective to get things done and the inspiration to make it happen!

Sponsorship Today: Industry Trending - How It Can Impact Your Crazy Busy Day

Speaker: Brent Barootes

Meeting Room: Logan Ballroom



During the session there will be a review of sponsorship and a defining of the industry and how it can help Ag Societies with ongoing operational revenue opportunities. There will be an overview of the trends in the marketplace and why so many companies are interested in sponsorship today. This session will enlighten attendees on sponsorship, what's hot and what's not and how it can relate to a positive incremental revenue source to assist in fulfilling their organization's mission by working smarter and doing what you can with limited resources. Throughout the presentation several industry examples and mini case studies of how this information applies to those in attendance through these real life examples in our own backyards.

Bench Shows - A New Beginning

Speaker: Facilitated Focus Group

Meeting Room: Robson Ballroom



The agricultural bench show has a long history within Agricultural Societies. The heritage of these events remains a treasured component of fairs across Alberta. As we move forward into the future how can we improve the participation, presentation and relevancy of this great tradition? Come join the discussion as we share what's working in bench shows and what's not. Together we will explore opportunities and seek out innovations to raise the profile of these community events.

Get Mobilized with Travel Alberta

Speaker: Richard Wong

Meeting Room: Rundle Ballroom



Are you maximizing your marketing potential? Get mobilized with Travel Alberta programs including buy-in opportunities and cooperative marketing funds to help you grow your event or business. Get connected to over 4.5 million visitors per year by signing up to the new Alberta Tourism Information System. Learn about Travel Alberta's marketing services and learning opportunities.

Employment Practices

Speaker: Marlina Heinonen

Meeting Room: Moraine Meeting Room



This session will provide a general overview of employment practices and considerations with respect to hiring, maintaining and terminating employee/volunteer relationships. If you retain any staff or contractors for your organization this is a great opportunity to find out what is required of you as an employer.

Community Kitchens - Can they help generate revenue for the community?

Speaker: Robert Gibson

Meeting Room: Maligne Meeting Room



This session will discuss the concept of the use of community kitchens by small entrepreneurs for the production or sale of local food products. This expanded use of community kitchens would help support economic activity locally and may generate additional revenue for your facility. If you are looking for ways to diversify revenue generation and you have a kitchen in your facility, this is a great opportunity to talk with the Food Processing Development Centre about filling a need they have identified in rural communities and how you can play a role!

CULTIVATING *communities*



Keynote Presentations

Jeff Tobe, Coloring Outside the Lines

Friday Feb 3, 2012 7:30pm - 8:45pm

**Creating and Implementing the IDEAL
'Customer' Experience**

To be effective in today's marketplace, you must be creative and innovative to stay ahead of the marketplace. Everyone is creative when it comes to change, juggling budgets or retaining great volunteers but we need to force ourselves to **look at the challenges in this business from a different perspective**.

Tobe is not just entertaining—he provides real 'tools' to creatively thriving in a changing and challenging marketplace. He believes in the power of creativity to look at your society from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach. Tobe believes in the power of **INFLUENCE and PERSUASION** to change an organization's culture in today's topsy turvy economy.

Jeff encourages participants to *"stop looking in our rear view mirrors to see how things have been done in the past"*. Instead, he urges you to *"look through your windshield to see what is coming down the road ahead in the agricultural society world"*.

What makes you different than anyone else out there? Attendees tackle the issues of **VALUE vs. THE PERCEIVED COST** of doing business with you. Tobe offers techniques to getting 'internal' and 'external' clients to **buy into your innovative ideas** when you do develop them. He addresses the concept of seeing the world through their eyes—from their perspective! Most important, his sessions are upbeat, interactive and FUN!



Brenda Robinson, Robcan Group

Saturday Feb 4, 2012 8:30am – 9:30am

Handling the Challenge of Change - Positively

We have entered an era of inverse change – we will never catch up again. How can we learn to enjoy and thrive in this era? Is a change as good as a rest? Is change inevitable? Can we control change in our lives? Learn to bring joy and laughter to your changing workplace in changing times. Working together positively will facilitate meeting the challenge we all face in today's world.

Join the Robcan Group to listen, laugh and learn and about managing change with humour and a positive attitude!



Ian Hill, The Changing Point

Sunday Feb 5, 2012 9:45am – 11:00am

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, from cradle to grave. 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 challenge us to go back to our Communities and use our Ag. Societies as a catalyst for rural recovery and an inspiration to others to build the thriving Communities we would all want to live in.



Emcee Biography

Mike Labelle

Mike is a former NHL player agent and hockey scout who spent his summers on the rodeo trail. Competing at all levels of rodeo including the CPRA, knowing one day the ride would have to come to an end he decided to start announcing rodeo's and is currently in his fourth year as a CPRA accredited announcer.

Mike has had the pleasure of working such events as the Chinook Rodeo Association Finals, Coombs Pro Rodeo, Airdrie Pro Rodeo and a co-host covering the Calgary Stampede's Rangeland Derby on Shaw tv.

Mike has also had the chance to work in print media covering the CPRA, WPCA and the PBR events.

Mike and his wife Nadine currently reside in Calgary with their 4 daughters.

Speaker Biographies

Brad Andres

Government of Alberta ■

Brad Andres joined the Alberta government in 2005 with Municipal Affairs and the Alberta Emergency Management Agency after a number of years in the Air Force. His time with AEMA was split between working on a variety of provincial emergency plans and being one of the Planning Section Chiefs in the Provincial Emergency Operations Centre. Brad moved to Alberta Agriculture and Rural Development in the fall of 2009 and helps to coordinate the Ministry of Agriculture's response to animal disease and crop pest emergencies as well as being the agriculture representative in the Provincial Operations Centre during the response to other disasters.

Brent Barootes

Brent Barootes is the founding partner of the **Partnership Group – Sponsorship Specialists™** and the General Manager of the sponsorship sales company **Sponsorship Connections™**.

A great deal of his focus and experience has been with non-profits like agricultural societies, fairs, exhibitions and events helping them identify and attain sponsorship revenue as well as build capacity within these organizations to sustain their sponsorship programs. For his work, Brent has been invited to speak at several member association conferences such as BC Fairs, BC and Alberta Rec Association Conferences, Festivals and Events Ontario as well as luncheons and networking sessions, charity AGMs, development conferences and training webinars. In a similar manner Brent has also worked directly and indirectly with many post-secondary educational institutions, municipalities, non-profits, professional and amateur sport organizations, charities, member associations, cultural and arts organizations as well as major corporations to develop, design and build effective and efficient sponsorship programs.

In 2001, Brent incorporated the Partnership Group – Sponsorship Specialists™, a Calgary based national sponsorship consulting firm. In addition to his role as President with the firm, Brent is actively involved in sponsorship mentoring of clients while overseeing all aspects of client programs including inventory development, benefit audits and valuation and proposal package template development.

He leads a national team of senior industry professional consultants who provide sponsorship valuations and audits, inventory/benefit development, package development, prospect development and mentoring of staff and volunteers for both corporations engaging in sponsorship as well as properties and organizations who sell sponsorships. This team of consultants is located from Newfoundland to British Columbia.

His direct experience and team experience through the Partnership Group – Sponsorship Specialists™ includes mentoring and development of organizations such as Capital EX, Olds Ag Society, Canadian Western Agribition, Canadian Finals Rodeo, Western Park and Western Fair, Northlands, Federation of Canadian Municipalities, City of Edmonton, Town of High River, Town of Kindersley, Town of Taber, City of Toronto, City of Regina, City of Calgary, Calgary Parks and Recreation Foundation – Devonian Gardens, Canada Games Host Society, Canadian Red Cross, Canadian Cancer Society, Canadian Breast Cancer Foundation, MS Society of Canada, Youth Emergency Shelter Society, Boys and Girls Clubs of Edmonton, SIAST, Wascana Park Authority, Saskatchewan Soccer Association, Saskatchewan Roughriders, Globe Theatre, World Vision Canada, , Immigrant Services Calgary, Calgary Food Bank, Calgary Centennial Arenas, Grant MacEwan University, NorQuest College and many others set the Partnership Group – Sponsorship Specialists™ apart from the competition.



Speaker Biographies



Jan Fox

Jan is a speaker, trainer, and consultant with a passion for working with people to achieve workplace wellness. She has more than 25 years experience as a senior manager in the public sector, where she continues to lead a large and diverse team of people. Jan has been addressing groups for 10 years on topics related to Leadership, Team Building, Conflict Resolution and achieving life balance. It is Jan's belief that leaders must "walk the talk" and that successful leaders are those who embark on a journey of continuous learning.

Robert Gibson



As Senior Operations Manager for the Food Processing Division, Mr. Gibson is accountable for the operation of three research and development facilities and the Agrivalue Processing Business Incubator to support and lead the growth of Alberta's Agricultural processing industry.

Mr. Gibson received his Bachelor of Science from York University in 1972. Prior to starting with Alberta Agriculture and Rural Development, he assisted in the establishment of an new food ingredient supplier to the food industry, managed the food service division for a major Alberta meat processor, worked in research and development for the Alberta Cattle Commission, developing new products for commercial processing, and was the Assistant General Manager for Lilydale Cooperative Ltd., a further processor of poultry products.

Mr. Gibson started with Alberta Agriculture and Rural Development in 1989, providing product and process development services to clients in the area of meat processing. He then moved into a management role with the Food Processing Division as Programs Manager, prior to his current position as Senior Operations Manager. In 2007, management of the newly constructed Agrivalue Processing Business Incubator was added to the Operations Branch.

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Speaker Biographies

Larry Golby



Larry was born and raised on a farm in the Coronation area. After high school he attended the University of Lethbridge where he majored in Physical Education and Recreation and minored in Psychology. Upon completion of University he returned to his home town and accepted the job as Recreation Director which he held for 20 years. He has also spent 5 years with the Government of Alberta as a Recreation Facility Consultant. He is presently the Executive Director for the Alberta Association of Recreation Facility Personnel and has held this position for the past 4 years. Larry is an avid golfer and works closely with Hockey Alberta and Hockey Canada.

Mariina Heinonen



Mariina Heinonen became the Human Resources Manager at Foster Park Baskett Insurance Ltd. (FPB) in January 2005. Mariina joined FPB from Allianz Canada/ING Insurance, the largest P&C insurance company in Canada. She has over 20 years of Human Resource experience working with various national and international organizations. Mariina received her HR certification in 1997 and her Certified Human Resource Professional Designation (CHRP) in September 2000.

Along with her current role at FPB, she has provided client value added services to various FPB clients and has been teaching at Grant MacEwan University for the last six (6) years in the Human Resources Program. She teaches the National Knowledge Exam prep course for the Human Resources Institute of Alberta as well as been a continuous volunteer as lead proctor for the national exams for those seeking to obtain their CHRP. She has served on the Board of Directors for the Youth Emergency Shelter and continues to volunteer her time assisting them with HR specific needs.

Mariina believes in continuous learning and development in Human Resources practices which is a requirement in this era of rapid change in the workplace.

Brenda Herchmer



Brenda Herchmer is the owner of Grassroots Enterprises, a company specializing in community building and community leadership. Now working as the Director of ACE Communities, an initiative of the Alberta Recreation and Parks Association, she has taught at Niagara College, managed the Niagara Centre for Community Leadership, and worked in municipal recreation. Brenda is an avid blogger, writes a weekly newspaper column, and has written three books. She has been acknowledged as a YWCA Woman of Distinction and as winner of the Toastmasters Communication and Leadership Award. Brenda and her husband Vince raised their blended family of three active sons in Ontario but are now enjoying their adventures in Edmonton as official empty nesters.

Ian Hill



Humanitarian, Business Leader, and Award Winning Philanthropist, these are some of the words that often used when referring to Ian Hill. Over the past four years, Ian has acted as a catalyst for over 130 successful community-based projects across Canada and has built a reputation as North America's leading community change agent.

In Alberta, Ian is the Active, Creative, Engaged (ACE) Communities Ambassador which has taken him to some forty Albertan communities in the last 36 months, working as a catalyst for citizen engagement and community improvement. This grassroots on the ground view gives him a special insight in these times of change.

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. The Stand for Children Organization named Ian its Child Advocate of the Year, and most recently Canadian business legend Harry Rosen presented Ian with the Adler Business leader's award.

Speaker Biographies

Ordella Knopf



I was born and raised in Hines Creek in the Peace Country. I started work with Alberta Agriculture in 1981 – the bulk of my workload revolved around the 4-H program in Fairview until 2002 when due to downsizing our district office in Fairview was closed. In April, 2002 I started a new job as a resource agent at the Call Centre in Stettler where I worked until December, 2003 when a job opportunity arose in Edmonton. When more changes and downsizing came in 2008, the door again opened to work with Shauna Johnston and the Agricultural Initiative Program. My job expanded in October, 2008 with the retirement of Arlene Dion to work with the Agricultural Society program. I now work with Bill Gordon on the Ag Initiative Program as well as Fred Young on the Ag Society Program.

Eileen Kotowich



Eileen Kotowich, with Alberta Agriculture and Rural Development since 1999, works with Farmers' Markets and those interested in selling food into local markets. She started her career with government working on projects related to farm direct marketing and is now the Farmer's Market Specialist for the Province. Eileen is responsible for administering the Approved Farmers' Market Program on behalf of the Province and spends her summers visiting markets far and wide, talking to vendors and tasting all the goodies markets have to offer.

Chana Mannen

Chana Mannen is a retired Deputy Manager of the San Diego County Fair and Del Mar Fairgrounds with over 30 years in the fairs and exhibitions business. She is currently the Executive Director of the Don Diego Fund, a scholarship program for students associated with the Del Mar Fairgrounds.

Chana has been a member of the fairgrounds staff since 1970 and has held many titles including Home and Hobby Coordinator, Special Events Manager, and Exhibits Manager.

Chana is a Stanford graduate. She has earned a CFE from the IAFE. She is or has been a member of the California State Rules Committee, the WFA Achievement Awards Committee and WFA ProDev Committee, and the IAFE Competitive Exhibits Committee.

Freda Molenkamp - Oudman



Freda Molenkamp-Oudman has been working in with agricultural organizations the area of board governance for the past 5 years. She has a passion for working with organizations who wish to improve their governance excellence - recognizing that there is always room for improvement. Freda currently serves as the Acting General Manager for the Alberta Agricultural Products Marketing Council and also volunteers her time as the Chair of a no-t-for-profit counselling agency.

Brenda Robinson



Brenda is a speaker, trainer, writer and consultant. She has been addressing groups for over twenty years on topics related to communications, humour, laughter, positive working skills and wellness in general. 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.

Speaker Biographies

Jeff Tobe



Certified Speaking Professional, Jeff Tobe's credentials are impressive. Insider Magazine recently dubbed him "*The Guru of Creativity*" and readers of Convention & Meetings Magazine recently chose him as "*one of the top 15 speakers in North America*". Tobe has earned this reputation through his trademark presentations, "Coloring Outside the Lines".

Tobe is one of the most dynamic speakers in the industry as attested to by clients including the IRS, the Human Resource Professionals of Ontario, Prudential of England and Pepsi Cola International. He prides himself on presenting up-to-the-minute, cutting edge material as it relates to **designing the ideal customer EXPERIENCE**.

He believes in the power of creativity to look at your business from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach. Tobe believes in the power of **INFLUENCE and PERSUASION** to change an organization's culture in today's topsy turvy economy.

Jeff is the **author** of the hugely popular book, *Coloring Outside The Lines*. He is the co-author of the best selling books, "*The Sales Coach*" and "*The Communication Coach*".

Richard Wong



After 25 years in the hotel industry serving in cities such as Vancouver, Toronto, Chicago, Newport Beach – California and Edmonton, Richard joined Travel Alberta as the Executive Director, Industry Relations since March 2011 and is responsible to three business units within Travel Alberta – Industry Relations and Cooperative Marketing.

Fred Young



Fred Young started with Alberta Agriculture in May of 1981 and worked as a D.A. for 12 years followed by working as a Forage specialist for 7 years. Currently, Fred is the program leader for the Agriculture Opportunity Fund (AOF) which is a program that funds Applied Research Associations and Forage Associations and the Ag Society Program which has 295 Ag Societies throughout the Province for Alberta Agriculture and Rural Development (ARD). 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. He looks forward to working with the Ag Societies and AAAS to continue to build an awesome Ag Society program in the Province.



2011 Miss Rodeo Airdrie
Gillian Shields
Age: 20 From: Didsbury, AB

As the 2011 Miss Rodeo Airdrie Queen, Gillian Shields has fulfilled a dream of promoting rodeo and preserving western heritage. She grew up on a farm west of Didsbury, AB. Her first rodeo experience was mutton bustin' at the 1996 Airdrie Pro Rodeo. Given the advice to "hang on and never let go"; she is still using the advice as an avid barrel racer in CARA, FCA and College Rodeo Associations. Gillian is currently enrolled in the Bachelor of Education transfer program at Red Deer College in hopes of one day becoming an Elementary music and Special Education teacher.



2011 Airdrie Pro Rodeo Princess
Rebecca McKay
Age: 23 From: Airdrie, AB

Rebecca McKay grew up in Airdrie and is proud to have been given the title of the 2001 Airdrie Pro Rodeo Princess. She grew up loving horses and they have always been a big influence on her life. In the past she has competed in jumping and dressage. In 2009 she began learning the disciplines and the western world. Rebecca is an avid believer in staying upbeat and outgoing. She takes pleasure in making the best of every situation. Rebecca devotes part of her time to help organizations like the Special Olympics sharing and spreading community spirit. She was an Airdrie Rodeo Ranch girl in 2010. In the future she aspires to travel to different parts of the world to take in the scenery.