



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 send greetings to the Alberta Association of Agricultural Societies' 70th Annual Convention.

Since 1947, agricultural societies have been the heart of most rural communities throughout Alberta, and they continue to be a significant part of our heritage today. As you look back on your successes and challenges over the last seven decades, I hope you hear the "Greatest Stories Never Told" and share your own personal stories with one another.

Our government remains committed to strengthening the vibrancy of Alberta's rural communities, ensuring the sustainability of our agricultural industries, and enhancing the safety and well-being of every Albertan living in rural communities.

I wish each society the best as you and your members celebrate this important milestone. My thanks to you for your continued advocacy for rural Alberta. I wish you well as you embark on your next 70 years!

Rachel Notley

February 3-5, 2017



*Office of the Minister
MLA, Whitecourt-St. Anne*



MESSAGE FROM THE MINISTER

As Minister of Agriculture and Forestry, it is my pleasure to extend greetings on behalf of the Government of Alberta to all the participants of the 70th annual convention of the Alberta Association of Agricultural Societies.

Our government recognizes the incredible contribution that rural Alberta and agriculture make to our province and to our economy. We know that the agricultural societies have an important role in maintaining the quality of life in their communities by supporting important programs, services, and events. We appreciate the dedication and hard work that your organizations undertake for the benefit of their communities and the agriculture industry.

Thank you to the Alberta Association of Agricultural Societies for organizing this conference and to the thousands of volunteers who donate their time and energy to agricultural societies across the province.

I wish you all the best for a successful convention and year ahead.

Oneil Carlier
Minister of Agriculture and Forestry



Presidents Welcome

Dear Delegates!

Welcome to the 2017 AAAS conference!

Once again this year, the conference offers a fantastic lineup of speakers, topics and learning opportunities.

The conference theme of the “Greatest Stories Never Told” certainly will encourage many topics that I am sure will be shared between delegates.

Please support the industry service members in the trade show, and above all, engage in the camaraderie that the AAAS conference offers.

Enjoy the conference!

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

2017 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 15 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), two grandchildren. 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 Cattlemans Association, Soil and Crop as well as Matheson Agriculture Society and attended New Liskeard College of Agriculture where he received a Diploma in livestock technology. Frank and his family have lived in various areas of Canada and have resided in the Rochester area for the past ten years where he has been involved with the Ag Society for eight 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, 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 15 Years and have been president for the past 10 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 17 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 37 years ago. She joined the Valleyview and District Agricultural Society 27 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.



2017 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 6 years.

Lisa Hardy
Chief Administrative Officer



Lisa Hardy is the Chief Administrative Officer (CAO) and has been with the Association since 2008. She comes from a diverse background of working in a busy environment with a variety of duties including office management, bookkeeping, purchasing and sales. Lisa graduated from the Institute of Fair Management program in December of 2016 at the International of Fairs and Expositions (IAFE) annual convention. 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.

Maria Flores-Achtymichuk
Marketing and Membership Coordinator



Maria has been in the graphics industry for almost 20 years designing and building company logos and signage across Alberta and Western Canada. She has also worked as a member services representative and as an administrative assistant within the recreation and hospitality industries. Maria likes attending festivals and medium rare steak.

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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ATCO





Agricultural Societies
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never told

Convention Agenda

ATCO



2017 Convention Agenda

Thursday February 2, 2017

1:00 P.M – 8:00 P.M	Best Practices in E-coli Prevention - Pre-registration required Check in Starts at 12:30pm	Edmonton Room
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, Alberta Association of Agricultural Societies	Ridgewood Room

Friday February 3, 2017

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
<i>Deadline for entering Website and Social Media Categories is 2:00pm Feb 3, 2017</i>		
Ongoing	Marketing Competition Open	Hotel Lobby
<i>Sponsored by: FaveQuest Corp, UFA, West Coast Amusements</i>		

Pre-Conference Workshops

8:00 A.M. – 3:00 P.M.	Progressive Farm Safety Days Coordinator Training Pre-registration required Speakers: Progressive Farm Safety Days Training Staff	Lethbridge Room
8:30 A.M. – 12:00 P.M.	Farmers' Market Manager Training Speaker: Eileen Kotowich, Alberta Agriculture and Forestry	Ridgewood Room
9:00 A.M. – 12:00 P.M.	Positioning Your Ag Society For The Future = Responsibility Relevance Renewal Speaker: Max Fritz, Non-profit Advisor	Edmonton Room
	Can Community Help Your Ag Society Find Their Ruby Slippers? Speaker: Brenda Herchmer, Campus for Communities	Vernon Room
	The Art of Policies Writing Speaker: David Feldman, ECVO	Wildrose #3
	GOAL-TRIUM – our fun goal-achieving workshop Speaker: Bryan Burns, Corporate Play People	Wildrose #1
	Lifecycle Planning Speaker: Lloyd Smith, Alberta Association of Recreation Facility Personnel	Elmwood Room

Friday February 3, 2017 – cont.

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 Bullpit Session	Red Deer 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. - 6:15 P.M.	Cocktails	Wildrose Ballrooms
6:15 P.M. - 7:15 P.M.	Dinner – Buffet	Wildrose Ballrooms
7:15 P.M. - 8:30 P.M.	Presentations & Awards	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

Saturday February 4, 2017

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: FaveQuest, UFA, West Coast Amusements

9:30 A.M. - 10:15 A.M.	Regional Meetings – Refreshments Provided	
	Region 1	Lethbridge Room
	Region 2	Vernon Room
	Region 3	Elmwood Room
	Region 4	Blatchford Room (Upstairs)
	Region 5	Edmonton Room
	Region 6	Red Deer Room
10:45 A.M. – 11:30 A.M.	Service Members Meeting	Regina Room

Saturday February 4, 2017 – cont.

10:30 A.M. - 12:00 P.M. **Select-A-Session - Choice of 9**

The Times They Are A'Changin...Are You??	Wildrose #1
Speaker: Brenda Herchmer, Campus For Communities	
Momma Told Me There'd Be Days Like This	Wildrose #2
Speaker: Mark Mayfield	
Best Practices For Farmers' Markets	Edmonton Room
Speakers: Mark Shand, Alberta Agriculture and Forestry	
Eileen Kotowich, Alberta Agriculture and Forestry	
Succession Planning – The key to representing and growing your membership	Elmwood Room
Speakers: Anna De Paoli, De Paoli & Associates	
Sheila Carruthers, De Paoli & Associates	
Get Your Story Out There!	Wildrose #3
Speaker: Dianne Finstad	
Social Media Integration for Agricultural Societies	Vernon Room
Speaker: Mike Wuchterl, Lethbridge Exhibition	
Quick Marketing WINS that you can start today	Ridgewood Room
Speakers: Andi Dzilums, Travel Alberta	
Christopher Smith, Travel Alberta	
Board Member Basics	Lethbridge Room
Speaker: David Feldman, ECVO	
Rapid Evolution = Rapid Innovation	Red Deer Room
Speakers: Francois Blouin, ATCO	
Imad Khaled, ATCO	

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 4, 2017 – cont.

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

Select-A-Session - Choice of 9

Agricultural Societies Program – Stripped Down

Ridgewood Room

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

What's 90 Minutes!

Red Deer Room

Speaker: Max Fritz, Non-profit Advisor

Attitude and Gratitude!

Wildrose #1

Speaker: Brenda Herchmer, Campus For Communities

Momma Told Me There'd Be Days Like This (Repeat Session)

Wildrose #2

Speaker: Mark Mayfield

Alberta's Climate Leadership Plan & the NEET funding program

Elmwood Room

Speakers: David Dodge, Energy Efficiency Alberta

Mike Hittinger, Alberta Agriculture and Forestry

Get Your Story Out There!

Wildrose #3

Speaker: Dianne Finstad

Marketing Guru...NOT!...but here are the ABC's

Lethbridge Room

Speaker: Bryan Burns, Corporate Play People

Farm Safety Resources and Ideas

Edmonton Room

Panel Discussion: AAAS, Alberta Ag – Farm Safety Division, Ag For Life, Progressive Farm Safety Days

Social Media Measurement – How to measure your success

Vernon Room

Speaker: Mike Wuchterl, Lethbridge Exhibition

How Programming Happens...including Tips & Tricks on contract Management

Rosewood Room

Speakers: Allison Wright, Calgary Stampede

Mike Sidoryk, Lloydminster Regional Exhibition

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 – The Glass Ain't Half Empty, It's Just Too Big

Keynote Presenter: Mark Mayfield

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

Closing



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Preconference Sessions & Workshops

Thursday, February 2, 2017

Best Practices in E-Coli Prevention

Thursday February 2nd 1:00pm – 8:00pm

Location: Edmonton Room

Presenters are from the International Association of Fairs & Exhibitions (IAFE) who present this topic across North America, and is hosted by the Canadian Association of Fairs & Exhibitions.

Pre-registration is required for this workshop – Register with CAFÉ online or by going to their website at www.canadian-fairs.ca or by calling 1-800-663-1714 DEADLINE TO REGISTER IS JANUARY 19, 2017

Over the years there have been outbreaks of E.coli and various other pathogens at fairs and petting zoos in Canada and the US. Thankfully there have been few fatalities. Undoubtedly your ag society wants to protect its attendees from becoming sick – or worse-but you also need to protect your organization. If you find yourself in the newspaper, named as a source of an E.coli outbreak, your event will suffer from litigation....also something you can do without!

This full day workshop will provide critical information on what E.coli (and other dangerous pathogens) are, how they can affect an even kill people, how they can be transferred at a fair or livestock/animal event, how you can avoid contamination, how to protect your organization from litigation if someone does get E.coli, how to create traffic patterns at your fair to keep your guests safer, signage, etc. This workshop is usually a cost of \$150 per person but is free to all those that register. Participants will go away with a binder of resources as well as an educational DVD. Light refreshments will be provided but participants will be required to provide or purchase their own dinner (an evening break will give delegates enough time to have dinner and then continue with the balance of the workshop)

Bylaw Review Workshop

Thursday February 2nd 6:30pm – 9:30pm

Speaker: Tim Carson

Location: Ridgewood Room

Alberta Association of Agricultural Societies (AAAS)

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.



Preconference Sessions & Workshops

Friday, February 3, 2017

Progressive Agriculture Safety Days

Coordinator Training

Friday, February 3rd 8:00am – 3:00pm

Speaker: Dave & Shari Kuther

Location: Lethbridge Room

Progressive Agriculture Safety Days Trainers

Pre-registration is required for this workshop - Register by emailing safetyday@progressiveag.org or by calling 1-888-257-3529 and ask for Sarah DEADLINE TO REGISTER IS JANUARY 17, 2017

Progressive Agriculture Safety Days® are one day events, run by local communities, that teach children safety lessons that can keep them and those around them safe at home or on a farm or ranch. Each year, the Progressive Agriculture Foundation supports more than 400 Safety Days across the U.S., Canada, U.S. Virgin Islands and American Samoa. These Safety Days reach more than 100,000 children and adults annually.

The program is designed to reach 8 to 13-year olds. However, there are separate materials that can be used to reach 4 to 7 year olds. Most Progressive Agriculture Safety Days® are planned for 100 to 200 participants. However, some that are well-planned and well-staffed have effectively reached 1,300 participants. Safety Days can be conducted for specific schools or school classes or they can be open to the entire community.

To be eligible to host a Progressive Agriculture Safety Days® in 2017 organizers must have someone from the organization take part in the training.

*Note this is not a required training program to be eligible for the AAAS Farm Safety Grant, however if the project you wish to do is a Progressive Agriculture Safety Days® then you will need to take this training.

Market Manager Training

Friday, February 3rd 8:30am – 12:00pm

Speaker: Eileen Kotowich

Location: Ridgewood Room

Alberta Agriculture and Forestry

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

GOAL-TRIUM - Our fun goal-achieving workshop

Friday, February 3rd 9:00am – 12:00pm

Speaker: Bryan Burns

Location: Wildrose #1

Corporate Play People

Simply put, people and teams who "goal set" will produce greater positive change in their lives! This is an interactive hands on session that will create a system of goal setting techniques that are fun and provide a masterpiece on which to further strive for your future dreams and ambitions resulting in a balanced life approach. From your own personal mission statement, different goal setting/achieving methods, and to developing your own Unique Ability chart, the purpose of this session is to show you some informal habits to enhance your life.



Preconference Sessions & Workshops

Friday, February 3, 2017

Can Community Building Help Your Ag Society Find Their Ruby Slippers

Speaker: Brenda Herchmer
Campus for Communities

Friday, February 3rd 9:00am – 12:00pm

Location: Vernon Room

The work of Alberta Agricultural Societies is driven by a collective and inspiring understanding that they contribute to the quality of life in their communities by encouraging improvement in agriculture by developing educational programs, events, services and facilities. It is also increasingly clear that the resulting challenges being addressed to achieve that vision – are often reflected in a bumpy, twisting yellow brick road. And, while the issues are being addressed by dedicated staff and volunteers, there is a growing sense that heart work is hard work especially when finding the ruby slippers and solutions requires time and resources that may not always be available. However, there is also an understanding that community building might just be an essential part of the solution for ensuring the transformative change and growth that is required. Easy enough to say, but how do we actively engage those who live in our communities? This session will help you find your ruby slippers by:

- sharing an understanding of community development and its value;
- discussing the competencies, roles and responsibilities of staff and volunteers serving in a community building capacity;
- sharing examples and practical strategies for engaging those who live in your community

The Art of Policies Writing

Speaker: David Feldman
ECVO Governance and Leadership Specialist

Friday, February 3rd 9:00am – 12:00pm

Location: Wildrose #3

Policies are expectations, definitions or courses of action agreed upon by an organization's governing members, such as the Board of Directors....it is important for non-profit agencies to have policies that protect the agency, its staff, clients/patrons, and volunteers but also help the organization move forward in fulfilling its goals. Join David in this workshop to learn how to develop policies and how to determine what policies your Ag Society should have.

This session has three goals:

1. to give you and your policy committee a strong understanding of what good policies look like;
2. how to make them, and;
3. what presentation format makes sense for your organization

Positioning Your Ag Society For The Future = Responsibility, Relevance, Renewal

Speaker: Max Fritz
Not for Profit Advisor

Friday, February 3rd 9:00am – 12:00pm

Location: Edmonton Room

At times feeling overwhelmed? Challenges and opportunities are ever apparent-this workshop creates an opportunity for you to refresh your knowledge relating to the value and impacts of the Ag Societies in the Province. Hear updates on peer work coming out of the 2016 AAAS Leadership Conference along with moderated interviews with fellow Ag Societies of how they are working through challenges and are excited about the new opportunities for the future.

It will be fun, fast paced and empowering!

Lifecycle Planning

Speaker: Lloyd Smith
Alberta Association of Recreation Facility Personnel

Friday, February 3rd 9:00am – 12:00pm

Location: Elmwood Room

This session will look at all aspects of facility life cycle planning; What lifecycle is, factors affecting the aging of a facility, planning for the various stages of a facility life and an examination of the options for a facility that has come to the end of its useful life.



Select-A-Session

Saturday February 4, 2017

10:30am - 12:00pm

The Times They Are A'Changin....Are You?

Location: Wildrose #1

Speaker: Brenda Herchmer; Campus for Communities

In addition to managing sound day to day operations, the best Ag Societies also invest energy and resources to deal with a rapidly changing and sometimes uncertain future. The question everyone needs to ask is, "How do we become future-focused thinkers who can build on the many existing strengths, as well the history and tradition of Ag Societies, to ensure an organization that stays "in the now and in the know"? This workshop will provide practical resources and strategies for being a trend-watcher who can help ensure an Ag Society that is meaningful, relevant, and sustainable in changing times.

Momma Told Me There'd Be Days Like This

Location: Wildrose #2

Speaker: Mark Mayfield

Stressed Out? Lethargic? Burned Out? This program will help you solve those ills by learning five behaviors that will help balance your life and by learning techniques to deal with your biggest stressor....PEOPLE! This keynote is high on content AND hilarity.

Best Practices for Farmers' Markets

Location: Edmonton Room

Speaker: Mark Shand & Eileen Kotowich; Alberta Agriculture and Forestry

Farmers' Markets play a critical role in connecting consumers with fresh, high-quality local food, along with providing an opportunity for entrepreneurs to test their products and incubate their business. Come learn about how Explore Local and the Alberta Approved Farmers' Market Program assist producers, small-scale processors and farmers' markets to capitalize on the demand for local food. This interactive session will specifically focus on best practices in farmers' market management and governance that can be adopted by your Agriculture Society to foster a vibrant market that is professionally managed to provide safe, local food to your community.

Succession Planning - The key to representing and growing your membership

Location: Elmwood Room

Speaker: Anna De Paoli & Sheila Carruthers; De Paoli & Associates Inc.

Finding new board members to replace retiring ones can be a challenge for Agricultural Societies. This session aims to show you why having a succession plan can help you overcome this challenge. Further, succession planning can help you to better represent your membership and not just maintain but grow your society.

Get Your Story Out There!

Location: Wildrose #3

Speaker: Dianne Finstad, Freelance Journalist

One way to change those 'Greatest Stories Never Told' is to tell them! In a rapidly changing world of communication, the methods of storytelling may look different now. But the basic elements of crafting a good story are still the same. Don't be shy about sharing the great things your Ag Society is doing in your community and beyond! Learn what you need to cover your bases and ways to get the message about your events/facilities/opportunities spread far and wide. Join long-time farm & rodeo broadcaster and reporter Dianne Finstad for some tips on navigating the communications world. It's a chance to discuss your successes and challenges, and do some practicing so you can go home and do some telling!

Social Media Integration for Fairs & Exhibitions

Location: Vernon Room

Speaker: Mike Wuchterl; Supervisor - Social Media, Marketing & Sales, Lethbridge & District Exhibition

This presentation will cover beginner to intermediate creative social media integration techniques and ideal platform management strategies for fairs and exhibitions.



Select-A-Session

Saturday February 4, 2017

10:30am - 12:00pm

Quick Marketing WINS that you can start today

Location: Ridgewood Room

Speaker: Andy Dzilums & Christopher Smith; Travel Alberta

Travel Alberta Cooperative Marketing Managers Andi Dzilums and Christopher Smith will walk you through some quick WINS when it comes to your marketing strategy that can help amplify your message and engage your visitors in the online world. We will look at marketing successes we have seen Alberta partners engage with, and explore how you can utilize these tactics starting today. Let's connect you with the Travel Alberta team and its platforms, and give some insights into how you can tell your story to create Goosebump moments for potential visitors.

Board Member Basics

Location: Lethbridge Room

Speaker: David Feldman, ECVO Governance and Leadership Specialist

Boards function most effectively when everyone on the board knows what their responsibilities are and what is expected of them. This session will explore the roles and responsibilities of individual board members and boards as a group as they work to lead and represent their organizations. It will explore the differences between Board management and leadership and provide some tools for a board continued development and success.

Rapid Evolution = Rapid Innovation

Location: Red Deer Room

Speaker: Francois Blouin, Director of Innovation & Imad Khaled, Senior Engineer; Research and Innovation

The rapid transformation of the utility and energy industry is generating new information for Albertans, Our world is changing, but with change comes a need for innovation. Join Francois Blouin, Director of Innovation and Imad Khaled, Senior Engineer, Research and Innovation with ATCO and learn how natural gas and electricity utilities are adapting and how this translates and impacts communities across the province.

Francois and Imad will demonstrate how recent energy innovations can be applied to your business – walking you through real-life examples where by incorporating current technology in new ways has increased energy efficiency and reduced costs. Come hear how some of these applications, including solar installations, combined heat and power units and natural gas generators, can be used as you build new structures or retrofit existing ones, all while lowering your operational costs. is generating new information for Albertans, Our world is changing, but with change comes a need for innovation. Join Francois Blouin, Director of Innovation and Imad Khaled, Senior Engineer, Research and Innovation with ATCO and learn how natural gas and electricity utilities are adapting and how this translates and impacts communities across the province.

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Learn how ATCO is exploring new and innovative energy solutions to make life easier for customers.



Select-A-Session

Saturday February 4, 2017

2:30pm - 4:00pm

Attitude and Gratitude

Location: Wildrose #1

Speaker: Brenda Herchmer; Campus for Communities

Volunteers are the backbone of Agricultural Societies but can we improve our attitude and gratitude to do more to Recruit, Recognize, and Retain the best? This fun and interactive session will make you rethink volunteering by providing an overview of volunteer trends and issues as well as key resources and tools that can be used to engage and support volunteers in today's increasingly complicated environments.

Marketing Guro.....NOT....but here are the ABC's that you need to know!

Location: Lethbridge Room

Speaker: Bryan Burns; Corporate Play People

This session will provide some proven tips and tricks, the ABC's of marketing including advertising vs marketing, public relations, contests, how to create buzz, interactive ideas, behind the scenes concepts, 4 important creative events that agricultural societies can utilize to increase your attendance and earn more revenues for your agricultural society especially with limited budgets. Lots of takeaways including the top 10 Fun marketing ideas to implement right away!

Get Your Story Out There! (Repeat Session)

Location: Wildrose #3

Speaker: Dianne Finstad, Freelance Journalist

One way to change those 'Greatest Stories Never Told' is to tell them! In a rapidly changing world of communication, the methods of storytelling may look different now. But the basic elements of crafting a good story are still the same. Don't be shy about sharing the great things your Ag Society is doing in your community and beyond! Learn what you need to cover your bases and ways to get the message about your events/facilities/opportunities spread far and wide. Join long-time farm & rodeo broadcaster and reporter Dianne Finstad for some tips on navigating the communications world. It's a chance to discuss your successes and challenges, and do some practicing so you can go home and do some telling!

Momma Told Me There'd Be Days Like This (Repeat Session)

Location: Wildrose #2

Speaker: Mark Mayfield

Stressed Out? Lethargic? Burned Out? This program will help you solve those ills by learning five behaviors that will help balance your life and by learning techniques to deal with your biggest stressor....PEOPLE! This keynote is high on content AND hilarity.

Ag Societies Grant Program - Stripped Down

Location: Ridgewood Room

Speaker: Fred Young; Ag Society Program Grant Manager, Alberta Agriculture and Forestry

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.

Social Media Measurement

Location: Vernon Room

Speaker: Mike Wuchterl; Supervisor - Social Media, Marketing & Sales, Lethbridge & District Exhibition

This presentation will cover analytical measurement techniques for intermediate to advanced social media managers.



Select-A-Session

Saturday February 4, 2017

2:30pm—4:00pm

Farm Safety Resources and Ideas

Location: Edmonton Room

Speaker: AAAS, Alberta Agriculture & Forestry - Farm Safety Program, Agriculture for Life, Progressive Farm Safety Days

This panel will talk about the different programs and resources each of them offer, as well as provide ideas and examples of the types of Farm Safety program your Agricultural Society could do in your community. AAAS will also be there to answer questions and provide information on the Farm Safety Grant program that is available for Agricultural Societies.

What's 90 Minutes!

Location: Red Deer Room

Speaker: Max Fritz; Not-for Profit Advisor

This session affords you the incredible opportunity to participate in a summary of the valuable conversations that have taken place during the conference and the prior year leadership conference, share learnings and reflect on items of importance that you feel will drive change within your distinct ag society identities. Key outcomes and take a ways will assist the group with greater cohesion as you return to your societies.

What a great motivating way to end the conference!

Alberta's Climate Leadership Plan & the NEET Funding Program

Location: Elmwood Room

Speaker: Mike Hittinger; GF Extension Specialist, Alberta Agriculture and Forestry & David Dodge; Board Chair, Energy Efficiency Alberta

Alberta Agriculture and Forestry and Energy Efficiency Alberta will provide a brief overview of the Climate Leadership Plan and how farms are impacted. You will also hear about what resources and programs exist to assist producers and non-profit organizations with the transition to a lower carbon economy, such as the Non-Profit Energy Efficiency Transition (NEET) Program that provides funding to help non-profit and volunteer groups determine the efficiency of their current lighting, heating, cooling and hot water systems.

How Programming Happens...including Tips and Tricks on contract management

Location: Rosewood Room

**Speakers: Allison Wright; Midway Programming Manager, Calgary Stampede
Mike Sidoryk; General Manager, Lloydminster Regional Exhibition**

How do you decide on what to book for your event...where to put it....and what the contract looks like??

Join us for a peek into the evaluation model and process used by the Calgary Stampede and learn from expert negotiator Mike Sidoryk, Lloydminster Regional Exhibition, on how best to structure an entertainment buy.

Saturday Night Gala and Sunday Keynote Presentation

Saturday Night Gala – Extra Extra....Read all about it !



THE
AGRICULTURE SOCIETY TIMES

no.203.078 THE GREATEST STORIES NEVER TOLD - Since 2017

EXTRA !! EXTRA !!



BREAKING NEWS!

The Saturday Night Gala Awards Banquet will take place Saturday February 4, 2017.

The evening promises to be full of laughter and some creative costumes to celebrate our winners in the Marketing Awards Competition.

The festivities begin at 6:30pm with cocktails and an entertainment showcase on the main stage .

This year Region 2 is looking to hear all your greatest stories, your adventures, and folk tales, be it comedy, drama or your tales of tragedies and blessings.

The question is, will you be the reporter or the headline ?

The Saturday Night Awards Gala is a themed night for our delegates to have some fun with the theme our host Region has come up with for the night, making it an energetic evening full of laughter and some creative costumes to celebrate our winners in the Marketing Awards Competition. Many of our delegates participate by wearing inspired outfits and we always look forward to seeing everyone's interpretation of the theme that year!

Keynote Speaker - Mark Mayfield

The Glass Ain't Half Empty, It's Just Too Big

Sunday February 5th

9:30am – 11:00am

Location: Wildrose Ballrooms 1/2/3

This is a humorous approach to a very serious subject and emphasizes that creativity is the key component in managing change. Learn change theory and creative exercises in this upbeat, fast paced program that will leave you laughing and leave you with change management skills.

Mark is author of the popular book, Mom's Rules, a comedic yet poignant look at those things Mom said to us as kids, and he makes nearly 100 presentations annually to a wide variety of corporations, conventions, and trade associations. He has received two degrees magna cum laude from Kansas State University and is a recipient of the "Certified Speaking Professional" designation from the National Speakers Association. He has also been inducted into their "Speaker Hall of Fame".

From comedy shows to seminars, Mark's philosophy is simple.....say it with humor and people will take the message home.

A national convention planner recently called Mark "one of the very few, really funny, inspiring men in America today". Mark's mom also said that once after a small bribe.



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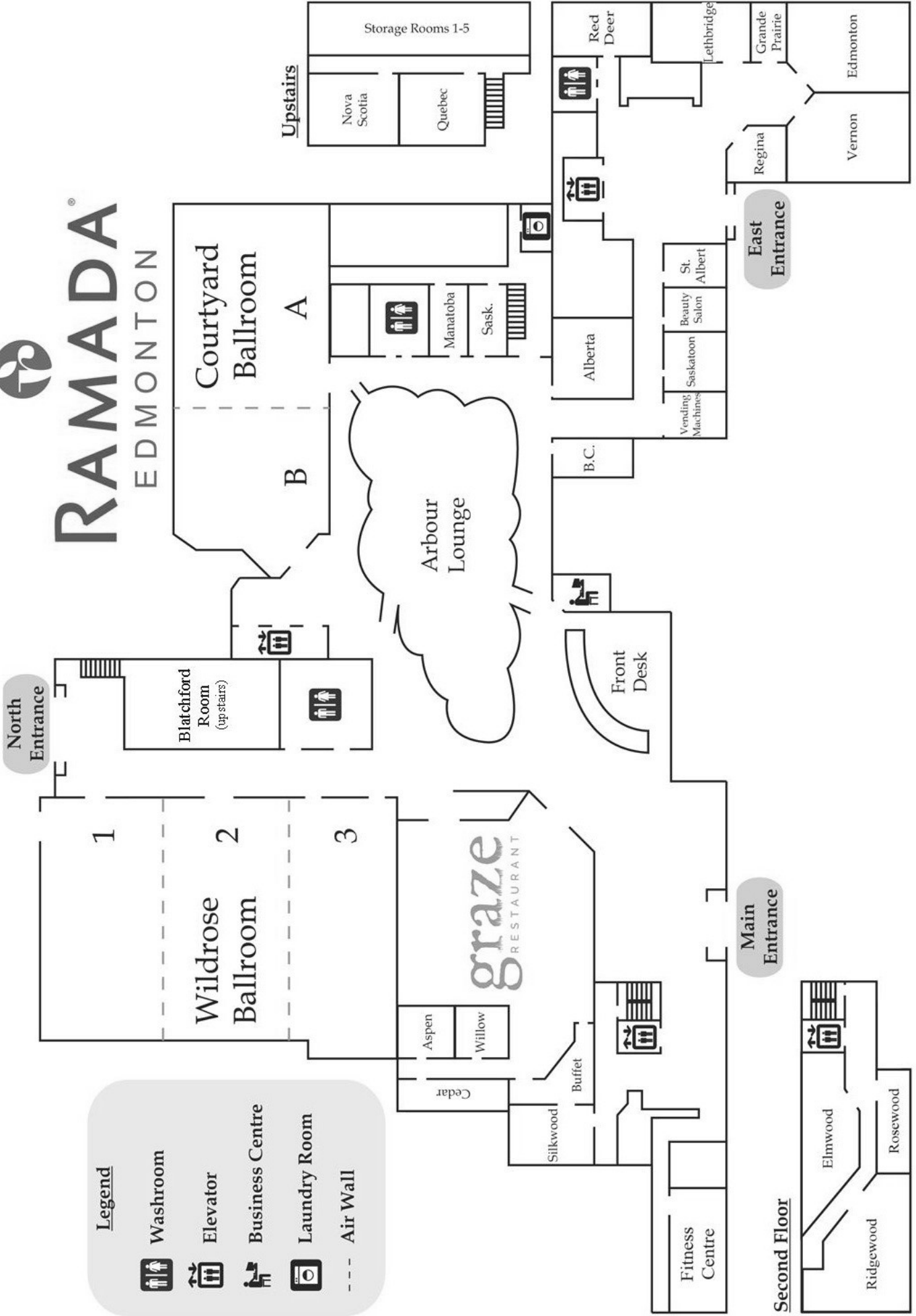
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Lamont Ag Society
Lethbridge Exhibition**

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

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Region 1

Coaldale & District Ag Society
Crowsnest Pass Agricultural Society
Lethbridge & District Exhibition
Medicine Hat Exhibition & Stampede
Milk River Agricultural Society
Nobleford 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
Chestermere Agricultural Society
Cochrane & District Agricultural Society
Delia Ag Society
Hanna & District Agricultural Society
Linden & District Agricultural Society
Millarville Racing & Ag Society
Springbank Park For All Seasons Agricultural Society
Strathmore & District Agricultural Society
Verdant Valley

Region 3

Alder Flats Community Ag Society
Bashaw Ag Society
Bentley & District Agricultural Society
Blackfalds Ag Society
Bowden & District Agricultural Society
Castor & District Agricultural Society
Cottonwood-Gordon Ag Society
Crossroads Agricultural Society
Delburne & District Agricultural Society
Donalda & District Ag Society
Hay Lakes & District Agricultural Society
Innisfail & District Agricultural Society
Ponoka Agricultural Society
Westerner Park
Winfield & District Agricultural Society



2017 Represented Regions

Region 4

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

Region 5

Ardrossan Recreation & Agricultural Society
Barrhead Exhibition Association & Ag Society
Beaumont & District Agricultural Society
Boyle & District Agricultural Society
Colchester & District Agricultural Society
Darwell & District Agricultural Society
Drayton Valley Agricultural Society
Fort Assiniboine Agricultural Society
Highridge & District Agricultural Society
Hylo/Venice Recreation & Ag Society
Lakedell Agricultural Society
Mayerthorpe & District Agricultural Society
MTM Agricultural Society
Namao Agricultural Society
Newbrook Recreational & Ag Society
Onoway & District Ag Society
P.A.C.O. AG Society
Pembina Agricultural & Recreational Society
Redwater & District Agricultural Society
Riviere Qui Barre Ag Society
Rochester & District Agricultural Society
Sangudo & District Agricultural Society
SHARA Agricultural Society
Spruce Grove & District Agricultural Society
Tomahawk & District Sports Agra Society
West Sturgeon Agricultural Society
Westlock Agricultural Society
Whitecourt District Agricultural Society
Wildwood & District Ag Society
Willingdon & District Ag Society
Yellowhead Agricultural Society



2017 Represented Regions

Region 6

Bezanson Agricultural Society
Bonanza & District Agricultural Society
DeBolt & District Agricultural Society
Grande Prairie Regional Ag & Exhibition Society
Grovedale Community Club & Ag Society
Harmon Valley Agricultural Society
Hawk Hill Agricultural Society
La Crete Agriculture Society
Peace River Agricultural Society
Valleyview & Districts Agricultural Society

Non-Members

ExperieneceAlberta.ca
Sakamoto Agency

4-H ALBERTA

100

YEARS

SINCE 1917

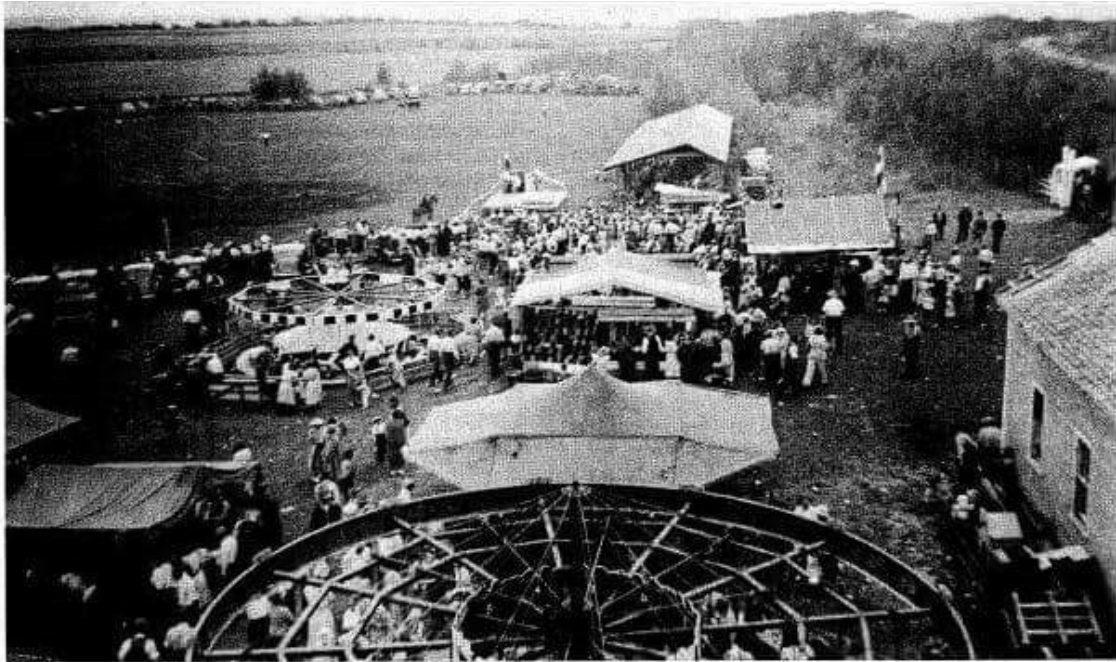


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Alberta Agricultural Society Century Award



Benalto Fair and Stampede, 1945.

Benalto Agricultural Society

The Benalto Agricultural Society was formed in 1917 by a very dedicated core group of men and women. Some of the first families still have descendants that remain members as of today. This Ag Society still exists because of the dedication of the volunteers that drive us forward.

Hundreds of Directors, Members and Executive have worked countless hours to build and maintain the Ag society for 100 years. The Society has always sponsored youth and other community organizations . 4-H and Pony Club are going strong because of the use of the grounds and the funding received from the Ag Board.

Every July for the past 100 years this small community has hosted our Fair and Stampede. The Stampede in itself can be credited to F.G. Jenkins and the Armstrong Brothers. They organized the first Stampede and ran it for many years making it a staple in Central Alberta summer events and this tradition continues on.

The Fair and Stampede has been held CONSECUTIVELY for all these years, only once was it postponed for a week because of the weather. In 1937 the roads were impassible and the cowboys had to stay in the hall for a week until the Rodeo could be held. We also host a Bench Fair that has only missed one year. Money was scarce in 1932 so they did not have a Bench Fair but held a Ball Tournament instead.

Through the years there has been many “Work Bees” held to construct what we call the Benalto Stampede Grounds. From Grandstands, Chutes, Arenas, Buildings and Camp sites were built by the VOLUNTEERS who always show up to get the work done

We are currently working on upgrading the chutes, announcer/secretary booth and the grandstands. As the Benalto Ag Society continues to grow we look to the future and continuing to promote the Rodeo culture for the next 100 years.

2017 Service Members

Company Name	Contact Phone #	Website	Description
Alberta Agriculture and Forestry		www.agriculture.alberta.ca www.agric.gov.ab.ca	Government Ministry
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.
Alberta Paramedical Services Ltd	(780)499-1280	www.albertaparamedical.com	Supplier of all levels of Medics, First Aid Trailers, First Aid Rooms, 4 x 4 Ambulances, Mobile Treatment Centre's and Emergency Transport Vehicles for all types of events.
Alberta Recreation and Parks Association	(780)644-6976	www.arpaonline.ca	ARPA is a non profit association that advocates for recreation and leisure as part of quality of life.
Atco		www.atco.com	Albertans count on ATCO for the safe, reliable delivery of electricity and gas to Alberta.
Canadian Arena Products Ltd	(780)451-3800	www.canadianarenaproducts.com	Since 2001, Canadian Arena Products has specialized in providing the highest quality dasher board systems and components for indoor, outdoor and private facilities.
Cooper Studios	(780)417-5526		We are a vocal & development school that showcases all of Canada with our students.
DV Rentals Inc	(780)542-5845	www.dvrentals.ca	DV Rentals provides a complete service of Event and Oilfield rentals. Skidsteers, Lifts, Washcars, Port-a-potties, tables, chairs, fencing, garbage bins, etc.
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.
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.

2017 Service Members

Company Name	Contact Phone #	Website	Description
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.
Jubilee Insurance Agencies Ltd.	(780)955-3639	www.aamdc.com	Jubilee Insurance Agency enables non-profit organizations in Alberta to access and secure their insurance protection through Reciprocal Insurance Exchanges and Purchased Group Insurance programs.
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.	(403)941-3004	www.royaltyrecords.ca	Royalty Records is a nationally recognized full-service label and Canada's oldest country and 2nd oldest independent record company with distribution through Sony Music Canada and IDLA.
Sakamoto Agency	(587)787-1938	www.sakamotoagency.com	Sakamoto Agency represents some of Canada's brightest country stars for all of their live performances, and can assist in booking all kinds of musical guests.
Select Entertainment	(888)932-8228	www.select-entertainment.com	Entertainment agency representing a variety of performers including bands, circus acts, hypnotists, jugglers, comedians, and variety acts.
Servus Credit Union		www.servus.ca	Flexible and affordable financial solutions. With Servus, you get great account, investment and borrowing options. We'll help you manage your farm or agribusiness.
Superior Show Service Inc	(780)992-0404	www.superiorshow.com	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment. Setup of trade shows and supplier of rental display equipment.
Travel Alberta	(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!



Cabinet Minister's & MLA Biographies

ATCO



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



**Minister of Agriculture and Forestry
Deputy Government House Leader**

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 Brian Mason (ND)
MLA for Edmonton—Highlands—Norwood**



**Minister of Infrastructure
Minister of Transportation
Government House Leader**

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 Christina Gray (ND)
MLA for Edmonton - Mill Woods**



**Minister of Labour
Minister Responsible for Democratic Renewal**

Christina Gray was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Mill Woods, on May 5, 2015. On February 2, 2016, Ms. Gray was appointed Minister of Labour and Minister Responsible for Democratic Renewal.

She previously served as chair of the Select Special Ethics and Accountability Committee and as deputy chair of the Standing Committee on Public Accounts.

Prior to serving with the Legislative Assembly, Ms. Gray worked as a senior consultant with a local software development consulting firm, beginning in 2008. Previous to this, she worked as a software developer and instructor.

Active in her community, she served on the Edmonton Transit System Advisory Board for six years, three years of which were in the capacity of chair. She also volunteered as a distress line operator with The Support Network for four years. In 2007 she was recognized for her various contributions with a YWCA of Edmonton women of distinction award.

She holds a bachelor of arts degree in psychology and a diploma in software development.

Ms. Gray and her husband, Neal, are long-term residents of Edmonton.

**Biography for Honourable Lori Sigurdson (ND)
MLA for Edmonton - Riverview**



Minister of Seniors and Housing

Lori Sigurdson was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Riverview on May 5, 2015. She was appointed to serve as Minister of Innovation and Advanced Education and Minister of Jobs, Skills, Training and Labour, on May 24, 2015. On October 22, 2015 the Minister was sworn in as the Minister of Advanced Education. Her portfolio with Jobs, Skills, Training and Labour remained the same. On February 2, 2016, Ms. Sigurdson was appointed Minister of Seniors and Housing.

Ms. Sigurdson holds a Bachelor of Arts Degree in Political Science from the University of Alberta as well as Bachelor and Master of Social Work Degrees from the University of Calgary. She has over 25 years of experience as a social worker. In addition, Ms. Sigurdson served as an instructor at the University of Calgary, Grant MacEwan University and Norquest College. Most recently she was employed at the Alberta College of Social Workers as the manager of professional affairs.

A mother of three sons, Ms. Sigurdson is an active volunteer in her community. She served as the vice-president of Public Interest Alberta and, has been involved in the work of the Parkland Institute, the Greater Edmonton Alliance, The Mayor's Task Force to Eliminate Poverty, Ritchie United Church and the Alberta College of Registered Social Workers.

**Biography for Ms. Erin Babcock (ND)
MLA for Stony Plain**



Erin Babcock was elected as the Member of the Legislative Assembly for Stony Plain on May 5, 2015.

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

Ms. Babcock is a licensed practical nurse and has worked in the health care system since 2006 in Saskatchewan and Alberta, working with individuals with mental and physical disabilities. She relocated to Edmonton to further her education at NorQuest College and has since worked in a unit specializing in working with acute stroke patients and acute geriatric patients.

Ms. Babcock is an active community volunteer and leader, having previously served on the board of directors for the Special Olympics in Kindersley, Saskatchewan.

**Biography for Ms. Nicole Goehring (ND)
MLA for Edmonton - Castle Downs**



Nicole Goehring was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Castle Downs, on May 5, 2015.

She currently serves as chair of the Standing Committee on Families and Communities and as a member of the Standing Committee on Privileges and Elections and the Standing Orders and Printing and the Standing Committee on Public Accounts. Previously she served as chair of the Standing Committee on Resource Stewardship and as a member of the Special Standing Committee on Members' Services and as a member of the Standing Committee on Families and Communities.

Prior to serving with the Legislative Assembly, Ms. Goehring worked for close to a decade with Child and Family Services in various capacities, including as a caseworker, assessor and, most recently, as a court co-ordinator. Previous to this, she worked with Edmonton Integrated Services for seven years, six of which she spent in the role of group home supervisor.

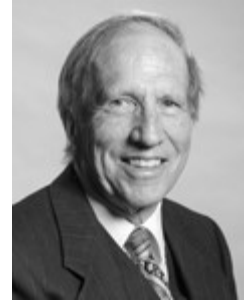
From 1996-1997 Ms. Goehring worked as a peers educating peers coordinator for TERRA Association, a program she co-created and implemented in schools, hospitals and universities to provide community education in the area of teen pregnancy. From 1995-1996 she was a youth mediator with Community and Family Services. At that time she co-created and implemented a youth friendly mediation manual and program, and worked with Edmonton school counselors and Edmonton police officers to mediate youth related situations in schools and communities to avoid suspensions, expulsion and or criminal charges.

An active parent, she has managed sports teams, has worked on parent advisory committees and has acted as a parent liaison.

She holds a diploma in social work from Grant MacEwan Community College (now known as MacEwan University).

Ms. Goehring lives in Edmonton with her husband, Shane, and three children.

**Biography for Mr. Bruce Hinkley (ND)
MLA for Wetaskiwin—Camrose**



Bruce Hinkley was elected as the Member of the Legislative Assembly of Alberta for Wetaskiwin-Camrose on May 5, 2015.

He currently serves as a member of the Standing Committee on Private Bills and the Standing Committee on Families and Communities.

Mr. Hinkley holds a master's degree in education from the University of Alberta and a bachelor of education degree from the University of Calgary.

He was a small-business owner and operator and a veteran educator with over 30 years of experience, both as a classroom teacher and as an administrator. Mr. Hinkley served as the executive director for the Big Brothers Big Sisters of Wetaskiwin from 1986 to 1991.

Mr. Hinkley has supported local youth centres and supports sports and literacy organizations throughout Wetaskiwin and its surrounding area. He has coached hockey, baseball, volleyball and cross-country skiing.

Mr. Hinkley enjoys a wide range of hobbies, particularly running, hiking and walking his dogs. He has been alpine and cross-country skier. He is also presently enrolled in a Spanish language certificate program, and he is an avid collector of stamps and chess sets, many of which he finds on his travels around the world.

He and his family live in rural Wetaskiwin.

**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 as a member of the Standing Committee on Legislative Offices and the Select Special Ombudsman and Public Interest Commissioner Search Committee.

Previously she served as chair of the Standing Committee on Privileges and Elections, Standing Orders and Printing and the Select Special Ethics and Accountability Committee. She also served 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 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 Co-operators 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 2015 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).

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



Deputy Chair of Committees

Heather Sweet was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-Manning, on May 5, 2015. On March 9, 2016, she was elected as the Deputy Chair of Committees.

She previously served as chair of the Standing Committee on Families and Communities and as member 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.



Agricultural Societies
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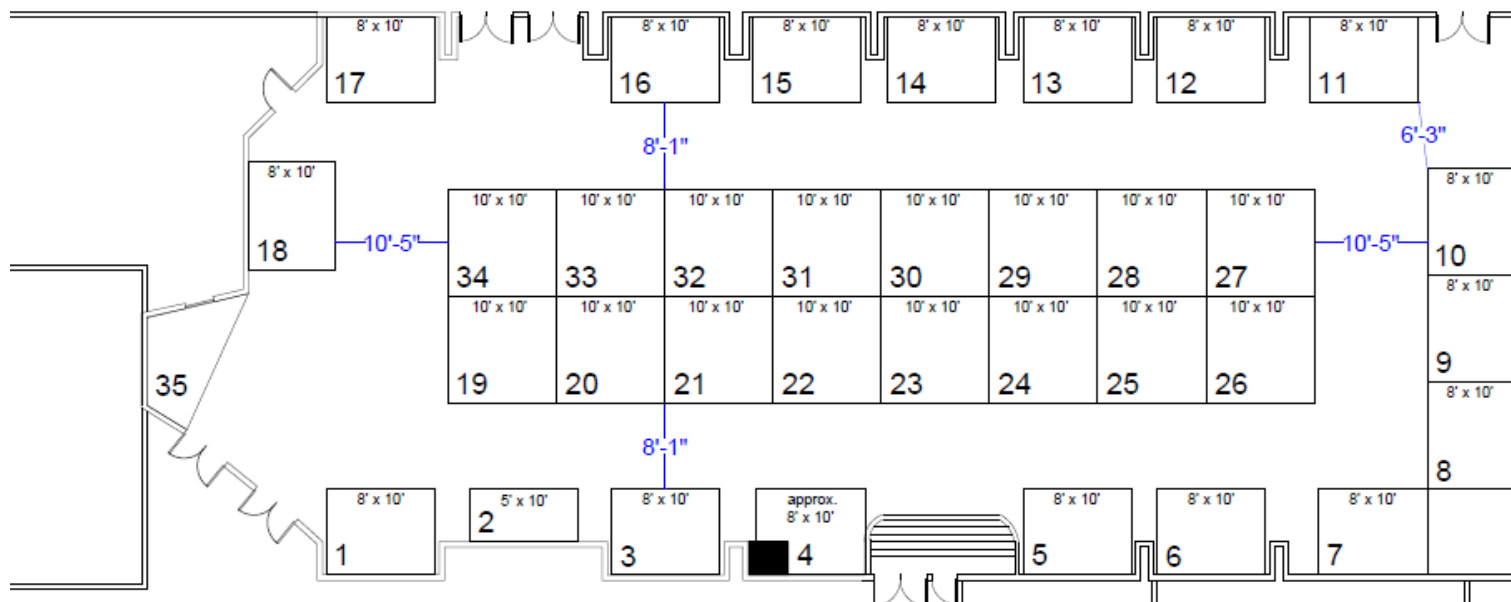
Tradeshow

ATCO





2017 Tradeshow Layout



EXHIBITORS

28	4-H Foundation
2	5050 Central
5	Advanced Agri-Direct Inc.
27	Alberta Agriculture - 4H Branch
12	Alberta Agriculture – Farm Safety Program
11	AB Ag– Rural Life Enhancement Unit
Foyer	Alberta Association of Agricultural Societies
21	AB Community & Cooperative Association
31	Alberta Farm Animal Care (AFAC)
20	Alberta Municipal Services Corporation
35	Alberta Paramedical Services Ltd.
19/34	ATCO
22	Blue Imp Playgrounds
3	Bruce Sullivan Enterprises Ltd/Access Cash
29	Canadian Arena Products
33	Edmonton Area Pipeline & Utility Operators Committee
15	Enmax Generation Portfolio
10	Farmers Advocate Office

1	Foster Park Brokers
16	Health Canada – Pesticide Compliance
14	Industrial Machine Inc.
4	Jubilee Insurance Agencies
8	Little Ray’s Reptile Zoo Inc.
24	Longbow Sales Inc.
17	Paul Conrad & Associates
7	Rainbow the Clown & Friends
23	Recreation Facility Personnel
26	Select Entertainment
18	Servus Credit Union
Foyer	Showcase Performers
32	Solar Optix Energy Services Ltd.
25	Strathcona Ventures
6	The Bouncy Boyz Inflatable Rentals
13	Traceability in Alberta
30	UFA Co-operative Limited
9	Uncle Bucks Beef Jerky



Company Name	Description	Company Contact	Booth No.
4-H Foundation	The vision of 4-H Alberta is to be recognized and respected as the youth organization of choice for developing outstanding future community leaders and citizens. Our mission is to inspire and empower youth to reach their full potential through learning, connecting and having fun.	Contact Name: Leah Jones Tel: 403-869-3528 Email: jones@4hab.com www.4h.ab.ca	28
50/50 Central	Industry leading provider of electronic 50/50 raffles which benefit countless community and charity foundations.	Contact Name: Nate Palango Tel: 416-479-3873 Email: npalango@5050central.com www.5050central.com	2
Advanced Agri Direct Inc	Agricultural Company selling concrete cattle waterers, gates, panels, hog & chicken equipment.	Contact Name: Johanna Fehr Tel: 780-809-3600 Email: johanna@concrete.com	5
Alberta Agriculture and Forestry - 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 Tel: 780-427-4309 Email: cindy.kremer@gov.ab.ca	27
Alberta Agriculture and Forestry - Alberta Farm Safety Program	Alberta Farm Safety Program. Farm safety resources and displays for farm families.	Contact Name: Raelyn Peterson Tel: 780-538-5633 Email: janice.donkers@gov.ab.ca www1.agric.gov.ab.ca/farmsafety	12
Alberta Agriculture Forestry - Agricultural Societies Grant Program Rural Life Enhancement Unit	administration.	Contact Name: Fred Young Tel: 780-968-6555 Email: fred.young@gov.ab.ca	11
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 Tel: 780-427-2174 Email: aaas@gov.ab.ca www.albertaagsocieties.ca	Foyer
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: Cindy Dixon Tel: 780-963-3766 Email: cdixon@acca.coop www.acca.coop	21
Alberta Farm Animal Care	Provincial livestock welfare organization providing resources and training opportunities to producers; resources and presentations on farming to consumers; and bringing the livestock industry in Alberta together to discuss animal care and welfare in the province.	Contact Name: Angela Greter Tel: 403-336-3035 Email: angela@afac.com www.afac.ab.ca	31



Company Name	Description	Company Contact	Booth No.
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 Tel: 780-431-4538 Email: dwali@auma.ca www.auma.ca	20
Alberta Paramedical Services Ltd	Established in 1988 we are leaders in on site medical and first aid services. We supply all levels of Medics, First Aid Trailers, First Aid Rooms, 4 x 4 Ambulances, Mobile Treatment Centre's and Emergency Transport Vehicles.	Contact Name: Tim Hawirko Tel: 780-499-1280 Email: thawirko@albertaparamedical.com www.albertaparamedical.com	35
ATCO	ATCO is focused on customer service through the safe and reliable delivery of natural gas and electricity to Alberta.	www.atco.com	19/34
Blue Imp Playgrounds	Playground Manufacturing Company, manufacturing out of Medicine Hat, AB.	Contact Name: Adam Gagnon Tel: 780-481-8440 Email: kimberlykeith@shaw.ca www.blueimp.com	22
The Bouncy Boyz Inflatable Rentals	Bouncy Castles.	Contact Name: Scott Ross Tel: 780-991-1790 Email: thebouncyboyz@live.ca www.thebouncyboyzinflatablere ntals.com	6
Bruce Sullivan Enterprises Ltd. Access Cash	ATM event provider.	Contact Name: Bruce Sullivan Tel: 780-910-0994 Email: sully42@telus.net	3



Company Name	Description	Company Contact	Booth No.
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.	Contact Name: Steve Chikowski Tel: 780-451-3800 sales@canadianarenaproducts.com www.canadianarenaproducts.com	29
Edmonton Area Pipeline & Utility Operators Committee (EAPUOC)	Promote and educate public and corporate personnel with regard to UNDERGROUND AWARENESS. This is accomplished by: Safety seminars - Elementary school visits - Company communication Underground Awareness Presentation - Safe digging info. distribution.	Contact Name: Rick Pratt Tel: 780-903-5089 Email: ricoryan@telus.net www.eapuoc.com	33
Enmax Generation Portfolio Inc.	Electricity Retailer and Solar PV Provider.	Tel: 403-541-3101 Email: agagnon@enmax.com www.enmax.com/solar/	15
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, Wild-fire Cost Assessment, Reviews and Appeals of AgriStability and AgriInsurance Claims and Part 1 Agricultural Operation Practices Act.	Contact Name: Jeana Schuurman Tel: 780-974-1137 Email: jeana.schuurman@gov.ab.ca www.farmersadvocate.gov.ab.ca	10
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 150 Agricultural Societies choose to purchase their insurance through FPB each year.	Contact Name: Perry Cramer Tel: 780-930-2950 Email: perry.cramer@fpb.ca www.fpb.ca	1
Health Canada	Pesticides in Canada are regulated under the Pest Control Products Act (PCPA) and its Regulations. Pesticides imported into, sold or used in Canada are regulated. Health Canada's pesticide compliance officers enforce the PCPA as it applies to pesticides.	Contact Name: Arlene Agno Tel: 780-495-7014 Email: arlene.agno@canada.ca www.hc-sc.gc.ca/cps-spc/pest/index-eng.php/	16
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: Brian Baker Tel: 587-286-2772 Email: brianb@industrialmachine.ca www.industrialmachine.ca	14



Company Name	Description	Company Contact	Booth No.
Jubilee Insurance Agencies Ltd	Jubilee Insurance Agencies enable non-profit organizations to access and secure their insurance protection through Reciprocal Insurance Exchanges and Purchased Group Insurance programs.	Tel: 780-955-4093 Email: miranda@aamdc.com www.aamdc.com	4
Little Ray's Reptile Zoo	Providing live animal displays & presentations.	Contact Name: Paul Goulet Tel: 613-822-8926 Email: littleraysreptilezoo@gmail.com www.raysreptilezoo.com	8
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 Kilroe Tel: 403-291-3166 Email: info@longbowsales.com www.longbowsales.com	24
Paul Conrad & Associates Ltd	A preferred, full service community development consulting firm with an extensive client base of highly satisfied communities. Our proven team approach ensure that you will receive the expertise and personal attention that you need to achieve your goals. Specializing in multi-partner needs assessment and facility development strategies, feasibility studies, business planning, and project capitalization we provide guidance through a collaborative process driven by stakeholders.	Contact Name: Paul Conrad Tel: 780-990-8320 Email: conrads@telusplanet.net www.paulconrad.ca	17
Rainbow the Clown & Friends	Clown, Stage Shows, Walk About, Balloon Sculpting, Juggling, Magic, Comedy.	Contact Name: Larry Dixon Tel: 403-278-9209 info@rainbow-the-clown.com www.rainbow-the-clown.com	7
Recreation Facility Personnel	RFP is a nont for profit educational association that trains recreation facility operators.	Contact Name: Stuart Ray Tel: 403-851-7626 Email: stuart@aarfp.com www.aarfp.com	23
Select Entertainment	An entertainment agency representing a variety of performers including bands, circus acts, hypnotists, jugglers, comedians, and variety acts.	Contact Name: Rob McFee Tel: 888-932-8228 Email: rob@select-entertainment.com www.select-entertainment.com	26



Company Name	Description	Company Contact	Booth No.
Servus Credit Union	At Servus Credit Union, our vision is building a better world - one member at a time. We do this by providing sound advice and competitive financial products and services. We're here for you through all stages of your life. We help you achieve personal satisfaction and enjoy financial stability and a good quality of life.	www.servus.ca	18
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
Solar Optix Energy Services	Solar energy systems provider with a focus on Southern Alberta. Providing analysis, design and installation. Specializing in on-farm solar applications.	Contact Name: Erika Grintals Tel: 403-360-8235 Email: eg.optix@telus.net www.solaroptix.ca	32
Strathcona Ventures	Specialists in germ, mold and dust control. AEGIS Microbe Shield controls mold/germs including MRSA, H1N1, Ecoli, TB, Strangles (partial list). WHOA Dust controls riding arena dust. Other products include Bulk/Bag Bedding; Stalls/Panels; Mats; and Consulting for new construction or upgrades to facilities.	Contact Name: Donna von Hauff Tel: 780-464-0485 info@strathconaventures.com www.strathconaventures.com	25
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: Katherine Altman Tel: 780-415-9767 Katherine.altman@gov.ab.ca www.agriculture.alberta.ca/traceability	13
Uncle Bucks Beef Jerky	Beef Jerky.	Contact Name: Mike Eschak Tel: 780-970-1711 Email: mikeeschak@gmail.com	9
United Farmers of Alberta	Founded in 1909, UFA is one of Canada's largest and most dynamic co-operatives and has grown from a small-scale local co-operative into an extensive retail operation with over 110,000 members. Our businesses include agriculture, petroleum, construction and outdoor adventure.	Contact Name: Dina Sutherland Tel: 403-570-4214 Email: dina.sutherland@ufa.com www.ufa.com	30



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Showcase Schedule

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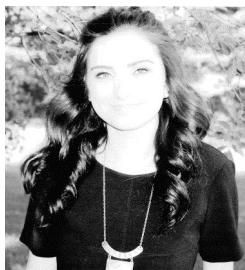
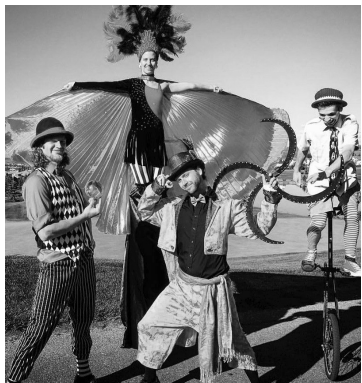




Show Case Schedule of Events

Small Stage

Friday February 3, 2017

TIME		DESCRIPTION	CONTACT INFORMATION
12:30pm - 1:00pm		<p>SaFire</p> <p>World-renowned hoop performer and fire artist. A unique, exciting, and highly entertaining visual experience for your fair-goers! Skilled in a variety of circus arts including dance, hooping, juggling, poi spinning. Her show becomes a breathtaking, awe-inspiring 'Cirque du Soleil' experience when you add her specialty with fire. Her NON-FIRE show option uses LED lights to add a spectacular visual element.</p>	<p>Contact Name: Rob McFee (Select Entertainment) Tel: 888-932-8228 Email: rob@select-entertainment.com www.select-entertainment.com/saFire</p>
1:00pm - 1:30pm		<p>Sarah Mezak</p> <p>Solo Singer R+B Music</p> <p>Sarah is 17 years old and has been singing with Cooper Studios for 8 years and has a very strong passion for music. Sarah's favourite artists include Lana Del Ray, Drake and Foster the People.</p>	<p>Contact Name: Joanne Menzak Tel: 780-922-5274 Email: menzak-sarah1217@gmail.com</p>
1:30pm - 2:00pm		<p>Slideshow Carnival</p> <p>Stage shows, roving performers, yard acts, kids' activity stations & more. Packages can be scaled to suit any budget and size of fair. Acts can include Hula Hoopers * Aerialists* Jugglers *Magicians*Clowns*Acrobatic Duos*Dancers*Mimes*Stilt Walkers *Fire Acts*Unicyclists*Face Painters *Glitter Tattoos*Balloon Twisting *Circus Play Centre</p>	<p>Contact Name: Rob McFee (Select Entertainment) Tel: 888-932-8228 Email: rob@select-entertainment.com www.select-entertainment.com/slideshow-carnival</p>

Show Case Schedule of Events

Small Stage

Friday February 3, 2017



TIME		DESCRIPTION	CONTACT INFORMATION
2:00pm - 2:30pm		<p><u>Kaelan Knox</u></p> <p>Kaelan is an outgoing 16 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 has been singing with Cooper Studios for the past 4 years. During this time she's had the opportunity to perform at several locations including West Edmonton Mall, Leduc Black Gold Rodeo, Big Valley Jamboree and Edmonton International Airport. Kaelan has been playing piano for 9 years, and guitar for 2 years. Kaelan plans to continue her pursuit of music.</p>	<p>Contact Name: Kaelan Knox (Cooper Studios) Tel: 780-893-0638 Email: ljknnox@me.com</p>
2:30pm - 3:00pm		<p><u>The Comedy & Juggling of Paul Isaak</u></p> <p>The comedy& Juggling of Paul Isaak is a high energy, one man variety show that has been featured at fairs from Alaska to Texas, and from Vancouver Island, to Connecticut. Paul combines impressive juggling skills with foolish dangerous stunts, and a healthy disregard for the laws of gravity. Filled with Audience participation, every show is loaded with surprises.</p>	<p>Contact Name: Rob McFee (Select Entertainment) Tel: 888-932-8228 Email: rob@select-entertainment.com www.select-entertainment.com/paul-isaak</p>
3:00pm - 3:30pm		<p><u>Mary Stinchcombe</u></p> <p>Mary has been involved in musical theatre since she was three and has been in numerous plays from Festival place players, and some Junior and Senior High School plays as well. Since joining Cooper studios in October of 2013 she has had numerous performance at various locations such as West Edmonton Mall, Strathcona Tractor Pull, and Big Valley to name a few. She was also the 2016 Animethon Spotlight Award Winner. She performs a variety of music from country, musical theatre, the classics and standards with a little opera thrown in for well rounded mix.</p>	<p>Contact Name: Jack Cooper (Cooper Studios) Tel: 780-417-5526 Email: kablooma@shaw.ca</p>



Show Case Schedule of Events

Main Stage

Friday February 3, 2017

TIME		DESCRIPTION	CONTACT INFORMATION
8:30pm - 9:00pm		<u>HOJA</u> Hoja is an acappella singing group that performs lush vocal versions of favourite songs from a variety of genres, including doo wop, pop, country, 70's & 80's, and contemporary songs. Fun choreography, a wide variety of music, and a great sense of humour make HOJA a group that is enjoyed by kids, teens and adults alike.	Contact Name: Rob McFee (Select Entertainment) Tel: 888-932-8228 Email: rob@select-entertainment.com www.select-entertainment.com/hoja
9:00pm - 9:25pm		<u>Krissy Feniak</u> Growing up in a small Alberta Oil Town was perfect for Krissy. At the age of 3 Krissy was not at all interested in children's nursery rhymes, instead she sang The Cover of the Rolling Stones, and Red-neck Woman. As she grew, her love of music grew and she began performing. Chosen as a contender for the 2015 & 2016 Alberta Country Music Association Female Artist of the Year, and being voted as a nominee for the 2015 Alberta Country Music Association Fans Choice of the year Krissy had a great year! Her distinctive mix of Old Fashioned and Modern Country Music make her a crowd favourite! She has been called a mix between Loretta Lynn and Miranda Lambert.	Contact Name: Nadine Feniak Tel: 780-621-9700 Email: feniaks@telus.net www.krissyfeniak.com
9:30pm - 9:55pm		<u>Velvet Hand</u> Velvet Hand is a premium cover band for great fairs requiring excellent music and showmanship. They have a wide range of material that can be tailored to any audience, but their specialty is reproducing the sound and live energy of the Beatles.	Contact Name: Christ Martin Tel: 888-932-8228 Email: chris@select-entertainment.com www.select-entertainment.com/velvet-hand
10:00pm - 10:30pm		<u>Jake Mathews</u> Jake Mathews is a Canadian country artist living in Calgary, AB. He has enjoyed great success at radio with his blend of traditional and contemporary hits such as "If I Had It My Way", "Beer Necessities", "Time After Time" and many more. Jake has also received several Canadian Country Music Award Nominations.	Contact Name: Carla Hackman Tel: 403-992-5286 Email: carla@sakmotoagency.com www.jakemathews.com



Show Case Schedule of Events

Video Showcase

Friday February 3, 2017

TIME		DESCRIPTION	CONTACT INFORMATION
9:25pm - 9:30pm		<u>West Coast Lumberjacks</u> West Coast Lumberjacks - this 90 second promotional video is of our largest show. Smaller versions of the show are available for smaller venues and events. Visit our website for more details.	Contact Name: Darren Dean Tel: 250-830-4065 Email: darren@westcoastlumberjacks.com www.westcoastlumberjacks.com
9:55pm - 10:00pm		<u>"Man! I Feel Like Shania Tribute"</u> Canada's most authentic Shania Tribute! The show/production features Recording Artist Shannon Smith as "Like Shania" with her incredible 6 piece band to include a Steel and Fiddle player. This high energy tribute is a 90 min show consisting of 8 high speed costume changes and crowd pleasing #1 Hits/favourites. "Man! I Feel Like Shania" is sure to "Win Your Love!"	Contact Name: Shannon Smith Tel: 403-875-0416 Email: ss0416@telus.net www.likeshania.com



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Contact Perry Cramer for more info
perry.cramer@fpb.ca | 780-930-2950
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independent
insurance brokers

Since 2004, FPB has been providing a comprehensive insurance program tailored specifically for Ag Societies. Over 140 Ag Societies choose to purchase their insurance through FPB each year.

Our program includes coverage for:

- Buildings & Equipment
- Commercial General Liability
- Directors & Officers Liability
- Special Event Liability
- Volunteer Accidents and Injuries
- Host Liquor Liability



Show Case Schedule of Events

Small Stage

Saturday February 4, 2017




TIME		DESCRIPTION	CONTACT INFORMATION
12:30pm - 1:00pm		<p><u>Nikki Nash</u></p> <p>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.</p>	<p>Contact Name: Jack Cooper (Cooper Studios) Tel: 780-417-5526 Email: kabloona@shaw.ca</p>
1:00pm - 1:30pm		<p><u>Wannabe the Clown</u></p> <p>Rainbow the Clown is a second-generation clown, professionally trained. He brings over 22 years of professional experience (including performing over 19 years consecutively at Calaway Park (Calgary). Rainbow the Clown has won several awards including Two Gold medals for ballooning in Las Vegas, and a Silver medal for his stage show at Circus Circus, Las Vegas. Check out his new comedy magic show with "Wannabe".</p>	<p>Contact Name: Larry Dixon Tel: 403-278-9209 Email: info@rainbow-the-clown.com www.rainbow-the-clown.com</p>
1:30pm - 2:00pm		<p><u>Kayla Munro</u></p> <p>Kayla is a 13 year old singer/song writer from Sherwood Park. She has been very involved with the arts since the age of 3 when she started dance. She has recently began playing guitar and ukulele which has helped her song writing. She has been singing and performing for two years including places like CIBC run for the cure, Big Valley Jamboree, and the West Edmonton Mall. She has recently began performing at the Edmonton International Airport at the living wall and is looking forward to a busy 2017.</p>	<p>Contact Name: Jack Cooper (Cooper Studios) Tel: 780-417-5526 Email: kabloona@shaw.ca</p>



Show Case Schedule of Events

Main Stage

Saturday February 4, 2017

TIME		DESCRIPTION	CONTACT INFORMATION
6:30pm - 7:00pm		<u>Flat Broke</u> FlatBroke is a musical performing duo with a blend of great vocal harmonies and unique musical abilities. We play a mix of modern and classic country favorites and classic rock and roll. FlatBroke is sure to make your special event a memorable one.	Contact Name: Bonni MacDonald Tel: 780-660-8579 Email: bonni@flatbroke.ca www.flatbroke.ca
8:30pm - 9:00pm		<u>The Orchard</u> Kasha Anne and Mitch Smith, the singer/songwriter duo better known as The Orchard, are a band, able to bring together music fans of all types through their fresh and exciting sound, a cosmic blend of rock, country and pop.	Contact Name: Kathryn Hummel Tel: 416-712-9375 Email: kathryn.hummel@royaltyrecords.ca www.royaltyrecords.ca
9:00pm - 9:30pm		<u>My Dog Sam</u> Rated as one of the most versatile dance bands in Alberta, My Dog Sam is very unique. We specialize in performing forgotten classic songs from the 50's, 60's and 70's. These songs are masterfully recreated and take the audience back to their teenage memories when these songs were first released. We touch on most genres.	Contact Name: Michele Aasgard Tel: 780-913-1271 Email: mydogsam2010@gmail.com www.mychdogsam.ca



Show Case Schedule of Events

Main Stage

Saturday February 4, 2017

TIME

DESCRIPTION

CONTACT INFORMATION

9:30pm -

10:00pm

Dirt Road Angels

From the dirt road to the main stage, the Dirt Road Angels are creating a buzz! The seasoned singer songwriters Dahlia Wakefield, Karen Claypool, Danita Lynn, and Shila Marie have been together since 2013. Recently nominated for ACMA Country Group of the Year and Fan's Choice for the second year in a row, they've released two albums, three singles to Canadian Country Radio and are in the process of recording a brand new album. This hard-working female country rock quartet from Edmonton has played many high profile events, festivals, rodeos, casinos and more. Their enthusiasm, charisma and camaraderie onstage are contagious and their harmonies truly angelic. With a future as bright as their red lipstick and a brand new album in the works, the Dirt Road Angels are going to kick up more than just some dirt ... these estrogen-infused gals will be painting YOUR town red!



Contact Name: Danita Lynn

Tel: 780-718-6205

Email: dirtroadangels.ca

www.dirtroadangels.ca

10:00pm -

10:30pm

Greg T

Greg's show is known for its personal touch. By using his intuitiveness, years of studying human psychology, acting skills, talent in improvisational comedy and skills at 'reading' people he always leaves his audiences feeling as though they not only were entertained and have loads of fun, but with a personal experience.



Contact Name: Rob McFee
(Select Entertainment)

Tel: 888-932-8228

Email: rob@select-entertainment.com

**www.select-entertainment.com/
greg-t**



Emcee, Speakers & Special Guests Biographies

ATCO



Emcee's Biography



Jody Seeley

Jody Seeley has been in the media industry for 20 years. She is the morning radio show host on 99.7 Sun Country in High River. She also hosts a show called Made in Alberta which airs on radio and is the host of Let's Talk with Jody Seeley podcast. She's won two Alberta Country Music Awards for Industry Person of the Year, been nominated 4 times for Music Director of the Year with the Canadian Country Music Association and was named a Flood Hero by the Alberta Government for her role in her community following the 2013 flood. Jody is professional emcee, voice artist & social media consultant with her company LimeLite Audio and Media.



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.

Speaker Biographies



Andi Dzilums

Manager Cooperative Marketing, Travel Alberta

Be it local food, local beer, or local people, it's getting immersed in the local flavour of a place that drives Andi's life experiences. This is probably why he is called an Authentic Experienter! From developing and working through festival and event strategies with our partners, to engaging with our destination marketing organizations on their regional strategies, he is afforded the opportunity to be part of the larger Travel Alberta team in building strong marketing campaigns that grow visitation within Alberta.



Allison Wright

Midway Programming Manager, Calgary Stampede

Allison first joined the Calgary Stampede as a volunteer and has since contributed to the organization as a full time employee for over 20 years. Since joining the Stampede, she has enjoyed working with numerous volunteer committees to develop meaningful experiences for guests, in the areas of agriculture, western art, community programming and the midway.

Currently the Midway Programming Manager at the Calgary Stampede, Allison oversees Stampede-time-business-to business and vendor strategies with an aim to optimize safety, revenues and overall guest experience. Allison also leads various sales initiatives, operations to park admissions, on park guest services, including Howdy information centres and the Lost Kids program, Allison focuses on the connection between programming elements and the overall impact on the guest.

Speaker Biographies

Anna De Paoli **De Paoli & Associates Inc.**



Anna De Paoli is President of De Paoli & Associates Inc. Her mission is to start, grow and support businesses in rural communities so that these communities become and remain viable. In doing so she will help preserve a rural lifestyle. Anna has been consulting to a range of large Agri-business and not for profit boards and associations since 2010. She helps organizations evaluate projects, manage costs and make transformational change. Proactive by nature, Anna's can do attitude has given her a track record of improving team dynamics whilst delivering results and driving cost savings. Prior to her consulting career she spent 10 years working internationally for Shell in Canada, Germany, The Netherlands and the UK. She was involved in commodities trading and supply chain management for a wide range of refined products, chemicals and biofuels. Anna has owned and operated a number of family businesses in the food and beverage, renewable energy and commercial property sectors in the UK and Canada. Anna has been volunteering for the Millarville Racing and Agricultural Society since 2011, she was Vice President of their board of Directors and now holds the position of Chair of the Races, an event in its 112th year.

Brenda Herchmer **Campus for Communities, Grassroots Enterprises**



Brenda Herchmer is the owner and Principal Collaborator of a social enterprise called Campus for Communities as well as a consulting firm called Grassroots Enterprises. Her primary focus is simplifying complex change for seasoned and aspiring community leaders through the provision of practical coaching, training, and tools. Recently she served as the director of ACE Communities - an initiative of Alberta Recreation and Parks Association - which was responsible for planning initiatives in over 60 rural Alberta communities. This past year Brenda partnered with the Recreation Associations in Yukon, Northwest Territories, and Nunavut to win the Arctic Inspiration Prize. The \$600,000 that came with that prize is supporting the development of leading edge training and certification for recreation leaders in rural and remote communities. Brenda is an avid blogger, author of three books, and was acknowledged as a YWCA Woman of Distinction in Training and Education. In 2016 she was also awarded the Brock University Distinguished Graduate Award for the Faculty of Applied Health Sciences. Recently returning from 8 years in Alberta, Brenda and her family have settled back into Welland, Ontario where they also own a board game cafe called the Leisure Loft and an online kite store.

Bryan Burns **Corporate Play People**



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!

Speaker Biographies



Christopher Smith
Manager Cooperative Marketing, Travel Alberta

Off the beaten track and down the street is where you will find Christopher. Hunting for a great coffee shop or an undiscovered gem, connecting with the culture is what fuels his passion for exploring: a true Cultural Explorer. From working with partners to help them discover and tell their stories, he works as part of the Industry Development Team. Should you run into him - please buy him a coffee and tell him your story.



Dave and Shari Kuther
Progressive Agriculture Safety Days Training Coordinators

With 20 years experience coordinating Progressive Agriculture Safety Days, Dave and Shari Kuther bring a wealth of ideas and ways to be successful in coordinating your own Progressive Ag Foundation Safety Day. Dave is an Idaho farmer/rancher who operates a small farm and raises cattle, while Shari is an RN and Practice Manager for St. Mary's Hospital. They have 3 grown children and are expecting their first grandchild this month. Volunteering is what they do for fun, as Dave currently serves as the Fire Chief and Shari is the President of the EMT association for the local volunteer ambulance. Safety is of the utmost importance, and having fun while learning how to be safe is important too.



David Dodge
Chair, Energy Efficiency Alberta



David Dodge is the producer and host of the GreenEnergyFutures.ca multi-media series of 160 mini documentaries on green energy technologies, projects, entrepreneurs and leaders in Canada. David is the chair of the board of Energy Efficiency Alberta and co-chair of Edmonton's Energy Transition Advisory Committee. David is an environmental journalist and a photojournalist who has worked for newspapers, published magazines, produced radio and was the production manager for a Canadian nature publisher. He produced more than 350 award-winning EcoFile radio programs on sustainability for the CKUA Radio network and has worked for several Alberta non-profit organizations. He has been an active volunteer in his own community league for 20 years and served as the president of the Edmonton Federation of Community Leagues, the federation of 157 community leagues in Edmonton. He is very familiar with the challenges of volunteering for and managing non-profits

David Feldman
Governance and Leadership Specialist,
Edmonton Chamber of Voluntary Organizations (ECVO)



David's experience, education and personal development over the past 15 years have focused on collective decision-making, governance, and leadership in a variety of sectors. He has worked with multiple organizations, supporting a diverse range of community sector organizations and charities. In his previous roles, David has worked very closely with board members and leaders in community and voluntary sector organizations, helping them to strengthen their governance and overall health. he has supported organizational change initiatives changing the way governance and leadership collaborated, innovated, and engaged with each other. David's main interests are in collective cognition: understanding how to help groups of diverse people share ideas and perspective in a way that allows for innovation and problem solving.

Speaker Biographies



Diane Finstad
Freelance Journalist

Dianne Finstad is a familiar face and voice in Alberta's farm community. She spent 30 years covering the agriculture rodeo beat from Red Deer in television and radio broadcasting, as well as newspaper reporting. Now working as a communications specialist she's excited to do a variety of project; ranging from video features, to MCing at conferences, to interviewing champions for the live radio broadcast of the Canadian Finals Rodeo, to announcing agriculture shows at the Calgary Stampede. She is also a contributor to publications like Canadian Cowboy Country, Alberta Farmer Express and Farm Forum magazine, and is currently serving as a Board Director for Red Deer's Westerner Park. Dianne grew up in southern Alberta, where her family has ranched for more than a century. She credits 4-H public speaking for sparking her interest in broadcasting.



Eileen Kotowich
Farmers' Market Specialist, Alberta Agriculture and Forestry

Eileen Kotowich is the farmers' market specialist with Alberta Agriculture and Forestry. She manages the Alberta Approved Farmers' Market Program, helping new markets get started, advising on guideline and regulation interpretation, offering training programs and other resources to help market manager, sponsors and vendors. Eileen visits over 50 markets each year, enjoying meeting the vendors and seeing what new products they have to offer.



François Blouin
Director of Innovation, ATCO

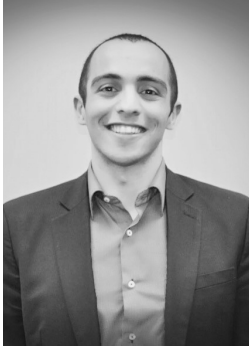
François received his Electrical Engineering degree from Laval University and has been engaged in the field of Information Communications Technology and Innovation for over 23 years including 17 years at Bell-Northern Research and Nortel where he co-authored a book entitled Essentials of Real-time Networking, and has authored more than 75 internal technical reports, customer consulting reports, and external conference papers. François was Awarded "Prolific Inventor" for contributing to Nortel's intellectual property with twenty combined patents and filings in the area of high performance networking, wireless technologies, real-time system design, quality of experience (QoE) & user-centered design methodologies. Prior to joining ATCO François was the Director of Corporate Architecture & innovation at VIA Rail Canada, supporting executive management in strategy formulation and business-technology process improvements. François created and led VIA Rail innovation program, VIA innovation lab, leveraging ideation and experimentation to continually offer new, validated product fit to evolving customer needs. He initiated and led the Intelligent Transportation System (ITS) vision, developed Intellectual Property in connected railway telemetry which lead to significant carbon footprint reduction, and launched train safety control system initiatives to reduce over-speeding and probability of accidents. François has been credited with bringing many innovations to both these well-known brands through user-centered design and innovation management leadership.

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 293 Ag Societies throughout the Province for Alberta Agriculture and Rural Development (ARD). During his career he has had the opportunity to work along-side several Ag Societies and feels he has a good working knowledge of the many challenges that they face. He looks forward to working with the Ag Societies and AAAS to continue to build an awesome Ag Society program in the Province.

Speaker Biographies



Imad Khaled
Senior Engineer, Research & Innovation, ATCO

Imad Khaled is the Senior Engineer, Research & Innovation with ATCO's Pipelines & Liquids Global Business unit. Overseeing the innovation portfolio, Imad's role includes identifying how commercially available technology can be retrofitted into the Alberta market to meet customer needs for energy-efficient, cost-efficient and green technology. This involves managing pilot projects, assessing their feasibility and providing recommendations on how they can be adapted for customers. Since joining ATCO in 2012, Imad has held several engineering roles in various areas, giving him insight into customer needs and challenges. In addition to his work at ATCO, Imad holds a patent and has been published for his research at the University of Alberta relating to his work in the biomedical field. He designed a first-of-its-kind flexible microchip to assist with the advancement of paralysis treatment. Imad holds a Bachelor of Science Degree in Mechanical Engineering from the American University of Beirut in Lebanon and a Master's of Science Degree in Mechanical Engineering from the University of Alberta.



Lloyd Smith
Director of Leisure Services for the City of Fernie
President Elect for Alberta Association of Recreation Facility Personnel

Lloyd Smith has over 25 years' experience working in the public sector, managing infrastructure. He is also a senior instructor with the Alberta Recreation Facilities Association, teaching Building Maintenance, Lifecycle, Risk Management classes, and Refrigeration. Lloyd holds a red seal, interprovincial, journeyman certification - in heating, ventilation, air conditioning, and refrigeration (HVAC&R). He is certified as an Energy Manager, by the Association of Energy Engineers. Adding to this list of qualifications is a master's degree in business (MBA).



Mark Mayfield
Mayfield Presentations

It's seldom that you find a really funny, clean comedian and it's seldom that you find a really good, captivating speaker. It's nearly impossible to find one who is both. Mark Mayfield is one of the rare individuals in the world who is equally accomplished at performing comedy shows or delivering high content keynote speeches. Known as "The Corporate Comedian", he has merged together his corporate background as a lobbyist and his comedy background as a nightclub performer to create an extremely unique and comedic presentation style. He has received rave reviews sharing the stage with a wide variety of celebrities like Paul Newman, Peter Frampton, Colin Powell, and Bob Newhart and has introduced the President of the United States on a live, nationwide television broadcast. Raised on a farm in Caney, Kansas, he received two degrees from Kansas State University and served as National President of the Future Farmers of America. He has spent time as a high school teacher, a corporate lobbyist, was partner of an innovative golf instruction facility, was a professional model and spokesperson in print and television commercials, and owned a top rated nightclub. He obviously struggled with holding down a job. Mark is author of the popular book, Mom's Rules, a comedic yet poignant look at those things Mom said to us as kids, and he makes nearly 100 presentations annually to a wide variety of corporations, conventions, and trade associations. He has received two degrees magna cum laude from Kansas State University and is a recipient of the "Certified Speaking Professional" designation from the National Speakers Association. He has also been inducted into their "Speaker Hall of Fame". From comedy shows to seminars, Mark's philosophy is simple.....say it with humor and people will take the message home. A national convention planner recently called Mark "one of the very few, really funny, inspiring men in America today". Mark's mom also said that once after a small bribe.

Speaker Biographies



Mark Shand

Manager Explore Local, Alberta Agriculture and Forestry

Mark Shand grew up in rural Alberta and has a passion for leadership, local food and rural living. As the Manager, Explore Local and Field Offices, Mark is responsible for ensuring a strategic approach to supporting our farm direct marketing producers and small-processors, along with ensuring that Albertans have access to a knowledgeable, first-point of contact on Agriculture and Forestry programs and services when they step into any of our field offices. Mark, his wife Roz, their daughter Ferne and their two dogs live on the family farm NW of Calgary.



Max Fritz

Not-for Profit Advisor

Max is well known for his leadership excellence in the fair and exhibition business. Focusing on strategizing, planning and organization alignment for both urban and rural communities, he is a trusted, authentic and approachable professional with a broad range of experience offering unique perspectives and balanced business background. Living on a small farm with a daily commute for over 30 years to Calgary he has witnessed dramatic societal changes that shape people's opinions on how they interact with each other and our land resources. Although the landscape may look different than in the past, he is a firm believer that Ag Societies play an irreplaceable role in helping sustain vibrant rural communities. As a not for profit advisor, he understands the value of proactive positioning and thrives on opportunities to assist organizations to sculpt plans for the future. In 2015, he graciously accepted an Award of Merit from AAAS at the annual convention. Max has a soft spot for the rural landscape and its diverse cultures, venturing regularly to the great outdoors to pursue the many intricate connections to the land and the energy that it offers. He is the past Chair of Western Sky Land Trust and currently lends his expertise and passion to the organization's pursuit of land conservation. When not outside, he devotes time to personal development through training and the teaching of martial arts. When opportunities do present themselves you would find Max pursuing his passion for surfing.



Mike Hittinger

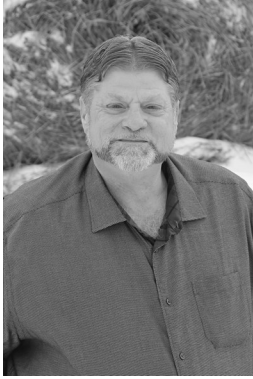
GF Extension Specialist, Alberta Agriculture and Forestry

Mike is a Stewardship Extension Specialist with Alberta Agriculture and Forestry based in Westlock, and a Cow/Calf producer from the GTA (Greater Thorhild Area). Where agriculture is concerned, he walks the walk, talks the talk, and smells the smell. He is a husband of one and father of two and has been helping producers take advantage of Government programs for over a decade!

Speaker Biographies

Mike Sidoryk

General Manager, Lloydminster Regional Exhibition



Mr. Wuchterl is a born and raised Edmonton, AB native. Mike was a semi professional hockey player in the Western Hockey League from 03-08 playing for the Silvertips, Giants and Hurricanes. Mike won a Memorial Cup with the Vancouver Giants in 2007 and moved on to play at the University of Lethbridge where he suffered a career ending injury. Mike transitioned from hockey player to business professional very quickly. Fresh out of University, Mike began his marketing career as a Promotions Manager at the largest sports bar in Lethbridge. In 2011 Mike took on a new role with Clear Sky Radio as a Certified Marketing Consultant. In a very short period he excelled his position to Director of Interactive Marketing where he operated Cleary Interactive, a digital marketing division within Clear Sky Radio. Clearly Interactive specialized in online marketing, custom websites, mobile text marketing, business social media and local search engine optimization in Lethbridge and Medicine Hat, AB. In 2012, Mike was presented the business of the year award for new business/new venture from the Lethbridge Chamber of Commerce. Over a 4 year period Mike managed a team of professionals who successfully consulted with over 200 Southern Alberta businesses. In 2015 with a cluster of digital agencies, Clear Sky Radio discontinued the interactive division to focus on traditional radio advertising. At this time Mike was consulting with Exhibition Park and was offered a position as Supervisor of Marketing & Sales. Mike's current position allows him to put his sales, marketing and online expertise to use on a daily basis.

Mike Wuchterl

Supervisor-Social Media, Marketing & Sales Lethbridge & District Exhibition



Mr. Wuchterl is a born and raised Edmonton, AB native. Mike was a semi professional hockey player in the Western Hockey League from 03-08 playing for the Silvertips, Giants and Hurricanes. Mike won a Memorial Cup with the Vancouver Giants in 2007 and moved on to play at the University of Lethbridge where he suffered a career ending injury. Mike transitioned from hockey player to business professional very quickly. Fresh out of University, Mike began his marketing career as a Promotions Manager at the largest sports bar in Lethbridge. In 2011 Mike took on a new role with Clear Sky Radio as a Certified Marketing Consultant. In a very short period he excelled his position to Director of Interactive Marketing where he operated Cleary Interactive, a digital marketing division within Clear Sky Radio. Clearly Interactive specialized in online marketing, custom websites, mobile text marketing, business social media and local search engine optimization in Lethbridge and Medicine Hat, AB. In 2012, Mike was presented the business of the year award for new business/new venture from the Lethbridge Chamber of Commerce. Over a 4 year period Mike managed a team of professionals who successfully consulted with over 200 Southern Alberta businesses. In 2015 with a cluster of digital agencies, Clear Sky Radio discontinued the interactive division to focus on traditional radio advertising. At this time Mike was consulting with Exhibition Park and was offered a position as Supervisor of Marketing & Sales. Mike's current position allows him to put his sales, marketing and online expertise to use on a daily basis.

Speaker Biographies

Sheila Carruthers
De Paoli & Associates Inc.



Sheila Carruthers MBA CMC, is a licensed Organizational Excellence Specialist (OES). The OES Team draws on more than 25 years of data from sectors using national quality and/or business excellence awards in different countries excellence models; including the Baldrige Awards, the European Foundation for Quality Management (EFQM), and the Canada Awards for Excellence (CAE). Sheila earned her MBA specialized in Public Relations and Communications Management from Royal Roads University and built on her learnings and work consulting experiences to become an accredited and actively contributing professional member of both the International Association of Business Communicators (IABC) and the Institute for Management Consultants of Alberta (ICMCA). She volunteers on both Associations' boards. She teaches Corporate Social Responsibility at the University of Calgary and is a regular Trainer and Assessor for CMC Canada's professional certification courses: Ethical Behaviour and the Essentials of Management Consulting. Sheila also regularly volunteers in the community. She has sat on more than ten non-profit boards; from amateur dramatics, to youth associations (e.g. Scouts Canada national board) and professional associations. Sheila's work experience spans from banking and finance, to government (diplomatic services), to managing charitable foundations with multi-million capital and a high disbursement rate.

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

ATCO
ALWAYS THERE. ANYWHERE.



MISS RODEO CANADA 2017

Ali Mullin

Roping and riding across the Canadian Prairies is where you will find Ali Mullin. This cowgirl got her start in the equine industry by ranching with her parents on their Manitoba quarter horse operation. Doctoring cattle, starting colts, and showing home-raised Clay Ranch Quarter Horses led to a keen interest in the horse business, and a rodeo career spanning junior, high school and college ranks. Besides rodeo, Ali was involved in a variety of sports and activities in her time as a student at Cartwright High School. Hockey, fastball, track and field, singing and 4-H filled her schedule. After high school, Alberta's opportunities in rodeo and post-secondary education caught her eye. In 2014, she graduated with honours from Lakeland College and a diploma in Agribusiness - Marketing Communications - as well as Cowgirl of the Year and High-Point Cowgirl honours from the Canadian Intercollegiate Rodeo Association. Since then, Ali has relocated to Redcliff, west of Medicine Hat, Alberta and has discovered a passion for Alberta's sunny south. Currently she remains involved with her family's quarter horse program back home in Manitoba, where her parents still ranch. Ali is in her second year of study at Medicine Hat College where she is pursuing a Bachelor of Applied Arts in Visual Communications. Upon completion of her education, she intends to begin a graphic design career. Ideally, Ali would like to focus her work in those areas that she has a personal passion for, being small businesses, the equine industry, and other agricultural advertising. Having the opportunity to represent the Medicine Hat Exhibition and Stampede as the 2015 Queen was an honour, and a fantastic experience. Ali will inevitably continue promoting the sport and lifestyle that she loves so much; being able to do so as Miss Rodeo Canada would be an incredible privilege.

Ali Mullin

Miss Rodeo Canada 2017



2016 Airdrie Pro Rodeo Queen Emily Marston

Horses, chickens, pigs and turkeys are what shaped Emily Marston's passion for western way of life. Raised on acreage just North of Airdrie where her family bred and raised sport ponies, this 21 year old has spent her days training and competing in both Western and English riding. As a member in Canadian Pony club 16 years strong, she has represented Southern Alberta many times in competitions across Canada. Now attending Olds College for Land and Water Resources, she hopes to continue her education and earn a degree in Environmental science. Being crowned Miss Rodeo Airdrie was a childhood dream come true and the past 6 months have been filled with incredible adventure, education and international experiences that she hopes to inspire and share with those around her.



2016 Airdrie Pro Rodeo Princess Katie Hlushak

Katie Hlushak's hometown is Airdrie, and lives on an acreage just east of town. She graduated from George McDougall High School, furthered her education at the College of Southern Idaho on a softball scholarship.

She recently graduated from Olds College receiving a Business Administrative Diploma, and is currently attending the University of Lethbridge part time, Majoring in Accounting. She aims to pursue her Bachelor's Degree in Business at a University in Calgary.

Katie is currently employed as a bookkeeper at Fiander Marr Professional Accountants in Airdrie. Her dream is to be a successful Business Woman in the accounting department.

In her spare time she enjoys coaching figure skating and playing recreational volleyball, also spending time with her 3 horses BigMac, Freckles and Triscuit.