



2014 Alberta Association of Agricultural Societies

Annual Convention & AGM
Delegate Book

AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE



Premier of Alberta



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

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

On behalf of the Government of Alberta, it is my pleasure to welcome you to the 2014 Alberta Association of Agricultural Societies (AAAS) Annual Convention and Tradeshow.

This year's theme, "Pirates of the Ag Societies... a quest for time, talent and treasure", reflects your commitment to innovation and full engagement of the agricultural community in creating new opportunities and supporting a great quality of life in rural Alberta. By exchanging ideas, you help ensure continued growth and success for your members and the industry as a whole.

The Alberta government shares your commitment to advancing rural Alberta and the agriculture sector within our province and beyond. Through the Building Alberta Plan, we continue to support a strong and vibrant agriculture industry as we pursue new markets for our products in Canada and around the world.

I would like to extend my thanks to the AAAS for your dedication to supporting agricultural societies and strengthening local communities in Alberta. I wish you all the best for a successful convention.

Alison M. Redford, QC

February 7, 2014



ALBERTA
AGRICULTURE AND RURAL DEVELOPMENT

*Honourable Verlyn Olson, Q.C.
M.L.A., Wetaskiwin-Camrose*

MESSAGE FROM THE MINISTER

Welcome to the 2014 Alberta Association of Agricultural Societies (AAAS) Annual Convention and Tradeshow.

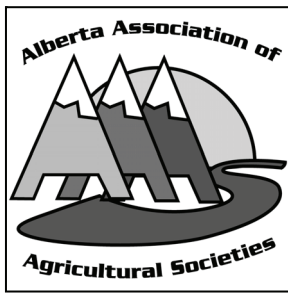
Alberta's rural communities are part of the foundation of our province and important contributors to our economy. In fact, a study by the Conference Board of Canada estimates that rural Alberta's total economic footprint is approximately \$79 billion. This clearly demonstrates why a strong and vibrant rural Alberta is an essential ingredient of our province's future success. There is incredible potential for growth, especially in our agriculture sector, and we must continue to encourage rural economic development as we work together to build Alberta.

Agricultural societies and their many volunteers are important partners in helping our rural communities thrive. Your efforts enhance our quality of life, raise awareness about the importance of agriculture, and also serve as an economic engine for your communities through your support of fairs, exhibitions and recreational facilities.

Thank you to the Alberta Association of Agricultural Societies for your continued commitment to helping our rural communities grow and succeed. I hope all of the delegates attending the conference have an opportunity to make new connections and share ideas. Together, we can make great strides in strengthening our rural communities, and creating new opportunities for them to prosper.

A handwritten signature in black ink, appearing to read 'Verlyn Olson'.

Verlyn Olson, Q.C.
Minister



Presidents Welcome

Greetings Delegates,

On behalf of the AAAS board of directors I would like to extend a warm welcome to all attending the 2014 Convention. This year's theme "Pirates of the Ag Societies...a quest for time, talent and treasure" is an excellent way to describe what volunteers put into our 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



2014 AAAS Board of Directors



Jennifer Filip, President, Region 3 Director

Jennifer Filip has been with the Camrose Regional Exhibition for the past 14 years as the Training & Special Projects Manager. Jennifer joined the AAAS Board at the 2008 convention and is currently serving her second term. Jennifer was elected as president of the AAAS Board in 2012.



Debbie Ross, 1st Vice President, Region 2 Director

Debbie and her husband live along the Red Deer River at Buffalo and have 2 boys (both married), one grand child 3 months old and a 2nd due in July. In addition to the family ranch, Debbie has worked in public administration, starting with the City of Medicine Hat right out of school. In June after 19 years working for the town of Oyen at a variety of positions including Corporate Manager, Debbie took on the Chief Administrative Officer Position in the Village of Empress.

During her years in Oyen and Empress, she has sat on the Boards of several Organizations. She is currently the Region 2 Director and 1st Vice President on the AAAS Board, Buffalo and District Agricultural Society (currently sitting as treasurer), SAMDA Economic Development Board which is a regional Board consisting of 5 Municipalities (currently sitting as treasurer); PEP the Provincial REDA (Regional Economic Development Alliance) for SE Alberta (currently sitting as treasurer), and the Canadian Badlands – a Tourism Initiative for SE Alberta. Rural Development is a passion of Debbie's and in rural Alberta, (especially SE Alberta), population is still declining, and Economic Development is extremely important. Some of the major accomplishments they've seen in that area are the Canadian Badlands Initiative, the Eastern Alberta Trade Corridor, and the Return to Rural project.



Frank Joseph, 2nd Vice President, Region 5 Director

Frank Joseph was raised on a small farm in Shania Twain country. He was actively involved in 4H, Junior Farmers, Cochrane Cattlemans Association, Soil and Crop as well as Matheson Agriculture Society and attended New Liskeard College of Agriculture where he received a Diploma in livestock technology. Frank and his family have lived in various areas of Canada and have resided in the Rochester area for the past eight years where he has been involved with the Ag Society for six years including holding the position of President & Past President. Frank was elected to the AAAS Board of Directors in 2010 and currently sits as 2nd Vice President.



Doug Kryzanowski
Region 1 Director

Doug was Born in Carmängäy, Southern Alberta. He spent over 25 years in the radio broadcast industry: on-air, sales, management and ownership. Doug has also been the GM of the Lethbridge Black Diamonds - Minor Pro Baseball Club of the Arizona Diamondbacks, in addition to the GM of Chinook Country Tourist Association, the VP of the Lethbridge CVB, and lastly former Director Of Europe for Travel Alberta Tourism. Currently Doug is in his 8th year and second tour at Lethbridge Exhibition Park As Manager of Marketing and Corporate Relations, and was elected to the AAAS Board in 2012.



Keith Bailey
Region 3 Director

Keith Bailey is 33 years olds and grew up in small town of Bowden, AB. His Interests include, Rodeo, Hockey, Volunteering . Keith has been a director on the Bowden and District Ag Society for 10 Years and has been president for the past 5 years. He is also the current chair of the Bowden Community Action Society and was elected as the Region 3 director for AAAS in 2013.



Cathy Freed
Region 4 Director

Cathy Freed and her husband of 30 years Kendall live near Vegreville where they grain farm and raised their daughter Justine (Alyshia). Cathy has worked for the Vegreville Agricultural Society for 20 years and is the Office Manager. Elected to the AAAS Board of Directors as a Region 4 Director in 2012 Cathy has also sat on the AAAS Finance Committee in addition to volunteering with Relay for Life and Vegreville Transportation Society in her own community.



Rick McCarthy
Region 4 Director

Rick McCarthy lives in Bonnyville with his wife and 2 children and is an owner/operator of HR2 Construction primarily building residential houses and agricultural buildings. Family is Rick's main priority and having great communities for his family...and all families....to grow up in is ultimately why he became involved with Agricultural Societies. Rick has been a Director with Bonnyville Ag Society for 5 years and was elected to the AAAS Board as a Region 4 Director in 2013.



Chris Sisson
Service Member Director

Chris Sisson has grown up in a family business that was working with Agricultural Societies all over the Province. In 2004 Chris purchased the business and has since continued those relationships with Agricultural Societies still to this day. Superior Show Service has been a Service Member of AAAS for as long as he can remember. Chris, his wife, and two daughters live in Fort Saskatchewan where the business is also located. He is an active and avid outdoorsman who enjoys snowboarding with his family and hunts as often as possible. In addition to spending many weekends at the rink cheering his daughters on in their ringette games, both of Chris' daughters enjoy hunting with their Dad and have been helping him hunt since they were able to walk. Chris was elected to the AAAS Board in 2012 as the Service Member Director and is thoroughly enjoying his time on the Board.



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Guests***





Convention Agenda





2014 Convention Agenda

Thursday February 6, 2014

6:00pm – 9:30pm	Registration	Hotel Lobby
6:30pm – 9:30pm	Bylaw Review Workshop - Pre-registration required	Pitcher Plant Room
	Speaker: Tim Carson & Lisa Hardy, Alberta Association of Agricultural Societies	

Friday February 7, 2014

8:00 A.M. - 6:30 P.M.	Registration	Hotel Lobby
10:00 A.M. – 6:30 P.M.	Silent Auction Drop Off	Manitoba & Sask Rooms
8:00 A.M. – 6:30 P.M.	Marketing Competition Drop-Off	Hotel Lobby

Pre-Conference Workshops

8:30 A.M. – 12:30 P.M.	Farmer's Market Manager's Training	Elmwood Room
	Speaker: Eileen Kotowich, Agriculture and Rural Development	
8:30 A.M. – 12:00 P.M.	Creating an Emergency Plan – The Fundamentals	Wildrose #1
	Speaker: Ian Fox, Emergency Management Agency	
8:30 A.M. – 12:00 P.M.	Add The WOW! To Your Bench Shows	Wildrose #3
	Speaker: Marla Calico, International Association of Fairs & Expositions (IAFE)	
8:30 A.M. – 12:00 P.M.	Top Tips for Microsoft Powerpoint	Ridgewood Room
	Speaker: Shawn Gramiak	
8:30 A.M. – 12:00 P.M.	Say What? Do It Yourself Graphic Design	Edmonton Room
	Speaker: Jennifer Duby, Fiveight Designs	
8:30 A.M. – 12:00 P.M.	Lean Management & Leadership: Keys to Long Term Success	Lethbridge Room
	Speaker: Joe Grainger	
8:30 A.M. – 12:00 P.M.	Seeking & Maintaining Charitable Status/Gifting & Receipting	Vernon Room
	Speaker: Christine Tessier/Jean Haley/James Riva Charities Directorate	
	Moderated Webinar	

Ongoing.	Marketing Competition Open	Hotel Lobby
	<i>Sponsored by: FaveQuest Corp, Partnership Group, Populous, Superior Show Services, UFA, West Coast Amusements</i>	
10:00 A.M. – 6:30 P.M.	Silent Auction Open	Manitoba & Sask Room
12:00 P.M. – 1:00 P.M.	Lunch Buffet	Wildrose Ballrooms 1 & 2
12:30 P.M. - 4:00 P.M.	Tradeshow open	Courtyard Ballroom
12:30 P.M. – 3:45 P.M.	Entertainment Showcase (Small Stage)	Arbour Lounge
4:15 P.M. - 4:45 P.M.	OPENING CEREMONIES	Wildrose Ballrooms
	Guest Speaker: Premier Allison Redford	
4:45 P.M. - 6:00 P.M.	Cabinet Minister/MLA's Forum	Wildrose Ballrooms
6:00 P.M. - 6:30 P.M.	Cocktails & Guest Speaker	Wildrose Ballrooms
	Guest Speaker: Honorable Verlyn Olson, Minister of Agriculture and Rural Development	

Friday February 7, 2014 – con't

6:30 P.M. - 7:30 P.M.	Dinner – Buffet	Wildrose Ballrooms
7:30 P.M. - 8:00 P.M.	Presentations	
8:00 P.M. - 9:00 P.M.	Keynote – Ag Societies – Is there a future?	
	Speaker: John Knapp, Former Deputy Minister of Alberta Agriculture and Rural Development	
8:30 P.M. - 10:00 P.M.	Entertainment Showcase (Main Stage)	
10:00 P.M. – 2:00 A.M.	Hospitality Room (Toonie Bar)	Locker Room

Saturday February 8, 2014

7:30 A.M. - 11:00 A.M.	Registration	Hotel Lobby
7:30 A.M. - 8:30 A.M.	Breakfast Buffet	Wildrose Ballroom
8:30 A.M. - 9:15 A.M.	AAAS Year in Review	Wildrose Ballroom
9:00 A.M. - 4:30 P.M.	Silent Auction Open and Drop Off	Manitoba & Sask Rooms
9:00 A.M. - 10:00 A.M.	Marketing Competition Drop-Off	Hotel Lobby
Ongoing	Marketing Competition open	Hotel Lobby

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

9:30 A.M. - 10:15 A.M.	Regional Meetings – Refreshments Provided	
	Region 1	Lethbridge Room
	Region 2	Vernon Room
	Region 3	Elmwood Room
	Region 4	Pitcher Plan Room
	Region 5	Edmonton Room
	Region 6	Red Deer Room
10:30 A.M. – 11:30 A.M.	Service Members Meeting	Regina Room
10:30 A.M. - 12:00 P.M.	<u>Select-A-Session - Choice of 9</u>	
	I Love My Job, It's the People I Can't Stand!!	Wildrose #3
	Speaker: Jody Urquhart.	
	Sponsorship Vs. Philanthropy	Elmwood Room
	Speaker: Brent Barootes, The Partnership Group	
	The Power of Organizational Alignment	Wildrose #2
	Speaker: Ian Hill, The Changing Point	
	Microsoft Word 101	Ridgewood Room
	Speaker: Shawn Gramiak, Grunt Multiservice	
	Trends in Facility Development – From Idea to Reality	Vernon Room
	Speaker: Todd Gralla, Populous	
	Mobile Marketing for Fairs and Exhibitions	Lethbridge Room
	Speaker: Allan Isfan, FaveQuest Corp	
	Communicating For Success	Wildrose #1
	Speaker: Carol Boothroyd	
	Effective Leadership for Changing Times	Edmonton Room
	Speaker: Joe Grainger	
	Explore Local Program/Commercial Kitchen Project/ACTA	Red Deer Room
	Speakers: Kathy Bosse, ARD and Rheannon Greene, AB Culinary Tourism Alliance (ACTA)	

Saturday February 8, 2014 – con't

12:00 P.M. - 1:00 P.M.	Lunch Buffet	Wildrose Ballrooms
12:00 A.M. – 3:00 P.M.	Tradeshow open	Courtyard Ballroom
12:30 P.M. - 2:15 P.M.	Entertainment Showcase (Small Stage)	Arbour Lounge

2:30 P.M. - 4:00 P.M.	<u>Select-A-Session - Choice of 9</u>	
	Agricultural Societies Program – Stripped Down	Wildrose #1
	Speaker: Fred Young, Agriculture & Rural Development – Ag Society Program	
	I Love My Job, It's The People I Can't Stand! (repeat session from the am)	Wildrose #3
	Speaker: Jody Urquhart	
	The Power of Organizational Alignment (repeat session from the am)	Wildrose #2
	Speaker: Ian Hill, The Changing Point	
	Top Tips for Microsoft Publisher	Ridgewood Room
	Speaker: Shawn Gramiak, Grunt Multiservice	
	Humour, Wellness and Stress	Elmwood Room
	Speaker: Carol Boothroyd	
	60 Tips in 60 Minutes	Vernon Room
	Speaker: Marla Calico, International Association of Fairs & Expositions	
	Hell or High Water – How the Calgary Stampede Overcame the Flood	Edmonton Room
	Speaker: Brett Warder, Calgary Stampede	
	Bullet Proofing Your Ag Society	Lethbridge Room
	Speaker: Grant Ainsley	
	New Technology in Artificial Ice Systems	Red Deer Room
	Speaker: Ryan Ferguson, Gerald Curran – CIMCO Refrigeration	

4:15 P.M. - 5:15 P.M.	AGM (refreshments provided)	Wildrose #2 & #3
5:15 P.M. - 6:30 P.M.	Free Time	
6:30 P.M. - 7:00 P.M.	Cocktails & Entertainment Showcase (Main Stage)	Wildrose Ballrooms
7:00 P.M. - 8:30 P.M.	Gala Awards Banquet	Wildrose Ballrooms
8:30 P.M. - 10:30 P.M.	Entertainment Showcase (Main Stage)	Wildrose Ballrooms
10:30 P.M. – 2:00 A.M.	Hospitality Room (Toonie Bar)	Locker Room

Sunday February 9, 2014

8:30 A.M. - 9:30 A.M.	Breakfast Buffet	Wildrose Ballroom
8:30 A.M. – 11:30 A.M.	Silent Auction Pick Up	
9:30 A.M. - 11:00 A.M.	Keynote – I Think This Would Be Funny...If It Wasn't Happening To Me!!	
	Speaker: Jody Urquhart	
11:00 A.M. - 11:30 A.M.	Closing	



Layout For





AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE

Sponsors, Delegates & Service Members





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AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE



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Northlands Park**

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Colchester Ag Society
Dikor Ribbons
Grande Prairie Exhibition
Industrial Machine Inc.
Lamont Ag Society
Lethbridge Exhibition
Lloydminster Exhibition
Medicine Hat Exhibition
Olds Ag Society
Ponoka Ag Society
Sobey's
Vegreville Ag Society
Westerner Exposition**

Carmangay Ag Society

AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE

Region 1

Barons & District Agriculture Society
Burdett Ag Society
Crowsnest Pass Ag Society
Lethbridge & District Exhibition
Medicine Hat Exhibition & Stampede
Milk River & District Ag. Society
Nobleford Agricultural Society
Picture Butte & District Ag. Society
Raymond & District Ag Society
Taber Exhibition Assoc. Ag. Society
Vauxhall Agricultural Society
Warner & District Ag Society



2014 Represented Regions

Region 2

Big Country Agricultural Society
Blackfoot Rodeo & Ag Society
Buffalo & District Ag. Society
Calgary Stampede
Carstairs & District Agricultural Society
Chestermere Agricultural Society
Cochrane & District Ag Society
Delia & District Ag Society
Didsbury Agricultural Society
Hanna & District Ag Society
Millarville Racing Ag. Society
Olds Agricultural Society
Springbank Park for All Seasons
Strathmore & District Ag. Society

Region 3

Bentley District Agricultural Society
Bowden & District Ag. Society
Camrose Regional Exhibition
Castor & District Ag Society
Cottonwood Gordon Ag Society
Crossroads Agricultural Society
Innisfail & District Agricultural Society
Killam & District Agricultural Society
Ponoka Agricultural Society
Stettler District Ag. Society
Wetaskiwin Agricultural Society
Winfield & District Ag. Society

Region 4

Ashmont & District Ag. Society
Bonnyville Agricultural Society
Bruderheim Agricultural Society
Cadogan Agricultural Society
Chipman Agricultural Society
Clandonald Agricultural Society
Cold Lake Agricultural Society
Dewberry Agricultural Society
Fort Assiniboine & District Ag Society
Glendon Agricultural Society
Hardisty Agricultural Society
Innisfree & District Ag Society
Lac Bellevue & District Rec & Ag Society
Lamont & District Ag. Society
Lloydminster Ag. Exhibition Association
Mallaig & District Ag & Recreational Association
Marwayne Agricultural Society
Metiskow Agricultural Society
Paradise Valley District Ag Society
Ranfurly Agricultural Society
Rich Lake Recreation & Ag. Society
St. Paul Ag. Society
Tulliboy Lake & District Ag. Society
Two Hills & District Agricultural Society
Vegreville Agricultural Society
Vermilion Agricultural Society
Willow Prairie Agricultural Society



2014 Represented Regions

Region 5

Ardrossan Recreation & Agricultural Society
 Athabasca & District Agricultural Society
 Barrhead Agricultural Society
 Beaumont & District Agricultural Society
 Colchester & District Ag Society
 Darwell & District Ag Society
 Drayton Valley & District Ag Society
 Fort Assiniboine & District Ag Society
 Highridge & District Ag Society
 Josephburg Agricultural Society
 Lakedell Agricultural Society
 Newbrook Rec & Ag Society
 Northlands
 Onoway & District Ag Society
 P.A.C.O.
 Radway Agricultural Society
 Redwater & District Ag. Society
 Rochester & District Agricultural Society
 Sangudo & District Ag Society
 Spruce Grove & District Ag. Society
 Sturgeon River Agricultural Society
 Tomahawk & District Sports Agra Society
 Westlock & District Ag Society
 Whitecourt District Agricultural Society

Region 6

Berwyn Agricultural Society
 Bezanson Agricultural Society
 Clairmont & District Agricultural Society
 Cleardale Agricultural Society
 Debolt & District Ag Society
 Dixonville Life Agricultural Society
 Eaglesham & District Ag Society
 Grande Prairie Regional Ag. & Exhibition Society
 Hawk Hills Agricultural Society
 High Prairie Agricultural Society
 La Crete Agricultural Society
 Nampa & District Ag Society
 Peace River Agricultural Society
 Sexsmith Agricultural Society
 Smokey River Agricultural Society
 Valleyview & Districts Agricultural Society
 Worsley Agricultural Society



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

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



2014 Service Members

Company Name	Contact Phone #	Website	Description
1st Place Ribbons and More	(403)548-6974		Owner/Operator born and raised in Alberta handcrafting Ribbons and Rosettes for any occasion or event using quality materials. No minimum order required.
Advanced Agri Direct Inc.	(780)809-3600	www.priefert.com	Priefert Brand Ranch and Rodeo Equipment, HW Brand Rodeo Equipment, and Concrete Water Bowls.
Agriculture for Life	(888)931-2951	www.agricultureforlife.ca	Ag for Life delivers educational programming that will serve to improve rural and farm safety and build a genuine understanding and appreciating of the impact agriculture has on lives.
Alberta Community & Co-operative	(780)963-3766	www.acca.coop	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.
Alberta Horticultural Association	(780)814-7946	www.icangarden.com/clubs/AHA	This organization of societies and individuals involved with horticulture on a professional or amateur basis strives to advance and promote horticulture in Alberta. The AHA provides information to the gardening public, recognizes outstanding individuals in the field of horticulture, and supports community horticultural societies.
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.
Canadian Reptile Encounters	(403)457-2202	www.canadianreptileencounters.com	Canadian Reptile Encounters offer educational stage shows and displays across Western Canada.
CIMCO Refrigeration	(780)468-1490	www.cimcorefrigeration.com	CIMCO Refrigeration specializes in the engineering, design, manufacture, installation and service of industrial, process cooling and recreational refrigeration systems.
Cooper Studios	(780)417-5526	www.kabloona@shaw.ca	We are a vocal and artist development school that helps artist with the skills to become better singers and performers.
Dan the One Man Band	(403)615-0438	www.dantheonemanband.com	Audience integrated music and comedy entertainment.



2014 Service Members

Company Name	Contact Phone #	Website	Description
Envisica Inc.	(403)932-1850	www.envisica.com	Envisica is the home of Easy Connect, the easy to update website that allows you to easily connect with those you serve.
FaveQuest	(613)799-6300	www.myeventapps.com	The world is going mobile and MyEventApps is here to help. MyEventApps is a popular mobile app service from FaveQuest Corp, a Canadian leader in the mobile and web space. The company has launched hundreds of apps for over 150 organizations! MyEventApps has developed an app for AAAS as well as several other Alberta based organizations and is now adding website solutions to make it easier than ever to the get the best of all worlds.
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)930-2950	www.fpb.ca	Insurance program for Ag Societies.
Great Canadian Solar Ltd	(780)938-3540	www.greatcanadiansolar.com	Renewable Energy Engineering, Procurement, and Construction Company Serving all of Alberta with Grid Connected and Off-Grid Solar Electricity (Photovoltaic - PV)Energy Systems.
Grunt Multiservice	(780)466-9324	www.shawngspeaks.com	Shawn Gramiak is an accomplished computer skills instructor and stand up comedian. Check out his sites. Www.shawngspeaks.com and www.shawngramiak.com.
ID VIP Team Corp.	(855)694-3847	www.idvipteam.com	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.
Image Signs	(780)496-7426	www.imagesigns.ca	Outdoor freestanding changeable copy signs.
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.



2014 Service Members

Company Name	Contact Phone #	Website	Description
Mary Lambert Productions	(780)985-2770	www.marylambertmusic.com	Juno Award Nominee, Mary Lambert, provides interactive, musical concerts for fairs, festivals and events. Great fun for the whole family!
Mudd Safety Awareness Inc.	(855)683-3948	www.muddsafety.com	ATV and rural Safety Awareness programs designed to offer group on-site sessions in rural communities throughout Western Canada. Speciality programs for youth/families.
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 inflatable's, portable rock walls, euro bungees, face painters, clown twisters, and provide service of concession equipment.
Populous	(405)532-3521	www.populous.com	International architecture firm specializing in fairgrounds, equestrian, rodeo, livestock and public assembly facilities. Providing master planning, feasibility studies, design and architecture services.
Rainbow the Clown & Friends	(403)278-9209	www.rainbow-the-clown.com	Family Entertainment Stage Shows, Walk About Balloon Sculpting, Juggling, Magic and Comedy Routines.
Royalty Records	(416)712-9375	www.royaltyrecords.ca	Royalty Records is Canada's oldest country label and full service music company sine 1974.
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.
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.



2014 Service Members

Company Name	Contact Phone #	Website	Description
UFA Co-operative Limited	(403)570-4214	www.ufa.com	Founded in 1909, UFA is a thriving progressive co-operative with a passion for agriculture and an affinity for rural life. We are committed to being a market-driven organization that is recognized as the leading provider of quality products, services and solutions that support agriculture and serve the rural community.
West Coast Amusements	(604)613-4056	www.westcoastamusements.com	Travelling carnival serving Western Canada
West Coast Lumberjack Shows Ltd.	(250)830-4065	www.westcoastlumberjacks.com	We provide action packed, family friendly entertainment ofr 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 Premier Alison Redford, QC (PC)
MLA for Calgary - Elbow**

Premier of Alberta

President of Executive Council, Chair of Agenda

Alison Redford was elected leader of the Alberta Progressive Conservative Party on October 1, 2011 and sworn-in as Alberta's 14th premier on October 7, 2011.

Alison was born on March 7, 1965 in Kitimat, British Columbia and grew up all over Canada and overseas before settling in Calgary as a teenager. She graduated from Bishop Carroll High School in Calgary and completed her post-secondary education at the University of Saskatchewan College Of Law in 1988. Alison and her husband, Glen Jermy, have one daughter, Sarah.

Alison has been actively involved in both provincial and national politics since the 1980s. She served as Senior Policy Advisor to the Right Honourable Joe Clark when he was Secretary of State for External Affairs, and later worked in the Prime Minister's Office. In this capacity, she organized a series of national consultations facilitating public input on federal white papers concerned with foreign affairs and defense. In Parliament, she was also the Principal Legislative Advisor to the Secretary of State for External Affairs.

Returning home to Calgary from Ottawa, Alison articulated at Rooney Prentice. She then worked in a small partnership before opening her own law firm, gaining practical experience as a small business owner.

Throughout the 1990s, Alison worked as a technical advisor on constitutional and legal reform issues in Africa for the European Union, the Commonwealth Secretariat and both the Canadian and Australian governments. Her work in Africa focused on human rights litigation, education programs and policy reform initiatives.

In 2005, Alison was appointed by the Secretary-General of the United Nations as one of four International Election Commissioners to administer Afghanistan's first parliamentary elections. She also served as an advisor to the Privy Council Office on Canada's future involvement in Afghanistan.

Over the course of her career, Alison has also undertaken assignments in Bosnia and Herzegovina, Serbia, Namibia, Uganda, Zimbabwe, Mozambique and the Philippines.

Before seeking elected office in Alberta, she managed a judicial training and legal reform project for the Ministry of Justice and the Supreme People's Court in Vietnam.

Alison Redford was first elected MLA for the constituency of Calgary-Elbow on March 3, 2008 and named Minister of Justice and Attorney General on March 12, 2008. In this role, she led the Safe Communities Secretariat. In January 2010, she was also named political minister for Calgary.

As Premier, Alison Redford seeks to improve quality of life for all Albertans, while working to build a province that is

**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. Mr. Olson serves as Deputy House Leader.

During his first term as MLA, Mr. Olson served as Minister of Justice and Attorney General. He also served as deputy chair on the Premier's Council on the Status of Persons with Disabilities; 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 four grandchildren.

**Biography for Honourable Heather Klimchuk (PC)
MLA for Edmonton - Glenora**



Minister of Culture

Mrs. Klimchuk was elected to her second term as a Member of the Legislative Assembly for Edmonton-Glenora on April 23, 2012. On May, 8, 2012 she was named Minister of Culture.

During her first term, Mrs. Klimchuk served as Minister of Culture and Community Services and as Minister of Service Alberta.

Mrs. Klimchuk's public service experience prior to serving as a Member of the Legislative Assembly of Alberta includes working for the Legislative Assembly of Alberta as a researcher and working as a writer for both Premier Lougheed and Premier Getty. Mrs. Klimchuk also assisted with the initiation of the Alberta Seniors Information Phone Line.

Mrs. Klimchuk holds a bachelor of arts degree from the University of Alberta in political science.

Mrs. Klimchuk is also active in her community and has served in the following capacities:

- Planning and Development for the Glenora Community League
- Glenora School Council Chair and volunteer co-ordinator
- Reading mentor at Glenora School
- Director of St. Basil's School of Ukrainian Dance
- Communications Director for Kupalo Ukrainian Dance School
- Volunteer co-ordinator for the Bell Walk for Kids

Mrs. Klimchuk and her husband, Wade, have two children: Kyrsten and Keifer. They have called Edmonton-Glenora home for over 18 years.

**Biography for Honourable Jeff Johnson (PC)
MLA for Athabasca - Sturgeon-Redwater**



Minister of Education

Jeff Johnson was elected to his first term as a Member of the Legislative Assembly for Athabasca-Sturgeon-Redwater (formerly Athabasca-Redwater) on March 3, 2008.

In May 2012, Mr. Johnson was appointed Minister of Education. This appointment builds on Mr. Johnson's experience as co-chair of the pioneering *Inspiring Education* committee. He has previously served as Minister of Infrastructure, Minister responsible for the Oil Sands Secretariat and Parliamentary Assistant to the Treasury Board.

In addition to his regular duties as an MLA and the Minister of Education, he serves as a member of the Treasury Board, the Agenda and Priorities Committee and the Operations Committee, as well as the Ministerial Liaison to the Canadian Armed Forces.

Jeff has experience working in both the financial markets as a futures trading floor pit boss and in building a series of successful small businesses. As owner and president of the largest rural Xerox sales agency in Western Canada, he was recognized as the Xerox Canada Agent of the Year three times and selected to be one of six members appointed to the National Agent Council.

As a former coach and trainer, Jeff has enjoyed working with hockey players at the junior, college and pro levels and learned the importance of mentoring and teamwork.

Jeff has a Bachelor of Arts degree in psychology and he continues to remain an active member of his community through various organizations like his local Rotary Club and his family's church.

He and his wife, Kim along with their three young children continue to live in beautiful Athabasca.

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



Minister of Energy

Diana McQueen was elected to her second term as a Member of the Legislative Assembly for Drayton Valley-Devon on April 23, 2012. On December 13, 2013, Mrs. McQueen was sworn-in as Minister of Energy. She previously served as Minister of Environment and Sustainable Resource Development (ESRD).

Mrs. McQueen's work this term has focused on integrated resource management. Under her leadership, ESRD has taken decisive action on a number of issues important to Albertans in 2012, including:

- Implementing Alberta's first regional plan under the Land-use Framework, the Lower Athabasca Regional Plan;
- Partnering with the federal government to begin implementation of a new comprehensive environmental monitoring program in the oil sands region;
- Working to strengthen Alberta's relationship with Asia to facilitate trade of forest products and share best practices and learnings; and,
- Spearheading the creation of a single regulatory system for all oil and gas developments in Alberta.

Prior to her election, Mrs. McQueen served as Parliamentary Assistant to the Minister of Energy and the Minister of Environment. Outside the legislature, she is active in her community, and has served as a school board chair and trustee, and as the mayor of Drayton Valley.

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



Minister of Jobs, Skills, Training and Labour

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 December 13, 2013, he was sworn in as Minister of Jobs, Skills, Training and Labour.

In addition to his Ministerial responsibilities, Mr. Lukaszuk also serves as chair of the government's Public Sector Resources Committee.

Mr. Lukaszuk was formerly Deputy Premier and Minister of Enterprise and Advanced Education.

Mr. Lukaszuk also served as Minister of Education, Political Minister for 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 Review Committee
- Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee, chair
- Northlands Park Board
- Task Force on the Teachers' Unfunded Pension Liability
- 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), and the Alberta Lotteries Review Committee. He conducted reviews of Alberta daycares, foster homes, group homes and homeless shelters.

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 ABC Head Start. He is a past president of the Youth Friendship Society and a Knight of Columbus. He has been decorated with the Order of St. John investiture, the Queen's Diamond Jubilee Medal and the Queen's Golden Jubilee Medal for his community service and the Alberta Centennial Medal for his contributions to the province.

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



Minister of Service Alberta

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 December 13, 2013, Mr. Griffiths was sworn-in as Minister of Service Alberta. He previously served as Minister of Municipal Affairs.

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

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

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

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

**Biography for Honourable Wayne Drysdale (PC)
MLA for Grande Prairie - Wapiti**



Minister of Transportation

Wayne Drysdale was elected to his second term as a Member of the Legislative Assembly for Grande Prairie-Wapiti on April 23, 2012. He was appointed Minister of Transportation on December 13, 2013.

Previously Mr. Drysdale had served as Minister of Infrastructure, deputy whip and was also a member of the following Standing Committees of the Legislative Assembly:

- Private Bills
- Finance

Previous committee involvement includes serving as a member of the Treasury Board, chairing the cabinet policy committee on Resources and the Environment, and serving on the cabinet policy committee on Public Safety and Services and the Standing Committees on Public Accounts and Resources and Environment.

Prior to serving with the Legislative Assembly of Alberta, Mr. Drysdale spent 15 years as councillor for the municipal district of Greenview and served as chair of both the Agricultural Service Board and the Municipal Planning Commission.

Active in his community, Mr. Drysdale has served on the following boards:

- Grande Prairie Regional Emergency Medical Service (vice-chair and founding member)
- Community Futures Grande Prairie & Region
- Grovedale/South Wapiti Recreation Board
- Alberta Milk Producers
- Alberta Beef Producers
- Grovedale Volunteer Fire Department

Mr. Drysdale and his wife, Sherry, live on the family farm in the Grande Prairie area. Their daughter, Jodie, along with her husband, Don, and daughter Tory also live in the region. In 2001, following the tragic death of their son, Troy, the family established a bursary for local students pursuing a career in emergency services, fire or EMS in Northern Alberta. To date the bursary has helped fill 49 emergency

Biography for Honourable Dave Quest (PC) MLA for Strathcona - Sherwood Park



Associate Minister of Seniors

Dave Quest was elected to his second term as a Member of the Legislative Assembly for Strathcona-Sherwood Park on April 23, 2012. On December 13, 2013 he was sworn-in as Associate Minister of Seniors.

In addition to his regular duties as an MLA, Mr. Quest previously served as a member of the following councils and committees:

- Standing Committee on Families and Communities (Chair)
- Legislative Review Committee
- Standing Committee on Public Accounts (Deputy Chair)
- Special Standing Committee on Members' Services
- Ports-to-Plains Alliance (PTP) Board of Directors (Alberta Government Representative)
- Council of State Governments-WEST (CSG-WEST)
- Northlands Board of Directors
- Cabinet Policy Committee on Finance (Chair)
- Standing Committee on the Alberta Heritage Savings Trust Fund (Chair)
- Standing Committee on Alberta's Economic Future
- 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)
- 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*; and most recently Bill 201, *Scrap Metal Dealers and Recyclers Identification Act*, through the legislative process.

Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Quest was the President of a rural General Motors dealership and a shareholder of an urban one.

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, he has been awarded a General Motors Dealer Award of Excellence.

Mr. Quest has been an active member of his community for nearly 25 years. During this time he fulfilled a variety of roles, including:

- Regional director for Elk Island on 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 six Edmonton half-marathons.

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

**Biography for Mr. George Rogers (PC)
MLA for Leduc - Beaumont**



Deputy Speaker, Chair of Committees

George Rogers was elected to his third term as the Member of the Legislative Assembly for Leduc-Beaumont April 23, 2012. He was elected Deputy Speaker and Chair of Committees on May 23, 2012.

He currently serves on the following committees:

- Select Special Ethics Commissioner Search Committee (chair)
- Standing Committee on Legislative Offices
- Standing Committee on Alberta's Economic Future
- Standing Committee on Privileges and Elections, Standing Orders and Printing

In addition, Mr. Rogers served as chair of the Cabinet Policy Committee for Public Health and Safety, deputy chair of the Special Standing Committee on Members' Services and as a member of the following committees:

- Select Special Chief Electoral Officer Search Committee (chair)
- Select Special Information and Privacy Commissioner Search Committee
- Special Standing Committee on Members Services
- Standing Committee on Public Health and Safety
- Legislative Review Committee
- Select Special search committees for the Chief Electoral Officer and Ombudsman
- Alberta Heritage Savings Trust Fund
- Private Bills
- Managing Growth Pressures
- Select Special Auditor General Search Committee
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Standing Committee on Legislative Offices
- Standing Committee on Public Safety and Services

Mr. Rogers moved to Leduc in 1975 and is a graduate of Leduc Composite High. In 1980, he obtained a Diploma in Accounting from NAIT, followed by a Certificate in Local Government Studies from the University of Alberta in 1988.

He has worked as an assistant controller for an oil company, served as assistant treasurer for the City of Leduc, and assistant town manager for the Town Of Redcliff.

In 1992, he moved back to Leduc and started a successful real estate career with Royal LePage. In the fall of 1992, He ran successfully for city council, and was re-elected in 1995. In 1998 he was elected mayor, and was re-elected in 2001. He was a 10-year board member of The Alberta Urban Municipalities Association, and served as President from 2001 to 2003. He also served as a board member of the Federation of Canadian Municipalities. For his work with the AUMA, Mr. Rogers was recognized by Alberta Venture Magazine as one of Alberta's 50 Most Influential people in 2003. In 2012, Mr. Rogers was recognized by NAIT as one of the 50 outstanding grads of the past 50 years. He is the proud father of three adult children, and an avid community volunteer, who has been a member of the Leduc

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 currently serves as a member of the Standing Committee on Privileges and Elections, Standing Orders and Printing, as well as the Standing Committee on Resource Stewardship.

Ms. Calahasen previously served as a member of the following committees:

- Special Standing Committee on Members' Services
- Standing Committee on Private Bills
- Standing Committee on Community Development
- Standing Committee on 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 coordinator 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 currently serves on the following committees:

- Standing Committee on Public Accounts
- Standing Committee on Resource Stewardship

She previously served as a member of the Standing Committee on Alberta's Economic Future and the Select Special Conflicts of Interest Act Review Committee.

She previously served as a member of the Standing Committee on Alberta's Economic Future.

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 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

**Biography for Mr. Matt Jeneroux (PC)
MLA for Edmonton - South West**



Matt Jeneroux was elected as the Member of the Legislative Assembly for Edmonton-South West on April 23, 2012. He is current Chair of the Youth Secretariat and Youth Advisory Panel, a member of the Treasury Board, Co-Chair of the Alberta Film Advisory Council and also serves as a member of the Education Act Regulatory Review Committee and the Electricity Retail Market Review Committee Implementation team. He is also a member of the Standing Committee on Families and Communities and the Standing Committee on Public Accounts.

Mr. Jeneroux was also successful in passing a Private Members' Bill on Compassionate Care Leave (2012) which provides a leave of absence for caregivers taking care of their terminally ill loved ones, the first of its kind in Alberta. The Bill received royal assent from the Governor General in June 2013.

Born and raised in Edmonton, Mr. Jeneroux attended the University of Alberta, where he graduated with a Bachelor of Arts degree in 2004.

Prior to serving with the Legislative Assembly of Alberta, Mr. Jeneroux worked with the Edmonton Economic Development Corporation, Alberta Blue Cross, the Ministry of Alberta Environment, and the Government of Canada.

Mr. Jeneroux has volunteered with numerous organizations, including United Way, Alberta Winter Games, Rotary Club, Blackmud Creek Community League, Canadian Blood Services, Make-A-Wish Foundation and Federal Government Youth Network. Additionally, Mr. Jeneroux chaired the city of Edmonton Naming Committee from 2007 to 2012 and also participated on the Board of Directors for Goodwill Industries Alberta.

Mr. Jeneroux is a father to two young daughters.

**Biography for Mr. Ken Lemke (PC)
MLA for Stony Plain**



Ken Lemke was elected as the Member of the Legislative Assembly for Stony Plain on April 23, 2012. He currently serves as deputy chair of the Standing Committee on Privileges and Elections, Standing Orders. As well he is a Member of the Standing Committee on Resource Stewardship and the Select Special Ethics Commissioner Search Committee.

Previously he served on the Standing Committee on Families and Communities and the Select Special Chief Electoral Officer Search Committee.

Mr. Lemke grew up in Ohaton, Alberta – a small town east of Camrose – and attended the University of Lethbridge.

Mr. Lemke had careers in real estate, sales and marketing prior to being elected to the Stony Plain Town Council, where he served from 1995 to 2012, with the last four years as mayor.

Mr. Lemke was instrumental in helping the Stony Plain Town Council achieve one of the lowest property taxes in the capital region while maintaining high levels of service, orderly growth and fiscal responsibility. He also assisted the tri-municipal region to increase shared services, including the building of the TransAlta Tri Leisure Centre. Furthermore, Mr. Lemke was involved in helping Alberta's capital region form the Capital Region Board, fostering increased co-operation among the 23 municipalities.

Mr. Lemke is an active community volunteer and leader. He is largely involved with the Rotary Club of Stony Plain, and the Stony Plain branch of the Canadian Legion and is a former chairman of the TransAlta Tri Leisure Centre. Mr. Lemke was a board member and chairman of various other commissions, including the Stony Plain Subdivision and Development Appeal Board, the Parkland Water Services Commission, the Capital Region Wastewater Commission, the Stony Plain Library Board, the Parkland lottery board, and the Capital Region Board.

Mr. Lemke and his family, including his wife, Gail, and their three children, have lived in the Stony

**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 and the first female to represent the Bonnyville-Cold Lake constituency.

Mrs. Leskiw currently serves on the following committees:

- Standing Committee on Legislative Offices
- Standing Committee on Families and Communities
- Standing Committee on Resource Stewardship
- Standing Committee on Private Bills
- Select Special Ethics Commissioner Search Committee
- Advisory Council on Alberta-Ukraine Relations (chair)

Mrs. Leskiw previously served on the following committees and councils:

- Cabinet Policy Committee on Education (chair)
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Special Standing Committee on Members' Services
- Legislative Review Committee
- Select Special Chief Electoral Officer Search Committee

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.

**Biography for Mr. David H. Xiao (PC)
MLA for Edmonton - McClung**



David Xiao was elected to his second term as the Member of the Legislative Assembly for Edmonton-McClung on April 23, 2012. He is a member of the following Standing Committees:

- Private Bills (chair)
- Alberta's Economic Future
- Family and Communities

Previously he served as a member of the following Standing Committees

- Legislative Offices (chair)
- Privileges and Elections, Standing Orders and Printing
- Resource Stewardship

In addition to his role as an MLA, Mr. Xiao served as parliamentary assistant to the Minister of Energy, Minister of Transportation and the Minister of Employment and Immigration. He was also as a member of the Cabinet Policy Committee on Energy and a member of Standing Committees on Private Bills, Public Accounts, Energy, the Economy and Public Safety and Services.

Prior to his election as a Member of the Legislative Assembly of Alberta, Mr. Xiao was an avid entrepreneur and local businessperson. Mr. Xiao's diverse entrepreneurial experience includes international trade, publishing, commercial real estate investment and marketing.

Dedicated to furthering his education and expanding his horizons, Mr. Xiao has a diploma in geological science from the Beijing Institute of Mining and a bachelor of arts in English literature from the Beijing Second Foreign Language Institute. Mr. Xiao has also studied business through NAIT and economics at the University of Alberta.

Mr. Xiao is active in his community and is a member of the Rotary Club of Edmonton and the Canadian Club of Edmonton. He has served on the board of directors of the YMCA and the Edmonton Chinese Garden Society.

Mr. Xiao lives in Edmonton with his wife, Alice, and his sons, Allen and Andrew.

AG PIRATES OF THE SOCIETIES

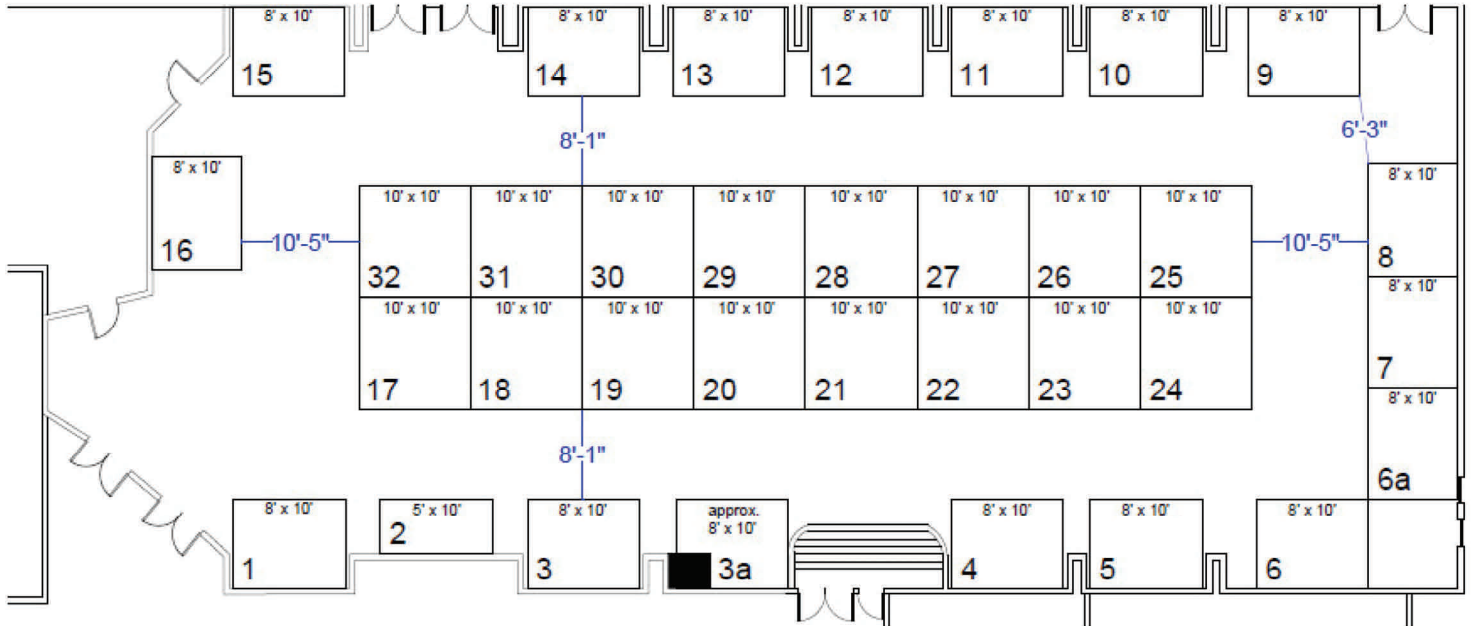
A QUEST FOR TIME, TALENT AND TREASURE

Tradeshow



AG SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE



EXHIBITORS

25	Advanced Agri Direct Inc.	9	Image Signs
31	Agriculture for Life	24	JayDee Hypnotist
3	ARD – 4H Branch	28	Longbow Sales Inc
1	ARD – Farm Safety Program	29	Mary Lambert Productions
7	ARD – Grants Department	18	Mudd Safety Awareness Inc
21	AAMDC – Jubilee Insurance	6a	My Life's Kwerk
10	Alberta Community Cooperatives Association	8	Northern Lights Energy & Power
2	Alberta Horticulture Association	20	Party King Inc
4	Alberta Recreation and Parks Association	34 Atrium	Party King Inc – Oxygen Bar
17	Atco Electric & Atco Gas	26	Paul Conrad & Associates
6	Canadian Reptile Encounters	14	Populous
30	CIMCO Refrigeration	23	Rainbow the Clown & Friends
13	Create The New School	33 Atrium	Showcase Performers
11	Dan The One Man Band	19	Soul of Canada
12	Envisica Inc.	3a	Travel Alberta
15	Fave Quest	22	Traceability in Alberta
16	Foster Park Baskett Insurance Ltd.	32	UFA Co-operative Ltd
27	Great Canadian Solar Ltd.	5	West Coast Lumberjack Shows Ltd.
Arbour Lounge	ID VIP		



Company Name	Description	Company Contact	Booth No.
Advanced Agri Direct Inc.	Priefert Brand Ranch and Rodeo Equipment, HW Brand Rodeo Equipment, and Concrete Water Bowls.	Contact Name: Monty C. Heldt 5906-45 Street, Bay 2B, Leduc, AB T9E 7B4 Tel: 780-809-3600 Fax: 780-809-2447 Email: monty@concrete.com www.priefert.com	25
Agriculture and Rural Development - 4H Branch	For over 90 years, we've understood that youth want to be involved, accepted, valued and heard. That's why 4-H clubs are great places for youth to learn and grow.	Contact Name: Cindy Kremer Rm 200, 7000 113th Street, Edmonton, AB T6H 5T6 Tel: 780-427-4309 Fax: 780-422-7755 Email: cindy.kremer@gov.ab.ca	3
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	7
Agriculture and Rural Development - Alberta Farm Safety Program	A farm safety Education and Awareness program that assists communities in organizing farm safety events.	Contact Name: Raelyn Peterson #1201, 10320-99 Street, Grande Prairie, AB T8V 6J4 Tel: 780-538-5633 Fax: 780-538-5288 Email: raelyn.d.peterson@gov.ab.ca	1
Agriculture for Life, Inc	Ag for Life delivers educational programming that will serve to improve rural and farm safety and build a genuine understanding and appreciation of the impact agriculture has on lives.	Contact Name: Luree Williamson 28 Crowfoot Terrace Crowfoot RPO 68070, Calgary, AB T3G 3N8 Tel: 403-862-5688 Fax: 403-931-2671 Email: lwilliamson@agricultureforlife.ca www.agricultureforlife.ca	31
Alberta Association of Municipal Districts & Countries - Jubilee Insurance Agencies Ltd.	No organization is truly safe until matched with a comprehensive insurance program and risk management plan. In providing these services, Jubilee Insurance Agencies Ltd. Has been helping make organizations safer for over 50 years.	Contact Name: Miranda Marcinkoski 2510 Sparrow Drive, Nisku, AB T9E 8N5 Tel: 780-955-4093 Fax: 780-955-3615 Email: miranda.marcinkoski@aamdc.com www.aamdc.com	21
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: Cindy Dixon #202 5013 48th Street, Stony Plain, AB T7Z 1L8 Tel: 780-963-3766 Fax: 780-968-6733 Email: cdixon@acca.coop www.acca.coop	10



Company Name	Description	Company Contact	Booth No.
Alberta Horticulture Association	This organization of societies and individuals involved with horticulture on a professional or amateur basis strives to advance and promote horticulture in Alberta. The AHA provides information to the gardening public, recognizes outstanding individuals, and supports community horticultural societies.	Contact Name: Lorna McIlroy 9018-117 Ave, Grande Prairie, AB T8X 1K1 Tel: 780-814-7946 Email: dmclroy@telus.net www.icangarden.com /clubs/AHA	2
Alberta Recreation and Parks Association	ARPA is a non profit association that advocates for recreation and leisure as part of quality of life.	Contact Name: Laryssa Szmielsky 11759 Groat Road, Edmonton AB T5M 3K6 Tel: 780-644-6976 Fax: 780-451-7915 Email: lszmielsky@arpaonline.ca www.arpaonline.ca	4
ATCO Gas/ATCO Electric	ATCO Gas is focused on customer service through the safe and reliable delivery of natural gas. 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 Fax: 780-426-4062 Email: erin.newell-lupien@atcogas.com	17
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 www.canadianreptileencounters.com	6
CIMCO Refrigeration	CIMCO Refrigeration specializes in the engineering, design, manufacture, installation and service of industrial, process cooling and recreational refrigeration systems.	Contact Name: Ryan Ferguson 3516 - 56 Ave NW, Edmonton, AB T6B 3S7 Tel: 780-468-1490 Fax: 780-469-1290 Email: rferguson@toromont.com www.cimcorefrigeration.com	30
Create The New School	Create The New School offers workshops, seminars and private training sessions to businesses and individuals who seek training in creative areas such as: photography (beginner to advanced), design theory, adobe products, wordpress training, marketing, branding	Contact Name: Jennifer Duby 35-26413 Twp Rd 510, Spruce Grove, AB T7Y 1E2 Tel: 780-266-3827 Email: info@createthenewschool.com www.createthenewschool.com	13



Company Name	Description	Company Contact	Booth No.
Dan the One Man Band	Audience integrated music comedy entertainment.	Contact Name: Dan Duguay 2026 26A St SW, Calgary, AB T3E 2C1 Tel: 403-615-0438 Email: dantheonemanband@shaw.ca www.dantheonemanband.com	11
Envisica Inc.	Envisica is the home of EasyConnect, the easy to update website that allows you to easily connect with those you serve.	Contact Name: Wayne Regehr PO Box 927 Cochrane, AB T4C 1A9 Tel: 403-932-1850 Fax: 403-932-1890 Email: info@envisica.com www.envisica.com	12
Favequest	The world is going mobile and MyEventApps is here to help. MyEventApps is a popular mobile app service from FaveQuest Corp, a Canadian leader in the mobile and web space. The company has launched hundreds of apps for over 150 organizations! MyEventApps has developed an app for AAAS as well as several other Alberta based organizations and is now adding website solutions to make it easier than ever to get the best of all worlds.	Contact Name: Allan Isfan 11 Brad's Court, Ottawa, ONT K2S 1V2 Tel: 613-799-6300 Email: info@favequest.com www.myeventapps.com	15
Foster Park Baskett Insurance Ltd.	Insurance program for Ag Societies.	Contact Name: Perry Cramer #200, 17704 103 Ave, Edmonton, AB T5S 1J9 Tel: 780-930-2950 Fax: 780-486-0169 Email: perry.cramer@fpb.ca www.fpb.ca	16
Great Canadian Solar Ltd.	Renewable Energy Engineering, Procurement, and Construction Company Serving All of Alberta with Grid Connected and Off-Grid Solar Electricity (Photovoltaic PV) Energy Systems.	Contact Name: Clifton Lofthaug 13416 123 Ave, Edmonton, AB T5L 2X9 Tel: 780-938-3540 Email: info@greatcanadiansolar.com www.greatcanadiansolar.com	27
ID VIP	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	Contact Name: Jen Perry PO Box 1072, Lamont, AB T0B 2R0 Tel: 855-694—3847 Email: jen@idvipteam.com www.idvipteam.com	Arbour Lower Lounge



Company Name	Description	Company Contact	Booth No.
Image Signs	Manufacture Freestanding change-able copy signs.	Contact Name: Dan Bussiere 6735 50th Street, Edmonton, AB T6B 3M6 Tel: 780-496-7426 Email: dan@imagesigns.ca www.imagesigns.ca	9
JayDee Hypnotist Comedy Stage Hypnosis	Comedy Stage Hypnosis Shows for all ages.	Contact Name: JayDee 1109 111 Street SW #22620, Edmonton, AB T6W 0C3 Tel: 780-988-5830 Fax: 780-988-6039 Email: jaydee@jaydeehypnotist.com www.jaydeehypnotist.com	24
Longbow Sales Inc.	Spectator seating, athletic equipment, room dividers, outdoor products (bike racks, flagpoles, etc).	Contact Name: Glenda Collins/Ken Kilroe #7, 1435 40th Ave NE, Calgary, AB T2E 8N6 Tel: 403-291-3166 Fax: 403-291-4774 Email: gkilroe@longbowsales.com www.longbowsales.com	28
Mary Lambert Productions	Children's Musical Entertainment—Interactive Concerts	Contact Name: Mary Lambert Box 555, Calmar, AB T0C 0V0 Tel: 780-985-2770 Fax: 780-985-2776 Email: mary@marylambertmusic.com www.marylambertmusic.com	29
Mudd Safety Awareness Inc.	Youth and family rural ATV Safety Awareness Programs	Contact Name: Annielouise Danilak / Jodie Stauffer Box 488, Ryley, AB T0B 4A0 Tel: 855-683-3948 Email: info@muddsafety.com www.muddsafety.com	18
My Life's Kwerk	Clowning, Face Painting, Balloons, Family Entertainment, Private/Corporate Events, and Workshops.	Contact Name: Kerry Ringness Box 1215, Rocky Mountain House, AB T4T 1A9 Tel: 403-844-9706 Email: solhaven@me.com	6a
Northern Lights Energy & Power	Alberta Retail Energy Provider	Contact Name: Pat Nicol PO Box 501, Thorhild, AB T0A 3J0 Tel: 780-398-2000 Fax: 780-398-2025 Email: pat.nicol@npprea.ca www.northernlightseapca	8



Company Name	Description	Company Contact	Booth No.
Party King Incorp.	Provide entertainment with inflatable's, portable rock walls, euro bungees, face painters, clown twist-ers, and provide service of concession equipment.	Contact Name: Fred Whiteman 16644 - 110 Avenue, Edmonton, AB T5P 1G9 Tel: 780-991-9677 Fax: 780-387-5911 Email: partykingincorporated@gmail.com www.partykingrents.com	20 34 - Atrium (Oxygen Bar)
Paul Conrad & Associates Ltd	Paul Conrad & Associates is a full service community development consulting firm specializing in multi-partner needs assessment and facility development strategies. The firm has a successful history with Agricultural Societies throughout Alberta in community facility development.	Contact Name: Paul Conrad 29 Westview Cres, Spruce Grove, AB T7X 1L2 Tel: 780-990-8320 Email: conrads@telusplanet.net www.paulconrad.ca	26
Populous	International architecture firm specializing in fairgrounds, equestrian, rodeo, livestock and public assembly facilities. Providing master planning, feasibility studies, design and architecture services.	Contact Name: Todd Gralla 2600 Van Buren, Suite 2623, Norman, OK 73072 Tel: 405-532-3521 Email: todd.gralla@populous.com www.populous.com	14
Rainbow the Clown & Friends	Clown, Balloon Artist, Stage Shows, Walk about entertainment, balloon sculpting, juggling, magic and comedy routines.	Contact Name: Lawrence 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	23
Showcase Performers	Performers and Entertainers showcasing each day will have promo materials or be available to discuss your entertainment needs!	See Showcase Schedule for Contact Information	33 - Atrium
Soul of Canada	Small publishing and research company creating award winning history showcases, highlighting Canada's industry history and pioneers.	Contact Name: Randal Kabatoff 14224 Stony Plain Rd, Edmonton, AB T5N 3R3 Tel: 587-785-4859 Email: info@soulofcanada.com www.soulofcanada.com	19
Traceability in Alberta	Representatives can answer questions about any of Alberta's traceability initiatives, including current program eligibility.	Contact Name: Carrie Norman 308, 7000-113 Street, Edmonton, AB T6H 5T6 Tel: 780-422-7933 Fax: 780-422-3655 Email: carrie.norman@gov.ab.ca www.agriculturealberta.ca/traceability	22

AG PIRATES OF THE SOCIETIES

A QUEST FOR TIME, TALENT AND TREASURE

Company Name	Description	Company Contact	Booth No.
Travel Alberta	Travel Alberta is the official destination marketing organization for the province of Alberta. Funded by the Government of Alberta through the four percent 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.	Tel: 780-732-1627 www.travelalberta.com	3a
UFA Co-operative Limited	UFA is a thriving progressive co-operative with a passion for agriculture and an affinity for rural life. We are committed to being a market-driven organization that is recognized as the leading provider of quality products, services and solutions that support agriculture and serve the rural community.	Contact Name: Jessica Barrie 4838 Richard Road SW, Calgary, AB T3E 6L1 Tel: 403-570-4214 Fax: 403-570-4021 Email: jessica.barrie@ufa.com www.ufa.com	32
West Coast Lumberjack Shows Ltd.	We produce award winning, family entertainment for Fairs and Festivals of all sizes. Ask us how we can make your next event an even bigger success.	Contact Name: Darren R. Dean 4002 Forbidden Plateau Road, Courtenay, BC V9J 1P9 Tel: 250-830-4065 Fax: 250-897-7482 Email: darren@westcoastlumberjacks.com www.westcoastlumberjacks.com	5



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Showcase Schedule





Show Case Schedule of Events




Small Stage Friday, February 7, 2014

TIME		DESCRIPTION	CONTACT INFORMATION
12:30pm-1:00pm		<u>Emilie Louise Dufour</u> 17 year old country singer and acoustic guitarist.	Contact Name: Emilie Louise Dufour Phone: (780)416-0250 E:mail: emilielouise96@gmail.com
1:00pm-1:30pm		<u>Canadian Reptile Show</u> Take a journey around the world with a reptile world tour! Reptile Encounters interactive stage show features live reptiles and focuses on conservation and care of these amazing animals.	Contact Name: Jason Clevett Phone: (403)457-2202 E:mail: reptile.party@hotmail.com Website: www.canadianreptileencounters.com
1:30pm-2:00pm		<u>Kaeley Wiebe</u> Vocal performance of pop and country selections by use of backing tracks on ipod and/or piano (Kaeley can bring her portable KORG piano too if the stage size allows for it).	Contact Name: Cooper Studios - Jack Cooper Phone: (780)922-1096 E:mail: acwiebe@albertacom.com
2:00pm-2:30pm		<u>Chantel Robertson</u> Solo Singer – Country singer	Contact Name: Chantel Robertson E:mail: melindakevin@me.com
2:30pm-3:00pm		<u>Victoria Clark</u> Victoria Clark is a 14 year-old singer and actor who has been performing since the young age of 6. Since joining Coopers Studios, She has performed at various venues around the Edmonton area including the Edmonton International Airport, various trade shows, Capital Ex, Long & McQuade music shop, and Westin Hotel. Also she has performed at festivals such as Big Valley Jamboree, River City Round Up, and Ice on Whyte. Performing is her one passion in life and she hopes to continue.	Contact Name: Victoria Clark Phone: (780)238-8518 E:mail: rclark66@shaw.ca
3:00pm-3:30pm		<u>Keltie Monaghan</u> This 12 year-old has been singing for Cooper Studios for 2 years. Keltie has entertained audiences at various venues. She can belt out our anthem's in both languages and has done so at AJHL and AJFHL hockey games. She won the People's Choice Award at Big Valley Jamboree's Home Grown Talent Stage 2013 competition.	Contact Name: Cooper Studios - Jack Cooper Phone: (780)417-5526 E:mail: lcomonaghan@shaw.ca



Show Case Schedule of Events




Main Stage *Friday February 7, 2014*

TIME		DESCRIPTION	CONTACT INFORMATION
8:30pm- 9:00pm		<p><u>Flat Broke</u></p> <p>FlatBroke is a five piece recording band with a blend of great vocal harmonies and unique musical abilities. We play a mix of classic rock and roll, modern and classic country favorites, and original music. Our latest CD "Release the Reins" was released on October 12, 2013.</p>	<p>Contact Name: Bonni MacDonald</p> <p>Phone: (780)666-5407</p> <p>E:mail: bonni@flatbroke.ca</p> <p>Website: www.flatbroke.ca</p>
9:00pm- 9:30pm		<p><u>Tenille</u></p> <p>Tenille is paving her own way in country music and quickly becoming a role model to many with her infectious way of inspiring people. In 2012, Tenille was honoured as the youngest recipient in history to receive the CCMA Slaight Music Humanitarian Award.</p>	<p>Contact Name: Kathryn Hummel</p> <p>Phone: (416)712-9375</p> <p>E:mail: kathryn.hummel@royaltyrecords.ca</p> <p>Website: www.royaltyrecords.ca</p>
9:30pm- 10:00pm		<p><u>The Orchard</u></p> <p>The Orchard are a duo from Edmonton with a smooth southern country feel with a rock edge. They've performed all over Alberta and more recently did a tour of BC, with plans to expand throughout SK, MB and ON this spring. They are a dynamic act that can perform as an acoustic duo, trio or full band.</p>	<p>Contact Name: Kathryn Hummel</p> <p>Phone: (416)712-9375</p> <p>E:mail: kathryn.hummel@royaltyrecords.ca</p> <p>Website: www.royaltyrecords.ca</p>



Show Case Schedule of Events

Small Stage *Saturday February 8, 2014*






TIME		DESCRIPTION	CONTACT INFORMATION
12:30pm- 1:00pm		<u>Rainbow the Clown</u> Family Entertainment, Walk-About Entertainer, Stage Shows, Multiple Characters, Award Winning Balloon Artist, Juggling, Magic, Comedy Routines.	Contact Name: Larry Dixon Phone: (403)278-9209 E:mail: info@rainbow-the-clown.com Website: www.rainbow-the-clown.com
1:00pm- 1:30pm		<u>Candice Ryan</u> Candice Ryan will do an acoustic performance for this showcase. She has a band available for Dances, Rodeos, Festivals, Etc. Candice Ryan is very pleased to release the single California Sunrise on February 10th, 2014. She is currently writing with a few of Canada's most talented Songwriters to complete her first full length album for release in the Summer of 2014.	Contact Name: Juanita Colella Phone: (780)405-8063 E:mail: bookings@candicerian.ca Website: www.candicerian.ca
1:30pm- 2:00pm		<u>Jessica Lana McLean</u> This young artist had an ear for music from a very early age. A well-rounded performer with a star quality appearance, Jessica captivates a wide variety of audiences with her incredible voice, humor, cheerful energy and passion. Her repertoire is varied and versatile, allowing her to quickly become a crowd favorite.	Contact Name: Cooper Studios - Jack Cooper Phone: (780)417-0254 E:mail: roxanna.mclean@gmail.com Website: www.jessicalanamclean.com



Show Case Schedule of Events

Main Stage

Saturday February 8, 2014

TIME		DESCRIPTION	CONTACT INFORMATION
6:30pm-7:00pm		<u>My Dog Sam</u> Rated as one of the most versatile dance bands in Alberta, My Dog Sam is very unique. We specialize in performing forgotten classic songs from the 50's, 60's and 70's. These songs are masterfully recreated and take the audience back to their teenage memories when these songs were first released. We touch on most genres.	Contact Name: Michele Aasgard Phone: (780)913-1271 E:mail: mydogsam2010@gmail.com
8:30pm-9:00pm		<u>Shawn Gramiak</u> Shawn Gramiak has been making people laugh intentionally for over 10 years. He has been an opening act for comedians such as Dave Attell, Bobby Lee and The One Man Hit Parade, André-Philippe Gagnon. His act, like his appearance, defies description. No one knows quite how to classify him. Let's just say he's smart with a touch of stupid, clean with a touch of dirty, and a little of everything you need him to be. One thing you can be guaranteed is that he'll always be genuinely funny. So if you want a hot blond with a great set of wits, Shawn Gramiak is your man.	Contact Name: Shawn Gramiak Phone: (780)466-9324 E:mail: shawn@gruntmulti.com Website: www.shawngramiak.com
9:00pm-9:30pm		<u>Dirt Road Angels</u> With a wide diversity of musical interests from Rock (Danita), Country Rock (Dahlia Wakefield), Country Pop (Shila Marie) Indie (Karen Claypool), and straight through to some of the good ol' Opry Classic Country tunes (Shawna Lynne), strength in numbers was so true as they developed their 15-song compilation CD that was ready for their CCMA Showcase within only two months! The showcase was sponsored by Cooper Studios and hosted by the Westin Hotel in Edmonton on September 6th during the CCMA week earlier this past month.	Contact Name: Shawna Lynne Phone: (780)922-0088 E:mail: shawndal@telus.net Website: www.reverbnation.com/dirtroadangels
9:30pm-10:00pm		<u>Lewis & Royal</u> Lewis & Royal met in 1993 when Lewis was a student at the Rosebud Theatre where Royal was a full-time actor. They found that their styles and voices blended well, and they soon began composing and arranging music together. Their first project was composing music for the run-away musical hit CHICKENS, a combo of blues, bluegrass, and old time rock.	Contact Name: Kelli Novak Phone: (403)239-8169 E:mail: knovak@shaw.ca Website: www.lewisandroyal.com
10:00pm-10:30pm		<u>Shannon Smith</u> Rarely does a performer come along with such unbridled energy, dedication and natural talent as that of Shannon Smith. Shannon has been singing and performing since the age of six, creating her own style while also influenced by the poise and traditionalism of Lorrie Morgan, the showmanship and flare of Shania Twain and the musical strength of Sheryl Crow. Her charming and sassy stage presence demands attention and connects her with her audience. No genre is off limits, whether it be driving country or classic rock, as is evident by her medleys of 80's and dance hits.	Contact Name: Shannon Schmitt Phone: (403)875-0416 E:mail: ss0416@telus.net Website: www.shannonsmith.ca



***Sessions,
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Preconference Sessions & Workshops

Thursday February 6, 2014 and Friday February 7, 2014

Bylaw Review Workshop

Speaker: Tim Carson & Lisa Hardy

Thursday February 6th: 6:30pm – 9:30pm

Location: Pitcher Plan 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.

Farmer's Market Manager's Training

Speaker: Eileen Kotowich

Friday February 7th: 8:30am – 12:30pm

Location: Elmwood Room

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

Creating an Emergency Plan - Fundamentals

Speaker: Ian Fox, Alberta Emergency Management Agency

Friday February 7th: 8:30am – 12:00pm

Location: Wildrose #1

With the State of Emergencies in our Province, and some unfortunate weather related incidents at events or in the Province, many Ag Societies are being required to have an Emergency response plan by their municipality or their insurance company. In some cases they are being asked for assistance by a municipality during a local emergency. This session is a hands-on workshop that will walk you through the fundamentals of what should be included in a plan. Topics that will be covered are: Basic Emergency Management Framework; The 4 pillars of Emergency Management; Plan Contents; Vulnerability Analysis; Specific Hazard Planning; and Exercising the Plan. Participants will leave with a start to their Emergency Plan.

Add the WOW! To Your Bench Shows

Speaker: Marla J Calico, CFA

Friday February 7th: 8:30am – 12:00pm

Location: Wildrose #3

This fast-paced workshop has a definite "Wow" factor. By contrasting a fairly typical set-up of bench show exhibit items on simulated shelves/ledges against a number of creative ideas for displays with commonly-available props and "fixtures" we emphasize the importance of the Bench Show and how fairs and exhibitions can attract new visitors and exhibitors through a creative display approach. The other element of the workshop will be a virtual "tour" of some great (and not-so-great) examples of how other fairs and shows display handicrafts, flowers, fruits and vegetables, quilts, photography and artwork.



Preconference Sessions & Workshops

Friday February 7, 2014

Top Tips for Microsoft Powerpoint

Speaker: Shawn Gramiak

8:30am – 12:00pm

Location: Ridgewood Room

Microsoft PowerPoint is an easy to use presentation program that can be used for a multitude of uses. Best of all, it is quick and fun to learn. In this workshop, participants will create a PowerPoint presentation from scratch, including using graphics, text, sound and video. Time to be creative!!

Say What? Do It Yourself Graphic Design

Speaker: Jennifer Duby, Fiveight Designs

8:30am – 12:00pm

Location: Edmonton Room

Want to add some punch to your brochures, or posters for your events?? This is a hands on, design learning experience. Learn some 'low-tech' design tips and tricks that will help get your organization noticed. This is an interactive workshop where we will learn some basic design theory and how to apply that theory in order to create a message. (low-tech,/lō'tek – involved in, employing, or requiring only low technology)

Lean Management & Leadership: Keys to Long Term Success

Speaker: Joe Grainger

8:30am - 12:00pm

Location: Lethbridge Room

Lean Management and Leadership: Keys to long term success is a 3 ½ hour introduction to the major concepts of Lean including an overview of some of the risks associated with introducing Lean Management. This session will leave attendees with the information they need to begin their personal journey toward a more effective and efficient future.

- An overview of the philosophy behind Lean
- The key elements of Lean
- The origins of Lean
- Lean principles
- Lean principles applied to a non-manufacturing environment
- Establishing customer value
- Identification of process required to deliver service or product
- Continual Improvement and the elimination of waste
- Staff Involvement
- Cultural adaptation
- Seven Wastes that Lean looks for
- The five steps of the Lean Journey
- Why committed Leadership is critical to the success of Lean
- Ten keys to Initiating successful change
- Cultural adaptation, what is it and why is it Important
- What are the risks behind Lean and how to overcome them
- Why staff support is critical and how to get it now and why all of these elements work together to enhance personal and professional success



Preconference Sessions & Workshops **Friday February 7, 2014**

Seeking & Maintaining Charitable Status/Gifting & Receipting

Speaker: Christine Tessier/ Jean Haley/ James Riva

8:30am - 12:00pm

Location: Vernon Room

Utilizing technology this session will be delivered as a Webinar, with a moderator to facilitate as the speakers will be presenting from Ottawa.

The Charities Directorate is the government arm that registers charities, Canadian amateur athletic associations and other qualified donees. It provides information and guidance on how to obtain and maintain registration as a charity. It ensures that registered organizations comply with the law's requirements through a balanced program of education service and responsible enforcement.

Today's presentation will provide participants with information on the *Income Tax Act* and its regulations....more particularly as how it relates to charities, gifting and receipting, maintaining direction and control of resources, keeping books and records, filing the T3010 information return and CRA's revised fundraising guidance.

If your organization currently holds charitable status or are thinking of applying to become a registered charity this session will provide valuable information to assist you and answer any questions you might have!!!



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Drive Alignment
Brand Awareness
Partnership Development & Opportunities
Tourism Marketing Best Practices,
Development & Resources





Select-A-Session

Saturday February 8, 2014

10:30am—12:00pm

Microsoft Word 101

Location: Ridgewood Room

Speaker: Shawn Gramiak

Do you waste a lot of time wrestling with Microsoft Word? A solid foundation of basic skills will fix your frustration. If you type with two fingers, this session is for you. Fast formatting, tables and a variety of tips and tricks to make Word easier will be covered.

I Love My Job, It's The People I Can't Stand!!

Location: Wildrose #3

Speaker: Jody Urquhart

Join us in this hilariously interactive, practical and inspiring motivational speech that shows you how to develop healthy communication patterns with anyone.

You can learn to handle the most difficult situations and the most challenging people by understanding more about personality styles and how to get through to others without giving in. Never again fall victim to those who love to make life miserable for the rest of us! Knowing how to deal with difficult people at work will allow you to approach your volunteer work with more enjoyment and your colleagues with greater confidence.

Sponsorship Vs. Philanthropy -

Location: Elmwood Room

What is the difference and How Does it Affect you?

Speaker: Brent Barootes

This session is will begin with clearly understanding the difference between sponsorship and philanthropy. The session will illustrate how each channel can work for you and your agricultural society, fair, exhibition or festival and why you need to approach with the right product. This session will also look at some of the critical issues presently within organizations that are making the outcomes less successful. Learn to spot the stumbling blocks and understand how to overcome them as well as run a successful revenue generation program.

Mobile Marketing for Fairs and Exhibitions

Location: Lethbridge Room

Speaker: Allan Isfan

There are four times more smartphone activations than babies born per day! We have officially entered the post PC era and having a strong presence on people's phones is becoming a necessity as well as a big opportunity for fairs and exhibitions.

Allan Isfan is the founder of FaveQuest, the company behind MyEventApps, the mobile solution used by many fairs and exhibitions, including AAAS itself! Allan will be sharing the latest trends in mobile and social marking , mobile payment systems, mobile sponsorship (make money!) and fun tools you can use to inform and engage with fair goers (photo contests, polls, voting, social media).

Allan will break down a real fair app and show you how it all works. Bring your smartphone or tablet and get ready to get your hands virtually dirty.



Select-A-Session

Saturday February 8, 2014

10:30am—12:00pm

The Power of Organizational Alignment

Location: Wildrose #2

Speaker: Ian Hill

For your Ag Society to thrive in the 21st Century there must be a ***deep alignment of all their stakeholder's time, talent and treasure towards a common goal!***

When organizations and individuals that support them are aligned there is ***exponential power***; which is created as everyone shares an understanding of what the goals are, what their specific role is and what winning is.

Organizational effectiveness increases, stress and problems decrease and the result is a thriving organization and greater impact in the community!

In this interactive dialogue we will explore the keys to getting the most of all stakeholders time, talent, effort, and treasure through the Power of Organizational Alignment. Participants will leave with usable and proven tools and the inspiration to put them into practice!!

Trends in Facility Development - From Idea to Reality

Location: Vernon Room

Speaker: Todd Gralla

This session is a step-by-step approach including facility needs and market analysis, master planning, designing for multiple uses and event diversification, facility renovation, budgeting, and construction delivery methods.

Communicating for Success

Location: Wildrose #1

Speaker: Carol Boothroyd

Do you want to improve your 'quest for time, talent and treasure' with great communication skills? Then this session is for you! Join Carol Boothroyd for laughter and learning. This light-hearted presentation is a respectful approach to complex communication dynamics whether speaking to your sweetheart, volunteer or customer.

You will learn that communication is much more than meets the ear.

You will laugh out loud while you develop personal awareness and learn practical tools for everyday situations. This workshop is upbeat, fast-paced, and full of practical, on the ground learning that is immediately applicable.

Effective Leadership for Changing Times

Location: Edmonton Room

Speaker: Joe Grainger

Designed for both emerging and established leaders this session is a great mix of education and inspiration

- Why core values are critical to the success of organizations and leaders
- The importance of a balanced approach to managing yourself, your relationships, and your business
- Why busy leaders need to have a personal recovery plan
- High level introductions to the Lean Management, effective communication and strength based leadership concepts
- Lean Management is a well know term, but many people outside of the manufacturing industry don't know very much about Lean or understand how it might apply to their organization.

The fact of the matter is that, while Lean originated in the manufacturing industry, all of the great tools and processes developed through Lean manufacturing can be applied in any environment where work happens. At its core, Lean has three major concepts; the maximization of stakeholder value, the elimination of waste and continuous improvement. These concepts can easily apply to your home or work environments.

Grainger Performance Consulting Inc. is dedicated to bringing the concepts developed through Lean manufacturing into the recreation, government and not for profit sectors.



Select-A-Session

Saturday February 8, 2014

10:30am—12:00pm

Explore Local Program/Commercial Kitchen Project/Alberta Culinary Tourism Alliance Speaker: Kathy Bosse

Location: Red Deer Room

Speaker: Rhennon Greene

Alberta Culinary Tourism Alliance (ACTA): With the increasing trend of culinary tourism, Alberta's offerings are among the nation's most diverse and widespread. ACTA works with organizations across the province to showcase our provincial culinary scene to travelers both in and out of Alberta. Discussion will include initiatives such as Open Farm Days, which provides great opportunities for Agricultural Societies to work with ACTA and increase public awareness.

Explore Local and Commercial Kitchens: Alberta Agriculture and Rural Development is involved in two very exciting projects – Explore Local and Commercial Kitchens. Come and hear about the latest Explore Local initiatives and what is planned for next year. A new Commercial Kitchen project will be launched early in 2014 and this session will outline the project and how Agricultural Societies can be involved.

Select-A-Session

Saturday February 8, 2014

2:30pm—4:00pm

Agricultural Societies Program - Stripped Down

Location: Wildrose #1

Speaker: Fred Young

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

I Love My Job, It's The People I Can't Stand!! (Repeat Session from the Morning)

Location: Wildrose #3

Speaker: Jody Urquhart

Join us in this hilariously interactive, practical and inspiring motivational speech that shows you how to develop healthy communication patterns with anyone.

You can learn to handle the most difficult situations and the most challenging people by understanding more about personality styles and how to get through to others without giving in. Never again fall victim to those who love to make life miserable for the rest of us! Knowing how to deal with difficult people at work will allow you to approach your volunteer work with more enjoyment and your colleagues with greater confidence.

The Power of Organizational Alignment (Repeat Session from the Morning)

Location: Wildrose #2

Speaker: Ian Hill

For your Ag Society to thrive in the 21st Century there must be a **deep alignment of all their stakeholder's time, talent and treasure towards a common goal!**

When organizations and individuals that support them are aligned there is **exponential power**; which is created as everyone shares an understanding of what the goals are, what their specific role is and what winning is.

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Select-A-Session

Saturday February 8, 2014

2:30pm—4:00pm

Humour, Wellness and Stress

Location: Elmwood Room

Speaker: Carol Boothroyd

Do you want to learn to manage your stress? Humour, Wellness & Stress is guaranteed to give your laugh muscles a good workout and offer practical learning as well. Learn about the medically proven connections between stress, 'dis-ease' and wellness. Find out how camaraderie can affect the bottom line. Share the healing power of humour. Be inspired to weave humour and playfulness into everyday life to increase your well-being and the well-being of those around you.

60 Tips in 60 Minutes

Location: Vernon Room

Speaker: Marla Calico

This is a fast-paced workshop with quick tips in every area of fair operations which can be implemented at any size fair. Operation areas covered include Carnival, Food & Concessions, Agriculture, Competitive Exhibits, Sponsorship, Promotions and Marketing, and General Operations.

Top Tips for Microsoft Publisher

Location: Ridgewood Room

Speaker: Shawn Gramiak

Microsoft Publisher is a desktop publishing program which can help you create everything from newsletters to wedding invitations. This hands-on session will take participants through a variety of the documents Publisher can help you create. Think of this session as an electronic arts and crafts class for adults!!

Hell or High Water - How the Calgary Stampede Overcame the Flood

Location: Edmonton Room

Speaker: Brett Warder

The Calgary Stampede is volunteer-supported, not-for-profit community organization that preserves and promotes Western heritage and values. Every year, more than one million people attend the 10 day festival in July. Two weeks before the beginning of the 2013 festival, Stampede Park was one of the many places in South Alberta ravaged by the worst flood in the province's history. With much of the park submerged, it was unclear if the Stampede could proceed, and how it would look. Hear how a team of volunteers of the Calgary Stampede approached and overcame the destruction of Mother Nature. It is the story of courage, resilience, and mostly sheer cowboy spirit that drove people to their limits to achieve a feat of extraordinary proportions: opening the gates to "The Greatest Show on Earth".

Bullet Proofing Your Ag Society

Location: Lethbridge Room

Speaker: Grant Ainsley

In this session a popular speaker from last year returns. Media trainer Grant Ainsley will talk about the need for every society to have a communications policy and a social media policy to make your society bulletproof from the media. Ainsley will provide tips on how to get positive media coverage and avoid negative coverage at the same time. With so much happening in social media today, make sure your organization doesn't become a victim.

New technology in Artificial Ice Systems

Location: Red Deer Room

Speaker: Ryan Ferguson with CIMCO Refrigeration

This session is a history of recreational refrigeration and new advancements in refrigeration technology. From the creation of the first pair of hockey skates to the first official artificial ice surface to the latest technology ideas and technologies in new construction.



Guest Speakers and Keynote Presentations

Friday February 4, 2014

Opening Ceremonies	4:15pm
Guest Speaker:	Premier Alison Redford
MLA/Minister Forum	4:45pm
Cocktails and Dinner	6:00pm
Guest Speaker:	Honorable Verlyn Olson, Minister of ARD (620pm-6:30pm)
Guest Speaker:	John Knapp, Former Deputy Minister of ARD (8:00pm-8:30pm)

Ag Societies - Is there a future

John Knapp will Examine the origin and evolution of agricultural societies as a backdrop to exploring the critical question of whether they have a future.

Sunday February 9, 2014

9:30am - 11:00am

Jody Urquhart

Location: Wildrose Ballrooms

“This would be funny...if it wasn’t Happening to Me! How to Embrace Change with Enthusiasm and Vigor”

This compelling motivational speech will increase your comfort and confidence in the face of stress and change. Explore how the only way out of change is through and that it can actually be fun to embrace life challenges.

Humour helps. The ability to laugh at life helps agricultural society staff and volunteers deal with daily disappointments and setbacks. Humor gives you the nerve to serve in an increasingly complex and challenging environment. Join us as we demonstrate how humor helps you stay in control, stay positive, and maintain balance and perspective.

We're Investing in Communities

Agriculture has always played an important role in Alberta's growth. Our role is providing safe, reliable electric and natural gas service as Alberta continues to grow.

ATCO Electric and ATCO Gas are pleased to sponsor the Alberta Association of Agricultural Societies. By working together, we're building a strong and vibrant future for our communities.

Visit atcoelectric.com and atcogas.com for more information.

ATCO Electric **ATCO Gas** | works for you

Emcee's Biography



Mike Labelle

Mike has had a passion for rodeo for many years from first competing then moving into the announcer role. For over 5 years, Mike has been a CPRA accredited announcer. Utilizing his skill set in the media, Mike is also the Host for Shaw TV during the Calgary Stampede and Canadian Finals Rodeo each year. Most recently, he has joined the Golden West Team as a rodeo reporter and announcer with AM1140, 99.7, Sun Country and High River Online.

Outside of promoting rodeo across Canada, Mike enjoys being outdoors. His other interests include hunting, fishing and hockey. He and his wife Nadine live in Calgary with their 4 daughters.



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 20years, 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



Allan Isfan

Allan Isfan is the CEO of FaveQuest/MyEventApps, a leader in social and mobile solutions since 2007 and the company behind MyEventApps, a popular mobile app service. FaveQuest has launched hundreds of mobile apps, mostly for event based organizations including many fairs and exhibitions. 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.

Speaker Biographies



Brent Barootes

Brent Barootes is the founding partner of the Partnership Group – Sponsorship Specialists™. Brent has been engaged in the sponsorship with agricultural societies, fairs, festivals, exhibitions, events, charities, non profits, municipalities, member organizations, as well as cultural and sport organizations for over 25 years. A great deal of his focus and experience has been in non profits and charities. Brent has worked directly and indirectly with many Canadian charities, non-profits, exhibitions and agricultural societies, member associations as well as major corporations to develop, design and build effective and efficient sponsorship programs. In addition to his role as President with the firm, Brent is actively involved in sponsorship mentoring of clients while overseeing all aspects of client programs including inventory development, benefit audits and valuation and proposal package template development with his team of nationally based consultants.



Brett Warder

Brett Warder, the Competition Services Coordinator for the Western Events & Agriculture Department, has been an employee of the Calgary Stampede for 22 years. Throughout his 22 years with the Calgary Stampede, Brett has held multiple roles with increasing responsibilities in Food Services, Accounting, and Agriculture. As the Competition Service Coordinator, Brett oversees all entries into agriculture competitions. In his current role he works closely with the Western Events Competitions Manager and Director of Western Events & Agriculture. The Programming Coordinators, who organize and execute the agriculture events, often seek help from Brett as he is also known as the Technology Guru of the office. Brett was also nominated for a White Hat Award in 2012.



Carol Boothroyd

Carol Boothroyd is a dynamic trainer and keynote speaker, who works across Canada with all levels of government, justice, enforcement officers, fire fighters, private sector, health professionals and educators. She addresses thousands of people each year and brings professional insights, skills and energetic humour to her fast paced and entertaining sessions. Carol's focus is on working and communicating with others. Her background includes educator, CBC TV News broadcaster/reporter, media liaison officer, business owner, corporate trainer and keynote master speaker. She has conducted Canada wide workshops and presentations since 1992. Clients include D.F.O./Canadian Coast Guard, RCMP, Environment Canada, Fire Departments, Indian and Northern Affairs, Transport Canada, Department of National Defence, Health Canada, Dept. of Justice, Insurance Corp of B.C., Crown Corporations, Province of British Columbia, municipalities, educators, earthquake geologists, not for profit and private sector. Carol teaches at U.B.C., BCIT, Canadian Coast Guard College, Justice Institute, UNBC, forums and institutes.



Christine Tessier

Christine Tessier is a Senior Technical Advisor in the Web and Outreach Section of the Charities Directorate. Over the last 12 years, she has gained her knowledge and experience working at various levels within the Client Interface and Service Division and the Assessment, Determinations and Monitoring Division within the Charities Directorate. Christine has been involved in delivering Charities information sessions and webinars for the past six years.

Speaker Biographies



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.



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 293 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.



Gerald Curran

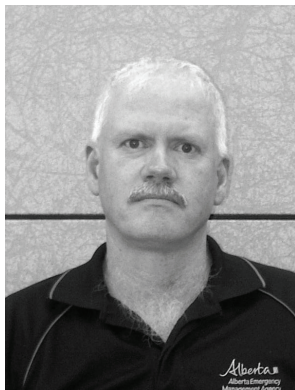
Gerald Curran started with CIMCO Refrigeration 31 years ago and developed a wide range of experience in practical and theoretical aspect of the refrigeration field. Gerald's refrigeration education started on the East Coast of Canada at the New Brunswick Community College in St Andrews, New Brunswick with continuing further studies in Western Canada at the Southern Alberta Institute of Technology. Gerald's field experience includes 11 years of on-site troubleshooting and analysis through-out Western Canada, Yukon Territory and North West Territories as well as in the high Arctic working with Permafrost Retention Systems.

Grant Ainsley



Grant Ainsley makes organizations bulletproof. In today's business world, affected so much by social media, he works with leaders to refine their messages to both the news media and their own employees. 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 in the news media, or through social media. He stresses the need for communications and social media policies to be developed. Just as importantly, he talks about the need for leaders to learn how to react and what to say, if they do find themselves in the spotlight. 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 today's leaders and managers. Ainsley is an award-winning journalist, public relations professional and association manager. 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 and Rick Hansen. While in public relations he was responsible for handling communications on Canada's first-ever curbside waste recycling program. He has also spoken on behalf of the Alberta's \$12 billion housing industry as CEO of the Alberta branch of the Canadian Home Builders' Association. Ainsley entertains audiences with great stories and provides some simple, but extremely effective steps any leader can communicate better externally and within their own company walls as well.

Speaker Biographies



Ian Fox

Ian initiated his emergency response career right out of high school training as a Naval Officer in the Royal Canadian Navy. Upon leaving the Navy, Ian accepted the public works foreman position with the Village of Cremona, northwest of Calgary. A typical village where you get to wear more than one hat and emergency response is no exception. Ian initiated the first formal fire department for the Village encompassing disaster response into the training and assumed the “hats” of Foreman, Fire Chief and Director of Disaster Services. Presently Ian resides in St. Paul, Alberta and holds the position of Field Officer with the Alberta Emergency Management Agency. In this capacity, Ian is charged with assisting municipalities in maintaining an appropriate state of operational readiness with respect to major emergency response. While liaising with the communities he reviews and makes recommendations regarding municipal emergency response plans, assisting with grant requests and conducting exercises. During major incidents he works with those personnel within the municipal Emergency Operations Centre to ensure communication between applicable provincial agencies and provides advice and direction when requested. In addition to the above activities Ian also operates an instructional services company specializing in fire and emergency services training, has served as a Director of Peace Regional Victims’ Services and the Alberta Water/Wastewater Operators’ Association and as the President of the Alberta Association of Fire Service Instructors. With Ian’s recent transition to St. Paul he volunteers with the local Ag Society in addition to the local Search and Rescue organization.



Ian Hill

Humanitarian, Business Leader, and Award Winning Social Innovator, these are some of the words that are often used when referring to Ian Hill. Whether running a multi-million dollar business with over 1000 employees, engaging in innovative venture capital projects, spearheading first of their kind life-changing community projects, Ian Hill has been recognized for being one of North America’s foremost Agents of Change. In Alberta, Ian has assisted some 90 Communities through his programs, philanthropy and efforts. Most recently the Provincial BECOMING A COMMUNITY BUILDER program, launched 2013, will see the participation of some 56 rural Alberta Communities. This community capacity building initiative is intended to equip informal leaders with tools to be more effective in solving local problems resulting in a thriving local community. Ian’s main humanitarian effort is “Let Them Be Kids” of which he is the founder and Volunteer Chairman of the Board. Let Them Be Kids is a Canadian wide, volunteer driven initiative, created to build stronger communities, while building playgrounds, skate parks and fitness parks in areas of need. Let Them Be Kids has impacted over 170 Communities in the last 5 years. Ian has been recognized for his commitment to positive change by the National Council for Community and Justice and the Martin Luther King Jr. Commission, which both named him Humanitarian of the Year. And most recently Ian’s Let Them Be Kids program was nominated for the Prime Minister’s National Volunteer Organization of the Year award.



James Riva

James Riva joined the Charities Directorate as a Program Analyst in 2009 in the Client Service Section. Presently, a Senior Program Analyst with the Outreach and Web Section, James is contributing his experience and expertise toward a development of a renewed education and outreach strategy to support charities, donors, and the public. As well as providing technical and policy interpretive support to charities for the past five years, James brings a career in administration, change management, and customer service within the post-secondary education sector, and community cultural development at a municipal level to his present position. Prior to accepting a position with the Charities Directorate, James had been a director of several registered charities, including the United Way of Lanark County and St. Paul’s Anglican Church, Almonte.

Speaker Biographies



Jean Haley

Jean Haley is a Senior Program Analyst in the Web and Outreach Section of the Charities Directorate. Prior to this position, Jean worked in the Assessment, Determinations and Monitoring Division as a charities analyst for registrations and re-registrations. Jean is passionate about the third sector and is committed to educating the public about the charitable sector.



Jennifer Duby

Fiveight Design was founded in 2005 by Jennifer Duby. Jenn is currently a Primary Instructor and Master of Design Candidate at the University of Alberta. With an in-depth understanding of the ever-changing business and design world, she brings knowledge and expertise to each project.



Jody Urquhart

Jody is passionate about spreading the message of the importance of fun at work. Jody is a motivational keynote speaker at over 50 organizations and associations every year, and is a top motivational keynote speaker. Jody's trademark is to deliver very funny motivational speeches, humour is a key part of her audience connection. Jody is author of the book *All Work & No SAY..* Her mission is to help motivate people to derive more meaning, fun and satisfaction from their work. Jody is a featured guest speaker for the GE Healthcare Tip-TV program, broadcast in over 2600 healthcare facilities. Her insights and expertise earned her the 2008 Bronze Award in the 29th Annual Telly Awards for excellence in programming this presentation.



Joe Grainger

Joe Grainger has over 35 years of experience Leading people and Managing businesses, including 25 years plus in the Recreation Industry. As a 25 year employee of the City of Calgary, Joe has had the opportunity to work in a variety of positions. Joe started off his career in Recreation as a Maintenance worker in the Leisure Centre managing a crew of four and worked his way all the way up to Director leading a team of 1,700 people and 63 facilities. As a business owner, lecturer, mentor, coach and author Joe has given presentations across North America and focusses on being both inspirational and educational. While describing himself as a Lean Management practitioner, Joe's passion is supporting the creation of successful businesses and inspired, healthy and happy people.



John Knapp

A native Albertan, John spent 5 years as a mountain shepherd in Scotland before returning to Alberta. He completed his degree in Agriculture at the University of Alberta, graduating as the Gold Medalist. Most of his 36-year career with Alberta Agriculture and Rural Development was spent in rural Alberta as a district agriculturist, specialist and regional director. He has always been a keen supporter of agricultural societies - judging at livestock shows, organizing bench shows and encouraging good governance through leadership training. Over the last 5 and ½ years of his career, John was able to continue to support agricultural societies and the AAAS in his role as Deputy Minister of ARD. He is married to his wife of 37 years, Karen, and together they have 4 children and 4 grandchildren. After retiring in August, 2013, John completed his first book, the *Leader's Practice Guide*, which will be published in late February. He is currently working on a second book. An amateur triathlete, his favorite pastime is anything that has him spending time on or in the water with his grandchildren.

Speaker Biographies



Kathy Bosse

Kathy Bosse is a New Venture Specialist with Alberta Agriculture and Rural Development working out of the Red Deer office. She grew up on a mixed farm in Saskatchewan and has spent 24 years working for Alberta Agriculture and Rural Development. Kathy helps businesses get established by providing information and coaching them to develop their idea.



Marla Calico

Marla is the former General Manager of the Ozark Empire Fair (Springfield, Missouri). She began her career in the fair industry at the Ozark Empire Fair, working her way up from a clerk in the livestock department (1977) to the management team as Assistant Manager (1983) then was named Manager in 1995 and served in that capacity until 2004. She has been a very active participant in the International Association of Fairs and Expositions, serving on a number of committees and leading panel discussions at conference. In 2012, Marla was inducted into the IAFE's "Hall of Fame", the highest honor awarded by the Association. Marla joined the professional staff of the International Association of Fairs and Expositions in September, 2006 as the Director of Education. In January 2014 she was named the COO of the organization overseeing day-to-day operations of publications, educations, meetings, sales and marketing of the Association. A life-long resident of the Ozarks, Marla graduated with a BS in Agri-Business from Missouri State University.



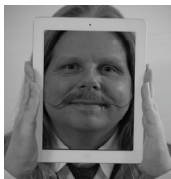
Rheannon Green

Rheannon is the newest addition to the Alberta Culinary Tourism Alliance, joining the team as the Event Programmer. Born and raised in Kamloops, BC she studied Tourism at Thompson Rivers University before making the move to Alberta. An Event Planner for over 10 years, she has worked on all types of events from film festivals to elaborate parties to national sporting events.



Ryan Ferguson

Ryan Ferguson is a mechanical engineer and has been working for CIMCO Refrigeration for the last four years. He started with CIMCO in their project engineering group and has been involved in refrigeration system design for both recreational and industrial applications. His role has recently changed into technical sales and he has been involved in developing design build estimates and proposals based on the customer's unique requirements.



Shawn Gramiak

Shawn Gramiak has been professional software skills instructor for over 15 years. He balances that pursuit with a career in professional stand-up comedy and public speaking. Shawn's client's include MacEwan University, The Provincial Government of Alberta, Enbridge Pipelines, and the Northgate and Central Lion's Seniors Centres, to name a few.



Todd Gralla

Mr. Gralla is Director of Equestrian Services for Populous, an international planning and architecture practice specializing in sport, public assembly, fairgrounds and equestrian/livestock project design and development. Over the past 26 years, Mr. Gralla has played a key role in the strategic development or redevelopment of more than 240 equestrian, livestock and fairgrounds venues around the globe. His experience includes all facets of facility development, including master planning, market & feasibility analysis, facility design, construction, and special event overlay planning. Some of his notable projects and clients include The Houston Livestock Show & Rodeo, Russian Polo Club, the Kentucky Horse Park, the Calgary Stampede, Hong Kong Jockey Club, Northlands Park, Keystone Centre, West World of Scottsdale, and many more. Todd is an active member of numerous equestrian organizations and governing bodies including the United States Equestrian Federation, the American Quarter Horse Association, the American Paint Horse Association, the United States Polo Association, the League of Agriculture and Equestrian Centers, the International Association of Fairs & Expositions, and the American Horse Council.



**2014 Miss Rodeo Canada
Nicole Briggs**

Nicole Briggs is 21 years old and was born and raised on a farm in Gibbons, Alberta. It is here her rodeo career began. At the age of five she was given her first pony and it wasn't long after that she began swinging a rope and chasing steers. At nine she competed in her first rodeo, fell in love with the sport and never looked back!

Nicole graduated from Sturgeon Composite High School in 2010. She is currently attending the University of Alberta completing a BSc in Animal Health with a major in Food Animals. She plans on obtaining a degree in Veterinary Medicine in hopes of pursuing a career in Equine Health specializing in lameness and unsoundness.

Her love for the sport of rodeo has led her to take on many roles. Nicole is active in the rodeo and ranching world and held the title of Miss Rodeo Airdrie in 2012. She was honoured to represent the Airdrie Rodeo Ranch Association and the City of Airdrie during her reign.

Nicole is the President of the Canadian Intercollegiate Rodeo Association and received the prestigious Cowgirl of the Year award in 2013. After ten years as a member with the Gibbons 4-H Light Horse club, she is now a leader. Nicole also participates in roping and barrel racing jackpots, the local gymkhana club and shows her paint horses in various circuits.

Nicole strongly believes in paying it forward. In her spare time, you will find her in the arena working as a riding instructor, and inspiring young horse and rodeo enthusiasts. "Wherever my trails may lead I will remain a genuine cowgirl, living my dream, and aspiring to share our Western Heritage". Nicole's goals are to keep the tradition alive in the sport of rodeo and to instill the love and passion of the sport into the hearts of others.



2013 Miss Rodeo Airdrie Kelsey Reinboldt-Lynch

Kelsey is 22 years old, she was born in Calgary and raised on an acreage in southern Alberta. She graduated from Brant Christian School in 2009. She is now taking classes in Early Childhood Education through the Lethbridge College. Kelsey hopes to further her education and complete her degree in Education and teach Elementary School.

Kelsey first learned of rodeo at the young age of 3 when she attended her first Calgary Stampede. She fell in love with the sport of Rodeo and never looked back she competed at many jackpots growing up, as well as 10 years in a light horse 4-H club.

In her spare time Kelsey enjoys volunteering with Samaritans' purse, and has travelled to many countries on missions trips. This has taught her to appreciate all that she has and to give back to everyone around her in every way possible.

In July 2013 she was Crowned Miss Rodeo Airdrie. She is honoured to represent the Airdrie Rodeo and Ranch Association and the City of Airdrie on her "Ride of a Lifetime."



TIME *to* SHINE

Growing Rural Tourism Conference
March 3-5, 2014 | Camrose, Alberta

This is the year for our tourism industry to shine!

Early bird registration deadline: Jan. 31, 2014

Registration deadline: Feb. 28, 2014

This Conference delivers take-home information that you will find both valuable and applicable to your own tourism initiatives, with a variety of presentations specific to Human Resources, Community Development and Marketing.

Plus! Workshops, Networking, Awards Gala and a great line-up of keynote speakers:



Kyle Sexton
Small Business Big
Marketing



Mike Stolte
The Seven Deadly
Sins of Tourism



Dave Mitchell
The Power of
Understanding People



Zandra Bell
My Giant Town
Monument's Bigger
Than Yours Is!

**GROWING RURAL
TOURISM**

Register today at
GrowingRuralTourism.ca

