



2020

VISION

ENVISIONING OUR FUTURE TODAY

ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES  
ANNUAL CONVENTION & TRADESHOW

**JANUARY 30 - FEBRUARY 2, 2020**

EDMONTON, AB

RIVER CREE RESORT & CASINO




# MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings to the 73<sup>rd</sup> annual convention of the Alberta Association of Agricultural Societies.

Agriculture helped build our province, and the unique communities it supports are vital to our province's culture and prosperity. I appreciate agricultural societies' ongoing efforts to connect rural Albertans to one other, maintain community hub facilities, and provide a wide range of programs, services and events. Thank you for helping your communities thrive.

As you gather to network and find out what's new, I hope you will be inspired by this year's theme—"2020 Vision: Envisioning our Future Today." Our collective past provides us with a solid foundation to build upon, and forward thinking helps us prepare for the challenges and opportunities that await. I wish you the very best as you take this opportunity to learn from knowledgeable speakers, and from one another, and chart a course for tomorrow.

Again, my sincere thanks for your contributions to our province.  
Enjoy the conference!



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**Hon Jason Kenney, Premier of Alberta**







ALBERTA  
AGRICULTURE AND FORESTRY

*Office of the Minister  
MLA, Innisfail-Sylvan Lake*

**MESSAGE FROM THE MINISTER**

Welcome to the 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.

Thank you to the Alberta Association of Agricultural Societies for organizing the 2020 conference. I have no doubt that the convention will be a great opportunity to exchange ideas and ambitions with other convention delegates.

Our province's agricultural societies have an important role in ensuring rural communities are a great place to live and work. Agricultural societies enhance quality of life by providing venues, programs, services and events. That's why funding for agricultural societies is being maintained in 2019-2020. Our government is committed to supporting resilient and engaged rural communities through growth in Alberta's agriculture sector.

I wish you all the best for a successful convention and in the year ahead as you shape a clear vision for 2020.

A handwritten signature in black ink, reading "Devin Dreeshen".

Honourable Devin Dreeshen  
Minister, Agriculture and Forestry

## ***PRESIDENTS WELCOME***

On behalf of the AAAS Board and staff I would like to welcome you to the "2020 Envisioning our Future Today" Conference. This has been an exciting year for the association, and we thank you for attending this year's conference.

2018/19 presented several challenges but through focused strategic planning and goal setting, AAAS has accomplished what we set out to do. We are excited to be in a new location for our annual event and the opportunity to provide new and valuable sessions and activities for our members.

As always, we look forward to hearing from our membership. Your feedback on the work the Board has been focused on, the performance of our team, and the programs we are providing is very helpful as we strive for continuing success.

Enjoy the Convention and thank you for your continuing support.

W. Rick McCarthy  
President  
Region 4 Director  
Alberta Association of Agricultural Societies.

# DELIVERING INSPIRED SOLUTIONS FOR A BETTER WORLD

At ATCO, we have the courage to innovate and understand the need to adapt in this ever-changing landscape. Let's work together to find a solution that works for all your energy needs.

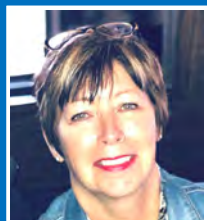


**ATCO**

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# AAAS 2020

## BOARD OF DIRECTORS



### **Debbie Ross : Past President,**

Debbie is the Past President on the AAAS Board, Treasurer of the Buffalo and District Agricultural Society, Chairman of SAMDA Economic Development Board which is a regional Board consisting of 5 Municipalities, Treasurer of PEP the Provincial REDA (Regional Economic Development Alliance) for SE Alberta, and a director of the Canadian Badlands – a Tourism Initiative for SE Alberta. Rural Development is a passion of Debbie's.



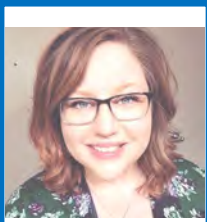
### **Rick McCarthy : President, Region 4 Director**

Rick McCarthy lives in Bonnyville 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. He was elected to the AAAS Board as a Region 4 Director in 2013.



### **Chris Sisson : 1st Vice President, 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 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 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.



### **Rebecca Joseph : 2nd Vice President, 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. Her parents were heavily involved in both the Chipman and Lamont Ag Societies, 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 and started working as a crop input and feed salesperson. After graduation, Rebecca accepted a position on the Board of Directors for the Lamont Ag Society, and she has held numerous positions including various committees chairs and Secretary. She still serves on the board for Lamont and has now become a member of the Vermilion Ag Society.



### **Natasha Dombrosky : Treasurer, Region 5 Director**

Natasha is from the Radway Agricultural Society and has been a member since 2015. She got involved with the Ag society thanks to her employer. They wanted employees to get involved in their communities so she went on the search for something in her town that would interest her and her love for agriculture, country, and friends. After a quick search online she found the contact for the Radway Agriculture Society and contacted them to see if they were looking for volunteers. She loves spending time at home with family, either out in the arena with the horses, on the track with the dirt bikes, or around the fire pit roasting a hot dog.



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

Doug is the Past President of the Alberta Agricultural Societies Association, and in the 8<sup>th</sup> year of being Region 1 Director. He is currently Exhibition Park's Manager of Marketing and Corporate Relations in Lethbridge. Doug has been in the Fair industry for 17 years and has over 25 years in the Radio Broadcasting industry. Formerly he owned his own Marketing company, KRYZ Com Marketing Strategies. He was also a Director for Travel Alberta International, Europe for Alberta Tourism. Doug was the General Manager of the first minor pro baseball club for the Arizona Diamond Backs.



### **Brett Warder : Region 2 Director**

Brett has been with the Calgary Stampede since 1992. Before joining the Agriculture & Western Events department in 2000, he held various positions in Accounting and Food & Beverage. My favorite thing about working for the Calgary Stampede is the people! From the people I work with, the volunteers, and our guests that come to the Stampede. As the Manager of Agriculture and Western Events Operations, I have been a part of the changes that we have made at the Calgary Stampede over the last two decades. I am involved in the extensive work behind the scenes on all Calgary Stampede Agriculture & Western Event programs and competitions, and ensure the animals taking part receive the best care, and our guests have exceptional experiences. I was honored to be nominated by my peers for the Calgary White Hat Awards. The Awards celebrate inspiring Calgarians in the tourism industry who go above and beyond and strive to make their guests' experience a memorable one. I am the president and head coach of our local Strathmore Chaos Volleyball Club. We are a competitive U14 to U18 volleyball club. I enjoy developing our young players into great athletes with a lifelong passion for volleyball. Well, in retirement, you'll either find me cruising on my Harley, skiing in the mountains, or surfing somewhere warm.



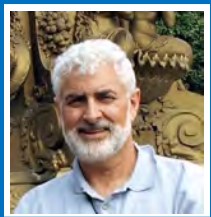
### **Linda Mason: Region 3 Director**

Linda was born and raised on a cattle ranch in Millarville and spent many hours helping with farm chores: haying, tending chickens, milking cows, branding, butchering animals, etc., and was an active 4-H member. Linda moved to Turner Valley where she spent her time raising her children, volunteering as Brownie Leader, Boy Scouts Treasurer, and judging Gymnastics. She has lived in various places in Alberta; slowly moving north until 2001 when she settled in Central Alberta and throughout this time she has continued to be a dedicated volunteer. In 2006 Linda joined the Cottonwood Women's Institute and the Cottonwood-Gordon Ag Society and has held many positions on their boards including President, Vice-President, Treasurer, and Secretary, at local, provincial and national levels. Linda also runs her own business as a Bookkeeper/Tax preparer, loves to garden and makes pickles, jams, jellies, and preserves to sell at the local Farmers Markets. Linda was elected to the AAAS Board of Directors in February, 2014 and does her best to make a positive and helpful difference for Agricultural Societies through her work as Region 3 Director.



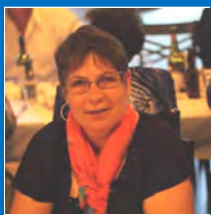
### **Corey Anderson : Region 3 Director**

Corey and his family live in Winfield, AB on their family farm raising Bison, Longhorns and Quarter Horses. He has been involved in Ag Societies on and off for the past 22 years, and is the current President of The Winfield and District Ag Society. He is heavily involved in his community and an active member in several volunteer groups. Corey owns and manages a transportation management company and as well owns and operates the worlds best hot sauce company. He graduated from Olds College with a Diploma in Land Reclamation and as well has received an MBA in Business Management. When he is not busy with work or volunteering he loves to be outdoors, riding horses, rodeo with his daughter, hunting, fishing, camping, or anything that takes him outdoors.



### **Bruce Walker : Region 5 Director**

Bruce was raised on a mixed farm located west of Wetaskiwin. He attended school in the small community of Falun. During this time, he helped on the farm, participated in several sports, and was an active 4-H member. Bruce obtained an M.Sc. in Soil Science, Work projects included soil and vegetation mapping of 5 mountain national parks; soil mapping in many areas of Alberta; and soil quality monitoring in western Canada. Bruce left Agriculture Canada in 1998 to form a small consulting company that provided technical support to environmental consulting companies and government. He retired from consulting work in 2014 after a 41-year career. Bruce joined the Board of Beaumont & District Agricultural Society (BADAS) sometime before 1995. He took on more and more duties for BADAS, and became General Manager in 2016, expanding responsibilities he held as a volunteer. In 2019, he was elected to the AAAS Board of Directors as an "old rookie".



### **Darlene Corriveau : Region 6 Director**

Darlene was born in Edmonton, raised in the NWT and moved to Valleyview 39 years ago. She joined the Valleyview and District Agricultural Society 29 years ago, 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 TEAM



## **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 9 years.



## **Maria Flores-Achtymichuk**

### Marketing and Membership Coordinator

Maria has been with AAAS since 2017. 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.



## **Nathan Anderson**

### Program & Events Coordinator

Nathan Anderson has been with AAAS since October 2018. He recently graduated from the University of Alberta with a degree in Recreation, Sport, and Tourism. Nathan also has two and a half years' worth of experience in recreation programming and tourism in a variety of settings.



## **Suzanne Kelly**

### Convention Office Support Staff

Suzanne was born & raised in Strathmore. She has been a member of the Strathmore & Airdrie Ag Societies for many years. She is currently the treasurer for the Airdrie Ag Society. Suzanne has been working with AAAS in the Convention Office for 8 years. She currently resides in Calgary and is the office manager for The Foothills Cowboy Association.



## **Krista Pearson**

### Bookkeeper

Krista has been a fantastic addition to the AAAS team since joining us last summer.





# 2020

## VISION

ENVISIONING OUR FUTURE TODAY

# *CONVENTION AGENDA*



# 2020 CONVENTION AGENDA

## Thursday January 30, 2020

6:00 pm - 9:30 pm	<b>Registration</b>	Hotel Lobby
6:00 pm - 9:00 pm	<b>Tradeshow Open</b>	Entertainment Centre
6:30 pm - 9:30 pm	<b>Bylaw Review Workshop : Pre-registration required</b> Speaker: Tim Carson, AAAS	River Cree # 1/2
9:00pm—12:00am	Upper Deck Networking Party	Entertainment Centre

## Friday January 31, 2020

8:00 am - 6:30 pm	<b>Registration</b>	Hotel Lobby
ALL DAY	<b>Marketing Competition Display</b> <i>Sponsored By: UFA</i>	Event Centre Foyer

### Pre-Conference Workshops

9:00am - 12:00pm	<b>Using Your Story for Volunteer Recruitment</b> Speaker: Randy Ritz	Enoch AB
8:00am - 12:00pm	<b>Ice Arena Maintenance</b> Speaker: Chris McKenna, AARFP	Enoch F
9:00am - 12:00pm	<b>Future of Rodeo</b> Speakers PANEL: Brett Warder, Brett Gardiner, Nate Gardner, Kynan Vine, Keith Bailey, and Shaun Morton	Enoch D
8:00am - 12:00pm	<b>Financial Management Training—Beginner</b> Speakers: Kelleen Tait and Troy Deck, MNP	Enoch E
8:30 am - 12:30pm	<b>Farmer's Market Manager Training</b> Speaker: Eileen Kotowich	Enoch C
9:00am - 12:00pm	<b>Bylaw Review Workshop</b> Speaker: Tim Carson	River Cree # 1/2

11:15am - 12:00 pm	<b>Service Member Regional Meeting</b>	Entertainment Centre
12:00pm -1:00pm	<b>LUNCH BUFFET</b>	Entertainment Centre
12:15pm—3:00pm	<b>Tradeshow Open</b>	Entertainment Centre
12:30pm—2:30pm	<b>Children's Entertainers Showcase</b>	Entertainment Centre
1:45pm -2:30 pm	<b>New Attendee Orientation</b> AAAS Board	River Cree #2



# 2020 CONVENTION AGENDA

Friday January 31, 2020—cont'd

## AFTERNOON MINI SESSIONS

3:15pm - 4:00pm	<b>Let's talk energy ...we're listening</b> Speaker: ATCO	Enoch AB
3:15pm - 4:00pm	<b>Managing Liability Risks</b> Speaker: FOSTER PARK BROKERS INC.	Enoch D
3:15pm - 4:00pm	<b>SOLAR ENERGY 101</b> Speaker: GREAT CANADIAN SOLAR	Enoch C
3:15pm - 4:00pm	<b>Sponsor Session TBA</b> * SEE APP FOR UPDATES *	Enoch EF
3:15pm - 4:00pm	<b>Informal Bullpit Session:</b> This is an informal session for those delegate wanting to discuss questions with other delegates to be posed for the Minister Forum	River Cree #1/2

4:15pm - 4:45 pm	<b>OPENING CEREMONIES</b>	Entertainment Centre
4:45pm - 5:45 pm	<b>Cabinet Minister / MLA's Forum</b>	Entertainment Centre
5:45pm- 6:10 pm	<b>Cocktails</b>	Entertainment Centre
6:15pm - 7:15 pm	<b>DINNER—BUFFET</b>	Entertainment Centre
7:15pm - 7:50 pm	<b>Presentations &amp; Awards</b>	Entertainment Centre
7:50pm - 8:30 pm	<b>Keynote Speaker:</b> <b>RANDY RITZ—Telling your Story</b>	Entertainment Centre
8:30pm – 10:30 pm	<b>Entertainment Showcase</b>	Entertainment Centre
10:30pm– 12:30am	<b>Hospitality Room ( Toonie Bar )</b>	RIVER CREE ROOM 1234
12:30am—2:00am	<b>AFTERPARTY WITH DJ</b>	SC LOUNGE



# 2020 CONVENTION AGENDA

## Saturday February 1, 2020

8:00am - 11:00 am	<b>Registration</b>	<b>Hotel Lobby</b>
7:30am - 8:30 am	<b>BREAKFAST BUFFET</b>	<b>Entertainment Centre</b>
8:15am - 9:15am	<b>Year in Review</b>	<b>Entertainment Centre</b>

### REGIONAL MEETINGS

9:30am - 10:15am	<b>Region 1</b>	Enoch A
9:30am - 10:15am	<b>Region 2</b>	Enoch B
9:30am - 10:15am	<b>Region 3</b>	Enoch E
9:30am - 10:15am	<b>Region 4</b>	Enoch D
9:30am - 10:15am	<b>Region 5</b>	Enoch C
9:30am - 10:15am	<b>Region 6</b>	Enoch F

### MORNING—BREAK OUT SESSIONS

10:30 am - 12:00pm	<b>Board Succession- Planning to Grow your Membership</b> Speakers: Anna De Paoli & Sheila Carruthers, DPA	Enoch B
	<b>There is no I in team (Unless you're a really bad speller)</b> Speaker: Mark Mayfield	Enoch A
	<b>AGLC Rules - What to know for your Events and Facilities</b> Speakers: Sandra Froehlich & Kate Whelpton, AGLC	Enoch D
	<b>Diversifying your offerings</b> Speakers: Pierre & Keleigh Cormier, Clearthink Group	River Cree #1/2
	<b>Agricultural Societies Program Update (Agriculture and Forestry)</b> Speaker: Colin Gosselin & Monika Warring	Enoch C
	<b>Financial Management Training for Board Members</b> Speakers: Kelleen Tait and Troy Deck, MNP	Enoch F
	<b>Creating Compelling Content for Marketing</b> Speaker: Brian Siddle, Strong Coffee	Enoch E





# 2020 CONVENTION AGENDA

## Saturday February 1, 2020—cont'd

12:00—1:00pm

LUNCH BUFFET

Entertainment Centre

### AFTERNOON—BREAK OUT SESSIONS

1:30pm to 3pm	<b>Succession Board Succession - Planning to Grow your Membership</b> Speakers: Anna De Paoli & Sheila Carruthers, DPA	Enoch B
	<b>There's NO "I" in Team (Unless you're a really bad speller)</b> Speaker: Mark Mayfield	Enoch A
	<b>Improving your events</b> Speaker: Clear Think	River Cree #1/2
	<b>Financial Management Training for Board Members</b> Speakers: Kelleen Tait and Troy Deck, MNP	Enoch F
	<b>Finding Grants for your Ag Society</b> Speaker: Klay Dyer	Enoch D
	<b>Developing a Digital Strategy</b> Speaker: Strong Coffee—Trevor Tessier	Enoch E
	<b>Working with Municipalities and Other Partners</b> Speaker: Max Fritz	Enoch C

3:15pm—4:15pm

**AGM** —( Refreshments Provided )

Entertainment Centre

4:30pm—5:30pm

**Roundtable Discussions**

Speaker: AAAS Board

Enoch ABCDEF

6:00pm—7:00pm

**Cocktails**

Entertainment Centre

6:00pm—7:00pm

**Showcase**

Entertainment Centre

7:00pm—7:50pm

**THE ROARING 2020's : GALA DINNER**

Entertainment Centre

8:00pm—8:30pm

**Award Presentation - Marketing Competition**

Entertainment Centre

8:30pm—10:30pm

**Showcase Entertainment**

Entertainment Centre

10:30pm— 12:30am

**Hospitality Room ( Toonie Bar )**

RIVER CREE ROOM 1234

12:30am—2:00am

**AFTERPARTY WITH DJ**


SC LOUNGE



# 2020 CONVENTION AGENDA

## Sunday February 2, 2020

8:30am - 11:030 am	<b>Silent Auction Pick Up</b>	Chiefs Boardroom
8:00am - 9:00am	<b>BREAKFAST BUFFET</b>	Entertainment Centre
9:00am - 10:00am	<b>Closing Keynote Speaker: MARK MAYFIELD —MORPH</b>	Entertainment Centre
9:00am - 5:00pm	<b>Financial Training—Intermediate level</b>	Enoch A
10:00am -10:30	<b>Closing Remarks</b>	Entertainment Centre




## YOUR RURAL LIFESTYLE STORE


For decades, Peavey Mart stores have been active members of Western Canadian communities and a gathering place for neighbours to trade stories and advice.


Today, there is still no place quite like a Peavey Mart; our corporate head office and distribution centre are still in Red Deer too, where we started. Having made one recent addition, parent company Peavey Industries LP now also operates a regional office and distribution centre in London, Ontario supporting our TSC Stores there.

Peavey Mart stores serve 40 Western Canadian communities across four provinces, with our newest location in Edmonton (Yellowhead and St. Albert Trail) opening last winter. We are proud to continue to offer unique products, top brand names and down to earth service in our stores.



Connect with us in-store or  
at [www.peaveymart.com](http://www.peaveymart.com)

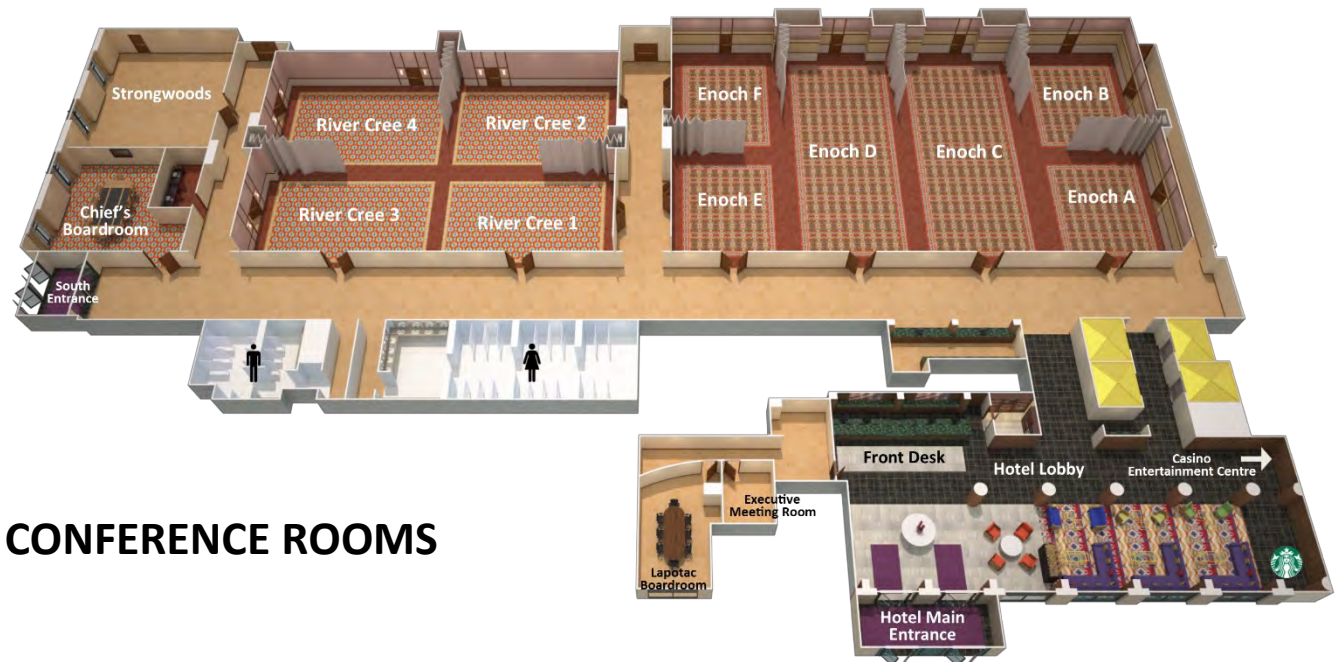
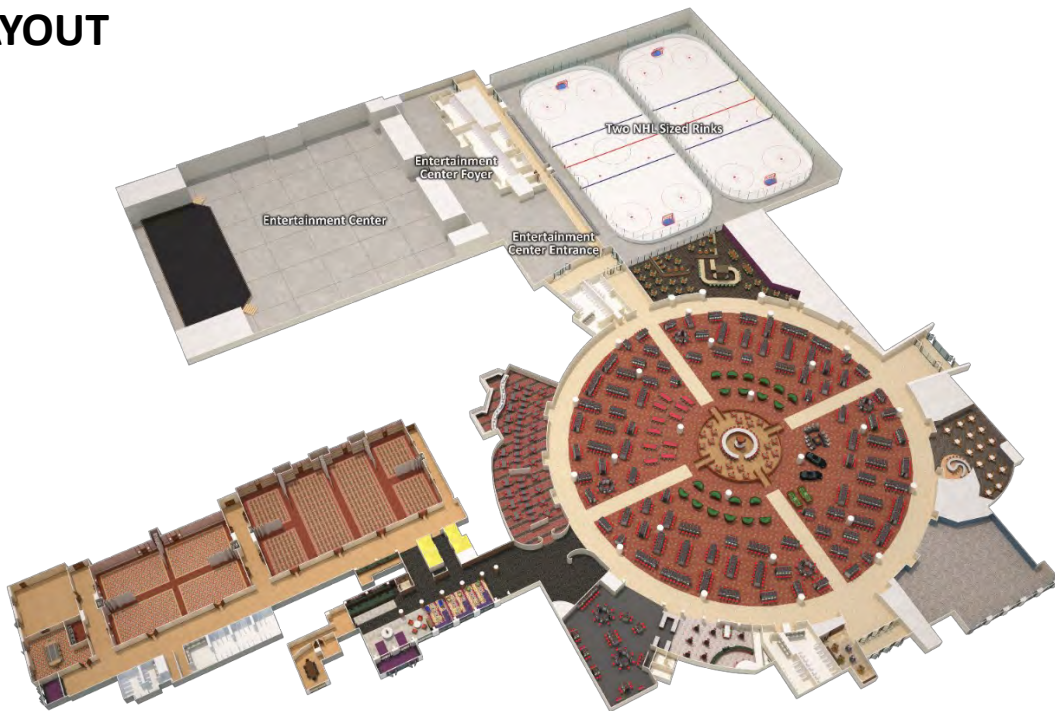






# LAYOUT

## HOTEL LAYOUT



## CONFERENCE ROOMS

# SESSION & WORKSHOP OVERVIEW

## PRE-CONFERENCE WORKSHOPS

### THURSDAY - January 30th & Friday January 21st, 2020

#### **BYLAW REVIEW WORKSHOP**

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

**6:30pm-9:30pm—River Cree 1/2**

This is a free workshop however pre-registration is required

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 bylaws 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 January 21st, 2020 : MORNING WORKSHOPS

#### **FINANCIAL MANAGEMENT TRAINING—BEGINNER (PRE-REGISTRATION REQUIRED)**

***Speakers: Kelleen Tait and Troy Deck, MNP***

**8:00am—12:00 pm - ENOCH E**

This workshop is an introduction into the cycle of accounting and is geared to those who have little or no previous bookkeeping experience. Participants will learn the importance of keeping records. The workshop will teach participants how to prepare a basic, handwritten synoptic and general ledger using pencil and paper in order to understand the important concepts before using accounting software.

- Learn about the accounting cycle, terminology and setting up a chart of accounts.
- Learn and practice manual bookkeeping techniques, journal entries and other exercises.
- Review tax information.

#### **ICE ARENA TRAINING**

***Speaker: Chris McKenna, Alberta Association of Recreation Facility Personnel***

**8:00am—12:00 pm - Enoch F**

This course is ideal for the frontline, grass roots Arena Operator who is looking to upgrade their skills in ice facility operations. The following areas will be covered in this course: changing the blade and levelling, preventative maintenance on the resurfacer, safety concerns, proper shaving techniques, proper flooding techniques, proper use of an edger, hand edging, line repairs, board repairs, changing glass, and janitorial concerns. Participants are encouraged to bring warm clothing and a CSA approved hockey helmet for on-ice sessions. Successful candidates will receive the Arena Maintenance certificate.



# SESSION & WORKSHOP OVERVIEW

## PRE-CONFERENCE WORKSHOPS

### Friday January 21st, 2020 : MORNING WORKSHOPS

#### **BYLAW REVIEW WORKSHOP**

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**9:00am—12:00 pm —River Cree 1/2**

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#### **Farmers' Market Manager Training**

***Speaker: Eileen Kotowich, Alberta Agriculture and Forestry***

**8:30am—12:30 pm Enoch C**

Do you manage an Alberta approved farmers' market? Is your Ag Society interested in starting a farmers' market in your community? Then this session is for you. Join us for a half-day introductory workshop explaining the basics needed to manage an Alberta approved farmers' market. Attend this workshop if you are an Alberta approved farmers' market manager who has not completed this mandatory training or if you are interested in learning more about the responsibilities and role of a farmers' market manager. Bring your experiences and questions for a morning of sharing and learning!

#### **TELLING YOUR STORY/RECRUITMENT**

***Speaker: Randy Ritz***

**9:00am—12:00 pm - ENOCH AB**

Coaxing that "yes" from a volunteer requires more than presenting overwhelming facts. Stories of past success or even monumental struggle provide context and passion that can win the day. Dr. Randy Ritz shows how the sharing of stories can motivate and inspire a board room, or an audience of one, to go beyond pure facts and "hear" the message of the speaker. In this session Randy will help participants discover moments of significance embedded in community agricultural events—moments worthy of sharing—and transform them into entertaining and meaningful narratives.

Participants will learn to:

- Make any story interesting (captivating for audiences)
- Create the "What's In It For Me" or the "Aha" moment for the audience
- Speak effectively one-on-one or to a group by way of innovative exercises that grow and improve speaking skills

#### **THE FUTURE OF RODEO**

***Speakers:***

***Panel including Brett Warder, Brett Gardiner, Nate Gardner, Kynan Vine, Keith Bailey, and Shaun Morton***

**9:00am —12:00 pm ENOCH D**

Does your Ag Society host a Rodeo or Western Competition? Come and hear from industry experts on how to improve your current rodeo/event production, and gain some insight as to where the future of rodeo is headed.

# SESSION & WORKSHOP OVERVIEW

## AFTERNOON MINI SESSIONS

**Friday January 31st, 2020**

### **Let's talk energy ...we're listening**

**ATCO**

**3:15pm—4:00pm—ENOCH AB**

Our commitment to sustainability extends beyond the materials we choose; it's about how we solve challenges in a way that benefits you, our customer, as well as the environment and communities in which we work and live.

We're committed to providing inspiring solutions for a better tomorrow. In this session, you'll have an opportunity to hear about some fun projects and products ATCO is doing in Alberta, but also have time to talk about the challenges and opportunities you face around energy, utility use and reducing emissions in your facilities. Several subject matter experts will be in the room to facilitate discussion, share some stories and listen. Don't miss out!

### **Managing Liability Risks**

**Foster Park Brokers Inc.**

**3:15pm—4:00pm—ENOCH D**

Protecting your ag society from liability risks is an important part of managing your organization. This discussion will focus on the common liability risks facing agricultural societies such as facility rentals, farmers markets, and playgrounds as well as some higher risk activities such as rodeos, demolition derbies, and fireworks. We will explore different approaches of mitigating and transferring risk and provide take-away solutions on how to better protect your organization. We will also address some common questions such as: Are liability waivers effective? Are helmets required for my event? What is the reasonable person test?

### **Energy 101**

**GREAT CANADIAN SOLAR**

**3:15pm—4:00pm—ENOCH C**

This session will cover basic information related to solar energy and the incentives that are currently available for municipalities in the province.

***\*\* Please CHECK APP FOR UPDATES \*\****

### **INFORMAL BULLPIT SESSION**

**3:15pm—4:00pm—ENOCH RIVER CREE #1 / 2**

This is an informal session for those delegate wanting to discuss questions with other delegates to be posed for the Minister Forum

# SELECT A SESSION

## Saturday February 1, 2020 — MORNING BREAKOUT SESSIONS

### Board Succession -

#### Planning to Grow your Membership

**Speakers:** Anna De Paoli & Sheila Carruthers, DPA

**10:30pm—12:00pm—ENOCH B**

In this workshop delegates will review their current board makeup, identify needs for their Ag Society board, and develop an action plan to approach and engage people and organizations to fill the gaps. The workshop will be hands-on, and delegates will work in teams to leave the workshop with tools they can return to their boards to further develop an actionable succession plan for implementation. If possible, it is encouraged to have multiple delegates attend this interactive workshop.

### There is no I in team

#### (Unless you're a really bad speller)

**Speaker:** Mark Mayfield, Professional Speaker and Comedian

**10:30pm—12:00pm—ENOCH A**

This is NOT a motivational speech. We won't be joining hands and singing "Kumbaya". Mark will show you how to build stronger relationships by using his offbeat, observational sense of humor. It's practical, yet hilarious, behavior changing modifications that will make your teams stronger despite their generational and personality differences. People don't stop playing because they grow old, they grow old because they stop playing. So get a little younger as Mark teaches you solid principles of partnership and collaboration.

### AGLC Rules -

#### What to know for your Events and Facilities

**Speaker:** Sandra Froehlich & Kate Whelpton, AGLC

**10:30pm—12:00pm—ENOCH D**

Kate and Sandra will provide an overview of Alberta Gaming, Liquor and Cannabis Commission liquor licensing information, including special event licences, and charitable gaming licensing (casino, raffle, bingo, and pull ticket) and use of gaming proceeds. Bring your questions.

### Agricultural Societies Program Update (Agriculture and Forestry)

**Speaker:** Colin Gosselin & Monika Warring, Alberta Agriculture and Forestry

**10:30pm—12:00pm—ENOCH C**

This break out session will provide an overview and update on grant applications, annual returns, bylaws, and the new Agricultural Societies Regulation. Learn about how agricultural societies can benefit from new organizational flexibility, get your program questions answered, and pick up key tips for successful applications and returns.

### Financial Management Training for Board Members

**Speakers:** Kelleen Tait and Troy Deck, MNP

**10:30pm—12:00pm—ENOCH F**

This workshop will teach participants the essential skill of knowing how to both read and understand financial statements. Participants will go through examples of financial statements and accounts. They will learn how to read a financial statement, but also translate what the numbers mean for their organization.

### Creating Compelling Content for Marketing

**Speakers:** Brian Siddle, Strong Coffee Marketing

**10:30pm—12:00pm—ENOCH E**

If marketing is an engine, content is the gasoline. The success of a campaign is often dependent on the content that is being shared. It can be a struggle to create content that effectively tells your story and promotes your services. This session will look at strategies that Ag Societies can adopt to help them create quality content with limited resources. Participants will leave with a better understanding of what makes content compelling, best practices for content creation and tools that can assist in the process.

### Diversifying your offerings

**Speakers:** Pierre & Keleigh Cormier, Clearthink Group

**10:30pm—12:00pm—River Cree 1/2**

The only thing constant is change. It's time to shift our thinking of what we are doing and why we are doing it. How do we even begin to diversify our offerings? Why would you want to? Ugh... Sigh.... Ya, we get it.... But ...Come to our 1 hour and 30 minute session to learn more about rural tourism and develop first steps to diversifying your offerings in your community!

# SELECT A SESSION

## Saturday February 1, 2020 — AFTERNOON BREAKOUT SESSIONS

### **Board Succession -**

#### **Planning to Grow your Membership**

***Speakers: Anna De Paoli & Sheila Carruthers, DPA***

**1:30pm—3:00pm—ENOCH B**

In this workshop delegates will review their current board makeup, identify needs for their Ag Society board, and develop an action plan to approach and engage people and organizations to fill the gaps. The workshop will be hands-on, and delegates will work in teams to leave the workshop with tools they can return to their boards to further develop an actionable succession plan for implementation. If possible, it is encouraged to have multiple delegates attend this interactive workshop.

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***Speaker: Mark Mayfield, Professional Speaker and Comedian***

**1:30pm—3:00pm—ENOCH A**

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### **Improving your Events**

***Speaker: Pierre & Keleigh Cormier, Clearthink Group***

**1:30pm—3:00pm—RIVER CREE #1 / 2**

This session will examine ways you can improve your events, with a focus on revenue generation.

### **Financial Management Training for Board Members**

***Speakers: Kelleen Tait and Troy Deck, MNP***

**1:30pm—3:00pm—ENOCH F**

This workshop will teach participants the essential skill of knowing how to both read and understand financial statements. Participants will go through examples of financial statements and accounts. They will learn how to read a financial statement, but also translate what the numbers mean for their organization.

### **Finding Grants for your Ag Society**

***Speakers: Klay Dyer, Business Consultant and Funding Specialist***

**1:30pm—3:00pm—ENOCH D**

Make the most of the grant and sponsorship opportunities available to your not-for-profit! Learn to find the best matches for your current and future goals and write winning applications that clearly communicate your organization's need and value. Finally, build long-term relationships to avoid the "one-and-done" funding scenario. You'll leave with ideas for a fundraising platform that's both strategic and sustainable.

### **Working with Municipalities and Other Partners**

***Speakers: Max Fritz, Non-Profit Advisor***

**1:30pm—3:00pm—ENOCH C**

Municipalities, key stakeholders and other influential organizations are continually playing a stronger role in shaping the landscape in rural Alberta for the future. Setting aside time at the conference to better understand the merging situations and appreciate the opportunities that are present with these key stakeholders has never been of greater importance. The session will dedicate time talking about the "why" it is important to work with your municipality, provide real examples of how other ag. societies work to date and then also focus on the "how". A resource template has been developed by AAAS to train and assist your society in the key messages and information that will be of value to share it with their municipalities or other organizations. Each delegate will leave the session either with this document filled out or at least started on. This session is also wonderful opportunity to reconnect with your strategic plan as it will support your ability to share your organizations overview and impact to the community

### **Developing a Digital Strategy**

***Speaker: Trevor, Strong Coffee Marketing***

**1:30pm—3:00pm—ENOCH E**

Understand the importance of a digital marketing strategy. From planning to measurement, understand the stages and components that will help with successful online marketing campaigns.

In this session we will cover the key items needed before a plan can be implemented effectively. Setting objectives and how to track them through analytics and enhanced tracking tools. Understanding how different marketing channels fit in. Understanding the consumer journey as it relates to content and your marketing channels



# KEYNOTE SPEAKERS



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## **RANDY RITZ—Opening Keynote Speaker**

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**7:50 pm—8:30pm**

**Location: Entertainment Centre**

### **TELLING YOUR STORY**

Professor of Drama and Professional Speaker

Dr. Randy Ritz makes leaders more effective by changing the way they communicate. As a mentor he has energized speakers to walk into strategic planning sessions, community town-halls and volunteer events with confidence. These are the arenas where vision and passionate stories move audiences into action. Randy is a master storyteller and speaker coach. He shared the stage with the likes of Tony Campolo (advisor to President Clinton) and George Merritt (nominee for best actor in a Broadway musical). Dr. Ritz coached Hollywood actor Nathan Fillion (Saving Private Ryan, Castle and The Rookie) as he began to build notoriety. Randy is Professor Emeritus and the past chair of Concordia University of Edmonton Drama Department.



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## **MARK MAYFIELD—Closing Keynote Speaker**

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**9:00am —10:00am**

**Location: Entertainment Centre**

### **MORPH**

#### **Accepting, Embracing, and Thriving in Change**

Mark will help you manage change in this high octane, hilarious keynote presentation. He'll do this while you're laughing at his comedic references because his philosophy is simple...say it with humor and people will take the message home. You'll learn the responses to change and how creativity is the key component to "thrive during change". You'll also learn behavioral changes that will boost your innovation skills, and did I mention you'll have a great time? This program is guaranteed to make you laugh and make you think.

BE A SPECTACLE



ROARING 2020'S

AAAS CONVENTION  
AWARDS GALA

RIVER CREE RESORT & CASINO  
FEB. 1, 2020

# SERVICE MEMBERS

Company Name	Contact	Contact Phone #	Email	Website	Description
<b>Altitude Music</b>	Trevor Panczak	403.382.9515	<a href="mailto:tp@trevortown.com">tp@trevortown.com</a>		Whether it is a rodeo cabaret or a soft seat theatre show, award winning country music artist Trevor Panczak and his 6 piece band deliver a truly entertaining country show.
<b>Atco</b>	Erin Newell-Lupien	(780)420-3419	<a href="mailto:erin.newell-Lupien@atco.com">erin.newell-Lupien@atco.com</a>	<a href="http://www.atcoelectric.com">www.atcoelectric.com</a>	Albertans count on ATCO Electric for the safe, reliable delivery of electricity to Alberta
<b>Brad Lynch Band</b>	Brad Lynch	780.605.1731	<a href="mailto:bradlynch-band@gmail.com">bradlynch-band@gmail.com</a>	<a href="http://www.bradlynchband.com">www.bradlynchband.com</a>	Musical Group
<b>Canadian Reptile Encounters</b>	Jason Clevett	403.457.2202	<a href="mailto:reptile.party@hotmail.com">reptile.party@hotmail.com</a>	<a href="http://www.canadianreptileencounters.com">www.canadianreptileencounters.com</a>	Since 2008 Canadian Reptile Encounters has been educating and entertaining people of all ages about the incredible world of reptiles and amphibians. Offering stage shows and displays.
<b>Edmonton Inn and Conference Centre</b>	Tina Tobin	780.454.5454	<a href="mailto:ti-na.t@edmontoninn.ca">ti-na.t@edmontoninn.ca</a>	<a href="http://www.edmontoninn.ca">www.edmontoninn.ca</a>	Conference space and hotel rooms for 2-800 people. Free Parking may accommodate large vehicles.
<b>Fusion Talent Group</b>	Andrew Pogson	519.275.1070	<a href="mailto:info@fsiontalentgroup.com">info@fsiontalentgroup.com</a>	<a href="http://www.fusiontalentgroup.com">www.fusiontalentgroup.com</a>	Providing world class talent and attractions for all ages coast to coast
<b>Flyin' Bob Entertainment</b>	Robert Palmer	(403)597-5523	<a href="mailto:bob@flybob.com">bob@flybob.com</a>	<a href="http://www.flybob.com">www.flybob.com</a>	Flyin' Bob is a one man three ring circus. Comedy variety juggling and tightwire walking. We direct circus camp programs in communities and schools across Western Canada and provide high quality Face and Body Painting for events as Mia's Face painting.
<b>Foster Park Brokers Inc.</b>	Perry Cramer	780.930.2950	<a href="http://www.fosterpark.ca">www.fosterpark.ca</a>	<a href="http://www.fosterpark.ca">www.fosterpark.ca</a>	Since 2004, Foster Park Brokers have been working with Ag Societies to ensure they have a strong and economical insurance program that covers all aspects of their operations. Each year over 160 Ag Societies choose to purchase their insurance through Foster Park.
<b>Global Convention Services</b>	Bryan Burns / Laura Pocock	403.273.8064	<a href="mailto:calgary@globalconvention.ca">calgary@globalconvention.ca</a>	<a href="http://www.globalconvention.ca">www.globalconvention.ca</a>	Global Convention Services Ltd. Is a Canada wide, full service trade show and special event decorating company. Starting in the East with Halifax, Global is proud also to call Charlottetown, Moncton, Saint John, Calgary, Vancouver and Victoria Home. Each branch is completely self sufficient with its own fully stocked warehouse, operations and sales staff.



# SERVICE MEMBERS

Company Name	Contact	Contact Phone #	Email	Website	Description
<b>Global Sport Resources Ltd.</b>	Simon Amyotte	780.469.7980	<a href="mailto:recep-topm@global-sportresources.com">recep-topm@global-sportresources.com</a>	<a href="http://www.global-sportresources.com">www.global-sportresources.com</a>	Manufacturer of hockey rinks, recreation equipment, etc.
<b>Hi-Hog Farm &amp; Ranch Equipment</b>	Gary Johnson	403.280.8300	<a href="mailto:brett@hi-hog.com">brett@hi-hog.com</a>		Hi-Hog Has been manufacturing livestock equipment since 1974 offering a range of products such as cattle, Equine, Bison & Rodeo Equipment. We also offer Well head Fencing, bleachers & Picnic Table Frames. Hi-Hog is based in Calgary, Alberta.
<b>Industrial Machine</b>	Chris Macdonald	587.286.2772	<a href="mailto:chrism@industrialmachine.ca">chrism@industrialmachine.ca</a>	26880.-96 Ave	Zamboni, BOSS snow plows/ sanders, Byers Snow plows / sanders, RPM Snowblowers, Roadhog Asphalt equipment, Snow & Ice Trucks
<b>Karizma Agency</b>	Randy Martin	780-720-8779	<a href="mailto:rmartinkarizma@gmail.com">rmartinkarizma@gmail.com</a>	<a href="http://www.karizmaco.ncerts.com">www.karizmaco.ncerts.com</a>	Procure, manage, marketing of major headline entertainment as well as regional recording acts
<b>Mountain Bark Inc.</b>	Monte Christensen	403.995.2209	<a href="mailto:monte@mountainbark.com">monte@mountainbark.com</a>	<a href="http://www.mountainbark.com">www.mountainbark.com</a> and <a href="http://purecountryfencing.com">purecountryfencing.com</a>	Suppliers of large volumes of wood fire/bark mulch for landscaping, playgrounds, pathways, livestock events and distribute " Pure Country Split Rail Cedar Fencing" Alberta's Rustic Country Fence.
<b>MNP</b>	Kelleen Tait	403.380.1653	<a href="mailto:kelleen.tait@mnp.ca">kelleen.tait@mnp.ca</a>		MNP is a leading national accounting, tax and business consulting firm in Canada. We proudly serve the needs of our clients in the public , private and not for profit sectors.
<b>Party King</b>	Fred Whiteman	(780) 991.9677	<a href="mailto:partyking@telus.net">partyking@telus.net</a>	<a href="http://partykingrents.com">partykingrents.com</a>	Provides entertainment with inflatables, portable rock-walls, euro bungees, face painters, balloon twisters, and provide service of concession equipment.
<b>Production World</b>	Kelly Kimo	780.452.4843	<a href="mailto:kelly@productionworld.ca">kelly@productionworld.ca</a>	<a href="http://www.productionworld.ca">www.productionworld.ca</a>	Audio, Video, Lighting Sales, rentals and services
<b>RMA Insurance</b>	Sheila Ashton	(780)955-3639	<a href="mailto:sheila@rmaalberta.com">sheila@rmaalberta.com</a>	<a href="http://www.RMAInsurance.com">www.RMAInsurance.com</a>	RMA Insurance has been helping make organizations safer for over 50 years. No organization is truly safe until they have a comprehensive insurance program and risk management plan. Established in 1955 by the AAMDC, RMA Insurance has become a trusted foundation for Alberta's municipalities, private/charter schools, kindergartens, senior housing organizations and other eligible non-profit community groups.



# SERVICE MEMBERS

Company Name	Contact	Contact Phone #	Email	Website	Description
<b>Redd Swing Productions</b>	Nikky Passmore	(416) 525-8988	<a href="mailto:nik-ky@reddswingproductions.ca">nik-ky@reddswingproductions.ca</a>		Juniors Firefighter Challenge is an interactive show designed to inspire those who will make a better tomorrow.
<b>Ryan Lindsay</b>	Ryan Lindsay	780.842.8468	<a href="mailto:rylinds@gmail.com">rylinds@gmail.com</a>	<a href="http://www.ryanlindsaymusic.com">www.ryanlindsaymusic.com</a>	Live Entertainment, full band, trio, duo, solo acoustic
<b>Sakamoto Agency</b>	Carla Hackman	587.787.1938	<a href="http://www.sakamotoagency.com">www.sakamotoagency.com</a>	<a href="http://www.sakamotoagency.com">www.sakamotoagency.com</a>	Canadian booking agency with full artist roster, talent buying and event programming services and promoter services
<b>Select Entertainment</b>	Rob McFee	(888)932-8228	<a href="mailto:rob@select-entertainment.com">rob@select-entertainment.com</a>	<a href="http://www.select-entertainment.com">www.select-entertainment.com</a>	Representing bands, circus acts, motorcycle shows, hypnotists, jugglers, magicians, animal acts and variety acts. We also offer easy ticketing solutions using the TicketScene Platform.
<b>Sirroma Entertainment</b>	Angie Morris	403.818.7223	<a href="mailto:sirro-ma@telus.net">sirro-ma@telus.net</a>	<a href="http://sirromaentertainment.com">sirromaentertainment.com</a>	Management/ Developmental Company for Country Music artists as well as bookings for Drew Gregory , Renegade Station & Jordy Pollard
<b>Stark Road</b>	Trent Stark	780.210.5385	<a href="mailto:stark.te@hotmail.com">stark.te@hotmail.com</a>		Special Events Band
<b>Super Dogs - Spot On Entertainment, Inc.</b>	Josh Woods	647.261.2011	<a href="mailto:josh@superdogs.com">josh@superdogs.com</a>	<a href="http://www.superdogs.com">www.superdogs.com</a>	We are the President's Choice SuperDogs and we perform a variety of dog and acrobatic shows across North America. We are the most fun on four legs !
<b>Team T&amp;J</b>	Jory Berger	(413) 557-7690	<a href="mailto:tandj@teamtandj.com">tandj@teamtandj.com</a>	<a href="http://www.teamtandj.com">www.teamtandj.com</a>	Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.
<b>The Joe Show</b>	Joe Goslin	780.232.4950	<a href="mailto:joe@joeshowonline.com">joe@joeshowonline.com</a>	<a href="http://JoeShowOnline.com">JoeShowOnline.com</a>	Magic, Comedy, Ventriloquism/ Puppetry and Farm Safety Shows for Children and Families
<b>The Wardens</b>	Ray Schmidt		<a href="mailto:banff-wardens@outlook.com">banff-wardens@outlook.com</a>	<a href="http://www.thewardensmusic.com">www.thewardensmusic.com</a>	With performances equal to the mastery of the ranger trade, The Wardens are a Banff National Park-based trio whose songs and stories rise from the very land they protect.
<b>VDM</b>	Scott Vander-Meer	403.707.9200	<a href="mailto:scottvander-meer2@gmail.com">scottvander-meer2@gmail.com</a>		VDM Fire Inc offers wildfire consulting, specializing in Farm Fire Safety. VDM Fire Inc is currently offering a Fire Preparedness & Mitigation Workshop that would fulfil the Farm Fire Safety Grant application should AG Societies see fit.

# THANK YOU TO ALL OUR SPONSORS

## PLATINUM PLUS SPONSORS



## PLATINUM SPONSORS



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## BRONZE SPONSORS

AUMA    Camrose Regional Exhibition    Colchester Ag Society    Farm Credit Canada  
Grande Prairie Exhibition    Grovedale Ag Society    Lethbridge Exhibition  
Lloydminster Exhibition    Medicine Hat Exhibition & Stampede    North American Midways  
Olds Regional Exhibition    Vauxhall Agricultural Society  
Vegreville Agricultural Society    Westerner Park

## FRIENDS & SUPPORTERS

Acend Fundraising Solutions    Alberta Embroidery    Carmangay Ag Society    Wildwood & District Ag

# 2020 ATTENDING AG SOCIETIES

## REGION 1

Burdett Agricultural Society  
Carmangay Agricultural Society  
Coaldale & District Agricultural Society  
Crowsnest Pass Agricultural Society  
Foremost Agricultural Society

Grain Community Club & Ag Society  
Medicine Hat Exhibition & Stampede  
Milk River & District Agricultural Society  
Nobleford Agricultural Society  
Raymond & District Agricultural Society

Southeast Alberta Agricultural Society  
Taber Exhibition Association  
Vauxhall Agricultural Society  
Warner & District Agricultural Society  
Willow Creek Agricultural Society

## REGION 2

Airdrie & District Agricultural Society  
Big Country Agricultural Society  
Buffalo & District Agricultural Society  
Carseland & District Community  
Association & Ag Society  
Carstairs Agricultural Society  
Cochrane & District Agricultural Society  
Crossfield Agricultural Society

Delia & District Agricultural Society  
Drumheller Stampede &  
Agricultural Society  
Empress Bindloss Agricultural Society  
Hanna Agricultural Society  
Irricana & District Agricultural Society  
Linden & District Agricultural Society  
Millarville Racing & Agricultural Society

Rockyview Chestermere Agricultural  
Society  
Springbank Park for All Seasons  
Agricultural Society  
Strathmore & District Agricultural Society  
Sundre & District Agricultural Society  
Trochu & District Agricultural Society  
Verdant Valley Agricultural Society

## REGION 3

Alderflats Agricultural Society  
Bentley Agricultural Society  
Bowden Agricultural Society  
Caroline & District Agricultural Society  
Castor & District Agricultural Society  
Clive Athletic & Agricultural Society

Cottonwood Gordon Agricultural Society  
Crossroads Agricultural Society  
Donalda Agricultural Society  
Lakedell Agricultural Society  
Ponoka Agricultural Society  
Rimbey Agricultural Society

Rocky Mountain House  
Agricultural Society  
Round Hill & District Agricultural Society  
Westerner Exposition Association  
Wetaskiwin Agricultural Society  
Winfield Agricultural Society

## REGION 4

Andrew Agricultural Society  
Ashmont & District Agricultural Society  
Beaver Heritage & Ag Society  
Bonnyville Agricultural Society  
Cadogan Agricultural Society  
Cherry Grove Rec & Ag Society  
Chipman Agricultural Society  
Cold Lake Agricultural Society  
Craigend Rec & Agricultural Society  
Derwent & District Agricultural Society  
Glendon District Agricultural Society  
Hardisty District Agricultural Society

Holden District Agricultural Society  
Hylo/ Venice Rec & Ag Society  
Innisfree District Agricultural Society  
Irma Agricultural Society  
Kinsella Rec & Ag Society  
Lac Bellevue Rec & Ag Society  
LacLaBiche Agricultural Society  
Lamont & District Agricultural Society  
Lloydminster Agricultural Society  
Marwayne Agricultural Society  
Ranfurly & District Agricultural Society  
Metiskow Agricultural Society

Rich Lake Recreation & Agricultural Society  
St. Michael & District Agricultural Society  
St. Paul Agricultural Society  
Tulliby Lake & District Agricultural Society  
Two Hills Agricultural Society  
Vegreville Agricultural Society  
Vermilion Agricultural Society  
Victoria Trail Agricultural Society  
Vilna & District Agricultural Society  
Willingdon & District Agricultural Society  
Willow Prairie Agricultural Society

# 2020 ATTENDING AG SOCIETIES

## REGION 5

Alberta Beach & District Ag Society  
Ardrossan Recreation & Ag. Society  
Athabasca & District Agricultural Society  
Barrhead Exhibition Assoc.& Ag Society  
Beaumont & District Agricultural Society  
Bon Accord & District Agricultural Society  
Boyle & District Agricultural Society  
Breton Agricultural Society  
Colchester & District Agricultural Society  
Darwell & District Agricultural Society  
Drayton Valley Ag Society

Heritage Agricultural Society  
Highridge & District Agricultural Society  
Josephburg Agricultural Society  
Mayerthorpe & District Agricultural Society  
M.T.M Agricultural Society  
Namao Agricultural Society  
Newbrook Recreation & Ag Society  
Northlands  
Onoway & District Agricultural Society  
Pembina Agricultural Society  
Pioneer Agricultural Society

Radway Agricultural Society  
Redwater Agricultural Society  
Riviere Qui Barre Agricultural Society  
Rochester & District Agricultural Society  
Spruce Grove & District  
Agricultural Society  
Thorsby Agricultural Society  
Tomahawk & District Sports Agra Society  
West Sturgeon Agricultural Society  
Whitecourt District Agricultural Society  
Yellowhead Agricultural Society

## REGION 6

Berwyn Agricultural Society  
Bezanson Agricultural Society  
Bonanza Agricultural Society  
Central Alberta Agricultural Society  
Cherry Canyon Agricultural Society  
Clairmont & District Agricultural Society  
Eglesham & District Agricultural Society

Fairview Agricultural Society  
Grovedale Community Club &  
Agricultural Society  
Hawk Hills Agricultural Society  
La Crete Agricultural Society  
Peace River Agricultural Society  
Rycroft Agricultural Society

Saskatoon Lake Agricultural Society  
Sexsmith & District Agricultural Society  
Smoky River Agricultural Society  
Valleyview & District Agricultural Society  
Wembley & District Agricultural Society

**Thank you all for  
driving out and joining us !!**







# 2020

## VISION

ENVISIONING OUR FUTURE TODAY

### *Cabinet Ministers & MLA's Bios*





## **Biography for Honourable Devin Dreesen (UCP)**

MLA for INNISFAIL-SYLVAN LAKE

### **Minister of Agriculture and Forestry**

The Honourable Devin Dreesen was first elected to the Legislative Assembly of Alberta in a by-election on July 12, 2018, as the MLA for Innisfail-Sylvan Lake. He was re-elected on April 16, 2019.

He is a fifth-generation local farm owner and Albertan. He farms near Pine Lake, where he has a long record of community service. He is a former director of the Western Canadian Wheat Growers Association, a former board member for the Crossroads Agricultural Society and a volunteer at the Pine Lake Country Fair and Sports Days.

Devin Dreesen was appointed Alberta's Minister of Agriculture and Forestry on April 30, 2019. He has a wealth of experience working on this file. During his time in Ottawa he was a policy adviser to the Agriculture minister from 2008 to 2015.



## **Biography for MLA Shane Getson (UCP)**

MLA FOR LAC STE. ANNE-PARKLAND

Shane Getson was elected as the Member of the Legislative Assembly for Lac Ste. Anne-Parkland on April 16, 2019.

He currently serves as deputy chair on the Standing Committee on the Alberta Heritage Savings Trust Fund and is a Member of the Standing Committees on Resource Stewardship.

Prior to serving with the Legislative Assembly he spent 15 years in the construction industry, most recently in the position of project director. Prior to this he worked from 2008 to 2012 as senior manager of planning and execution for a private company in the energy sector.

He attended the Northern Alberta Institute of Technology (NAIT), where he received a diploma in civil engineering technology in 1996.

He and his wife have four children



## **Biography for Michaela Glasgo (UCP)**

MLA for Brooks– Medicine Hat

Michaela Glasgo was elected to the Legislative Assembly of Alberta, representing the constituency of Brooks-Medicine Hat, on April 16, 2019. She is currently a member of the Standing Committee on the Alberta Heritage Savings Trust Fund, the Standing Committee on Families and Communities, and the Standing Committee on Private Bills and Private Members' Public Bills.

Prior to her election as a Member of the Legislative Assembly of Alberta Ms. Glasgo was the owner and chief consultant of a strategic consulting agency. She holds a bachelor of arts degree in political science from the University of Lethbridge.

Ms. Glasgo initiated petition E-1310 calling on the government of Canada to recognize Female Genital Mutilation as a barbaric cultural practice, which was tabled in the House of Commons in February 2018. She also provided witness testimony before the Status of Women Committee in Ottawa in June of 2018.

Ms. Glasgo is a resident of Medicine Hat, her great-great-uncle James Thomas Milton Anderson was the Premier of Saskatchewan from 1929 to 1934.





## **Biography for Hon. Grant Hunter ( UCP)**

MLA for Brooks– Medicine Hat

### **Associate Minister of Red Tape Reduction .**

Grant Hunter was elected to his first term as the Member of the Legislative Assembly for Cardston-Taber-Warner on May 5, 2015 and to a second term on May 16, 2019. On April 30, 2019, he was sworn in as the Associate Minister of Red Tape Reduction.

In his first term Mr. Hunter served as deputy chair of the Standing Committee on Resource Stewardship and as a member of the Standing Committee on Alberta's Economic Future and the Standing Committee on Public Accounts.

Mr. Hunter holds a bachelor of science degree from Brigham Young University in Provo, Utah, and a master's degree from Northcentral University in Prescott Valley, Arizona.

Prior to his election Mr. Hunter operated a private residential and commercial construction company. He has also worked in the import and export business, in the media industry and as a teacher in Alberta.

Mr. Hunter has served as a board member for several political and community organizations, including the Cardston Lions Club.

He resides in Cardston with his wife, Angie, and their five children.



## **Biography for Jackie Lovely (UCP)**

MLA for Camrose

Jackie Lovely was elected to the Legislative Assembly of Alberta, representing the constituency of Camrose, on April 16, 2019.

She currently serves as a member on the Standing Committee on Legislative Officers.

Prior to serving with the Legislative Assembly, Ms. Lovely worked in sales development and project coordination with a seniors serving not-for-profit organization, a property management organization, and international education. Most recently she was employed with the Good Samaritan society, Collins Properties and Global Partners.

Ms. Lovely is engaged in her community. She was an instructor of English as a second language and a member and vice president of the Camrose and Leduc chambers of commerce, respectively. She is also a Rotarian.

Ms. Lovely holds a bachelor of arts degree from the University of Saskatchewan, a diploma in hotel and restaurant administration from the Saskatchewan Institute of Applied Science and Technology (Saskatchewan Polytechnic) and an MBA from Cape Breton University.



## **Biography for Honourable Kaycee Madu (UCP)**

### Minister of Municipal Affairs

### **Minister of Municipal Affairs**

Kaycee Madu was elected to the Legislative Assembly of Alberta, representing the constituency of Edmonton-South West, on April 16, 2019. He was sworn in as Minister of Municipal Affairs on April 30, 2019.

Mr. Madu has been a lawyer for 16 years, practising in both Nigeria and Alberta. He operated a law office with his wife and has worked for Legal Aid Alberta. He volunteers with the Edmonton Community Legal Centre and the lawyer referral program of the Law Society of Alberta.

Mr. Madu was awarded the Premier's award of excellence in the bronze medal category in 2009 with a team of his colleagues at the Government of Alberta, where he worked as a senior technical advisor focusing on legislative and regulatory reviews, operational and strategic public policies, issues management and stakeholder consultation.

Born and raised in the southeastern part of Nigeria, Mr. Madu graduated from the University of Lagos with a bachelor of laws honours degree in 2001. He and his wife, Emem, migrated to Canada in 2005 and have three children.

Mr. Madu enjoys poetry, soccer, travelling and strategic military studies. He volunteers with Alberta's Nigerian and Igbo communities



## **Biography for Garth Rowsell (UCP)**

MLA FOR VERMILION-LLOYDMINSTER-WAINWRIGHT

Garth Rowsell was elected to the Legislative Assembly of Alberta, representing the constituency of Vermilion-Lloydminster-Wainwright, on April 16, 2019.

He currently serves as a member of the Standing Committee on Public Accounts and the Standing Committee on Alberta's Economic Future.

Prior to serving with the Legislative Assembly, Mr. Rowsell was a financial adviser for over 16 years with Edward Jones Investments. He has an extensive background in agriculture business. He was a partner and majority owner of Valley Fertilizers, a farm supply business, and worked in various management capacities for large companies such as Farms.com, Sherritt Inc. and United Grain Growers.

Mr. Rowsell is actively involved in his community. He has served as a board member and president of various clubs and organizations, including the Vermilion Vipers Swim Club, Vermilion Curling Club, Rotary Club of Lloydminster and the Canadian Association of Agri-Retailers.

Mr. Rowsell obtained a bachelor of science in agriculture from the University of Alberta.

He is married to Luanne, and they have two daughters





## **Biography for Brad Rutherford (UCP)**

### MLA FOR LEDUC-BEAUMONT

Brad Rutherford was elected to the Legislative Assembly of Alberta, representing the constituency of Leduc-Beaumont, on April 16, 2019.

He was appointed as the liaison to the Canadian Armed Forces on June 3, 2019.

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

Prior to serving with the Legislative Assembly, Mr. Rutherford served for 10 years as a member of the Edmonton Police Service (EPS). In addition to being a constable, he took on roles as temporary acting sergeant and temporary acting detective for the southwest division and the Economic Crime Section.

He also served in the Canadian Armed Forces Reserves for two years.

Mr. Rutherford and his wife, Lora, have two children, and his hobbies include golf and hockey.



## **Biography for MLA Glenn van Dijken (UCP)**

MLA for Athabasca—Barrhead—Westlock

Glenn van Dijken was re-elected to his second term at the Legislative Assembly of Alberta on April 16, 2019. He represents the constituency of Athabasca-Barrhead-Westlock (previously he represented the constituency of Barrhead-Morinville-Westlock). Mr. van Dijken currently serves as the chair of the Standing Committee on Alberta's Economic Future. Previously, he served as deputy chair of the Standing Committee on Alberta's Economic Future. He has also served as a member of the following committees:

- Standing Committee on Legislative Offices
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Select Special Auditor General Search Committee
- Select Special Ethics and Accountability Committee
- Select Special Ombudsman and Public Interest Commissioner Search Committee

Prior to his election to the Legislative Assembly, Mr. van Dijken's activities centred on operating his family grain farm in Dapp, Alberta, for which he and his spouse, Barb, were named Outstanding Young Farmers of Alberta in 2001.

He has also worked on various committees and boards. He co-chaired the Canadian Outstanding Young Farmer program from 2009 to 2010 and served on the board of directors for the Federated Co-operative Limited from 2011 to 2015, the Goldeye Foundation Society from 2011 to 2015 and the Neerlandia Co-operative Association Limited from 1996 to 2008.

A founding member of the Western Hog Exchange (WHE), Mr. van Dijken was a WHE director for 12 years, between 1997 and 2011, serving five years as vice-chair and two as chair. Other community activity for Mr. van Dijken includes serving on his church council and volunteering as a hockey and baseball coach.



# 2020

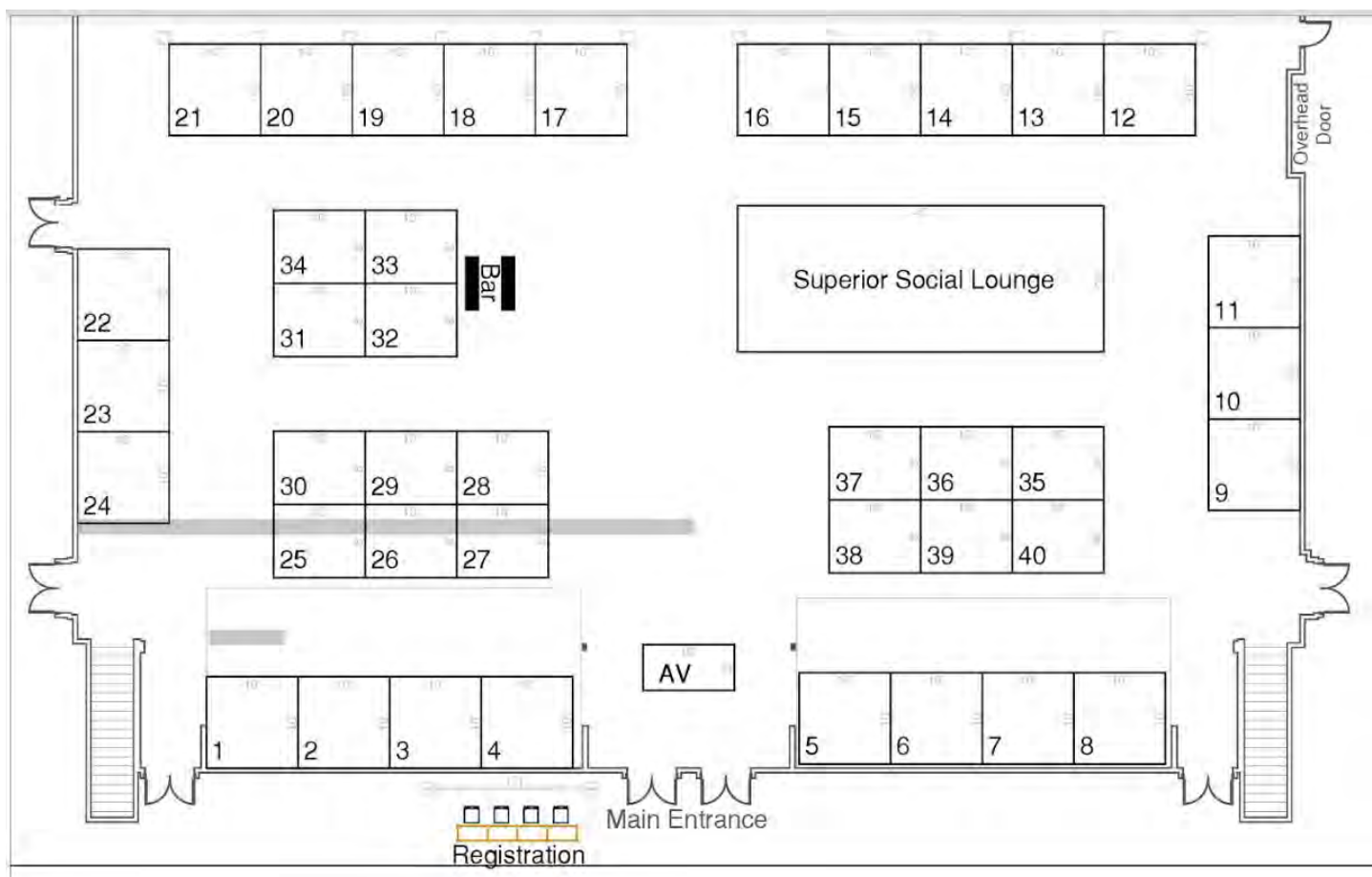
## VISION

ENVISIONING OUR FUTURE TODAY

# *TRADESHOW*



# TRADESHOW EXHIBITORS LAYOUT



1	Red Swing Productions
2	Global Convention Services
3	Sakamoto Agency
4	Foster Park Brokers
5	Select Entertainment
6	Super Dogs—Spot On Entertainment
7	Canadian Reptile Encounters
8	Bar JL Horse Training
9	Hi Hog Farm & Ranch Equipment
10	Great Canadian Solar
11	Cimco Refrigeration
12	Party King
13	The Joe Show
14	Western Noise Control
15	Ag Safe Alberta
16	~
17	~
18	Long Bow Sales Inc.
19	Global Sport Sport Resources Ltd.
20	AUMA

21	Mountain Bark Inc
22	Agriculture and Forestry
23	MNP
24	Soul of Canada
25	Land View Drones
26	Team T&J
27	Atco
28	Atco Energy
29	VDM
30	RMA Insurance
31	Kubota Canada
32	Kubota Canada
33	Kubota Canada
34	Kubota Canada
35	Fusion Talent
36	Industrial Machine Inc.
37	Production World
38	AAAS
39	Flying Bob
40	Karizma Entertainment



# TRADESHOW EXHIBITORS

Company Name	Contact	Address	City	Province	Postal Code	Number	E-mail	Website	Booth Number
<b>Agriculture and Forestry</b>	Susan Lacombe	4709-44 Ave	Stony Plain	AB	T7Z 1N4	780.968.6557	<a href="mailto:susan.lacombe@gov.ab.ca">su-san.lacombe@gov.ab.ca</a>		<b>22</b>
<b>AgSafe Alberta</b>	Jody Wacowich	#200 - 6815-8th Street NE	Calgary	AB	T3E 7N7	403.219.7901	<a href="mailto:JWacowich@agsafeab.ca">JWacowich@agsafeab.ca</a>	<a href="http://www.agsafeab.ca">www.agsafeab.ca</a>	<b>15</b>
<b>ATCO</b>	Erin - Newell-Lupien	10035-105 St.	Edmonton	AB	T5J 2V6	780.264-7627	<a href="mailto:Erin.Newell-Lupien@atco.com">Erin.Newell-Lupien@atco.com</a>	<a href="http://www.atco.com">www.atco.com</a>	<b>27</b>
<b>ATCO Energy</b>	Krystal Murray	5302 Forand Street SW	Calgary	AB	T3E 8B4	403.209.4876	<a href="mailto:krystal.murray@atco.com">krystal.murray@atco.com</a>	<a href="http://www.atcoenergy.com">www.atcoenergy.com</a>	<b>28</b>
<b>AUMA</b>		300,8616-51 ave	Edmonton	AB	T6E E6E	780.310.2862	<a href="mailto:rbeck-er@auma.ca">rbeck-er@auma.ca</a>	-	<b>20</b>
<b>BAR JL Performing</b>	Joel Lybbert	Box 362	CARDSTON	AB	T0K 0K0	780.300.7507	<a href="mailto:barilhorset-raining@gmail.com">barilhorset-raining@gmail.com</a>	-	<b>8</b>
<b>Canadian Reptile Encounters</b>	Jason Clevett	220 Parkwood Close SE	Calgary	AB	T2J 3V6	403.457.2202	<a href="http://www.canadianreptileencounters.com">www.canadianreptileencounters.com</a>	<a href="http://www.canadianreptileencounters.com">www.canadianreptileencounters.com</a>	<b>7</b>
<b>CIMCO Refrigeration</b>	Gerald Curran						<a href="mailto:gcurran@toromont.com">gcurran@toromont.com</a>	<a href="http://www.cimcorefrigeration.com">www.cimcorefrigeration.com</a>	<b>11</b>
<b>Flyin' Bob Entertainment</b>	Robert Palmer	48 Wildrose Drive	Sylvan Lake	AB	T4S 2K8	(403)597-5523	<a href="mailto:bob@flybob.com">bob@flybob.com</a>	<a href="mailto:bob@flybob.com">bob@flybob.com</a>	<b>39</b>
<b>Foster Park Brokers Inc.</b>	Perry Cramer	#200, 17704 103 Avenue	Edmonton	AB	T5S 1J9	780.930.2950	<a href="mailto:per-ry.cramer@fosterpar.ca">per-ry.cramer@fosterpar.ca</a>	<a href="http://www.fosterpark.ca">www.fosterpark.ca</a>	<b>4</b>
<b>Fusion Talent Group</b>	Andrew Pogson	344 William St	Stratford	ON	N5A 4Y5	579.275.1070	<a href="mailto:in-fo@fusionsalentgroup.com">in-fo@fusionsalentgroup.com</a>	<a href="http://www.fusionsalentgroup.com">www.fusionsalentgroup.com</a>	<b>35</b>
<b>Global Convention Services</b>	Bryan Burns	#28 - 4216-54 Ave SE	Calgary	AB	t2C 2E3	403.273.8064	<a href="mailto:Calgary@globalconvention.ca">Calgary@globalconvention.ca</a>	<a href="http://www.globalconvention.ca">www.globalconvention.ca</a>	<b>2</b>
<b>Global Sport Resources Ltd.</b>	Simon Amyotte	50523-HWY 21	Leduc County	AB	T0B 3M1	780.469.7980	<a href="mailto:recep-topm@globalsportresources.com">recep-topm@globalsportresources.com</a>	<a href="http://www.globalSPORTSresources.com">www.globalSPORTSresources.com</a>	<b>19</b>

# TRADESHOW EXHIBITORS

Company Name	Contact	Address	City	Province	Postal Code	Number	E-mail	Website	Booth Number
Great Canadian Solar	Clifton Lofthaug						<a href="mailto:clifton@greatcanadiansolar.com">clifton@greatcanadiansolar.com</a>	-	10
HI-HOG FARM & RANCH EQUIPMENT	Gary Johnson	8447-23Ave	Calgary	AB	T1Y 7G9	403.280.8300	<a href="mailto:gary@hi-hog.co">gary@hi-hog.co</a>	-	9
INDUSTRIAL MACHINE INC.	Chris MacDonald	26880-96ave	Acheson	AB	T7X 6J2	587-286-2772	<a href="mailto:chrism@industrialmachine.ca">chrism@industrialmachine.ca</a>	<a href="http://www.industrialmachine.ca">www.industrialmachine.ca</a>	36
Karizma Entertainment	Randy Martin	35071, 10818 Jasper Avenue	Edmonton	AB	T5J 0B7	780-720-8779	<a href="mailto:rmartinkarizma@gmail.com">rmartinkarizma@gmail.com</a>	<a href="http://www.karizmaconcerts.com">www.karizmaconcerts.com</a>	40
KUBOTA CANADA	Don McClughan	5900 14ave	Markham	ON	L3S 4K4	403-304-9023	<a href="mailto:don.mcclughan@kubota.com">don.mcclughan@kubota.com</a>	<a href="http://www.kubota.com">www.kubota.com</a>	31-34
Landview Drones	Markus Weber	#600, 10665 Jasper Avenue	Edm	AB	T5J 3S9	780-266-4641	<a href="mailto:markus@landview.com">markus@landview.com</a>	<a href="https://www.landviewdrones.com/">https://www.landviewdrones.com/</a>	25
Longbow Sales Inc.	Glenda Kilroe	#7,1435-40 Ave NE	Calgary	AB	T2E 8N6	403.291.4774	<a href="mailto:in-fo@longbowsales.com">in-fo@longbowsales.com</a>	<a href="http://www.longbowsales.com">www.longbowsales.com</a>	18
MNP	Kelleen Tait	3425-2nd Ave S	Lethbridge	AB	T1J -4V1	403.329.1540	<a href="mailto:kel-leen.tait@mnp.ca">kel-leen.tait@mnp.ca</a>	<a href="http://MNP.ca">MNP.ca</a>	23
Mountain Bark Inc.	Monte Christensen	Box 1502	Okotoks	AB	T1S 1B4	403.995.2209	<a href="mailto:mon-te@mountainbark.com">mon-te@mountainbark.com</a>	<a href="http://www.longbowsales.com">www.longbowsales.com</a>	21
Party King	Fred Whiteman	RR1 Site 1 Comp 37	Millet	AB	ToC 1Z0	(780) 991.9677	<a href="mailto:partyking@telus.net">partyking@telus.net</a>	<a href="http://partykingrents.com">partykingrents.com</a>	12
Production World	Kelly Kimo	12410 B-142 St	Edmonton	AB	T5L 4K2	780.452.4843	<a href="mailto:kelly@productionworld.ca">kelly@productionworld.ca</a>	<a href="http://www.productionworld.ca">www.productionworld.ca</a>	37
Redd Swing Productions	Nikky Passmore	PO BOX 631	BOWDEN	AB	T0M 0K0	416.525.8988	<a href="mailto:nik-ky@reddswingproductions.ca">nik-ky@reddswingproductions.ca</a>	<a href="http://www.reddswingproduction.ca">www.reddswingproduction.ca</a>	1
RMA Insurance	Sheila Ashton	2510 Sparrow Drive	Nisku	AB	T9E 8N5	(780)955-3639	<a href="mailto:sheila@rmaalberta.com">sheila@rmaalberta.com</a>	<a href="http://www.RMAInsurance.com">www.RMAInsurance.com</a>	30

# TRADESHOW EXHIBITORS

Company Name	Contact	Address	City	Province	Postal Code	Number	E-mail	Website	Booth Number
<b>Sakamoto Agency</b>	Carla Hackman	box 1733	Summerland	BC	VoH 1Z0	587.787.1938	<a href="mailto:car-la@sakamotoagency.com">car-la@sakamotoagency.com</a>	<a href="http://www.sakamotoagency.com">www.sakamotoagency.com</a>	<b>3</b>
<b>Select Entertainment</b>	Chris Martin	6 Bow Meadows	Cochrane	AB	T4C 1M8	1.888.932.8228	<a href="mailto:chris@selectentertainment.com">chris@selectentertainment.com</a>	<a href="http://www.selectentertainment.com">www.selectentertainment.com</a>	<b>5</b>
<b>Soul of Canada</b>	Randall	12032 102 Ave	Edmonton	AB	T5K 0R8	780-452-0601 Toll Free: 1-877-452-0601	-	<a href="http://www.soulofcanada.com/">www.soulofcanada.com/</a>	<b>24</b>
<b>SUPERDOGS - SPOT ON ENTERTAINMENT</b>	Josh Woods	700 Finely Ave	AJAX	ON	L1S 3Z2	674.261.2011	<a href="mailto:josh@superdogs.com">josh@superdogs.com</a>	<a href="http://www.superdogs.com">www.superdogs.com</a>	<b>6</b>
<b>Team T&amp;J</b>	Jory Berger	2 Irwin Place	Bradford	ON	L2Z 0H7	(413) 557-7690	<a href="mailto:tandj@teamtandj.com">tandj@teamtandj.com</a>	<a href="http://www.tandj.com">www.tandj.com</a>	<b>26</b>
<b>The Joe Show</b>	Joe Goslin	4315-89 St	Edmonton	AB	T6K1A6	780.232.4950	<a href="mailto:joe@joeshowonline.com">joe@joeshowonline.com</a>	<a href="http://JoeShowOnline.com">JoeShowOnline.com</a>	<b>13</b>
<b>VDM</b>	Scott VanderMeer		Dead Man's Flat	AB	T1W 0K5	403.707.9200	<a href="mailto:scottvandermeer2@gmail.com">scottvandermeer2@gmail.com</a>	-	<b>29</b>
<b>Western Noise Control</b>	Rachel Rae	15108-118 Ave	Edmonton	AB	T5V 1B8	780.423.2119	<a href="mailto:rachel@acousticsolutions.com">rachel@acousticsolutions.com</a>	<a href="http://www.acousticsolutions.com">www.acousticsolutions.com</a>	<b>14</b>



# 2020

## VISION

ENVISIONING OUR FUTURE TODAY

### *EMCEE's and SPEAKER BIOS*





# EMCEE & SPEAKER BIOGRAPHIES



## **Jody Seeley—EMCEE**

Jody Seeley has over 21 years of experience in the media, social media and radio industries. She currently heads up Our High River and works to grow citizen engagement in High River, Alberta. She co-owns her own Media Company called LimeLite Audio and Media. She is a Communications Specialist with the Canadian Professional Rodeo Association and hosts her own podcast called The Jody Seeley Show. (available on iTunes and Spotify) Jody is also a professional emcee. She has hosted numerous events over the years in various communities. If you want someone who can make your event shine even brighter, hire Jody for the job. Freelance voicing is also one of Jody's greatest skills. She is an on-hold voice for various businesses across Canada, was the station imaging voice for over 10 radio stations across the country, plus she has voiced numerous commercials, videos, DVDs and more! Jody has a passion for community. She was named a Flood Hero from the Alberta Government for being the voice of "hope" in the community of High River. She is the past winner of the Okotoks & District Chamber of Commerce - Community Service Excellence Award, she won Industry Person of the Year from the Association of Country Music of Alberta - twice (made it top 5 in nominations for over 5 years) and has been nominated four times for Music Director of the Year with the Canadian Country Music Association.



## **Mike Labelle—EMCEE**

Mike Labelle is a CPRA accredited rodeo announcer and has over 12 years of experience in this field. His career in rodeo announcing has also included freelance work for both television and radio. He has professional experience in traditional and satellite radio doing voice-tracking, hosting/creating a countdown show, and co-hosting and reporting. He is the co-owner of his own media company, Lime-Lite Audio and Media. As a rodeo celebrity and spokesperson for many sponsors he has also emceed a number of events over the years. He is professional, prepared and well spoken. Freelance voicing is also a passion of Mike's. He's voiced a number of commercials for media across Alberta. He is also the host of a podcast show called 'The Mike Labelle Rodeo Podcast.' (You can find it on his social media, iTunes and Spotify.) When he's not working or on the rodeo trail, he's trying to keep up with his four athletic daughter's extra-curricular activities in Calgary, Alberta along with his wife Nadine.



## **Anna De Paoli:**

### **Certified Management Consultant**

Anna De Paoli is President of De Paoli & Associates Inc., a company she founded in 2012. Her mission is to start, grow and support businesses in rural communities so that these communities become and remain viable. In doing so she will help preserve a rural lifestyle.

Anna is a Certified Management Consultant who specializes in commercial negotiation in the Agriculture sector. Her negotiation experience ranges from small business transactions to multi billion-dollar supply agreements. In addition to consulting, Anna teaches negotiation skills to MBA students at the Wharton Business School's San Francisco campus. Prior to her consulting career she spent 10 years working internationally for Shell in Canada, Germany, The Netherlands and the UK. She was involved in commodities trading and supply chain management for a wide range of refined products and bio-fuels. She has a BSc. Hons in Natural Sciences from the University of Durham, UK. Anna is an active volunteer in the local community, she Chaired the Millarville Races, an event attracting over 5,000 visitors, for four years and she was previously a board member of the Millarville Racing & Agricultural Society. In 2017 Anna was awarded the Foothills 150 medal for service to the community by John Barlow MP. Anna lives on an acreage in the rural community of Priddis and has two young children

**Brett Gardiner:****Rodeo Announcer**

Brett Gardiner has become one of the most recognizable voices in all of western sports. For nearly two decades he has educated and entertained audiences with his infectious energy and distinctive sound. Gardiner can be found working from coast to coast at many of Canada's most prestigious events, including the Canadian Finals Rodeo, the Calgary Stampede and the PBR Canada National Finals. Brett has been recognized for his talents and has been awarded the Canadian Professional Rodeo Association's Announcer of the Year award for the past 9 consecutive years. With that, he is the most decorated Announcer in Canadian Pro Rodeo history. In 2016 Gardiner would make his National TV debut as the on-air host for the PBR's Monster Energy Tour on TSN. When not on the road Brett resides in Sylvan Lake, AB with his wife Jaclyn, and their three children, Grady, Hadley and Blakely.

**Brett Warder :**

Brett has been with the Calgary Stampede since 1992. Before joining the Agriculture & Western Events department in 2000, he held various positions in Accounting and Food & Beverage. My favorite thing about working for the Calgary Stampede is the people! From the people I work with, the volunteers, and our guests that come to the Stampede. As the Manager of Agriculture and Western Events Operations, I have been a part of the changes that we have made at the Calgary Stampede over the last two decades. I am involved in the extensive work behind the scenes on all Calgary Stampede Agriculture & Western Event programs and competitions, and ensure the animals taking part receive the best care, and our guests have exceptional experiences. I was honored to be nominated by my peers for the Calgary White Hat Awards. The Awards celebrate inspiring Calgarians in the tourism industry who go above and beyond and strive to make their guests' experience a memorable one. I am the president and head coach of our local Strathmore Chaos Volleyball Club. We are a competitive U14 to U18 volleyball club. I enjoy developing our young players into great athletes with a lifelong passion for volleyball. Well, in retirement, you'll either find me cruising on my Harley, skiing in the mountains, or surfing somewhere warm.

**Brian Siddle:****Strong Coffee**

Brian Siddle is the Director of Community and Content at Strong Coffee Marketing. Located in Edmonton, Alberta, Strong Coffee Marketing is an award-winning digital agency that focuses on the development and execution of online marketing strategies. Since its foundation in 2009, the agency has worked with a vast array of clients seeking to learn, develop, and implement marketing and communications strategies on the web. Much of Brian's time is spent speaking on digital marketing topics at engagements throughout North America. He has developed keynotes, workshops, and webinars for organizations such as Destination British Columbia, Tourism Yukon, Travel Alberta, PGA of Canada, Century 21, Giant Screen Cinema Association and Alberta Culture and Tourism. Brian has also taught digital marketing courses at Northern Lakes College and the University of Alberta. Before founding Strong Coffee Marketing, Brian worked at Travel Alberta where he played a key role in the creation of their first social media strategy. He was also the first social media voice of the organization. Brian holds a Bachelor of Management Degree from the University of Lethbridge and a Golf

**Chris McKenna:****AARFP**

Chris is the current President of AARFP and has been an instructor there for 30 years. He has operated many different ice surfaces including in the NHL for the Edmonton Oilers and the Phoenix Coyotes. Chris is the Operations Manager for the Town of Ponoka and is the former General Manager of a farm team operated by the Toronto Blue Jays.

**Colin Gosselin:****Alberta Agriculture and Forestry**

Colin Gosselin is the Acting Manager for the Rural Policy and Programming Section at Alberta Agriculture and Forestry (AF). As such he is the Director pursuant to the Agricultural Societies Act, and is responsible for the \$11.5 million agricultural societies grant program. Colin has spent over ten years in various rural development related roles at AF, and has a Master of Public Administration degree from the School of Policy Studies at Queen's University. He "keeps it rural" with his wife and two young children in Lac Ste. Anne County, and is based out of the Department's Stony Plain field office.

**Eileen Kotowich:****Alberta Agriculture and Forestry**

Eileen Kotowich is the provincial farmers' market specialist. She manages and administers the Alberta Approved Farmers' Market Program for the ministry of Agriculture and Forestry. Her days are spent coaching and educating boards, managers and vendors on the ins and outs of farmers' markets. Eileen's passion is for local food and for the small producers and processors who choose to sell through farmers' markets. In addition to her work with the Program, Eileen works with the Explore Local team to deliver training events for clients selling direct to consumers and was the lead for the Local Food team that developed Alberta's first local food legislation, Supporting Alberta's Local Food Sector Act.

**Kate Whelpton:****Alberta Gaming, Liquor and Cannabis Commission**

Kate has worked at the Alberta Gaming, Liquor and Cannabis Commission (AGLC) since 2008, and is the Manager, Liquor/Cannabis Licensing. Kate is responsible for licensing liquor licence premises, liquor agencies, special events, retail cannabis stores, and registered cannabis representatives. During her time with the AGLC, Kate has progressed in her career from being a Special Event Licensing Clerk to a Liquor Licensing Specialist to a Supervisor of the Liquor /Cannabis Licensing unit, and is currently the Manager, Liquor/Cannabis Licensing for Alberta.

**Keith Bailey****Bowden Agricultural Society**

Keith Bailey grew up in small town of Bowden, AB. His Interests include, Rodeo, Hockey, Volunteering . Keith has been a director on the Bowden and District Ag Society for 18 Years and has been president for the past 12 years. He is also chair of the Bowden Community Action Society .

**Keleigh Cormier:****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" while getting to the crux of complex problems to map out solutions that meet client goals. Keleigh grew up on a beef and horse ranch in Strathcona County and definitely knows hard work.

**Kelleen Tait:****CPA - MNP**

Kelleen is a Partner and Business Advisor with MNP in Lethbridge. Drawing on significant experience working with the agriculture sector, Kelleen delivers a comprehensive suite of assurance and advisory services to agricultural producers, food processors and the Hutterian Brethren. She also works with high-net-worth individuals, private enterprises and non-profit organizations. Kelleen's assistance includes audits and reviews, AgriStability and tax planning as well as advising on strategies for growth, benchmarking and achieving business goals. She works closely with clients to ensure they understand their financial situation and can plan for the future, providing suggestions for strengthening their businesses based on their unique situations and industry best practices. Her clients include groups of companies in the agriculture sector as well as feedlots and intensive livestock operations. In 2008, Kelleen obtained her Bachelor of Business Administration degree from St. Francis Xavier University, where she majored in accounting and spent a semester each in Helsinki and London. She is a Chartered Professional Accountant (CPA), qualifying as a Chartered Accountant (CA) in 2011. Kelleen is treasurer of the board for Big Brothers Big Sisters of Lethbridge and District.

**Klay Dyer:****Business Consultant and Funding Specialist**

Dr. Klay Dyer is business consultant and funding specialist with clients across northern Alberta. He specializes in working with not-for-profit organizations looking to reduce risk by diversifying funding streams, building a strong grant strategy, and finding resources off the beaten path.

**Kynan Vine:****Calgary Stampede**

Kynan is a rodeo industry expert and the manager of the Rodeo and Chuckwagons for the Calgary Stampede. Kynan grew up in the sport of rodeo and participated professionally as a rodeo bullfighter for 10 years. After completing his education with a major in marketing he decided to enter into the business side of the industry. Kynan worked as the Rodeo Administrator for Pro Rodeo Canada for 5 years where he also oversaw the production of the Canadian Finals Rodeo. Kynan is still involved with the production of the Canadian Finals Rodeo today as the event producer. As a leader in the industry Kynan spends a lot of his time working with groups on sustainability for the sport and event production. Kynan has a passion for the sport and sits on several boards within the industry including the Pro Rodeo Sports Medicine Association and the Association of Rodeo committees.

**Mark Mayfield:****Mark Mayfield CSP, CPAE**

It's pretty simple what Mark Mayfield does: he talks about very serious stuff in a very funny way. Mark is author of two joke books and several business books including his latest "Morph", a guide to accepting and managing change, and has spoke to a "Who's Who" list of corporations, conventions, and trade associations over the past four decades. He was raised on a farm, received two degrees magna cum laude from Kansas State University, and taught school before he began his lobbying, business, and speaking career. He has received the CSP designation from the National Speakers Association and been inducted into their Hall of Fame.

**Max Fritz:****Non-Profit Advisor**

Max Fritz is a not for profit advisor with a focus on leading and facilitating strategy and business planning. Fairs and exhibitions play an important role in continually strengthening communities - preparedness in an increasingly competitive landscape is becoming an important, if not a critical journey. Dedicating the time and sourcing the right experience and knowledge to assist your organization can be a challenge. With over 30 years of experience in the fair and exhibition business, he currently dedicates his to time working with landowners in the pursuit of land conservation in Southern Alberta. Max Fritz provides a wealth of knowledge, offering unique perspectives as a facilitator for the not for profit sector in strategic planning, organizational effectiveness, park planning, facility design, programming and animal welfare.

**Monika Warring:****Alberta Agriculture and Forestry**

I would like to introduce myself. My name is Monika Warring and I have been with the Government of Alberta for a little over 8 years. About 3 years ago I joined the Rural Policy and Programming Section as Grant Program Support. I process the Agricultural Societies Annual Grant and Annual Return applications and assist with the review of Bylaws. Those are just a few of the many ways I am available to assist agricultural societies. I can be found in the Stony Plain Office of Agriculture and Forestry. An original Eastern transplant I have lived in Alberta for over 30 years and currently live in the Lac Ste Anne County.

**Nate Gardner:****Rafter G Cattle Co.**

Nate Gardner has been involved in every facet of the sport of rodeo for almost 40 years. As a competitor, he travelled North America and attended College in the US on a full ride rodeo scholarship. As a stock contractor, his company, Rafter G Cattle Co., has produced bucking bulls who have been awarded Canadian Professional Rodeo and PBR Canada Bull Of The Year honours. Rafter G Cattle Co. bulls have bucked at the PBR World Finals and National Finals Rodeo in Las Vegas. As an event producer, Nate has brought bull riding and rodeo events to locations throughout Southern Alberta and BC and always has an eye on breaking new ground as far as a production. Perhaps the most unique piece Nate brings to the discussion is by virtue of the fact he has kids in the sport of rodeo. Guiding and coaching them through the amateur ranks and now on the big stage of the CPRA has certainly given him some insight on how to grow the sport into the future.



**Pierre Cormier:****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 enjoyed lending a hand after his homework was done!

**Randy Ritz:****Professor of Drama and Professional Speaker**

Dr Randy Ritz makes leaders more effective by changing the way they communicate. As a mentor he has energized speakers to walk into strategic planning sessions, community town-halls and volunteer events with confidence. These are the arenas where vision and passionate stories move audiences into action. Randy is a master storyteller and speaker coach. He shared the stage with the likes of Tony Campolo (advisor to President Clinton) and George Merritt (nominee for best actor in a Broadway musical). Dr. Ritz coached Hollywood actor Nathan Fillion (Saving Private Ryan, Castle and The Rookie) as he began to build notoriety. Randy is Professor Emeritus and the past chair of Concordia University of Edmonton Drama Department.

**Sandra Froehlich:****Alberta Gaming, Liquor and Cannabis Commission**

Sandra has worked at the Alberta Gaming, Liquor and Cannabis Commission (AGLC) since 2002, and is currently the Manager, Licensing with responsibility for charitable gaming licensing, use of gaming proceeds, liquor/cannabis licensing, and gaming worker registrations. She was previously a training manager with the AGLC responsible for developing and delivering the Gaming Information for Charitable Groups (GAIN) program. Prior to arriving at the AGLC, Sandra worked for several years in adult and correctional education as a coordinator and teacher. Sandra has a Bachelor of Arts (honours) degree and a Bachelor of Education degree specializing in adult education.

**Shaun Morton:**

Shaun Morton grew up near Mayerthorpe, Alberta, and was first involved with rodeo as a competitor at a young age. He has worked in event production for over ten years, initially as a licensed pyrotechnician, serving all facets of live entertainment from concerts to professional sports. Shaun currently works as a music director and production assistant for western events throughout Alberta, from traditional rodeos with a long history to modern events that are new to our industry. Annually he works with the Calgary Stampede for the production of their Agriculture Events program during Stampede. Shaun was the Music Director for the 2019 Canadian Finals Rodeo

**Sheila Carruthers:****Certified Management Consultant**

Sheila leads CSR Strategies Inc. a Calgary-based management consulting firm. She earned an MBA majored in Communication Management from Royal Roads University, is a Fellow Certified Management Consultant (FCMC), and an accredited Strategic Communication Management Professional (SCMP). Sheila leverages her experiences gained from working in the U.K., U.S. and Canada to deliver effective, values-based, strategies and facilitate professional trainings that include management consulting and ethics courses. She is also a regular sessional instructor in the University of Calgary's Faculty of Continuing Education; leading courses in Corporate Social Responsibility (CSR) and in Strategic Public Relations. A committed volunteer, Sheila has served on local, provincial, national and international boards. She was recognized as IABC/Calgary's Long-time Volunteer of the Year 2012. In 2017, IABC/Calgary's Board, when Sheila was Past President, was recognized by the International Association of Business Communicators (IABC) as both the Large Chapter of the Year and International Chapter of the Year. She currently serves on IABC's International Executive Board, chairing its Audit and Risk committee. of Education degree specializing in adult education.



**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.



**Trevor Tessier:**

**Strong Coffee**

As a Managing Partner at Strong Coffee Marketing, Trevor develops digital marketing strategies and implements online marketing solutions. Eager to share his knowledge, Trevor provides a wide range of consultation and marketing training services. Trevor is Google Analytics certified under the Partner's program and has extensive experience in online advertising, website development, social media, search engine optimization, and analytics in a variety of industries. Strong Coffee is a digital marketing company known for their education. Teaching is at the heart of their business. They love creating online marketing strategies, campaigns, and websites that stimulate senses and bring results.



**Troy Deck:**

**MA, CPHR, CMC - MNP**

Troy is a Senior Manager with MNP's Consulting and Training Services Team. He has a master's degree in International Relations, holds his Chartered Professional Human Resources (CPHR), and Certified Management Consultant (CMC) designations and a certificate in Change Management. He also has over 12 years of experience consulting to First Nations, industry and small business owners. Troy's areas of focus include, Training, Change and Project Management, Business and Strategic Planning, Human Resources, and Business Coaching.



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# 2020

## VISION

ENVISIONING OUR FUTURE TODAY

### *SHOWCASE ACTS*



# ***SHOWCASE SCHEDULE***

## **KIDS STAGE SHOWCASE:**

**Friday January 31, 2020**

12:30pm-1:00 pm	Music with Mandy
1:00pm-1:30 pm	Motivational Magic
1:30pm-2:00 pm	Team T and J
2:00pm-2:30 pm	The Joe Show

## **MAINSTAGE SHOWCASE:**

**Friday January 31, 2020**

8:30pm -9:00 pm	Trevor Panzack
9:00pm -9:30 pm	The Story of Hag - Merle Haggard Tribute
9:30pm-10:00	Donny Lee
10:00pm-10:30 pm	Mac Daddy

**Saturday February 1, 2020**

6:00pm -6:30 pm	Don Bryan
6:30pm—7:00pm	Dirt Road Angels
8:30pm—9:00pm	Justin Hogg
9:00pm - 9:30pm	Jaedyn's tributes
9:30pm-10:00pm	Jordyn Pollard
10:00pm-10:30pm	Ryan Lindsay

***\* SCHEDULE SUBJECT TO CHANGE \****



# KIDS SHOWCASE ACTS



## **Music with Mandy**

Mandy Morris is equal parts vocalist, educator and coffee. She is the namesake and creator of Music with Mandy, which combines her love of jazz with her natural talent for working with and entertaining children. Music with Mandy has been the focus of Mandy's artistic endeavours since August 2017. Best described as Fred Penner meets Ella Fitzgerald, her high energy stage presence and unique interpretation of jazz standards have won the hearts of all who have come to her shows.

**Contact Name:** Mandy Morris **Tel:** (780) 837-3782

**email:** [mandy@musicwithmandy.com](mailto:mandy@musicwithmandy.com)

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



## **Motivational Magic**

Steve Harmer is a former school principal who left his day job 20 years ago to start touring his Motivational Magic show. Steve provides a fun, interactive magical experience that has been seen in 4000 schools and communities, including 16 summers at Calgary's Calaway Park! Outstanding, wholesome family entertainment featuring comedy, respectful audience involvement & volunteers onstage, and an appearance by live animals Stew the bunny & Charlie the dove. Great for family audiences of all ages.

**Contact Name:** Chris Martin **Tel:** 1-888-932-8228

**Email:** [chris@select-entertainment.com](mailto:chris@select-entertainment.com)

**[www.select-entertainment.com](http://www.select-entertainment.com)**



## **Team T&J**

Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.

**Contact Name:** Jory Berger **Tel:** (416) 557-7690

**Email:** [tandj@teamtandj.com](mailto:tandj@teamtandj.com)

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



## **The Joe Show**

Joe provides everything you need to make your party or event stress-free and a success. Joe guarantees that he can entertain any age group and size whether it is an in-house birthday party, walk-around at a carnival, preschool, school, or on stage in front of five thousand people. Joe has done and can do it all! Illusions, comedy, ventriloquism, face painting and balloon twisting are many of the services that Joe provides with his family. Joe also provides full theme shows, dinosaur, builders bricks, pirate, superhero, princess/knight and farm safety are just some of shows Joe can do.

**Contact Name:** Joe Goslin **Tel:** (780).232.4950

**Email:** [joe@joeshowonline.com](mailto:joe@joeshowonline.com)

**[Joeshowonline.com](http://Joeshowonline.com)**

# SHOWCASE ACTS



## **Trevor Panczak**

Trevor Panczak (pan\*zak) is an award winning country music entertainer from Southern Alberta. His humor, smooth vocals, charming stage presence and unwavering drive to grow as an artist has contributed to him becoming the headline act he is today. This 6'6" "Gentle Giant" is a singer/songwriter with farm roots and music in his blood since the day he was born. Trevor's authenticity, talent and core values are synonymous with the spirit of country music and that's what makes him so kind, approachable and professional. This is Trevor Panczak.

**Contact Name:** Trevor Panczak  
**email:** [tp@trevortown.com](mailto:tp@trevortown.com)  
**www.trevortown.com**



## **The Story of The Hag - Merle Haggard Tribute**

The Story of the Hag featuring Jess Lee. ABOUT JESS LEE

Jess Lee is a JUNO-nominated singer who rose to fame as the lead singer of the Midnite Rodeo Band. Signed to RCA, the group charted 14 singles on the Canadian country charts in the 80's, picking up nominations for Group Of The Year at both the JUNO Awards and the Canadian Country Music Association awards. Lee went on to a successful solo career with 5 Canadian chart hits including the No. 1 song "Crowhill Road". He was inducted into the BCCMA Hall of Fame in 2011. With a voice praised as the best pure country voice in Canada by Country Music News, Lee effortlessly emulates the rich, smooth baritone of Merle Haggard

**Contact Name:** Carla Hackman ( Agent)  
**email:** [carla@sakamotoagency.com](mailto:carla@sakamotoagency.com)  
**www.sakamotoagency.com**



## **Donny Lee**

Like a moth to a flame, country music fans are drawn to the warmth and charm of Donny Lee. A down-to-earth guy who knows no stranger, the Alberta-and-Nashville-based songwriter and performer has been using his musical gift since singing with his parents band as a young adult, and still strums the 65 Gibson Hummingbird his father taught him to play. Donny Lee's magnetic personality is not only a perfect fit for the stage, he also makes every single audience member feel like they are at their own personal concert, no matter what size the venue. Regularly invited back to perform at festivals and fairs, it is Donny Lee's mission to ensure his fans have the best time possible at his shows.

**Contact Name:** Carla Hackman ( Agent)  
**email:** [carla@sakamotoagency.com](mailto:carla@sakamotoagency.com)  
**www.sakamotoagency.com**



## **Mac Daddy**

MAC DADDY - The Fleetwood Mac Experience celebrates the music of Fleetwood Mac with integrity and passion, paying homage to the classic line-up of the band with respect for its artistry and influence on popular music and culture. Every song evokes a memory. Every lyric takes you back. MAC DADDY performs Fleetwood Mac's biggest hits from the '70s and '80s, and even touches on their early years as a British blues band.

**Contact Name:** Chris Martin, Select Entertainment  
**email:** [chris@select-entertainment.com](mailto:chris@select-entertainment.com)  
**www.select-entertainment.com**

# SHOWCASE ACTS



## **Don Bryan**

Don Bryan has been touted as one of the most gifted and hilarious ventriloquists to walk the stage since Edgar Bergen. He and his stage partners Noseworthy, Bird, and Miss Annie have been wow-ing audiences for the past 35 years. Their hysterical humour and uncanny ventriloquism are truly delightful!

**Contact Name:** Chris Martin, Select Entertainment  
**email:** [chris@select-entertainment.com](mailto:chris@select-entertainment.com)  
**www.select-entertainment.com**



## **Dirt Road Angels**

If you like catchy country and deliciously layered harmonies sprinkled with a healthy dose of charisma, you will love the Dirt Road Angels! Four time ACMA Group of the Year and Fans Choice nominees, the Dirt Road Angels were honored to kick off a TV Series called "The Moment", airing on Vintage Canada in 2019- 2020

**Contact Name:** Danita Lynn  
**email:** [dirtroadangels4@gmail.com](mailto:dirtroadangels4@gmail.com)  
**www.dirtroadangels.ca**



## **Justin Hogg**

Justin's adaptable style translates well across multiple venue styles, from small intimate stages to larger festival stages, and his boyish charm and good nature allows him to connect effortlessly with his audience. Having been offered opening slots for Brett Kissel, High Valley, George Canyon, Jess Moskaluke, Aaron Pritchett, Emerson Drive, and Dan Davidson among others, Justin takes every opportunity to learn from the experience of artists that have paved the way for others in Canadian Country Music. With perseverance, planning and motivation at the core, it's full steam ahead for Justin Hogg!

**Contact Name:** Justin Hogg  
**email:** [justinhoggmusic@gmail.com](mailto:justinhoggmusic@gmail.com)  
**www.justinhoggmusic.com**



## **Jaedyn's Tributes**

Jaedyn is an award winning tribute artist who performs tributes to Buddy Holly, Johnny Cash and Elvis Presley. Jaedyn's performances are authentic, high energy and will always leave you wanting more.

**Contact Name:** Jo-Anne Pilon  
**email:** [pilon@shaw.ca](mailto:pilon@shaw.ca)  
**www.jaedynstributes.com**

# SHOWCASE ACTS



## Jordyn Pollard

Exuding a natural charm, infused with positive energy and a mischievous sense of fun, Canadian pop/country artist Jordyn Pollard is that rare combination of talent, determination and self-assuredness that has already earned her a reputation as a top up-and-coming singer/songwriter on the western Canadian scene.

**Contact Name:** Angie Morris

**email:** sirroma@telus.net

**www.sirromaentertainment.com**



## Ryan Lindsay

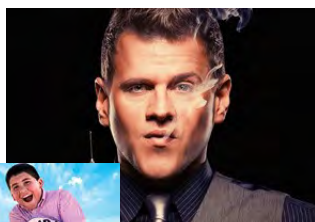
Ryan Lindsay's modern-traditional country music features original songs that display his down-home country roots, and cover songs that inspired his career. His versatility as an artist can be tailored to a broad range of venues and audiences. Comfortable on any size of stage, he has performed on Country Thunder mainstage, Nashville North, and also plays rodeos, theatres, and solo acoustic shows. Ryan Lindsay's high-energy makes for an entertaining performance, and his story-telling produces an engaging show.

**Contact Name:** Ryan Lindsay

**email:** rylands@gmail.com

**www.ryanlindsaymusic.com**

# VIDEO SHOWCASE



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## FUSION TALENT GROUP

**Contact Name:** Andrew Pogson

**email:** drewpogson@gmail.com

**www.fusiontalentgroup.com**

## SELECT ENTERTAINMENT

**Contact Name:** Chris Martin

**email:** chris@select-entertainment.com

**www.select-entertainment.com**

**\* SCHEDULE TIMES SUBJECT TO CHANGE \***



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# **#AAAS2020**

# SHUTTLE SCHEDULE

## River Cree to/from Royal West

**PHONE : 780-919-6735**

### Thursday

5:00-7:00pm (Starting at Royal Hotel West) - leaving Royal Hotel West every 30 minutes

-The bus will pick up people from River Cree every 15 minutes as it completes the loop

9:00-11:00pm (Starting at River Cree) - Leaving River Cree every 30 minutes

### Friday

7:30-9:00am (Starting at Royal Hotel West) - Leaving every 30 minutes

-The bus will pick up people from River Cree every 15 minutes as it completes the loop

10:00pm-Midnight (Starting at River Cree) - Leaving every 30 minutes

### Saturday

7:30-9:00am

(Starting at Royal Hotel West) - Leaving every 30 minutes

-The bus will pick up people from River Cree every 15 minutes as it completes the loop

3:30-6:30pm (Starting at River Cree) - Leaving every 30 minutes

-The bus will pick up people from Royal West every 15 minutes as it completes the loop

10:00pm-Midnight (Starting at River Cree) - Leaving every 30 minutes

**\*\* COMPLIMENTARY ONE WAY CAB VOUCHERS ARE AVAILABLE AT FRONT DESK  
FROM RIVER CREE TO ROYAL HOTEL WEST \*\***