



Premier of Alberta

Office of the Premier, 307 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

Message from Honourable Alison M. Redford, QC Premier of Alberta

On behalf of the Government of Alberta, I am pleased to welcome you to the Alberta Association of Agricultural Societies (AAAS) 2013 Annual Convention.

This year's theme, Breaking New Ground, reflects the innovative and pioneering spirit that is at the heart of our province. Alberta's future success depends on our ability to continually explore new ideas and create new opportunities.

One of my priorities for our government is to strengthen our province's economy by enhancing access to global markets and developing access to new markets for important sectors, such as our agriculture industry. We too are breaking new ground and are making significant progress in this area. We will continue to work closely with our many partners to ensure success.

I know strong partnerships are instrumental to a vibrant rural Alberta and I would like to thank the AAAS for its important work. Your volunteers provide hundreds of programs, services and activities in their communities which help sustain and enhance rural life.

Best wishes for a successful event.

A handwritten signature in black ink, appearing to read 'Alison Redford'.

Alison M. Redford, QC

February 1, 2013



ALBERTA
AGRICULTURE AND RURAL DEVELOPMENT

*Office of the Minister
MLA, Wetaskiwin-Camrose*

MESSAGE FROM THE MINISTER

I am pleased to welcome everyone to the 2013 Alberta Association of Agricultural Societies (AAAS) Annual Convention.

Agriculture is the largest renewable industry in Alberta and an essential part of our provincial economy. I applaud all of your hard work over the past year to ensure agriculture and rural communities remain strong and vibrant.

A strong rural Alberta is essential to the future of this province and our industry. Rural communities are at the heart of our agriculture sector and home to some of the most innovative producers and entrepreneurs in the country. Every day, rural Albertans embody our province's pioneering spirit and are admired for their devotion to family and community.

The AAAS has been an important part of our heritage and the hub of many rural communities for more than 65 years. It continues to be a strong voice and I appreciate the work you do serving the local needs in your communities.

Thank you again for your ongoing hard work and dedication. Best wishes for a successful convention.

Verlyn Olson, Q.C.
Minister



Message from His Worship Mayor Stephen Mandel



On behalf of City Council and the people of Edmonton, Alberta's Capital City, it is my pleasure to welcome everyone to the Annual Convention of the Alberta Association of Agriculture Societies (AAAS).

This year's theme, *Breaking New Ground*, will bring together top quality speakers on topics such as corporate branding, sponsorship programs and media relations. The AAAS represents 295 agricultural societies and their communities and serves as an advocate for issues that affect its members' quality of life. By providing leadership and resources, the AAAS aims to build sustainable agricultural societies for rural Albertans.

Thank you to everyone for your hard work and dedication in organizing this important convention. Your passion and commitment to agriculture help make Alberta a more healthy and sustainable place to live.

Best wishes for a successful event!

Yours truly,

A handwritten signature in black ink that reads "Stephen Mandel".

Stephen Mandel
Mayor



Presidents Welcome

Greetings Delegates,

On behalf of the AAAS board I would like to extend a warm welcome to all attending our 2013 AAAS Convention. This year's theme "Breaking New Ground" is an excellent way to describe the many new opportunities that exist for volunteers, Agricultural Societies and our communities. We appreciate the countless hours you work and the relationships that you build in order to make your communities a better place to live.

Once again this conference will be jam packed with activities, sessions and networking. I encourage all of you to take in as much as possible but that being said I also encourage you to take the time to celebrate a job well done over the last year!

I would like to thank our Ministers and MLA's for continuing to make an effort to hear our members first hand and our sponsors for continuing to support AAAS. Most of all however I would like to thank you the delegates for choosing year after year to come back and support this convention. You are the reason AAAS exists!!

Have a great convention!

Yours truly,

Jennifer Filip
President, Region 3 Director
Alberta Association of Agricultural Societies



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Guests***

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Early bird registration deadline: March 1, 2013 | Registration deadline: April 5, 2013

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Government of Alberta

breaking new ground

Convention Agenda



2013 Convention Agenda

Thursday January 31, 2013

6:00pm – 9:00pm	Registration	Hotel Lobby	<i>Westin Hotel</i>
6:30pm – 9:30pm	Bylaw Review Workshop - Pre-registration required Speaker: Tim Carson & Lisa Hardy, Alberta Association of Agricultural Societies	Strathcona Room	<i>Westin Hotel</i>

Friday February 1, 2013

8:30 A.M. - 9:30 A.M. *Shuttle Bus Operating- see bus schedule for more details*

8:00 A.M. - 6:30 P.M.	Registration	Concierge	<i>Northlands Park</i>
8:00 A.M. - 6:30 P.M.	Silent Auction Drop Off	Room 103	<i>Northlands Park</i>
8:00 A.M. - 6:30 P.M.	Marketing Competition Drop-Off	Concierge	<i>Northlands Park</i>

Pre-Conference Workshops

8:30 A.M. – 12:30 P.M.	Farmer's Market Manager's Training Speaker: Eileen Kotowich, Agriculture and Rural Development	Room 109A	<i>Northlands Park</i>
9:00 A.M. – 12:30 P.M.	Growing Festivals and Events Speaker: Brenda Hanson and Alyssa Watson, Alberta Tourism Parks and Recreation	Room 108/108A	<i>Northlands Park</i>
9:00 A.M. – 12:30 P.M.	Build a Basic Website Speaker: Shawn Gramiak, Grunt Multiservice	Room 101	<i>Northlands Park</i>
9:00 A.M. – 12:30 P.M.	The 10 Mistakes Made in Dealing with the Media Speaker: Grant Ainsley, Grant Ainsley Inc.	Room 107/107A	<i>Northlands Park</i>
9:00 A.M. – 12:30 P.M.	Breaking New Ground Speaker: Brenda Herchmer, Grassroots Enterprises	Room 104	<i>Northlands Park</i>
9:30 A.M. – 12:30 P.M.	Policies Development Speaker: Joel Christianson, Alberta Culture – Board Development Program	Room 109	<i>Northlands Park</i>
9:00 A.M. – 4:00 P.M.	The Exchange....for Agricultural Societies Facilitated by Green Hectares – Pre-registration is required to participate. A viewer area is available for approx. 20 people if you would like to observe through-out the day.	Room 102	<i>Northlands Park</i>

11:00 A.M. – 3:00 P.M. *Shuttle Bus Operating – see bus schedule for more details*

11:00 A.M. – 6:00 P.M.	Silent Auction Open	Room 103	<i>Northlands Park</i>
12:15 P.M. - 3:45 P.M.	Tradeshow open	Hall F	<i>Northlands Park</i>
12:15 P.M. - 3:45 P.M.	Marketing Competition Open	Hall F	<i>Northlands Park</i>
<i>Sponsored by: Enbridge, FaveQuest Corp, Partnership Group, Superior Show Services, UFA, West Coast Amusements</i>			
12:15 P.M. – 1:30 P.M.	Lunch Buffet	Hall F	<i>Northlands Park</i>
12:45 P.M. – 3:30 P.M.	Entertainment Showcase (Tradeshow Stage)	Hall F	<i>Northlands Park</i>

Friday February 1, 2013 – con't

4:00 P.M. - 4:30 P.M.	OPENING CEREMONIES	Hall G	Northlands Park
4:30 P.M. - 5:45 P.M.	Cabinet Minister/MLA's Forum	Hall G	Northlands Park
6:00 P.M. - 6:30 P.M.	Cocktails & Entertainment Showcase (Main Stage)	Hall G	Northlands Park
6:30 P.M. - 7:30 P.M.	Dinner – Buffet	Hall G	Northlands Park
7:30 P.M. - 8:00 P.M.	Presentations	Hall G	Northlands Park
8:00 P.M. - 9:00 P.M.	Keynote – What the Times Require! Speaker: Ian Hill, The Changing Point	Hall G	Northlands Park
9:00 P.M. - 10:30 P.M.	Entertainment Showcase (Main Stage)	Hall G	Northlands Park
10:00 P.M. – 11:30 P.M.	<i>Shuttle Bus Operating – see bus schedule for more details</i>		
11:00 P.M. – 1:30 A.M.	Hospitality Room (Toonie Bar)		Westin Hotel

Saturday February 2, 2013

7:30 A.M. - 8:30 A.M.	Registration	Ballroom	Westin Hotel
7:30 A.M. - 8:30 A.M.	Breakfast Buffet – WESTIN HOTEL	Ballroom	Westin Hotel
8:15 A.M. - 8:45 A.M.	AAAS Year in Review	Ballroom	Westin Hotel

7:30 A.M. - 9:00 A.M. *Shuttle Bus Operating – see bus schedule for more details*

9:00 A.M. - 11:00 A.M.	Registration	Concierge	Northlands Park
9:00 A.M. - 10:00 A.M.	Silent Auction Drop Off	Room 103	Northlands Park
9:00 A.M. - 10:00 A.M.	Marketing Competition Drop-Off	Concierge	Northlands Park
9:00 A.M. – 4:30 P.M.	Silent Auction Open	Room 103	Northlands Park

9:30 A.M. – 10:00 A.M.	Service Members Meeting	Hall F (Stage Area)	Northlands Park
9:45 A.M. - 10:30 A.M.	Regional Meetings		
	Region 1	Room 108A	Northlands Park
	Region 2	Room 108	Northlands Park
	Region 3	Room 107A	Northlands Park
	Region 4	Room 102	Northlands Park
	Region 5	Room 104	Northlands Park
	Region 6	Room 107	Northlands Park

10:00 A.M. – 2:00 P.M.	Tradeshow open	Hall F	Northlands Park
12:00 P.M. – 2:00 P.M.	Marketing Competition open	Hall F	Northlands Park

Sponsored by: Enbridge, FaveQuest Corp, Partnership Group, Superior Show Services, UFA, West Coast Amusements

10:30 A.M. - 11:00 A.M.	Coffee Break	Hall F	Northlands Park
10:30 A.M. - 11:00 A.M.	Entertainment Showcase (Tradeshow Stage)	Hall F	Northlands Park

Saturday February 2, 2013 – con't

11:00 A.M. - 12:30 P.M. **Select-A-Session - Choice of 6** *Northlands Park*

Crisis Communications: What to Do when the \$#!+ Hits the Fan	Room 108
Speaker: Grant Ainsley, Grant Ainsley Inc.	
Sponsorship Prospecting and Getting Meetings	Room 107A
Speaker: Brent Barootes, The Partnership Group	
Getting Things Done in a New Reality	Room 107
Speaker: Ian Hill, The Changing Point	
Top Tips for Using Microsoft Word	Room 101
Speaker: Shawn Gramiak, Grunt Multiservice	
Agricultural Societies Program – Stripped Down	Room 104
Speaker: Fred Young, Agriculture and Rural Development	
Mocial Marketing for Events	Room 102
Speaker: Allan Isfan, FaveQuest Corp	

12:30 P.M. - 1:30 P.M. **Lunch Buffet** **Hall F** *Northlands Park*

12:30 P.M. – 1:30 P.M. **Entertainment Showcase (Tradeshaw Stage)** **Hall F** *Northlands Park*

2:00 P.M. - 3:30 P.M. **Select-A-Session - Choice of 6** *Northlands Park*

Crisis Communications: What to Do when the \$#!+ Hits the Fan	Room 108
Speaker: Grant Ainsley, Grant Ainsley Inc.	
I need a building...what do I do next?	Room 107A
Speaker: Terry Kirstiuk, Chandos	
Musings of an Agent of Hope	Room 107
Speaker: Ian Hill, The Changing Point	
Top Tips for Using Microsoft Excel	Room 101
Speaker: Shawn Gramiak, Grunt Multiservice	
Resolving Conflict Through Great Communication	Room 104
Speaker: Alasdair MacKinnon, MacKinnon Communications Group	
The World and Your Life is Full of Infinite Possibilities	Room 102
Speaker: Drew Price	

3:30 P.M. - 4:30 P.M. **AGM (refreshments provided)** **Room 105/106** *Northlands Park*

3:30 P.M. - 6:00 P.M. *Shuttle Bus Operating – see bus schedule for more details*

4:30 P.M. - 6:00 P.M. **Free Time**

6:00 P.M. - 6:30 P.M. **Cocktails & Entertainment Showcase (Main Stage)** **Hall G** *Northlands Park*

6:30 P.M. - 8:30 P.M. **Gala Awards Banquet** **Hall G** *Northlands Park*

8:30 P.M. - 10:30 P.M. **Entertainment Showcase (Main Stage)** **Hall G** *Northlands Park*

9:00 P.M. – 11:30 P.M. *Shuttle Bus Operating – see bus schedule for more details*

11:00 P.M. – 1:30 A.M. **Hospitality Room (Toonie Bar)** *Westin Hotel*

Sunday February 3, 2013

8:30 A.M. - 9:30 A.M.	Breakfast Buffet – WESTIN HOTEL	Ballroom	<i>Westin Hotel</i>
8:30 A.M. – 11:30 A.M.	Silent Auction Pick Up	Ballroom	<i>Westin Hotel</i>
9:30 A.M. - 11:00 A.M.	Keynote – Creating and Stimulating a Positive Attitude	Ballroom	<i>Westin Hotel</i>
	Speaker: Ian Hill, The Changing Point		
11:00 A.M. - 11:30 A.M.	Closing	Ballroom	<i>Westin Hotel</i>

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Shuttle Service Schedule

Complimentary shuttle service is available from the Coast Edmonton Plaza and Westin Hotels to the Edmonton EXPO Centre at Northlands.

Edmonton Transit System (ETS) is the contracted shuttle service provider. All times are approximate and the shuttle may be a few minutes delayed so please plan accordingly.

Thursday Jan 31, 2013

No shuttle service available

Friday Feb 1, 2013

8:30am & 9:00am

- 1 bus from Coast Edmonton Plaza to Northlands EXPO Centre
- 3 Buses from Westin to Northlands EXPO Centre

11:00am – 12:00pm

- 1 bus from Coast Edmonton Plaza to Westin Hotel to Northlands EXPO Centre every ½ hr

12:30pm – 2:00pm

- 1 bus from Westin Hotel to Northlands EXPO Centre every ½ hr

2:30pm

- 1 bus from Coast Edmonton Plaza to Westin Hotel to Northlands EXPO Centre

10:00pm

- 1 bus from Northlands Expo Center to Westin Hotel to Coast Edmonton Plaza

10:30pm

- 2 buses from Northlands Expo Center to Westin Hotel to Coast Edmonton Plaza

11:00pm & 11:30pm

- 3 buses from Northlands Expo Center to Westin Hotel to Coast Edmonton Plaza

Saturday Feb 2, 2013

7:30am & 8:00am

- 1 bus from Coast Edmonton Plaza to Westin Hotel

8:30am & 9:00am

- 1 bus from Coast Edmonton Plaza to Northlands EXPO Centre
- 5 buses from Westin to Northlands EXPO Centre

3:30pm – 5:30pm (pickup & drop offs at each location during this time)

- 1 bus from Northlands EXPO Centre to Westin Hotel to Coast Edmonton Plaza every ½ hr

6:00pm

- 1 bus from Westin Hotel to Northlands EXPO Centre

9:00pm & 9:30pm

- 1 bus from Northlands EXPO Centre to Westin Hotel to Coast Edmonton Plaza

10:00pm & 10:30pm

- 2 buses from Northlands EXPO Centre to Westin Hotel to Coast Edmonton Plaza

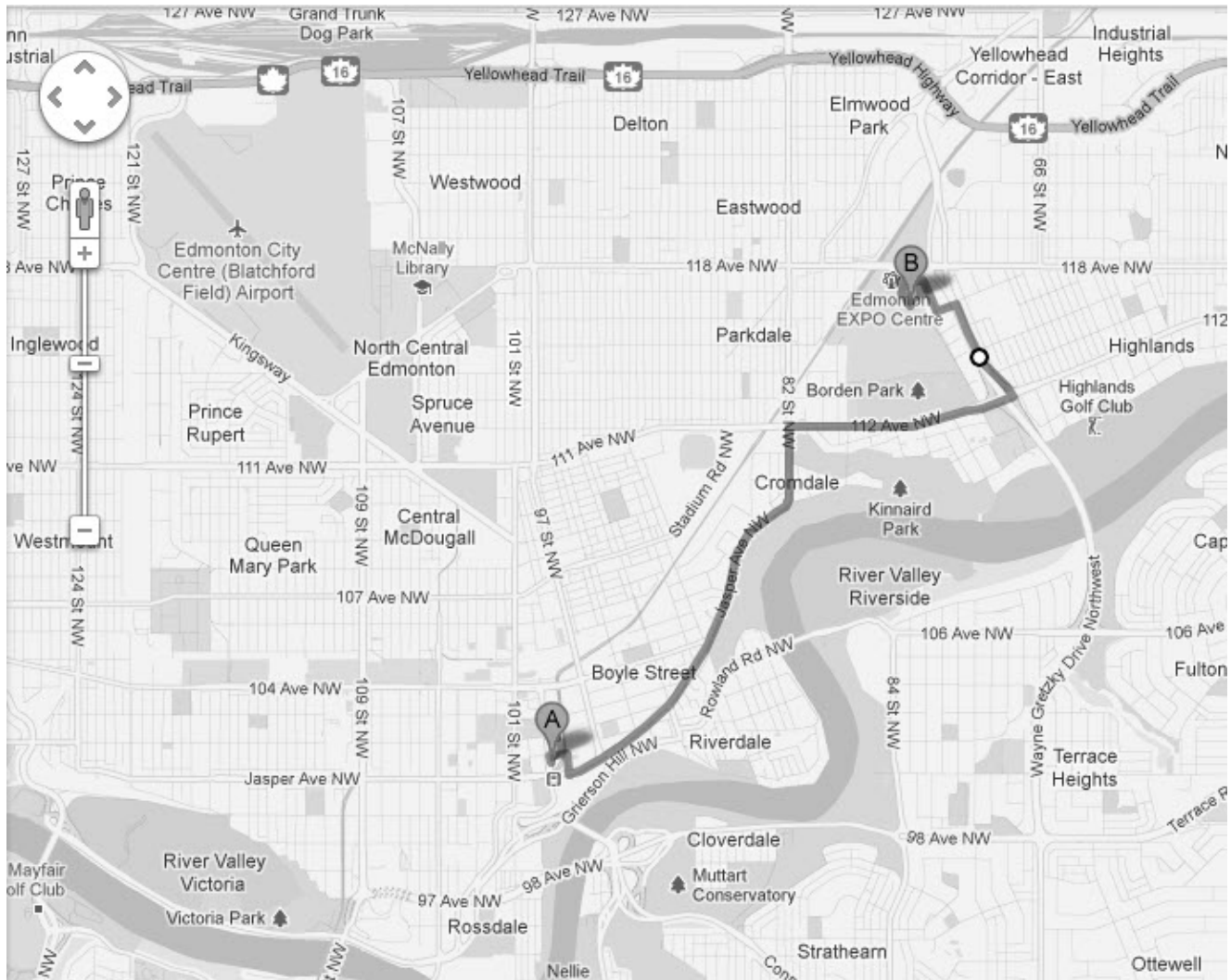
11:00pm & 11:30pm

- 2 buses from Northlands EXPO Centre to Westin Hotel to Coast Edmonton Plaza

Sunday Feb 3, 2013

No shuttle service available

Westin Hotel to Northlands Expo Center

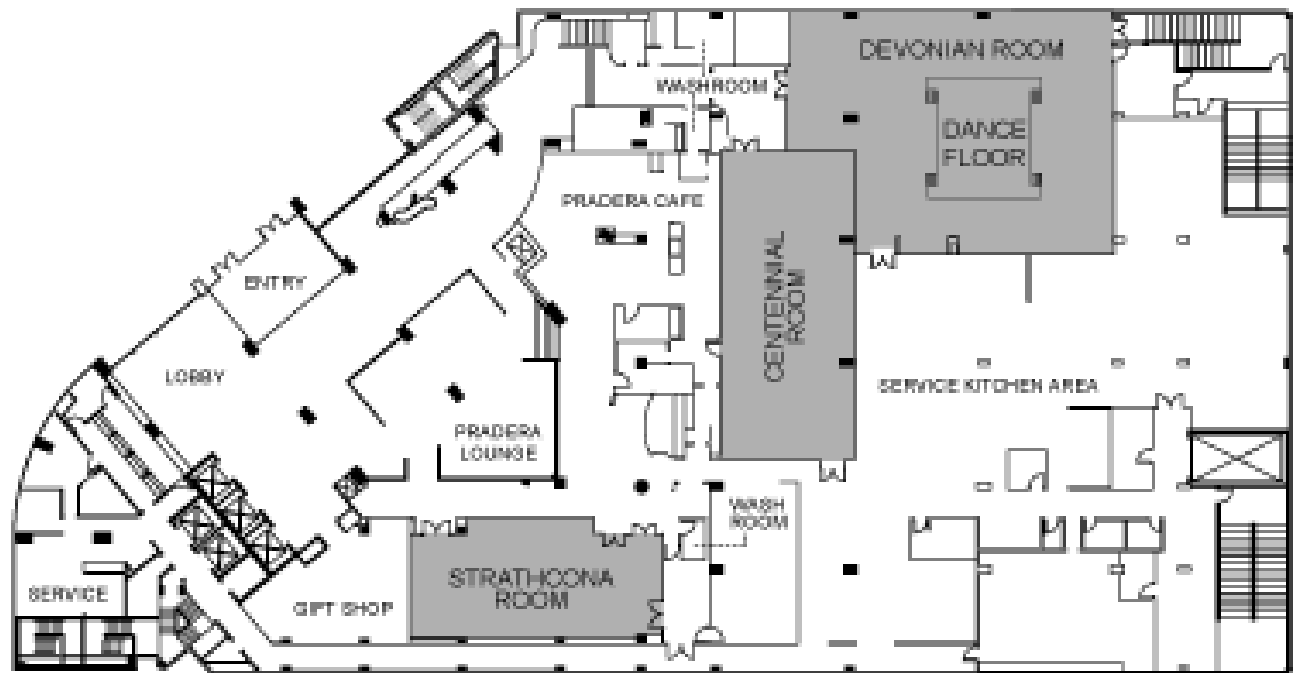


10135 100 St NW
Edmonton, AB T5J 0N7

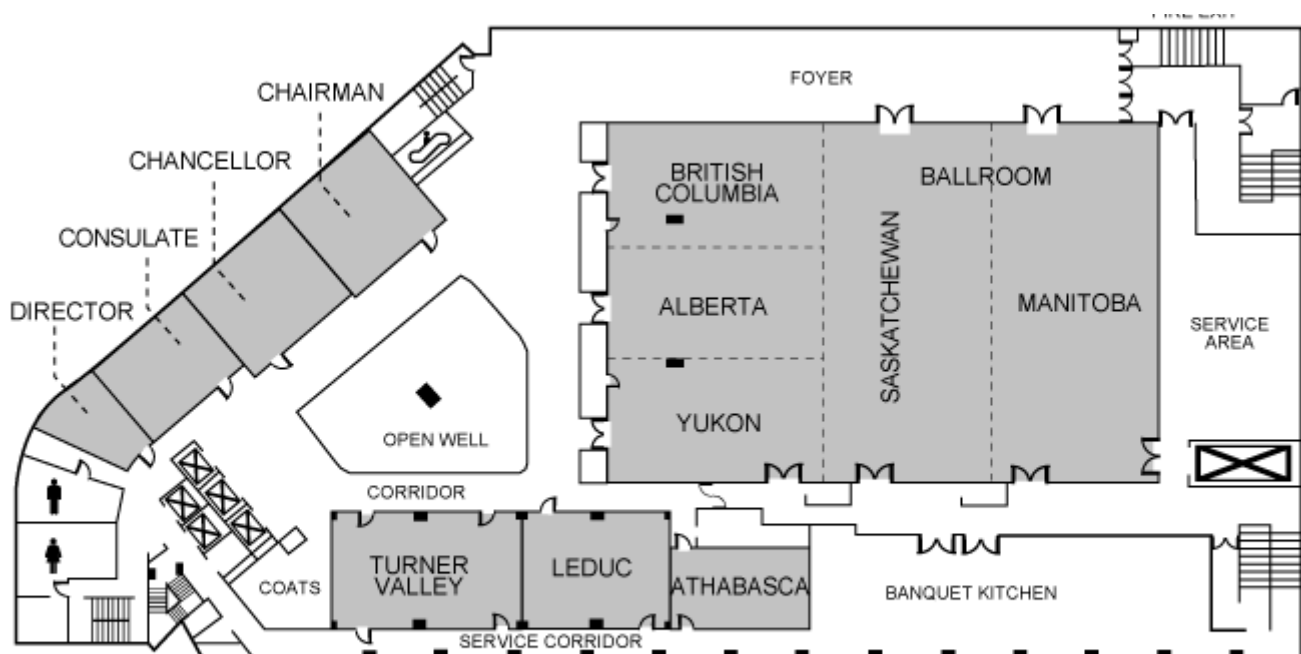
- 1. Head north on 100 St NW toward 101a Ave NW** 42 m
- 2. Take the 1st right onto 101a Ave NW** 110 m
- 3. Take the 1st right onto 99 St NW** 130 m
- 4. Turn left onto Jasper Ave NW** 2.3 km
- 5. Continue onto 82 St NW** 500 m
- 6. Turn right onto 112 Ave NW** 1.5 km
- 7. Turn left onto the Wayne Gretzky Drive N ramp** 270 m
- 8. Merge onto Wayne Gretzky Drive Northwest** 450 m
- 9. Turn left onto 116 Ave NW** 130 m

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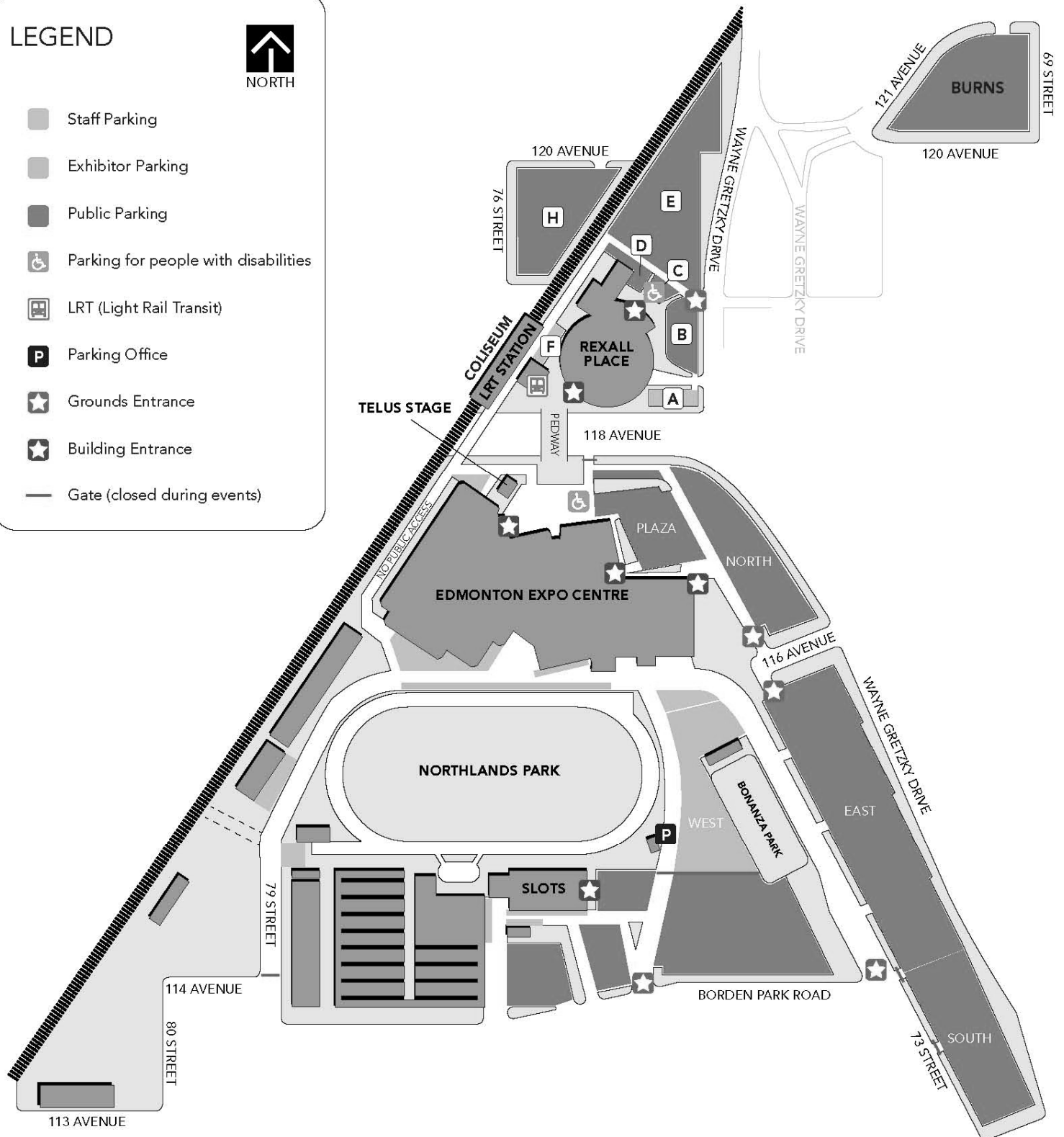
NORTHLANDS

PARKING

LEGEND



- Staff Parking
- Exhibitor Parking
- Public Parking
- Parking for people with disabilities
- LRT (Light Rail Transit)
- Parking Office
- Grounds Entrance
- Building Entrance
- Gate (closed during events)



The architectural floor plan illustrates the layout of the Edmonton EXPO Centre. The building features several large exhibition spaces:

- HALL A**: 53,262 SQ. FT.
- HALL B**: 58,104 SQ. FT.
- HALL C**: 77,472 SQ. FT.
- HALL D**: 62,400 SQ. FT.
- HALL E**: 53,836 SQ. FT.
- HALL F**: 39,156 SQ. FT.
- HALL G**: 29,328 SQ. FT.
- HALL H**: 36,126 SQ. FT.

Other key areas include:

- BALLROOM**: 16,548 SQ. FT.
- FOOD COURT**
- SERVICE CORRIDOR** (multiple locations)
- LOADING DOCK**
- ENTRANCE RAMP**

The plan also shows various smaller rooms, restrooms, and utility spaces throughout the facility.

breaking new ground

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Castor Ag Society
Grande Prairie Exhibition
Lethbridge Exhibition
Lloydminster Exhibition
Medicine Hat Exhibition
Olds Ag Society
Westerner Exposition
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2013 Represented Regions

Region 1

Burdett Ag Society
Carmangay Ag Society
Crowsnest Pass Ag Society
Lethbridge + District Exhibition
Medicine Hat Exhibition + Stampede
Milk River + District Ag Society
Milo + District Ag Society
Nobleford Ag Society
Picture Butte + District Ag Society
Taber Exhibition Association Ag Society
Vauxhall Ag Society
Willow Creek Ag Society

Region 2

Airdrie + District Ag Society
Berry Creek Ag Society
Blackfoot Ag Society
Buffalo + District Ag Society
Calgary Stampede
Carstairs + District Ag Society
Chestermere Ag Society
Cochrane + District Ag Society
Delia + District Ag Society
Didsbury Ag Society
Empress - Blindloss Ag Society
Hanna + District Ag Society
Irricana + District Ag Society
Millarville Racing + Ag Society
Okotoks Ag Society
Olds Ag Society
Strathmore + District Ag Society
Sundre Ag Society

Region 3

Alder Flats Community Ag Society
Bentley + District Ag Society
Blackfalds Ag Society
Bowden + District Ag Society
Camrose Regional Exhibition
Castor + District Ag Society
Cottonwood - Gordon Ag Society
Crossroads Ag Society
Innisfail + District Ag Society
Killam District Ag Society
Lougheed Ag Society
Ponoka Ag Society
Rosalind Ag Society
Round Hill + District Ag Society
Usona Ag Society
Winfield + District Ag Society

Region 4

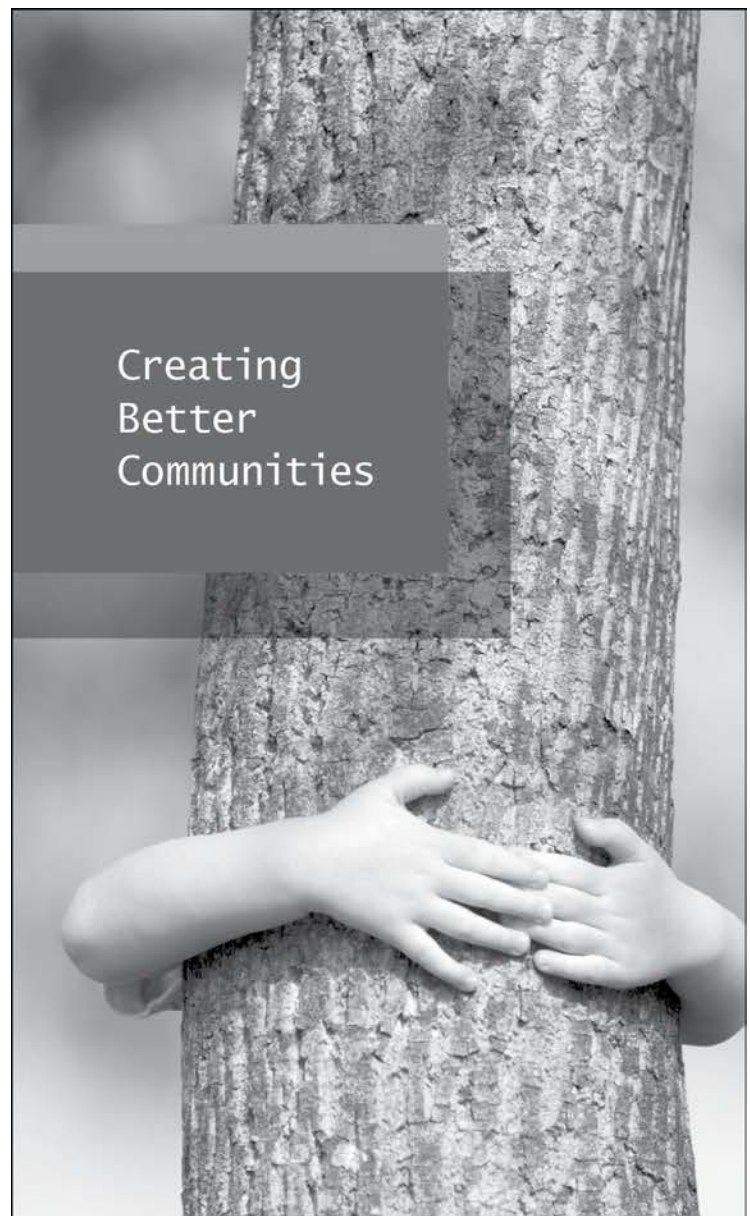
Bonnyville Ag Society
Bruderheim Ag Society
Cadogan Ag Society
Chipman Ag Society
Clandonald Ag Society
Cold Lake + District Ag Society
Dewberry + District Ag Society
Hardisty Ag Society
Innisfree + District Ag Society
Lac Bellevue & District Recreational & Ag Society
Lamont + District Ag Society
Lloydminster Ag Exhibition Association
Marwayne Ag Society
Paradise Valley + District Ag Society
Ranfurly & District Recreational Ag Society
Rich Lake Recreation + Ag Society
St. Paul Ag Society
Tullibee Lake & District Ag Society
Vegreville Ag Society
Vermilion Ag Society
Victoria Trail Ag Society
Viking & District Ag Society
Vilna & District Ag Society
Wainwright Frontier + Exhibition Society
Willingdon & District Ag Society
Willow Prairie Ag Society

Region 5

Athabasca + District Ag Society
Barrhead Ag Society
Beaumont + District Ag Society
Boyle + District Ag Society
Darwell + District Ag Society
Drayton Valley + District Ag Society
Highridge + District Ag Society
Josephburg Ag Society
Lakedell Ag Society
M.T.M Ag Society
Mayerthorpe + District Ag Society
Newbrook Recreational & Agricultural Society
Northlands
P.A.C.O. Ag Society
Peers & District Cultural Ag Society
Pibroch & District Ag Society
Redwater + District Ag Society
Riviere Qui Barre Ag Society
Rochester + District Ag Society
SHARA Ag Society
Spruce Grove + District Ag Society
Sturgeon River Ag Society
Tomahawk + District Sports Agra Society
West Sturgeon Ag Society
Westlock + District Ag Society
Whitecourt District Ag Society
Yellowhead Ag Society

Region 6

Bezanson Ag Society
C.O.C.O Plowing Match Ag Society
Clairmont + District Ag Society
DeBolt + District 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
Nampa + District Ag Society
Peace River Ag Society
Rycroft Ag Society
Saskatoon Lake Ag Society
Sexsmith + District Ag Society
Smoky River Ag Society
Valleyview + District Ag Society



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Company Name	Contact Phone #	Website	Description
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Agriculture for Life	(403)613-0602	www.agricultureforlife.ca	Industry supported not for profit organization who will act as the catalyst for those stakeholders who desire to support the growth and strengthening of Rural Alberta, its farmers, ranchers and communities.
Arts Touring Alliance of Alberta	(780)644-4840	www.artstouring.com	A network for touring artists and presenters, offering a directory and resources.
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
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, 16 year old daughter adds fiddle and vocals.
Canadian Reptile Encounters	(877)857-6253	www.canadianreptileencounters.com	Canadian Reptile Encounters in Western Canada's premier reptile experience! Offering stage shows and displays for trade shows, malls, festivals, and events as well as school programs throughout Western Canada.
Cimco Refrigeration	(780)468-1490	www.cimcorefrigeration.com	Recreational and Industrial Refrigeration.
Cooper Studios	(780)417-5526 or (780)717-3555	www.cooperstudios.com	We are a vocal and artist development school that helps to guide and teach up and coming artists about the industry and to showcase their talents all over Canada and USA
Enbridge	(780)400-5440	www.enbridge.com	Enbridge is a leader in energy distribution in North America
EnCana			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



2013 Service Members

Company Name	Contact Phone #	Website	Description
FaveQuest	(613)799-6300	www.favequest.com	MyEventApps provides feature-rich mobile apps for festivals, theaters, live music venues and other art oriented organizations that are incredibly affordable and easy-to-use. It provides everything you need to get your own branded apps for Apple iOS, Android, and BlackBerry devices, as well as for the mobile web. Features include an event calendar, maps, ticketing, dynamic ad banners, social integration, and so much more.
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 Albertans by providing natural gas services. The Federation members consist of 53 Gas Co-ops, 5 County systems, 17 Municipal systems, and 5 native Systems.
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.
Grunt Multiservice	(780)466-9324	www.shawngramiak.com	Shawn Gramiak is a comedian, computer instructor and public speaker. If you are looking for entertainment, education or a bit of both, he's your man.
HOJA	(403)700-5170	www.fatcatuniverse.com	A high energy, acappella - comedy show suitable for all ages, featuring many different styles of music, fun choreography, audience participation and funny stage banter.
Horse Sence Training & Petting Zoo Inc	(780)470-0414	www.horsesensezoo.com	Mobile petting zoo for events, birthday parties, on site petting zoo, farm tours, school horsemanship program, Cinderella carriage service, horse training, boarding, breeding and riding lessons.
ID VIP Team Corp.	(780)579-0019	www.idvipteam.com	ID VIP Team, in conjunction with our not-for-profit concert series "Sun, Snow & Our Show", specializes in developing and branding annual municipal events. We have developed a "one-stop-shop" service that allows organizations to get everything they need, coordinated by us, and meeting their budgets. It has helped ID VIP Team grow from 5 municipal events in 2011 to an estimated 30 municipal events planned for 2013.
Image Signs	(800)378-5448	www.imagesigns.ca	Since 1986 we have constantly strived to engineer the ultimate changeable copy sign. With 100% customer satisfaction, we feel we have achieved our goal. Our signs now sell themselves, referrals are the mainstay of our business.



2013 Service Members

Company Name	Contact Phone #	Website	Description
Karizma Entertainment	(780)720-8779	www.karizmaentertainment.ca	Book Entertainment, provide and coordinate production/Lighting, promote concerts, manage events, serve a consultant with regards to entertainment programs clubs, casinos, events, etc.
KDL Audio Productions	(780)498-6336	www.kdlaudio.com	We are full service Sound, Video, Lighting, and Staging Event production company. We sell, install and service Sound, Video and Lighting equipment for all applications.
Longbow Sales Inc	(403)291-3166	www.longbowsales.com	Longbow Sales represents architectural specialty companies Hussey Seating, Porter Athletic, Skyfold, Kwik-Wall, E&D Specialty Stands, Clarin.
PBK Architects/Genivar Inc.	(403)406-2823	www.pbkarchitectsinc.com	Full service architectural firm with all engineering disciplines available within the genivar corporate family. Specializing in Recreation, Municipal, Commercial and Residential projects.
Partnership Group - Sponsorship Specialists	(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.
Party King Inc	(780)991-9677	www.partykingrents.com	Provide entertainment with inflatables, portable rock wall, euro bungees, face painters, clown twisters + provide service of concession equipment.
Rainbow the Clown & Friends	(403)278-9209	www.rainbow-the-clown.com	Clown, Balloon Sculpting, Stage Shows, Walk about entertainment and Inspirational speaker for teens.
Recreation Facility Personnel	(888)253-7544	www.aarfp.com	RFP offers training to Recreation staff in areas such as arenas, pools, parks, building maintenance, custodial, supervisory skills as well as policy and procedure development and lifecycle/risks management.
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.
Superior Show Service Inc	(780)992-0404	www.superiorshow.com	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment. Setup of trade shows and supplier of rental display equipment.



2013 Service Members

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The Convertibles	(780)623-8067	www.theconvertiblesband.ca	An eclectic blend of predominately danceable Contemporary Country/Classic Rock/East Coast/Pop Music.
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		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.westcoastchainsawartists.com	We carve beautiful pieces of art with a chainsaw. Fairs & Exhibitions can hire us to do demonstrations and we will donate a carving to them.
West Coast Lumberjack Shows Ltd.	(250)830-4065	www.westcoastlumberjacks.com	We provide action packed, family friendly entertainment of events of all sizes. Watch lumberjacks compete in tree climbing, log rolling, chopping and sawing.



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Cabinet Minister's & MLA Biographies

**Biography for Honourable Verlyn Olson, QC (PC)
MLA for Wetaskiwin - Camrose**



Minister of Agriculture and Rural Development

Verlyn Olson, QC, was elected to his second term as a Member of the Legislative Assembly for Wetaskiwin-Camrose on April 23, 2012. On May 8, 2012 he was named Minister of Agriculture and Rural Development.

In addition to his role as MLA during his first term, he was appointed Minister of Justice and Attorney General as well as Deputy Government House Leader on February 18, 2011. Mr. Olson also served as deputy chair on the Premier's Council on the Status of Persons with Disabilities and chair of the First Nations, Métis and Inuit Workforce Planning Committee and as a member of the Cabinet Policy Committee on Public Health & Safety.

Previously, Mr. Olson served on the Standing Committees on Public Accounts, Private Bills and Health.

Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Olson was a partner with the law firm Andreassen Olson Borth, where his practice focused primarily on real estate, wills, estates and counselling small businesses, assisting farmers, families, seniors and dependent adults.

Additionally, since 1987 Mr. Olson has spoken at various seminars covering topics such as farm estate planning, wills and enduring powers of attorney.

Mr. Olson received both his bachelor of arts in history with distinction and a bachelor of laws from the University of Alberta.

Born and raised in Camrose, Mr. Olson has a long history of community involvement, including coaching local baseball and hockey and membership with the following organizations:

- Viking Cup International Hockey Tournament Steering Committee
- The Bethany Group (Health Care/Seniors Housing Board)
- Alberta Motion Picture Development Corporation Board
- Camrose Sport Development Society
- Armena Athletic Association (chair)
- Camrose Lutheran College Corporation (Augustana University College) Board of Regents

He and his wife, Mardell, have three adult children and two grandchildren.

**Biography for Honourable Thomas Lukaszuk (PC)
MLA for Edmonton - Castle Downs**



Deputy Premier

Chair of Operations Policy Committee

Thomas Lukaszuk was elected to his fourth term as a Member of the Legislative Assembly of Alberta for the constituency of Edmonton-Castle Downs on April 23, 2012. On May 8, 2012 he was sworn in as Deputy Premier and also serves as Chair of the government's Operations Policy Committee.

Previously, Mr. Lukaszuk served as Minister of Education, Political Minister-Edmonton. Minister of Employment and Immigration and Parliamentary Assistant for Municipal Affairs.

Over the course of his elected service, Mr. Lukaszuk has served on a wide range of legislative and government committees. The areas of work have ranged from accountability, access to information and ethics in government to support for low-income and disabled Albertans, tourism marketing and human rights.

In particular, he has been a member of:

- Standing Committee on Law and Regulations
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Standing Committee on Private Bills
- Standing Committee on Legislative Offices
- Standing Committee on Community Services
- Select Special Freedom of Information and Protection of Privacy Act Review Committee
- Select Special Chief Electoral Officer Search Committee
- Select Special Health Information Act Review Committee
- Select Special Ethics Commissioner Search Committee
- Select Special Auditor General Search Committee
- Special Standing Committee on Members' Services
- Standing Policy Committee on Health and Community Living
- MLA Committee to Review Low-income Programs, chair
- MLA Stakeholder Consultation Committee on Key Design Features; Low-income Review Implementation, chair
- MLA Assured Income for the Severely Handicapped (AISH) Review Committee, chair
- MLA Corrections Review Committee
- Select Special Conflicts of Interest Act Review Committee
- Provincial Offences Procedure Review Steering Committee, chair
- Strategic Tourism Marketing Council
- Alberta Foreign Offices Workforce Committee
- Human Rights, Citizenship and Multicultural Education Fund Advisory Committee, chair
- Northlands Park Board
- Teachers Pension Plan Unfunded Pension Liability Task Force
- Edmonton Salutes Committee
- Government of Alberta Liaison to Consular Corps

Born April 5, 1969, in Poland and raised in north Edmonton, Mr. Lukaszuk graduated with a bachelor's degree in education from the University of Alberta and taught in Edmonton schools before starting Injured Workers Advocates Inc. (IWA), a firm designed to assist injured workers with work-related injury claims. Before becoming an MLA, he served on the Social Care Facilities Review Committee; the Citizens' Appeal Panel (chair), which led to government policy changes to social benefits; and the Alberta Lotteries Review Committee. He conducted a review of Alberta daycares, foster homes, group homes and homeless shelters for the Minister of Children's Services.

Mr. Lukaszuk has a history of involvement with community groups. He coached soccer through the Edmonton Northwood Community League, has been a Scout leader and is a strong supporter of the Hope Foundation. He is a past president of the Youth Friendship Society and a Knight of Columbus. He has been decorated with the Queen's Golden Jubilee Medal for his community service and the Alberta Centennial Medal for his contributions to the province.

In his free time, Mr. Lukaszuk enjoys travelling, reading and spending time with his young family.

**Biography for Honourable Ken Hughes (PC)
MLA for Calgary - West**



Minister of Energy

Ken Hughes was elected as a Member of the Legislative Assembly of Alberta for the constituency of Calgary-West on April 23, 2012. He was appointed to cabinet on May 8, 2012, and serves as Minister of Energy.

Mr. Hughes holds an undergraduate degree in agriculture from the University of Alberta. He also has a master's in public administration from the John F. Kennedy School of Government at Harvard University (1981-1983) with a focus on public and corporate finance.

Mr. Hughes is an entrepreneur and the founder of the insurance brokerage firm Alpine Insurance & Financial, Inc., with offices across Alberta. As a successful businessman Mr. Hughes is keenly aware of how the ebb and flow of the economy affects Alberta families. Mr. Hughes is a certified director (ICD.D) and has worked in several business sectors, including property and casualty insurance, energy and energy services and information technology.

Mr. Hughes has a distinguished public service career, which includes serving as the founding chair of Alberta Health Services (2008-2011), chair of the former Headwaters Health Authority (1994-1995) and federal Member of Parliament for the rural riding of Macleod (1988-1993), including appointment as Parliamentary Assistant to the Deputy Prime Minister. Earlier in his career he gained significant experience working at provincial, national and international levels while serving in the positions of senior adviser to the Minister of Foreign Affairs and executive assistant to the Alberta Minister of Education.

Mr. Hughes' family roots extend deeply in the Alberta cattle industry, prior to the creation of the province of Alberta. Personally, he has served in leadership roles with community organizations as well as volunteering across the province. This includes work on voluntary and community boards like the Lethbridge Community College Board of Governors, the Calgary Exhibition and Stampede Board, the Calgary Counseling Centre, the 2002 Kananaskis Summit Advisory Committee, the 2005 and 2008 Alberta World Cup of Cross-Country Skiing Organizing Committees, the Calgary World Fair Bid Committee Board and the Calgary Technologies Inc. Board. He is the first non-U.S. citizen to be asked to serve on the Board of Trustees of the Midwest Research Institute in Kansas City. As part of a group of 37 Albertans Mr. Hughes and his son, Aidan, climbed Mount Kilimanjaro in August 2011, raising over \$1 million for orthopedic services in Alberta.

Mr. Hughes and his wife, Denise, have three children.

**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 to represent the constituency of Battle River-Wainwright on November 22, 2004, March 3, 2008, and for a fourth term on April 23, 2012.

On May 8, 2012 Mr. Griffiths was named Minister of Municipal Affairs, a position he was originally sworn into in October 2011.

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 Ms. Pearl Calahasen (PC) MLA for Lesser Slave Lake



Pearl Calahasen was elected to her seventh term as the Member of the Legislative Assembly for Lesser Slave Lake on April 23, 2012. She was appointed to the Standing Committee on Public Accounts and the Special Standing Committee on Members' Services on May 24, 2012. She was appointed to the Standing Committee on Resource Stewardship on May 28, 2012.

Ms. Calahasen previously served as a member of the following Standing Committees of the Legislative Assembly:

- Private Bills
- Privileges and Elections, Standing Orders and Printing
- Community Development
- Public Accounts

Since she was first elected to the Alberta Legislature in 1989, Ms. Calahasen served as Minister of Aboriginal Affairs and Northern Development, minister without portfolio responsible for children's services, Associate Minister of Aboriginal Affairs and as a member of the Standing Committee on Resources and Environment.

Pearl Calahasen was born and raised in Grouard, Alberta. She has a bachelor's degree in education from the University of Alberta and a master's degree from the University of Oregon. She is currently an adjunct professor at the University of Alberta's Faculty of Education.

Her professional experience includes teaching Grades 1-12, serving as a continuing education co-ordinator at Alberta Vocational College in Lesser Slave Lake (now Northern Lakes College) and working as a private consultant developing and evaluating educational materials.

Ms. Calahasen has been a champion of Native education programs. She led the development of the first Native language program introduced in Alberta schools and was responsible for developing the Cree language program for adult students. As a consultant with Alberta Education Ms. Calahasen was the principal advisor for the development of the Native education policy, curriculum materials and language development and programming.

Actively involved in community affairs, Ms. Calahasen has served as a member of the Native economic development program, as an Alberta human rights commissioner and as a volunteer tutor for illiterate adults. She has canvassed for the Heart Fund and Cancer Society and has been actively involved in community sports as a player, coach and administrator. Ms. Calahasen was one of the founding members of the University of Alberta Native Students' Association.

Ms. Calahasen has been recognized by the Aboriginal community as a role model and has received many awards. Some of these include:

- Esquao Circle of Honour
- Honorary membership in the Kapawe'no First Nation
- Honorary Chief of Tallcree First Nation
- Induction into the Blackfoot Women's Society
- The National Aboriginal Achievement Award for Public Service
- Aboriginal Role Model Award

In addition to these honours and awards, the board of governors representing universities and colleges in Alberta granted Ms. Calahasen the Distinguished Achievement Award Celebrating Success.

**Biography for Ms. Jacquie Fenske (PC)
MLA for Fort Saskatchewan - Vegreville**



Jacquie Fenske was elected as the Member of the Legislative Assembly for Fort Saskatchewan-Vegreville on April 23, 2012. She was appointed to the Standing Committee on Public Accounts on April 24, 2012. She was appointed to the Standing Committee on Alberta's Economic Future and the Standing Committee on Resource Stewardship on April 28, 2012.

Ms Fenske earned a bachelor of education degree at the University of Alberta and taught for Edmonton public schools prior to operating her family's group of companies, Fifendekel. In addition to her teaching and business pursuits, she served on Strathcona county council on two separate occasions, from 1995 to 1998 and from 2004 to 2012.

A third-generation Strathcona county resident, Ms Fenske has deep roots and a passion for her community. Ms Fenske has served on numerous provincial and local boards in the past decade. She was regional director of the Alberta Association of Agricultural Societies as well as having served as president of the Josephburg Agricultural Society. Ms Fenske has also served as the president of the Fort Saskatchewan Junior B Hockey club but her passion lies in the performing arts. She has directed several musical productions including Grease and Guys and Dolls.

Ms Fenske is an active volunteer with Northlands. She lives southeast of Josephburg near Elk Island Park with her family.

**Biography for Ms. Maureen Kubinec (PC)
MLA for Barrhead - Morinville - Westlock**



Maureen Kubinec was elected as the Member of the Legislative Assembly for Barrhead-Morinville-Westlock on April 23, 2012. She is a member of the following Standing Committees:

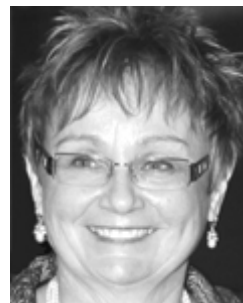
- Alberta Heritage Savings Trust Fund
- Privileges and Elections, Standing Orders and Printing
- Families and Communities
- Resource Stewardship

Ms Kubinec was born in Lacombe and raised in Three Hills. She lives in the Linaria district near Westlock, where she and her husband, Tim, operate a family farm. They have four adult children.

Ms Kubinec is a strong proponent of public service. She served as a school trustee with the Three Hills and Pembina Hills school boards before serving as president of the Alberta School Boards Association from 2004 to 2007. She also served as a member and vice-chair of the Persons with Developmental Disabilities Northeast Community Board from 2008 to 2012 and as a councillor and deputy reeve for Westlock county from 2010 to 2012.

Ms Kubinec is an active member of St. Anne's Catholic church parish, having served on the parish

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



Genia Leskiw was elected to her second term as a Member of the Legislative Assembly for Bonnyville-Cold Lake on April 23, 2012. She is the first Ukrainian-Canadian and the first female to represent the Bonnyville-Cold Lake constituency.

Mrs. Leskiw was appointed to the Standing Committee on Legislative Offices on May 24, 2012. She was appointed to the Standing Committee on Families and Communities and the Standing Committee on Resource Stewardship on May 28, 2012.

Mrs. Leskiw previously served 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 painting 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 Ms. Bridget A. Pastoor (PC)
MLA for Lethbridge - East**



Bridget A. Pastoor was elected to her third term as a Member of the Legislative Assembly of Alberta for the constituency of Lethbridge-East on April 23, 2012. In addition to her duties as an MLA during her second term, Bridget Brennan Pastoor was elected to her third term as a Member of the Legislative Assembly of Alberta for the constituency of Lethbridge-East on April 23, 2012. She was appointed to the Standing Committee on Private Bills and the Standing Committee on Public Accounts on May 24, 2012. She was appointed chair of the Standing Committee on Families and Communities on May 28, 2012.

In addition to her duties as an MLA during her second term, Ms. Pastoor also served as a member of the following committees:

- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Standing Committee on Public Health and Safety (deputy chair)
- Special Standing Committee on Members' Services

During her first term she served as a member of the Members' Services Committee, the Privileges and Elections, Standing Orders and Printing Committee and the Standing Committee on Government Services. She also participated as a Member of a three-person MLA task force on Continuing Care Health Services and Accommodation Standards and authored an adjunct report, *Blueprint for Action*.

Ms. Pastoor began her career with Air Canada. After raising three children, she returned to school and graduated from Lethbridge Community College as a registered nurse and later obtained a certificate as a geriatric specialist from Grant MacEwan. Ms. Pastoor worked as an RN at the Edith Cavell care centre from 1990 to 2004.

She has been an active member of the community and political arena for many years:

- Served as deputy returning officer for Elections Canada, Elections Alberta and the City of Lethbridge
- Member, Canadian Pension Appeals Board, from 1993 to 1997
- Alderwoman, Lethbridge city council, from 1998 to 2004
- Board member, Federation of Canadian Municipalities, from 1999 to 2002
- Chair, Council/Corporate Review of the city of Lethbridge, from 2001 to 2004

As a city alderwoman she was also a member of the library board, the exhibition board and the municipal planning commission. Further, she was a member of the University of Lethbridge senate from 1985 to 1991, the Alberta Student Finance Board and the Canada Pension Appeals Board tribunal.

Ms. Pastoor was awarded a Government of Canada Commemorative Medal for the 125th Anniversary of Confederation, in 1992 and the Government of Alberta Centennial Medal in 2005. In 2009 she was awarded the YWCA of Lethbridge and District Women of Distinction Award- YWCA Champion.

Born Bridget Antoinette Brennan in St. Boniface, Manitoba, she has three daughters, Florence, Shelagh and Bridget and two grandchildren, Kerstin and Skye.

Her interests include social justice and political history.

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



Dave Quest was elected to his second term as a Member of the Legislative Assembly for Strathcona-Sherwood Park on April 23, 2012. He was appointed chair of the Standing Committee on the Alberta Heritage Savings Trust Fund and appointed to the Special Standing Committee on Members' Services on May 24, 2012 and is a member of the Standing Committee on Alberta's Economic Future. Dave is the Alberta Government's representative on the Ports-to-Plains Alliance (PTP) Board of Directors; the Council of State Governments-WEST (CSG-WEST); and the Northlands Board of Directors.

In addition to his regular duties as an MLA, Mr. Quest previously served 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
- Seniors Advisory Council (chair)
- Standing Committee on Public Accounts (deputy chair)
- Cabinet Policy Committee for Health
- Standing Committee on Private Bills
- Standing Committee on Health
- Select Special Auditor General Search Committee
- 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.

**Biography for Dr. Richard Starke (PC)
MLA for Vermilion - Lloydminster**



Richard Starke was elected as the Member of the Legislative Assembly for Vermilion-Lloydminster on April 23, 2012. He is a member of the following Standing Committees:

- Privileges and Elections, Standing Orders and Printing (chair)
- Private Bills
- Public Accounts
- Economic Futures

Dr. Starke was born and raised in Edmonton. He attended the University of Alberta and later the Western College of Veterinary Medicine at the University of Saskatchewan, where he graduated with a doctor of veterinary medicine (DVM) in 1983. Dr. Starke joined the Lloydminster Animal Hospital in 1983, became a partner in 1985 and was senior partner from 1990 until his retirement from practice in December 2011.

Dr. Starke first became interested in politics while in high school, when he participated in model parliamentary activities as a member of the TUXIS Parliament of Alberta. During his time in TUXIS Parliament he served in various Cabinet positions, as well as Premier and Speaker. He also represented Alberta at the first National Youth Parliament in Ottawa in 1980, serving as Minister of Energy. In 1985 he became the youngest person to be elected to city council in Lloydminster, becoming an alderman at the age of 25 and serving two terms, from 1985 to 1991.

An active member of his community, Dr. Starke has served as a member and board chair of the Lloydminster Region Health Foundation. He has been involved with the Rotary Club of Lloydminster and Rotary International since the late 1980s, and he is a founding member of Lloydminster's German Heritage Society. He has also served as director of coaching and programs for the Lloydminster Border Blades Speed Skating Club.

Dr. Starke lives north of Lloydminster in the Durness district with his wife, Alison. Both of their sons currently attend university.

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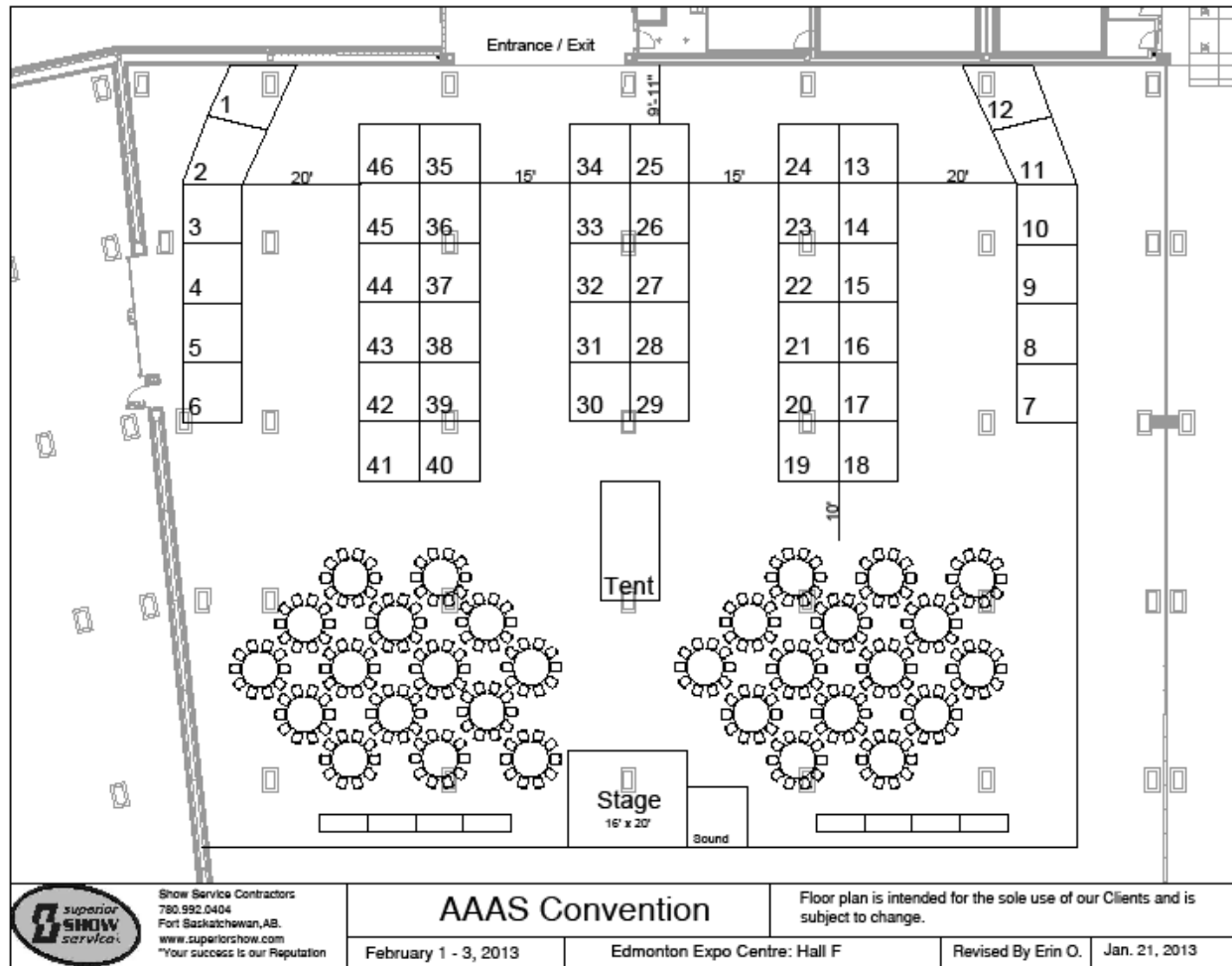
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Agriculture and Rural Development - Agriculture Grants Branch Program	Agriculture Grants Branch table includes the Ag Society Program, and the Ag Initiatives Program	Contact Name: Fred Young 200, 7000 - 113th Street, Edmonton, AB T6H 5T6 Tel: 780-968-6555 Email: fred.young@gov.ab.ca www.agriculture.alberta.ca	4
Agriculture and Rural Development - Farm Safety	Alberta Agriculture and Rural Development Farm Safety Program	Contact Name: Laurel Aitken 6547 Sparrow Drive, Leduc, AB T9E 7C7 Tel: 780-980-4230 Email: laurel.aitken@gov.ab.ca www.agriculture.alberta.ca/farmsafety	39-42
Agriculture for Life	Ag for Life is a not for profit organization dedicated to building a greater understanding and appreciation of agriculture and its fundamental connection to life. Through close collaboration with stakeholders, Ag for Life develops, expands and offers hands-on educational programming to children, youth, and adults by providing sustainable funding to community organizations who can deliver high quality, scalable programming aligned to their goals.	Contact Name: Luree Williamson Crowfoot RPO 68070, Calgary, AB T3G 3N8 Tel: 403-931-2951 Email: lwilliamson@agricultureforlife.ca www.agricultureforlife.ca	23
Alberta Community and Cooperative Association	ACCA serves co-operatives, credit unions and like minded organizations in the areas of youth and adult education rural development, administrative services, conference coordination and financial management.	Contact Name: Dianne Fortin #202 5013 48th Street, Stony Plain, AB T7Z 1L8 Tel: 780-963-3766 Email: dfortin@acca.coop www.acca.coop	45

Company Name	Description	Company Contact	Booth No.
Alberta Horticulture Association	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.	Contact Name: Lorna McIlroy 4018-117 Ave, Grande Prairie, AB T8X 1K1 Tel: 780-814-7946 www.icangarden.com/clubs/AHA	16
Alberta Recreation and Parks Association	ARPA is a non profit association that advocates for recreation and leisure as part of quality of life.	11759 Groat Road, Edmonton AB T5T 5L6 Tel: 780-415-1745 www.arpaonline.ca	43
Arts Touring Alliance of Alberta	Dedicated to the maintenance, development and growth of a strong touring arts industry in Alberta. We focus on services and programs that promote and nurture arts touring, provide networking opportunities and access to professional development. The ATAA represents and promotes touring arts to industry partners, arts and service organizations, the media, and all levels of Government.	Contact Name: Brenda O'Donnell 11759 Groat Road, Edmonton, AB T5T 5L6 Tel: 780-644-4840 Email: info@artstouring.com www.artstouring.com	27
Atco Electric	Albertans count on ATCO Electric for the safe, reliable delivery of electricity to Alberta	Contact Name: Erin Newell-Lupien 10035-105 St, Edmonton, AB T5J 2V6 Tel: 780-420-3419 www.atcoelectric.com	30
Atco Gas	ATCO Gas is focused on customer service through the safe and reliable delivery of natural gas	Contact Name: Erin Newell-Lupien 10035-105 St, Edmonton, AB T5J 2V6 Tel: 780-420-3419 www.atcogas.com	29
Canadian Reptile Encounters	Canadian Reptile Encounters is Western Canada's premier reptile experience! Offering stage shows and displays for tradeshow, malls, festivals, and events as well as school programs throughout Western Canada	Contact Name: Jason Clevett 220 Parkwood Close SE, Calgary, AB T2J 3V6 Tel: 877-857-6253 Email: reptile.party@hotmail.com	28
CIMCO Refridgeration	Recreational and Industrial Refrigeration	Contact Name: Gerald Curran 3516 - 56 Ave NW, Edmonton, AB T6B 3S7 Tel: 780-468-1490 Email: gcurran@toromont.com www.cimcorefrigeration.com	37
Edmonton Food Bank	To be stewards in the collection of surplus and donated food for the effective distribution, free of charge, to people in need in our community while seeking solutions to the causes of hunger.	11508 120 ST NW, Edmonton, AB T5G 2Y2 Tel: 780-425-2133 www.edmontonsfoodbank.com	8-9

Company Name	Description	Company Contact	Booth No.
Favequest	MyEventApps provides feature-rich mobile apps for festivals, theaters, live music venues and other art oriented organizations that are incredibly affordable and easy-to-use. It provides everything you need to get your own branded apps for Apple iOS, Android, and BlackBerry devices, as well as for the mobile web. Features include an event calendar, maps, ticketing, dynamic ad banners, social integration, and so much more.	11 Brad's Court, Ottawa, ONT K2S 1V2 Tel: 613-799-6300 Email: info@favequest.com www.favequest.com	25
Federation of Alberta Gas Co-ops Ltd.	The Federation of Alberta Gas Co-ops Ltd is a unique organization that brings an equal standard of living to rural Albertans by providing natural gas services. The Federation members consist of 53 Gas Co-Ops, 5 County Systems, 17 Municipal Systems, and 5 Native Systems.	Contact Name: Dawn Dietz #201, 115 Portage Close, Sherwood Park, AB T8H 2R5 Tel: 780-416-6543 Email: ddietz@fedgas.com www.fedgas.com	38
Foster Park Basket	Insurance Brokerage	Contact Name: Perry Cramer or Andre Charrois #200, 17704 103 Ave, Edmonton, AB T5S 1J9 Tel: 780-930-2950 Email: perry.cramer@fpb.ca www.fpb.ca	35
Green Hectares	Founded by a group of young leaders who are passionate about agriculture, Green Hectares works to create an environment where anyone with an interest in agriculture and food can thrive and prosper, no matter where they live. At Green Hectares we help develop opportunities for people to connect, collaborate and learn so they can be a thriving part of the agriculture industry, or a contributing force in their community.	Contact Name: Dana Penrice 26 Cranford Way, Sherwood Park, AB T8H 2T2 Tel: 780-914-6282 Email: dana@greenhectaresonline.com www.greenhectaresonline.com	13
Hi-Hog Farm & Ranch Equipment Ltd.	Park equipment, Rodeo Equipment, Box Stalls, Round Pens, Portable event stalls, Bleachers, Picnic Table Frames, Fire Boxes, Arena and Portable Stall Designs	Contact Name: Doug Bidulock 8447 23rd Ave NE, Calgary, AB T1Y 7G9 Tel: 403-588-0528 Email: doug@hi-hog.com www.hi-hog.com	33
Horse Sense Training & Petting Zoo	Mobile Petting Zoo, Pony Rides, Pedal Tractors, Birthday Party's	Contact Name: Sonya Steiner 54410 RR255, Sturgeon County, AB T8T 0T9 Tel: 780-470-0414 Email: sonjasteiner@ymail.com www.horsesensezoo.com	31

Company Name	Description	Company Contact	Booth No.
ID VIP Team Corp	ID VIP Team, in conjunction with our not-for-profit concert series "Sun, Snow and Our Show", specializes in developing and branding annual municipal events. We have developed a "one-stop-shop" service that allows organizations to get everything they need, coordinated by us, and meeting their budgets	Contact Name: Brian T. Ho PO Box 1072, Lamont, AB T0B 2R0 Tel: 780-579-0019 Email: brian@idvipteam.com www.idvipteam.com	7
Image Signs	Since 1986 we have constantly strived to engineer the ultimate changeable copy sign. With 100% customer satisfaction, we feel we have achieved our goal. Our signs now sell themselves, referrals are the mainstay of our business.	6735 50th Street, Edmonton, AB T6B 3M6 Tel: 800-378-5448 Email: Info@imagesigns.ca www.imagesigns.ca	5
Longbow Sales Inc.	Sales and service of spectator seating, folding partitions and gym equipment	Contact Name: Craig Smith 7, 1435 40th Ave NE, Calgary, AB T2E 8N6 Tel: 403-291-3166 Email: csmith@longbowsales.com www.longbowsales.com	22
Mackinnon Communications Group Inc.	Conflict Resolution services and Conflict Resolution Training	Contact Name: Alasdair MacKinnon Box 27155, Red Deer, AB T4N 6X8 Tel: 403-505-2772 Email: agmackinnon@shaw.ca www.reddeermediation.ca	44
Party King Incorp.	Provide entertainment with inflatables, portable rock walls, euro bungees, face painters, clown twist-ers, and provide service of concession equipment	16644 - 110 Avenue, Edmonton, AB T5P 1G9 Tel: 780-991-9677 Email: partyking@telus.net www.partykingrents.com	17-21
PBK Architects/ Genivar Inc.	Full service architectural firm with all engineering disciplines available within the genivar corporate family. Specializing in Recreation, Municipal, Commercial and Residential projects.	Contact Name: Marty Schmidt 7710 Edgar Industrial Court, Red Deer, AB Tel: 403-406-2823 Email: marty.schmidt@genivar.com www.pbkarchitectsinc.com	46
Rainbow the Clown & Friends	Clown, Balloon Artist, Stage Shows, Walk about entertainment, inspirational speaker for teens	Contact Name: Larry Dixon J602, 3525 - 40th Ave SW, Calgary, AB T3E 6W1 Tel: 403-278-9209 Email: info@rainbow-the-clown.com www.rainbow-the-clown.com	10
Recreation Facility Personnel	Not for Profit Association providing training to Recreation Facility staff.	Contact Name: Kim Snell Box 100, Cochrane, AB T4C 1A4 Tel: 888-253-7544 Email: kim@aarfp.com www.aarfp.com	43

Company Name	Description	Company Contact	Booth No.
Servus Credit Union	Servus Credit Union is a member-owned, community based financial institution with roots dating back to 1938.	151 Karl Clark Rd NW, Edmonton, AB T6N 1H5 Tel: 877-378-8728 www.servus.ca	34
Sheldon Casavant Productions	Magic Entertainment Services	Contact Name: Sheldon Casavant PO Box 4395, Edmonton, AB T6E 4T5 Tel: 780-416-0070 Email: info@sheldoncasavant.com www.sheldoncasavant.com	26
Showcase Performers	Performers and Entertainers showcasing each day will have promo materials or be available to discuss your		14-15
Superior Show Service	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment. Setup of trade shows and supplier of rental display equipment.	Contact Name: Chris Sisson 8599-111 Street, Fort Saskatchewan, AB T8L 4S1 Tel: 780-992-0404 Email: info@superiorshow.com www.superiorshow.com	6
Traceability in Alberta	Information about livestock Traceability in Alberta	Contact Name: Linda Doucette 1201; 10320 99 St, Grande Prairie, AB T8V 6J4 Tel: 780-538-6208 Email: linda.doucette@gov.ab.ca www.agric.gov.ab.ca	3
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. UFA - Deep roots growing stronger.	Contact Name: Jessica Barrie 4838 Richard Road SW, Suite 700, Calgary, AB T3E 6L1 Tel: 403-570-4214 Email: jessica.barrie@ufa.com www.ufa.com	36
West Coast Chainsaw Artists	Chainsaw carving demonstrations for fairs and exhibitions	Contact Name: Angela Kroeker 4010 Forbidden Plateau Rd, Courtney, BC V9J 1P9 Tel: 250-338-1603 Email: westcoastchainsawartists@gmail.com www.westcoastchainsawartists.com	1
West Coast Lumberjack Shows Ltd.	We provide action packed, family friendly entertainment for events of all sizes. Watch our lumberjacks compete in tree climbing, log rolling, chopping, and sawing.	Contact Name: Darren R. Dean 4002 Forbidden Plateau Rd, Courtenay, BC V9J 1P9 Tel: 250-830-4065 Email: darren@westcoastlumberjacks.com www.westcoastlumberjacks.com	2

breaking new ground





Showcase Schedule



Show Case Schedule of Events

Trade Show Stage - Hall F

Friday, February 1, 2013

TIME		DESCRIPTION	CONTACT INFORMATION
12:45pm - 1:15pm		<u>Alex Boisselle</u> Alex Boisselle is a Roots Lap Slide Guitar/Harmonica Singer/Songwriter, with drummer.	Contact Name: Alex Boisselle Phone: (403)454-1114 Email: alexboisselle@hotmail.com Website: www.myspace.com/alexandreboisselle
1:30pm - 2:00pm		<u>Belford and Gramiak</u> The Belford & Gramiak Comedy Hour (and a Half). An hour or more of clean clever comedy designed to delight and amaze connoisseurs of comedy. Scott Belford and Shawn Gramiak provide jokes and stories you wouldn't be afraid to let your Grandma hear. A little bit naughty, but always nice, Scott and Shawn have entertained crowds across this nation, and have been well received wherever they go!	Contact Name: Shawn Gramiak & Scott Belford Phone: (780)466-9324 Email: shawn@gruntnmulti.com Website: www.scottbelford.ca
2:15pm - 2:45pm		<u>Sarah Beth Keeley</u> Calgary Recording Artist Sarah Beth Keeley has constantly evolved as an artist fully immersed in her love of music, with the ability to increasingly bring her songwriting to fruition, she performs with a voice that puts her in a special place amongst her peers in the industry. SBK is no musical novice, having spent the last decade working on her craft she sends a signal about her satisfaction knowing she has 'done her time' in preparing for a new leap forward in her musical story.	Contact Name: Karizma Entertainment Phone: (780)720-8779 Email: rmartin@karizmaentertainment.ca Website: www.sarahbethkeeley.com
3:00pm - 3:30pm		<u>Jessica Lane McLean</u> This young artist had an ear for music from a very early stage. 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: Cooper Studios - Jack Cooper Phone: (780)417-0254 Email: roxanna.mclean@gmail.com Website: www.jessicalanamclean.com



Show Case Schedule of Events

Main Stage - Hall G

Friday February 1, 2013





TIME		DESCRIPTION	CONTACT INFORMATION
6:00pm - 6:30pm		<u>Lewis & Royal</u> "...one of the best acts I've seen in years. Totally relaxed, great banter, brilliant/complimentary musicianship - a great package well in tune with their audience - and they are totally Alberta" by Sean Buckley, AD of "Celtic Folk", Calgary. Together they create an irresistible blend of rural charm and wit.	Contact Name: Kelli Novak Phone: (403)239-8769 Email: knovak@shaw.ca Website: www.lewisandroyal.com
9:00pm - 9:30pm		<u>Shawna Lynne</u> Shawna Lynne is a high energy act that will always leave you wanting more. Her smooth country sounds and passion for her art make every show something you will always remember. Shawna Lynne has performed all over Canada opening for some of country music's top acts. Shawna Lynne is a class act with a great classic country sound.	Contact Name: Shawna Lynne Phone: (780)922-0088 Email: shawndak@telus.net Website: www.reverbnation.com/shawnalynne
9:30pm - 10:00pm		<u>Joal Kamps</u> Joal Kamps is a singin', songwritin', storytellin' sensation. In three years he's already released three studio albums and toured through North America and Europe. With passion unmatched and adventure in his blood, it's full-speed ahead for this Rocky Mountain musician! Genre - Rocky Mountain Folk-Pop	Contact Name: LJB Management (Laurie Brown, Artist Manager) Phone: (780)446-1849 Email: info@joalkamps.com Website: www.joalkamps.com
10:00pm - 10:30pm		<u>Roger West</u> Roger West, an entertainer who exemplifies passion with a hearty the size of Texas, quickly rose to become one of Ontario's top earning club acts, winning fans and buyers alike with his flamboyant energetic style. In 2013, look for Roger's debut CD release featuring his great song writing talents as well as his unique vocal styling's. Time and time again Roger has proven himself worthy of the success that many believe inevitable, and it truly couldn't happen to a nicer guy.	Contact Name: Randy Martin/ Karizma Entertainment Phone: (780)720-8778 Email: rmartin@karizmaentertainment.ca Website: www.rogerwest.ca
10:30pm - 11:00pm		<u>Sweet Tequila</u> High energy country rock band/recording act. One of the busiest touring acts in Western Canada.	Contact Name: Randy Martin/ Karizma Entertainment Phone: (780)720-8778 Email: rmartin@karizmaentertainment.ca Website: www.sweettequila.ca



Show Case Schedule of Events

Trade Show Stage - Hall F

Saturday February 2, 2013

TIME		DESCRIPTION	CONTACT INFORMATION
10:30am - 11:00am		<u>Leaping Lemurs</u> Duo acrobance waiters. Lyne has created various aerial acts, ground acts and roving animation, ideally suited for festivals and galas.	Contact Name: Lyne Gosselin Phone: (780)430-0546 E-mail: lyne@lynegosselin.ca Website: www.lynegosselin.ca
10:30am - 11:00am		<u>Jasmine Singh</u> Moving audiences with her sultry, edgy sound at just 18, Jasmine has gained quite the notice in Edmonton's music scene. This year she had the honor of performing at the 2013 City TV Edmonton NYE Bash along with many other talented artists. Her 10 years of performance includes Big Valley Jamboree, Western Canadian Fashion Week and Capital Ex as well as numerous festivals and fundraisers in Alberta.	Contact Name: Jasmine Singh Phone: E-mail: bookings@jaminesinghmusic.com Website: www.jaminesinghmusic.com
12:30pm - 1:00pm		<u>HOJA</u> Formed in 1998, the acappella group HOJA has entertained more than 3,000 audiences nationwide. Songs from the 50's to modern day are presented in a uniquely entertaining style that is enjoyed by all ages. From doo wop to rock, disco to country, no musical style is safe from Canada's acappella heroes! There are no backup tracks, and audiences are often amazed to find out that every sound in the show is being made live by the singers. The group released their 5th professional CD 'Key Change' in November of 2012.	Contact Name: Chris Martin Phone: (403)700-5170 E-mail: thegreatchrismartin@yahoo.ca Website: www.fatcatuniverse.com
1:15pm - 1:45pm		<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 favorite music flavour. Karen enjoys composing her own songs, and blends her unique charm and personality into a memorable fun, moving performance.	Contact Name: Karen Claypool Phone: (780)717-3555 E-mail: kabloona@shaw.ca Website: www.cooperstudios.com

Show Case Schedule of Events

Main Stage - Hall G Saturday February 2, 2013

TIME		DESCRIPTION	CONTACT INFORMATION
6:00pm - 6:30pm		<u>Sheldon Casavant</u> Sheldon Casavant combines amazing magic with high-energy comedy and audience participation. Sheldon makes borrowed items vanish and reappear, performs impossible feats of mindreading, and causes inanimate objects to float around the stage. This one-man show sets up and tears down quickly, and can be adapted to any space.	Contact Name: Sheldon Casavant Phone: (780)416-0070 Email: info@sheldoncasant.com Website: www.sheldoncasant.com
8:30pm - 9:00pm		<u>Ben Crane</u> Ben's music, humour, and western cartoon fine art blend together with big screen projection to present a thought provoking yet hilarious musical performance that touches all ages and all hearts. The event will not only bring a person to laughter, but will spark the odd tear as Ben touches on the value of life, family, and love. His concert-style shows are full of clean rural humour but not afraid to tap into the deeper meanings of life. You'll laugh, you'll cry, and you'll probably drop your teeth. His youngest daughter Jessica presents a wide audience appeal, and family values rise to the surface when she joins her dad on vocals and fiddle.	Contact Name: Ben Crane Phone: (403)729-2747 Email: ben@benecrane.com Website: www.benecrane.com
9:00pm - 9:30pm		<u>The Convertibles</u> The Convertibles are an entertaining, eclectic and highly danceable band located in Lao La Bloke and Plamondon Alberta that prides itself on giving a great show full of diversity that will please just about any taste. Whether you enjoy a two-step, straight ahead Classic Rock, Pop, or East Coast music, you owe it to yourself to check out this new configuration of musicians with decades of experience.	Contact Name: Matt Dulmage Phone: (780)623-8067 Email: dulmage@telusplanet.net Website: www.theconvertiblesband.ca
9:30pm - 10:00pm		<u>Candice Ryan</u> Candice Ryan was born and raised in Edmonton, Alberta, this talented Canadian singer-songwriter has the fortitude and motivation to becoming a Top 10 award winner in the Country Music Industry. Her debut single Cougar Blonde was released to Canadian radio on January 28 nation-wide. Candice Ryan has the stage presence and entertaining personality that cannot be compared to another, the young star has gained her stage experience winning 1st place in singing competitions including "The Road to Big Valley" in 2008, "Cowboys Idol" in 2008 to name a few. More recently on June 11, 2012 Candice was awarded first place by Global Country Star Search and an all-expenses paid trip to Nashville where she will tour and perform in a few local pubs.	Contact Name: Juanita Colella Phone: (780)405-8063 Email: bookings@candiceryan.ca Website: www.candiceryan.ca
10:00pm - 10:30pm		<u>Hey Romeo</u> Hey Romeo are Stacie Roper, Rob Shapiro, and Darren Gusnowsky. This Alberta act has been together a decade and have just released their brand new album called "Twist of Fate". Showing hard work and dedication pays off they won the 2012 CCMA GROUP OF THE YEAR making it back to back wins for the group.	Contact Name: Rob Shapiro Phone: (780)915-5126 Email: info@heyromeo.com Website: www.heyromeo.com

breaking new ground

**Sessions,
Speakers,
Emcee & Special
Guests
Special Guests**



Preconference Sessions & Workshops

Thursday January 31, 2013 and Friday February 1, 2013

Bylaw Review Workshop

Speaker: Tim Carson & Lisa Hardy

Meeting Room:

This is a free workshop however pre-registration is required.

You can register by emailing aaas@gov.ab.ca or by calling 780-427-2174

If your organization hasn't reviewed or updated your bylaws recently this workshop will assist you with both the review and updating. During the workshop participants will be using their existing bylaws as a discussion document and comparing it to best practice bylaws (that have been developed by AAAS in conjunction with the Department of Agriculture and Rural Development. We will also give an overview of the differences between by-laws and policies and review what the Agricultural Societies Act mandates for Ag Societies. A template will be provided to participants and by the end of the day participants should leave with a working revised document of your organizations bylaws.

Thursday Jan 31st: 6:30pm – 9:30pm

Location: Westin Hotel

Farmer's Market Manager's Training

Speaker: Eileen Kotowich

Meeting Room: 109A

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!**

Friday Feb 1st: 8:30am – 12:30pm

Location: Northlands Expo Center

Policies Development

Speaker: Joel Christianson

Meeting Room: 109

Developing policies as written guidelines for the governance of your organization can save you and your board time and energy. But sometimes the idea of developing policies can be overwhelming. This session will help you answer the questions:

Why do you need policies?

Where should you start?

What are the differences between bylaws, policies and procedures?

This session will also include some time to practice writing policies, and will help your board realize that policy development is simpler than it may seem.

Friday Feb 1st: 9:30am – 12:30pm

Location: Northlands Expo Center

The 10 Mistakes made in Dealing with the Media

Speaker: Grant Ainsley

Meeting Room: 107/107A

Former radio News Director and talk show host Grant Ainsley talks about the most common mistakes organizations make in media relations. This workshop is a must for agricultural societies wanting to improve their relations with the media and image with the public.

Friday Feb 1st: 9:00am – 12:30pm

Location: Northlands Expo Center



Preconference Sessions & Workshops

Friday February 1, 2013

Build a Basic Website

9:00am – 12:30pm

Speaker: Shawn Gramiak

Location: Northlands Expo Center

Meeting Room: 101

When it comes to building a website, you have a couple of different options. You can pay the money and hire a designer to assemble it for you, or you can learn the software and design it yourself. What if you don't want to do either? There are a whole variety of simple to use online website design sites that will produce a simple "meat and potatoes" website for you. This session is dedicated to showing you how to use Google Sites to make a simple website for your organization. If you have basic computer skills, this session will give you what you need to establish a basic presence on the web.

Growing Festivals and Events

9:00am – 12:30pm

Speaker: Brenda Hanson, Alyssa Watson

Location: Northlands Expo Center

Meeting Room: 108/108A

Learn how to grow your agricultural and rural community events into compelling tourism experiences that attract more visitors, generate revenue, and help your community stand out.

Festival and event organizers are invited to attend this 3-hour interactive workshop hosted by Alberta Tourism, Parks and Recreation to gain new ideas and knowledge about enhancing your community events.

Breaking New Ground

9:00am - 12:30pm

Speaker: Green Hectares

Location: Northlands Expo Center

Meeting Room: 104

The Increasing Relevance and Potential of Outcome Measurement.....What if there was a way you could clearly demonstrate how Ag Societies help people grow and be healthy, build strong families and communities, stimulate the economy, and add to the quality of life in our communities?

What if you could communicate powerful results to your stakeholders in proposals, annual reports, budgets, and marketing materials; motivate staff and volunteers; maximize performance; and encourage innovation and accountability?

And, if resources are at risk for decreasing, what if you could prove the impact of your programs and services?

While there's no doubt the traditional programs, events, and facilities offered by Ag Societies are key responsibilities that clearly contribute to the community, we still need to be asking, "Can we break new ground by maximizing what we do as community builders to respond, collaborate, and innovate in response to increasingly complicated issues and challenges?"

While the connection may not be readily obvious to everyone, making outcome measurement a priority is the solution and a key strategy for addressing all of the above issues.

However, even though it sounds straightforward, it is especially challenging for non-profit and government organizations that are focused on benefits or outcomes that aren't easy – but definitely possible – to measure and quantify.

Participants will leave this interactive session with key learning's, direction, and practical resources and tools for further enhancing their capacity to change lives and communities.



Preconference Sessions & Workshops

Friday February 1, 2013 and Saturday February 2, 2013

The Exchange....for Agricultural Societies **Pre-registration is required (Friday)**

Speaker: Green Hectares

Location: Northlands Expo Center

Meeting Room: 102

Does your agricultural society have good ideas? We know that you do.

That's why Green Hectares has developed The Exchange – where ideas meet advice. We call it a short term mentorship, where agricultural societies present their ideas, organizational questions, challenges, proposals or new programs to a panel of experts. The panel shares their advice, counsel and connections so the organization can move forward effectively with their great ideas. Held at key agricultural events across the province for both organizations and entrepreneurs, Green Hectares has partnered with the Alberta Association of Agricultural Societies Convention to offer members the opportunity to share ideas, seek advice, work through a problem, get an outside opinion on a concept or even organizational direction in a 90 minute session. Participants walk away from The Exchange with a new network, a plan of action and mentorship that helps them move their idea forward.

Does it sound interesting to you? Get involved in the following ways;

- Sign your agricultural society up as an Exchange participant to further your idea (each organization is allotted a 90 minute time span for the presentation & mentorship)
- Sign up as an Exchange panelist to help other agricultural societies

Contact Chelsea at chelsea@greenhectaresonline.com or visit the Green Hectares website to learn more.
www.greenhectaresonline.com

Entrepreneur Exchange

Pre-registration is required (Saturday)

Speaker: Green Hectares

Location: Northlands Expo Center

Meeting Room: H1

Does your agricultural society have good ideas? We know that you do.

That's why Green Hectares has developed The Exchange – where ideas meet advice. We call it a short term mentorship, where agricultural societies present their ideas, organizational questions, challenges, proposals or new programs to a panel of experts. The panel shares their advice, counsel and connections so the organization can move forward effectively with their great ideas. Held at key agricultural events across the province for both organizations and entrepreneurs, Green Hectares has partnered with the Alberta Association of Agricultural Societies Convention to offer members the opportunity to share ideas, seek advice, work through a problem, get an outside opinion on a concept or even organizational direction in a 90 minute session. Participants walk away from The Exchange with a new network, a plan of action and mentorship that helps them move their idea forward.

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Contact Chelsea at chelsea@greenhectaresonline.com or visit the Green Hectares website to learn more.
www.greenhectaresonline.com



Select-A-Session

Saturday February 2, 2013

11:00am—12:30pm

Top Tips for Using Microsoft Word

Speaker: Shawn Gramiak

Location: Northlands Expo Center

Meeting Room: 101

You know the basics of Microsoft Word already, but you also know you can be faster and more efficient. This session is for those with basic typing and mouse skills, but who know they can be getting a lot more from Word. So if you want to save time with things like Styles, Templates, Hyperlinks, Bookmarks and a whole selection of shortcuts, this session is for you!

Crisis Communications: What to Do When the \$#!+ Hits the Fan

Location: Northlands Expo Center

Meeting Room: 108

Speaker: Grant Ainsley

Award winning media consultant Grant Ainsley talks about what organizations need to do to avoid getting into a crisis in the media, and he will also explain what to do, what to say and how to act if you find yourself in the media for the wrong reasons.

Sponsorship, Prospecting and Getting Meetings

Location: Northlands Expo Center

Speaker: Brent Barootes

Meeting Room: 107A

This session is designed to assist the AAAS members to better understand who they should be trying to get sponsorship money from and how to get the meetings. It will review prospect development and the approach to securing a meeting. These elements are essential as the industry becomes more competitive and AAAS members need to be strategic versus using the "old boys' network" and begging for money from local members. At the end of this session the delegates will have the understanding and tools to be successful at prospect development and meeting acquisition.

Mocial Marketing for Events

Speaker: Allan Isfan

Location: Northlands Expo Center

Meeting Room: 102

More than half the population has smartphones and they use them everywhere. This important trend can no longer be ignored. This workshop will bring you up to speed on the latest trends in mobile and social (Mocial) with a focus on event marketing and engaging with attendees during your events.

Agricultural Societies Program - Stripped Down

Location: Northlands Expo Center

Speaker: Fred Young

Meeting Room: 104

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

Getting Things Done in a New Reality

Speaker: Ian Hill

Location: Northlands Expo Center

Meeting Room: 107

Today's effective leader gets things done through others! They build trusting relationships with individuals and organizations, working collaboratively and motivating others through our actions. In this real world discussion Ian will share proven practices of how to marshal the time, talent and treasure of our various stakeholders for maximum impact. Participants will leave with the meaningful information to be effective in today's changing time and the inspirations to make it happen!



Select-A-Session

Saturday February 2, 2013

2:00pm—3:30pm

Musing of an Agent of Hope

Location: Northlands Expo Center

...the implausible, the improbable and the seemingly impossible!

Speaker: Ian Hill

Meeting Room: 107

Ian Hill has helped be a catalyst for nearly 160 community based, grassroots initiatives across Canada in the last 4 ½ years and in 2013 his Let Them Be Kids organization will attempt to support another 250. In this unique participant driven dialogue, Ian will share his experiential insight and learning's on how to make the implausible, improbable and seemingly impossible, happen! Come with your questions for the North America's foremost Community Builder, and leave with tangible tools you need to go back to your community and be an Agent of Hope.

I Need a Building.... What Do I Do Next?

Location: Northlands Expo Center

Speaker: Terry Kirstiuk

Meeting Room: 107A

This session will take you through the project development cycle from the conceptual idea to building occupancy. It will address scope definition, the involvement of design professionals, the design development process, budgeting process, construction procurement and permit requirements. This session will be beneficial to those who have not previously been through a building process and/or contemplating a project in the near future.

Top Tips for Using Excel

Location: Northlands Expo Center

Speaker: Shawn Gramiak

Meeting Room: 101

Looking for quicker ways to deal with numbers and deal with data? Need easier ways to create formulas in Excel that everyone can understand? Need to tie workbooks so that they can share information and automatically update? Excel has a whole series of features that take moments to use, but can save you a ton of time. This session will take you the extra step to using Excel excellently.

Resolving Conflict Through Great Communication

Location: Northlands Expo Center

Speaker: Alasdair Mackinnon

Meeting Room: 104

This workshop will give participants an awareness of the assumptions that are made surrounding how we communicate with each other. The workshop will stress the importance of identifying and enhancing communication skills to effectively address how conflict is addressed in both the workplace and our personal lives.

Participants will examine some basic conflict management theory, identify some common pitfalls to effective communication and stress the need to enhance active listening skills to enhance and strengthen skills to effectively meet the challenges of communication and conflict.

Crisis Communications: What to Do When the \$#!+ Hits the Fan

Location: Northlands Expo Center

Speaker: Grant Ainsley

Meeting Room: 108

(Repeat session from the morning)

Award winning media consultant Grant Ainsley talks about what organizations need to do to avoid getting into a crisis in the media, and he will also explain what to do, what to say and how to act if you find yourself in the media for the wrong reasons.

The World and Your Life is Full of Infinite Possibilities

Location: Northlands Expo Center

Speaker: Drew Price

Meeting Room: 102

Possibility thinkers aren't concerned about what they are or have, but rather, what they can be or do. They are not concerned about struggles they will face, but with the possibilities they will discover. Life to them is not filled with impossibilities or difficulties but rather possibilities and challenges that produce results.

With all the challenges facing the world today, *catastrophizing* or assuming the worst possible outcome of any contingency seems to be a popular way of viewing life. But not even a little bit true for possibility thinkers.

Possibility thinking then, is more than positive thinking; it is the opposite of dead-end or blocked thinking. It is creative, solution oriented and visionary and moves us forward and frees us from the traps that ensnare cynical, pessimistic, and negative thinkers. Possibility thinking is just what is required by community leaders and volunteers such as yourselves.

In other words, as Jim Rohn stated, "*wherever you are, be there!*" Change your thinking and see the possibilities. This was the thinking used to build the wheel, the famous Crystal Cathedral, the Concorde Airplane and the iPad. It requires a shift, about not only what you can get, but what you can give and share. But you volunteers already know that!!



Keynote Presentations

Ian Hill, The Changing Point

Friday Feb 1, 2013

8:00pm - 9:00pm

What the Times Require

Location: Northlands Expo Center - Hall G

In this inspiring opening keynote address, Award winning Humanitarian Ian Hill, will cast a vision of his belief that a vibrant Agricultural Society is a key component in the Alberta Provincial community development strategy for the 21st century.

He will make the case that through our programs, facilities, events, and most importantly community leadership, Alberta Agricultural Societies and our members touch every citizen from cradle to grave and are primly poised to be the Community Builders the times require. He will challenge listeners to seize this opportunity and be catalysts in creating the Albertan Communities we would all want to live in!

Drew Price

Sunday Feb 3, 2013

9:30am – 11:00am

“Creating and Stimulating a Positive Attitude”

Location: Westin Ballroom

The greatest discovery of my generation is that man can alter his life simply by altering his attitude of mind. ~ William James

Reawaken the positive attitude and childlike enthusiasm of your youth. This interesting, entertaining and thought provoking session teaches techniques to regain control of your own attitude. Additionally, it suggests how to handle, stimulate and influence the attitudes of those closest to you as well as those who look to you as a positive influence in work and community where you may have the unique opportunity to lead by example.

The reality is, a positive attitude is not automatic. It is a decision you make every day, - a choice of thoughts. Then why are we not more positive about life? Simple answer – it may be easy to choose a positive attitude, but it may be even easier not to. Learn how to become aware of your thoughts and gradually choose to replace negative thoughts with more positive thoughts resulting in a more consistently positive attitude.

As it happens, one of the best ways to grow a positive attitude at home or away is to offer or “volunteer” yourself to others. Come and see what else will help you.

“Our lives are not determined by what happens to us, but by how we react to what happens; not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst...a spark that creates extraordinary results in a world of infinite possibilities.”

Emcee Biography



Wynn McLean

Over the past five decades Wynn has experienced a number of career paths. In the early 70s Wynn taught school in Calgary before returning to Camrose to join his families men's clothing business. Wynn stayed in the clothing business for over 20 years, eventually becoming an owner/partner in 5 stores. During his time in the men's wear business Wynn also took a contract with Alberta Manpower to provide career counselling and business consulting services to clients in Camrose, Wetaskiwin and Drayton Valley. Wynn was also part of the group that designed and launched the Alberta Entrepreneurial Training Program.

In 1993 Wynn joined the Camrose Regional Exhibition as the Director of Adult Education. In 1997 Wynn became the General Manager and in 2011 was named the Chief Executive Officer.

In May of 2011 Wynn was privileged to join Travel Alberta as Vice President of Community Relations. Travel Alberta was formed as a crown corporation in April of 2009 and is responsible for marketing tourism activities to Alberta, Canadian and International markets.

Wynn has a long history of community involvement. He has served in a leadership role in a number of local and provincial organizations including a term as a councillor for the City of Camrose.

Outside of work Wynn enjoys a variety of activities. He refers to himself as a "has been hockey player", a "wanna be golfer" and a "wanna be guitar player". He is also a voracious reader but admits that he doesn't read anything that might be good for him.

Speaker Biographies



Alasdair MacKinnon

Alasdair MacKinnon has spent over 30 years in the business of conflict resolution. As an RCMP officer for over 20 years serving in Elk Point, Innisfail, Edmonton and Red Deer and as an Inspector for over 10 years with the NRCB working in the regulatory field of environmental compliance with confined feeding operations in Central Alberta, Alasdair has learned the crucial role that effective communication and conflict resolution plays in our personal and professional lives. Alasdair now operates MacKinnon Communications Group Inc. and provides conflict resolution services to individual families, organizations, government bodies and companies."



Allan Isfan

Allan Isfan is the CEO of FaveQuest, a leader in social and mobile solutions since 2007. FaveQuest has launched over 160 mobile apps, mostly for event based organizations. Before co-founding FaveQuest with his business partner William Love, Allan was an Entrepreneur In Residence at Venture Capital firm Skypoint Capital. Allan has been creating cutting edge technologies that solve real business needs since obtaining his degree in Electrical Engineering in 1991.



Alyssa Watson

Alyssa Watson is a Tourism Development Officer with Alberta Tourism, Parks and Recreation and holds a B.A. in Recreation, Sport and Tourism from the University of Alberta. She works with communities across the province to assist with the development and growth of festivals and events.

Speaker Biographies



Brenda Hanson

Brenda Hanson supports the efforts of rural communities and regional organizations in creating vibrant and sustainable tourism destinations by supporting them in the development of new and existing tourism experience. Her focus is on working with rural communities to develop Ag-tourism experiences throughout the province. Brenda has worked as a Tourism Development Officer with Alberta Tourism, Parks and Recreation since 2011. She holds a B.A. in Kinesiology with a major in Sport and Recreation Administration from the University of Regina.



Brenda Herchmer

Brenda Herchmer is the owner of Grassroots Enterprises, a company specializing in community development and community leadership, and a new tech start up called Campus for Communities. Most recently she has served as the Director of ACE Communities, an innovative provincial initiative of the Alberta Recreation and Parks Association. Previously she taught at Niagara College in Ontario and also worked with others to found and then manage the Niagara Centre for Community Leadership. The Centre was acknowledged by the Association of Canadian Community Colleges as an “exemplary practice in community development” and was a finalist for the prestigious national Peter F. Drucker Innovation Award. Brenda is an avid writer and blogger, writes a weekly column, and is the author of four books. She has been acknowledged as a YWCA Woman of Distinction in Training and Education, and as winner of the Toastmasters Communication and Leadership Award. While Brenda's experience is diverse, there is a common thread throughout - as a community builder she is committed to, and believes in, the importance and strength of the wisdom found within the grassroots of our communities.



Drew Price

Drew Price is a highly recognized and requested speaker based both in North America and the United Kingdom where he now resides. His ability to genuinely connect through his use of humor, relevant insights and practical advice allows audiences to walk away with hope and an uplifted disposition; something we can all use. After 31 years of speaking, consulting and writing, Drew has a depth of material to use in crafting a message for your organization and environment. Based on your suggested outcomes, Drew can adapt or customize a program specifically for your situation. Having spoken in 13 countries, on 3 continents, Drew's specialty is in: Understanding and Managing Personal and Workplace Stress, Change Management and Productivity, Successful Leadership Through High Impact Communication and Assertiveness Skills, Handling People and Difficult Situations, Positive Thinking, Attitude and Motivation. Today, sophisticated people do not need firing up. They need real life information and solutions that inspire them to take action to do more by becoming more. One of the underlying keys to this is the awareness of and the ability to work with, and get the best from others. Drew presents this message, whether in an opening keynote, closing keynote, general session presentation or facilitated workshop, through stories, anecdotes, illustrations, and humour. His own inspirational honesty and sincerity drive it home and move people to take that action that leads to personal results.



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.

Speaker Biographies



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.



Grant Ainsley

Grant Ainsley has spent almost three decades in the news media, public relations and association management. In all three careers, he won national awards for his work. Ainsley is now a speaker, trainer, and media consultant. In addition to speaking across the country about the media, branding and crisis communications, he works with CEO's, politicians, association leaders and others to refine their messages to the media and deals with the topic of communicating in a crisis during his media training sessions. Ainsley speaks about the need for organizations of all sizes today to be more concerned about their corporate brand and to be aware of the impact on it, should something go wrong. He talks about how companies need to change to take the necessary steps to protect their brands before bad things happen to them. Just as importantly, he talks about the need for companies and their leaders to learn how to react and what to say, if they do find themselves in the media for the wrong reasons. He preaches why taking responsibility, being organized and showing you're real are the most important things when in any crisis. With the impact of social media and other forms of technology, the stakes are higher than ever for companies and their leaders. If businesses are to grow and maintain the momentum of growth, they need to be properly managed. Ainsley's entertaining presentation looks at companies and CEO's that have communicated well in times of crisis and others that haven't. The results are dramatic and provide vivid examples of the need for all leaders to communicate properly in troubled times. During his time in the media, Ainsley interviewed some of the most prominent names in Canada, including John Candy, Wayne Gretzky, Ken Dryden, Jean Chretien, Preston Manning, Rick Hansen, Knowlton Nash and Peter Gzowski. He then spent three years as a spokesperson for the City of Edmonton, commenting on issues related to roadway construction, waste management and water quality and conservation. He then spoke on behalf of the Alberta's \$12 billion housing industry as CEO of the Alberta branch of the Canadian Home Builders' Association.



Ian Hill

Humanitarian, Business Leader, and Award Winning Philanthropist, these are some of the words that often used when referring to Ian Hill. Whether running a multi-million dollar business operation with over 1000 employees, to spearheading first of their kind life-changing community projects, to a unique Canadian-wide initiative. Ian Hill has been recognized for being a catalyst for positive change throughout North America. Today, Ian's main focus is His humanitarian effort, "Let Them Be Kids", of which he is the founder and Chairman of the Board of Directors. Let Them Be Kids is a Canadian wide volunteer non-profit organization created to build stronger communities on the grassroots level, while building playgrounds and skate parks in areas of need. Over a 140 Communities across Canada have been impacted through this effort. Ian has been recognized for his commitment to positive change by the National Council for Community and Justice which named him Humanitarian of the Year, The Stand for Children Organization which named him its Child Advocate of the Year, Canadian business legend Harry Rosen presented Ian with the Adler Business leader's award. And most recently Ian's Let Them Be Kids program was nominated for the Prime Minister's National Volunteer Organization of the Year award.

Speaker Biographies



Joel Christianson

Joel has been the Coordinator of the Board Development Program (BDP) since September of 2012 and has worked as a Community Development Officer in the BDP office since 2007. His work with the BDP includes workshop facilitation, curriculum design, community consultations and collaboration. Joel also chaired a committee that revised the BDP workbook “Drafting and Revising Bylaws” and has helped train over 120 volunteer instructors who conduct the BDP workshops. Before his work with the BDP, Joel worked on the executive team of a nonprofit organization in Alberta.



Shawn Gramiak

After being taped for Shaw Comedy Shorts, Shawn Gramiak is well on his way to becoming as famous as the Shaw Cable Christmas Fireplace Log. He is also a Winner of the Funnyfest Calgary Comedy Festival Talent Search. Most recently, Shawn was the opening act for André-Philippe Gagnon at the Winspear Centre in Edmonton. A regular performer at Rick Bronson's The Comic Strip in West Edmonton Mall, Shawn moonlights as computer instructor and is an Award Winning public speaker. A comedian, a raconteur and an amiable dinner companion, Shawn's much more than long blond hair and a great set of wits.



Terry Kirstiuk

Terry has 34 years of industry experience and a diverse background in construction and development management. His most recent position prior to joining Chandos was Director of Special Projects for Capital Health. In this role, Terry was responsible for \$350 million of capital building projects. These projects ranged from health service buildings, primary care facilities, an elective surgery centre, a health supplies distribution centre, and a mixed use hotel health services facility. Prior to joining Capital Health, Terry managed a real estate portfolio for Springwood Developments and also spent 20 years with the City of Edmonton where he held several positions including Corporate planning for buildings in the City's real estate portfolio. As a NAIT graduate in Civil Engineering and a Registered Engineering Technologist, Terry was named by ASET as “Technologist of the Year” in 2006. This award was largely due to his ability to fast track and problem solve for an expedited delivery of buildings for Capital Health. Terry's background as a planner, inspector, permit issuer, project manager, director, asset manager and construction director in both the private and public sectors provides for a solid foundation and understanding of all facets of the building and development industry. Terry also has a large developed network



Gillian Shields

Miss Rodeo Canada 2013

Gillian Shields is 21 years old, and was born and raised on a grain and cattle farm west of Didsbury, Alberta. She started playing violin at the age of four and owned her own horse by the age of five. She is a past member of the Didsbury Outlaws 4-H Horse Club, and began competing in junior rodeos at the age of twelve. Since then she has competed as an avid barrel racer in CARA, FCA, and College Rodeo associations. Gillian graduated in 2008 from Didsbury High School. In 2009 she took her

Registered Massage Therapist Diploma in Red Deer and is currently practicing at the Didsbury Massage Clinic. She is pursuing a Bachelor's Degree in Education at Red Deer College, in hopes of becoming an Elementary music and special education teacher. In 2011, she was crowned Miss Rodeo Airdrie, and had the most fulfilling year of her life. She was truly honoured to represent the Airdrie Ranch Rodeo Association and the city of Airdrie. Gillian believes our western way of life is based on faith, hard work, and family values. It is extremely important to keep the time honoured traditions alive in the sport of Rodeo, and it is a necessity to have ambassadors and role models such as Miss Rodeo Canada, to ensure the sport remains in the hearts of families and spectators in our nation. Gillian is an active volunteer in her community with the Mountain View Arts Society, The Didsbury Agriculture Society, The Didsbury Outlaws 4-H club, and regularly performs for seniors and patients at the Didsbury hospital with her violin. In her spare time, Gillian enjoys music, fishing, traveling, and being with family. She would like to thank her friends, family, and sponsors who have supported her on this amazing journey.





**2012 Miss Rodeo Airdrie
Nicole Briggs**

Age: 19 From: Gibbons, AB

Nicole is a nineteen year-old student from Gibbons, AB. Nicole plans on completing her Food Animal Health degree at the University of Alberta before continuing to obtain a degree in Veterinary Medicine.

Nicole's ten year involvement in the 4-H program has given her the opportunity to excel and become a strong public speaker. Nicole is now a leader with the Gibbons 4-H Light Horse Club where she teaches youth horsemanship and public speaking. Nicole also competes as a part of the Canadian intercollegiate Rodeo Association, where she participates in barrel racing, pole bending, breakaway roping, team roping, and goat tying. Nicole barrel races and team ropes at local jackpots across Alberta and also competes at various horse shows across the province.

Nicole has been exposed to rodeo her entire life and looks forward to inspiring youth and promoting both the sport of rodeo and the City of Airdrie.



**2012 Airdrie Pro Rodeo Princess
Samantha Bilsborrow**

Age: 20 From: Leduc, AB

Samantha grew up and lives near Leduc, AB. She has always had horses, cats and dogs, so naturally as soon as she was old enough to wield a pitchfork she helped take care of animals. About the age of 5 her sister put her on her first horse and she has been riding ever since. Her family's genuine love for the western way of life, animals and more specifically horses, has rubbed off on her.

Samantha has participated in Leduc Black Gold Rodeo, Wetaskiwin Rawhide Rodeo, Ponoka Stamped, Strathmore Stampede and the Canadian Finals Rodeo.

This Fall Samantha has gone back to school and attending NAIT's academic upgrading program so that she can apply for the admission to the Medical Radiologic Technology program.