



# BACK TO THE FUTURE

**AAAS CONVENTION 2018**



Premier of Alberta



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

## Message from Honourable Rachel Notley Premier of Alberta

*On behalf of the Government of Alberta, it is my pleasure to welcome you to the annual conference and trade show of the Alberta Association of Agricultural Societies.*

*I grew up in Fairview and know that making rural communities vibrant requires many hands. This conference will provide each of you an opportunity to learn and share and ultimately make life better for yourselves, and your neighbours.*

*I share your vision of making life better for Albertans and I strongly believe things are looking up for 2018. The theme of this year's event – Back To The Future – is timely, because Alberta is back on track and ready to embrace a remarkable future.*

*Thank you for your advocacy and your dedication to rural life.*

Rachel Notley

*February 9, 2018*





## MESSAGE FROM THE MINISTER

Welcome to the 71<sup>st</sup> annual Alberta Association of Agricultural Societies convention. As Minister of Agriculture and Forestry, it is my pleasure to extend greetings on behalf of the Government of Alberta to all participants.

Rural Alberta and our agriculture sector make incredible contributions to a sustainable and diverse provincial economy. Our province's agricultural societies work to help maintain a high quality of life in rural communities by providing venues, programs, services and events. Our government appreciates the work Ag Societies do, and the commitment of their many volunteers, in maintaining a vibrant rural Alberta.

Thank you to the Alberta Association of Agricultural Societies for organizing the 2018 *Back to the Future* conference. I have no doubt this will be an excellent venue for learning and sharing among delegates and all participants.

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

Oneil Carlier  
Minister  
Agriculture and Forestry



## ***PRESIDENTS WELCOME***

2017 was a busy year for AAAS. This was a year of strategic planning for the board to set priorities, focus energy and resources, strengthen operations, ensure that the board, employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what our organization is, who it serves, what it does, and why it does it, ***with a focus on the future.***

The board also spent considerable time this year on advocacy work on behalf of our Ag. Societies and the benefits they provide all Albertans and will continue to make this a priority focus with all levels of government going forward.

We continually monitor the environment around us to see what opportunities there may be for us to provide our membership with new programs or information to assist them going forward.

As always we look forward to hearing from our membership if you have ideas or concerns on the work the board is or could be doing, as well as the programming being provided. Talk to us at the convention, at our regional meetings, or give us a call at any time.

Enjoy the convention,

Debbie Ross  
President  
Region 2 Director  
Alberta Association of Agricultural Societies



# 2018 BOARD OF DIRECTORS

## **Debbie Ross : 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 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.

## **Travis Reed : 1st Vice President, 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 18 years. He also still hobby farms with his parents.

## **Keith Bailey: 2nd Vice President, 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 16 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.

## **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.

## **Doug Kryzanowski : Region 1 Director**

Doug is the Past President of the Alberta Agricultural Societies Association, and in the sixth 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 16 years and has over 24 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.



**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.



**Rebecca Joseph : Region 4 Director**

Rebecca grew up in the community of Lamont, and found her passion for agriculture after her family moved to a small ranch just south of Chipman, AB when she was 12 years old. Her parents were heavily involved in both the Chipman and Lamont Ag Societies, which is where she became a volunteer at a young age. She studied at Lakeland College in the Animal Science Technology program and graduated with honors. Rebecca completed her agriculture degree at the University of Lethbridge in 2014 and started working as a crop input and feed salesperson. After graduation, Rebecca was able to accept a position on the Board of Directors for the Lamont Ag Society, and she has held numerous positions including various committee's chair and Secretary. Rebecca was elected in 2016 as the Region 4 representative for the AAAS board and is enjoying learning more about the association and how she can help societies reach their goals. Rebecca recently accepted a position back at her alma mater of Lakeland College as a continuing education program coordinator focusing on agriculture.



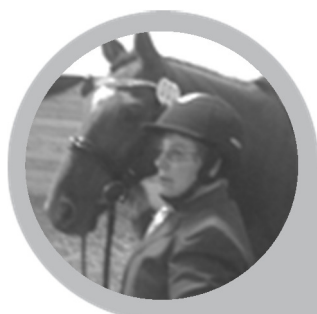
**Rick McCarthy : Region 4 Director**

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.



**Frank Joseph : 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 the Region 5 Director.



**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.

## MEET THE 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 7 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 with AAAS for about a year now. She has worked in the graphics industry for over 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 with in the recreation and hospitality industries.



**Angie Gehlert**

Administrative Assistant

Angie Gehlert is the Administration Assistant and has been working for AAAS since 2011. Angie has worked in advertising, bookkeeping, and sales with previous companies. Angie now spends most of her time being a mom to two little ones, and managing the books of her and her husband's electrical company. She is also an active volunteer and parent on many school and community organizations. In her free time Angie likes to spend time with her horses and has been part of the Leduc Black Gold Drill team for the past 3 years.



# **BACK TO THE FUTURE**

## **AAAS CONVENTION 2018**

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# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

## **CONVENTION AGENDA**

**ATCO**

  
**FOSTER PARK**  
BROKERS

**Peavey** Mart  
Hardware & A Whole Lot More!

 **servus**  
credit union

# 2018 CONVENTION AGENDA



## Thursday February 8, 2018

8:00 am - 6:30 pm	<b>Registration</b>	<b>Hotel Lobby</b>
6:30 pm - 9:30 pm	<b>Bylaw Review Workshop</b> -Pre-registration required Speaker: Tim Carson, Alberta Association of Agricultural Societies	<b>Ridgewood Room</b>

## Friday February 9, 2018

8:00 am - 6:30 pm	<b>Registration</b>	<b>Hotel Lobby</b>
10:00am - 6:30 pm	Silent Auction Drop Off	<b>Alberta Room</b>
8:00am - 6:30 pm	Marketing Competition Drop Off	<b>Hotel Lobby</b>
Ongoing	<b>Marketing Competition Open</b> <i>Sponsored By: Great Canadian Solar, FaveQuest Corp, UFA, West Coast Amusements</i>	<b>Hotel Lobby</b>

### Pre-Conference Workshops

8:30am - 12:30pm	<b>Farmers' Market Manager Training</b> Speaker: Eileen Kotowich	<b>Edmonton Room</b>
9:00am - 10:15am	<b>Communications for Volunteer Managers</b> Speaker: Brenda Robinson	<b>Wildrose #1</b>
9:00am - 10:15am	<b>Keeping the Best and Reviving the Rest: Bench Show Bonanza Part 1</b> Speaker: Clearthink™ Group	<b>Wildrose 3</b>
9:00am - 12:00pm	<b>Business Plan Workshop</b> Speaker: Max Fritz	<b>Elmwood Room</b>
9:00am - 12:00pm	<b>AAAS Financial Management Training Program—Highpoints</b> Speaker: Lisa Hardy	<b>Ridgewood Room</b>
9:00am - 12:00pm	<b>The Art of Policies Writing</b> Speaker: David Feldman, ECVO	<b>Vernon Room</b>
10:30am - 12:00pm	<b>Teambuilding and Conflict Resolution</b> Speaker: Brenda Robinson, The Robcan Group	<b>Wildrose #1</b>
10:30am - 12:00pm	<b>Adding Sizzle and Keeping it Fresshh!</b> <b>Bench Show Bonanza Part 2</b> Speaker: Clearthink™ Group	<b>Wildrose 3</b>



# 2018 CONVENTION AGENDA

## Friday February 9, 2018—cont.

10:00am - 6:30 pm	Silent Auction Open	Alberta Room
12:00pm -1:00pm	<b>LUNCH BUFFET</b>	Wildrose Ballrooms 2 & 3
12:30pm -4:15pm	Tradeshow Open	Courtyard Ballroom
12:30pm -3:45pm	Entertainment Showcase ( Small Stage )	Arbour Lounge
1:15pm -2:00 pm	New Attendee Orientation	Ridgewood Room

### AFTERNOON MINI SESSIONS

2:00pm - 2:45pm	<b>Clean Energy for Less Green</b> Presented By: ATCO	Red Deer Room
2:00pm - 2:45pm	<b>Cyber Security 101—An Introduction to Cyber Liability</b> Presented By: Foster Park Brokers Inc.	Edmonton Room
2:00pm - 2:45pm	<b>Enmax Solar Program—How It can work for you</b> Presented By: ENMAX	Lethbridge Room
2:00pm - 2:45pm	<b>Graphics on the Go</b> Presented By: AAAS	Vernon Room
2:00pm - 2:45pm	<b>Informal Bullpit Session</b> (For those wanting to discuss questions with other delegates to be posed for the Minister Forum )	Elmwood Room

4:15pm - 4:45 pm	<b>OPENING CEREMONIES</b>	Wildrose Ballrooms
4:45pm - 5:45 pm	<b>Cabinet Minister / MLA's Forum</b>	Wildrose Ballrooms
5:45pm- 6:15 pm	Cocktails	Wildrose Ballrooms
6:15pm - 7:15 pm	<b>DINNER—BUFFET</b>	Wildrose Ballrooms
7:15pm - 8:00 pm	Presentations & Awards	Wildrose Ballrooms
8:00pm - 8:30 pm	<b>Keynote Speaker: Brenda Robinson</b> <b>Handling the Challenge of Change—Positively</b>	Wildrose Ballrooms
8:30pm – 10:30 pm	Entertainment Showcase ( Main Stage)	Wildrose Ballrooms
10:45 pm– 2:00am	Hospitality Room ( Toonie Bar )	Locker Room

# 2018 CONVENTION AGENDA



**Saturday February 10, 2018**

7:30 am - 10:30am	<b>Registration</b>	<b>Hotel Lobby</b>
7:30 am - 8:30am	<b>BREAKFAST BUFFET</b>	<b>Wildrose Ballroom</b>
8:15 am - 9:15am	<b>AAAS Year in Review</b>	<b>Wildrose Ballroom</b>
9:00 am - 4:30pm	Silent Auction Open and Drop Off	<b>Alberta Room</b>
9:00 am - 10:00am	Marketing Competition Drop Off	<b>Hotel Lobby</b>
Ongoing	<b>Marketing Competition Open</b> <i>Sponsored by: Great Canadian Solar, FaveQuest, UFA, West Coast Amusements</i>	<b>Hotel Lobby</b>

## REGIONAL MEETINGS—Refreshments Provided

9:30 am - 10:15am	<b>Region 1</b>	<b>Lethbridge Room</b>
	<b>Region 2</b>	<b>Vernon Room</b>
	<b>Region 3</b>	<b>Elmwood Room</b>
	<b>Region 4</b>	<b>Blatchford Room ( Upstairs )</b>
	<b>Region 5</b>	<b>Edmonton Room</b>
	<b>Region 6</b>	<b>Red Deer Room</b>
10:45 am - 11:45am	<b>Service Member Meeting</b>	<b>Regina Room</b>

## SELECT—A—SESSION : Choice of 9

10:30 am - 12:00pm	<b>Building relationships with your Municipality</b> Panel Discussion: AAMDC	<b>Wildrose #1</b>
	<b>Ag Societies Grant Program—Stripped Down</b> Speaker: Fred Young, Alberta Agriculture and Forestry	<b>Wildrose #2</b>
	<b>7 Key Areas of Management for an Ag Society Board</b> Speaker: Joel Christianson, AB Culture and Tourism	<b>Elmwood Room</b>
	<b>Managing Millennial's /Understanding and Integrating the Younger Generation</b> Speaker: Jody Urquart	<b>Ridgewood Room</b>
	<b>Rural Recreation—An Opportunity for Agricultural Societies</b> Facilitated by Max Fritz, Non-profit Advisor	<b>Red Deer Room</b>
	<b>Curious about the Alberta 4-H Program?</b> Speaker: Cameron Horner, Alberta Agriculture and Forestry	<b>Lethbridge Room</b>
	<b>Roadmap to Boost your Events</b> Speaker: Clearthink™ Group : Keleigh Cormier, Pierre Cormier, Bill Reynolds	<b>Wildrose #3</b>
	<b>Energy Efficiency 101 &amp; Alternative Energy Solutions</b> Speaker: David Dodge, Energy Efficiency	<b>Vernon Room</b>
	<b>Identifying, Securing and Renewing Sponsors</b> Speaker: Maureen Schnirer, Edmonton Northlands	<b>Edmonton Room</b>

# 2018 CONVENTION AGENDA

## Saturday February 10, 2018—cont.

12:00pm -1:00pm	<b>LUNCH BUFFET</b>	Wildrose Ballrooms
12:00pm –3:30pm	Tradeshow Open	Courtyard Ballroom
12:30pm –2:30pm	Entertainment Showcase ( Small Stage )	Arbour Lounge

### SELECT—A—SESSION : Choice of 9

2:30pm - 4:00pm	<b>Committees and Their Functions</b> Speaker: Joel Christianson, Alberta Culture and Tourism	Elmwood Room
	<b>What can we learn from a Hollywood Farmers Market?</b> Speaker: Christina Sturgeon, Westerner Park	Wildrose #3
	<b>Maximize Your Farm Safety Grant</b> Speaker: Janice Donkers, Alberta Agriculture & Forestry Blair Takahashi Alberta Agriculture & Forestry	Wildrose #1
	<b>Managing Millennial's /Understanding and Integrating the Younger Generation (repeat session)</b> Speaker: Jody Urquart	Ridgewood Room
	<b>Operational Savings in Rural Hockey Arena's</b> Speaker: Les Quinton, Town of Black Diamond	Edmonton Room
	<b>Energy Efficiency 101 &amp; Alternative Energy Solutions</b> Speaker: David Dodge, Energy Efficiency ( Repeat Session )	Vernon Room
	<b>Alberta Culture and Tourism Grant Programs</b> Speaker: Angela Schreiner, Alberta Culture and Tourism	Wildrose #2
	<b>Adding Ag Education and Programming in Your Organization and Events</b> Panel Discussion: Karen Carle, Alberta Agriculture and Forestry Brett Warder, Calgary Stampede Jessie Radies, Edmonton Northlands	Red Deer Room
	<b>Employment Practices</b> Speaker: Mariina Heinonen , Foster Park Brokers Inc.	Lethbridge Room

4:15pm - 5:15 pm	<b>AGM ( Refreshments Provided )</b>	Wildrose #2 & #3
5:15pm - 6:30pm	<b>FREE TIME</b>	
5:30pm - 6:30pm	Silent Auction Pick Up	Alberta Room
6:30pm - 7:00 pm	Cocktails & Entertainment Showcase ( Main Stage)	Wildrose Ballrooms
7:00 pm - 8:30 pm	Gala Awards Banquet	Wildrose Ballrooms
8:30 pm – 10:30 pm	Entertainment Showcase ( Main Stage)	Wildrose Ballrooms
10:45pm – 2:00am	Hospitality Room ( Toonie Bar )	Locker Room



# 2018 CONVENTION AGENDA



## Sunday February 11, 2018

8:30 am - 9:30am	<b>BREAKFAST BUFFET</b>	<b>Wildrose Ballroom</b>
8:30 am - 11:30am	<b>Silent Auction Pick Up</b>	<b>Convention Office</b>
9:30 am - 11:00am	<b>Keynote Speaker –Jody Urquart</b> <b>This would be funny if it wasn't happening to me!</b> <b>How to navigate the future with enthusiasm and vigor.</b>	<b>Wildrose Ballroom</b>
11:00 am - 11:30am	<b>Closing</b>	<b>Wildrose Ballroom</b>

### NOTES :



February 20-22, 2018

- **Dynamic Speakers**
- **Alberta Shows Off Evening**
- **Networking Opportunities**
- **Trade-show and More!!!**

**John Catucci - *You Gotta Eat Here!***  
**Food Network Canada**



## EXPERIENCE THE CHANGE!

**@ Camrose Regional Exhibition**  
**4250 Exhibition Drive Camrose • 780-672-3640**  
**[www.growingruraltourism.ca](http://www.growingruraltourism.ca)**

# SESSION & WORKSHOP OVERVIEW

## PRE-CONFERENCE WORKSHOPS

**THURSDAY - FEB 8<sup>TH</sup>, 2018 :**

### **BYLAW REVIEW WORKSHOP**

**Speaker: Tim Carson, Alberta Association of Agricultural Societies**

**6:30—9:30 pm Ridgewood Room**

This is a free workshop however pre-registration is required

You can register by emailing [aaas@gov.ab.ca](mailto: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.

**FRIDAY Feb 9<sup>th</sup>, 2018:  
MORNING WORKSHOPS**

### **Business Plan Workshop**

**Speaker: Max Fritz**

**9:00am—12:00pm Elmwood Room**

In this session Max will guide participants through a process for developing or updating your business or strategic plan and how to keep the work relevant and useful through-out the year"

### **AAAS Financial Management Training Program Highlights**

**Speaker: Lisa Hardy, Alberta Association of Agricultural Societies**

**9:00am—12:00pm Ridgewood Room**

This session will be an overview of the proposed AAAS Financial Management Program. Some of the items that will be discussed during this session include best practices, legal requirements, things to be aware of as the treasurer or bookkeeper, suggestions on reporting and preparing year-end, accounting software, as well as some sample policies and templates, including an optional chart of accounts for Agricultural Societies

### **The Art of Policies Writing**

**Speaker: David Feldman**

**9:00am—12:00pm Vernon Room**

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 nonprofit 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

# SESSION & WORKSHOP OVERVIEW



## **Farmers' Market Manager Training**

**Speaker: Eileen Kotowich**

**8:30am—12:30pm Edmonton Room**

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

## **Communications for Volunteer Managers**

**Speaker: Brenda Robinson**

**9:00am—10:15am Wildrose 1 Room**

Communication is the key to effectively managing volunteers. Clear instructions and clarity of expectations are all crucial elements - in this session you will learn the eight key strategies for communicating for results as a volunteer manager:

## **Keeping the Best and Reviving the Rest: Bench Show Bonanza Part 1**

**Speakers: Clearthink™ Coaching Team:**

**Keleigh Cormier CMC, CAC, Pierre Cormier CMC, CAC, Bill Reynolds**

**9:00am—10:15am Wildrose 3 Room**

Let's hear all about it! It's time to share why you do bench shows and why they are growing. What works best for you? Where do you need help to boost engagement? How have you grown your audience? Through your participation, this workshop will be facilitated to capture great ideas for you and AAAS to improve your SHOW! Bring your fair prize books for sharing and discussion.

## **Adding Sizzle and Keeping it Fresshhh! : Bench Show Bonanza Part 2**

**Speakers: Clearthink™ Coaching Team :**

**Keleigh Cormier CMC, CAC ,Pierre Cormier CMC, CAC, Bill Reynolds**

**10:30am—12:00pm Wildrose 3 Room**

This interactive session will explore smart approaches we've all seen dealing with judging, judging standards, categories, displaying, prizing, sponsors and promotions. We'll dig into techniques to increase the engagement level of both registrants and spectators. How do you best incorporate on-the-spot contests and demo's? From the great zucchini race to veggie art: make your bench show POP. Bring your fair prize books for sharing and information.

## **Teambuilding and Conflict Resolution**

**Speaker: Brenda Robinson**

**10:30am—12:00pm Wildrose 1 Room**

Working on teams is easy to say - not always easy to do. Team players often come to the task or project with different opinions, ideas, and suggestions or ways of getting things done. These difference often become difficulties and need to be resolved. We know that teams will have conflicts. Indeed, we know that these conflicts often make a team stronger and better. However, a lot of people are uncomfortable with conflict.

Learn some new strategies for resolving conflict in team settings. Make conflict work for the team rather than against the team. Seek resolutions for positive outcomes.



# SESSION & WORKSHOP OVERVIEW

## FRIDAY Feb 9<sup>th</sup>, 2018: AFTERNOON MINI SESSIONS

### **Clean Energy for Less Green**

**Speaker: Jeff Reading, ATCO**

**2:00pm—2:45pm Red Deer Room**

Doing more with less is always a challenge, especially when it comes to energy. Going green and future proofing the way we operate improves competitiveness, reduces costs and increases efficiency for Alberta Agricultural Society members. This session will explore how we get some quick wins with energy efficiency; showcase some funding sources to consider that get you started; and profile some clean-tech innovations like solar, battery storage, geothermal and combined heat and power to reduce energy cost, lead in GHG reductions and improve energy security.

### **Cyber Security 101 - an introduction to Cyber Liability**

**Speaker - Andre Charrois and Perry Cramer, Foster Park Brokers Inc.**

**2:00pm—2:45pm Edmonton Room**

This presentation will provide some current facts regarding Cyber Liability claims. It will define some of the terminology used as well as provide some current claims examples. Most importantly, it will provide an understanding of some of the risks that we face, how to mitigate those risks and also how to prevent you and your organization from being a victim of Cyber Crime.

### **ENMAX Solar Program - How it can work for you**

**Speaker: Jason Atkinson, ENMAX**

**2:00pm—2:45pm Lethbridge Room**

ENMAX Energy provides turnkey solar photovoltaic (PV) systems for on-site generation at select facilities. ENMAX Energy has been installing solar PV systems on homes, schools, commercial and municipal buildings since 2009. To date, ENMAX Energy has installed over 600 PV systems representing over 10MW of solar PV capacity in Alberta, making us the largest distributed solar system provider in the province with about 50% of installed systems in the province. ENMAX Energy is in a unique position to offer financing options which are flexible in nature which reduces the amount of upfront capital required, or leverages available funds to achieve larger solar projects, and provides predictable monthly payments over the term.

### **Graphics on the Go**

**Speaker: Maria Flores-Achtymichuk, Alberta Association of Agricultural Societies**

**2:00pm—2:45pm Vernon Room**

An interactive session on how to use the Graphics App ""Canva"" from your phone or tablet. Canva is a free graphic design platform that makes creating beautiful images a breeze!

Design effective images for use on social media posts, and posters. Download available on both IOS/Android Devices. Bring your I-pad or Smart Phone to the session to try it out!

# SELECT A SESSION



## SATURDAY Feb 10<sup>th</sup>, 2018: BREAKOUT SESSIONS—10:30 am—12:00 pm

### **Building relationships with your Municipality - The How and Why**

**Location : Wildrose #1 Room**

#### **Panel Discussion:**

**Tasha Blumenthal, AAMDC**

**Al Kemmere, AAMDC President and Councilor with Mountain View County**

**Kathy Rooyakkers, AAMDC District 3 Director and Reeve of Wetaskiwin County**

**Doug Lyseng, Councilor with Camrose County, President of Hay Lakes Ag Society**

**Joe Blakeman, Reeve of Lac Ste. Anne County**

Relationships with your local municipalities are vitally important for Agricultural Societies. During this session AAMDC will talk about how to build those relationship, and why this is so vitally important for your Agriculture Society to build and maintain that relationship in your community

### **Ag Societies Grant Program - Stripped Down**

**Location : Wildrose #2 Room**

#### **Speaker: Fred Young, 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.

### **7 Key Areas of Management Responsibility for Ag Societies**

**Location : Elmwood Room**

#### **Speaker: Joel Christianson, Board Development Program, Alberta Culture and Tourism**

How does the work of your organization get done? How are decisions made? Who is responsible and accountable for these decisions? These are not easy questions to answer. Organizations, even small ones with no paid management staff, are complex.

This session will offer some information, different perspectives, tools and resources that will help you understand more about how your organization does its work.

### **A Roadmap to Boost Your Events**

**Location : Wildrose #3 Room**

#### **Speakers: Clearthink™ Coaching Team:**

**Keleigh Cormier CMC, CAC, Pierre Cormier CMC, CAC, Bill Reynolds**

Through a proven roadmap developed for the ever-popular Alberta Open Farm Days event, you can identify revenue opportunities that you may be missing in your own events! The Clearthink™ coaching team will facilitate an interactive and engaging session for participants looking to boost customer experience (and profits) at their local event.

Come explore the customer experience journey through the eyes and the minds of a visitor!

# SELECT A SESSION

**Contd ' - SATURDAY Feb 11<sup>th</sup>, 2018:**  
**BREAKOUT SESSIONS : 10:30 am—12:00 pm**

## **Managing Millennial's/ Understanding and Integrating the Younger Generation**

**Location : Ridgewood Room**

**Speaker: Jody Urquart**

A lively, humorous look at how people can work more effectively and productively with all generations, especially younger generations (Millennial's & Generation Y) and their styles, preferences, and work ethics.

- Integrate the generations
- Get Commitment from Millennial's &/or Generation Y
- Avoid the Complacency
- Entitlement Trap
- Motivate the media savvy highly connected generation
- Know how to resolve conflicts and work effectively in today's multigenerational workplace
- Work values and key messages to keep in mind when communicating with different generations

## **Curious about the Alberta 4-H Program?**

**Location : Lethbridge Room**

**Speaker: Cameron Horner, Alberta Agriculture and Forestry**

Join Cameron as he provides a general overview of the Alberta 4-H program and how it works. He will go over trends and gaps they are seeing, and ways that Agricultural Societies can work or partner with existing 4-H clubs. Or even start a new one in their community if there's a need. If you have questions about 4-H this is the guy to ask.

## **Rural Recreation - an Opportunity for Agricultural Societies?**

**Location : Red Deer Room**

**Facilitator: Max Fritz**

**Guests: Alberta Recreation Parks Association**

Rural Recreation is a new concept that is being looked at as a way to identify a gap or to redefine or expand on the more traditional, supported and generally recognized "recreational activity" like hockey, baseball, soccer, skating, etc. to include other physical activities and their impacts and benefits related to health that happen in rural areas such as rodeo, equine events, hunting, motocross, etc. as examples.

This interactive workshop will be the opportunity for Ag Societies to participate in an exploratory conversation to help guide further conversations and work for the ARPA Rural Recreation committee as they try to define Rural Recreation and how it links to data showing that young people in rural Alberta are in poorer health than urban Alberta's youth as well as the Isolation, Mental and Physical health that are becoming issues for older Albertan's in rural Alberta

## **Energy Efficiency 101 & Alternative Energy Solutions**

**Location : Vernon Room**

**Facilitator: David Dodge, Chairman, Energy Efficiency Alberta**

Join David as he walks you through ways to decrease energy consumption, reduce emissions, and lower your operational costs! During this session David will review some of the pros and cons of the technologies available, share some stories of successful alternative energy solutions implemented in facilities similar to those run by Agricultural Societies, in addition to some of the programs your organization can access!

# SELECT A SESSION



## **Identifying, Securing and Renewing Sponsors**

**Location :** Edmonton Room

**Speaker:** Maureen Schnirer, Corporate Partnerships, Northlands

During this session, Maureen will provide some in-site on the ins and outs of corporate sponsorship. She will present specific examples of successful partnerships such as Epcor, STATOIL, AMA, Tim Hortons and Wrangler

**SATURDAY Feb 11<sup>th</sup>, 2018:**

**BREAKOUT SESSIONS : 2:30pm—4:00pm**

## **Committees And Their Functions**

**Location :** Elmwood Room

**Speaker:** Joel Christianson, Board Development Program, Alberta Culture and Tourism

Committees are a work unit of the board. With this in mind, what does a committee look like in your organization? To help you answer this question and to help you understand more about your committees, we will consider a few committee-related topics, such as:

- How to use committees
- What authority can committees have?
- How do the board and the committee communicate with each other?
- What should be considered in a committee terms of reference?

By the end of this session you will have useful information that is relevant for your organization's committees as some helpful tools to take back to your board and its committees.

## **What can we learn from a Hollywood Farmers Market?**

**Location :** Wildrose #3 Room

**Speaker:** Christina Sturgeon, Agriculture and Event Sales & Production Coordinator, Westerner Park

Recently returning from the North American Farm Direct Marketing Association conference in California, Christina will be sharing her learnings and insight from the conference...including the stop at the infamous Hollywood Farmers Market! In this session learn how to create an experience from beginning to end, taking into consideration the challenges we face with low budgets, and a lack of volunteers. Learn ways to take a typical farmers market and turn it into a farmer's market experience!

## **Maximize Your Farm Safety Grant**

**Location :** Wildrose #1 Room

**Speaker:** Farm Safety, Alberta Agriculture and Forestry

**Janice Donkers, Farm Safety Coordinator**

**Blaire Takahashi, Farm Safety Specialist**

Come to this workshop to walk through the development of a successful farm safety project in your community. Hear from Ag Societies who have had successful projects and learn from their experiences. Discover the variety of options you could pursue and how to access the grant funding available. Walk away with a bag full of ideas, lessons learned and a solid plan to help enhance farm safety in your own community.



## SELECT A SESSION

**Contd ' - SATURDAY Feb 11<sup>th</sup>, 2018:**  
**BREAKOUT SESSIONS: 2:30pm—4:00 pm**

### **Managing Millennial's/ Understanding and Integrating the Younger Generation**

*(repeat session from the morning)*

**Location : Ridgewood Room**

**Speaker: Jody Urquart**

A lively, humorous look at how people can work more effectively and productively with all generations, especially younger generations (Millennial's & Generation Y) and their styles, preferences, and work ethics.

- Integrate the generations
- Get Commitment from Millennial's &/or Generation Y
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- Motivate the media savvy highly connected generation
- Know how to resolve conflicts and work effectively in today's multigenerational workplace
- Work values and key messages to keep in mind when communicating with different generations

### **Operational Savings in Rural Hockey Arena's**

**Location : Edmonton Room**

**Speaker: Les Quinton, Parks & Recreation Manager, Town of Black Diamond**

Learn what the Town of Black Diamond has done to conserve, manage and generate energy in their older hockey arena that could be transferred to other arenas, curling rinks, and riding arenas. Learn about their motivators, what they looked for in our energy management system, how they financed some of their projects, how they track the results of what they are doing.

The Town of Black Diamond has worked on water conservation, energy conservation, energy management and alternative energy.

### **AB Culture and Tourism Grant Programs**

**Location : Wildrose #2 Room**

**Speaker: Angela Schreiner, Community Liaison Officer - Rural, Alberta Culture and Tourism**

Staff from Alberta Culture and Tourism will walk thru their grant programs and provide tips and suggestions for filling out their grant application forms and what they look for in their reporting. Two of the grants that will be primarily covered in this session, including the recent changes and revisions to the program are the Community Facility Enhancement Program (CFEP), and the Community Initiatives Program (CIP).

# SELECT A SESSION



## Adding Ag Education and Programming into your Organization and Events

**Location :** Red Deer Room

**Panel Discussion:** Karen Carle, Ag Education Consultant, Alberta Agriculture and Forestry  
Brett Warder, Manager of Western Events and Agriculture Operations, Calgary Stampede  
Jessie Radies, Interim Director, Agriculture, Northlands

In this session the panel will talk about the Ag Education and Programming resources available or how (and what) they've built into their programming and events.

If you're thinking that you would like to start adding more Agriculture into your Programming and Events or even working with your local schools, this is a great session to get some ideas and learn from those running successful programs!

## Employment Practices

**Location :** Lethbridge Room

**Facilitator:** Mariina Heinonen, Foster Park Brokers Inc.

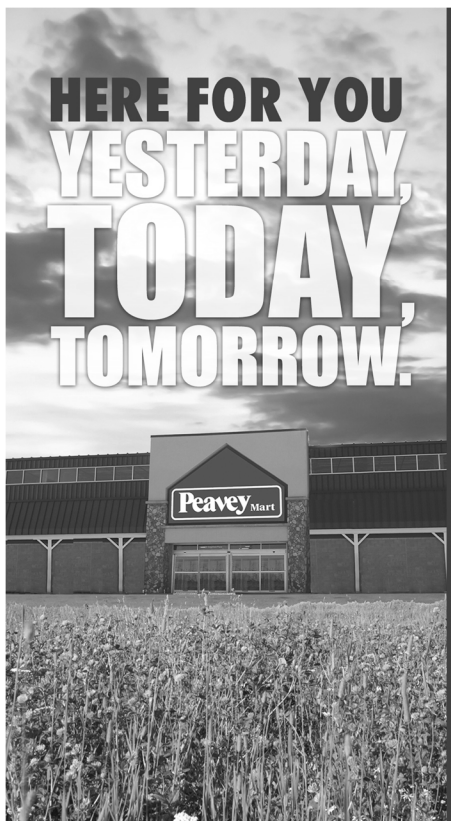
Do you know the difference between an employee, contract employee, contractor, part time or casual labour? Do you know the proper employment practices for staff and contractors? This session will provide an overview of hiring, maintaining and terminating employee/volunteer relationships. It is a great opportunity to find out what is required of you as an employer and ensure your organization has the proper processes and standards in place to protect your Ag Society, Board, and Staff and ensure you're doing things right.

## Energy Efficiency 101 & Alternative Energy Solutions *(repeat session from the morning)*

**Location :** Vernon Room

**Facilitator:** David Dodge, Chairman, Energy Efficiency Alberta

Join David as he walks you through ways to decrease energy consumption, reduce emissions, and lower your operational costs! During this session David will review some of the pros and cons of the technologies available, share some stories of successful alternative energy solutions implemented in facilities similar to those run by Agricultural Societies, in addition to some of the programs your organization can access!



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Since 1975, Peavey Mart stores have been active members of Western Canadian communities, and gathering places for neighbours to trade stories and advice.



More than 40 years later, there's still no place quite like Peavey Mart. We still have our home office and distribution centre in Red Deer. We serve Western Canada with 37 stores, including our newest locations in Brandon, Winkler, and High Prairie, as well as Online. We're proud to offer unique products, top brand names and down to earth service.



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## KEYNOTE SPEAKERS



### Brenda Robinson — **Keynote Speaker**

Friday February 9<sup>th</sup>

8:00 pm—8:30pm

Location: Wildrose Ballrooms

Brenda is a speaker, trainer, writer and consultant. She is the founder and president of The Robcan Group. Her Bachelor of Arts was earned at Brandon University and her Masters of Education at Simon Fraser University. She has been addressing groups for over thirty years about communications, humour, laughter, positive working skills and wellness in general. Her workshops and presentations are in high demand. She has authored four books and created an Audio CD set to help people to develop these skills.

Brenda grew up on a farm close to Minnedosa, Manitoba and continues to stay connected to her family there. She now lives in Sherwood Park, Alberta where she and her husband, Len have their training and development business. Brenda and Len have five children and nine grandchildren.

Brenda believes that we are on a life-long learning journey. It should be enriching, exciting, interesting and above all, it should be fun!



### Jody Urquhart - **Keynote Speaker**

Sunday February 11<sup>th</sup>

9:30am-11:00am

Location: Wildrose Ballrooms

A highly sought- after motivational speaker, Jody is passionate about spreading the message of the importance of fun and meaningful work. A motivational speaker for over 16 years, Jody speaks at over 60 organizations and associations every year, and is a top keynote speaker with humorous speeches.

Jody's trademark is to deliver very funny motivational speeches, humour is a key part of her audience connection. A humorous and inspirational motivational speaker and a former stand up comedian, Jody **ONLY** uses clean humor and original content catered to the audience.

Jody is author of the book **All Work & No SAY**. Her mission is to help motivate people to derive more meaning, fun and satisfaction from their work. Jody is a featured guest speaker for the GE Healthcare Tip-TV program, broadcast in over 2600 healthcare facilities. Her insights and expertise earned her the 2008 Bronze Award in the 29th Annual Telly Awards for excellence in programming this presentation.

Jody's work as a motivational keynote speaker includes health care associations, financial institutions, corporations, parks and recreation bodies, government departments and many more groups on the topic of fun and purposeful work.



# SATURDAY NIGHT GALA

**BACK  
TO THE FUTURE**  
AAAS CONVENTION 2018



## Come back in time with AAAS !!!

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!



# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

## **LAYOUT FOR**



**EDMONTON INN**  
& CONFERENCE CENTRE

**ATCO**

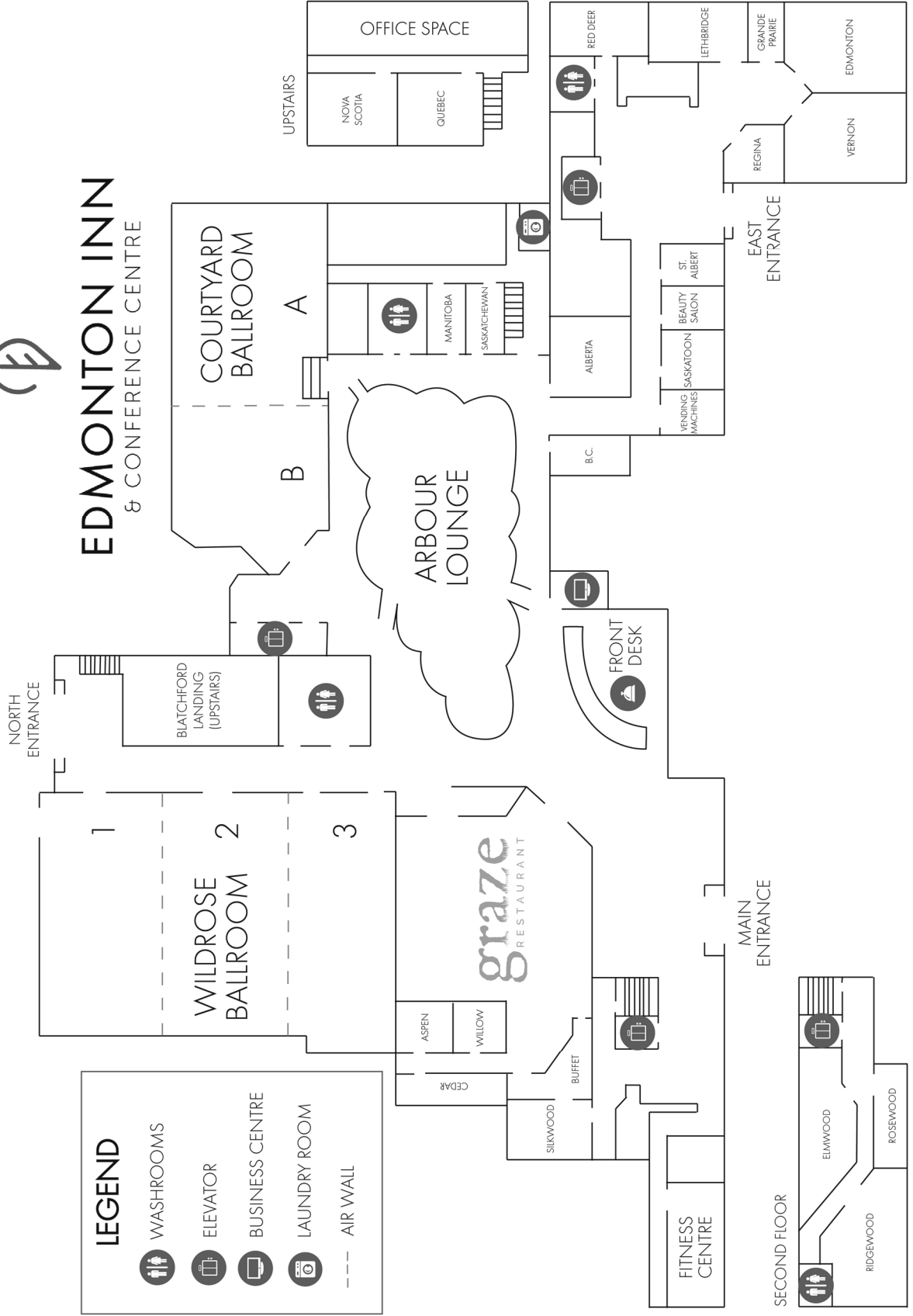
  
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# EDMONTON INN & CONFERENCE CENTRE



# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

***SPONSORS, REPRESENTED  
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& SERVICE MEMBERS***

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**FOSTER PARK**  
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Hardware & A Whole Lot More!

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MANAGING BUILDING SYSTEMS



**CS**  
*Calgary Stampede*



Willow Prairie  
Ag Society



### BRONZE SPONSORS

Grande Prairie Exhibition  
Lloydminster Exhibition  
Camrose Regional Exhibition

Westerner Park  
Olds Regional Exhibition  
Lethbridge Exhibition

Medicine Hat Exhibition  
Colchester AG Society  
Vauxhall Ag Society

Bonnyville Ag Society  
Vegreville Ag Society

### FRIENDS

50/50 Central - Alberta Embroidery - Carmangay Ag Society - Two Hills & District Ag Society



# 2018 ATTENDING AG SOCIETIES

## REGION 1

Burdett Ag Society  
Carmangay Ag Society  
Coaldale & District Ag Society  
Crowsnest Pass Ag Society  
Grain Community Club & Ag Society  
Lethbridge & District Exhibition

Medicine Hat Exhibition & Stampede  
Milk River & District Ag Society  
Picture Butte & District Ag Society  
Raymond & District Ag Society  
Taber Exhibition Association  
Vauxhall Ag Society  
Willow Creek Ag Society

## REGION 2

Airdrie & District Ag Society  
Berry Creek Ag Society  
Big Country Ag Society  
Buffalo & District Ag Society  
Carseland & District Community Assoc. & Ag Society  
Carstairs & District Ag Society  
Cochrane & District Ag Society  
Delia & District Ag Society

Hanna & District Ag Society  
High River Ag Society  
Millarville Racing & Ag Society  
Morrin & District Ag Society  
Olds Regional Exhibition  
Rumsey & District Ag Society  
Springbank Park for All Seasons Ag Society  
Strathmore & District Ag Society

## REGION 3

Alder Flats Community Ag Society  
Bashaw & District Ag Society  
Bentley & District Ag Society  
Bowden & District Ag Society  
Camrose Regional Exhibition  
Castor & District Ag Society  
Cottonwood-Gordon Ag Society  
Crossroads Ag Society  
Donalda & District Ag Society

Innisfail & District Ag Society  
Killam & District Ag Society  
Lougheed Ag Society  
Ponoka Ag Society  
Round Hill & District Ag Society  
Tees Ag Society  
Westerner Park  
Winfield & District Ag Society

## REGION 4

Ashmont & District Ag Society  
Bonnyville Ag Society  
Bruderheim Ag Society  
Cadogan Ag Society  
Chipman Ag Society  
Cold Lake Ag Society  
Craigend Recreation & Ag Society  
Glendon Ag Society  
Hardisty Ag Society  
Hylo/Venice Recreation & Ag Society  
Innisfree & District Ag Society  
Lac Bellevue & District Recreational & Ag Society  
Lac La Biche Ag Society

Lamont & District Ag Society  
Marwayne Ag Society  
Myrnam & District Ag Society  
Rich Lake Recreation & Ag Society  
St. Paul Ag Society  
Tullibly Lake & District Ag Society  
Two Hills & District Ag Society  
Vegreville Ag Society  
Vermilion Ag Society  
Victoria Trail Ag Society  
Vilna & District Ag Society  
Willingdon & District Ag Society  
Willow Prairie Ag Society

# 2018 ATTENDING AG SOCIETIES



## REGION 5

Ardrossan Recreation & Ag Society  
Barrhead Ag Society  
Beaumont & District Ag Society  
Boyle & District Ag Society  
Colchester & District Ag Society  
Darwell & District Ag Society  
Drayton Valley & District Ag Society  
Fort Assiniboine & District Ag Society  
Highridge & District Ag Society  
Josephburg Ag Society  
Lakedell Ag Society  
M.T.M Ag Society  
Mayerthorpe & District Ag Society  
Newbrook Recreational & Ag Society  
Northlands

Onoway & District Ag Society  
Pibroch & District Ag Society  
Radway Ag Society  
Ranfurly & District Recreational Ag Society  
Redwater & District Ag Society  
Rochester & District Ag Society  
Sangudo & District Ag Society  
Smith Hondo Association of Recreation & Ag Society  
Spruce Grove & District Ag Society  
Tomahawk & District Sports Agra Society  
Whitecourt District Ag Society  
Wildwood & District Ag Society  
Yellowhead Ag Society

## REGION 6

Berwyn Ag Society  
Bezanson Ag Society  
Bonanza & District Ag Society  
C.O.C.O Plowing Match & Ag Society  
DeBolt & District Ag Society  
Eaglesham & District Ag Society  
Grande Prairie Regional Ag & Exhibition Society  
Grimshaw & District Ag Society

Grovedale Community Club & Ag Society  
Hawk Hills Ag Society  
La Glace & District Ag Society  
Peace River Ag Society  
Smoky River Ag Society  
Valleyview & Districts Ag Society  
Whitelaw Ag Society  
Worsley & District Ag Society

Thank you all for  
joining us !!



Alberta Association of  
Agricultural Societies

# 100 YEARS

## Alberta Agricultural Society Century Award

### *The Lamont & District Agricultural Society*



The Lamont & District Agricultural Society was chartered in 1918 by a group of like-minded farmers looking to better the community. In 1971, the Lamont recreation center, community hall and hockey rink were built, providing a much-needed service to the community, which was later sold to the Town of Lamont to operate and maintain. In 1987, the agricultural society hosted a Spring Bust Out Rodeo, the first indoor rodeo to be held in Lamont. They also hosted a summer fair that was an attraction for all ages.

In 1992, the rodeo joined the fair outdoors and was renamed the Summer Sizzler Rodeo as it is known today, having just celebrated its 25th anniversary this past summer. Two years later, the first indoor Bullarama Supreme was held and has become a community favorite ever since.

In 1998, two scholarship awards were developed to honor the families of past volunteers who contributed many hours to the society and has since helped almost 40 students attend post-secondary education. Over the years, the Lamont Agricultural Society participated in various community events with other organizations, including parades, pancake breakfasts, and 4-H functions, and has donated \$500,000 to various community-minded projects.



In 2009, the rodeo grounds were renamed in the memory of Mr. Conrad Schinking, a lifetime member and volunteer who gave countless hours to the community. In 2012, the first Combine Crunch was held providing spectators with a different outlook on your traditional smash derby.

The year 2014 was filled with challenges as the lease with the Town of Lamont for the use of the arena and outdoor grounds was terminated and the agricultural society was at a standstill. The membership approved the purchase of 42 acres of land south of town to build a new facility. This was a large undertaking, as there were pole barns that needed to

be moved from town.

The year 2015 marked the first Summer Sizzler rodeo hosted on the new grounds and in 2016, the first outdoor Bullarama Supreme was hosted outdoors. Since then, there have been tremendous strides in developing the grounds to include the pole barns, concession, office, outdoor riding facility and a derby pit. The agricultural society is proud to have been a part of the community for the past 100 years and hopes that everyone will join them in celebration of this milestone this summer during the Summer Sizzler Rodeo.





# 2018 SERVICE MEMBERS



Company Name	Contact Phone #	Website	Description
Alberta Agriculture and Forestry		<a href="http://www.agriculture.alberta.ca">www.agriculture.alberta.ca</a> <a href="http://www.agric.gov.ab.ca">www.agric.gov.ab.ca</a>	Government Ministry
Alberta Recreation and Parks Association	(780)644-6976	<a href="http://www.arpaonline.ca">www.arpaonline.ca</a>	ARPA is a non profit association that advocates for recreation and leisure as part of quality of life.
Alberta Urban Municipalities Association (AUMA) & Alberta Municipal Services Corporation (AMSC)	(780) 431-4541	<a href="http://www.auma.ca">www.auma.ca</a>	The Alberta Urban Municipalities Association (AUMA) acts as one voice in advocating municipal interests to all orders of government as well as with business and community associations, and other stakeholders.
Altadude Music	(403) 382-9515	<a href="http://www.trevortown.com">www.trevortown.com</a>	Trevor Panczak delivers an authentic country music show. He satisfies audiences with his showmanship as he entertains with his appealing brand of original, current and classic content.
AAMDC	(780) 995-3615	<a href="http://www.aamdc.com">www.aamdc.com</a>	The Alberta Association of Municipal Districts and Counties is an independent association comprising Alberta's 69 counties and municipal districts. Since 1909, we have helped rural municipalities achieve strong, effective local government. The AAMDC provides Advocacy and Aggregated Business Service ( including Trade, PFA Canada and Jubilee Insurance )
ATCO		<a href="http://www.atco.com">www.atco.com</a>	ATCO is a diversified global corporation delivering service excellence and innovative business & energy solutions in Electricity (electricity generation, transmission, and distribution); Pipelines & Liquids (natural gas transmission, distribution and infrastructure development, energy storage, and industrial water solutions); Structures & Logistics (workforce housing, innovative modular facilities, construction, site support services, and logistics and operations management); and Retail Energy (electricity and natural gas retail sales).
Bar JL Horse Training	(780) 300-7507		Western Entertainer starring Joel Lybbert with his Texas longhorn steer named Jasper, along with cowboy poetry, trick roping, whips and guitar.
Cadillac Junkies	(780) 667-1756	<a href="http://www.cadillacjunkies.com">www.cadillacjunkies.com</a>	A 5 piece high energy band with female and male lead vocals playing both covers and originals from country to rock and pop.
CIMCO Refrigeration	(780) 468-1490	<a href="http://www.cimcorefrigeration.com">www.cimcorefrigeration.com</a>	Industrial & Recreational Refrigeration Contracting Company

# 2018 SERVICE MEMBERS

Company Name	Contact Phone #	Website	Description
<b>ENMAX Energy Corporation</b>	(403) 514-3101	<a href="http://www.enmax.com">www.enmax.com</a>	ENMAX Energy provides turnkey solar photovoltaic (PV) systems for on-site generation at select facilities. ENMAX Energy has been installing solar PV systems on homes, schools, commercial and municipal buildings since 2009. To date, ENMAX Energy has installed over 600 PV Systems.
<b>Farm Credit Canada</b>	(780) 495-3045	<a href="http://www.fcc-fac.ca">www.fcc-fac.ca</a>	FCC lends money and provides other services to primary producers, agri-food operations, and agribusinesses that provide inputs or add value to agriculture.
<b>FaveQuest</b>	(613) 799-6300	<a href="http://www.myeventapps.com">www.myeventapps.com</a>	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.
<b>Flyin' Bob Entertainment</b>	(403) 597-5523	<a href="http://www.flybob.com">www.flybob.com</a>	Circus Fun activity area. Family onsite drop in for festivals, rodeos, exhibitions, and special events Flyin' Bob Comedy Circus Show Community Circus Camps for youth
<b>Foster Park Brokers Inc.</b>	(780) 930-2950	<a href="http://www.fpb.ca">www.fpb.ca</a>	Since 2004, Foster Park Brokers have been providing a strong and economical insurance program for A Societies. Each year, over 150 Ag Societies choose to purchase their insurance through Foster Park.
<b>Great Canadian Solar</b>	(780) 455-7277	<a href="http://www.greatcanadiansolar.com">www.greatcanadiansolar.com</a>	Based in Edmonton, we strive to be the premier solar contractor in Alberta and Western Canada, which has the best solar resource in the country. Since 2009, GCS has been involved in the design and installation of over 7.0 megawatts of solar PV energy systems and has currently installed many of the largest systems in Alberta. By ensuring each customer we have is completely satisfied with GCS, our reputation will be the key to long-term success in the renewable energy market. Qualified Journeyman Electricians and Apprentices will complete every installation.
<b>Karizma Agency</b>	(780) 720-8779	<a href="http://www.karizmaagency.ca">www.karizmaagency.ca</a>	Procure Entertainers/Production for Large Scale Events as well as more intimate Venues, Rodeos, Clubs, Casinos, Etc.
<b>Lakeland College</b>	(780) 853-8462	<a href="http://www.lakelandcollege.ca">www.lakelandcollege.ca</a>	As a global leader in student-managed learning opportunities, Lakeland College is committed to developing leaders today with innovative, hand-on learning opportunities.
<b>Longbow Sales Inc.</b>	(403) 291-3166	<a href="http://www.longbowsales.com">www.longbowsales.com</a>	Sales, service & supply of the following: Spectator seating, gymnasium equipment, folding partitions, aluminum shutters and gilles, goals (soccer, football, etc.), outdoor benches and flagpoles
<b>MIND MAGIC Productions</b>	(780)660-6634	<a href="http://www.canadamentalist.com">www.canadamentalist.com</a>	MIND MAGIC is an amazing INTERACTIVE show with Astounding and very Funny demonstrations of Mentalism - or Magic of the Mind! MIND MAGIC will make your event UNFORGETTABLE!

# 2018 SERVICE MEMBERS



Company Name	Contact Phone #	Website	Description
<b>Morand Industries Ltd.</b>	(780)967-2500	www.morandindustries.com	Builders of Quality Livestock Handling Equipment including Cattle/Bison Systems, Horse Stalls, Gates and Panels.
<b>Nordic</b>	(780)469-7799	www.nordicsystems.ca	We do service and projects with clients who own and/or manage commercial and industrial buildings in Northern Alberta .
<b>Peavey Mart</b>		www.peaveymart.com	Peavey Mart is a 100% Western Canadian owned down to earth retail chain with 37 stores in Alberta, Saskatchewan, British Columbia and Manitoba. Peavey Mart stores have proudly served and strengthened communities across Western Canada since 1975.
<b>Rainbow the Clown &amp; Friends</b>	(403) 278-9209	www.rainbow-the-clown.com	Clown, Juggling, Magic, Comedy, Stage Shows, Walk Around, Balloon Sculpting.
<b>Sakamoto Agency</b>	(587) 787-1938	www.sakamotoagency.com	Booking Agency and Talent Procurement, plus event production/promotion, specializing in country music with some folk/roots.
<b>Select Entertainment</b>	(888) 932-8228	www.select-entertainment.com	Select Entertainment represents Alberta-based country bands, circus acts, cover bands, hypnotists, and variety acts that perform at large and small fairs across Canada.
<b>Servus Credit Union</b>		www.servus.ca	Flexible and affordable financial solutions. With Servus, you get great account, investment and borrowing options. We'll help you manage your cash flow while you manage your farm or agribusiness
<b>Superior Show Service Inc.</b>	(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.
<b>United Farmers of Alberta</b>	(403) 570-4214	www.ufa.com	Founded in 1909, UFA Co-operative Limited is an Alberta-based agricultural co-operative with more than 120,000 member-owners. UFA's network comprises more than 111 bulk fuel and cardlock petroleum locations, 35 farm & ranch supply stores and a support office located in Calgary. Independent petroleum agents and more than 1200 UFA employees provide products, services and agricultural solutions to farmers, ranchers, members and commercial.
<b>West Coast Amusements</b>	(604) 613-4056	www.westcoastamusements.com	Travelling carnival serving Western Canada
<b>West Coast Lumberjacks</b>	(250)830-4065	www.westcoastlumberjacks.com	Producer of exhilarating, family friendly entertainment options. In addition to our traditional shows, we now also produce an all-female Lumberjills show and our new interactive add-on, the Lumberjack AXExperience!! Guests can get hands-on experience testing their skills at some of our most popular lumberjacks events!
<b>Xplornet Commercial Services</b>	( (306) 657-3106	www.commercial.xplornet.com	Xplornet Commercial Services provides high-speed Internet connectivity to businesses in remote and hard-to-serve locations across Canada.

# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

## ***CABINET MINISTER'S & MLA BIOGRAPHIES***

**ATCO**

  
**FOSTER PARK**  
BROKERS

**Peavey** Mart  
Hardware & A Whole Lot More!

 **servus**  
credit union



**Biography for Honourable Deron Bilous (NDP)  
MLA for Edmonton-Beverly-Clareview**

**Minister of Economic Development and Trade**

Born and raised in Edmonton, Deron Bilous knows the incredible contribution Alberta workers have made to our province and our country. Having grown up in a proudly Ukrainian home, he also appreciates the strength and beauty of our province's diversity.

Between 1995 and 2005 Mr. Bilous worked in Quebec, Tunisia and China on a number of projects with Canada World Youth, a volunteer youth program that focuses on international development.

After graduating from the University of Alberta with an education degree in 2001, he taught and mentored students at Edmonton's Inner City High School, where he learned to see potential where others might see hardship. He also began working in neighbourhood and community development.

He was first elected as the Member of the Legislative Assembly for Edmonton-Beverly-Clareview on April 23, 2012, and again on May 5, 2015.

A dedicated champion for Alberta workers and Alberta business, Deron Bilous was sworn in as Minister of Economic Development and Trade on October 22, 2015. Prior to this, he served as Minister of Municipal Affairs and as Minister of Service Alberta.





**Biography for Honourable Christina Gray (NDP)  
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 Annie McKitrick (NDP) MLA for Sherwood Park**



Annie McKitrick was elected as the Member of the Legislative Assembly for Sherwood Park on May 5, 2015. On October 17, 2017, she was sworn in as Parliamentary Secretary to the Minister of Education.

She currently serves as a member of the standing committees on Private Bills, the Alberta Heritage Savings Trust Fund and Families and Communities. She previously served as a member of the Standing Committee on Alberta's Economic Future.

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

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

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

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

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

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



**Biography for Bruce Hinkley (NDP)**  
**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 Colin Piquette (NDP)  
MLA for Athabasca-Sturgeon-Redwater**



Colin Piquette was elected to the Legislative Assembly of Alberta, representing the constituency of Athabasca-Sturgeon-Redwater, on May 5, 2015. He is a member of the Special Standing Committee on Members' Services and the Standing Committee on Alberta's Economic Future. Previously he served on the Standing Committee on the Alberta Heritage Savings Trust Fund.

Prior to serving with the Legislative Assembly, he was an insurance agent representing the Cooperators in Athabasca and Boyle (1999-2001, 2011-2015), a consultant with the City of Edmonton's Respectful Workplace training initiative (2006 to 2011), and an instructor in ethics and law in education for the Faculty of Education at the University of Alberta (2006-2011). He also spent several years abroad teaching English at post-secondary institutions and foreign language institutes in South Korea (1997-1999, 2001-2005). Prior to 1997, he ran a small publishing company, worked as an operator for Celanese Canada, and helped his parents on the family farm in Plamondon. Mr. Piquette's employment experience also includes contract work as a political organizer with the Alberta Federation of Labour and the Alberta Union of Provincial Employees on national pension and labour law reforms respectively.

Throughout the years he has volunteered his time to various community organizations. At the time of his election in 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.



**Biography for Eric Rosendahl (NDP)**  
**MLA for West Yellowhead**

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

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

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

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

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

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

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



**Biography for Estefania Cortes-Vargas (NDP)  
MLA for Strathcona—Sherwood Park**



Strathcona-Sherwood Park MLA, Estefania Cortes-Vargas, was elected to the Legislative Assembly of Alberta on May 5, 2015. Prior to this, Cortes-Vargas worked as an educational assistant for Edmonton Public Schools for over four years and was enrolled in the social work program at MacEwan University.

At just six years old, Estefania and the Cortes-Vargas family immigrated to Canada from Colombia and settled in Sherwood Park. Cortes-Vargas has been an active volunteer in the community, supporting nonprofit organizations such as the Multicultural Health Brokers Co-operative and coaching for a tae kwon do program that serves families with children with disabilities.

Currently Member Cortes-Vargas serves as deputy chair of the Special Standing Committee on Members' Services.

Cortes-Vargas previously served a member of the Select Special Ethics and Accountability Committee.

On March 8, 2016, Cortes-Vargas was named government caucus whip, the youngest government whip in Alberta to date and most likely in Canada.



**Biography for Jessica Littlewood (NDP)  
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. On October 17, 2017, she was sworn in as Parliamentary Secretary to the Minister of Economic Development and Trade for Small Business.

She currently serves as a member of the standing committees on Public Accounts, Legislative Offices and Alberta's Economic Future. Mrs. Littlewood also serves as a member of the Select Special Auditor General 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, the Standing Committee on Families and Communities and the Select Special Ombudsman and Public Interest Commissioner Search Committee.

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.

# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

## ***TRADESHOW***

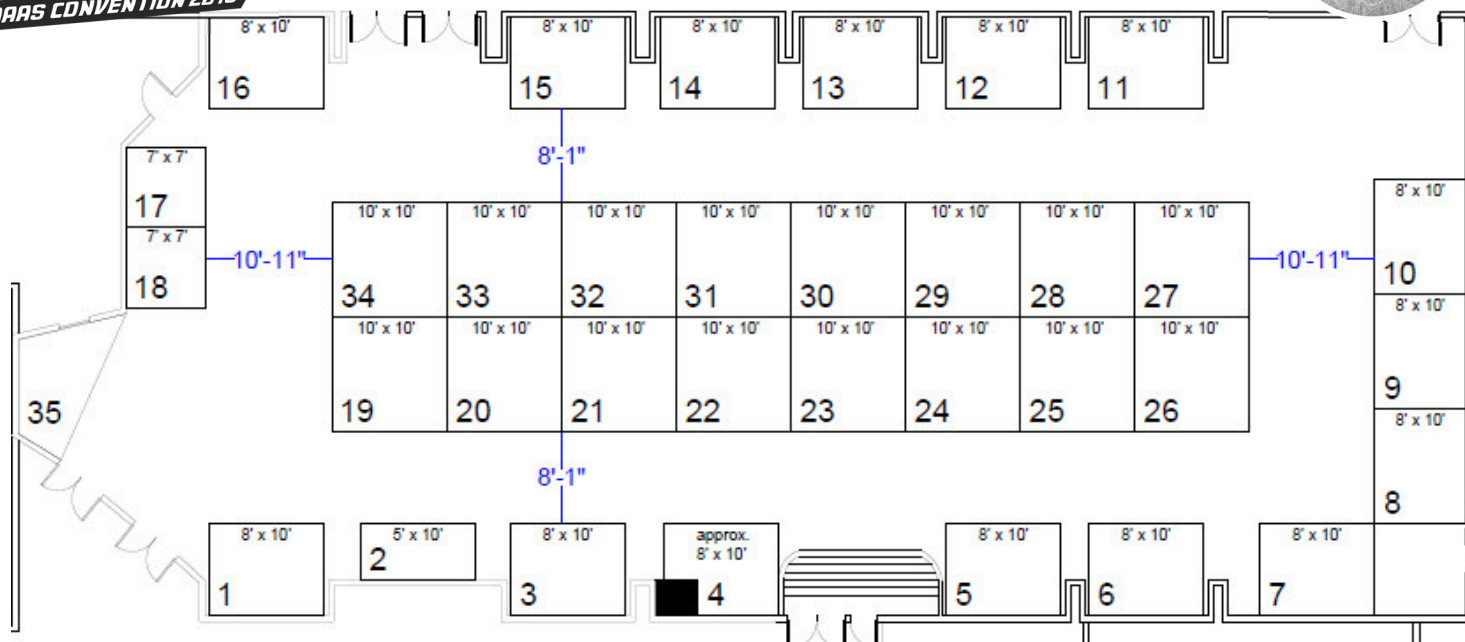
**ATCO**

  
**FOSTER PARK**  
BROKERS

**Peavey** Mart  
Hardware & A Whole Lot More!

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# TRADESHOW LAYOUT



## EXHIBITORS

22	Advanced Agri-Direct Inc.
35	Alberta Agriculture – Farm Safety Program
18	AB Ag– Rural Life Enhancement Unit
FOYER	Alberta Association of Agricultural Societies
9	AB Assoc of Municipal Districts & Counties
17	AB Community & Cooperative Association
8	AB Municipal Services Corporation (AUMA)
2	AB Recreation & Parks Association (ARPA)
2	AB Assoc Recreation Facility Personnel
19/34	ATCO
FOYER	Campus Supply
12	Canadian Association of Fairs & Exhibitions
16	CIMCO
24	Edmonton Area Pipeline & Utility Operators Committee (EAPUOC)
3	Enmax
11	Farmers Advocate Office
29	Farm Business Consultants
27	Flyin' Bob Entertainment
1	Foster Park Brokers
26	Global FMX (Freestyle Motocross)

30	Great Canadian Solar
7	Longbow Sales Inc.
10	MIND MAGIC Productions
14	Morrand Industries
13	Nordic
20	Paul Conrad & Associates
4	Rainbow the Clown & Friends
21	Safety Buzz
28	Sakamoto Agency
25	Select Entertainment
FOYER	Showcase Performers
FOYER	Stephen Yettaw Int. Stone Sculptor
33	Strathcona Ventures
6	Superdogs
5	The Bouncy Boyz Inflatable Rentals
32	Traceability in Alberta
31	United Farmers Historical Society
23	Western Noise Control
15	Xplornet Commercial Services

# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>Advanced Agri Direct Inc.</b>	We are an Agricultural company that manufactures concrete livestock waterer's, we are the Canadian Distributor for Priefert Rodeo Equipment, including but not limited to hog, chicken, sheep and goat handling and feeding equipment.	Contact: Cody Horvath (780) 809-3600 Email: advcana@concrete.com	<b>22</b>
<b>Alberta Agriculture and Forestry - Alberta Farm Safety Program</b>	As a trusted partner of the agriculture industry, the Alberta Farm Safety Program enables Alberta farmers, their families, and workers to thrive in a self - sustained culture of safety. We promote farm safety awareness and education through our educational resources, displays, and learning tools.	Contact: Janice Donkers (403) 388-4032 Email: janice.donkers@gov.ab.ca www.agric.gov.ab.ca/farmsafety	<b>35</b>
<b>Alberta Agriculture Forestry - Rural Life Enhancement Unit</b>	Agricultural Societies Grant Program administration.	Contact: Fred Young (780) 968-6555 Email: fred.young@gov.ab.ca	<b>18</b>
<b>Alberta Association of Agricultural Societies (AAAS)</b>	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: Tim Carson or Lisa Hardy (780) 427-2174 Email: aaas@gov.ab.ca www.albertaagsocieties.ca	<b>Foyer</b>
<b>Alberta Association of Municipal Districts and Counties (AAMDC)</b>	Established in 1955 by the AAMDC, Jubilee has become a trusted foundation for Alberta's municipalities, private/charter schools, kindergarten, senior housing organizations and other eligible non-profit community groups	Contact: Miranda Andersen (780) 955-3639 Email: miranda@aamdc.com www.aamdc.com	<b>9</b>
<b>Alberta Community and Cooperative Association (ACCA)</b>	ACCA is a province wide organization that focuses on leadership development (ages 11 through to adult) and fostering of co-operative values.	Contact: Cindy Dixon (780) 963-3766 Email: cdixon@acca.coop www.acca.coop	<b>17</b>
<b>Alberta Recreation and Parks Association/Alberta Association of Recreation Facility Personnel</b>	The Alberta Recreation and Parks Association is a not-for-profit organization committed to building healthier and happier communities and citizens by developing and promoting recreation and parks. Alberta Association of Recreational Facility Personnel is a not-for-profit association that trains over 1,000 recreation facility operators each	Contact: Steve Allan (780) 644-4799 Email: sallan@arpaonline.ca www.arpaonline.ca	<b>2</b>
<b>Alberta Urban Municipalities Association (AUMA) &amp; Alberta Municipal Services Corporation (AMSC)</b>	The Alberta Urban Municipalities Association (AUMA) acts as one voice in advocating municipal interests to all orders of government as well as with business and community associations, and other stakeholders.	Contact: Sabrina Feula (780) 670-4235 Email: sfeula@auma.ca	<b>8</b>
<b>ATCO</b>	ATCO is focused on customer service through the safe and reliable delivery of natural gas and electricity to Alberta.	www.atco.com	<b>19/34</b>



# TRADESHOW EXHIBITORS



Company Name	Description	Company Contact	Booth No.
<b>Campus Supply Company</b>	Supplier of Hospitality, Church and Educational Furniture.	Contact: Murray McAuley (403) 252-0445 Email: campus@telusplanet.net www.campussupplyco.com	Foyer
<b>Canadian Association of Fairs and Exhibitions</b>	C.A.F.E. is a non-profit organization funded primarily by its members. The organization represents fairs from small community rural fairs to large urban exhibitions. Membership also includes provincial associations that represent agricultural societies, industry service providers and affiliate associations.	Contact: Christina Franc (800) 663-1714 Email: info@canadian-fairs.ca www.canadian-fairs.ca	12
<b>CIMCO Refrigeration</b>	Industrial & Recreational Refrigeration Contracting Company	Contact: Farzad Hasheminia (780) 468-1490 Email: fhashe- minia@toromont.com www.cimcorefrigeration.com	16
<b>Edmonton Area Pipeline &amp; Utility Operators (EAPUOC)</b>	Promote underground awareness and call before you dig to professional excavators and the general public. Offer underground awareness presentations to contractors and workshops to elementary school students.	Contact: Rick Pratt (780) 903-5089 Email: ricoryan@telus.net www.eapuoc.com	24
<b>ENMAX Energy Corporation</b>	ENMAX Energy provides turnkey solar photovoltaic (PV) systems for on-site generation at select facilities. ENMAX Energy has been installing solar PV systems on homes, schools, commercial and municipal buildings since 2009. To date, ENMAX Energy has installed over 600 PV systems.	Contact: Ming Huang (403) 514-3101 Email: hhuang@enmax.com Www.enmax.com	3
<b>Farmers' Advocate Office</b>	Information on oil and gas developments, renewable energy, rural issues. Also rural dispute resolution.	Contact: Jeana Schuurman (780) 974-1137 Email: jeana.schuurman@gov.ab.ca www.farmersadvocate.gov.ab.ca	11
<b>FBC - Farm Business Consultants</b>	Tax Preparation and consultation services for farmers.	Contact: Vince Ho (403) 444-1891 Email: vho@fbc.ca www.fbc.ca	29
<b>Flyin' Bob Entertainment</b>	Circus fun activity area. Family onsite drop in for festivals, rodeos, exhibitions, and special events. Flyin' Bob Comedy Circus Show. Community Circus Camps for Youth	Contact: Robert Palmer (403) 597-5523 Email: bob@flybob.com www.flybob.com	27

# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>Foster Park Brokers Inc.</b>	Since 2004, Foster Park Brokers have been providing a strong and economical insurance program for Ag Societies. Each year, over 150 Ag Societies choose to purchase their insurance through Foster Park.	Contact: Perry Cramer (780) 930-2950 Email: perry.cramer@fpb.ca www.fpb.ca	1
<b>Global FMX (Freestyle Motocross)</b>	Professional Freestyle Motocross show with over 18 years of service worldwide.	Contact: Kris Garwasiuk (250) 470-4005 Email: krisgarwasiuk@telus.net www.globalfmx.com	26
<b>Great Canadian Solar</b>	Engineering Procurement and Construction of Solar PV Systems.	Contact: Clifton Lofthaug (780) 455-7277 Email: clifton@greatcanadiansolar.com www.greatcanadiansolar.com	30
<b>Longbow Sales Inc.</b>	Bleacher & Grandstand Seating, Fixed and Portable Spectator Seating, Athletic Equipment, Folding Walls.	Contact: Glenda Kilroe (403) 291-3166 Email: gmkilroe@longbowsales.com www.longbowsales.com	7
<b>MIND MAGIC Productions</b>	MIND MAGIC is an amazing INTERACTIVE show with Astounding and very Funny demonstrations of Mentalism - or Magic of the Mind! MIND MAGIC will make your event UNGETTABLE!	Contact: Rene Cloutier (780) 469-7799 Email: rene@nordicsystems.ca www.nordicsystems.ca	13



**We are deeply rooted in our farming communities.**

We work with Alberta Agricultural Societies to enhance the quality of life for communities where we all work and live.

# TRADESHOW EXHIBITORS



Company Name	Description	Company Contact	Booth No.
<b>Paul Conrad &amp; Associates Ltd</b>	Paul Conrad & Associates LTD. is a preferred, full service community development consulting firm with an extensive client base of highly satisfied communities. Our proven team approach ensures that you will receive the expertise and personal attention 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. You are provided with reliable answers to your questions, solid recommendations and clearly articulated strategies that are comprehensive and realistic. In association with Paul Conrad and Associates LTD., TurpinKong Architects assists with needs assessment and facility planning and offers creative recommendations for facility development strategies. Once the overall vision becomes clear, our designers create innovative, and cost effective, conceptual design proposals inspired by the validated priorities and preferences of stakeholders. The priorities established through the assessment process plays a vital role in preserving the fundamental design objectives throughout the design development, construction document, and construction management phases of project.	Contact Name: Paul Conrad Tel: 780-990-8320 Email: conrads@telusplanet.net www.paulconrad.ca	20
<b>Rainbow the Clown &amp; Friends/ Bar JL Horse Training</b>	Rainbow The Clown, Juggling, Magic, Comedy, Stage, Walk Around, Ballon Sculpting. Bar JL Horse Training is a Western Entertainer Staring Joel Lybbert with Texas Long Horn Steer "Jasper". Cowboy Poetry, Trick Roping, Whips and Guitar.	Contact: Larry Dixon (403) 278-9209 Email: info@rainbow-the-clown.com www.rainbow-the-clown.com	4
<b>Safety Buzz ETC</b>	Safety & Leadership Coaching and Training Services.	Contact: Amy Zuk (403) 878-6252 Email: amy@safetybuzz.ca www.safetybuzz.ca	21
<b>Sakamoto Agency</b>	Booking Agency and Event Producter/ Promoter	Contact: Carla Hackman/Paul Biro (587) 787-1938 Email: joelle@sakamotoagency.com www.sakamotoagency.com	28

# TRADESHOW EXHIBITORS

Company Name	Description	Company Contact	Booth No.
<b>Select Entertainment</b>	Entertainment company that represents country bands, circus acts, cover bands, hypnotists, and variety acts that perform at large and small fairs across Canada.	Contact: Rob McFee (888) 932-8228 Email: rob@select-entertainment.com	<b>25</b>
<b>Showcase Performers</b>	Performers and Entertainers showcasing each day will have promo materials or be available to discuss your entertainment needs!	See Showcase Schedule for Contact Information	<b>Foyer</b>
<b>Stephen Yettaw International Stone Sculptor</b>	Carve Stone Signs and Monuments.	Contact: Stephen Yettaw (780) 886-4424 Email: accoladeart@hotmail.com	<b>Foyer</b>
<b>Strathcona Ventures</b>	variety of products and services including: eco-friendly deep cleaning, environmentally safe arena dust control, bagged pine shavings, stall mats and consulting for new construction or upgrades to facilities.	Contact: Shay von Hauff (888) 913-3150 Email: shay@strathconaventures.com www.strathconaventures.com	<b>33</b>
<b>SUPERDOGS</b>	For the past four decades the Super Dogs have entertained 35 million people with some of the most original family-orientated live shows around.	Contact: Amy White (905) 683-3647 Email: amy@superdogs.com www.superdogs.com	<b>6</b>
<b>The Bouncy Boyz Inflatable Rentals</b>	Bouncy Castles.	Contact: Scott Ross (780)991-1790 Email: thebouncyboyz@live.ca www.thebouncyboyzinflatable rentals.ca	<b>5</b>
<b>Traceability in Alberta</b>	Representatives can answer questions about any of Alberta's traceability initiatives, such as premises identification, age verification, tagging, movement requirements and current programs.	Contact: Carla Hackman/Paul Biro (587) 787-1938 Email: joelle@sakamotoagency.com www.sakamotoagency.com	<b>32</b>
<b>United Farmer Historical Society</b>	The mandate of the United Farmers Historical Society (UFHS) is to collect, preserve, and present the on-going history of UFA using best-practices of the archival and museum communities. For over 100 years our heart remains committed to rural life.	Contact: Rob McFee (888) 932-8228 Email: rob@select-entertainment.com	<b>31</b>
<b>Western Noise Control</b>	Noise control solutions, community halls, recreation centres, commercial, etc!	Contact: Rachel Rae (780) 423-2119 Email: rachel@acousticsolutions.com	<b>23</b>
<b>Xplornet Commercial Services</b>	Xplornet Commercial Services (XCS) provides broadband connectivity to remote and hard-to-serve locations across Canada.	ConContact: Richard Franz Email: rich.franz@corp.xplornet.com	<b>15</b>

# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

## **SHOWCASE SCHEDULE**





# SHOWCASE SCHEDULE OF EVENTS



**FRIDAY FEB. 9, 2018 : SMALL STAGE ( ATRIUM )**



**1:00pm**

## **Rainbow the Clown**

Welcome to the playful world of Rainbow the Clown C.E.O. (*Celebrates Every Occasion*) Clowning is an age-old art; at it's best Clowning brings laughter and chuckles in a way few entertainers can - the appeal is universal and ageless. This is clowning at its best.

**Contact Name:** Larry Dixon **Tel:** 403-278-9209

**Email:** [info@rainbow-the-clown.com](mailto:info@rainbow-the-clown.com)

**www.rainbow-the-clown.com**



**1:30pm**

## **Krissy Feniak**

Krissy is a Country Music Singer / Songwriter from Alberta Canada. Her style is a Mix of Classic Old Country & New Modern Country. Her down-home roots and passion for her family and community shows in her music. Recently Krissy was nominated for the 2017 Edmonton Music Awards Rising Star Award and chosen as a contender for the 2016 & 2017 Female Artist of the Year and Fans Choice by the Alberta Country Music Association.

**Contact Name:** Nadine Feniak **Tel:** 780-624-9700

**Email:** [Feniaks@telus.net](mailto:Feniaks@telus.net)

**www.krissyfeniak.com**



**2:45pm**

## **Dustin Farr**

In a singer/songwriter format. Dustin's live show is an intimate experience that captivates the audience with an atmosphere showcasing music and lyrics. The blend of storytelling and song will capture your emotions and deliver an authentic exposure to real life and the rural Alberta romance

**Contact Name:** Dustin Farr **Tel:** 403-438-3277

**Email:** [info@dustinfarr.com](mailto:info@dustinfarr.com)

**www.dustinfarr.com**



**3:15pm**

## **Cadillac Junkies**

Cadillac Junkies flirts between the lines of vintage and modern sounds with ease and the result is an effortless blending of genres. Founding members, Shalisa Liesch and Dennis Boisvert, met and quickly realized they shared the same sense of humour but their musical influences were polar opposites. Despite the differences, they starting writing together and created something that isn't easy to define but is totally captivating

**Contact Name:** Dennis Boisvert **Tel:** 780-667-1756

**Email:** [cadillacjunkies@yahoo.ca](mailto:cadillacjunkies@yahoo.ca)

**www.cadillacjunkies.com**

# SHOWCASE SCHEDULE OF EVENTS

**FRIDAY FEB. 9, 2018 : MAIN STAGE (WILDROSE BALL-**



**8:30pm**

## **Aaron Pollock**

"Thomas Rhett and John Mayer go to an Eagles show" is how Aaron Pollock would respond if you asked him how to describe his contemporary country sound. Combining soulful guitar licks and a classic baritone voice with modern pop song writing flavours, Pollock is actively writing and recording songs for his debut release, expected in 2018.

**Contact Name:** Carla Hackman **Tel:** 403-992-5286

**Email:** carla@sakamotoagency.com

**www.aaronpollock.ca**



**9:00pm**

## **Louis Pezzani**

MIND MAGIC is an amazing INTERACTIVE show with Astounding and very funny demonstrations of mentalism—or Magic of the Mind ! Louis is considered one of the top Mentalists in North America and his MIND MAGIC will help make your next event UNFORGETTABLE !

**Contact Name:** Louis Pezzani **Tel:** 780-660-6634

**Email:** canadamentalist@gmail.com

**www.canadamentalist.com**



**9:30pm**

## **Trevor Panczak**

5 time ACMA nominated country music entertainer Tervor Panczak and his b and offer an authentic blend of original, current and classic country music that appeals to audiences of all sizes and types. Trevor is one of those rare artists that can make you laugh and cry in one sitting. His ability to connect with an audience through his music and banter is both engaging and endearing

**Contact Name:** Altitude Music **Tel:** 403-382-9515

**Email:** tp@trevortown.com

**www.trevortown.com**



**8:30pm**

## **TJ Ruckus**

A Five piece power country Rock Band from Grande Prairie. This Recording act is destined for success.

**Contact Name:** Karizma Agency

**Tel:** 780-720-8779

**Email:** rmartin@karizmaentertainment.ca

**www.karizmaagency.ca**

# SHOWCASE SCHEDULE OF EVENTS



**FRIDAY FEBRUARY 9, 2018 : VIDEO SHOWCASE**



**9:25pm**

## **Donny Lee**

It is my goal to share my love of entertaining country music fans on a larger platform to bigger audiences. If I can create a memorable and happy experience for someone then I have succeeded. I am very proud to have been recognized as an Official Contender for Nominee for Male Artist of The Year 2017 with the Association of Country Music in Alberta and look forward to my future in Country music.

**Contact Name:** Carla Hackman **Tel:** 403-992-5286

**Email:** [carla@sakamotoagency.com](mailto:carla@sakamotoagency.com)

**[www.donnyleemusic.com](http://www.donnyleemusic.com)**



**9:55pm**

## **Prairie Sunrise**

Prairie Sunrise is a traditional country band based in Edmonton, Alberta. The band offers a comprehensive review of classic country and contemporary hits with a focus on authentic country sounds & instrumentation. Their high energy show delivers phenomenal country music that will appeal to various generations.

**Contact Name:** Carla Hackman **Tel:** 403-992-5286

**Email:** [carla@sakamotoagency.com](mailto:carla@sakamotoagency.com)

**[www.sakamotoagency.com](http://www.sakamotoagency.com)**

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# SHOWCASE SCHEDULE OF EVENTS

**SATURDAY FEB 10, 2018 : SMALL STAGE ( ATRIUM )**



## **Flyin' Bob**

Learn Circus Skills on site activity area. Parents and children can drop in and try stilt walking, juggling, plate spinning, feather balancing, slack line walking, unicycle and more. Its fun, safe, challenging and great for developing balance and coordination. Service members are encouraged to give it a try with Flyin' Bob as an assistant !

**12:30pm**

**Contact Name:** Robert Palmer **Tel:** 403-597-5523

**Email:** bob@flybob.com

**www.flybob.com**



## **BAR JL Horse Training**

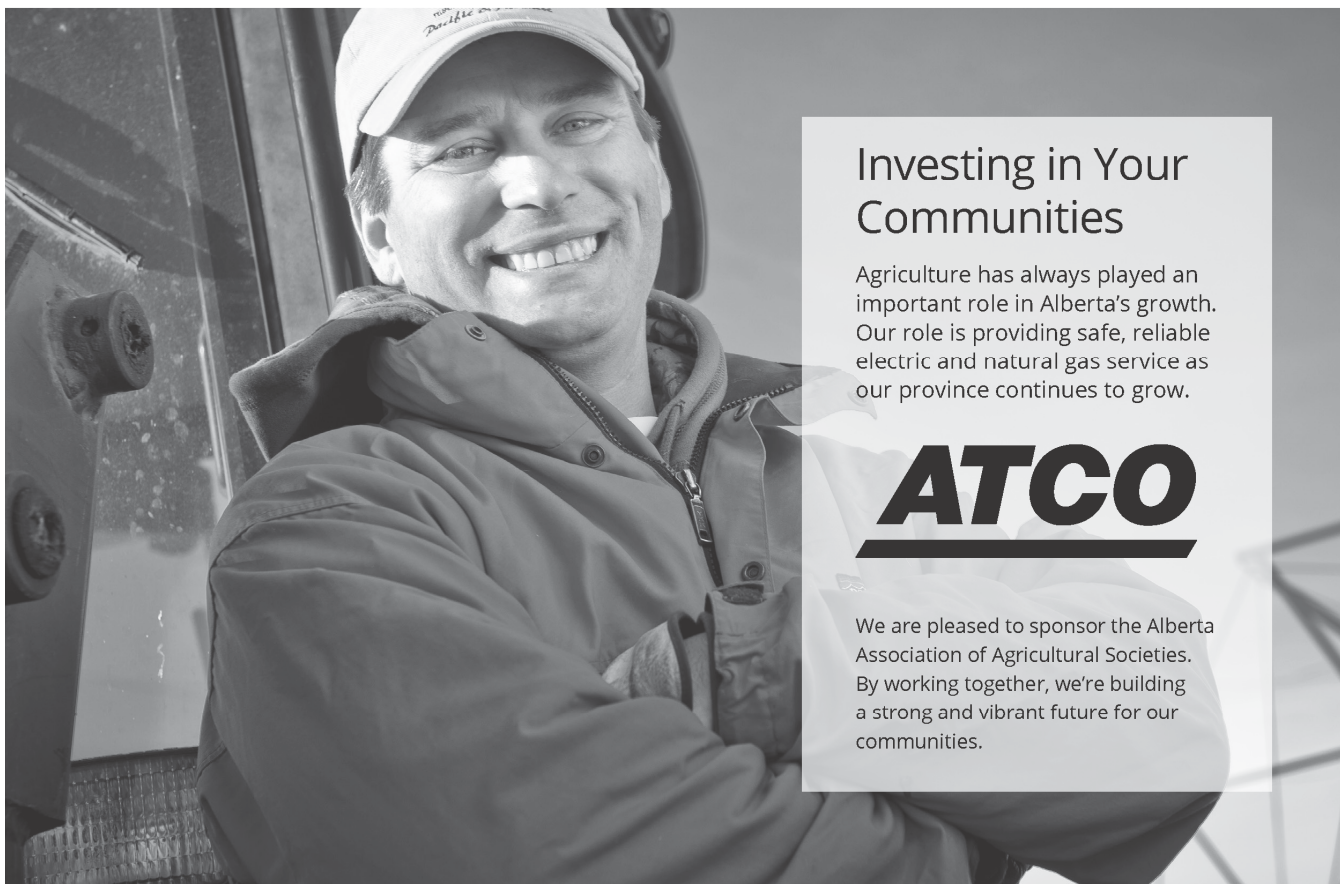
Joel Lybbert performs with his texas longhorn steer named Jasper.

"My dream to train a steer began when I was younger. In a western magazine I saw a picture of a cowboy on a steer dragging a calf to the branding fire. I knew that one day I would have to do the same thing. "

**1:00pm**

**Contact Name:** Joel Lybbert **Tel:** 780-300-7507

**Email:** barjlhorsetraining@gmail.com



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# SHOWCASE SCHEDULE OF EVENTS



**SATURDAY FEB. 10, 2018 : MAIN STAGE (WILDROSE BALLROOM )**



**6:30pm**

## **Ryan Langlois**

Ryan is a barstool balladeer unafraid to pour his heart out. When he performs you can see the joy and energy crackle through his veins like electricity. Picture Johnny Cash and Bruce Springsteen sitting down on a couple of old barstools and singing songs for people who've been through some \$@#!t and are still standing. In the Tradition of Nashville songwriter rounds, songs and stories.

**Contact Name:** Ryan Langlois **Tel:** 403-396-3336

**Email:** ryanlanglois@gmail.com

**www.ryanlangloismusic.com**



**8:30pm**

## **The Wardens**

Ward, Bradley Bischoff and Ray Schmidt - are a Banff National Park-based trio whose stories rise from the very land they've protected for the past 60+ years. The Wardens' mountain music - blending folk, roots and western styles - is a piece of Canada reflecting the pristine wilderness of the Rocky Mountains. The trio have performed at Folk Alliance International, Canmore Folk Fest, Alberta Showcase and shared the stage with Blue Rodeo, Paul Brandt, Scenic Route to Alaska, and Tim Hus.

**Contact Name:** Bradley Bischoff **Tel:** 403-679-9648

**Email:** banffwardens@outlook.com

**www.banffwardens.com**



**9:00pm**

## **Indigo Circus**

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

**Contact Name:** Rob McFee (Select Entertainment) **Tel:** 1-888-932-8228

**Email:** rob@select-entertainment.com

**www.select-entertainment.com/indigo-circus**



**9:30pm**

## **Ben Chase**

20 year old, Ben Chase, a pure Spitfire destined for stardom born and raised on the western tip of Prince Edward Island, Ben honed his skills on every stage offered to him. Touring the East Coast he quickly became one of the fan favorite acts in the circuit. Ben is currently working on his first release which is to be released to radio in 2018. Watch for him as he makes his mark in the coming years.

**Contact Name:** Karizma Agency **Tel:** 780-720-8779

**Email:** rmartin@karizmaentertainment.ca

**www.karizmaagency.ca**



# SHOWCASE SCHEDULE OF EVENTS

## CONT'D MAIN STAGE (WILDROSE BALLROOM )



10:00pm

### Nice Horse

Nice Horse is what happens with four bold, brilliant and badass women get together to raise a little hell—and play a little music at the same time. Alberta natives Kaley- ( guitar / vocals), Katie ( banjo/acoustic/ Vocals ) Brandi ( bass / vocals) and Krista ( drums/ vocals) are out to turn the tables on the country music world and show the guys that they can rock—and party— just as hard !

**Contact Name:** Paul Biro / Joelle May **Tel:** 587-787-1938

**Email:** paul@sakamotoagency.com

**www.sakamotoagency.com**

## SATURDAY FEBRUARY 10, 2018 : VIDEO SHOWCASE



8:55pm

### Legend of George Jones

The **Legend of George Jones** Featuring Duane Steele. Be part of a special tribute to the man considered to be the greatest country singer of all time - **George Jones**. Award-winning singer/song writer Duane Steele and his band will take you on a journey of **Jones'** life through stories and songs. Duane's pure voice and natural stage presence makes his live shows a must see. Fans relate to his lyrics and song writing style.

**Contact Name:** Carla Hackman **Tel:** 403-992-5286

**Email:** carla@sakamotoagency.com

**www.duanesteele.com**



9:25pm

### West Coast Lumberjacks

WEST COAST LUMBERJACK SHOWS provides action packed, family oriented entertainment. We showcase the traditional skills and work practices of the coastal British Columbia lumberjack, in a fun and entertaining 40 minute show.

**Contact Name:** Darren R Dean **Tel:** 250-830-4065

**Email:** darren@westcoastlumberjacks.com

**www.westcoastlumberjacks.com**

# **BACK TO THE FUTURE**

**AAAS CONVENTION 2018**

**EMCEE, SPEAKERS  
& SPECIAL GUESTS  
BIOGRAPHIES**

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## EMCEE & SPEAKER BIOGRAPHIES



**Jody Seeley**  
**EMCEE**

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**  
**EMCEE**

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.



**Jason Atkinson**  
**Director of Operations, Distributed Generation, ENMAX Energy**

Jason has more than 20 years of experience with large-scale building energy projects, including solar PV, HVAC systems, geo-exchange systems, and ocean loop heating and cooling. He has led the operations side of ENMAX's solar PV business since its inception in 2009. Currently, Jason leads our solar PV procurement processes, manages our vendor relationships, and is responsible for onboarding, training and managing our subcontractor network. A qualified installer, Jason provides oversight to all of ENMAX's solar PV installations and ongoing service and maintenance.



**Joe Blakeman**  
**Reeve of Lac Ste. Anne County**

Joe was elected Reeve of Lac Ste. Anne County in the 2017 municipal election and had previously served on Lac Ste. Anne County Council for six years. As a long-term resident, Joe has been involved in various volunteer activities, including participation on the Agricultural Services Board, and as founder of the Alberta Beach & District Amateur Softball Association. He has also been a member of the local Lions Club and has served as a member of the Alberta Beach Fire Department. As Reeve, Joe is looking forward to establishing positive working relationships with neighbouring municipalities.

# SPEAKER BIOGRAPHIES



## **Tasha Blumenthal**

### **Director of Advocacy & Communications, AAMDC**

Tasha Blumenthal is the Director of Advocacy and Communications with the Alberta Association of Municipal Districts and Counties. Tasha has been with the AAMDC for over seven years and has lead multiple portfolios, including agriculture and environment, in addition to overseeing the resolutions process. Tasha grew up on a farm near Rolly View, Alberta and recently completed her Masters of Business Administration.



## **Karen Carle**

### **Ag Education Consultant, Alberta Agriculture and Forestry**

Karen Carle has been working as the Ag Education Consultant with Alberta Agriculture and Forestry for 4 years. She started her career as a teacher then worked as a public relations consultant on highly contentious energy and mining projects, helping build public trust. In her role with Alberta Agriculture, she sits on the Board of Ag in the Classroom-Canada and works to increase connections between industry and educators. In this role, Karen works to build understanding of agriculture with students and teachers: the challenges industry faces, the importance of the agriculture industry and the vast scope of careers available in the industry.



## **Tim Carson**

### **Alberta Association of Agricultural Societies**

Tim has spent most of his life living, working and playing in rural Alberta. Through the many twists and turns his career has taken, Tim has developed a deep passion for rural communities and the need for renewed success in the 21st century. For more than a decade now Tim has channeled his rural enthusiasm towards Agricultural Societies, recognizing that volunteers and their passion are the heart and soul of communities. He is currently the Chief Executive Officer of the Alberta Association of Agricultural Societies and has had the opportunity to meet tremendous people from across Alberta, Canada and the United States who are directly connected to the fair industry and rural. These connections and experiences have provided a unique perspective on the challenges facing rural communities. Tim and his wife Kim live on 80 acres outside a small community just north of Edmonton and along with their 2 sons are continuing to live, work and play in rural Alberta.



## **Andre Charrois**

### **Managing Partner, Foster Park Brokers Inc.**

Andre has been in the insurance industry for over 22 years and the last 15 years have been with Foster Park as a Managing Partner in the firm. In his role as the Team Leader of Sales for Foster Park, he has worked extensively in developing an insurance program for ag societies and other non-profit organizations. Andre is also active in his community serving as a volleyball coach and current President of the St. Albert Rotary Club.



## ***SPEAKER BIOGRAPHIES***



**Joel Christianson**

**Community Development Officer, Alberta Culture and Tourism**

Joel Christianson has been the Coordinator of the Board Development Program (BDP) at Alberta Culture and Tourism since 2011 and has worked as a Community Development Officer in the BDP office since 2007. His work with the BDP includes workshop facilitation, curriculum design, community consultations and collaboration, volunteer management and research. Joel has helped train over 200 volunteer instructors who conduct the BDP workshops. Before his work with the BDP, Joel worked on the executive team of a nonprofit organization in Alberta, as a museum exhibition curator and organizer, and ran a tour company in Italy.



**Keleigh Cormier CMC, CAC**

**Clearthink™ Group**

Keleigh, founder of Clearthink™ Group has always wanted to be a management consultant, in fact she holds the professional designations of Certified Management Consultant (CMC) and Certified Agricultural Consultant (CAC). Her mantra has always been “to help businesses be better.” Through her thoughtful, personable and engaging style, Keleigh can get to the crux of complex problems and enjoys working with clients to map out solutions to meet their goals. Keleigh grew up on a beef and horse ranch in Strathcona County and definitely knows hard work.



**Pierre Cormier CMC, CAC**

**Clearthink™ Group**

Pierre followed Keleigh into the world of management consulting and strives to help entrepreneurs reach their maximum potential and capability. As a professional consultant and business coach, he has mentored hundreds of business leaders and works hard to see them succeed. Pierre grew up beside a dairy farm and apple orchard in New Brunswick and often lent a hand after his homework was done!"



**Perry Cramer**

**Account Executive, Partner, Foster Park Brokers Inc.**

Perry has been in the insurance industry for ten years and has spent the last eight with Foster Park. After growing up in central Alberta, he moved to Edmonton to study business and risk management. Perry actively manages the Ag Society insurance program for Foster Park which currently insures 160 ag societies across the province.



# SPEAKER BIOGRAPHIES



## **David Dodge**

David 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"



## **Janice Donkers**

### **Alberta Agriculture and Forestry**

Janice Donkers is the Youth Farm Safety Coordinator with Alberta Agriculture and Forestry. She works with the Alberta Farm Safety Program, which offers a variety of educational resources, interactive displays, and learning tools to promote farm safety awareness and education among farmers, their families, and workers.

As a part of the Children and Youth program, Janice works collaboratively with Agriculture Societies delivering farm safety programming to young kids across the province. She looks forward to connecting with past partnerships and forging new opportunities at this year's AAAS Convention.



## **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.



## **Maria Flores-Achtymichuk**

### **Alberta Association of Agricultural Societies**

Maria has been with AAAS for about a year now as the Marketing and Membership Coordinator. She has worked in the graphics industry for over 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.

# SPEAKER BIOGRAPHIES

## Max Fritz:

### Non-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 Agricultural 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



## Lisa Hardy

### Alberta Association of Agricultural Societies

Lisa Hardy is the Chief Administrative Officer (CAO) of the Alberta Association of Agricultural Societies, and has been with the Association since April 2008. She comes from a background of working in a busy environment with a diverse scope of duties that include office management, bookkeeping, purchasing, sales, project management and event planning which often contributes to a broad perspective or approach to new ideas or projects.

Lisa also currently sits as a Minister appointed member of the Alberta Non-Profit Voluntary Sector Initiative (ANVSI) Leaders Council, and is very proud to be a recipient of the Spirit of Rockyview Award (a municipal volunteer recognition award), and a silver recipient of the Excellence Award for Outstanding Teamwork (an Alberta Agriculture Teamwork recognition award program). She also graduated from the Institute of Fair Management at the 2016 IAFE conference.

She recently started to learn to play the guitar, loves to travel locally and abroad, and enjoys outdoor activities like quadding, and boating. She enjoys connecting with her agriculture roots spending time with her horses, or helping friends move cattle, and drive horses. She is also an active volunteer and Board member in her local Agricultural Society, as well as volunteering for more than 20 years in several other rodeo and rodeo related organizations as office secretary, timer, or helping behind the scenes, including chairing the Miss Rodeo Canada Committee for several years.



## Mariina Heinonen, CPHR

### Human Resources Manager/Consultant, Foster Park Brokers Inc.

Memberships: Human Resources Institute of Alberta

Mariina Heinonen became the Human Resources Manager at Foster Park Brokers Inc. in January 2005. Mariina joined Foster Park from Allianz Canada/ING Insurance, the largest P&C insurance company in Canada. She has over 20 years of Human Resource experience working with various national and international organizations. Mariina received her HR certification in 1997 and her Certified Professional in Human Resources Designation (CPHR) in September 2000. Along with her current role at Foster Park she has provided client value added services to various Foster Park clients and taught at MacEwan University for eight (8) years in the Human Resources Program. She also taught the National Knowledge Exam prep course for the Human Resources Institute of Alberta as well she was a continuous volunteer as lead proctor for the national exams for those seeking to obtain their CPHR. She has served on the Board of Directors for the Youth Empowerment and Support Services and continues to volunteer her time assisting them with HR specific needs. Mariina believes in continuous learning and development in Human Resources practices which is a requirement in this era of rapid change in the workplace.



# SPEAKER BIOGRAPHIES



## **Cameron Horner**

### **Communications Specialist, 4-H Alberta, Alberta Agriculture and Forestry**

A 4-H'er from childhood, Cameron has worked for Agriculture and Forestry as the Communications and Marketing Specialist for over 10 years.

Hailing from a farm near St. Paul, AB, Cameron has traipsed across this fair continent a few times, pursuing education, jobs and the occasional baseball game in Toronto.

Cameron has been accused of being addicted to golf but also likes cheering wildly for the Maple Leafs and the Blue Jays. He lives in Spruce Grove with his wife Nadine and 4 year old son Matthew.



## **Al Kemmere**

### **AAMDC President and Councillor with Mountain View County**

Al Kemmere was elected to his first term on the AAMDC Board as Director in the fall of 2010 and has served as President since November of 2014. Al was elected Councillor and Reeve of Mountain View County in 2004. In his years on council, he has been involved in numerous committees, including serving as Chair of the Central Alberta Economic Partnership, founding member of the Municipal Area Partnership, and Chair of the Mountain View Waste Commission. Al has a strong background in agriculture, formerly running a purebred dairy farm and farming with a combination of mixed and custom farming and trucking. He and wife Kathy have raised their three children on their farm north of Olds. President Kemmere values a collaborative approach to leadership to support municipal partnerships and building effective relationships."



## **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.



## **Doug Lyseng**

### **Councillor with Camrose County, President of Hay Lakes Ag Society**

Doug is serving in his fourth term as a Councillor for Camrose County where he enjoys working with ratepayers to understand the issues that are affecting them. He has served as Chair for the Camrose County Ag Communications Committee, which works with Ag Societies to enhance their work. Doug is also the Chairman of the Hay Lakes and District Ag Society. Doug grew up on a dairy/beef farm north of Camrose near the Hamlet of Armena. After obtaining a Graduate Degree in Education, Doug taught for Battle River School Division in rural high schools for next 35 years. Upon retirement, he has helped his wife run her greenhouse and market garden.

# SPEAKER BIOGRAPHIES

## Les Quinton:

### **Parks & Recreation Manager, Town of Black Diamond**

Les has been in the field of Parks & Recreation since 1980 and is devoted to Sustainability, both at work and at home. He has worked for the Town of Black Diamond for the last 20 years in the capacity of Parks & Recreation Manager and volunteers his personal time as a member of the Sustainable Black Diamond Advisory Committee.

In 2011 Les received the Municipal Sustainability Leadership award.

As a strong believer that the Town should lead by example by using sustainable practices for its municipal buildings, Les has taken steps to help the municipality implement energy efficient retrofits, move to more alternative energy usage and install two energy management systems, all of which has cumulatively saved the town 804 megawatt hours of power, 4,429,646 gallons of water and 4,825 Gigajoules of Natural gas. They now use recycled plastic for picnic tables and benches in our parks, recycled plastic garbage bags in the recreation facilities and parks and recycled rubber for their arenas.

## Jessie Radies

### **Interim Director, Agriculture, Edmonton Northlands**

Jessie Radies has spent the last 15 years supporting the development of regional food systems in the Edmonton region. Currently Jessie is the interim Director of Agriculture at Edmonton Northlands. In this role, she leads and initiates programs that support the development and diversification of the Agriculture industry in Edmonton.

## Jeff Reading

### **Innovation Partnerships and Funding**

#### **ATCO Electricity Global Business Unit**

Jeff is part of ATCO's Innovation Team; whose role is to provide strategic leadership and direction to ATCO's internal and external efforts to engage the new energy world. Jeff has more than 35 years' experience in the environmental field. He has worked in environmental and outdoor education with the North York Board of Education, Calgary Board of Education and provincially through the Alberta Teacher's Association. Provided leadership to government with the City of Calgary's Ecological Footprint Program and the Government of Alberta. Jeff has also been active in the not-for profit sector as VP, Social Enterprise at Climate Change Central (C3) and VP, Innovation and Business Development at Carbon Management Canada (CMC). He has also supported the build out of more than 20 energy and clean tech start-ups. In addition, Jeff teaches at the University of Calgary; is the Chair for the Green Learning Canada Foundation (GLCF), co-founder and Board member of the Alberta Council for Environmental Education (ACEE), an advisor with Carbon Talks Canada, a co-founding Board member with the Alberta Clean Tech Industry Alliance (ACTia) and sits of the Alberta Ecotrust Foundation Grant Review Committee. When Jeff is not working, he enjoys international travel and wilderness adventures with his family.

## Bill Reynolds

### **Clearthink™ Group**

For over 40 years Bill has created enriching experiences for people. Bill brings a diverse background to the visitor experience design and analysis field having had work experience in: special event planning, volunteer management, visitor friendly site design, marketing and cross promotions, revenue generation appraisals and leisure attraction feasibility reviews. Before joining Clearthink™ Group as a business coach, Bill was part of the Explore Local team with Alberta Agriculture and Forestry. Bill was behind many successful projects and training workshops that kick-started ag-tourism cluster development and regional food events. He co-produced the popular "Expecting Company" tourism training DVD, focusing on the six components of being guest ready.



# SPEAKER BIOGRAPHIES



## **Brenda Robinson** **The Robcan Group**

Brenda is a speaker, trainer, writer and consultant. She is the founder and president of The Robcan Group. Her Bachelor of Arts was earned at Brandon University and her Masters of Education at Simon Fraser University. She has been addressing groups for over thirty years about communications, humour, laughter, positive working skills and wellness in general. Her workshops and presentations are in high demand. She has authored four books and created an Audio CD set to help people to develop these skills.

Brenda grew up on a farm close to Minnedosa, Manitoba and continues to stay connected to her family there. She now lives in Sherwood Park, Alberta where she and her husband, Len have their training and development business. Brenda and Len have five children and nine grandchildren. Brenda believes that we are on a life-long learning journey. It should be enriching, exciting, interesting and above all, it should be fun!



## **Kathy Rooyakkers** **AAMDC District 3 Director and Reeve of Wetaskiwin County**

Kathy is serving her eighth year as a councillor with County of Wetaskiwin and her 5th year as the Reeve and was elected as District 3 director for AAMDC in November 2017. She has resided just outside Winfield on their family beef farm for the past 35 where she has also been an active volunteer in her community, including serving as president of the Winfield Ag Society. Kathy knows how important it is to support collaboration between municipalities and the communities they serve.



## **Maureen Schnirer** **Corporate Partnership Manager, Northlands**

Maureen is an experienced Sponsorship professional. She has been a Corporate Partnership Manager for Northlands, the Canadian Finals Rodeo, Ducks Unlimited, and the Calgary Stampede. A busy wife, and mother of two, Maureen and her family operate a grain farm, and when not sneaking some time in on her horse, can often be found helping quietly behind the scenes, or as an emcee at countless Ag events in the Province.



## **Angela Schreiner** **Community Liaison Officer, Community Grants, Alberta Culture and Tourism**

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



# SPEAKER BIOGRAPHIES



## **Christina Sturgeon**

### **Agriculture Event Sales & Production Coordinator, Westerner Park**

With Westerner Park Christina has had the opportunity to be a part of some amazing events and to create some new self-produced events. Christina and her husband Roy live outside of Lacombe and own a riding stable, Flying Cross Ranch. Flying Cross Ranch has participated in Open Farm Days since the very beginning and are big supporters of it. Christina is excited to share with you the process she uses to create amazing experiences for the events she produces both at Westerner Park and Flying Cross Ranch.



## **Blaire Takahashi**

### **Farm Safety Specialist, Alberta Agriculture and Forestry**

Blair Takahashi comes to agriculture with an honest approach to farm safety. With experiences in other various industries from construction to energy he understands how important trust and relationships are. He feels that having a plan and communicating that plan are crucial first steps to a safer farm. Aside from safety, Blair is actively involved in coaching football and photography.



## **Jody Urquhart:**

A highly sought- after motivational speaker, Jody is passionate about spreading the message of the importance of fun and meaningful work. A motivational speaker for over 16 years, Jody speaks at over 60 organizations and associations every year, and is a top keynote speaker with humorous speeches. Jody's trademark is to deliver very funny motivational speeches, humour is a key part of her audience connection. A humorous and inspirational motivational speaker and a former stand up comedian, Jody ONLY uses clean humor and original content catered to the audience. Jody is author of the book All Work & No SAY. Her mission is to help motivate people to derive more meaning, fun and satisfaction from their work. Jody is a featured guest speaker for the GE Healthcare Tip-TV program, broadcast in over 2600 healthcare facilities. Her insights and expertise earned her the 2008 Bronze Award in the 29th Annual Telly Awards for excellence in programming this presentation. Jody's work as a motivational keynote speaker includes health care associations, financial institutions, corporations, parks and recreation bodies, government departments and many more groups on the topic of fun and purposeful work



## **Brett Warder**

### **Manager, Western Events and Agriculture Operations, Calgary Stampede**

As the Manager for the Western Events & Agriculture Operations at the Calgary Stampede, Brett Warder oversees multiple agriculture committees as well as the competition services area. Brett is busy year-round guiding the extensive work behind the scenes on all Stampede agriculture programs and competitions, ensuring the animals taking part receive the best care and guests have exceptional experiences.

Brett has been with the Calgary Stampede for 25 years. Prior to joining the Agriculture department he held various positions in Accounting and Food Services. In his spare time, Brett enjoys volleyball, softball, and spending time with his family at home on their acreage.

# SPEAKER BIOGRAPHIES



## **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.

**NOTES :**