



Premier of Alberta



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

Message from Honourable Rachel Notley Premier of Alberta

On behalf of the Government of Alberta, it is my pleasure to welcome you to the 69th annual convention for the Alberta Association of Agricultural Societies.

With more than 290 agricultural societies in our province, these organizations are at the heart of most rural communities and are a significant part of Alberta's proud heritage. These important agricultural societies provide opportunities for rural Albertans to come together, share knowledge and connect with people from across the province.

This year's theme "Kick the Dust Off" will highlight the hard work and dedication of community members working through their local agricultural society. The strength of these organizations will ensure a bountiful future for our agricultural sector, rural Alberta, and all Albertans.

Thank you to members of the Alberta Association of Agricultural Societies for your hard work on behalf of your communities. Best wishes for a successful and productive convention.

A handwritten signature in blue ink, appearing to be 'R Notley'.

Rachel Notley

February 5, 2016



MESSAGE FROM THE MINISTER

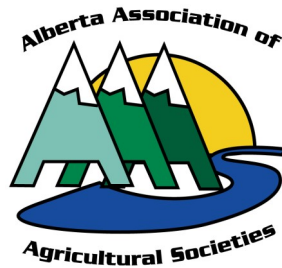
As Minister of Agriculture and Forestry, it is my pleasure to welcome you to the Alberta Association of Agricultural Societies' 2016 convention. This year's theme, *Kick the Dust Off*, reminds us of the importance of embracing new and innovative ideas as we work together to build vibrant and thriving communities.

Our government recognizes the incredible contribution that rural Alberta and agriculture make to our province and to our economy. We also understand the important role that agricultural societies have. From hosting annual fairs to operating recreational facilities to raising awareness of agriculture, Alberta's agricultural societies are essential contributors to the quality of life in their communities.

Thank you to members of the Alberta Association of Agricultural Societies for being a strong voice for rural Alberta and for your ongoing hard work and dedication. Every year, thousands of volunteers donate their time and energy to countless events across this province, demonstrating the strong sense of community and generosity that Albertans are known for.

I wish you all the best for a productive convention and for continued success in the year ahead.

Oneil Carlier
Minister



Presidents Welcome

Welcome AAAS Delegates!

On behalf of the AAAS Board of Directors, and AAAS Management, and staff it is a pleasure to welcome you to the 2016 “Kick the Dust Off” AAAS Convention!

Plenty of discussion, education and fun lie ahead for us this weekend! The Convention program again presents many different speakers, relevant sessions, and new entertainment showcasing.

Trade ideas, enjoy the camaraderie, make new friends, and HAVE FUN!!!!

Thank you for supporting one of the largest Ag Society Conventions in Canada.....now it's time to “Kick the Dust Off!”

Warm Regards,

Doug Kryzanowski,
President,
Region 1 Director
Alberta Association of Agricultural Societies



2016 AAAS Board of Directors

Doug Kryzanowski President, Region 1 Director



Doug is presently the President of the Alberta Agricultural Societies Association, and in the fourth year of being Region 1 Director. He is currently, Manager of Marketing and Corporate Relations at Exhibition Park, Lethbridge, Alberta. Doug has been in the Fair industry for 14 years and has over 23 years in the Radio industry. Formerly he owned his own Marketing company, KRYZ Com Marketing Strategies. He was also a Director for Travel Alberta International, Europe in the Alberta Tourism industry. Doug was also General Manager of the first minor pro baseball club for the Arizona Diamond Backs.

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.

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 Cattlemen's 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 nine years where he has been involved with the Ag Society for seven 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.

Chris Sisson Treasurer, Service Member Director



Chris grew up in a family business working with Agricultural Societies (amongst other organizations) all over the Province, and in 2004 he purchased the business and has since continued those relationships with Agricultural Societies still to this day.

Superior Show Service has been a service member of AAAS for as long as Chris can remember. He and his wife, and two daughters live in Fort Saskatchewan where the business is also located. He is an active and avid outdoorsman who enjoys snowboarding with his family and hunts as often as possible (including with his daughters that are avid hunters as well).

Chris was elected to the AAAS Board in 2012 as the Service Member Director and has been thoroughly enjoying his time on the Board.

Keith Bailey Region 3 Director



My name is Keith Bailey 33 years old, grew up in small town of Bowden, AB. My Interests include, Rodeo, Hockey, Volunteering.

I have been a director on the Bowden and District Ag Society for 12 Years and have been president for the past 7 years.

I'm also chair of the Bowden Community Action Society and Region 3 director for AAAS.



**Linda Mason
Region 3 Director**

Linda was born and raised on a cattle ranch in Millarville, she participated in many local organizations, clubs and sports with her family such as 4-H, Girl Guides, Boys Brigade, Karate, Ballet, figure skating, etc. She has lived in various places in Alberta, slowly moving North until 2001 when she settled in the Cottonwood-Gordon area. Linda joined the Cottonwood Women's Institute and the Cottonwood-Gordon Ag Society in 2006 where she has held the positions of WI President and Ag. Treasurer. She runs her own business as a Bookkeeper/Tax preparer and loves to garden and make pickles, jams, and preserves to sell at the local Farmers Markets. Linda was elected to the AAAS Board of Directors in 2014.



**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 is a former Board member with Bonnyville Ag Society, and is currently a Director on the Cold Lake Ag Society now. He was elected to the AAAS Board as a Region 4 Director in 2013.

**Travis Reed
Region 5 Director**



Travis Reed was raised in the town of Redwater and resides there today with his wife Falon, son Ty, and daughters Addison and Olivia. Travis grew up on his family farm around many different animals and always lots of horses. He was involved in rodeo and sports from a young age. Travis graduated from Fairview College in 1997 with majors in Business, Crops, and Livestock. After college graduation, he worked on a ranch in Merritt, BC. When he returned home to Redwater, Travis worked breaking horses with Max Hanson and soon began working in construction. Travis has had his construction company, building houses, for the last 16 years. He also still hobby farms with his parents.

**Darlene Corriveau
Region 6 Director**



Darlene was born in Edmonton, raised in the NWT and moved to Valleyview 36 years ago. She joined the Valleyview and District Agricultural Society 26 years ago and has held the positions of both President and Past President and currently is still a Director. Darlene was voted to the AAAS Board in 2014.

2016 AAAS Staff



Tim Carson
Chief Executive Officer

Tim Carson has been involved with his local Ag Society in Redwater for more than 20 years as both staff and a volunteer. His involvement there led into the role of Director on the Alberta Association of Agricultural Societies Board of Directors for 2 years which was then followed by 2 years as President. He has since stepped off of the Board and been the Chief Executive Officer (CEO) of the association for over 5 years.



Lisa Hardy
Chief Administrative Officer

Lisa Hardy is the Chief Administrative Officer (CAO) and has been with the Association since 2008. She has a background working in a busy environment with a variety of duties including office management, bookkeeping, purchasing and sales. She has been an active volunteer in her local AG Societies, as well as volunteering in several other rodeo related organizations for more than fifteen years.



Julie Law
Administrative Assistant

Julie Law is the Administrative Assistant and has been working for AAAS since April 2013. Julie has over 12 years of experience in Human Resources as a Human Resource Assistant, and 5 years with 4-H as a Registration Coordinator.



Angie Gehlert
Publication Assistant

Angie Gehlert is the Publication Assistant and has been working for AAAS since 2011. Angie has worked with ads with previous companies as well as bookkeeping and sales. Angie now spends most of her time being a mom to two little ones and enjoys living on her husband's family farm.

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Convention Agen- da





2016 Convention Agenda

Thursday February 4, 2016

| | | |
|---------------------|---|-----------------------|
| 6:00 P.M – 9:30 P.M | Registration | Hotel Lobby |
| 6:30 P.M – 9:30 P.M | Bylaw Review Workshop - Pre-registration required Speaker: Tim Carson & Lisa Hardy, Alberta Association of Agricultural Societies | Ridgewood Room |

Friday February 5, 2016

| | | |
|------------------------|-----------------------------------|---------------------|
| 8:00 A.M. - 6:30 P.M. | Registration | Hotel Lobby |
| 10:00 A.M. – 6:30 P.M. | Silent Auction Drop Off | Alberta Room |
| 8:00 A.M. – 6:30 P.M | Marketing Competition Drop-Off | Hotel Lobby |
| Ongoing | Marketing Competition Open | Hotel Lobby |

Sponsored by: The Cooperators, FaveQuest Corp, Sobey's, UFA, West Coast Amusements

8:30 A.M. – 12:00 P.M. *Pre-Conference Workshops*

| | |
|---|------------------------|
| Getting to Know Your Best Customer for Rodeo's Speaker: Don Wilson, Travel Alberta | Edmonton Room |
| My Ag Society Emergency Plan – Where do I Start? Speaker: Ian Fox, Emergency Management Agency | Lethbridge Room |
| Writing Proposals for Grants Brenda Robinson, The Robcan Group | Wildrose #1 |
| Getting More Out of Google Speaker: Shawn Gramiak, Grunt Multimedia | Ridgewood Room |
| First Aid for Your Meetings Speaker: Fred Tyrrell, Alberta Culture and Tourism | Elmood Room |
| Leading Change Speaker: Shari Hanson, Alberta Agriculture and Rural Development | Vernon Room |
| Funders Forum Speakers: Angela Schreiner, Alberta Culture and Tourism Paul Gervais, Alberta Agriculture and Forestry Kelly Johnson, Alberta Jobs, Skills, Training and Labour | Wildrose #3 |

Friday February 5, 2016 – con't

| | | |
|--|---|-------------------------------------|
| 10:00 A.M. – 6:30 P.M. | Silent Auction Open | Alberta Room |
| 12:00 P.M. – 1:00 P.M. | Lunch Buffet | Wildrose Ballrooms 2 & 3 |
| 12:30 P.M. – 4:15 P.M. | Tradeshow open | Courtyard Ballroom |
| 12:30 P.M. – 3:45 P.M. | Entertainment Showcase (Small Stage) | Arbour Lounge |
| 1:00 P.M. – 2:00 P.M. | New Attendee Orientation | Ridgewood Room |
| 1:30 P.M. – 2:30 P.M. | Informal Bullypit Session | Vernon Room |
| (For those wanting to discuss questions with other delegates to be posed for the Minister Forum) | | |
| 4:15 P.M. – 4:45 P.M. | OPENING CEREMONIES | Wildrose Ballrooms |
| 4:45 P.M. – 5:45 P.M. | Cabinet Minister/MLA's Forum | Wildrose Ballrooms |
| 5:45 P.M. – 6:20 P.M. | Cocktails | Wildrose Ballrooms |
| 6:00 P.M. – 7:15 P.M. | Dinner – Buffet | Wildrose Ballrooms |
| 7:15 P.M. – 7:45 P.M. | AAAS Presentations | Wildrose Ballrooms |
| 7:45 P.M. – 8:30 P.M. | Keynote – Aim Higher | Wildrose Ballrooms |
| Keynote Presenter: Chris Fields, 13 Ways Inc. | | |
| 8:30 P.M. – 10:30 P.M. | Entertainment Showcase (Main Stage) | Wildrose Ballrooms |
| 10:45 P.M. – 2:00 A.M. | Hospitality Room – "A Seat at Our Table" | Locker Room |
| <i>Presented by ATB, Three Boars Eatery, and Bearhill Brewing</i> | | |

Saturday February 6, 2016

| | | |
|------------------------|---|--------------------------|
| 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 | Alberta Rooms |
| 9:00 A.M. – 10:00 A.M. | Marketing Competition Drop-Off | Hotel Lobby |
| Ongoing | Marketing Competition open | Hotel Lobby |

Sponsored by: The Co-operators, FaveQuest, Sobey's, UFA, West Coast Amusements



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Registration Deadline: February 19, 2016

BANK ON IT

REGISTER TODAY AT GrowingRuralTourism.ca

Saturday February 6, 2016 – con't

9:15 A.M. - 10:15 A.M.

Regional Meetings – Refreshments Provided

| | |
|----------|---------------------------|
| Region 1 | Lethbridge Room |
| Region 2 | Red Deer Room |
| Region 3 | Elmwood Room |
| Region 4 | Blatchford Room(Upstairs) |
| Region 5 | Edmonton Room |
| Region 6 | Vernon Room |

10:45 A.M. – 11:30 A.M.

Service Members Meeting

Regina Room

10:30 A.M. - 12:00 P.M.

Select-A-Session - Choice of 9

| | |
|---|------------------------|
| Celebrating Volunteers! Speaker: Brenda Robinson, The Robcan Group | Wildrose #3 |
| Where Have All The Youngin's Gone? Speaker: Doug Griffiths, President, 13 Ways Inc. | Wildrose #2 |
| ARENA: Analyzing your building energy load – where to save energy & money Speaker: Gerald Curran, CIMCO | Red Deer Room |
| Strategic Thinking Speaker: Shari Hanson, Alberta Agriculture and Forestry | Ridgewood Room |
| Traceability in Alberta Speaker: Katherine Altman, Alberta Agriculture and Forestry | Lethbridge Room |
| Future Tense Speaker: Chris Fields, 13 Ways Inc. | Edmonton Room |
| Annual Event Development Program Speaker: Brian T. Ho, ID VIP Team | Elmwood Room |
| How to Build a Social Media Plan to Increase Event Attendance & Revenues Speaker: Walter Schwabe, fusedlogic. | Vernon Room |
| Building Corporate Relationships Speakers: Julie Friesen, Alberta Culture and Tourism Dina Sutherland, UFA Co-operators Jason Atkinson, Enmax Clifton Lofthaug, Great Canadian Solar | Wildrose #1 |

12:00 P.M. - 1:00 P.M.

Lunch Buffet

Wildrose Ballrooms

12:00 P.M. – 3:30 P.M.

Tradeshow open

Courtyard Ballroom

12:30 P.M. - 2:15 P.M.

Entertainment Showcase (Small Stage)

Arbour Lounge

Saturday February 6, 2016 – con't

2:30 P.M. - 4:00 P.M.

Select-A-Session - Choice of 9

Agricultural Societies Program – Stripped Down

Edmonton Room

Speaker: Fred Young, Agriculture & Forestry – Ag Society Program

Small Towns, Big Dreams – Maximizing your Event Potential

Elmwood Room

Speaker: Bryan Burns, General Manager, Interior Provincial Exhibition & Stampede

Memories in the Making

Wildrose #1

Speaker: Chris Fields, 13 Ways Inc.

Everything is About to Change!

Wildrose #2

Speaker: Doug Griffiths, 13 Ways Inc.

Plenty of Fish – Hook me Up!

Ridgewood Room

Speaker: Jacquie Fenske, Marketing & Promotions, Fifendekel

How to Manage Conversations that seem like an Uphill Climb

Wildrose #3

Speaker: Suzanne Petryshyn, CEO, Chartered Mediator, Peak Conflict Solutions

Experiences from Customer Service to Supplier Relationships

Red Deer Room

Speakers: Chuck Erman, General Manager, Camrose Regional Exhibition

Chris Sisson, President, Superior Show Service

Traceability in Alberta

Lethbridge Room

Speaker: Katherine Altman, Alberta Agriculture and Forestry

How to Build a Social Media Plan to Increase Event Attendance & Revenues

Vernon Room

Speaker: Walter Schwabe, fusedlogic.

4:15 P.M. - 5:15 P.M.

AGM (refreshments provided)

Wildrose #2 & #3

5:15 P.M. - 6:30 P.M.

Free Time

5:30 P.M. - 6:30 P.M.

Silent Auction Pick Up

Alberta Room

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

10:45 P.M. – 2:00 A.M.

Hospitality Room (Toonie Bar)

Locker Room

Sunday February 7, 2016

8:30 A.M. - 9:30 A.M.

Breakfast Buffet

Wildrose Ballroom

8:30 A.M. - 11:30 A.M.

Silent Auction Pick Up

Convention Office

9:30 A.M. - 11:00 A.M.

Keynote – Think/Act/Plan

Keynote Presenter: Hugh Culver

11:00 A.M. - 11:30 A.M.

Closing

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.

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Preconference Sessions & Workshops

Thursday February 4, 2016 and Friday February 5, 2016

Bylaw Review Workshop

**Speaker: Tim Carson & Lisa Hardy,
Alberta Association of Agricultural Societies (AAAS)**

Thursday February 4th 6:30pm – 9:30pm

Location: Ridgewood Room

Pre-registration is required for this workshop - Register by emailing aaas@gov.ab.ca or by calling 780-427-2174

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

Funders Forum

**Speaker: Angie Schreiner, Alberta Culture and Tourism
Speaker: Kelly Johnson, Ministry of Jobs, Skills, Training and Labour
Speaker: Paul Gervais, Alberta Agriculture and Forestry**

Friday February 5th 8:30am – 12:30pm

Location: Wildrose Ballroom # 3

This forum will cover a variety of Provincial Government Grants that are available for agricultural Societies. Including the Agricultural Initiatives Program (AIP), Community Facility Enhancement Program (CFEP), and the Communities Initiative Program (CIP).

Getting More Out of Google

**Speaker: Shawn Gramiuk,
Grunt Multi-Media**

Friday February 5th 8:30am – 12:00pm

Location: Ridgewood Room

We all know about using Google to search for information, but Google is also a cost effective way to build websites, create blogs, as well as create and manage documents and budgets. By cost effective, we mean **free!!** In this three hour session, participants will have a chance to sample the wide variety of services that Google has to offer. This “hands on” session requires good keyboarding and mouse skills, but you don’t need to be a computer expert to participate.

Getting to Know Your Best Customer

**Speaker: Don Wilson
Travel Alberta**

Friday February 5th 8:30am – 12:00pm

Location: Edmonton Room

Do you currently host a rodeo or are thinking about one? Destination Canada’s market segmentation tool tells us which customers find attending rodeos the most appealing. In this workshop, we’ll help you get to know this customer, including how to assess your event, generate new ideas for creating experiences your customer is looking for and how to maximize your marketing efforts with targeted messages. If you don’t host a rodeo, this workshop may still be for you as many of the customers that find rodeo the most appealing are also the ones attending many of the fairs!



Preconference Sessions & Workshops

Friday February 5, 2016

Leading Change

Speaker: Shari Hanson

Leadership Specialist, Alberta Agriculture and Forestry

Friday February 5th

8:30am – 12:30pm

Location: Vernon Room

As a leader, you see opportunities to make a difference. If you are willing and able to do so, the choice of what you do, how, with whom, and for how long is up to you. Communities, like families, organizations and businesses, need contributors, leaders at all levels, to sustain their well-being, short and long term. This module provides you with some tools and a leading change process. Each change effort requires a starting place and a place to go to. Robert Tannenbaum described the process as “Holding On, Letting Go, Moving On”. Others have indicated that before something different can begin, something that was being done needs to end. As with all leadership, your intentions matter, your clarity of who you are and why you would like to contribute to your community matters. Strengthening your ability to lead change and reflecting on the sustainable community you want to co-create, you may identify some ways you can effectively lead that will make a difference for generations to come.

Emergency Response Plans – Where do I start?

Speaker: Ian Fox

Field Officer, AB Emergency Management Agency, Ministry of Municipal Affairs

Friday February 5th

8:30am – 12:00pm

Location: Lethbridge Room

In this session, participants will start building their organization’s Emergency Response Plan. We will consider and document the hazards and other emergence potentials at your site. From the hazards indicated, those that need specific planning components will be identified and the concept of the “All Hazards” approach will be discussed. The overall intent of the session is to provide a level of comfort and direction for those tasked with the construction of an Emergency Response Plan for their organization.

FIRST AID FOR YOUR MEETINGS!

Speaker: Fred Tyrell

Community Development Officer

Friday February 5th

8:30am – 12:00pm

Location: Elmwood Room

How many times have you returned home after a committee meeting, a board meeting, or a general membership meeting wondering how come the agenda seemed so long and the meeting so short? Or why everybody acted like you were supposed to be herding cats? Well, chairing a meeting can be one of the most frustrating areas of serving in a leadership role!

After years of experience, people will tell you that things get better! But why wait so long, when those answers are already well known, and practiced by lots of your colleagues? You don’t need to become a Parliamentarian, but there are real benefits to being able to chair a meeting effectively. From setting priorities for what to cover, to providing coaching to those attending, a strong chairperson keeps control of the meeting AND helps the members feel good about what they accomplish at it!

Writing Proposals for Grants

Speaker: Brenda Robinson

The Robcan Group

Friday February 5th

8:30am – 12:00pm

Location: Wildrose # 1 Room

Funding process has become more demanding and more complex. Proposals to seek funding must be carefully prepared to address expectations and clarify needs approaches and outcomes. This workshop will walk you through the process covering the following topics:

Understanding Funding Sources
Follow – up

Writing Styles for Proposals
The Key Components of a Proposal

Getting Started
The Next Stage



Select-A-Session

Saturday February 6, 2016

10:30am - 12:00pm

Annual Event Development Program

Location: Elmwood Room

Speaker: Brian T. Ho, CEO & Founder of IDVIP Team

In this session you will learn how to develop a five year plan for annual events that helps foster sustainable growth that benefits all parties involved in the event. The key elements that will be focused on are:

The Brand Music & Entertainment The Leadership Marketing Budgeting Logistics

ARENA: Analyzing your Building Energy Load -

Location: Red Deer Room

Where to Save Energy and Money

Speaker: Gerald Curran, CIMCO

In this day and age we operate larger and more complex buildings than ever before. In the need for esthetics and space for multipurpose events, we sometimes overlook the energy efficiency aspect in place of efficient budgets. We will take a look at two standard facilities, one a typical one sheet/four dressing room with lower and upper lobbies for viewing and a second larger facility incorporating a field house/performance bowl seating 2500 people/6 dressing rooms/banquet area etc. We analyze the energy usage of the facility to see what can be done to reduce the overall energy consumption of that building. The buildings to be analyzed will be actual facilities in Alberta, locations to be disclosed at the conference.

Building Corporate Relationships

Location: Wildrose Ballroom # 1

Speaker's: Julie Friessen - Community Development Officer, Alberta Culture and Tourism,

Clifton Lofthaug - President, Great Canadian Solar Ltd., Jason R. Atkinson - Director of Operations, Distributed Generation, Enmax Energy Corporation, and Dina Sutherland - Community Investment Manager, United Farmers of Alberta

Building meaningful relationships with community partners is an important factor for nonprofit organizations looking to achieve both specific project or program goals and long-term sustainability. Taking the time to establish and manage relationships is about more than securing financial support, it is about building trust and confidence in your organization with partners who share your goals. These effective relationships are based on each partner contributing to the success of the other and discovering new opportunities to meet community needs together.

During this session, meet partners from both sectors and hear firsthand their thoughts and experiences in both the development of the "Building Corporate Relationships – A Toolkit for Nonprofits", and longer term impact through involvement with the corporate investment sector.

Future Tense

Location: Edmonton Room

Speaker: Chris Fields, Senior Strategist, 13 Ways Inc.

If we shrunk 50,000 years of human history into 50 years, last month electric lights, phones, cars, and planes became available. Hours ago the Internet was born. Soccer not hockey is the most popular youth team sport in Canada. The world's repository of information is doubling every 18 months. 3D printing that is nurturing a global re-think of how and where manufacturing happens. Robotics. Artificial intelligence. The Internet of Things. A world of not just big data, but jumbo data. The fewer carbon atoms push in energy strategies. We live in a world of exponential, not linear change. The future is not the past. Complacency is dangerous. The challenge is to embrace ability to see change as an opportunity – a necessary condition for communities – and a Canada – that will increasingly rely on innovation as a foundation for competitiveness.



Select-A-Session

Saturday February 6, 2016

10:30am - 12:00pm

How to Build a Social Media Plan to Increase Event Attendance & Revenues **Location: Vernon Room**
Speaker: Walter Schwabe, Fusedlogic inc.

Run, don't walk to this session on how to build a simple but effective social media plan to drive attention for your community event, fair, concert, rodeo or festival. Running a community facility? Grab your seat early to listen to Walter Schwabe, Chief Evolution Officer of fusedlogic inc. A digital strategist with over 25,000 hours of social media experience starting before Facebook existed (some of from the CIA....and no he's not kidding!).

You'll learn how to use Facebook, Twitter, YouTube, Instagram, and Eventbrite and many other social technologies LIVE, in real-time as Walter weaves Internet magic right before your eyes. Learn how to use these social technologies with a purpose to increase revenues.

Walter Schwabe has presented to well over 12,000 people on the international stage, but knows you'll be his favorite audience ever! So don't miss out, come enjoy this fun, engaging break out session that will open up a whole new digital world for you and your community.

Strategic Thinking

Location: Ridgewood Room

Speaker: Shari Hanson, Alberta Agriculture and Forestry

Thoughtful, intentional, deliberate...these words describe the essence of strategic thinking in terms of community leadership. Ultimately, the goal of strategic thinking is to consider the deep complexities of the issues facing communities, explore preferences and desires for the future, and take action that aligns the efforts of people in effective ways and is mindful of consequences in the short, mid and long term. This is clearly no small task. The patterns of behavior that yield strategic thinking, however, are achievable and understandable. This session breaks the broad concept of strategic thinking into manageable behaviors that support leaders to develop the capacity and habit of strategic thinking.

Traceability in Alberta

Location: Lethbridge Room

Speaker: Katherine Altman, Alberta Agriculture and Forestry

What is Traceability in Alberta? How does it affect me? Does it affect my Ag Society? Is it important? What is Premises Identification (PID)? This session will answer these questions and many more. Find out what is happening for Traceability in Alberta and what Federal regulations impact many of the Agricultural Societies in Alberta and what your requirements as an organization are and how they apply to you.

Where Have all the Youngin's Gone?

Location: Wildrose Ballroom #2

Speaker: Doug Griffiths, President, 13 Ways Inc.

You just can't get the youth to come out and get engaged. That is because you aren't talking to them in their language or even reaching them where they are at. Doug will not only give you some tips on how to do things differently, but he will help you realize that if you don't do things differently, you may seal your own fate.

Celebrating Volunteers

Location: Wildrose Ballroom #3

Speaker: Brenda Robinson, The Robcan Group

Volunteers are always our greatest resource...but what are we doing to celebrate them? This session will remind us why volunteers are so important to our organization, and talk about how to work together to get results and then how to celebrate those results!



Select-A-Session

Saturday February 6, 2016

2:30pm - 4:00pm

Ag Societies Grant Program - Stripped Down

Location: Edmonton Room

Speaker: Fred Young

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

Everything is about to Change!

Location: Wildrose Ballroom # 2

Speaker: Doug Griffiths, President, 13 Ways Inc.

We all know that when we always do what we have always done, we always get what we have always got, yet we continue to do what we have done in a world that won't look like it always has...and when it doesn't work...it will only be because we weren't ready. It's time to get ready!

Experiences from Customer Service to Supplier Relationships

Location: Red Deer Room

Speaker: Chuck Erman, General Manager, Camrose Regional Exhibition

Speaker: Chris Sisson, President, Superior Show Service

This session will look at how today's consumer is viewing your facilities, services, and programs, and how thru building that lasting experience and change, you can capitalize on building your team for success.

How to Build a Social Media Plan to Increase Event Attendance & Revenues

Location: Vernon Room

Speaker: Walter Schwabe, Fusedlogic inc.

(Repeat Session from the Morning)

Run, don't walk to this session on how to build a simple but effective social media plan to drive attention for your community event, fair, concert, rodeo or festival. Running a community facility? Grab your seat early to listen to Walter Schwabe, Chief Evolution Officer of fusedlogic inc. A digital strategist with over 25,000 hours of social media experience starting before Facebook existed (some of from the CIA....and no he's not kidding!).

You'll learn how to use Facebook, Twitter, YouTube, Instagram, and Eventbrite and many other social technologies LIVE, in real-time as Walter weaves Internet magic right before your eyes. Learn how to use these social technologies with a purpose to increase revenues.

Walter Schwabe has presented to well over 12,000 people on the international stage, but knows you'll be his favorite audience ever! So don't miss out, come enjoy this fun, engaging break out session that will open up a whole new digital world for you and your community.

How to Manage the Conversations that Seem Like an Uphill Climb

Location: Wildrose Ballroom # 3

Speaker: Suzanne Petryshyn, CEO, Peak Conflict Solutions

Suzanne will share how to manage difficult conversations in four easy steps. Managing difficult conversations with colleagues, clients and community can be awkward and uncomfortable. Most people feel better about avoiding these conversations altogether, but this is not a long term solution for the problems that arise in the workplace that largely relate to talking with each other.

Listening + Understanding = Solutions

Suzanne will share her proven management formula that provides your audience with specific skills and strategies to maintain the balance needed to manage these conversations with confidence and ease.



Select-A-Session

Saturday February 6, 2016

2:30pm—4:00pm

Memories in the Making

Location: Wildrose Ballroom # 1

Speaker: Chris Fields, Senior Strategist, 13 Ways Inc.

While the comedian Steven Wright facetiously says “Everyone has a photographic memory...some just don’t have film,” the truth is memory is core to strength of a tourism or organizational brand, or traction with your community event. Specific to tourism, in a world too full of the cliché, the ordinary, and “deja view,” how do we create great “film” as designers of tourism experiences? Join in on an energetic and pragmatic deconstruction of tourism memory making using research demonstrating 10 factors that drive memorable experiences.

Don’t think it’s important? Think of your agricultural society event – and a tourism visit – as a “grass is greener” motivation for a relocation to your community – a statistical reality. And consider that it’s rural Alberta’s time to rise as a simplicity of vast landscape and bedrock rural values that form powerful connectivity with people seeking more soulful experiences.

Plenty of Fish - Hook me Up!

Location: Ridgewood Room

Speaker: Jacquie Fenske, Marketing and Promotions, Fifendekel

Well, meaningful relationships might start in this session but there is no guarantee you will find your soul mate here. What you will experience in this session is an opportunity to broaden your network of contacts and learn from others. Whether you are organizing an event, looking for ideas to motivate your Ag Society members, or just learn about what others are doing, you will find that the answers are usually waiting for you, all you have to do is engage your contacts!

So with a few examples, and a whole lot of questions we will spend our time working on some new ideas and some ways to revitalize existing events. Come prepared to participate. Come ready to discover the next great idea for your Ag Society, and who knows, maybe even your soul mate – just don’t count on that.

Small Towns, Big Dreams

Location: Elmwood Room

Maximizing Your Event Potential to Increase Your Profits and Illuminate Your Community Engagement

Speakers: Bryan Burns, Interior Provincial Exhibition (IPE)

In this session, we will deliver some stats, stories and strategies that you can implement immediately to create an even better event/fair. By applying the behind the scenes management of Armstrong BC’s, Interior Provincial Exhibition, BC’s largest Agricultural Fair as a backdrop for success, this session will provide some new and exciting ideas to create new energy and maximize momentum around your event, fair or organization. From volunteer management, to the importance of grounds flow/layout, ticketing tactics, how to include more grassroots agricultural components, entertainment anchors, marketing/sponsorship tips, plus creating ideas for a fund and engaged community to get involved in your “world class event”.

Traceability in Alberta

Location: Lethbridge Room

**Speaker: Katherine Altman, Alberta Agriculture and Forestry
(Repeat Session from the Morning)**

What is Traceability in Alberta? How does it affect me? Does it affect my Ag Society? Is it important? What is Premises Identification (PID)? This session will answer these questions and many more. Find out what is happening for Traceability in Alberta and what Federal regulations impact many of the Agricultural Societies in Alberta and what your requirements as an organization are and how they apply to you.



Guest Speakers and Keynote Presentations

Friday February 5

| | |
|------------------------------------|---------------|
| Opening Ceremonies | 4:15pm |
| MLA/Minister Forum | 4:45pm |
| Cocktails and Dinner | 6:00pm |
| Special Awards Presentation | 7:15pm |
| Guest Speaker | 7:45pm |

Chris Fields, Senior Strategist, 13 Ways Inc.

Aim Higher

As a community, in your work...you personally...aim to reach highest aspiration. How? Dare to be different. Five ways to leap the hurdles that stand in the way of exceptional spaces, places and people are presented in what has been described as an informative, entertaining, and a little bit crazy presentation.

Saturday February 6

Saturday Night Gala Theme - "Rags to Riches"

Sunday February 7

9:30am – 11:00am

Hugh Culver, Author of "Give Me a Break - the art of making time work for you"

THINK, PLAN, ACT

How to create extraordinary results in work and life It is possible to survive, even excel, in our new Age of Distraction – but only if you change how you Think, Plan, and Act. Based on his best-selling book, Give Me a Break, Hugh Culver's high-energy keynote is perfect for busy people with To-Do lists that never end.

Consistently voted as "best of the event", Think, Plan, Act challenges audiences to rethink what it means to be "effective" and how to create real results and a rich life. Part motivational, part instructional, and part challenging, this content-rich keynote presentation is an exciting experience for any audience. Executives, nurses, CEO's, salespeople, and accountants all voted with standing ovations to Hugh's Think, Plan, Act.

Three powerful lessons:

- **THINK** – changing your results starts by changing your story. This life-changing lesson continues to impact chronic procrastinators, frustrated leaders, and overwhelmed employees.
- **PLAN** – interruptions are inevitable – poor planning shouldn't be. Learn how to Plan Like A Pilot and work from a Flight Plan that can literally create time.
- **ACT** – discover how better habits improve willpower, resilience, productivity, and results. Learn how to build a new habit and make it "sticky" with better rewards.



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Hardware & A Whole Lot More!

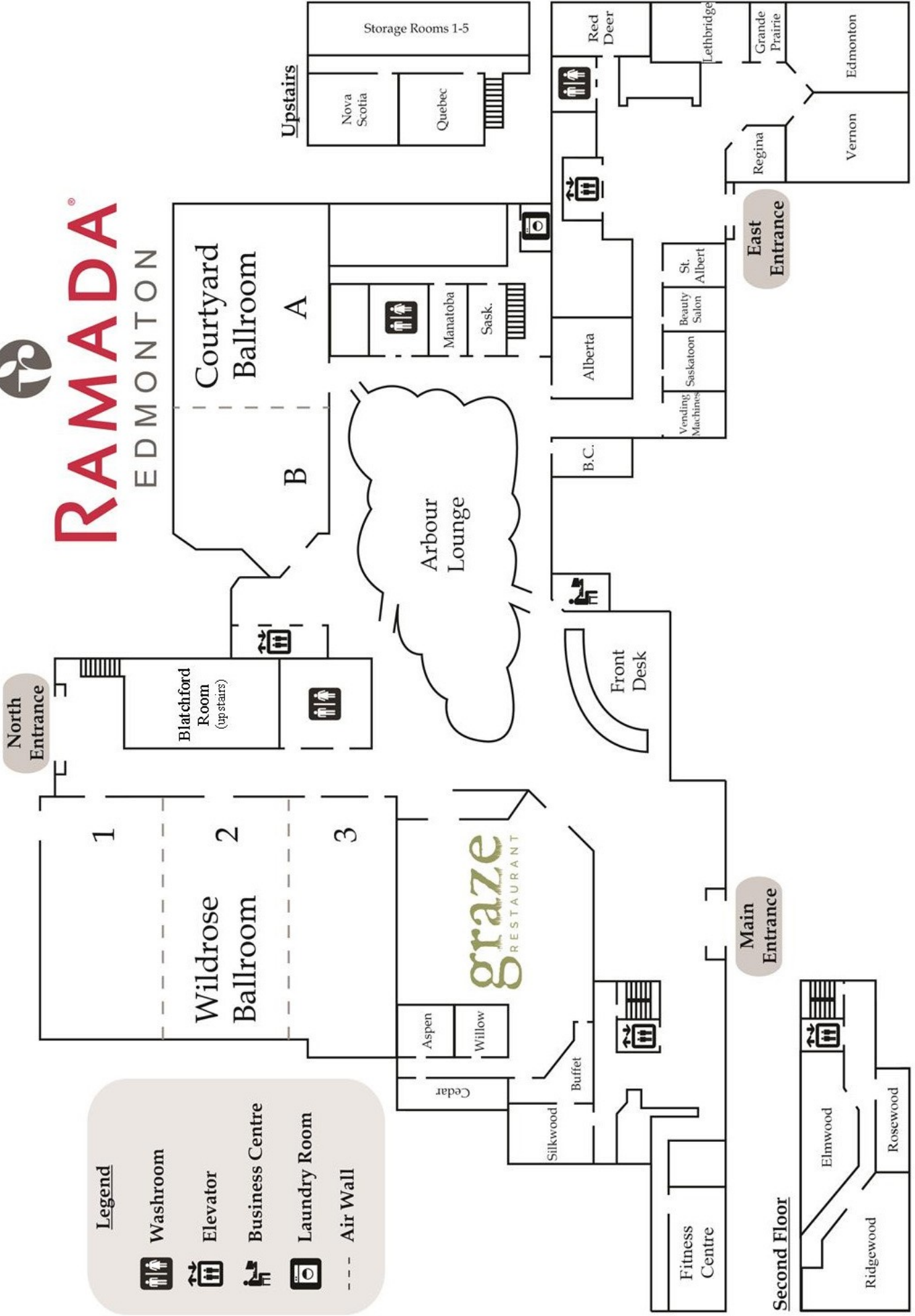


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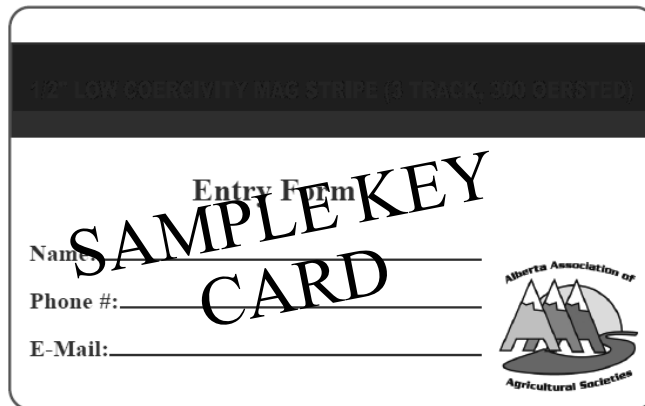
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EDMONTON



Room Key Raffle Draws

Delegates will fill out the entry form on the back of their hotel key card and drop the card in the appropriate draw box on or before Sunday, February 7, 2016 in the hotel lobby.



What can you win??



**FPB will be giving away a
4 ticket package to the
Oilers vs. New York Islanders
NHL game on February 28, 2016
(Incl. Hotel Accommodations for 4 on game night)**

The winner of the draw must be a registered delegate at the AAAS convention 2016 and they must agree to have their name, picture, and Ag society name posted on social media



Hardware & A Whole Lot More!

**Peavey Mart will be giving away a
\$500 shopping spree at one of their
stores nearest the winner.**

The winner of the draw must be a registered delegate at the AAAS convention 2016 and they must agree to have their name picture and Ag society name posted on social media.

Draw will take place on Wednesday February 10, 2016.

Once the raffle winner has been confirmed all raffle key cards will be destroyed.

Arrangement will be made through the AAAS office in partnership with FPB and Peavey Mart for the raffle winner to claim their prize



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Convention Sponsors



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ID VIP Team
Industrial Machine Inc.**

**Northlands
Party King Inc.
Willow Prairie Ag Society**

Bronze Sponsors

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Colchester & District Ag Society
Fairview Ag Society
Grande Prairie Exhibition
Lamont Ag Society
Lethbridge Exhibition
Lloydminster Exhibition**

**Medicine Hat Exhibition
Olds Regional Exhibition
Two Hills Ag Society
Vauxhall Ag Society
Vegreville Ag Society
Westerner Exposition**

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Ardrossan Rec & Agricultural Society

Carmangay Ag Society

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Region 1

Burdett Agricultural Society
Carmangay Agricultural Society
Coaldale & District Ag Society
Crownest Pass Agricultural Society
Lethbridge & District Exhibition
Medicine Hat Exhibition & Stampede
Milk River Agricultural Society
Nobleford Agricultural Society
Picture Butte & District Ag Society
Raymond & District Agricultural Society
Silver Sage Agricultural Society
Taber Exhibition Association
Vauxhall Agricultural Society

Region 2

Airdrie & District Agricultural Society
Berry Creek Agricultural Society
Big Country Agricultural Society
Buffalo & District Agricultural Society
Calgary Stampede
Carstairs & District Agricultural Society
Cochrane & District Agricultural Society
Didsbury Agricultural Society
Hanna & District Agricultural Society
High River Agricultural Society
Linden & District Agricultural Society
Millarville Racing & Ag Society
Morrin & District Agricultural Society

Region 3

Alder Flats Community Ag Society
Bentley & District Agricultural Society
Bowden & District Agricultural Society
Camrose Regional Exhibition
Cotton-Gordon Ag Society
Crossroads Agricultural Society
Delburne & District Agricultural Society
Donalda & District Ag Society
Edberg & District Agricultural Society
Hay Lakes & District Agricultural Society
Innisfail & District Agricultural Society
Roundhill & District Agricultural Society
Westerner Park



2016 Represented Regions

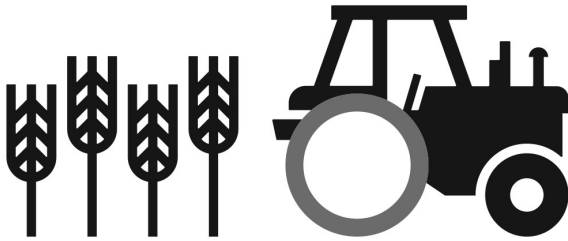
Region 4

Andrew Agricultural Society
Beaver Heritage & Agricultural Society
Bruderheim Agricultural Society
Cadogan Agricultural Society
Chipman Agricultural Society
Clandonald Agricultural Society
Cold Lake Agricultural Society
Hardisty Agricultural Society
Innisfree & District Ag Society
Lac Bellevue & District Recreation & Ag Society
Lamont & District Agricultural Society
Marwayne Agricultural Society
Myrnam Agricultural Society
Paradise Valley & District Ag Society
Ranfurly & District Recreational Ag Society
Rich Lake Recreation & Ag Society
St Michael Community & District Ag Society
St. Paul Agricultural Society
Tulliby Lake & District Ag Society
Two Hills & District Agricultural Society
Vegreville Agricultural Society
Vermilion Agricultural Society
Victoria Trail Agricultural Society
Vilna Agricultural Society
Willow Prairie Agricultural Society

You're beautiful and
smart. Now go be so
amazing they can't
ignore you!

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2016 Represented Regions



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in our farming
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Region 5

Ardrossan Recreation & Agricultural Society
Barrhead Agricultural Society
Beaumont & District Agricultural Society
Boyle & District Agricultural Society
Colchester & District Agricultural Society
Darwell & District Agricultural Society
Drayton Valley & District Agricultural Society
Fort Assiniboine Agricultural Society
Highridge & District Agricultural Society
Josephburg Agricultural Society
Lakedell Agricultural Society
MTM Agricultural Society
Newbrook Recreational & Ag Society
Northlands
Pembina Agricultural & Recreational Society
Pibroch & District Ag Society
Redwater & District Agricultural Society
Rich Valley Agricultural Society
Rochester & District Agricultural Society
Sangudo & District Agricultural Society
SHARA Agricultural Society
Spruce Grove & District Agricultural Society
Tomahawk & District Sports Agra Society
Westlock Agricultural Society
Whitecourt District Agricultural Society

Region 6

Battle River Agricultural Society
Berwyn Agricultural Society
Bezanson Agricultural Society
Bonanza & District Agricultural Society
C.O.C.O. Plowing Match & Agricultural Society
Eaglesham & District Agricultural Society
Fairview Agricultural Society
Grande Prairie Regional Ag & Exhibition Society
Grovedale Community Club & Ag Society
Hawk Hill Agricultural Society
High Prairie Agricultural Society
Nampa & District Agricultural Society
Peace River Agricultural Society
Smoky River Agricultural Society
Valleyview & Districts Agricultural Society



2016 Service Members

| Company Name | Contact Phone # | Website | Description |
|--|-----------------|--|---|
| Alberta Community & Co-operative Association | (780)963-3766 | www.acca.coop | Some of ACCA's services include The ACCA Co-operative Youth Leadership Programs held at Goldeye Centre in Nordegg, Career Focus Internship Program, Co-operative development for new and existing co-operatives in areas like energy, housing, health care etc., and Adult courses including some in the areas of board procedures and finances. |
| 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 | (877)857-6253 | www.canadianreptileencounters.com | 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. |
| 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 | | We are a vocal & development school that showcases all of Canada with our students. |
| ENMAX Competitive Energy | (403)514-2798 | www.enmax.com/solar | Provider of solar PV and retailer of competitive electricity and natural gas products across Alberta. |
| Exhibit Installation Services Inc. | (780)922-4966 | www.exhibitinstallation.ca | Turnkey, tailored exhibit and event solutions for all indoor and outdoor display challenges. |
| FaveQuest | (613)799-6300 | www.myeventapps.com | MyEventApps (a FaveQuest company) is an affordable turnkey mobile app service for the event market. Our team delivers fully branded apps and do the heavy lifting which includes: a dedicated project manager, custom graphics, data entry and sponsorship support. Some of our secret sauce includes software that can pull content directly from your event website just like magic - no double data entry, no worries. |
| FlatBroke | (780)666-5407 | www.flatbroke.ca | FlatBroke is a musical performing duo with a blend of great vocal harmonies and unique musical abilities. We play the music you remember and the tunes that you thought you forgot and instantly recognize as soon as you hear them. Playing as a two or three piece band with instruments and backing tracks, we can give you the full band sound and show. Depending on your budget, we can also perform with a full 5 piece live band. |



2016 Service Members

| Company Name | Contact Phone # | Website | Description |
|--|-----------------|--|--|
| Flyin' Bob Entertainment | (403)597-5523 | www.flybob.com | Flyin' Bob is a one man three ring circus. Comedy variety juggling and tightwire walking. We direct circus camp programs in communities and schools across Western Canada, and provide high quality Face and Body Painting for events as Mia's Facepainting. |
| Foster Park Brokers Inc. | (780)930-2950 | www.fpb.ca | Since 2004, FPB has been working with Agricultural Societies to ensure that they have a strong and economical Insurance program. Over 140 Agricultural Societies choose to purchase their insurance through FPB each year. |
| Fused Logic | (780)640-9339 | www.fusedlogic.com | Fused Logic handles social media marketing, search engine optimization, website development and mobile apps. |
| Fusion Talent Group | (519)275-1070 | www.fusionalentgroup.com | Stunt Dog Show, Mobile Stages, World Class Variety Artists. One of a kind attractions. |
| Great Canadian Solar | (780)455-7277 | www.greatcanadiansolar.com | Renewable Energy Engineering, Procurement, and Construction Company Serving all of Alberta with Grid Connected and Off-Grid Solar Electricity (Photovoltaic - PV) Energy Systems. |
| ID VIP Team Corp. | (855)694-3847 | www.idvipteam.com | ID VIP Team is an entertainment company owned and operated by musicians that specializes in branding, building, marketing and managing annual events. |
| Image Signs | (780)496-7426 | | Changeable copy signs/LED Signs/Sign Installation. |
| Industrial Machine Inc. | (587)286-2772 | www.industrialmachine.ca | Sales and service of municipal and contractor equipment such as zamboni ice resurfacers, snow removal equipment and asphalt maintenance equipment. |
| Jacque Drew and the Crew o/a Tenato Strategy | (403)242-1127 | www.jacquiedrew.com | Singer/songwriter Jacquie Drew performs "Original country, blues and roots, to full your soul or stop your boots!" - from a distinctly woman's perspective! |
| Karizma Agency | (780)720-8779 | www.karizmaagency.ca | Booking major headliners to regional recording acts. Supplying production and consultation. An agency with vision. |
| Lonesome Dove Band | (780)868-4661 | www.lonesomedove.ca | High energy country and rock cover band and original alt country group. |
| Mercedes Benz Edmonton West Ltd. | (780)484-9000 | www.mercedesbenzedmontonwest.com | Dealership of Mercedes-Benz Sprinter Van, Metris Vans, and automobiles, Parts, Sales and Service. |
| Morand Industries Ltd | (780)967-2500 | www.morandindustries.com | Cattle Equipment Suppliers: Portable squeezes, portable loading chutes, panels & gates and livestock handling equipment. |
| Party King Inc | (780)991-9677 | www.partykingrents.com | Provides entertainment with inflatable's, portable rock walls, euro bungees, face painters, clown twisters, and provide service of concession equipment. |



2016 Service Members

| Company Name | Contact Phone # | Website | Description |
|--|-----------------|--|--|
| Pointstreak 5050 | (866)407-7253 | www.pointstreaksolutions.com | An electronic 50/50 raffle management system that drives consumer participation in raffle events while providing clear accountability. Tickets are sold to fans through touch-screen terminals and mobile devices, creating an effortless data collection system that provides accountability and eliminates human error. |
| Rainbow the Clown & Friends | (403)278-9209 | www.rainbow-the-clown.com | Stage shows, balloon sculpting, walk about entertainment and inspirational speaker. |
| Royalty Records Inc. | (416)712-9375 | www.royaltyrecords.ca | As a full-service label, Royalty Records provides its expertise in marketing, promotion, artist management, licensing, manufacturing, publishing, and music rights administration services, provided by a qualified group of music-minded people. |
| Sirroma Entertainment | (403)818-7223 | www.sirromaentertainment.com | Promotion, Marketing, Artist Management and Booking Agency. |
| 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. |
| Sobeys Inc. | (780)486-4800 | www.sobeys.com | Proudly Canadian, Sobeys has been serving the food shopping needs of Canadians for 107 years. Helping Canadians Eat Better, Feel Better and Do Better. |
| 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. |
| Tracy Millar | (780)915-3588 | www.tracymillar.ca | Tracy Millar provides exceptional quality live country music for all occasions ranging from festivals to cabarets. |
| Travel Alberta | (403)648-1000 | www.travelalberta.com | Travel Alberta is the tourism marketing agency of the Government of Alberta. Established on April 1, 2009 as a Crown Corporation we are leaders in marketing Alberta's authentic experiences in breathtaking landscapes at home and around the world. |
| 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)830-0406 | www.westcoastlumberjacks.com | Producer of exhilarating, family friendly entertainment options. Now featuring a new interactive add-on, the Lumberjack AXExperience!! Guests can get hands-on experience testing their skills at some of our most popular lumberjacks events! |
| Western Noise Control Ltd. Db a Acoustic Solutions | (780)423-2119 | www.acousticsolutions.com | We specialize in the design, fabrication, and installation of noise containment and control systems to reduce excessive noise in industrial, commercial, recreational and institutional spaces. |



Cabinet Minister's & MLA Biographies



**Biography for Honourable Oneil Carlier (ND)
MLA for Whitecourt - Ste. Anne**



Minister of Agriculture and Forestry

Oneil Carlier was elected to the Legislative Assembly of Alberta, representing the constituency of Whitecourt-Ste. Anne, on May 5, 2015. On May 24, 2015 he was appointed as Minister of Agriculture and Forestry.

Prior to his service with the Legislative Assembly he worked for 13 years as a regional representative of the Public Service Alliance of Canada (PSAC) and devoted 20 years to Agriculture Canada as a geotechnical technician. In addition, Mr. Carlier served as a board member for the Saskatchewan Housing Authorities from 1996 to 1999.

Other community involvement for Mr. Carlier includes close to a decade of volunteering as a Scout leader with Scouts Canada.

Mr. Carlier attended the Labour College of Canada, receiving his certificate in 1997.

Born and raised on a farm in Val Marie, Saskatchewan, he has called Alberta home for over a decade and has lived in Whitecourt-Ste. Anne with his wife, Michèle, since 2010.

**Biography for Honourable David Eggen (ND)
MLA for Edmonton - Calder**



**Minister of Education
Minister of Culture and Tourism**

David Eggen was sworn in as the Minister of Education and as the Minister of Culture and Tourism on May 24, 2015.

Mr. Eggen was elected as the Member of the Legislative Assembly for Edmonton-Calder on April 23, 2012 and again on May 5, 2015. He previously represented the constituency from 2004 to 2008 and served as the ND's critic for energy, education, environment and sustainable resource development.

Mr. Eggen has served as a member of the following committees:

- Standing Committee on Families and Communities
- Standing Committee on Legislative Offices
- Standing Committee on Alberta's Economic Future
- Select Special Chief Electoral Officer Search Committee
- Select Special Ethics Commissioner Search Committee
- Standing Committee on the Alberta Heritage Savings Trust Fund

Mr. Eggen was educated at the University of Alberta, where he received a bachelor of education degree in 1984. He then went to Zimbabwe, where he taught for three years. Upon his return to Edmonton he taught at a number of local schools from 1990 to 2004.

In addition to his contributions to education and health care, Mr. Eggen is a trustee with the Forum for Young Albertans and a chair leader of the Canadian Paraplegic Association.

The Eggen family has lived and worked in northwest Edmonton for more than 20 years.

**Biography for Honourable Sarah Hoffman (ND)
MLA for Edmonton - Glenora**



**Minister of Health
Minister of Seniors**

Sarah Hoffman was elected as the Member of the Legislative Assembly of Alberta for Edmonton-Glenora on May 5, 2015. She was appointed to serve as Minister of Health and Minister of Seniors on May 24, 2015.

Ms. Hoffman holds a master of education (educational policy studies) and a bachelor of education (secondary math) from the University of Alberta. She also has a bachelor of science (math) and a bachelor of arts (religion) from Concordia University College of Alberta.

Ms. Hoffman worked as a researcher prior to becoming a trustee for the Edmonton public school board. During her first term as a school trustee, from 2010 to 2012, she served as vice-chair and was then acclaimed as board chair in 2012, 2013 and 2014.

An active community member, Ms. Hoffman has volunteered her time and skills to numerous organizations over the years, including the Alberta Association for Multicultural Education and the Alberta Community Crime Prevention Association.

**Biography for Honourable Brian Mason (ND)
MLA for Edmonton - Highlands - Norwood**



**Minister of Infrastructure
Minister of Transportation**

Brian Mason was sworn in as the Minister of Infrastructure and as the Minister of Transportation on May 24, 2015.

He was first elected as a Member of the Legislative Assembly for Edmonton-Highlands-Norwood in a 2000 by-election.

He was re-elected in the provincial general election of March 12, 2001, and was subsequently appointed House Leader of the New Democrat caucus and critic responsible for human resources, finance and agriculture.

On September 18, 2004, Mr. Mason became leader of the New Democrats, a position he retired in 2014. Mr. Mason was elected to his third term as a Member of the Legislative Assembly for Edmonton-Highlands-Norwood on November 22, 2004, his fourth term on March 3, 2008, and his fifth term on April 23, 2012.

Mr. Mason previously served as a member of the Special Standing Committee on Members' Services, the Standing Committee on Alberta Heritage Savings Trust Fund, the Standing Committee on Resource Stewardship, the Standing Committee on Public Accounts, the Standing Committee on Resources and Environment, the Standing Committee on Government Services and the Standing Committee on the Economy.

Before his election to the Alberta Legislature, Mr. Mason served as city of Edmonton councillor for ward 3. He was first elected in October 1989 and won three subsequent civic elections. As a member of city council for 11 years Mr. Mason gained a reputation as a tough and effective voice for his constituents. During this time Mr. Mason chaired the non-profit Housing Board and served on the Taxi Commission, Library board and Northlands board.

Following his political science studies at the University of Alberta he became politically active, serving as the executive director of the Alberta Federation of Students from 1977 to 1979.

Mr. Mason has lived in Edmonton-Highlands-Norwood for over 20 years with his wife, Karin, and their two sons, Peter and Alex.

**Biography for Honourable Shannon Phillips (ND)
MLA for Lethbridge - West**



**Minister of Environment and Parks
Minister Responsible for the Status of Women
Deputy Government House Leader**

Shannon Phillips was elected to the Legislative Assembly of Alberta, representing the constituency of Lethbridge-West, on May 5, 2015.

On May 24, 2015, Ms. Phillips was sworn in to cabinet as Minister of Environment and Parks and as Minister Responsible for the Status of Women. She also serves as Deputy Government House Leader.

Prior to serving with the Legislative Assembly, she worked with the Alberta Federation of Labour as a policy analyst for five years.

She also spent five years as a member of the board of directors for the Womenspace Resource Centre, a nonprofit organization that provides resources, referrals and education to the community and to individual women.

In 1999 she received a bachelor of arts with honours in political science and in 2002 she completed her master of arts, both at the University of Alberta.

Together with her two sons Ms. Phillips resides in Lethbridge, Alberta.

**Biography for Mr. Shaye Anderson (ND)
MLA for Leduc - Beaumont**



Shaye Anderson was elected as the Member of the Legislative Assembly of Alberta for Leduc-Beaumont on May 5, 2015.

He currently serves as a member of the Standing Committee on Alberta's Economic Future and the Standing Committee on Private Bills. He previously served as a member of the Standing Committee on Resource Stewardship.

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

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

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

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

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

Biography for Estefania Cortes - Vargas (ND)
MLA for Strathcona - Sherwood Park



Estefania Cortes-Vargas was elected as the Member of the Legislative Assembly of Alberta for Strathcona-Sherwood Park on May 5, 2015.

She currently serves as a chair of the Standing Committee on Legislative Offices and as a member of the Select Special Ethics and Accountability Committee.

Cortes-Vargas is a student of MacEwan University's social work program. She worked for the Edmonton public school board for over four years as an educational assistant and previously as a facilitator for the Multicultural Health Brokers Co-operative.

Cortes-Vargas is very active in the community, lending her efforts to many initiatives such as coaching for a tae kwon do program that serves families with children with disabilities.

**Biography for Mr. Lorne Dach (ND)
MLA for Edmonton - McClung**



Lorne Dach was elected to the Legislative Assembly of Alberta in the constituency of Edmonton-McClung on May 5, 2015.

He currently serves as a member of the Standing Committee on Public Accounts and as a member of the Standing Committee on Alberta's Economic Future. He previously served as deputy chair of the Standing Committee on Legislative Offices.

Prior to serving with the Legislative Assembly, he worked for close to 30 years in the real estate industry as an Associate Broker.

Community minded, he has also dedicated his time to volunteer efforts, which include serving on the board of directors of homeEd, the City of Edmonton Non-Profit Housing Corporation, for six years and volunteering as a probation officer with Alberta Solicitor General's court intake unit for two years.

Mr. Dach was born, raised and educated in Edmonton. He holds a bachelor of arts in political science from the University of Alberta and has called Edmonton-McClung home for more than 25 years.

**Biography for Mr. Trevor Horne (ND)
MLA for Spruce Grove - St. Albert**



Trevor Horne was elected to the Legislative Assembly of Alberta, representing the constituency of Spruce Grove-St. Albert, on May 5, 2015.

He currently serves as a member of the Standing Committee on Resource Stewardship. Previously he served as a member of the Standing Committee on Alberta's Economic Future.

Prior to serving with the Legislative Assembly, Mr. Horne's focus centred primarily on involvement in his community. He volunteered during Alberta's 2012 general provincial election and 2013 municipal election. He was also previously involved in Scouts Canada.

More recently and while studying political science at MacEwan University, he served as chair of a postsecondary political association, beginning in 2012, and as policy chair for a political youth association, beginning in 2014.

He holds a graphic communications certificate from NAIT and attended MacEwan University from 2011 to 2015.

Mr. Horne was born in Edmonton and resides in St. Albert.

**Biography for Mrs. Jessica Littlewood (ND)
MLA for Fort Saskatchewan - Vegreville**



Jessica Littlewood was elected as the Member of the Legislative Assembly of Alberta for Fort Saskatchewan-Vegreville on May 5, 2015.

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

Prior to her election, Mrs. Littlewood was employed as an executive assistant with the accounting firm Ernst and Young. She previously worked at Goodwill Industries of Alberta as a supervisor, then as assistant manager, while also working as a nursing attendant at the Good Samaritan Society.

Mrs. Littlewood has been a volunteer with a number of charitable organizations in the community, including Edmonton's Food Bank.

Biography for Ms. Annie McKitrick (ND) MLA for Sherwood Park



Annie McKitrick was elected as the Member of the Legislative Assembly for Sherwood Park on May 5, 2015.

She currently serves as a member of the Standing Committee on Private Bills and the Standing Committee on Alberta's Heritage Savings Trust Fund. Previously she served as a member of the Standing Committee on Alberta's Economic Future.

Originally from France, Ms. McKitrick came to Canada to attend McGill University where she obtained a bachelor of science (Ecology). Ms. McKitrick has a master's degree in education and a diploma in public-sector management from the University of Victoria.

Ms. McKitrick has spent close to 40 years working with all levels of government, postsecondary institutions and not-for-profit organizations.

Prior to her election, Ms. McKitrick operated her own consulting practice, specializing in diversity, organizational development and strategic planning. Her work includes social planning, community development and volunteer and board development.

She previously worked as a social planner for Strathcona County, acting manager of social development for the city of Williams Lake, British Columbia, and as manager of a national research institute at the University of Victoria.

Ms. McKitrick also has extensive international experience, having worked as a researcher with a grant from the Canadian International Development Agency in Kyrgyzstan, as a co-ordinator for income generating projects in Thailand and for a nongovernmental organization responsible for refugee and community development programs in Southeast Asia.

From 1996 until 2005 Ms. McKitrick was a school trustee and chair of the Richmond school board in Richmond, British Columbia.

An active member of the community, Ms. McKitrick has volunteered much of her time and skills to numerous organizations over the past 25 years. In recent years she has volunteered with the Edmonton Folk Music Festival and the Edmonton Bicycle and Touring Club.

Ms. McKitrick is an avid cross-country skier and cyclist and was the cycling co-chair at the 2014 Canada 55+ Games, held in Strathcona County.

She is fluent in French and speaks intermediate Thai and is also a passionate purveyor of local and fair trade foods.

Ms. McKitrick and her husband, Greg, have two children, both now adults, whom they adopted from an orphanage in Thailand.

**Biography for Ms.Barb Miller (ND)
MLA for Red Deer - South**



Barb Miller was elected to the Legislative Assembly of Alberta, representing the constituency of Red Deer-South, on May 5, 2015.

She currently serves as Chair of the Standing Committee on the Alberta Heritage Savings Trust Fund and as a member of the Standing Committee on Public Accounts. She is also a member of the Select Special Ethics and Accountability Committee.

Prior to her serving with the Legislative Assembly, Mrs. Miller was a union steward for the United Food and Commercial Workers local 401. She served on her union's executive committee as the vice president for Central Alberta. She has also served on her union's health and safety and women's committees.

Barb was also the president of the Red Deer and District Labour Council and sat on the executive council of the Alberta Federation of Labour.

Community-focused, Mrs. Miller volunteered for the point-in-time homeless count, and is a strong advocate for the elimination of homelessness.

Born and raised in Edmonton, this proud mother of three and grandmother of two has lived in Red Deer with her husband since 2002.

Biography for Mr. Colin Piquette (ND) MLA for Athabasca - Sturgeon - Redwater



Colin Piquette was elected to the Legislative Assembly of Alberta, representing the constituency of Athabasca-Sturgeon-Redwater, on May 5, 2015.

He is a member of the Special Standing Committee on Members' Services and the Standing Committee on Alberta's Economic Future. Previously he served on the Standing Committee on the Alberta Heritage Savings Trust Fund.

Prior to serving with the Legislative Assembly, he was an insurance agent representing the Cooperators in Athabasca and Boyle (1999-2001, 2011-2015), a consultant with the City of Edmonton's Respectful Workplace training initiative (2006 to 2011), and an instructor in ethics and law in education for the Faculty of Education at the University of Alberta (2006-2011).

He also spent several years abroad teaching English at post-secondary institutions and foreign language institutes in South Korea (1997-1999, 2001-2005). Prior to 1997, he ran a small publishing company, worked as an operator for Celanese Canada, and helped his parents on the family farm in Plamondon.

Mr. Piquette's employment experience also includes contract work as a political organizer with the Alberta Federation of Labour and the Alberta Union of Provincial Employees on national pension and labour law reforms respectively.

Throughout the years he has volunteered his time to various community organizations. At the time of his election in 2005 he was serving as president of the Boyle District Chamber of Commerce, as vice-president of the Boyle Betterment Committee, and as a director with the Boyle and District Agricultural Society.

Other community organizations Colin has been involved with over the years include Community Service Learning at the University of Alberta, Next Up Alberta, Public Interest Alberta, the Alberta Public Interest Research Group, the Learning Centre, Friends of the Lubicon Alberta, and the Friends of Medicare. He is a founding member of the Centre for Community Organizing and Popular Education (CCOPE).

Colin was also very active in campus politics as an undergraduate student at the University of Alberta in the late eighties and early nineties, working for the end of apartheid, women's choice, indigenous rights, francophone rights, and equality for gays and lesbians, among other worthy causes.

His extensive community involvement has earned him the Evelyn Kline Memorial Award in Community Development and an Edmonton Chamber of Voluntary Organizations community service learning project grant.

In addition to a bachelor of arts degree in political science he holds a master's degree in adult education, both from the University of Alberta.

Mr. Piquette and his spouse reside in Boyle, Alberta, with their two children.

Biography for Mr. Eric Rosendahl (ND) MLA for West Yellowhead



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

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

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

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

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

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

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

**Biography for Mrs. Kim Schreiner (ND)
MLA for Red Deer - North**



Kim Schreiner was elected to the Legislative Assembly of Alberta, representing the constituency of Red Deer-North, on May 5, 2015.

She currently serves as a Member of the Standing Committee on Alberta's Economic Future, and the Special Standing Committee on Members' Services.

Prior to her serving with the Legislative Assembly, Mrs. Schreiner had a long standing career in the health sector working with seniors and individuals with mental and physical disabilities since 1989. During this time she occupied the position of Chief Union Steward and advocated for occupational health and safety within the local Alberta Union of Provincial Employees. Additionally, she provided guidance pertaining to resident advisory committees and family councils.

Born in Abitibi, Quebec, she has called Red Deer home for over 30 years. As an active member in her community, Mrs. Schreiner has volunteered much of her time and abilities to various organizations. She was a strong advocate within the educational system ensuring the continuation of the hot lunch and reading programs. Additionally, for over 20 years Mrs. Schreiner has volunteered with The Kidney Foundation, the Canadian Cancer Society and the Canadian Diabetes Association.

**Biography for Mr. David Shepherd (ND)
MLA for Edmonton - Centre**



David Shepherd was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Centre, on May 5, 2015.

He currently serves as a member of the Standing Committee on Legislative Offices and the Standing Committee on Families and Communities.

Prior to serving with the Legislative Assembly, Mr. Shepherd worked in the communications field as a communications adviser and writer for organizations such as the North Edge Business Association, the city of Edmonton and the government of Alberta. Before his career in communications, Mr. Shepherd held a variety of employment positions such as taxpayer services agent and salesperson in support of his work as a musician and studio engineer.

His educational background includes diplomas in music performance and in live sound recording from MacEwan University. He also has a bachelor of arts in professional communications from Royal Roads University, where he received the Royal Roads University chancellor's award in 2014.

Mr. Shepherd leads an active lifestyle in Edmonton. He is an avid cyclist and has volunteered for the Edmonton Bike Coalition as a spokesperson and organizer. He also enjoys live music, film and playing the piano.

**Biography for Ms. Heather Sweet (ND)
MLA for Edmonton - Manning**



Heather Sweet was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Manning, on May 5, 2015.

She currently serves as chair of the Standing Committee on Families and Communities and as deputy chair of the Standing Committee on Legislative Offices.

Prior to serving with the Legislative Assembly, Ms. Sweet worked for over a decade as a registered social worker. From 2005 to 2015 she worked in child protection services, focusing on high-risk youth, and previous to this, she worked for a year with the Metis Child and Family Services Society.

She was a member of the Alberta Union of Provincial Employees' Committee on Political Action and served as chapter chair for Edmonton and Area Human Services workers.

Active in her community, Ms. Sweet has volunteered at the Vancouver Olympics and the Edmonton Folk Music Festival and with FIFA Edmonton.

She was recently honoured to be among those selected to attend the Governor General's Canadian Leadership Conference in 2015.

Biography for Dr. Bob Turner (ND) MLA for Edmonton - Whitemud



Andrew Robert (Bob) Turner was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Whitemud, on May 5, 2015.

He currently serves as a member of the Standing Committee on Public Accounts and as a member on the Standing Committee on the Alberta Heritage Savings Trust Fund. Previously he served as Chair of the Standing Committee on Privileges and Elections, Standing Orders and Printing.

For nearly 40 years, he has served Albertans as an oncologist at the Cross Cancer Institute, the University of Alberta Hospital and other hospitals in northern Alberta. Dr. Turner, a retired professor of Medicine at the University of Alberta, has also lectured at leading Canadian and international medical teaching facilities and done clinical research in novel therapies of leukemias and other blood disorders.

Dr. Turner attended McGill University, where he received his science and medical degrees while also serving on the student council and board of governors. He went on to train in Internal Medicine at the Royal Victoria hospital in Montreal and then in Hematology and Medical Oncology at the University of Pittsburgh.

A dedicated member of the Edmonton medical community, Dr. Turner has served in a number of working groups and committees for entities such as the Alberta Medical Association, the University of Alberta Department of Medicine, Alberta Health Services, the Alberta Cancer Board and the Canadian Red Cross Blood Transfusion Service. Dr. Turner has also been widely published in academic medical journals and has contributed to a number of medical textbooks.

Dr. Turner and his wife, Dr. Joan Allalunis-Turner, reside in Edmonton and have two children, Emily and Simon, and one grandson. Bob enjoys an active lifestyle that includes cycling, curling, skiing and running. His hobby is the study of western Canadian history, particularly explorers and mapmakers such as David Thompson.

**Biography for Ms. Denise Woollard (ND)
MLA for Edmonton - Mill Creek**



Denise Woollard was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Mill Creek, on May 5, 2015.

She currently serves as a member of the Standing Committee on Legislative Offices and as a member of the Standing Committee on Resource Stewardship and the Standing Committee on Privileges and Elections, Standing Orders and Printing. She previously served as chair of the Standing Committee on Legislative Offices.

Prior to serving with the Legislative Assembly, Ms. Woollard worked for one term as a university facilitator at the University of Alberta. Previous to this, she worked for 8 years as an educational psychologist and 32 years as a teacher and counselor at schools throughout the province with the Northland and Parkland school divisions.

An avid volunteer, she has dedicated over 35 years to community service, including serving on the board of directors for the Wabamun Public Library and volunteering for the Edmonton Folk Music Festival, the Citadel Theatre and the Canadian Federation of University Women.

Her extensive educational background includes a master's in education, a bachelor of arts in English, a professional diploma and a diploma in special education.

Ms. Woollard was raised in Edmonton and she and her adult children are long time Edmonton residents.

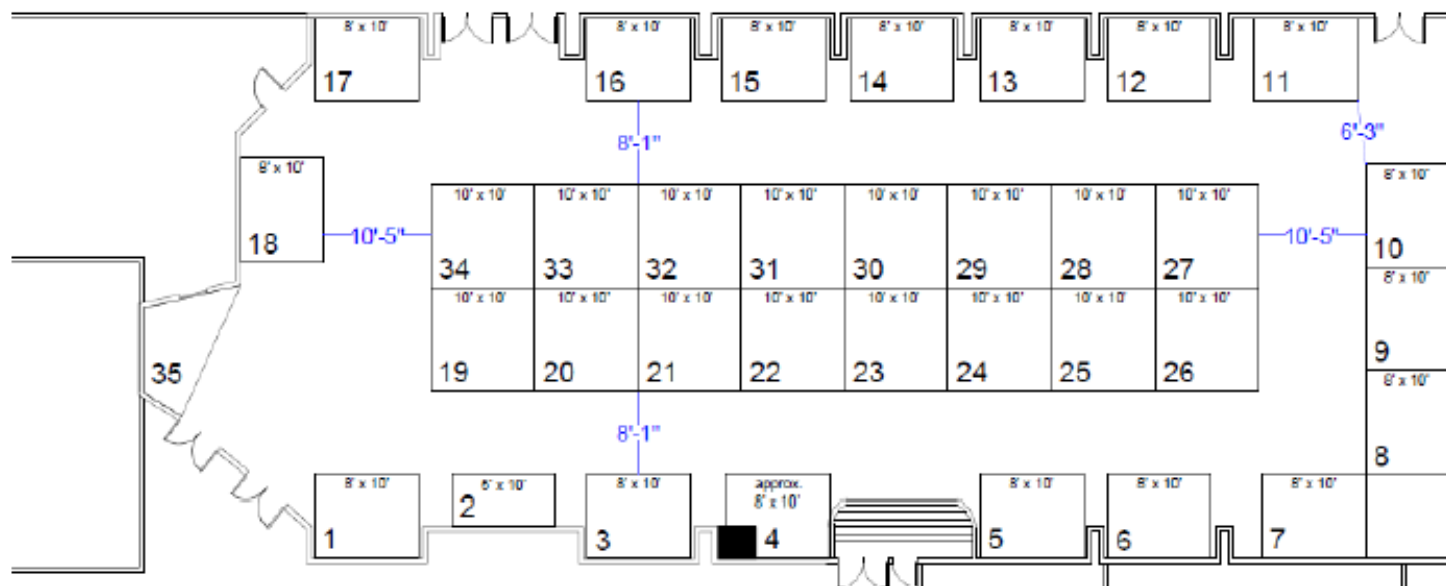


Tradeshow





2016 Tradeshow Layout



EXHIBITORS

| | |
|----|---|
| 15 | Agriculture for Life |
| 10 | Alberta Agriculture - 4H Branch |
| 18 | Alberta Agriculture – Farm Safety Branch |
| 3 | Alberta Agriculture - Grants Department |
| 4 | Alberta Association of Agricultural Societies |
| 27 | AB Community & Cooperative Association |
| 28 | AB Co-operative Energy |
| 2 | Alberta Horticulture Association |
| 23 | Alberta Municipal Services Corporation |
| 32 | Alberta Recreation & Parks Association |
| 19 | ATCO Gas/ATCO Electric |
| 14 | Canadian Arena Products |
| 7 | Canadian Reptile Encounters |
| 34 | Cimco Refrigeration |
| 31 | Enmax |
| 29 | Farmers Advocate Office |
| 25 | Flyin' Bob Entertainment |
| 1 | Foster Park Brokers |
| 24 | Fusion Talent Group |
| 30 | Great Canadian Solar Ltd. |

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| Arbour Lounge | ID VIP |
| 17 | Image Signs |
| 11 | Industrial Machine Inc. |
| 26 | Karizma Entertainment - Sweet Tequila |
| 12 | Longbow Sales Inc. |
| Main Entrance | Mercedez Benz |
| 33 | Morand Industries |
| 22 | Party King Inc. |
| Atrium | Party King Inc. |
| 21 | Paul Conrad & Associates |
| 35 | Pointstreak |
| 6 | Strathcona Ventures |
| Atrium | Showcase Performers |
| 20 | Soul of Canada |
| 13 | The Co-operators, McDougall Insurance |
| 9 | Traceability in Alberta |
| 5 | UFA Co-operative Limited |
| 8 | West Coast Lumberjack Shows Ltd. |
| 16 | Western Noise Control Ltd. |



| Company Name | Description | Company Contact | Booth No. |
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| 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: cin-dy.kremer@gov.ab.ca | 10 |
| Agriculture and Rural Development - Agriculture Grants Branch Program | Agricultural Societies Grant Program administration | Contact Name: Fred Young 4709-44 Avenue, Stony Plain, AB T7Z 1N4 Tel: 780-968-6555 Email: fred.young@gov.ab.ca | 3 |
| Agriculture for Life | Agriculture for Life is dedicated to delivering educational programming that will serve to improve rural + farm safety and build a genuine understanding and appreciation of the importance agriculture has on lives. | Contact Name: Sarah Linde 28 Crowfoot Terrace RA 68010 Calgary, AB T3G 3N8 Tel: 403-470-5332 Fax: 403-931-2121 Email: slinde@agricultureforlife.ca www.agricultureforlife.ca | 15 |
| Alberta Association of Agricultural Societies (AAAS) | AAAS is the provincial organization that represents the 293 Agricultural Societies in Alberta. We offer a variety of resources, tools and templates to assist our members. | Contact Name: Tim Carson or Lisa Hardy Rm. 100a, J.G. O'Donoghue Bldg. 7000 – 113 Street Edmonton, AB T6H 5T6 Tel: 780-427-2174 Fax: 780-427-2861 Email: aaas@gov.ab.ca www.albertaagsocieties.ca | 4 |
| Alberta Community and Cooperative Association (ACCA) | ACCA is a province wide organization that focuses on leadership development (ages 11 through to adult) and fostering of co-operative values | Contact Name: Michele Aasgard #202, 5013 48th Street, Stony Plain, AB T7Z 1C6 Tel: 780-963-3766 Fax: 780-968-6733 Email: info@acca.coop www.acca.coop | 27 |
| Alberta Cooperative Energy | Alberta Cooperative Energy provides retail electricity and gas services to customers across Alberta and is currently the energy retailer for a number of Alberta Agricultural Societies. | Contact Name: Paul Cabaj Box 501, Thorhild, AB T0A 2J0 Tel: 780-398-2115 Email: paul@acenergy.ca www.acenergy.ca | 28 |
| Alberta Farm Safety Program | Alberta Farm Safety Program. Farm safety resources and displays for farm Families. | Contact Name: Raelyn Peterson Box 15, 10320-99 Street, Grande Prairie, AB T8V 6J4 Tel: 780-538-5633 Fax: 780-538-5288 Email: raelyn.d.peterson@gov.ab.ca | 18 |



| Company Name | Description | Company Contact | Booth No. |
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| Alberta Horticultural Association | An organization of horticultural societies and individuals with an interest in horticulture. With a mandate to promote horticulture in Alberta, the AHA provides information to the gardening public, recognizes outstanding contributions in the field of horticulture, and supports horticultural clubs. | Contact Name: Lorna McIlroy 9018-117 Ave, Grande Prairie, AB T8X 1K1 Tel: 780-814-7946 Email: lorna.mcillroy@gmail.com www.abhorta.ca | 2 |
| Alberta Municipal Services Corporation (AMSC) | Established by members, for members, for more than 100 years, the Alberta Urban Municipalities Association is respected as the expert in municipalities. Valued by our membership and trusted as their collective voice, we advocate the interests of municipalities to all orders of government and other stakeholders. The Alberta Municipal Services Corporation is a solutions-based company, successfully delivering innovative services to municipalities, municipally related organizations, and their employees for more than 40 years. The corporation supports the advocacy efforts of AUMA while providing value to members with economies of scale, customized service and support, and expertise that come from working with Alberta communities. Our comprehensive offerings include employee benefits and retirement tools, insurance and risk management products, investments, and natural gas and electricity retail services. | Contact Name: Dina Wali 300, 8616-51 Avenue, Edmonton, AB T6E 6E6 Tel: 780-431-4538 Email: dwali@auma.ca www.auma.ca | 23 |
| Alberta Recreation & Parks Association | The Alberta Recreation and Parks Association is a not-for-profit organization committed to building healthier and happier communities and citizens by developing and promoting recreation and parks. | Contact Name: Steve Allan 11759 Groat Road NW, Edmonton, AB T5M 3K6 Tel: 780-415-1745 Fax: 780-451-1915 Email: arpa@arpaonline.ca www.arpaonline.ca | 32 |
| 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 | 19 |



| Company Name | Description | Company Contact | Booth No. |
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| Canadian Arena Products Ltd. | Since 2001, Canadian Arena Products has specialized in providing the highest quality dasher board systems and components for indoor, outdoor and private facilities. All of our dasher board systems and products are designed and manufactured to the highest quality, operational and safety standards. | Contact Name: Steve Chikowski 15011-131 Avenue, Edmonton, AB T5V 1S9 Tel: 780-451-3800 Email: info@canadianarenaproducts.com www.canadianarenaproducts.com | 14 |
| Canadian Reptile Encounters | 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 220 Parkwood Close SE, Calgary, AB T2J 3V6 Tel: 877-857-6253 Email: reptile.party@hotmail.com www.canadianreptileencounters.com | 7 |
| CIMCO Refrigeration | CIMCO Refrigeration specializes in the engineering, design, manufacture, installation and service of industrial, process cooling and recreational refrigeration systems. | Contact Name: Farzad Hasheminia 3516 - 56th Ave, Edmonton, AB T6B 3S7 Tel: 780-468-1490 Fax: 780-469-1290 Email: fhasheminia@toromont.com www.cimcorefrigeration.com | 34 |
| ENMAX Energy | Provider of solar PV and retailer of competitive electricity and natural gas products across Alberta. | Contact Name: Adam Gagnon 141 50th Ave SE, Calgary, AB T2G 4S7 Tel: 403-689-7161 Email: agagnon@enmax.com www.enmax.com/solar | 31 |
| Farmers' Advocate Office | The Farmers' Advocate Office (FAO) was originally established by Alberta Agriculture in 1973 to be a resource for Albertan farmers and ranchers. Today, the FAO continues to serve rural Albertans through: Dispute Resolution, Farm Implement Act, Surface Rights, Land and Energy, Advocacy, Farm Implement Act, Well Water Restoration or Replacement, Wildfire Cost Assessment, Reviews and Appeals of AgriStability and AgriInsurance Claims and Part 1 Agricultural | Contact Name: Jeana Les #305, 7000-113 St Edmonton, AB T6H 5T6 Tel: 780-427-7956 Fax: 780-427-3913 Email: jeana.les@gov.ab.ca www.farmersadvocate.gov.ab.ca | 29 |



| Company Name | Description | Company Contact | Booth No. |
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| Flyin' Bob Entertainment | Comedy variety one man circus entertainment, youth community circus camps, high quality face and body painting. | Contact Name: Bob Palmer 48 Wildrose Drive, Sylvan Lake, AB T4S 2K8 Tel: 403-597-5523 Fax: 403-864-3301 Email: bob@flybob.com www.flybob.com | 25 |
| Foster Park Brokers Inc. | Since 2004, FPB has been working with Agricultural Societies to ensure that they have a strong and economical insurance program. Over 140 Agricultural Societies choose to purchase their insurance through FPB each year. | Contact Name: Perry Cramer #200, 17704 103 Avenue NW, Edmonton, AB T5S 1J9 Tel: 780-930-2950 Fax: 780-486-0169 Email: perry.cramer@fpb.ca www.fpb.ca | 1 |
| Fusion Talent Group | Our team is unique with a background in LIVE performance internationally. Knowing your product, venue and audience has been a key to success. An agency of true experience in the field not simply behind a desk. | Contact Name: Andrew Pogson 344 William St., Stratford, ON N5A 4Y5 Tel: 519-275-1070 Email: drewpogson@gmail.com www.fusiontalentgroup.com | 24 |
| Great Canadian Solar Ltd. | Great Canadian Solar Ltd. Serves Western Canada in the engineering, procurement, and construction of photovoltaic (solar electric) power systems. | Contact Name: Clifton Lofthaug 13311 126 Ave, Edmonton, AB T5L 3C9 Tel: 780-455-7277 Email: info@greatcanadiansolar.com www.greatcanadiansolar.com | 30 |
| ID VIP | ID VIP Team is an entertainment company owned and operated by musicians that specializes in branding, building, marketing and managing annual events. | Contact Name: Brian Ho PO Box 1072, Lamont, AB T0B 2R0 Tel: 855-694—3847 Email: info@idvipteam.com www.idvipteam.com | Arbour Lounge |
| Image Signs | Outdoor free standing changeable message signs as well as LED Signs and sign installation. | Contact Name: Jennifer Ryan 6735 50th Street, Edmonton, AB T6B 3M6 Tel: 780-496-7426 Email: Jennifer@imagesigns.ca www.imagesigns.ca | 17 |
| Industrial Machine Inc. | Sales and service of municipal and contractor equipment such as zamboni ice resurfacers, snow removal equipment and asphalt maintenance equipment. | Contact Name: Jason Rolfe 25-26308 Twp 525a, Acheson, AB T7X 5A6 Tel: 587-286-2772 Email: jasonr@industrialmachine.ca www.industrialmachine.ca | 11 |



| Company Name | Description | Company Contact | Booth No. |
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| Karizma Agency Inc. | Booking regional recording acts and major headliners. providing consultation, production and marketing advice. An agency with vision..... | Contact Name: Randy J Martin 35071-10818 Jasper Ave, Edmonton, AB T5J 0B7 Tel: 780-720-8779 www.karizmaagency.ca | 26 |
| Longbow Sales Inc. | Sales, service & supply of the following: Audience/Spectator seating, Gymnasium Equipment, Folding Partitions, Aluminum Shutters/Grilles, Flagpoles and Soccer/Football Goal Posts. | Contact Name: Glenda Collins #7, 1435 40th Ave NE, Calgary, AB T2E 8N6 Tel: 403-291-3166 Fax: 403-291-4774 Email: info@longbowsales.com www.longbowsales.com | 12 |
| Mercedes Benz Edmonton West | Dealership of Mercedes-Benz Sprinter Van, Metris Vans and automobiles, Parts, Sales and Service. | Contact Name: Brian Ho/ Jack Goodman 17407 111 Avenue, Edmonton, AB T5S 0A1 Tel: 780-484-9000 Fax: 780-484-8827 Email: bho@mbedmontonwest.com www.mercedesbenzedmontonwest.com | Main Entrance |
| Morand Industries Ltd | Livestock handling equipment manufacturing cattle squeezes, loading chutes, tub systems and panels. | Contact Name: Larry Box 780, Onoway, AB T0E 1V0 Tel: 780-967-2500 Fax: 780-967-3810 Email: larry@morandindustries.com www.morandindustries.com | 33 |
| Party King Inc. | Provides entertainment with renting inflatable's, portable rock walls, euro bungees, face painters, clown twist-ers, and provide rental service of concession equipment. | Contact Name: Fred Whiteman RR #1, Site #1, Comp #37, Millet, AB T0C 1Z0 Tel: 780-991-9677 Fax: 780-387-5911 Email: partyking@telus.net www.partykingrents.com | 22 & Atrium |
| Paul Conrad & Associates | A community development consulting firm specializing in feasibility studies and business plans for the development and redevelopment of community facilities. | Contact Name: Paul Conrad 29 Westview Crescent, Spruce Grove, AB T7X 1L2 Tel: 780-990-8320 Email: conrads@telusplanet.net www.paulconrad.ca | 21 |



| Company Name | Description | Company Contact | Booth No. |
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| Pointstreak 5050 | An electronic 50/50 raffle management system that drives consumer participation in raffle events while providing clear accountability. Tickets are sold to fans through touch-screen terminals and mobile devices, creating an effortless data collection system that provides accountability and eliminates human error. | Contact Name: Kevin Lovitt 50 Minthorn Blvd Suite 400, Thornhill, Ont L3T 7X8 Tel: 866-407-7253 704-247-4185 Email: klovitt@pointstreak.com www.pointstreaksolutions.com | 35 |
| 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 | Atrium |
| Soul of Canada | Soul of Canada is a company focusing on the history, research and multimedia production. It shares stories of how Western Canada was pioneered, settled and developed through calendars, framed pictures, books and museum displays | Contact Name: Randal Kabatoff #200-14224 Stony Plain Rd, Edmonton, AB T5N 3R3 Tel: 587-788-4859 | 20 |
| Strathcona Ventures | Providing innovative solutions for both Urban & Rural recreational and ag centers in areas of: complete building Bio -security and wellness programs, dust control for parking lots and arenas, fitness & stall mats, stalls and rodeo equipment, and wood shavings | Contact Name: Alex von Hauff 52155 RR 233 Sherwood Park, AB T8B 1C5 Tel: 888-913-3150 Email: info@strathconaventures.com www.stratconaventures.com | 6 |
| The Cooperators, McDougall Insurance and Financial Services Inc. | The Co-operators Group Limited (CGL) is a Canadian-owned co-operative with over 70 years of history. Our members include co-operatives and credit union centrals. From communities across the country, they represent a variety of sectors, including agriculture, finance, service, Insurance, retail/consumer, health and labour. | Contact Name: Elaine McDougall 20-2 Athabasca Avenue, Sherwood Park, AB T8A 4E3 Tel: 780-467-6916 Fax: 780-467-3920 Email: elaine_mcdougall@cooperators.ca www.cooperators.ca | 13 |
| Traceability in Alberta | Traceability in Alberta representatives are available to answer questions about any of Alberta's traceability initiatives, such as premises identification, age verification, tagging, movement requirements and current programs. | 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.agriculture.alberta.ca/traceability | 9 |



| Company Name | Description | Company Contact | Booth No. |
|--|--|--|-----------|
| United Farmers of Alberta | UFA is a profitable and respected co-operative dedicated to serving agricultural producers. For 106 years UFA's achievements and successes have been driven by the business and communities of farmers and ranchers. | Contact Name: Ken Scott or Dina Sutherland 4838 Richard Road SW Suite 700, Calgary, AB T3E 6L1 Tel: 403-570-4500 Email: ken.scott@ufa.com dina.sutherland@ufa.com www.ufa.com | 5 |
| West Coast Lumberjack Shows Ltd. | Producer of exhilarating, family friendly entertainment options. Now featuring a new interactive add-on, the Lumberjack AXExperience!! Guests can get hands-on experience testing their skills at some of our most popular lumberjacks events! | Contact Name: Darren R. Dean 4002 Forbidden Plateau Road Courtenay, BC V9J 1P9 Tel: 250-830-4065 Email: darren@westcoastlumberjacks.com www.westcoastlumberjacks.com | 8 |
| Western Noise Control Ltd. / Acoustic Solutions | We specialize in the design, fabrication, and installation of noise containment and control systems to reduce excessive noise in industrial, commercial, recreational, and institutional spaces. | Contact Name: James Teppan 11602-119 Street, Edmonton, AB T5G 2X7 Tel: 780-423-2119 Email: info@acousticsolutions.com www.acousticsolutions.com | 16 |



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- Special Event Liability
- Volunteer Accidents and Injuries
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Showcase Schedule



FOSTER PARK
BROKERS INC.

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Gas






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credit union



Show Case Schedule of Events

Small Stage

Friday, February 5, 2016

| TIME | | DESCRIPTION | CONTACT INFORMATION |
|----------------|---|--|--|
| 12:30pm-1:00pm |  | <p><u>Cassidy Rhodes</u></p> <p>I am a 11 year old female and a student at Cooper Studios Vocal Performance school. I love to sing and perform on stage. Performing gives me a kind of energy that I don't get from anything else. I tend to lean towards country and pop with Taylor Swift, Miranda Lambert and Maroon 5 as some of my favourite artists. In my spare time I also enjoy playing hockey and lacrosse.</p> | <p>Contact Name: Deborah Rhodes</p> <p>Phone: (780)922-1589</p> <p>E:mail: muthut@wildroseinternet.ca</p> |
| 1:00pm-1:30pm |  | <p><u>The Wardens</u></p> <p>With performances equal to the mastery of the ranger trade, The Wardens - Scott Ward, Bradley Bischoff and Ray Schmidt - are a Banff National Park-based trio whose stories rise from the very land they've protected for the past 30 years. The Wardens' Mountain music - blending folk, roots and western styles - is a piece of Canadian reflecting the pristine wilderness of the Rocky Mountains.</p> | <p>Contact Name: Bradley Bischoff</p> <p>Phone: (403) 679-9648</p> <p>E:mail: bradndeb@telus.net</p> <p>Website: www.banffwardens.com</p> |
| 1:30pm-2:00pm |  | <p><u>Newman Mentalism</u></p> <p>Mentalist Jeff Newman uses his background in science, suggestion, and good old-fashioned trickery to influence the thoughts of others, predict the outcomes of future events, and even read the minds of his audience. Combined with humour and charm, Jeff creates an energetic, engaging and mystifying show that will have your guests laughing, cheering, and gasping to create a one-of-a-kind experience that will make your event memorable for years to come.</p> | <p>Contact Name: Jeff Newman</p> <p>Phone: (403)393-2706</p> <p>E:mail: info@newmanmentalism.com</p> <p>Website: www.newmanmentalism.com</p> |
| 2:00pm-2:30pm |  | <p><u>Kaelan Knox</u></p> <p>Kaelan is an outgoing 15 year old that enjoys music and performing. She is interested in various types of music, and has performed everything from the Beatles to the Arctic Monkeys. Kaelan's Style leans towards contemporary pop and R & B. Kaelan is in Grade 10 and has been singing with Cooper Studios for the past 3 years. During this time she's had the opportunity to perform at several locations. Kaelan has been playing piano for 8 years, and guitar for a little over one year. Kaelan plans to continue her pursuit of music.</p> | <p>Contact Name: Jack Cooper/ Cooper Studio's</p> <p>Phone: (780)717-3555</p> <p>E:mail: ljknnox@me.com</p> |



Show Case Schedule of Events

Small Stage

Friday, February 5, 2016

| TIME | DESCRIPTION | CONTACT INFORMATION |
|------|-------------|---------------------|
|------|-------------|---------------------|

2:30pm-
3:00pm



Tèa G

Tèa is a young Edmontonian who loves entertaining. Tèa started singing when she was six years old. She has been a student at Cooper Studios for five years now and will continue to learn and attain music with them. She is very fortunate to be able to perform at different various places. She opened for concerts & performed at the Alberta Northern Jubilee Auditorium, Fantasyland Hotel & Winspear Theatre. She has sung both the American and Canadian National Anthems regularly for the Edmonton Rush at Rexall Place, FC Edmonton at Joe Clarke Stadium and for the Canadian Olympic Women Wrestling at the Millenium Place in Sherwood Park, AB. She has also performed at the Spruce Grove Agricultural Society Festival for the past 2 years and at the Festival of Trees at Shaw Conference in Edmonton, Stony Plain and Camrose. She is also a regular entertainer at the Edmonton International Airport on a weekly basis. She was also one of the entertainers for the CCMA Awards week at the Edmonton Westin Hotel. Tèa is the Edmonton Youth Talent show 2015 winner. She recently won gold in all genres at the Edmonton Youth Talent Show 2015 and was 2nd Runner up at the Big Valley Jamboree competition last August 2015 in Camrose, Alberta.

Tèa continues to work very hard in achieving her dream to become a professional music pop artist in the future.

Contact Name: Jack Cooper/
Cooper Studio's

Phone: (780)417-5526

E:mail: kabloona@shaw.ca

3:00pm-
3:30pm



Nikki Nash

Nikki Nash is a 20 year old born and raised in Edmonton, AB. Nash is currently a university student at Concordia University of Edmonton studying psychology. Her day revolves around her music and she constantly is improving her skills. Everyday in her spare time she is learning new songs on her guitar as well as improving her vocal range and techniques. She started pursuing music at the age of 14 and discovered her love for music, performing as well as the country music world (she also performs other genres as well). Nash has a demo, as well as some original songs that are currently being worked on as well as has performed at numerous festivals and venues. Nash often performs at the Edmonton International Airport every second week. She works as hard as she does at music not to become famous, but just to have her music listened to and enjoyed.

Contact Name: Jack Cooper/
Cooper Studio's





Phone: (780)417-5526

E:mail: kabloona@shaw.ca



Show Case Schedule of Events

Main Stage

| TIME | | DESCRIPTION | CONTACT INFORMATION |
|-----------------|---|---|--|
| 8:30pm-9:00pm |  | <p><u>Murray Hatfield</u></p> <p>Over the last decade they have thrilled audiences around the globe. They have toured and performed in numerous countries including Australia, Britain, Cyprus, Germany, Israel, Japan, Mexico, New Zealand, Singapore and throughout North America. Some recent credits include performances in Reno, NV (on the largest indoor stage on the continent), Southport, UK (as the headline performers of the International Brotherhood of Magicians European Conference) and they are regular guest stars in Hollywood, at the world famous Magic Castle. Murray & Teresa have been recognized and honored by their peers with numerous awards and accolades.</p> | <p>Contact Name: Andrew Pogson</p> <p>Phone: (519)275-1070</p> <p>E:mail: drewpogson@gmail.com</p> <p>Website: www.fusionalentgroup.com</p> |
| 9:00pm-9:30pm |  | <p><u>Cadillac Junkies</u></p> <p>Edmonton, Alberta's CADILLAC JUNKIES is a dynamic and versatile band with a powerful female vocalist that knows how to pack the dance floor. Not only is this group an original project, they are able to offer full nights of either rock or country covers or even a mix of both to satisfy any crowd. The group is available as a duo, trio or full band in order to meet your needs.</p> | <p>Contact Name: Dennis Boisvert</p> <p>Phone: (780)667-1756</p> <p>E:mail: cadillacjunkies@yahoo.ca</p> <p>Website: www.cadillacjunkiesband.com</p> |
| 9:30pm-10:00pm |  | <p><u>Drew Gregory</u></p> <p>With two albums already under his belt, Drew Gregory is set to release his highly anticipated new EP "I Was There" produced by Jason Barry. With a blend of sounds pulling from his rock and roll loving background & lyrics showcasing his rural routes, this new EP will grab you start to finish. Drew Gregory has garnered numerous Alberta Country Music nominations; all in the top 5 among his peers. Refusing to compromise, he's not only making a name for himself in the country music industry; when not performing, you will find him running the day to day operations on their 5th generation farm. Including his commitment to his local AG Society and numerous other community on-goings.</p> | <p>Contact Name: Angie Morris/ Sirroma Entertainment</p> <p>Phone: (403)818-7223</p> <p>E:mail: sirroma@telus.net</p> <p>Website: www.drewgregorymusic.com</p> |
| 10:00pm-10:30pm |  | <p><u>Blake Reid</u></p> <p>You'll find more dirt, dust, and diesel in Blake Reid's recently released sophomore album - 'Rust'. Staying true to his deep country roots and life on a five-generation family farm, Blake is quickly earning a reputation as a quality songsmith and a familiar musical voice in the rural communities. Reid's music captures the raw simplicity of the real life joys and struggles of those living in the open spaces on the map. He was one of the first 6 artists from across the nation chosen to participate in the CCMA Discovery Program in 2013, where he was soon recognized as a talented storyteller and was later signed to Royalty Records/Sony Music Canada. Writing all 11 tracks on the new album 'Rust', Blake continues to deliver the dirt road truth through cleverly penned lyrics and instrumentation. Blake has officially partnered with 4H Alberta and will be supporting their 2016/2017 Centennial Celebration with the composition of the 4H Centennial Song and performances across the Province.</p> <p>All the way from the mud-kickin', banjo-pickin', no-name frickin' foothills town - Cremona, Alberta ...please welcome Blake Reid.</p> | <p>Contact Name: Kathryn Hummel</p> <p>Phone: (780)756-5626</p> <p>E:mail: kathryn.hummel@royaltyrecords.ca</p> <p>Website: www.royaltyrecords.ca</p> |



Show Case Schedule of Events

Video Showcase

Friday February 5, 2016

TIME

DESCRIPTION

CONTACT INFORMATION

9:00pm



Sudsy's Barn Video

The Most original and unique attraction to join FUSION Talent Group. Sudsy's Barn is a one of kind handwash station promoting clean hands nationwide. Simply put, it makes washing your hands FUN! Meeting all standards this opens up as well unique opportunities for sponsorships that you might not have been able to capture prior.

Contact Name: Andrew Pogson

Phone: (519) 275-1070

E:mail: drewpogson@gmail.com

Website: www.fusiontalentgroup.com

9:30pm



Canine Stars

Fairs, Zoos, Expos, Half Time shows, Rodeos and other special events. If high-energy family fun is what you're looking for, The Canine Stars ground act will deliver. With big air, super speeds, and incredible feats of doggie athleticism, The Canine Stars presentations pack in the action along with great music and enthusiasm. With the most inspiring, eye opening dog show and family fun entertainment, our adopted dogs and former pound pups show that any dog can be a star. This show will make you want to adopt a friend and save a life.

10:00pm



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Contact Name: Fred Whiteman

Phone: (780) 991-9677

E:mail: partyking@telus.net




Website: www.partykingrents.com



Show Case Schedule of Events

Small Stage

Saturday February 6, 2016

| TIME | | DESCRIPTION | CONTACT INFORMATION |
|----------------|---|---|---|
| 12:30pm-1:00pm |  | <p><u>Sarah Menzak</u></p> <p>Solo Singer R+B Music</p> | <p>Contact Name: Joanne Menzak</p> <p>Phone: (780)922-5274</p> <p>E:mail: menzak@wildroseinternet.ca</p> |
| 1:00pm-1:30pm |  | <p><u>Teneya Collins</u></p> <p>Teneya is a 16 year old local singer born in Newfoundland and is currently living in Alberta and is currently completing grade 11. Teneya enjoys music and has been singing her whole life. She began performing at the age of 10 and has always enjoyed entertaining. She has performed in many places including The Forts Got Talent, For Saskatchewan Trade Show, Relay for life, Fort Saskatchewan Music Festivals, Intermission stage for Kory Wlos, various celebrations and many recitals and school events. She has won first place in several competitions, her most recent one is "The Pitchforks got Talent" which gave her an opportunity to open up for the Traveling Mables. She would like to continue competing in various events. Teneya is currently recording an EP album in which she is hoping to have released by the end of 2016. For more information visit Teneya Collins Facebook fan page.</p> | <p>Contact Name: Jack Cooper/ Cooper Studios</p> <p>Phone: (780)700-0592</p> <p>E:mail: jeff2tall1@hotmail.com</p> |
| 1:30pm-2:00pm |  | <p><u>Flyin' Bob</u></p> <p>One Man, Three Ring Circus! ...much more than a juggler, or even a unicycle rider/juggler, or even a high-wire walking/unicycle riding/garden chair stacking/magician/comedian/juggler. Flyin' Bob is the real entertainment deal, a full-on three-ring circus in the form of one man...a colourful, kinetic, comedic, self-disciplined whirlwind.</p> | <p>Contact Name: Robert Palmer</p> <p>Phone: (403)864-3301</p> <p>E:mail: bob@flybob.com</p> <p>Website: www.flybob.com</p> |



Show Case Schedule of Events

Main Stage

Saturday February 6, 2016

| TIME | DESCRIPTION | CONTACT INFORMATION |
|---------------|---|---|
| 6:30pm-7:00pm | <p><u>Amber Haydey</u></p> <p>Whether it was singing songs around the kitchen table or snuggled around the campfire, music was always a huge part of family time and it was natural it would become the cornerstone of her life.</p> <p>Amber remembers wearing out the first CD she ever owned. It was by the artist, Jewel, and it ignited a flame in her that never died—a burning wish to explore her own musicality. She began writing her own music; and launched onto the music scene. When she was ready, Amber entered the Global Country Star Search, placing in the Top 5 twice. She went on take first place at The Road to Big Valley Contest, and knew she'd found her second home—on stage, sharing her talent..</p> | <p>Contact Name: Amber Stoby</p> <p>Phone: (780)237-2767</p> <p>E:mail: amberhaydeymusic@gmail.com</p> <p>Website: www.amberhaydey.com</p> |
| 8:30pm-9:00pm | <p><u>Candice Brown</u></p> <p>Candace was born and raised in Edmonton AB. She took up an interest in guitar and singing at the age of 9 and was scouted up by an all-girl band taking part in the "Warriors" band performance opportunity at Smart Music. By the time she was 12 she participated twice with the same band. At the age 17, Candace paired up with Jana Lapel, who is a vocal coach. She and Jana have been working very hard and it has impacted Candace and her music. In April 2011, Candace took part in the Leduc Black Gold Country Idol Contest, where she won the competition for her age category. Since then, Candace has performed multiple times at venues such as Yavis Pub in Drumheller, The Duchess Bakery in Edmonton, Logging Days in Blue Ridge, and Adam stock fundraiser in Lamont, AB. Candace has teamed up with very talented musicians, and continually writes and performs new music to share with family, friends and fans.</p> | <p>Contact Name: Candace Brown</p> <p>Phone: (780)975-9024</p> <p>E:mail: thecandacebrown@hotmail.com</p> <p>Website: www.candacebrown.ca</p> |
| 9:00pm-9:30pm | <p><u>Lonesome Dove</u></p> <p>Lonesome Dove is an original Alt Country band from Edmonton with an album being released in April. The band frequently works as a cover band for corporate events, weddings, festivals and clubs. The band has a 90 minute original show, a 4x45 minute country cover show and a 4x45 minute rock cover show.</p> | <p>Contact Name: Nathan McMurdo</p> <p>Phone: (780)868-4661</p> <p>E:mail: bookings@lonesomedove.ca</p> <p>Website: www.lonesomedove.ca</p> |



Show Case Schedule of Events

Main Stage

Saturday February 6, 2016

| TIME | DESCRIPTION | CONTACT INFORMATION |
|--------------------|--|--|
| 9:30pm- 10:00pm | <p><u>Domino</u></p> <p>Rarely does one find four individuals, all coming from various backgrounds able to gel together creating a harmonious group. Together; Domino has mastered this by honing their harmonies to near perfection, which explains the melded cohesive sound projected on their new EP "Ghost". Having redefined their brand and sound so unique; one might say it could be comparable to a Fleetwood Mac embellished with country music.</p> <p>Domino has garnered numerous Association of Country Music in Alberta Award nominations over the past few years; all placing in the top 5 among their peers. They are no stranger when it comes to entertaining from any size of stage; engaging audiences of all ages.</p> | <p>Contact Name: Angie Morris/ Sirroma Entertainment</p> <p>Phone: (403)818-7223</p> <p>E:mail: sirroma@telus.net</p> <p>Website: www.dominobandsite.com</p> |



10:00pm-
10:30pm



Julian Austin

Born in Sussex, New Brunswick, Julian Austin has written and played music since he was in his mid-teens, dabbling in every genre from heavy metal to rock to 80's pop before falling in love with the new country music sound that was taking shape in the early 90's. In 1998 Austin moved out west to Calgary Alberta to live with his then fiancée Angela. While living out west Austin further honed his musical skills in both writing songs and entertaining the fans. His first album, "What My Heart Already Knows", more than justified that musical choice, earning Julian a certified CRIA gold record (50k+ sales) and the 1997 Wrangler Rising Star Award from the Canadian Country Music Association. His first single "Little Ol' Kisses" went #1 on radio and also made the CMT Top 30 Videos of 1997, followed in 1998 with the Best Country Single award at the first annual Canadian Radio Music Awards. That year Julian also earned several Juno nominations.

Contact Name: Randy Martin/
Karizma Agency

Phone: (780)720-8779

E:mail: rmartinkarizma@gmail.com

Website: www.karizmaagency.ca



Show Case Schedule of Events

Video Showcase Saturday February 6, 2016

| TIME | | DESCRIPTION | CONTACT INFORMATION |
|---------|---|--|---|
| 9:00pm |  | <p><u>Dale K</u></p> <p>Although their eyes are shut and bodies relaxed the volunteers are wide awake with open imaginations. It's at this point that Dale K introduces the power of suggestion in an always humorous and unconventional manner. His suggestions allow the volunteers to unleash hidden confidence and talents that propel them into the spotlight for the entire show. The volunteers leave with an exciting rush of adrenaline just like Broadway performers, professional athletes or rock stars experience. You and the audience will leave with a sore jaw from non-stop laughter and memories that you will be talking about forever.</p> <p>One of the keys to the popularity of Dale K is his versatile ability to entertain a wide demographic in an assortment of venues. When required Dale customizes his performances with school themes, corporate mission statements, current events and pop culture.</p> <p>In addition to his one-man show, Dale K performs a full multimedia experience. This show involves theatrical lighting and staging, full audio and video projection.</p> | <p>Contact Name: Andrew Pogson</p> <p>Phone: (519) 275-1070</p> <p>E:mail: drewpogson@gmail.com</p> <p>Website: www.fusiontalentgroup.com</p> |
| 9:30pm |  | <p><u>Karizma Entertainment</u></p> <p>The Sky is the limit... Entertainment at its best... Karizma Agency continues to work hard to put forward the strongest artists while building and promoting venues and events across Western Canada .. Major Headliners to Regional recording acts servicing audiences with an energy and passion enhancing the entertainment experience while consulting buyers and promoters alike with successful marketing practices.</p> | <p>Contact Name: Randy Martin</p> <p>Phone: (780) 720-8779</p> <p>E:mail: rmartinkarizma@gmail.com</p> <p>Website: www.karizmaagency.ca</p> |
| 10:00pm |  | <p><u>Olivia Rose</u></p> <p>Olivia Rose takes a pop song and turns it pure country! All About the Twang is a fun country filled cover of the pop hit All About the Bass by Meghan Trainor. Her small town girl country roots definitely shows up in this fun co write with Dave Woods. This singer songwriter has a unique ability to make any song she covers her own. With the release of her first single, Make Up to Mud, Olivia Rose has gained national and international radio play and a strong fan base. A headlining spot on the North stage of K-days and a busy festival season made an amazing 2015 and with the release of her next single Please Maybe, 2016 is looking to be a big year for Olivia Rose.</p> | <p>Contact Name: Jen Perry</p> <p>Phone: (780) 935-3682</p> <p>E:mail: jen@idvipteam.com</p> <p>Website: www.idvipteam.com</p> |



Emcee, Speakers & Special Guests Biographies



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Emcee's Biography

Wynn McLean



Mike Labelle

Mike is a professional rodeo announcer and a radio/TV host. He has 10 years of experience as a CPRA accredited announcer, and hosted the Calgary Stampede Rodeo and Rangeland Derby on Shaw TV. His extensive career also includes announcing the Chinook Rodeo Association finals and hosting the Canadian Finals Rodeo with Shaw TV for 6 years, among many other accomplishments. He is currently a rodeo reporter on Rural Radio for Sirius/XM and the Goldenwest Radio company, and hosts the Canadian Top 10 Country Music Countdown show. He enjoys the country way of life with his wife Nadine and their 4 daughters.



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

Angela Schreiner

Alberta Culture and Tourism



Angela Schreiner has worked with the non-profit sector since 1998. She has extensive experience working with grant programs such as the Community Lottery Board, Major Communities Facilities Program and currently with the Community Initiatives Program and the Community Facility Enhancement Program. As a Community Liaison Officer with Community Grants, she advises and supports community groups with their project proposals in rural Alberta.

Speaker Biographies



Brenda Robinson
The Robcan Group

Brenda Robinson has been fortunate enough to work for over 30 years in the training and development field. She has spoken at conferences, developed and delivered workshops, provided organizational consulting and coached people for success in their roles on teams and in their diverse workplaces.

Brenda's passion is for creating positive, productive learning environments. Her research and development focus is on “people skills”. She works tirelessly to build resources to support people to communicate more effectively, work together more productively and get the best results possible for themselves and their organization.

She continues to address new challenges to provide services to assist individuals and teams to effectively manage change, stress, priorities and develop new work habits for a changing work of work. Brenda has a positive approach to everything she does. She believes in balancing who we are and what we do. She puts equal energy into her work and her family. Her grandchildren are her treasures. She and her husband Len have been married for over 40 years. Their 5 children continue to be their focus.

Brenda grew up on a farm close to Minnedosa Manitoba and values the rural experience. She stays connected to family in Manitoba and now spends time in two settings – Sherwood Park and Victoria. Her desire to share her research and resources has led to the publication of two books. She also markets an audio CD set and has video currently in the works.

Brenda received her Bachelor of Arts from Brandon University in Brandon, Manitoba (Major in English) and her Masters of Education from Simon Fraser University in Burnaby, B.C.

Join Brenda to listen, laugh and learn about other people, about yourself and about other stuff we may need and want to know.

Brian T.Ho
CEO & Founder of ID VIP Team



With an extensive background in accounting, marketing and sales, Brian leads ID VIP Team Corp as CEO as it actively expands in Western Canada and the US market. He personally has helped brand, build, market and manage over 18 annual events and now oversees the expansion of their marketing and media services. His passion to see the reality of a “Middle Class Musician” that works exclusively in the music industry and helps shape the future of the Indie Music Scene has fueled his relentless pursuit of innovation.

If Brian isn't working on ID VIP Team, he is spending time with his family, which includes many of the core members of ID VIP Team and their advisers. He loves the outdoors and the coast and can be found cliff climbing and spending time on the beach during his holidays with his wife and 3 teenage children. He takes time to share insights through his personal brand “~hiccups from the mind of The Happy Ho” through Facebook, Twitter and his own series of images and posters.

Speaker Biographies

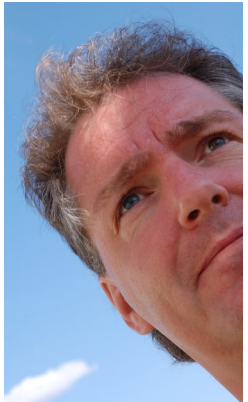


Bryan Burns
Interior Provincial Exhibition (IPE)

As the CEO - Chief Edu-tainment™ Officer of The Corporate Play People™, Bryan is inspired by the positive growth transformation of individuals and teams. After many years of experience in leadership and team development, he is inspired to share his knowledge and life lessons by impacting people through the many team-building programs at The Corporate Play People™.

Bryan is a passionate leader who believes in the power of play to lead a fun and dynamic life. A quote from Plato is our number one approach with organizations and groups - "You learn more about a person in an hour of play than in a year of conversation"

Bryan continuously strives to find fun solutions to build workplace relationships, connect people and increase communication! His energy and passion towards personal development is contagious!



Chris Fields
Senior Strategist, 13 Ways Inc.

Chris has been around the marketing block a few times – the result of 23 years of marketing, communications, and economic development experience in enterprise, government, and not-for-profit settings....and a bunch of time learning things the hard way as 'fire hydrant to the corporate dogs.'

Chris has spent the last 12 years in a consulting capacity as an unconventional thinker and doer who challenges his work environments to think more creatively and aspirationally about branding, marketing, strategic positioning, and community -building. Chris and his B.C., Alberta, and Ontario communities have received 24 provincial, national, and international awards. Chris has a Master's Degree in Environmental Design from the University of Calgary.



Chris Sisson
President, Superior Show Service

Chris grew up in a family business working with Agricultural Societies (amongst other organizations) all over the Province, and in 2004 he purchased the business and has since continued those relationships with Agricultural Societies still to this day.

Superior Show Service has been a service member of AAAS for as long as Chris can remember. He and his wife, and two daughters live in Fort Saskatchewan where the business is also located. He is an active and avid outdoorsman who enjoys snowboarding with his family and hunts as often as possible (including with his daughters that are avid hunters as well).

Chris was elected to the AAAS Board in 2012 as the Service Member Director and has been thoroughly enjoying his time on the Board.



Chuck Erman
General Manager, Camrose Regional Exhibition

~~Chuck has worked post-secondary institutes across Canada, Major National Festivals to now General Manager of Camrose Regional Exhibition, His 18+ years working in the non for profit world brings a vast knowledge to any organization.~~

Speaker Biographies



Clifton Lofthaug
President, Great Canadian Solar Ltd.

Clifton is the President of Great Canadian Solar Ltd., and since starting into the renewable energy industry in 2009 Great Canadian Solar has engineered and installed some of the largest solar systems in the province.

Qualifications: Professional Technologist (Engineering), Master Electrician, CSA and NABCEP Certified PV Installer.



Dina Sutherland
Community Investment Manager, United Farmers of Alberta

Dina Sutherland is the Community Investment manager for UFA and carries a passion for rural communities and their sustainability. Dina brings a unique perspective in regards to developing corporate relationships as she has been on both sides of the fence—being the person who is seeking support and the person requests are being presented to. Her experiences will give insights on motivations of funding partners, how to identify the best partners that are right for your initiative, and how to build and maintain those relationships.



Don Wilson
Travel Alberta

Don Wilson works with Travel Alberta and has been in tourism marketing and economic development for the past 25+ years. He has shared his marketing expertise as a coach with Athabasca University's on-line Executive MBA program. Having lived in Alberta all his life and more specifically, in a very small agricultural community into his teens, Don not only appreciates our province but truly embraces our diverse economy!

Always an optimist, Don endeavors to find positives and enjoyment in most situations in life. He hopes to be able to pass on his passion for tourism and marketing leading to your agricultural conference!

Don also has a passion for helping others through volunteering and a love of the outdoors and activities such as hunting, curling and traveling!

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Speaker Biographies



Doug Griffiths
President, 13 Ways Inc.

Growing up on a ranch outside a small community was a great practical education for Doug. He went on to acquire an Honours B.A. Philosophy, followed by a B. Education, and is currently scheduled to complete the Executive MBA program at the University of Alberta in Spring 2016.

After teaching and ranching for several years, Doug served as an elected Member of the Legislative Assembly in the Province of Alberta for four terms. In that time, he served as Minister of Municipal Affairs and Minister of Service Alberta, as well as Associate Minister positions in Agriculture, Finance, and Solicitor General.

Doug retired from politics in January 2015 to return to his passion of helping communities, organizations, and businesses grow stronger. In his Canadian best-selling book, 13 Ways to Kill Your Community, Doug identifies challenges and opportunities that all communities face. He continues to share his experiences with people and organizations across North America.

Fred Tyrrell:

Community Development Officer at Government of Alberta



Fred Tyrrell works in Community Development with Alberta Culture & Tourism, and for almost forty years has been involved in providing help to organizations through training and facilitation in all areas of running community groups. He has served in many Officer Positions on local, provincial and national boards as a volunteer, and frequently speaks at conferences about Leadership, Roles of the Key Volunteers, and more. In his free time, he spends his days as a Show Medic at Equestrian Horse Shows providing first aid to the riders who take tumbles. With 46 years under his belt as an instructor, he knows his first aid and invites you to come to what promises to be an interesting and valuable session on how to give first aid to your meetings!

Fred Young

Alberta Agriculture and Forestry



Fred Young started with Alberta Agriculture in May of 1981 and worked as a D.A. for 12 years followed by working as a Forage specialist for 7 years. Currently, Fred is the program leader for the Agriculture Opportunity Fund (AOF) which is a program that funds Applied Research Associations and Forage Associations and the Ag Society Program which has 295 Ag Societies throughout the Province for Alberta Agriculture and Rural Development (ARD). During his career he has had the opportunity to work along-side several Ag Societies and feels he has a good working knowledge of the many challenges that they face. He looks forward to working with the Ag Societies and AAAS to continue to build an awesome Ag Society program in the Province.

Speaker Biographies

TOROMONT



Gerald Curran **CIMCO**

Gerald Curran started his career with CIMCO Refrigeration in 1981 and developed a wide range of experiences 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 onsite troubleshooting and analysis throughout Western Canada, Yukon Territory and North West Territories as well as in the high Arctic working with Permafrost Retention Systems.

His focus was redirected to administrative duties over the next 23 years which included 1993 – 1995 as Service Operations Manager, 1995 – 1999 Sales Manager and 1999 – Present as District Manager Edmonton Operations. Gerald's Management duties also included conceptual design and implementation of Ammonia and halocarbon refrigeration systems for the Food & Beverage and Petro-Chemical industry as well as the recreation industry.

Gerald is a Senior Instructor and has held a position on the board of directors for Alberta Association of Recreation Facilities Personnel as the Education Representative, an organization that provides in-depth refrigeration training for Artificial Ice Plant Operators.

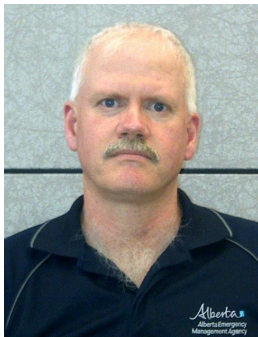
In the United States Gerald is a frequent facilitator for the Ice Arena Institute of Management (iAIM) and the International Association of Assembly Managers (IAAM).

Hugh Culver



Hugh Culver co-created the world's most expensive tours (to the South Pole), started five companies, and consults to Telus, Shoppers Drug Mart, Red Cross, and Bell. His keynotes, courses, and events teach and inspire leaders to Think creatively, PLAN better, and take ACTION now on what really matters. He is the author of Give Me a Break – the art of making time work for you.

Ian Fox **Municipal Affairs -Alberta Emergency Response Management Agency**



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.

Speaker Biographies



Jacquie Fenske
Marketing and Promotions, Fifendekel

Jacquie Fenske is a woman full of energy, passion and enthusiasm. Whatever she takes on has her full-on effort. She is passionate about the issues in rural Alberta and is committed to doing what she can to ensure the people in rural Alberta thrive.

Her goal is to have every rural resident become an ambassador for the rural lifestyle, and every urban resident become a rural advocate.

Jacquie is a speaker and workshop leader who, along with her partner, promote Alberta's rural tourism opportunities as the best way to bridge urban and rural understanding. She had been a teacher for Edmonton Public Schools, served on Strathcona County Council from 1995 – 1998 and again from 2004 – 2012.

She is the former MLA for the Fort Saskatchewan/Vegreville riding from 2012 – 2015. During her term as MLA she toured the province gathering information and working on the committee that created the Minister's report on Rural Economic Development

She and her family own and operate a thriving family business in Edmonton. Currently she spends her spare time as the chair of Elk Island Community Futures and is on the board of the Agriculture and Food Council as well as having been appointed to the Strathcona Agriculture Service Board.

Jason R. Atkinson

~~Director of Operations, Distributed Generation, Enmax Energy Corporation~~



Jason joined Enmax in 2006 & launched the Home Services division. In 2007, he was asked to help with the launch of the Distributed Generation department. He joined the Distributed Generation team as the Director of Operations in 2013.

Qualifications: Red Seal, Refrigeration Air Conditioning, Red Seal-Gas, Certified Geothermal Heat Pump Installer. CANSIA Certified Solar Thermal Installer, Several NABCEP & CANSIA Solar PV courses.

Julie Friesen
Alberta Culture and Tourism



Julie Friesen brings a wealth of diverse experience and longstanding commitment to her community over many years and across many sectors, having demonstrated leadership in the not-for-profit, voluntary and public sectors for her entire career. As a Community Development Officer with Alberta Culture and Tourism, Community Development Unit in the Southern Region, she assists communities in building enhanced capacity, leadership and skill development, strategic planning, board governance, regional collaboration and partnership building, facilitation, organization development and public engagement/consultation to name a few. Prior to assuming responsibilities with the Province of Alberta, she designed and administered Health Canada Prenatal Nutrition and Early Childhood Intervention programs and was instrumental in the development of many regional collaborations in Southeastern Alberta. A longstanding community volunteer, Julie cites her most recent involvements as an elected Councilor for the City of Medicine Hat, Past President of United Way of Southeastern Alberta and active member of many community organizations, including the Police Commission, Housing Foundation and Watershed Alliance.

Speaker Biographies



Katherine Altmann
Alberta Agriculture and Forestry

Katherine Altman currently works in AF's Livestock Traceability Branch's as the Education and Extension Unit Manager. The Branch currently has eleven staff that are working to implement Traceability in Alberta, which will complement the National Traceability program that is being implemented across Canada.



Kelly Johnson
Alberta Ministry of Jobs, Skills, Training and Labour

Kelly Johnson is a Workforce Consultant with the Ministry of Jobs, Skills, Training and Labour and has been with the Government of Alberta for the last 2 years. Kelly has always had an interest in Alberta's labour force, with experience as a recruiter as well as an employment counselor in the private sector. Kelly's true love though is the beach - after graduating from Bishop's University in Lennoxville, Quebec she moved to the British Virgin Islands where she lived and worked for 6 years. Kelly, her husband and two children currently live in Edmonton.



Paul Gervais
Alberta Agriculture and Forestry

Paul Gervais is with the Agriculture Grant Programs Branch of the Rural Development Division of Alberta Agriculture and Forestry, where he works with several provincial grant programs, and their various assessment and monitoring requirements. Paul's background includes various positions in both the provincial and federal government, teaching at the University of Alberta and Concordia University College of Alberta, and developing credit policy for the banking sector. In his spare time, he trains for marathon running, enjoys amateur radio, and starts, and sometime finishes, home renovation projects. Paul holds a Master's degree in Agriculture (MAG) and an MBA from the University of Alberta. Paul is married with four adult children.



Shari Hanson
Alberta Agriculture and Forestry

Shari Hanson is a facilitator that especially enjoys "conducting" in ways that seek harmony from diverse voices (as opposed to monotony from same voices)! An alumni with Canada World Youth and 4-H, Shari has a BA in Social Anthropology (Dalhousie University) and a MSc in Rural Extension Studies (University of Guelph), with a focus on Community Development and Adult Education. Shari is excited to use her education and experience to now serve the rural Alberta she grew up in, through her work as a Leadership Specialist with Alberta Agriculture and Rural Development.



Shawn Gramiak:
Grunt Multi-Media

~~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.

Speaker Biographies



Suzanne Petryshyn:
CEO, Peak Conflict Solutions

Having grown up in a family business in the tourist industry in the boreal forest of northern Saskatchewan, Suzanne had the opportunity to meet people from all around the globe who were taking in the majestic beauty of the north.

This valuable life experience provides Suzanne with the public speaking skills, and experience, to have a conversation with her audience. Whether it is a large auditorium, or a smaller conference room, regardless of the occasion, Suzanne leaves audiences feeling engaged and inspired. Her quick wit and charm, along with a sense of humor about being human, helps people open up to learning about the tough topics of conflict and relationships.

She is a sought out professional public speaker who has spoken at international, national and local speaking engagements the past 15+ years. A master's degree in conflict analysis management from Royal Roads University and a Chartered Mediator designation from Alternative Dispute Resolution Institute of Canada (ADRIC),

Suzanne offers her audiences a blend of street smarts experience and classroom education.

Walter Schwabe
Fusedlogic inc.



Walter has been helping entrepreneurs generate and implement rare ideas for over 16 years as the Chief Evolution Officer of fusedlogic inc., over the past 11 years fusedlogic has quietly evolved into one of Canada's leading social media strategy firms.

Walter and his team at fusedlogic have consulted on social media challenges for the Government of Alberta, ATB Financial, Edmonton Economic Development Corporation, MacEwan University's School of Business, Fringe Theatre Adventures, Industry and Health Canada. Add to that NorQuest College, the City of Edmonton's IT Branch, City of Grande Prairie, Strathcona County, City of Fort Saskatchewan, Parkland County and they exceeded expectations on multiple projects for Microsoft.

Walter he has been interviewed about the Internet and social media in the Milwaukee Journal Sentinel, Edmonton Journal, Edmonton Sun, Calgary Herald, National Post, Metro Edmonton, Sherwood Park News, Profit Magazine and Alberta Venture magazine to name a few. Walter is also a regular contributor on CTV, Alberta Primetime, Global Edmonton, and CBC as well.

Having a face for radio, in 2010 Walter was also fortunate to have hosted Canada's first weekly radio show dedicated to social media called "Getting Social with Schwabe" airing on Edmonton's TheTEAM1260 and included interviews with 12 time New York Times Best Selling author Seth Godin, as well as, leaders from Google, BBC News, Dow Jones, and a member of the Central Intelligence Agency...



MISS RODEO CANADA 2016

Samantha Stokes

When it comes to the western way of life, 19-year-old Samantha Stokes knows a thing or two. Born and raised in High Prairie, Alberta, Samantha's passion for animals began at an early age, and has continued with her ever since. For five years, she was an active member in 4-H, participating in projects such as horse, steer, heifer, market lamb and ewe. Samantha has held many executive positions during this time, including secretary and club president. She's also been an active member of the Elks Pro Rodeo Grand Entry team for five years, and was honoured when asked to coach their team and become a director.

In her spare time, Samantha enjoys working on the community pasture looking after large herds of cattle. When not out on horseback, she is a strong believer in passions that strengthen ties with family and friends. She thoroughly enjoys annual brandings that reunite surrounding neighbors, hunting trips out in the hills, or even seeing who can catch the biggest fish out on Lesser Slave Lake.

Upon meeting Miss Rodeo Canada Brittany Foster, who lives just an hour and a half from Samantha, in 2010, she began to realize her dreams could become a reality as well. From that moment on she set the goal of becoming the High Prairie Elks Pro Rodeo Queen and was honoured to receive the title in 2012. In 2014 she went on to win the title of Miss Grande Prairie Stompede and has been honoured to be an ambassador for the sport of rodeo in the peace country these last few years.

Recently, Samantha completed her first year of post-secondary, working toward her Bachelor of Education Degree, in hopes of one day teaching kindergarten. Samantha's love of children motivates her to pursue her goal of instilling values in the children who cross her path on the rodeo trail, and share her love for the sport of rodeo and western way of life.

The Teepee Creek Stampede has been hosting Miss Rodeo Canada since the early days of becoming a pro rodeo. Miss Rodeo Canada is a fan favorite and we see value and added professionalism to having her a part of our rodeo, including in our grand entry as well as in the arena pushing stock. As a rodeo with a queen program, MRC is an invaluable role model for our young girls and contributes to the success of our queen program. The past several Miss Rodeo Canada's we have hosted have also been eager to share their hidden talents to entertain our crowds, with playing music on stage and being a part of the rodeo action. The Teepee Creek Stampede is proud to host Miss Rodeo Canada each year and we feel MRC is a great addition to our 4 Days in the Wild!

~Teepee Creek Stampede Committee