



Premier of Alberta

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## Message from Honourable Ed Stelmach Premier of Alberta

*On behalf of the Government of Alberta, I am pleased to welcome everyone to the 2011 Alberta Association of Agricultural Societies Convention.*

*Coming from a rural background, I know the important contributions that agricultural societies make in support of rural Alberta and their communities. Events like this convention allow delegates to exchange ideas, celebrate successes and explore ways to work together to ensure the sustainability of agricultural societies and rural Alberta.*

*For more than 130 years, 25,000 volunteers have worked hard to organize more than 1,500 agricultural events, activities supporting local communities and creating leadership opportunities. I appreciate the fine work that agricultural societies do to enhance the quality of life in rural Alberta by hosting fairs and rodeos, sponsoring agricultural education courses, and operating and managing facilities such as arenas, curling rinks and community halls.*

*I would like to thank all those individuals who continue to dedicate themselves to bettering their communities, and to acknowledge the hard work of the individuals who helped organize this convention.*

*Best wishes on a successful convention and an enjoyable weekend in Edmonton.*

Ed Stelmach

*February 4-6, 2011*



ALBERTA  
AGRICULTURE AND RURAL DEVELOPMENT

*Office of the Minister  
MLA, Drumheller-Stettler*

**MESSAGE FROM THE MINISTER**

As Minister of Agriculture and Rural Development, I am pleased to welcome attendees and delegates to the 2011 Alberta Association of Agricultural Societies (AAAS) Convention.

Agriculture is the second largest industry in Alberta and is a valued and essential part of our economy. Rural roots run deep in Alberta and our province got its start from a foundation based on a rural way of life in a place of great opportunity. Agriculture and rural living are intertwined and a revitalized agriculture industry will continue to benefit and support our rural communities.

Alberta's ag societies act as the cornerstone for many of our rural communities and are an important part of our heritage. You play a vital role in developing the social and cultural fabric of rural Alberta. I would like to thank the AAAS and all the province's agricultural societies for their hard work in developing programs that help to ensure a strong future for our agricultural sector and the rural way of life.

I would also like to congratulate the Alberta Association of Agricultural Societies for organizing this great event and wish everyone all the best for a successful conference.

A handwritten signature in black ink, appearing to read 'Jack Hayden'.

Jack Hayden  
Minister

*Alberta*



**Message from His Worship  
Mayor Stephen Mandel**



On behalf of City Council and the people of Edmonton, Alberta's Capital City, I would like to extend a warm welcome to delegates of the Alberta Association of Agricultural Societies (AAAS) to our city.

By building a spirit of collaboration among members of our agricultural community and by strengthening relationships between agricultural societies, affiliated groups and departments, Alberta Association of Agricultural Societies has become a valuable resource for individuals, businesses and other organizations across the province.

You have a full agenda ahead of you, but I hope you have an opportunity to take in some of the many exciting sites our city has to offer. From bustling entertainment districts, world-class shopping and fine dining to the picturesque river valley, there is a lot for you to see and do.

Best wishes for a successful convention, and a pleasant stay in Edmonton!

Yours truly,

A handwritten signature in cursive script that reads 'Stephen Mandel'.

Stephen Mandel  
Mayor



# Presidents Welcome

It is with great pleasure that I welcome everyone to the Alberta Association of Agricultural Societies 64th annual convention and general meeting.

“Mission Possible”, this years theme is incredibly appropriate for the changing times we live in. As our organizations continue to strive for success in declining economies and declining rural populations, innovation and creativity become paramount. It was demonstrated this year through the farm safety program just how creative and innovative can be!

Region 4 has once again put together a terrific program designed to educate and inspire you and your Ag Society. The information available, combined with the opportunity to meet with your peers from across the province, makes this unique event invaluable for all.

I encourage each of you to make this the best experience a convention can be. Take in the sessions, enjoy the speakers and network your brains out. Don't forget to take a special interest in the AAAS annual general meeting, regional meetings and information. Our association continues to work diligently on your behalf to provide leadership and programming that will ensure the continued success of our industry.

I look forward to meeting all of you and I wish everyone great success!

Mark Jensen,  
President  
Alberta Association of Agricultural Societies



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# ***Convention Agenda & Session Descriptions***

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# 2011 AAAS CONVENTION AGENDA



## Friday February 4, 2011

**8:00am—7:00pm**      **Registration—Garden Courtyard**

**Silent Auction Drop Off - Alpine Room Alcove**

**Marketing Competition Drop Off - Alpine Room Alcove**



*Marketing Competition Sponsored by:*

*ATB Financial*

*Chandos Construction*

*Enbridge*

*Partnership Group*

*Superior Showcase*

*UFA*

*West Coast Amusements*

**8:30am—2:30pm**      **Farmer's Market Manager's Training - Rundle Ballroom**  
*Add'l \$35 registration fee will apply—includes Lunch*

**Speaker: Eileen Kotowich, ARD**  
*Sponsored by ATB*

**ATB Financial®**

**9:30am—12:00pm**      **Business Plan Workshop—Morraine Meeting Room**

**Speaker: Debbie Hagman**  
*Sponsored by West Coast Amusements*



**9:30am—12:30pm**      **Policy & Procedures Workshop—Robson Ballroom**

**Speaker: Larry Golby**  
*Sponsored by Recreation Facility Personnel*



**9:00am—1:00pm**      **Setting the Stage—Logan Ballroom**

**Speaker: Shella Campbell**  
*Sponsored by Encana*



**9:00am—12:30pm**      **Proposal Writing for Grants—Pallisades Ballroom)**

**Speaker: Jan Fox**  
*Sponsored by Enbridge*



**12:30pm—2:30pm**      **Tradeshow open—Trade Center ABC**

**2:30pm—3:00pm**      **Opening Ceremonies—Trade Center DEF**

**3:00pm—4:30pm**      **Cabinet Minister/MLA Forum—Trade Center DEF**

**4:30pm—6:00pm**      **Tradeshow Open & Tradeshow Stage Showcases—Trade Center ABC**



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**6:00pm—6:30pm**     **Cocktails & Entertainment Showcase—Trade Center DEF**

**6:30pm—7:30pm**     **Buffet Dinner—Trade Center DEF**

**7:30pm—8:45pm**     **Scholarship Awards and Presentations**

St Paul Ag Society—Farm Safety Presentation

Airdrie Ag Society—Major Facility Project Presentation

En Santé Winery—Agribusiness Presentation

Speaker: Jo-Arm Hall

*Executive Director of Rural Extension and Industry Development Division  
Alberta Agriculture and Rural Development*

**8:45pm—10:30pm**     **Entertainment Showcase—Trade Center DEF**

**10:30pm—12:00pm**     **Hospitality Room—Cash Bar—Trade Center DEF**

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## Saturday February 5, 2011

**7:00am—11:00am**     **Registration—Garden Courtyard**

**7:00am—9:00am**     **Silent Auction Drop Off - Alpine Room Alcove**

**Marketing Competition Drop Off - Alpine Room Alcove**

**Marketing Competition Sponsored By:**

*ATB Financial*

*Chandos Construction*

*Enbridge*

*Partnership Group*

*Superior Showcase*

*UFA*

*West Coast Amusements*



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**7:30am—8:30am**     **Breakfast Buffet—Trade Center DEF**

**8:30am—9:30am**     **Keynote—Dynamics of Changing Rural Regions Trade Center DEF**

Speaker: David Beurle and Juliet Fox, Innovative Leadership

***Sponsored by Travel Alberta***



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**9:30am—10:00am**     **Service Members Meeting     Trade Center Lounge**

**9:45am—10:30am**

### **Regional Meetings**

Region 1

Maligne Meeting Room—*Elections req'd*

Region 2

Rundle Ballroom

Region 3

Robson Ballroom—*Elections req'd*

Region 4

Pallisades Ballroom—*Elections req'd*

Region 5

Logan Ballroom—*Elections req'd*

Region 6

Morraine Ballroom

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**10:00am—12:30pm**     **Tradeshow Open & Tradeshow Stage Showcase – Trade Center ABC**

**10:30am—11:00am**     **Coffee Break—Trade Center ABC**

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**11:00am—12:30pm**    **Dealing with Difficult People**  
Logan Ballroom

**Speaker: Brenda Robinson**  
*Sponsored by Cenovus*

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**11:00am—12:30pm**    **Helping to make your mission—Possible!**  
Maligne Meeting Room

**Speaker: Carol Peterson and Denise Gariepy, ARPA**  
*Sponsored by Foster Park Basket*

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Brokers  
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**11:00am—12:30pm**    **Futures Game**  
Pallisades Ballroom

**Speaker: David Beurle and Juliet Fox**  
*Sponsored by Atco Gas and Atco Electric*

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Electric  
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Gas

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**11:00am—12:30pm**    **Sponsorship—From a sponsors Perspective**  
Rundle Ballroom

**Speaker: Leah Jones, AFSC**  
*Sponsored by Chandos Construction*

 **CHANDOS**  
Chandos Construction Ltd.

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**11:00am—12:30pm**    **Mastering the Power of Change**  
Robson Ballroom

**Speaker: Ian Hill**  
*Sponsored by Servus Credit Union*

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credit union

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**11:00am—12:30pm**    **Marketing on a Shoestring**  
Morraine Meeting Room

**Speaker: Don Wilson and Jim Marshall, Travel Alberta**  
*Sponsored by UFA*

**UFA**

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**12:30pm—1:30pm**    **Lunch Buffet—Trade Center DEF**

**12:45pm—1:45pm**    **Keynote—Board Governance Trade Center DEF**

**Speaker: George Cuff, GBC Management Consultants**

**Government  
of Alberta** ■  
Growing Forward 

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**2:00pm—3:30pm**    **Key Learnings from our Grass-roots**  
Maligne Meeting Room

**Speaker: Brenda Herchmer, ARPA**  
*Sponsored by Encana*

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**2:00pm—3:30pm**      **What do you have to sell and what is it worth?**  
Rundle Ballroom

**Speaker: Brent Barootes, Partnership Group**  
***Sponsored by Encana***

**FORTIS**  
**ALBERTA**

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**2:00pm—3:30pm**      **Futures Game**  
Pallisades Ballroom

**Speaker: David Beurle and Juliet Fox**  
***Sponsored by Atco Gas and Atco Electric***

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**ATCO**  
*Gas*

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**2:00pm—3:30pm**      **Mastering the Power of Change**  
Robson Ballroom

**Speaker: Ian Hill**  
***Sponsored by Servus Credit Union***

 **servus**  
credit union

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**2:00pm—3:30pm**      **How to Keep Friends and Influence Meetings**  
Morraine Meeting Room

**Speaker: Linda Hui**  
***Sponsored by AADMC—Jubilee Insurance***

  
**aamdc**  
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**2:00pm—3:30pm**      **Savour Albertaah!**  
Morraine Logan Ballroom

**Speaker: Bill Reynolds and Marlene Abrams, ARD**  
***Sponsored by Travel Alberta***

  
**Travel Alberta**  
Canada 1-811

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**3:00pm—6:00pm**      **Tradeshow Open & Tradeshow Stage Showcase — Trade Center ABC**

**3:30pm—4:00pm**      **Coffee Break—Trade Center ABC**

**4:00pm—5:30pm**      **AAAS Annual General Meeting**  
Meeting Room: Pallisades/Logan Ballrooms

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**5:30pm – 6:00pm**      **Free Time**

**6:00pm-6:30pm**      **Cocktails & Entertainment Showcase—Trade Center DEF**

**6:30pm—8:30pm**      **Awards Gala— “Galaxy Hero’s, To Infinity.....and Beyond!”—Trade Center DEF**  
**Buffet Dinner**  
**Presentations**

**8:30pm—9:00pm**      **Live Auction—Trade Center DEF**

**9:00pm—11:00pm**      **Entertainment Showcase—Trade Center ABC**

**11:00pm—12:00pm**      **Hospitality Room—Trade Center DEF**

***LIVE AUCTION NOTE: Once a Live Auction Team has been purchased, the AAAS office will co-ordinate the bidders event and the volunteers that will be attending. It is important to note that due to scheduling conflicts, alternative volunteers other than those purchased may be required in order to fulfill the commitment to the bidder.***  
***A minimum of 3 volunteers will attend the bidder’s event.***

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**Sunday February 6, 2011**

**8:30am—9:30am**    **Breakfast Buffet—Trade Center DEF**

**9:30am—11:00am**    **Keynote—Leadership in Changing Times— Trade Center DEF**

**10:00am—11:00am**    **Speaker: Ian Hill**

***Sponsored by Cenovus***

**11:00am—11:30am**    **Closing Ceremonies—Trade Center DEF**

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# Fostering healthy growth is what it's all about.

At Cenovus we believe in working with the people that inspire, lend a hand and make communities stronger. Here's to working together for a brighter tomorrow. Cenovus Energy. A Canadian oil company.

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## **Preconference Sessions & Workshops**

**Friday February 4, 2011**

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### **Farmer's Market Manager's Training**

**8:30am – 2:30pm**

**ATB Financial®**

**Speaker:** Eileen Kotowich

**Meeting Room:** Rundle Ballroom

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

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### **Policies and Procedures Workshop**

**9:30am – 12:30pm**



**Speaker:** Larry Golby

**Meeting Room:** Robson Ballroom

This workshop is designed to assist Ag Societies with creating Policies and Procedures for their organization. Each attendee will receive a workbook to take home with them as well as the steps and templates to create your own.

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### **Business Plan Workshop**

**9:30am – 12:00pm**



**Speaker:** Deb Hagman

**Meeting Room:** Meeting Room #2 (Morraine)

This is a participatory workshop helping you work through the elements required by the Department of Agriculture for your Ag Societies business plan. We will discuss why a plan is important as well as how to keep it a useful document. Tips and templates for writing a business plan and for reporting on will also be provided.

---

### **Setting the Stage**

**9:00am – 1:00pm**



**Speaker:** Sheila Campbell

**Meeting Room:** Logan Ballroom

Rural festivals and events are community celebrations that showcase local and regional culture, heritage, art, and sport. Successful festivals and events are a source of community pride and draw visitors and dollars to the region. This interactive workshop uses *Setting the Stage: A Community-based Festival and Events Planning Manual* to take you through the process of planning a new, or growing an existing, festival or event.

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### **Proposal Writing for Grants**

**9:00am – 12:30pm**



**Speaker:** Jan Fox

**Meeting Room:** Pallisades Ballroom

Funding process has become more demanding and more complex. Proposals to seek funding must be carefully prepared to address expectations and clarify needs approaches and outcomes. Learn about the new format and order for effective proposals. Write proposals that can be easily read and understood. Develop a proposal writing style that follows the four C formula. Clear, Concise, Complete, and Correct. Make use of the question and answer approach to clarify needs, goals, methodology and outcomes. Be persuasive, convincing, objective, and accurate. Ask for, and get the results you want.



## Select-A-Session

**Saturday February 5, 2011**

**11:00am—12:30pm**

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### Dealing with Difficult People

**Meeting Room:** Logan Ballroom

**Speaker:** Brenda Robinson

"You wouldn't believe what she said..."

"I can't believe the way some people behave..."

"You should have heard him after that..."

"I've never experienced anything like it..."

"It wouldn't have mattered what we did, we couldn't have pleased her..."

Why are some people so difficult? Why do we end up making statements like these about our day-to-day dealings with people? Are we ever difficult ourselves?

Take a practical look at improving your skills and your attitude with difficult people. Enhance your ability to deal with difficult people with techniques such as: fogging, tentative agreement, giving space, buying time, pertinent, positive questioning, empathy, moving ahead, ending stalemates and turning the cards. Discover the power of action vs. reaction, workable compromise, balancing control, key word emphasis and trigger word power.

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### Helping to make your mission – Possible!

**Meeting Room:** Meeting Room #2 (Maligne)

**Speaker:** Denise Garipey and Carol Peterson

The Alberta Recreation and Parks Association (ARPA) is proud to be an AAAS partner, as together we can support quality of life in rural Alberta. Come and find out what services, resources and information are available through ARPA to help you with programs, parks, facilities and community building. An overview and key information will be presented with poster boards to support each program covered.



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### The Future's Game

**Meeting Room:** Pallisades Ballroom

**Speaker:** David Beurle and Juliet Fox

This is an interactive session using the Futures Game as a tool that has been designed to help groups explore how regional and local decisions can shape long-term economic, environmental, and community well-being. This "futures stimulation" approach has been used in a range of ways including: engaging communities and groups in discussions about the future, adding extra depth and strength to regional planning efforts, helping to hone leadership and decision-making skills, and as a team building and change-management tool. The game can be used as a powerful tool to stimulate debate and discussion about the future.



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### Sponsorship...From a Sponsors Perspective

**Meeting Room:** Rundle Ballroom

**Speaker:** Leah Jones

What sponsorship used to be vs. what it is today...and why the change? Where are the gaps between the requestors' perspective and the sponsors' perspective? Learn tips to help you achieve the best outcome as well as a sponsorship checklist and a list of companies that may consider sponsorship requests from Ag Societies.



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### Mastering the Power of Change

**Meeting Room:** Robson Ballroom

**Speaker:** Ian Hill

In these times, change is inevitable; and it is a fact that progress and change are indelibly intertwined. So if we truly desire to be a catalyst for community improvement, we must eagerly embrace change. The challenge is how do we do it, not only in our communities but also in ourselves.

In this breakout session, attendees will learn...

- A model/system for implementing change that is bottom up and proven to last
- The five steps of The Change Continuum, a process for guaranteed personal change and improvement
- To be Outside the Box Innovators, who create great ideas that will lead greater success for your organization

Participants will leave with meaningful and relevant tools they can use immediately and gain the inspiration that will act as a spark to use them.



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### Marketing on a Shoestring

**Meeting Room:** Meeting Room #2 (Morraine)

**Speaker:** Don Wilson and Jim Marshall

This interactive discussion will include time vs. dollars and planning, an overview of marketing activities with examples including social media, TV and partnering. It will then take an in-depth look at other low cost or free marketing activities, and how to measure the results.





## Select-A-Session

**Saturday February 5, 2011**

**2:00pm–3:30pm**

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### The Future's Game

**Speaker:** David Beurle and Juliet Fox

**Meeting Room:** Pallisades Ballroom



This is an interactive session using the Futures Game as a tool that has been designed to help groups explore how regional and local decisions can shape long-term economic, environmental, and community well-being. This “futures stimulation” approach has been used in a range of ways including: engaging communities and groups in discussions about the future, adding extra depth and strength to regional planning efforts, helping to hone leadership and decision-making skills, and as a team building and change-management tool. The game can be used as a powerful tool to stimulate debate and discussion about the future.

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### Mastering the Power of Change

**Speaker:** Ian Hill

**Meeting Room:** Robson Ballroom



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- A model/system for implementing change that is bottom up and proven to last
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  - To be Outside the Box Innovators, who create great ideas that will lead greater success for your organization
- Participants will leave with meaningful and relevant tools they can use immediately and gain the inspiration that will act as a spark to use them.

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### Key Learnings from our Grass-roots

**Speaker:** Brenda Herchmer

**Meeting Room:** Meeting Room #2 (Maligne)



How can we ensure rural communities that are more active, creative, and engaged? ACE Communities, a community development initiative of the Alberta Recreation and Parks Association focuses on “enhancing quality of life by strengthening community leadership, collaboration, and innovation through recreation, parks, arts, culture and heritage”. This fun and interactive session will share key learning’s that are sure to be valuable to anyone wanting to learn more about issues and opportunities for facilitating community change and growth in rural Alberta

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### Sponsorship – What do you have to sell and what is it worth?

**Speaker:** Brent Barootes

**Meeting Room:** Rundle Ballroom



What are you selling? As an Ag Society here in Alberta, what are you delivering in sponsorship packages? Is it the traditional banner hanging and logo inclusion because that is what you think you have to sell? Do you really know what you have to sell that is truly of value to a sponsor? Come learn how to determine what assets you in fact have to sell within your society (within events, buildings and programs) and how to place real market value on them. Determine if you are underselling the value of your assets or possibly over valuing it. It is essential to know what you have to sell and what it is worth to be successful in sponsorship. This session has been designed to deliver that knowledge to you.

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### How to Keep Friends and Influence Meetings

**Speaker:** Linda Hui

**Meeting Room:** Meeting Room #2 (Morraine)



Participating in effective meetings can make volunteer work a lot more satisfying! Discuss practical ways to prepare for, participate in and follow-up on meetings to get more accomplished.

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### Savour Albertaah!

**Meeting Room:** Logan Ballroom

**Speaker:** Bill Reynolds and Marlene Abrams, Alberta Agriculture and Rural Development



Need a new revenue stream? Want to connect with your community? Attract new partners?

Support your local farmer? The recipe: local food experiences. The ingredients: your kitchen facilities, your exhibition grounds, your neighbours and more. Discover how to differentiate your events and spice up your program offerings. Become a taste bud tour stop. Get your seat at the table with the dynamic duo, Bill & Marlene, as they cook up some local examples and success stories guaranteed to get the creative juices flowing.



## Keynote Presentations

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**Saturday Feb 5, 2011      8:30am – 9:30am**

**David Beurle and Juliet Fox, Innovative Leadership  
Dynamics of Changing Rural Regions**

Drawing from their experience of working with regions across North America, Europe and Australia, Juliet Fox and David Beurle from Innovative Leadership will explore emerging global forces and how they are shaping the future opportunities of rural regions. They will examine the approaches of successful rural regions who have taken control of their future and created the systems to flourish through this period of change.



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**Saturday Feb 5, 2011      12:45pm – 1:45pm**

**George Cuff – GBC Management Consultant Board Governance**

George will speak on understanding the roles and responsibilities of being on a Board and a few of the key principles of good governance. This is an important message for anyone sitting on a Board to hear. George recently facilitated 3 seminars for AAAS in the Province and was extremely well received. Those in attendance felt he delivered relevant information in an engaging and thought provoking way.



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**Sunday Feb 6, 2011 9:45am – 11:00am**

**Ian Hill, The Changing Point  
Leadership in Changing Times**

With Ian Hill, North America's Foremost Community Change Agent. Designed specifically for those who lead on the grassroots level, this Keynote address touches the hearts and minds of some of the most important people in our communities, grassroots community leaders.

Ian will discuss gaining community buy-in, volunteer recruitment and organizational sustainability in these ever changing times. Attendees will leave inspired to take the challenges that they face and the tools to do so!





# ***Layout For***

## **MAYFIELD INN & SUITES**

Conference Centre • Dinner Theatre • Athletic Club

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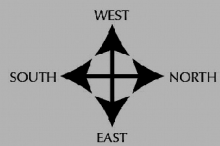
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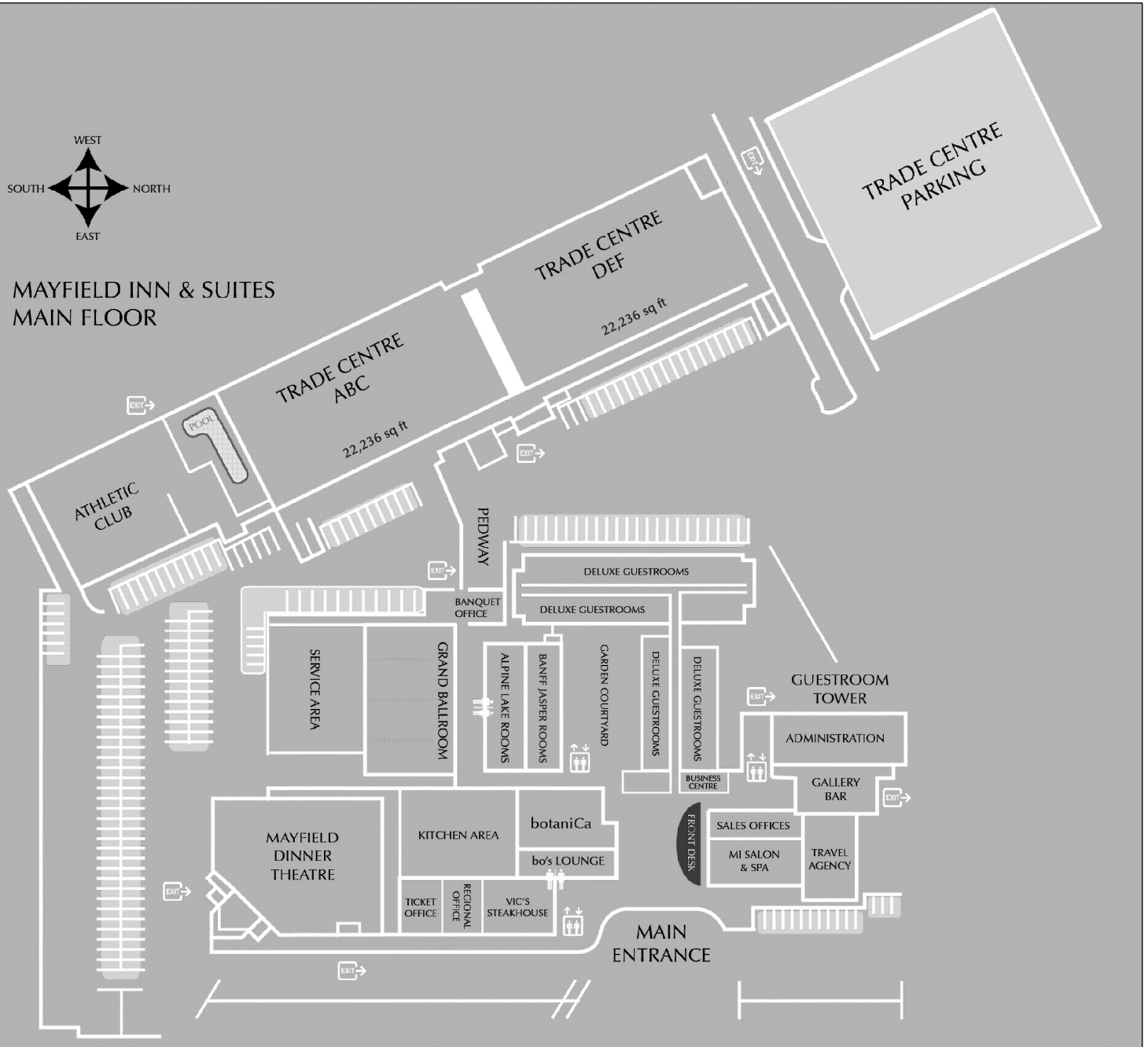


# MAYFIELD INN & SUITES

Conference Centre • Dinner Theatre • Athletic Club

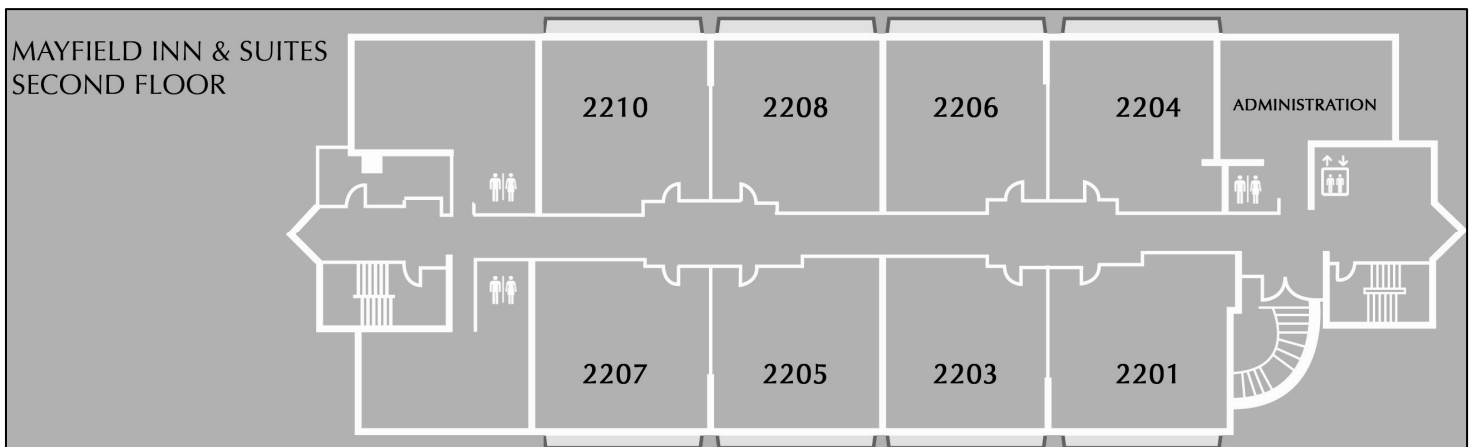
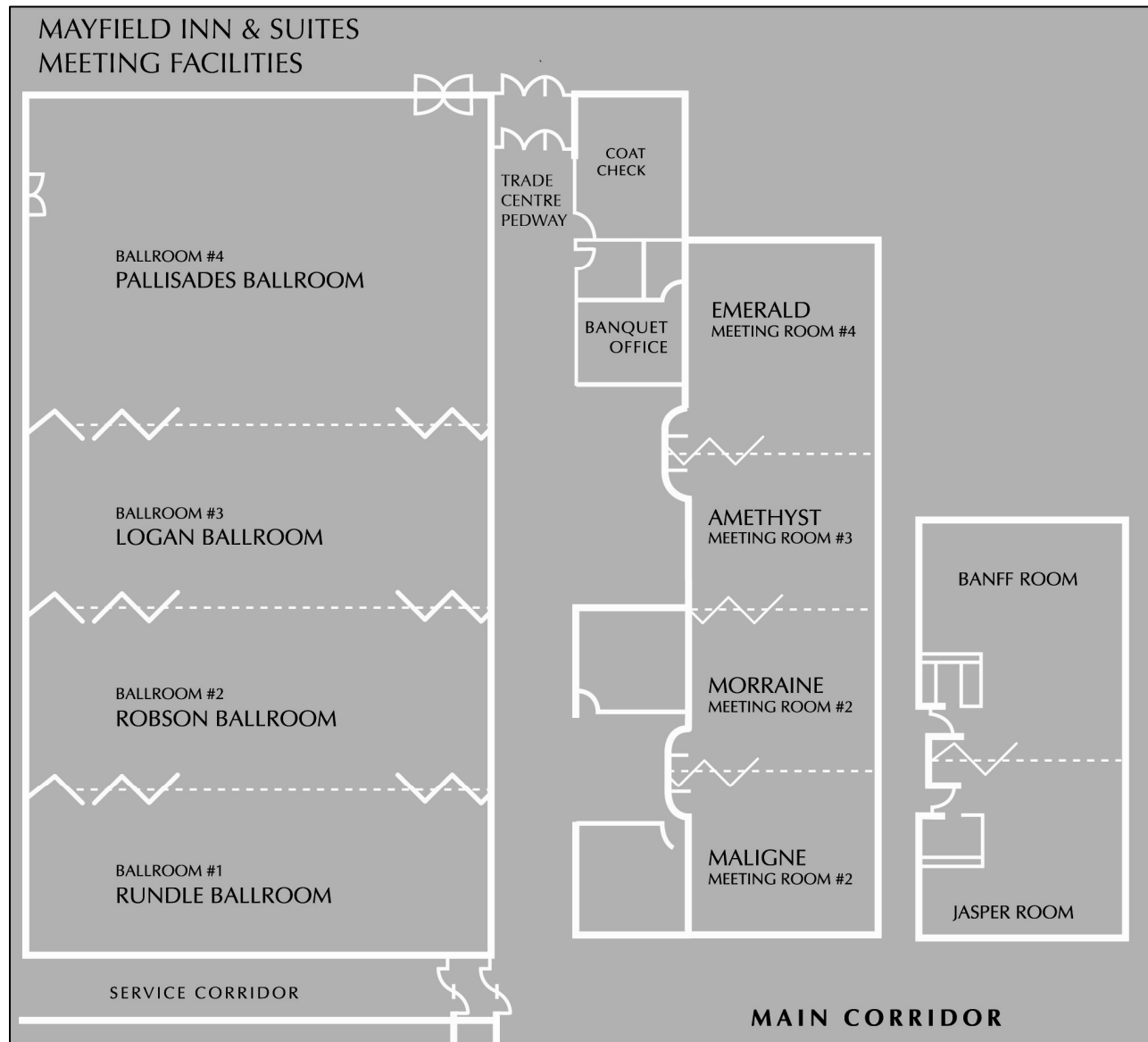


## MAYFIELD INN & SUITES MAIN FLOOR



# MAYFIELD INN & SUITES

Conference Centre • Dinner Theatre • Athletic Club





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Tomahawk Ag Society  
Vauxhall Ag Society  
Camrose Exhibition  
Grande Prairie Exhibition  
Lethbridge Exhibition  
Lloydminster Exhibition  
Medicine Hat Exhibition  
Olds Agricultural Society  
Westerner Park**

### **Friends & Supporters**

**AFSC  
Carmangay Ag Society  
Castor Ag Society  
Hawk Hills Ag Society**



## ***2011 Represented Regions***

### **Region #1**

Burdett Agricultural Society  
 Cardston Agricultural Society  
 Carmangay Agricultural Society  
 Fort Macleod Agricultural Society  
 Lethbridge & District Exhibition  
 Medicine Hat Exhibition & Stampede  
 Milk River & District Agricultural Society  
 Nanton Agricultural Society  
 Nobleford Agricultural Society  
 Picture Butte & District Agricultural Society  
 Raymond Agricultural Society  
 Rosalind Agricultural Society  
 Stavely Ag Society  
 Vauxhall Agricultural Society  
 Warner & District Agricultural Society

### **Region #2**

Airdrie & District Agricultural Society  
 Big Country Agricultural Society  
 Blackfoot Rodeo & Agricultural Society  
 Buffalo & District Agricultural Society  
 Calgary Stampede  
 Delia & District Agricultural Society  
 Didsbury Agricultural Society  
 Drumheller Stampede & Agricultural Society  
 High River Ag Society  
 Lone Pine Agricultural Society  
 Millarville Racing & Agricultural Society  
 Olds Agricultural Society  
 Strathmore and District Agricultural Society  
 Sundre & District Agricultural Society

### **Region #3**

Alder Flats Agricultural Society  
 Bashaw Agricultural Society  
 Bentley Agricultural Society  
 Blackfalds District Agricultural Society  
 Bowden & District Agricultural Society  
 Camrose Regional Exhibition  
 Castor & District Agricultural Society  
 Cottonwood - Gordon Agricultural Society  
 Delburne & District Agricultural Society  
 Donalda & District Agricultural Society  
 Innisfail & District Agricultural Society  
 Killam District Agricultural Society  
 Ponoka Agricultural Society  
 Rimbey Agricultural Society  
 Round Hill & District Agricultural Society  
 Wetaskiwin Agricultural Society  
 Winfield & District Agricultural Society

### **Region #4**

Ashmont & District Agricultural Society  
 Bonnyville Agricultural Society  
 Bruderheim Agricultural Society  
 Chipman Agricultural Society  
 Dewberry & District Agricultural Society  
 Hardisty Agricultural Society  
 Holden Agricultural Society  
 Innisfree & District Agricultural Society  
 Lac Bellevue Agricultural Society  
 Lamont & District Agricultural Society  
 Lloydminster Regional Exhibition  
 Mallaig & District Agricultural Society & Recreation Association  
 Marwayne Agricultural Society  
 Myrnam & District Agricultural Society  
 Paradise Valley & District Agricultural Society  
 Ranfurly & District Agricultural Society  
 Rich Lake Recreation Agricultural Society  
 St. Paul Agricultural Society  
 Tullibee Lake Agricultural Society  
 Two Hills & District Agricultural Society  
 Vegreville Agricultural Society  
 Vermilion Agricultural Society  
 Viking Agricultural Society  
 Vilna & District Agricultural Society  
 Wainwright Frontier Exhibition and Agricultural Society  
 Willingdon Agricultural Society  
 Willow Prairie Agricultural Society



## ***2011 Represented Regions***

### **Region #5**

Athabasca Agricultural Society  
Beaumont & District Agricultural Society  
Bellevue & District Agricultural Society  
Boyle & District Agricultural Society  
Clyde & District Agricultural Society  
Colchester & District Agricultural Society  
Darwell & District Agricultural Society  
Drayton Valley Agricultural Society  
Fort Assiniboine & District Agricultural Society  
Highridge & District Agricultural Society  
Josephburg Agricultural Society  
Lakedell Agricultural Society  
Morinville & District Agricultural Society  
MTM Agricultural Society  
Newbrook Rec & Agricultural Society  
Northlands Park  
PACO Agricultural Society  
Peers District Cultural & Agricultural Society  
Radway Agricultural Society  
Redwater & District Agricultural Society  
Riviere Qui Barre Agricultural Society  
Rochester & District Agricultural Society  
Sangudo & District Agricultural Society  
Spruce Grove & District Agricultural Society  
Sturgeon River Agricultural Society  
Tomahawk & District Sports Agra Society  
Whitecourt District Agricultural Society  
Wildwood & District Agricultural Society  
Yellowhead Agricultural Society

### **Region #6**

Clairmont & District Agricultural Society  
Cleardale Agricultural Society  
Dixonville LIFE Agricultural Society  
Eaglesham & District Agricultural Society  
Five Mile Community Agricultural Society  
Grande Prairie Regional Agricultural & Exhibition Society  
Grimshaw & District Agricultural Society  
Hawk Hills Agricultural Society  
High Prairie Agricultural Society  
Hines Creek & District Agricultural Society  
La Crete Agricultural Society  
Peace River Agricultural Society  
Rycroft Agricultural Society  
Saskatoon Lake Agricultural Society  
Savanna Agricultural Society  
Smoky River Agricultural Society  
Smoky River Agricultural Society  
Valleyview & District Agricultural Society  
Wembley & District Ag Society



## 2011 Service Members

Company Name	Phone	Website	Description
1st Place Ribbons and More	403-548-6974		Customized Ribbons and Rosettes
A Sharper Image Photography	780-468-9270	<a href="http://www.imagineitsold.ca">www.imagineitsold.ca</a>	Specializing in horses and livestock, we offer event coverage, riding school picture days, farm shoots, stallion promotion, plus "fundraiser photo workshops"
AADMC - Jubilee Insurance Brokers	780-955-3639	<a href="http://www.aamdc.com">www.aamdc.com</a>	A non-profit organization providing comprehensive insurance programs
Alberta Agriculture and Rural Development		<a href="http://www.agriculture.alberta.ca">www.agriculture.alberta.ca</a>	Government Ministry
Alberta Community Cooperatives Association	780-451-5959	<a href="http://www.acca.coop">www.acca.coop</a>	To strengthen Alberta Communities through cooperative and agricultural awareness, training and development
Alberta Culture and Community Spirit		<a href="http://culture.alberta.ca/">http://culture.alberta.ca/</a>	Government Ministry
Alberta Paramedical Services	780-499-1280	<a href="http://www.albertaparamedical.com">www.albertaparamedical.com</a>	Provider of special event standby ambulance service
Arts Touring Alliance of Alberta	780-644-4840	<a href="http://www.artstouring.com">www.artstouring.com</a>	Membership networking promoting Arts Touring in Alberta.
Association of Canadian Country Music Legends (ACCML)	780-489-8994	<a href="http://www.accml.com">www.accml.com</a>	Traditional country music show, Canadian legends such as Hall of Famer Joyce Smith, Two time grand national fiddle champ Alfie Myhre, Tribute to Wilf Carter, etc.
ATB Financial	780-408-7194	<a href="http://www.atb.com">www.atb.com</a>	From the beginnings of 1938, financing the farm & ranches of Alberta has been a vital part of what we do at ATB
Atco Electric	780-420-3419	<a href="http://www.atcoelectric.com">www.atcoelectric.com</a>	Albertans count on ATCO Electric for the safe, reliable delivery of electricity to Alberta
Atco Gas	780-420-3419	<a href="http://www.atcogas.com">www.atcogas.com</a>	ATCO Gas is focused on customer service through the safe and reliable delivery of natural gas
Cenovus	403-766-2000		Cenovus is a leading integrated oil company headquartered in Calgary, Alberta. Our operations include our growing enhanced oil projects and established natural gas and crude oil production in Alberta and Saskatchewan
Chandos Construction Ltd	780-229-0717	<a href="http://www.chandos.com">www.chandos.com</a>	Chandos construction is a full service contractor providing construction management, design/build, general contracting services to the commercial and light industrial market through-out Western Canada
Cimco Refridgeration	780-468-1490	<a href="http://www.cimcorefrigeration.com">www.cimcorefrigeration.com</a>	Supply, Install and Service Industrial Refrigeration Systems in Warehouse as well as Recreational Artificial Ice Systems in Arenas and Curling Rinks throughout Alberta and Canada
Cooper Studios Inc.	780-417-5526	<a href="http://www.cooperstudios.com">www.cooperstudios.com</a>	We provide vocal performance lessons, promote our singers, entertain at all kinds of events, produce cd's of our singers



## 2011 Service Members

Company Name	Phone	Website	Description
Donna Durand	403-309-4537	<a href="http://www.donnadurand.com">www.donnadurand.com</a>	Donna Durand is an original prairie girl who loves to touch hearts with her unique western folk songs and sound. A multi-instrumentalist, Donna plays out solo to full band for whatever the venue requires. Donna has a down home style that makes Albertans feel immediately endeared to her!
Enbridge	780-420-8786	<a href="http://www.enbridge.com">www.enbridge.com</a>	Enbridge is a leader in energy distribution in North America
EnCana	403-645-2000		Among the largest natural gas companies in North America, committed to providing an abundant supply of natural gas - the cleanest burning fossil fuel - to our communities
Federation of Alberta Gas Coops	780-416-6543	<a href="http://www.fedgas.com">www.fedgas.com</a>	The Federation of Alberta Gas Co-ops Ltd. is a unique organization that brings an equal standard of living to rural Alberta by providing natural gas services. The Federation members consist of 54 Co-ops, 5 County systems, 17 Municipal systems, and 6 native Systems
Fortis	403-514-4111		Fortis Alberta's focus is delivering safe and reliable electricity to 480,000 residential, farm and business customers in Alberta
Foster Park Baskett	780-489-4961	<a href="http://www.fpb.ca">www.fpb.ca</a>	Foster Park Baskett is one of the largest independent insurance brokers in western Canada assisting you with your coverage and risk management needs.
Fylin' Bob	403-597-5523	<a href="http://www.flybob.com">www.flybob.com</a>	Comedy, variety, circus skill show. Juggling, unicycle, tightwire, and face painting
Global Sport Resource Ltd.	780-469-7980	<a href="http://www.globalsportresources.com">www.globalsportresources.com</a>	Supply and install spectator seating, bleachers and hockey dasherboards
Industrial Machine Inc.	780-944-6986	<a href="http://www.industrialmachine.ca">www.industrialmachine.ca</a>	Full service distributor for Zamboni ice re-surfacers, BOSS snow plows, Hiway sanders and RPM Tech Snowblowers
Longbow Sales Inc	403-291-3166		Audience/Spectator Seating, Other Seating/Furnishings, Folding Partitions, Gymnasium Equipment, Outdoor Products
Melanie Morgan	506-533-6026	<a href="http://www.melaniemorgan.me">www.melaniemorgan.me</a>	A Solo Country Recording Artist
Peter & Mary	780-460-7460	<a href="http://www.peterandmary.net">www.peterandmary.net</a>	Highly interactive strolling music of various kinds with top quality costumes, also children's stage show
Popovich Musical Entertainment Services	888-856-9282	<a href="http://www.richardanddeborah.com">www.richardanddeborah.com</a>	Music and clean comedy entertainment shows for after dinner functions, grandstand shows and small fairs. Selection of shows available. Travel year round throughout Western Canada



## 2011 Service Members

Company Name	Phone	Website	Description
Rainbow the Clown & Friends	403-278-9209	<a href="http://www.rainbow-the-clown.com">www.rainbow-the-clown.com</a>	Clowning stageshows, roving balloon sculpting. Very Interactive entertainment. Rainbow has received several awards for both balloons and clowning
Schoolhouse Products Inc.	905-475-7753	<a href="http://www.schoolhouseproducts.com">www.schoolhouseproducts.com</a>	Distributor of Mity Lite durable/lightweight folding tables & folding chairs; Stageright portable stages; Screenflex portable partitions; wide range of stacking & banquet chairs
Scott Builders Inc.	403-343-7270	<a href="http://www.scottbuilders.com">www.scottbuilders.com</a>	Scott Builders Inc. is a well established design-build construction company with a strong desire to provide advice and support for Agricultural Societies and their building needs
Servus Credit Union	877-496-2151	<a href="http://www.servus.ca">www.servus.ca</a>	Servus Credit Union is a member-owned, community based financial institution with roots dating back to 1938
Superior Showcase	780-992-0404	<a href="http://www.superiorshow.com">www.superiorshow.com</a>	Superior Show Service takes pride in ensuring you receive our utmost attention, superior service and first rate equipment
The Partnership Group	403-255-5074	<a href="http://www.partnershipgroup.ca">www.partnershipgroup.ca</a>	The Partnership Group is a dynamic company that develops innovative sponsorship programs for corporations and sponsor properties in the areas of not-for-profits, sports organizations, and government agencies and government operations, charities, events, member associations, tournaments and conferences.
The Trinity Projekt	780-918-8730	<a href="http://www.thetrinityprojekt.com">www.thetrinityprojekt.com</a>	3 piece band playing country/50's/rock and original music for fundraisers, dances, beer gardens etc. Appealing to all ages
Travel Alberta	780-732-1627	<a href="http://www.travelalberta.com">www.travelalberta.com</a>	Travel Alberta is the official destination marketing organization for the province of Alberta. Funded by the Government of Alberta through the four per cent Tourism Levy on visitor accommodation, we promote Alberta as a tourist destination regionally, nationally, and internationally to increase the number of visitors to and within Alberta.
UFA	403-570-4346	<a href="http://www.ufa.com">www.ufa.com</a>	UFA has been your co-operative for more than 100 years - ensuring that you have what you need to live the life. We are proud to help farms, ranches, businesses and communities grow. UFA - Deep roots growing stronger
West Coast Amusements	604-613-4056	<a href="http://westcoastamusements.com">westcoastamusements.com</a>	Travelling carnival serving Western Canada
West Coast Lumberjack Shows Ltd.	250-830-4065	<a href="http://www.loggersports.com">www.loggersports.com</a>	Action packed Lumberjack shows. We have several different shows we can tailor to any size of event...ask us about our "Mountain Show" for smaller events.
Wonder Entertainment and Productions	403-269-8269	<a href="http://www.derekselinger.com">www.derekselinger.com</a>	We provide high-end entertainment experiences through the talents of Illusionist, Speaker and Mind Reader, Derek Selinger. In addition to Derek's direct talents, we are able to create tailored entertainment experiences using talents from around the world





# ***Cabinet Minister's & MLA Biographies***

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**Biography for Premier Ed Stelmach (PC)  
MLA for Fort Saskatchewan-Vegreville**

**Premier of Alberta**

Edward Michael Stelmach was sworn in as Alberta's 13th Premier on December 14, 2006.

Before becoming Premier, he held four cabinet posts: Minister of Agriculture, Minister of Infrastructure, Minister of Transportation and Minister of International and Intergovernmental Relations.

Premier Stelmach entered provincial politics in 1993 and was elected MLA in the Vegreville-Viking constituency in the provincial general election held on June 15 of that year. He was elected to his fifth term as an MLA on March 3, 2008, serving the people of the renamed Fort Saskatchewan-Vegreville constituency.

Premier Stelmach has a long record of public and community service. He served as a school trustee, chair of the Vegreville Health Unit Board, member of the Archer Memorial Hospital and Lamont Auxiliary Hospital and Nursing Home boards, and as a councillor and reeve for Lamont county.

Premier Stelmach and his wife, Marie, continue to live on the homestead founded by his grandparents. They have four grown children and two grandchildren.

**Biography for Honourable Jack Hayden (PC)  
MLA for Drumheller-Stettler**



**Minister of Agriculture and Rural Development**

Mr. Jack Hayden currently serves as the Minister of Alberta Agriculture and Rural Development. Prior to his current position, Minister Hayden served as Alberta's Minister of Infrastructure.

On June 12, 2007, Mr. Hayden was first elected as a Member of the Legislative Assembly for the Drumheller-Stettler constituency and re-elected to his second term on March 3, 2008.

Prior to running for provincial office, Mr. Hayden held various municipal government positions, including county councillor and reeve for the county of Stettler.

Mr. Hayden has also served as director of the central district of the Alberta Association of Municipal Districts and Counties and in 1998 was elected president of the association, a position he held until his retirement from municipal politics in 2004.

Other appointments include:

- Representing rural and remote Canadian communities on the Prime Minister's External Advisory Committee on Cities and Communities
- Representing rural interests on advisory boards in Alberta
- Serving on the board of directors of the Federation of Canadian Municipalities, where he held the position of national chairman of the transportation and communication committee and served as an environment committee member.

In 2002 Mr. Hayden was awarded the Queen's Golden Jubilee Medal for service to his community and country, and in June 2006 he was placed on the Federation of Canadian Municipalities' Roll of Honour.

Mr. Hayden is proud of his Alberta heritage. He was born and raised in rural Alberta and currently lives near Endiang on the family homestead, which recently celebrated its 100th anniversary. His strong, personal ties to the agriculture industry have greatly contributed to his understanding of the industry's needs and potential. An enthusiastic advocate of Alberta's agriculture and food industry and the benefits of partnership, Mr. Hayden continues to support opportunities which foster mutual benefits domestically and internationally.

**Biography for Honourable Luke Ouellette (PC)  
MLA for Innisfail—Sylvan Lake**



**Minister of Transportation**

**2011 Forum Moderator**

Luke Ouellette was elected to his third term as a Member of the Legislative Assembly for Innisfail-Sylvan Lake on March 3, 2008. During his second term he served as Minister of Restructuring and Government Efficiency, Minister of Infrastructure and Transportation and as a member of the Cabinet Policy Committee on Managing Growth Pressures.

Previously, Mr. Ouellette served as co vice-chair of Climate Change Central, co-chair of the MLA Steering Committee for Rural Development, and a member of the standing committees on Private Bills and Public Accounts, the MLA Review of Ambulance Service, the Standing Policy Committee on Energy and Sustainable Development and the Agenda and Priorities Committee.

Mr. Ouellette was born on July 22, 1953, in St. Paul and grew up on a farm in St. Lina. He has owned a number of small businesses and worked as an oil field consultant.

An active member of his community, Mr. Ouellette has served as a volunteer for a number of organizations, including:

- Pine Lake Hub Centre
- Crossroads Agricultural Society
- Field services Liaison with the MD of Taber
- YWCA in Lethbridge
- Pine Lake Agriculture Park
- Director, Pine Lake Restoration Society
- STARS Ambulance
- Co-chair, Clean Lake Days, Pine Lake
- Coach, minor baseball

**Biography for Honourable Ray Danyluk (PC)  
MLA for Lac La Biche—St. Paul**



**Minister of Infrastructure**

Ray Danyluk was elected to his third term as a Member of the Legislative Assembly for Lac La Biche-St. Paul on March 3, 2008 and currently serves as Minister of Infrastructure. Previously, Mr. Danyluk served as Minister of Municipal Affairs.

In addition to his role as MLA, he has served on the following committees:

- Chair, Youth Secretariat
- Chair, Northern Alberta Development Council
- Chair, Advisory Council on Alberta-Ukraine Relations
- Chair, Alberta Recreation Corridors Co-ordinating Committee
- Chair, Alberta Recreation Corridors Legislative Review Committee
- Member, Standing Committee on Law and Regulations
- Member, Standing Committee on Privileges and Elections, Standing Orders and Printing
- Member, Standing Policy Committee on Agriculture and Municipal Affairs
- Member, Correctional Services Review Committee
- Member, MLA Review of Family and Criminal Court Worker Programs
- Member, MLA Committee on Strengthening Alberta's Role in Confederation
- Member, Alberta Lottery Review Committee
- Member, Standing Policy Committee on Health and Community Living
- Member, Fort George and Buckingham House Advisory Board

Mr. Danyluk was born in Calgary, Alberta, and studied sciences at the University of Alberta. Before his election to the Alberta Legislature Mr. Danyluk represented and served the community in many municipal and volunteer capacities:

- Reeve and county councillor
- North-eastern Alberta zone president, Alberta Association of Municipal Districts and Counties
- School board chair and trustee
- Director, Public School Boards Association of Alberta
- President and member, Elk Point Rural Electrification Association
- Alberta Cattle Commission (now known as Alberta Beef Producers)
- Elk Point 4-H Multi Club
- Coach of basketball, hockey, baseball
- Provincial board member, Public School Boards Association

Mr. Danyluk's work has been recognized through several different municipal, education and community service awards. Mr. Danyluk has farmed in the Elk Point area with his family for over 30 years.

**Biography for Honourable Heather Klimchuck (PC)  
MLA for Edmonton—Glenora**



**Minister of Service Alberta**

Mrs. Klimchuk was elected to her first term as a Member of the Legislative Assembly for Edmonton-Glenora on March 3, 2008. On March 13, 2008, she was appointed Minister of Service Alberta.

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

Mrs. Klimchuk holds a bachelor of arts (special) from the University of Alberta in political science.

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

- Planning and development for the Glenora Community League
- Glenora School Council chair and volunteer coordinator
- Reading mentor at Glenora School
- Director of St. Basil's School of Ukrainian Dance
- Communications director for Kupalo Ukrainian Dance School
- Volunteer coordinator for the Bell Walk for Kids

Mrs. Klimchuk and her husband, Wade, have two children: Kyrsten and Keifer.

**Biography for Honourable Rob Renner (PC)  
MLA for Medicine Hat**



**Minister of Environment**

Deputy Government House Leader

Rob Renner was elected to his fifth term as Member of the Legislative Assembly for Medicine Hat on March 3, 2008. He was appointed to a second term as Minister of Environment on March 12, 2008.

He currently serves as Deputy Government House Leader, vice-chair of the Cabinet Policy Committee on Resources and Environment and as a member of the Agenda and Priorities Committee.

Mr. Renner previously served as Minister of Municipal Affairs from 2004 to 2006. Since being elected in 1993, his duties have included Treasury Board, president of the Pacific Northwest Economic Region, chair of the Health Professions Act Implementation Steering Committee, and co-chair of the Automobile Insurance Implementation Team. He also served as the government caucus whip.

Born in Medicine Hat on October 6, 1954, he graduated from Medicine Hat high school in 1972 and attended Medicine Hat College and the University of Calgary, graduating with a bachelor of commerce in 1976.

Mr. Renner is an active member of his community. He was instrumental in advancing the historic downtown Medicine Hat streetscape improvements and is past president of the Downtown Business Association. He also is a past director of the Chamber of Commerce and has been a member of Medicine Hat's Rotary and Jaycee clubs.

**Biography for Honourable Lloyd Snelgrove (PC)  
MLA for Vermilion-Lloydminster**



**President of Treasury Board**

Lloyd Snelgrove was elected to his third term as a Member of the Legislative Assembly for Vermilion-Lloydminster on March 3, 2008, and was reappointed President of the Treasury Board, March 12, 2008.

Initially named to Cabinet in December 2006 as President of the Treasury Board and Minister of Service Alberta, Mr. Snelgrove was also responsible for Corporate Human Resources.

In addition, Mr. Snelgrove has served on the following:

- Special Standing Committee on Members' Services
- Agenda and Priorities Committee
- Cabinet Policy Committee on Government Services

During his second term Mr. Snelgrove held the position of chair of the Agriculture and Municipal Affairs Standing Policy Committee. It was in January 2006 that he was elected by state legislators to the U.S.-based State Agriculture and Rural Leaders Inc. (SARL) board, which was newly created to help further the work done at the annual U.S. State Legislative Agriculture Chairs Summit, held each January.

As well, Mr. Snelgrove has served as a member of the Standing Committees on Private Bills, the Select Special Committee on the Health Information Act Review and the Standing Committee on the Alberta Heritage Savings Trust Fund. He also chaired the Government Rules Committee and was vice-chair of the Health Facilities Review Committee.

Before his entry into provincial politics Mr. Snelgrove served two terms on Vermilion's town council. He has always been an active member of his community and has served a number of organizations, including participating on the board for the Vermilion-Minburn health unit and the Lakeland College Board of Governors.

Mr. Snelgrove's business endeavours date back to his active participation in the family's farming operation and construction company. His experience in land development combined with his involvement in the hospitality industry is a result of his vision for expanded economic development in rural Alberta. He continues to be involved in many community organizations and projects and retains an active membership in the Vermilion Rotary Club.

Mr. Snelgrove, his wife, Beverly, and their four sons live in the town of Vermilion.

**Biography for Mr. Evan Berger (PC)  
MLA for Livingstone-Macleod**



Mr. Berger was elected to his first term as a Member of the Legislative Assembly for Livingstone-Macleod on March 3, 2008. On March 12, 2008, he was appointed parliamentary assistant to the Minister of Sustainable Resource Development. In addition Mr. Berger serves as a member of the Standing Committee on Resources and Environment and the Standing Committee on Privileges and Elections, Standing Orders and Printing.

Prior to serving with the Legislative Assembly of Alberta, Mr. Berger served as a member of council in the municipal district of Willow Creek, nine years of which were spent as reeve and six as chair of the Municipal Planning Commission and the Agricultural Service Board. Additionally, Mr. Berger has spent most of his life in the farming/ranching industry.

Active in his community, Mr. Berger has been a member of the following organizations:

- Mosquito Creek Foundation
- Nanton Recreation Board
- Nanton Curling Club
- Heritage Acres Antique Society
- Stavely Elks Club
- Willow Creek Regional Fire Services Committee

Mr. Berger and his wife, Laurie, live in Nanton with their three children: Talia, Brita and Joel.

**Biography for Mr. Naresh Bhardwaj (PC)  
MLA for Edmonton—Ellerslie**



Mr. Bhardwaj was elected to his first term as a Member of the Legislative Assembly of Alberta for Edmonton-Ellerslie on March 3, 2008. In addition to his duties as an MLA, Mr. Bhardwaj serves as chair of the Standing Committee on the Economy, and as a member of the Standing Committee on Private Bills.

In the past he has also served on the standing committees on Privileges and Elections, Standing Orders and Printing, Community Services and Public Accounts.

Mr. Bhardwaj currently chairs the Setting the Direction for Special Education in Alberta Steering Committee, the capital region caucus and the Alberta Innovates Government Liaison Committee. He is also a member of the board of directors for Northlands.

Naresh moved to Alberta with his family in 1976. He became a journeyman automotive mechanic in 1983 before going back to school and graduating at the U of A with a double major. Naresh then spent the next 18 years working as a teacher in Pincher Creek, Whitecourt, Red Deer, Calgary and Edmonton, teaching predominantly automotives, mathematics and physical education.

Active in Edmonton communities for over 30 years, Mr. Bhardwaj has served on many committees and associations, establishing Youth Link, a youth employment training program, and coaching soccer at the community league level and for Juventus U18.

Mr. Bhardwaj was married in 1982 to his wife, Sunita, and has three children: Sarah, Stephen and Neeraj.

## **Biography for Ms. Pearl Calahasen (PC) MLA for Lesser Slave Lake**



Pearl Calahasen was elected to her sixth term as the Member of the Legislative Assembly for Lesser Slave Lake on March 3, 2008. Ms. Calahasen is currently a member of the following standing committees of the Legislative Assembly:

- Private Bills
- Privileges and Elections, Standing Orders and Printing
- Public Safety and Services
- Public Accounts

Since she was first elected to the Alberta Legislature in 1989, Ms. Calahasen served as Minister of Aboriginal Affairs and Northern Development, minister without portfolio responsible for children's services, Associate Minister of Aboriginal Affairs and as a member of the Standing Committee on Resources and Environment.

Pearl Calahasen was born and raised in Grouard, Alberta. She has a bachelor's degree in education from the University of Alberta and a master's degree from the University of Oregon. She is currently an adjunct professor at the University of Alberta's Faculty of Education.

Her professional experience includes teaching grades 1-12, serving as a continuing education co-ordinator at Alberta Vocational College in Lesser Slave Lake (now Northern Lakes College) and working as a private consultant developing and evaluating educational materials.

Ms. Calahasen has been a champion of Native education programs. She led the development of the first Native language program introduced in Alberta schools and was responsible for developing the Cree language program for adult students. As a consultant with Alberta Education Ms. Calahasen was the principal advisor for the development of the Native education policy, curriculum materials and language development and programming.

Actively involved in community affairs, Ms. Calahasen has served as a member of the Native economic development program, as an Alberta human rights commissioner and as a volunteer tutor for illiterate adults. She has canvassed for the Heart Fund and Cancer Society and has been actively involved in community sports as a player, coach and administrator. Ms. Calahasen was one of the founding members of the University of Alberta Native Students Association.

Ms. Calahasen has been recognized by the Aboriginal community as a role model and has received many awards. Some of these include:

- Esquao Circle of Honour
- Honorary membership in the Kapawe'no First Nation
- Honorary Chief of Tallcree First Nation
- Induction into the Blackfoot Women's Society
- The National Aboriginal Achievement Award for Public Service
- Aboriginal Role Model Award

In addition, the board of governors representing universities and colleges in Alberta granted Ms. Calahasen the Distinguished Achievement Award Celebrating Success.

**Biography for Mr. Arno Doerksen (PC)**  
**MLA for Strathmore-Brooks**



Mr. Doerksen was elected to his first term as a Member of the Legislative Assembly for Strathmore-Brooks on March 3, 2008. In addition to his regular duties as MLA Mr. Doerksen currently serves as deputy caucus whip, Chair of the Standing Committee on Community Services and as a member of the Private Bills Committee and the Privileges and Elections, Standing Orders and Printing Committee.

Prior to his service as a Member of the Legislative Assembly of Alberta Mr. Doerksen was the owner/manager a farming/ranching business for over 20 years, which included purebred and commercial cattle production, feedlot management and irrigated crop production.

Mr. Doerksen chaired the Alberta Beef Producers' organization through the BSE crisis from 2003 to 2004 and has travelled internationally as a representative of the Alberta and Canadian livestock industry.

Mr. Doerksen has been very active within his local community and farming community at large. He has been a member of the following organizations:

- Alberta Beef Producers, chair from 2002 to 2004
- Canada Beef Export Federation, chair from 2005 to 2008
- Gem Grazing Association, chair
- Eastern Irrigation District Grazing Advisory Committee, chair
- Gem Curling Club
- Local church board
- Gem Home and School Association
- Camp Evergreen
- Canadian Cattlemen's Association
- Canadian Beef Breeds Council, vice chair
- Canada/Alberta Livestock Research Trust, board member
- Livestock Identification Services, board member

Mr. Doerksen was named one of the 50 most influential Albertans in *Alberta Venture* in 2004 and received a 10-year leadership award from the Canadian 4-H Council.

Mr. Doerksen and his wife, Wanda, live in Gem, Alberta. They have three sons: Barry, Daniel and Lorin.

## **Biography for Mr. Doug Griffiths (PC) MLA for Battle River-Wainwright**



Doug Griffiths was first elected as a Member of the Legislative Assembly of Alberta at the age of 29 for the constituency of Wainwright in a by-election on April 8, 2002. He was re-elected to the Legislature for a second term to represent the constituency of Battle River-Wainwright on November 22, 2004, and for a third term on March 3, 2008.

In addition to his duties as an MLA, he currently serves as Parliamentary Assistant for the Department of Finance and Enterprise and as a member of the following standing committees:

- Public Safety and Services
- Public Accounts
- Economy

Previously Mr. Griffiths served as Parliamentary Assistant to the Minister of Agriculture and Rural Development and on a number of committees, including:

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

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

Mr. Griffiths currently lives in Hardisty, a small community in east-central Alberta that was the subject of session 1 of the CBC series *The Week the Women Went*. His wife, Sue, and their two boys, Austin (born December 2005) and Brady (born August 2008) love the community, the country, and rural Alberta life.

**Biography for Mr. Jeff Johnson (PC)  
MLA for Athabasca-Redwater**



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

In addition to his regular duties as an MLA, he serves as Parliamentary Assistant to the President of the Treasury Board (Oil Sands Sustainable Development Secretariat).

Previous committee involvement includes serving on the standing committees on Privileges and Elections, Standing Orders and Printing and Public Accounts.

Mr. Johnson has had a varied career. Sport and recreation have played an important role in his life as he has coached and trained hockey players at the junior, college and pro levels. He has also coached at two world championships (Pool C) and is a past co-ordinator of the Viking Cup international hockey tournament. He has experience working in financial markets as a futures trading floor pit boss and as a salesperson for life insurance and related investment funds. For the last 16 years he has owned and operated several small businesses.

< Xerox for Council Agent National the to members six of one as appointed and times three Year Canada awarded was he years, 10 last business this operating While Alberta. northern in customers solutions technology variety a supplying Canada, western agency sales rural largest owner president Johnson Mr. elected, being>

Mr. Johnson has a bachelor of arts in psychology from Camrose Lutheran College (Augustana Faculty, U of A) and continues to be an active member of his community as part of the following organizations:

- Athabasca Missionary Church
- Athabasca Rotary Club
- Athabasca Youth Justice Committee

Additionally, Mr. Johnson has taught Sunday school, coached high school football and minor hockey and has had extensive international travel.

He and his wife, Kim, who is an art therapist, along with their two sons and daughter live in Athabasca.

**Biography for Mrs. Genia Leskiw (PC)**  
**MLA for Bonnyville—Cold Lake**



Mrs. Leskiw was elected to her first term as a Member of the Legislative Assembly for Bonnyville-Cold Lake on March 3, 2008. She is the first Ukrainian and the first female to represent the Bonnyville-Cold Lake constituency. Mrs. Leskiw currently serves as a member of the Privileges and Elections, Standing Orders and Printing Committee and the Special Standing Committee on Members's Services.

Prior to her service as a Member of the Legislative Assembly of Alberta Mrs. Leskiw taught elementary school. In addition to teaching Ukrainian for almost 30 years, during her teaching career Mrs. Leskiw introduced an extensive cultural program and was active in leadership and student's union.

In 1995 Mrs. Leskiw was nominated for an Excellence in Teaching Award, and in 2005 she was honoured with an Alberta Centennial Award.

Mrs. Leskiw is very active in her community and has volunteered with various organizations/associations, including:

- Kiev's-K-Hi Ukrainian Youth Camp
- St. Elias Ukrainian Orthodox Church
- St. Elias Women's Organization
- Lakeland Ukrainian Association, president
- Bonnyville Bingo Association, board member
- Teacher/Board Liaison Committee
- Alberta Teachers' Association local school representative
- Advisory Council on Alberta-Ukraine Relations

In addition, Mrs. Leskiw is a member of the Bonnyville Ukrainian choir and her local church choir.

In her spare time Mrs. Leskiw enjoys writing Pysanky (Ukrainian Easter eggs), working with seniors, camping and traveling.

Mrs. Leskiw lives in Bonnyville with her husband, Ron. They have two children, David and Lynna.

**Biography for Mr. Verlyn Olson, QC (PC)  
MLA for Wetaskiwin-Camrose**



Verlyn Olson, QC, was elected to his first term as a Member of the Legislative Assembly for Wetaskiwin-Camrose on March 3, 2008.

In addition, he serves as deputy chair on the Premier's Council on the Status of Persons with Disabilities and chair of the First Nations, Métis and Inuit Workforce Planning Committee. Mr. Olson is a member of the Standing Committees on Public Accounts, Private Bills and Health.

Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Olson was a partner with the law firm Andreassen Olson Borth, where his practice focused primarily on real estate, wills, estates and counselling small businesses, assisting farmers, families, seniors and dependent adults.

Additionally, since 1987 Mr. Olson has spoken at various seminars covering topics such as farm estate planning, wills and enduring powers of attorney.

Born and raised in Camrose, Mr. Olson has a long history of community involvement, including coaching local baseball and hockey and membership with the following organizations:

- Viking Cup International Hockey Tournament Steering Committee
- The Bethany Group (Health Care/Seniors Housing Board)
- Alberta Motion Picture Development Corporation Board
- Camrose Sport Development Society
- Armena Athletic Association (chair)
- Camrose Lutheran College Corporation (Augustana University College) Board of Regents

He and his wife, Mardell, have three adult children and two grandchildren.

**Biography for Mr. Dave Quest (PC)  
MLA for Strathcona**



Dave Quest was elected to his first term as a Member of the Legislative Assembly for Strathcona on March 3, 2008. In addition to his regular duties as an MLA, Mr. Quest serves as a member of the following councils and committees:

- Seniors Advisory Council for Alberta (chair)
- Select Special Ombudsman Search Committee
- Standing Committee on the Alberta Heritage Savings Trust Fund
- Standing Committee on Legislative Offices
- Standing Committee on Health
- Standing Committee on Privileges and Elections, Standing Orders and Printing

Mr. Quest previously served as deputy chair of the Standing Committee on Public Accounts and as a member of the Standing Committee on Private Bills and the Select Special Auditor General Search Committee.

Additionally, he carried Bill 46, the *Gunshot and Stab Wound Mandatory Disclosure Act, 2009*, and Bill 60, the *Health Professions Amendment Act, 2009*, through the legislative process.

Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Quest was the general sales manager and shareholder of two GM dealerships.

Mr. Quest obtained a business diploma from NAIT in 1985 and served with the Better Business Bureau of Northern Alberta for 10 years, fulfilling various roles, including director, chair and director of the Canadian council. As well, in 1997 he won a General Motors Dealer Award of Excellence.

Mr. Quest has been an active member of his community for nearly 20 years. During this time he fulfilled a variety of roles, including

- Regional director for Elk Island as the provincial executive from 1998 - 2008
- Involvement with Friends of the Games Fundraising Committee for the 2007 Western Canada Summer Games
- Coaching Sherwood Park minor soccer teams from 2002 to 2006

Mr. Quest also has his private pilot's licence and has completed three Edmonton half-marathons.

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



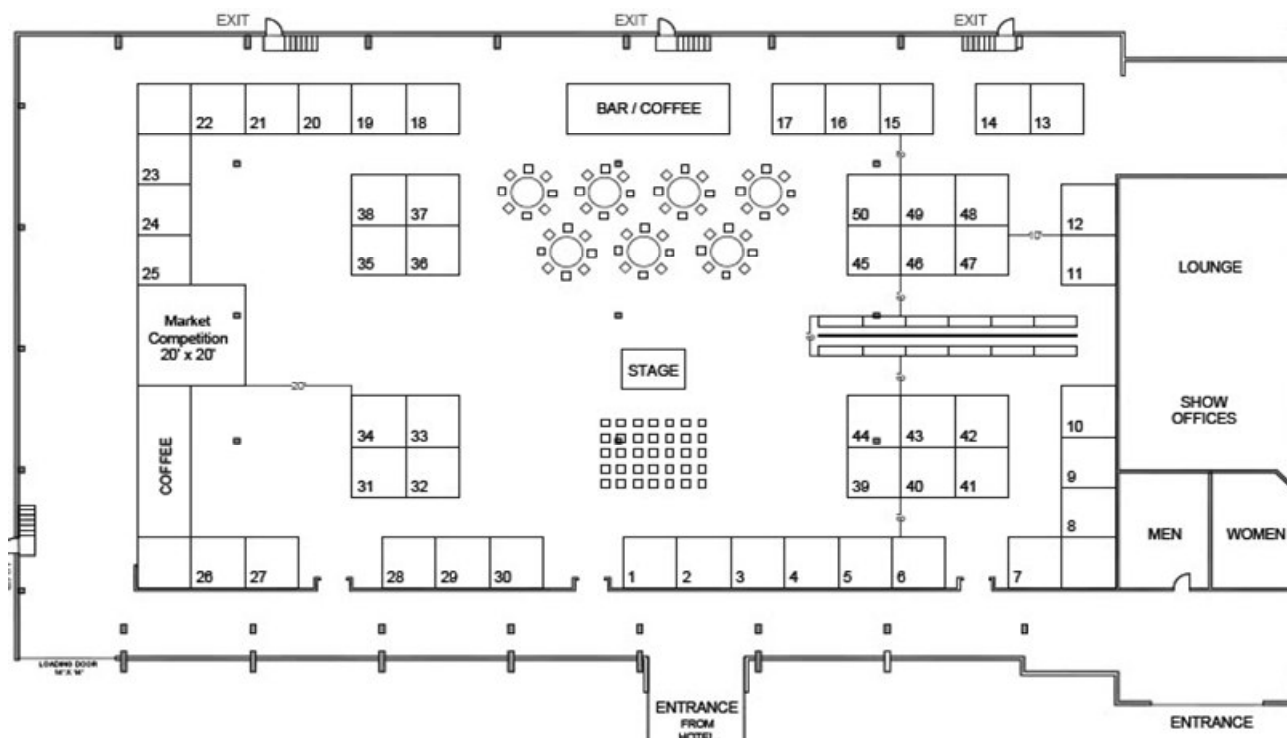
# ***Tradeshow***

**cenovus**  
ENERGY

**encana**<sup>TM</sup>  
*natural gas*

*Travel*  
**Alberta**  
Canada 





- |    |  |       |   |
|----|--|-------|---|
| 1  | Foster Park Baskett Insurance            | 22    | Hitch Masters Percherons                                |
| 2  | United Farmers of Alberta                | 23    | The Trinity Projekt                                     |
| 3  | Atco Gas                                 | 24    | Industrial Machine Inc.                                 |
| 4  | Atco Electric                            | 25    | ARD - Traceability Division                             |
| 7  | Manasc Isaac                             | 26/27 | Staging Canadell Ltd.                                   |
| 8  | Explore Local                            | 28    | Musco Sports Lighting Canada                            |
| 9  | Alberta Culture and Community Spirits    | 29    | AAMDC – Jubilee Insurance                               |
| 10 | Flyin' Bob                               | 30    | Servus Credit Union                                     |
| 11 | Rainbow The Clown                        | 31-34 | AB Gov't - Farm Safety Green Certificate                |
| 12 | Lottery Funding Programs                 | 35-38 | Lemon Heaven  |
| 13 | Recreation Facility Personnel            | 39    | Alberta 4-H (booth donated by Cenovus)                  |
| 14 | West Coast Lumberjack Shows Ltd.         | 40    | Longbow Sales Inc.                                      |
| 15 | Federation of Alberta Gas Co-ops         | 42/43 | Schoolhouse Products                                    |
| 16 | ARD - Ropin The Web                      | 44    | Alberta Community Cooperatives Assoc.                   |
| 17 | CIMCO Refrigeration                      | 45    | International Association of Fairs & Expositions (IAFE) |
| 18 | ARD - AIP Program/A g Society Program    | 46    | A Sharper Image Photography                             |
| 19 | Alberta Recreation & Parks Association   | 49    | Superior Showcase                                       |
| 20 | Global Sports Resources                  | 50    | Chandos Construction Ltd.                               |
| 21 | Arts Touring Alliance of Alberta Society |       |   |

<b>Company Name</b>	<b>Description</b>	<b>Contact Information</b>	<b>Booth #</b>
<b>AAMDC – Jubilee Insurance Brokers</b>	A non-profit organization providing comprehensive insurance programs.	Contact Name: Tony Wadsworth 2510 Sparrow Drive, Nisku, AB T9E 8N5 Tel:(780-955-3639 Website: www.aamdc.com	<b>29</b>
<b>A Sharper Image</b>	A Sharper Image, specializes in Equine and event photography. They also offer workshops for budding photographers.	Contact Name: Linda Finstad 6756-31a Ave, Edmonton, AB T6K 1M5 Tel:(780)468-9270 Email: Info@asharperimage.ca Website: Imagineitsold.ca	<b>46</b>
<b>Alberta 4-H</b>	For over 90 years, we've understood that youth want to be involved, accepted, valued and heard. That's why 4-H clubs are great places for youth to learn and grow.	Contact Name: Cameron Horner 200 7000-113st, Edmonton, AB T6H 5T6 Tel:(780)427-0753 Fax:(780)422-7755 Email: cameron.horner@gov.ab.ca Website: www.4h.ab.ca	<b>39</b>
<b>Alberta Agriculture and Rural Development - Ag Societies and Ag Initiatives Program</b>	Funds are provided by the Alberta Lottery Fund to encourage improvements in agriculture, the quality of life in the agricultural community and to facilitate rural development through the Ag Initiatives Program.	Contact Name: Bill Gordon 200,7000-113st, Edmonton, AB T6H 5T6 Tel:(780)422-2611 Fax:(780)422-7755 Email: bill.gordon@gov.ab.ca	<b>18</b>
<b>Alberta Agriculture and Rural Development - Ropin' the Web</b>	RTW is ARD's website that provides news, production and market information for producers and agribusinesses. Our weekly e-newsletter and RTW this week, keeps you up-to-date with Alberta Agriculture.	Contact Name: Laura Thygesen 100A,7000-113st Edmonton, AB T6H 5T6 Tel:(780)644-1754 Fax: (780)427-2861 Email:laura.thygesen@gov.ab.ca Website: agriculture.alberta.ca	<b>16</b>
<b>Alberta Agriculture and Rural Development - Explore Local Initiative</b>	Explore local is an Alberta Agriculture and Rural Development initiative established to help producers succeed in the local food industry.	Contact Name: Lisa Sharp 5712-48th Ave, Edmonton, AB T4V 0K1 Tel:(780)679-5169 Fax:(780)679-5175 Email: lisa.sharp@gov.ab.ca www.explorelocal.ca	<b>8</b>
<b>Alberta Agriculture and Rural Development - Traceability Division</b>	The Traceability Division provides information regarding Traceability in Alberta	Contact Name: Linda Doucette 1201;10320-99st, Grande Prairie, AB T8V 6J4 Tel:(780)538-6208 Fax:(780)538-5288 Email: linda.doucette@gov.ab.ca	<b>25</b>
<b>Alberta Agriculture Farm Safety</b>	To educate and promote safe practices on the farm.	Contact Name: Cindy Kremer RM 200 7000-113st, Edmonton, AB T6H 5T6 Tel:(780)427-4309 Fax:(780)422-7755 Email: cindy.kremer@gov.ab.ca Website: agriculture.alberta.ca/farm safety	<b>31-34</b>

<b>Company Name</b>	<b>Description</b>	<b>Contact Information</b>	<b>Booth #</b>
<b>Alberta Community &amp; Co-Operative Association</b>	To strengthen Alberta Communities through cooperative and agricultural awareness, training and development.	Contact Name: Michele Aasgard #104, 5013-48St, Stony Plain, AB T7Z 1L8 Tel:(780)963-3766 Fax: (780)968-6733 Email: maasgard@acca.coop Website: www.acca.coop	<b>44</b>
<b>Alberta Culture and Community Spirit</b>	Board development services to non profits and charities.	Contact Name: Debra Hagman 4709-44 Ave, Stony Plain, AB T7Z 1N4 Tel: (780)963-2281 Fax: (780)963-7009 Email: debbie.hagman@gov.ab.ca	<b>9</b>
<b>Alberta Recreation &amp; Parks Association</b>	ARPA is a provincial charitable not-for-profit organization with a voluntary Board of Directors dedicated to the promotion of recreation and parks, and their benefits to the quality of life of all Albertans.	Contact Name: Stephen Allan 11759 Groat Road, Edmonton, AB T5M 3K6 Tel: (780)415-1745 Fax: (780)451-7915 Email: arpa@arpaonline.ca Website: arpaonline.ca	<b>19</b>
<b>Arts Touring Alliance of Alberta</b>	The ATAA is a network of rural arts presenters and touring artists. We work to bring these two groups together.	Contact Name: Brenda O'Donnell 11759 Groat Road, Edmonton, AB T5M 3K6 Tel: (780)644-4840 Fax: (780)644-4841 Email: brenda@artstouring.com Website: artstouring.com	<b>21</b>
<b>ATCO Electric</b>	ATCO Electric has been providing the safe, reliable delivery of electricity to customers in northern and east-central Alberta since 1927. The company serves 168,000 customers in 236 communities. ATCO Electric is a wholly owned subsidiary of Canadian Utilities, a member of the Alberta-based ATCO Group of Companies.	Contact Name: Atco Electric 10035-105st Edmonton, AB T5J 2V6 Tel: (888)668-2248 Website: www.atcoelectric.com	<b>4</b>
<b>ATCO Gas</b>	ATCO Gas provides the safe, reliable and efficient delivery of natural gas to more than 850,000 customers in 292 communities across Alberta. The company is a wholly owned subsidiary of Canadian Utilities, a member of the Alberta-based ATCO Group of Companies.	Contact Name: Atco Gas 10035-105st Edmonton, AB T5J 2V6 Tel: (888)668-2248 Website: www.atcogas.com	<b>3</b>
<b>Chandos Construction Ltd</b>	We are a renowned contractor that serves organizations which have a need for construction, design, and development expertise.	Contact Name: Ed Tarksis 6720-104st, Edmonton, AB T6H 2L4 Tel: (780)229-0717 Fax: (780)436-1797 Email: etarksis@chandos.com Website: www.chandos.com	<b>50</b>

<b>Company Name</b>	<b>Description</b>	<b>Contact Information</b>	<b>Booth #</b>
<b>Cimco Refrigeration</b>	Supply, install, and service industrial refrigeration systems in warehouse as well as recreational artificial ice systems in arenas and curling rinks throughout Alberta and Canada	Contact Name: Gerald R. Curran 5909-83St, Edmonton, AB T6E 4Y3 Tel: (780)468-1490 Fax: (780)469-1290 Email: gcurran@toromont.com Website: cimcorefrigeration.com	<b>17</b>
<b>Federation of Alberta Gas Co-ops Ltd</b>	This is a unique organization that brings an equal standard of living to rural Alberta by providing natural gas services. The Federation members consist of 54 Co-ops, 5 County Systems, 17 Municipal systems, and 6 Native systems.	Contact Name: Lyle Kuzik #201,115 Portage Close Sherwood Park, AB T8H 2R5 Tel: (780)416-6543 Fax: (780)416-6544 Email: ddietz@fedgas.com Website: www.fedgas.com	<b>15</b>
<b>Flyin' Bob</b>	Flyin' Bob is a comedy, juggling, on man circus show. He also does community circus camp programs for youth and face painting.	Contact Name: Bob Palmer 48 Wildrose Dr, Sylvan Lake, AB T4S 2K8 Tel: (403)597-5523 Fax: (403)864-3301 Email: bob@flybob.com Website: flybob.com	<b>10</b>
<b>Foster Park Baskett Insurance Ltd</b>	Foster Park Baskett is one of the largest independent insurance brokers in western Canada assisting you with your coverage and risk management needs.	Contact Name: Andre Charrois Suite 200,17704-103 Ave Edmonton, AB Tel:(780)489-4961 Fax: (780)486-0169 Email: andre.charrios@fpb.ca Website: www.fpb.ca	<b>1</b>
<b>Global Sport Resources Ltd</b>	Supply and install spectator seating, bleachers and hockey dasher boards.	Contact Name: Jordy Ryhorchuk 504-67 Ave, Edmonton, AB T6P 1S2 Tel: (780)469-7980 Fax: (780)463-7988 Email:info@globalsportresources.com Website:globalsportresources.com	<b>20</b>
<b>Hitch Masters Percherons</b>	6 Horse show hitch / animal display/ and wagon rides.	Contact Name: Kim Dimmock Box 246, Mundare, AB T0B 3H0 Tel: (780)603-0390 Email: dimmock_13@hotmail.com	<b>22</b>
<b>Industrial Machine Inc</b>	Full service distributor of zamboni ice resurfacers, BOSS snow plows, hiway sanders, and RPM Tech snow blowers.	Contact Name: Jason Rolfe 11920-145 St, Edmonton, AB T5L 2H5 Tel: (780)944-6986 Fax: (780)452-3781 Email:jasonr@industrialmachine.ca Website:www.industrialmachine.ca	<b>24</b>
<b>International Association of Fairs &amp; Expositions (IAFE)</b>	Nearly 1300 agricultural fairs, shows, expositions, and exhibitions of all sizes and from around the globe are members of the IAFE. We provide educational programming, organize meetings, produce the Fairs & Expos magazine, as well as to provide resources and advocacy for our members.	Contact Name: Marla Calico 3043 E Cairo Springfield, Missouri, 65648 Tel: (800)516-0313 Fax: (417)862-0156 Email: marlac@fairsandexpos.com Website: www.fairsandexpos.com	<b>45</b>

<b>Company Name</b>	<b>Description</b>	<b>Contact Information</b>	<b>Booth #</b>
<b>Lemon Heaven</b>	Freshly squeezed lemonade concession.	Contact Name: Mark Heinrich 1416-37a Ave, Edmonton, AB T6T 0H9 Tel: (780)217-2078 Fax: (866)572-0416 Email: mark.heinrich@gmail.com	<b>35-38</b>
<b>Longbow Sales Inc</b>	Audience/Spectator Seating, Other Seating/Furnishings, Folding Partitions, Gymnasium Equipment, Outdoor Products.	Contact Name: Ken Kilroe #6,3700-19th St NE, Calgary, AB T2E 6V2 Tel: (403)291-3166 Fax: (403)291-4774	<b>40</b>
<b>Lottery Funding Programs</b>	Alberta Culture and Community Spirit, through Lottery Funding Programs, administers two major grant programs: Community Facility Enhancement Program (CFEP - \$38.5 million/year) and the Community Initiatives Program (CIP - \$28 million/year) to support community and charitable initiatives throughout Alberta	Contact Name: Maggie Low-On 212, 17205-106A Ave Edmonton, AB Tel: (780)422-9578 Fax: (780)422-8739 Email: maggie.low-on@gov.ab.ca	<b>12</b>
<b>Manasc Isaac</b>	Full service architectural firm specializing in sustainable design.	Contact Name: Ian O'Donnell 10225-100 Ave, Edmonton, AB T5J 0A1 Tel: (780)429-3977 Email: iodonnell@manascisaac.com Website: www.manascisaac.com	<b>7</b>
<b>Musco Sports Lighting Canada</b>	For over 30 years, Musco has specialized in the design and manufacture of athletic field lighting. Musco's Light-Structure Green is a cost-effective sports lighting system offering significant advantages for your budget and the environment - operating costs and off site spill light are cut in half.	Contact Name: Brad Harrison 48 Millpark Way Calgary, AB T2Y 2N1 Tel: (866)695-8162 Fax: (403)695-9019 Email: brad.harrison@musco.com Website: www.musco.com	<b>28</b>
<b>Rainbow the Clown &amp; Friends</b>	Clown Balloon Artist and also offers stage shows.	Contact Name: Larry Dixon J602,3525-40th Ave SW Calgary, AB T3E 6W1 Tel: (403)278-9209 Email: info@rainbow-the-clown.com Website: rainbow-the-clown.com	<b>11</b>
<b>Recreation Facility Personnel</b>	Recreation Facility Personnel is a Provincial Organization dedicated to providing excellence in training and professional development for individuals involved in the operation of all Recreation Facilities.	Contact Name: Larry Golby Box 534, Cochrane, AB T4C 1A4 Tel: (403) 851-7626 Fax: (403)851-9181 Email: larryg@aarfp.com Website: www.aarfp.com	<b>13</b>
<b>Schoolhouse Products Inc</b>	Distributor of Mity Lite durable/lightweight folding tables; Stageright portable stages & choral risers; Screenflex portable partitions; and a wide range of stacking/banquet chairs.	Contact Name: Gord Nicholson 218,16 Midlake Blvd SE, Calgary, AB T2X 2X7 Tel: (403)995-0444 Fax: (403)995-0464 Email: gordnicholson@telus.net Website: schoolhouseproducts.com	<b>42-43</b>

<b>Company Name</b>	<b>Description</b>	<b>Contact Information</b>	<b>Booth #</b>
<b>Servus Credit Union</b>	Servus Credit Union is a member-owned, community-based financial institution with roots dating back to 1938.	Contact Name: Servus Credit Union 151 Karl Clark Rd, Edmonton, AB T6N 1H5 Tel:(877)496-2151 Fax: (780)465-5108 Website: <a href="http://www.servus.ca">www.servus.ca</a>	<b>30</b>
<b>Staging Canadell Ltd</b>	Staging Canadell is the only Canadian Manufacturer of portable staging products. Located in Humboldt, SK, we will work with you to meet your staging needs.	Contact Name: Denise Seidle Box 730,311 Main St,Humboldt,SK S0K 2A0 Tel: (306)682-5335 Fax: (306) 682-5338 Email:denise@stagingcanadell.co	<b>26-27</b>
<b>Superior Show Service Inc</b>	Presently we are the show contractor for a number of well established Trade Shows and Gas and Oil Shows. Hard work and attention to detail enables us to provide faultless service levels for small functions right through to large, international level events. A large inventory of rental equipment along with our knowledgeable staff allows us to provide you with the largest variety of goods and services.	Contact Name:Superior Show Serv 8599-111 Street Fort Saskatchewan, AB T8L 3V1 Tel: (780)992-0404 Fax: (780)992-0406 Toll Free: (888)417-4449 Email: info@superiorshow.com	<b>49</b>
<b>The Trinity Projekt</b>	The Trinity Projekt is a 3 piece country/rock/50's band available for fundraisers, dances, beer gardens, etc.	Contact Name:Mathew Scheideman RR#1, Onoway, AB T0E 1V0 Tel: (780)918-8730 Fax: (780)967-5174 Website:thetrinityprojekt.com	<b>23</b>
<b>UFA</b>	Farm Supply and Petroleum Supply Co-operative Limited	Contact Name: Sarah Swart UFA Distribution Centre 6510-20st Edmonton, AB T6P 1Z2 Tel:(780)440-9865 Fax: (780)450-2594 Email: sarah.swart@ufa.com Website: <a href="http://www.ufa.net">www.ufa.net</a>	<b>2</b>
<b>West Coast Lumberjack Shows Ltd</b>	Action packed Lumberjack shows. We have several different shows we can tailor to any size of event. Ask us about our "Mountain Show" for smaller events.	Contact Name: Darren R. Dean 4002 Forbidden Plateau Road Courtenay, BC V9J 1P9 Tel: (250)830-4065 Fax: (250)897-7482 Email: darren.dean@loggersports.com Website: <a href="http://www.loggersports.com">www.loggersports.com</a>	<b>14</b>



# ***Showcase Schedule***

**cenovus**  
ENERGY

**encana**<sup>TM</sup>  
*natural gas*

*Travel  
Alberta*  
Canada 







# Show Case Schedule of Events

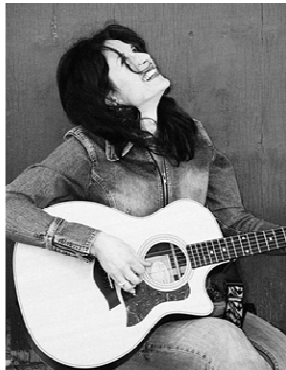



## Trade Show Stage

Friday February 4, 2011

Time		Description	Contact Information
4:30pm-5:00pm		<b>Avery Knight</b> 18 year old Avery Knight has been performing as a solo artist for 11 years. In recent years, her love of music led her to learn guitar and ultimately dabble in writing. She has been seen at such events as; Big Valley Jamboree, The Rainmaker Rodeo and even Merritt Mountain Music Festival and is honored to be a part of the 2011 Mission Possible AAAS Convention & Tradeshow.	<b>Contact Name:</b> Avery Knight <b>Phone:</b> (780)993-0710 <b>Email:</b> <a href="mailto:averytheangel@hotmail.com">averytheangel@hotmail.com</a> <b>Website:</b> <a href="http://www.myspace.com/averyknight">www.myspace.com/averyknight</a>
5:00pm-5:30pm		<b>Kasha</b> Take a little feel good country music and throw in some attitude. Toss that up with some darker Rock n' Roll but don't forget a whole lotta soul and you have it, The Orchard. This brand new group formed in October and in only a few short months have become part of the Overtime circuit, have had their first headlining gig at the Brixx, are writing and playing their own original tunes, and also have embraced their abilities to sell beer and bond with the crowd by playing familiar songs that accent a good time! This brand new project out of Edmonton, Alberta has kicked off with a bang and will knock you off your feet. Be ready.	<b>Contact Name:</b> Kasha <b>Phone:</b> (780)983-7998 <b>Fax:</b> (780)417-8714 <b>Email:</b> <a href="mailto:kupsch_k@hotmail.com">kupsch_k@hotmail.com</a> <b>Website:</b> <a href="http://www.kashamusic.net">www.kashamusic.net</a>

# Show Case Schedule of Events

## Main Stage Friday February 4, 2011



Time		Description	Contact Information
6:00pm-6:30pm		<b>Jacqueline Drew &amp; the Crew</b>  "Jacquie Drew & the Crew" is one of Calgary, Alberta's top live country music bands, with a fun, quirky and down-to-earth show that incorporates catchy, humorous song-writing, pure sound quality, and classic country favourites. With a show adaptable to fun dance-hall crowds, or thoughtful folk listeners, Jacquie Drew & the Crew truly provide "Original country, blues and roots, to fill your soul or stomp your boots!"	<b>Contact Name:</b> Jacqueline or Gary Drew  <b>Phone:</b> (403)804-4676  <b>Email:</b> jd@jacquiedrew.com  <b>Website:</b> www.jacquiedrew.com
8:45pm-9:15pm		<b>Popovich Musical Entertainment Services</b>  Typically, Western Canada is not thought of as the entertainment capital of the world, however, it is exactly that for Richard and Deborah Popovich. This dynamic couple have been earning their living entertaining Western Canadian audiences with their unique brand of humor and music for over 20 years. They are well known for their performances on the famous, Alberta Prairie "Steam Train" at Stettler, Alberta.	<b>Contact Name:</b> Richard or Deborah Popovich  <b>Phone:</b> (403)886-2402  <b>Fax:</b> (403)886-2415  <b>Email:</b> party@xplornet.com  <b>Website:</b> www.richardanddeborah.com
9:20pm-9:50pm		<b>Karen Claypool</b>  Karen Claypool is proud of her Alberta roots, and her talent has earned her a spot on the stage at the 2010 Big Valley Jamboree, and the Canadian Country Music Awards. Karen is a grade 12 honour student who loves being on stage and performing. Her passion for singing and acting has developed into one of Canada's freshest new acts. Karen's show features set after exciting set of covers, classics, and originals in the country, and country rock genre, still Alberta's favourite music flavour. Karen enjoys composing her own songs, and blends her unique charm, and personality into a memorable fun, moving performance. As indicated in a recent review, "You won't be disappointed, because Karen's glowing stage presence and ability to express passion and emotion make her a genuine pleasure to watch."	<b>Contact Name:</b> Kim Harrold/ Media Q Communications  <b>Phone:</b> (780)719-4710  <b>Email:</b> kim@mediaQ.ca
10:00pm-10:30pm		<b>Melanie Morgan</b>  Cap-Pele New Brunswick's Melanie Morgan has been described as one of the most exciting new voices to hit the Canadian Country scene. Growing up in a small Acadian town, Melanie was exposed to both "Country" and "French Acadian" Music which makes her a good example of home grown talent. With her classic twang and powerful vocals Melanie has left a lasting impression on audiences all over Canada.	<b>Contact Name:</b> Monique Cormier  <b>Phone:</b> (506)533-1110  <b>Email:</b> morgan.melanie@hotmail.com  <b>Website:</b> www.melaniemorgan.me



# Show Case Schedule of Events

## Trade Show Stage

*Saturday February 5, 2011*

Time		Description	Contact Information
10:30am-11:00am	 <b>Association of Canadian Country Music Legends</b>	<b>ACCML</b> We are honored to present the Alberta Country Music Legends. Our mandate is to present, preserve, promote and protect Traditional Country Music. In bringing Traditional Country Music to your community we will be able to ensure a more visible traditional image, which will result in a positive appreciation of country activities, while giving added support to local undertakings. We can ensure good camaraderie, great stories, and Traditional Country Music for all to enjoy.	<b>Contact Name:</b> George Myren  <b>Phone:</b> (780)489-8994 <b>Fax:</b> (780)489-9475 <b>Email:</b> joyce40@telus.com <b>Website:</b> www.accml.com
3:30pm-4:00pm		<b>Donna Durand</b> An original prairie girl who loves to touch hearts with her unique western folk songs. "Donna... has a pure and beautiful voice that evokes prairie skies and prairie life, happy and melancholy." Caterina Edwards "Durand's music is steadfastly assured within this gleaming album, capturing both the geographic openness and people temperance of our province." Roots Review "The Road Back is a 12 song RX of medicine for three generations of roots music fans. Authentic prairie roots sound that captures the heart." The Blue Chair	<b>Contact Name:</b> Donna Durand  <b>Phone:</b> (403)309-4537 <b>Email:</b> donnadurand@gmail.com <b>Website:</b> www.donnadurand.com



# Show Case Schedule of Events

## Main Stage Saturday February 5, 2011

Time		Description	Contact Information
6:00pm-6:30pm		<b>Shawna Lynne</b>  Shawna Lynne was born and raised in Edmonton, Alberta and was singing since she could talk, energized and always willing to put on a show for anyone who would watch. Shawna Lynne has been performing professionally since 2001, she is a never ending high energy act that leaves you wanting more with her mix of classic country, top forty and her own originals.	<b>Contact Name:</b> Shawna Lynne  <b>Phone:</b> (780)922-0088  <b>Email:</b> shawndal@telus.net
7:30pm-8:00pm		<b>Doris Daley</b>  Doris Daley has award-winning poetry for events across North America. She is Whole-some, humorous, has witty stage presence, energetic and versatile for all audiences in small, medium and large centres.	<b>Contact Name:</b> Doris Daley  <b>Phone:</b> (403)933-4434  <b>Email:</b> ddaley@telus.net  <b>Website:</b> www.dorisdaley.com
8:45pm-9:15pm		<b>Rapid Fire Theatre Society</b>  We are proud to be Edmonton's premiere destination for improvised comedy. We aim to provide affordable, high-energy improvisation and alternative theatre to our audiences, While providing exciting opportunities for our participants.	<b>Contact Name:</b> Karen Brown Fournell  <b>Phone:</b> (780)448-0695  <b>Fax:</b> (780)439-7053  <b>Email:</b> gm@rapidfiretheatre.com  <b>Website:</b> rapidfiretheatre.com
9:20pm-9:50pm		<b>Al Brant</b>  Al is a self-taught musician; he feels he has to work hard at writing songs. That's partly due to his quest to become more and more honest: to be "Wide Open." "Song-writing helps me feel out my world; it helps me understand things. I work through things in my songs," he says. The music Al writes is soulful, reflective, and life-affirming. His pieces are uncluttered, create images, and draw feelings from his listeners.	<b>Contact Name:</b> Al Brant  <b>Phone:</b> (780)718-2160  <b>Email:</b> brantsongs@hotmail.com  <b>Website:</b> www.albrant.ca
10:00pm-10:30pm		<b>Jukebox Leigh's Western Cabaret</b>  Jukebox Leigh's Western Cabaret is a thrilling entertainment extravaganza, bringing to live your favourites from the world of Country & Western to the Classic Rock with a few extra surprises! Jukebox Leigh's Western Cabaret is the wildest western show on the road!	<b>Contact Name:</b> Catherine Kruczek  <b>Phone:</b> (780)964-4567  <b>Email:</b> catherine@nyxindustries.com  <b>Website:</b> www.nyxindustries.com
10:30pm-11:00pm		<b>Shane Chisholm</b>  2 time CCMA Award winner and Claresholm Alberta resident Shane Chisholm has become a tour de force, performing around the globe sharing his brand of Trad/Alt Country music while crafting his own instruments for his show. His recent addition is an Upright Bass he crafted from a Chevy Astro Van Gastank simply named "Tank"	<b>Contact Name:</b> Shane Chisholm  <b>Phone:</b> (403)614-3258  <b>Email:</b> shanebass@shaw.ca  <b>Website:</b> www.shanechisholm.com



# ***Speakers, Emcee & Special Guests***

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## Emcee Biography

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### Mike Labelle

Mike is a former NHL player agent and hockey scout who spent his summers on the rodeo trail. Competing at all levels of rodeo including the CPRA, knowing one day the ride would have to come to an end he decided to start announcing rodeo's and is currently in his fourth year as a CPRA accredited announcer.

Mike has had the pleasure of working such events as the Chinook Rodeo Association Finals, Coombs Pro Rodeo, Airdrie Pro Rodeo and a co-host covering the Calgary Stampede's Rangeland Derby on Shaw tv.

Mike has also had the chance to work in print media covering the CPRA, WPCA and the PBR events.

Mike and his wife Nadine currently reside in Calgary with their 4 daughters.

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## Speaker Biographies

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### Marlene Abrams



Marlene Abrams is a Regional Cuisine Specialist with Alberta Agriculture and Rural Development and a member of Explore Local. Alberta Agriculture and Rural Development launched Explore Local to provide the resources needed to grow the Province's local market sector. Marlene was team leader of Dine Alberta connecting chefs and producers so local food would be served in restaurants and cafes across the Province. She continues her work in this area as well in local food events and other projects in Explore Local. Her fervent desire to spread this message is portrayed by her license plate "EAT LOCL"!

### Brent Barootes



Brent Barootes is the founding partner of the **Partnership Group – Sponsorship Specialists™**. Brent has been engaged in the sponsorship with agricultural societies, fairs, festivals, exhibitions, events, charities, nonprofits, municipalities, member organizations, as well as cultural and sport organizations. A great deal of his focus and experience has been in non profits and charities. Brent has worked directly and indirectly with many Canadian charities, non-profits, exhibitions and agricultural societies, member associations as well as major corporations to develop, design and builds effective and efficient sponsorship programs. In 2001, Brent incorporated the **Partnership Group – Sponsorship Specialists™**, a Calgary based national sponsorship consulting firm. In addition to his role as President with the firm, Brent is actively involved in sponsorship mentoring of clients while overseeing all aspects of client programs including inventory development, benefit audits and valuation and proposal package template development.

## Speaker Biographies

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### David Beurle – Keynote Speaker

David holds a firm conviction that the future of rural and regional areas, lies in the hands of the local people. He created Innovative Leadership, with the mission of bringing the tools and skills to the people who care the most – the people who choose to make rural towns, centers and regions their home. He has a passion for rural life; having been raised on a farm and having worked all his life in, and with, rural communities.

His career has covered a wide range of experiences – from working for many years in the remotest parts of northern Australia, where cattle ranches are often over one million acres; to working at the highest levels of Government, with eight years as the ‘right-hand man’ to a senior Australian Cabinet Minister; the Western Australian Minister for Agriculture and Fisheries. This also included a short diversion as the producer of a pilot TV series that explored and showcased innovation in rural areas.

David’s experience covers a similar breadth; from working on the ground with farmers and Aboriginal communities; to building international trade relations and strategic alliances between Australian farmers and their markets in Egypt, China, India and Europe. David has now provided leadership training to thousands of people and has worked extensively with hundreds of communities and regions across North America and Australia as they reinvent and revitalize themselves

These days, David splits his time between Australia and North America, as he pursues his passion for community revitalization and creating vibrant and prosperous regions. His work in community and economic development has earned him – and his work – international, national and State awards.



### Sheila Campbell

Sheila Campbell supports the efforts of rural communities and regional organizations in creating vibrant and sustainable tourism destinations and experiences that reflect and celebrate the people, culture and nature of each place. Sheila has worked as a Tourism Product Development Coordinator with Alberta Tourism, Parks and Recreation since 2005. She holds a B.A. and M.A. in Recreation and Leisure Studies from the University of Al-



### George Cuff – Keynote Speaker

George Cuff knows the value of lifelong learning and considers himself a student while also being a teacher and advisor on the art and principles of governance and the elements of effective organizations. He has worked in these areas since 1974, having held a department head position in local government and later a consultant position with the Provincial government.

George has served as mayor of Spruce Grove, Alberta for 4 terms, is a Past President of AUMA (Alberta Urban Municipalities Association), and FCM (Federation of Canadian Municipalities). George’s firm provides a variety of services to clients, but principally in the areas of Board and Council governance, organization reviews, trouble-shooting, executive recruitment, staff and elected official training and special projects. George is the author of 4 books including “Cuff’s guide to Municipal Leaders” as well as the author of over 300 articles on good governance.

## Speaker Biographies

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**Jan Fox**

Jan is a speaker, trainer, and consultant with a passion for working with people to achieve workplace wellness. She has more than 25 years experience as a senior manager in the public sector, where she continues to lead a large and diverse team of people. Jan has been addressing groups for 10 years on topics related to Leadership, Team Building, Conflict Resolution and achieving life balance. It is Jan's belief that leaders must "walk the talk" and that successful leaders are those who embark on a journey of continuous learning.



**Juliet Fox**

Juliet Fox joined Innovative Leadership USA in 2009 and is playing a crucial role in building the company in North America, with a particular focus to develop the range of products and approaches that allow communities and organizations to better deal with a rapidly changing world. With over twenty years of experience in strategic planning, leadership coaching, engaged consensus building, economic feasibility efforts Juliet is a renowned futurist with a powerful insight into the possible future impacts of technology on how we live in communities and how our world might look. She is an exciting presenter who engages her audiences to explore the future in a thought provoking manner.



**Denise Gariepy**

Denise Gariepy is the Knowledge manager for Active, Creative, Engaged (ACE) Communities – an initiative of the Alberta Recreation and Parks Association. Denise has managed a variety of ARPA initiatives including the development of the Facility Inventory Tracking System. Denise has seen how sport and recreation benefit children and youth, and how this continues into adulthood.



**Larry Golby**

Larry was born and raised on a farm in the Coronation area. After high school he attended the University of Lethbridge where he majored in Physical Education and Recreation and minored in Psychology. Upon completion of University he returned to his home town and accepted the job as Recreation Director which he held for 20 years. He has also spent 5 years with the Government of Alberta as a Recreation Facility Consultant. He is presently the Executive Director for the Alberta Association of Recreation Facility Personnel and has held this position for the past 4 years. Larry is an avid golfer and works closely with Hockey Alberta and Hockey Canada.



**Debbie Hagman**

Debbie Hagman has worked for Alberta Culture and Community Spirit for almost seven years as a Community Development Officer. She loves her job as it takes her from working with non-profits and charities in inner city Edmonton to working on planning initiatives in many small rural communities, helping them to plan out what the community may look like in the distant future. She could be working with Ag societies or school boards or municipal councils or day care groups on planning issues, governance issues, fundraising ideas, etc. Deb is married to Earl and is a farmer's wife for the last 33 years; has three grown children and a new son-in-law. She started an Ag society in 1986 in the community in which she lives.

## Speaker Biographies

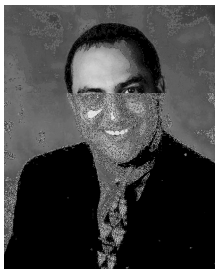
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### **Brenda Herchmer**

Brenda Herchmer has a diverse background gained in a variety of business, government, education, and social profit settings. Owner of Grassroots Enterprises, a company specializing in community building, she is now serving as the Project Director of ACE Communities for Alberta Recreation and Parks Association (ARPA). Previously she has taught at Niagara College, managed the Niagara Centre Centre for Community Leadership and worked in municipal recreation. Brenda is an avid blogger, writes a weekly newspaper column, and has written three books. Brenda has been acknowledged as a YWCA Woman of Distinction in Training and Education, and as winner of the Toastmasters Communication and Leadership Award.

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### **Ian Hill – Keynote Speaker**

Humanitarian, Business Leader, and Award Winning Philanthropist, these are some of the words that are often used when referring to Ian Hill. Over the past four years, Ian has acted as a catalyst for over 1130 successful community-based projects across Canada and has built a reputation as North America's leading community change agent.

In Alberta, Ian is the Active, Creative, Engaged (ACE) Communities Ambassador which has taken him to some forty Albertan communities in the last 36 months, working as a catalyst for citizen engagement and community improvement. This grassroots on the ground view gives him a special insight in these times of change.

Ian has been recognized for his commitment to positive change by the National Council for Community and Justice and the Martin Luther King Jr Commission, which both named him Humanitarian of the Year. The Stand for Children Organization named Ian its Child Advocate of the Year, and most recently Canadian business legend Harry Rosen presented Ian with the Adler Business leader's award.

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### **Linda Hui**

Linda Hui is currently a volunteer workshop facilitator with the Board Development Program, Culture and Community Spirit. She has facilitated several board governance workshops and presentations throughout Alberta, including via videoconferencing. The organizations that she has worked with have been diverse and exemplify dedication to serving the community. They have taught her a great deal in return. For over twenty years, she taught elementary, junior high and high school students, as well as, was involved in curriculum and resource development. Linda works at the University of Alberta as the coordinator for health, safety and security training program development. Her most recent board experience involves participation as the new member of the Edmonton Community of Adult Learners Association (ECALA) board of directors. This organization serves to support adult literacy in Edmonton.

## Speaker Biographies

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### **Leah Jones**

Leah Jones' professional career and much of her volunteer time has been focused on giving and requesting corporate sponsorship. More than 20 years experience has been acquired through her work at UFA as Corporate Sponsorship Manager, at Northlands as volunteer Director on the prestigious Northlands Board and in her current Community Relations and Brand Awareness position at AFSC. Before that she received her Bachelor's of Science Degree in Agriculture from the University of Alberta specializing in animal science and rural community development. Courses taken since that time include Measuring Community Investment ROI, Increasing Brand Awareness, Negotiating Contracts and various media, marketing and communication courses. Leah is no stranger to agricultural societies having served as a Director on the Olds Agricultural Society Board and as a director and Vice President of the Westlock Agricultural Society Board along with her time spent at Northlands. She currently resides in Carstairs, operations a purebred cattle operation in Didsbury with her husband and three children as well as serves as a 4-H Leader and Director of the Olds Figure Skating Club.

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### **Eileen Kotowich**

Eileen Kotowich, with Alberta Agriculture and Rural Development since 1999, works with Farmers' Markets and those interested in selling food into local markets. She started her career with government working on projects related to farm direct marketing and is now the Farmer's Market Specialist for the Province. Eileen is responsible for administering the Approved Farmers' Market Program on behalf of the Province and spends her summers visiting markets far and wide, talking to vendors and tasting all the goodies markets have to offer.

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### **Carol Peterson**

Carol Petersen is the Recreation and Community Development Manager with the Alberta Recreation and parks Association. Carol truly believes in the value that recreation and parks can have in making our communities fun, exciting, and educational – places where people WANT to live. Carol has worked and played in more than 50 Alberta communities and loves to help others find and create these great assets.

## Speaker Biographies

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### Bill Reynolds

A self-professed pack rat of information and travel enthusiast, Bill is presently the Manager of Local Food Policy and Planning with Alberta Agriculture and Rural Development. Formerly the co-leader for the Ag-tourism Initiative for 8 years with Alberta Ag and the catalyst behind many successful regional cluster development projects (Country Soul Stroll, Country Drive, etc), regional food event workshops, and the initiation of the Alberta Culinary Tourism Alliance. Prior to his agriculture exposure, he was the Director of Tourism Product Development with Alberta Economic Development, and there for twelve years involved in regional tourism planning, site and facility assessment and attraction feasibility. 8 years with Edmonton's municipal government, Bill gathered a wide range of experience in marketing, adult education, special event planning, heritage interpretation and volunteer management, as had of visitor services for Capital City Park and program director with the John Janzen Nature Centre. Trained as an ecologist, Bill also immensely enjoyed being employed with Parks Canada for 4 seasons as a part nature interpreter. Bill is married to Marion, a black belt in Tae Kwon Do, and they have two grown up boys Vince, a school teacher and Colin, a future chiropractor. He is very proud of his self inflicted sabbatical where he and his wife home schooled their children during a yearlong sojourn in their camper experiencing North America.

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### Brenda Robinson

Brenda is a speaker, trainer, writer and consultant. She has been addressing groups for over twenty years on topics related to communications, humour, laughter, positive working skills and wellness in general. Brenda received her Bachelor of Arts from Brandon University in Brandon, Manitoba (Major in English) and her Masters of Education from Simon Fraser University in Burnaby, B.C. in 1998.


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## **Miss Rodeo Canada 2011 Kezia Morrison**

Kezia Morrison is a southern Alberta cowgirl born into a family tradition of farming and ranching dating back to the late 1800's. Her family owns and operates a mixed farming operation south west of Okotoks nestled in the foothills of the Rocky Mountains. Her family never imagined that Kezia's mixed interests of dance, theater, horses, sports, politics and travel would one day lead her to pursue the title of Miss Rodeo Canada.

However, it is now apparent that as Miss Rodeo Canada 2011, Kezia has successfully combined all of her interests into one exceptional role. A recent graduate of Queen's University with an Honours Degree in Political Studies and Spanish, Kezia has a passion for travelling and appreciates the beauty of cultural diversity. She looks forward to serving her country and the sport of rodeo as an ambassador. She joins the voices of the Canadian Breast Cancer Foundation as a passionate and dedicated spokeswoman and educator.

The sport of rodeo depends on the generous support and commitment of the sponsors who believe in the unique lifestyle and tradition of this premier sporting event of the west. Kezia looks forward to representing and promoting these sponsors in her travels.

Kezia is aware of the many challenges youth face today and has overcome them by living her life according to the simple Spanish words *vida fuerte* meaning strong life.

During her reign as Miss Rodeo Canada 2011 Kezia hopes to be a role model and to inspire young women to follow their dreams regardless of how big or small they may be.



### **Miss Rodeo Canada Princess 2011 Kirsten Braumandl**

On November 12<sup>th</sup> 2010 Kirsten Braumandl's dream of representing the sport of rodeo in Canada came true when she became the 2011 Miss Rodeo Canada Princess. She was also the recipient of the Horsemanship and Public Speaking Awards that she is very proud of.

Before becoming the 2011 Miss Rodeo Canada Princess, Kirsten represented her hometown rodeo as the 2009/2010 Williams Lake Stampede Queen. Her passion for the sport was sparked at a young age when watching the strong cowboys and cowgirls, along with the beautiful royalty waving to the crowd at her hometown rodeo. They inspired her to one day becoming rodeo royalty herself.

In addition to watching rodeos Kirsten also loves participating in local gymkhanas, 4-H and being a competitive barrel racer. Her love for animals began when visiting her Grandfathers ranch and feeding his horses and cows through the fence when she was little.

Kirsten also enjoys participating in sports, which include soccer, volleyball, and downhill skiing. In high school she was not only active on her sports teams but also in her student council and theatre program where she took on many leadership roles. Volunteering has always been very important to Kirsten. She is an active member of the Canadian Cancer Society and has been involved in Big Brothers Big Sisters as a student mentor.

Kirsten is blessed to have the amazing support of her family and friends who have all helped her to become the person she is today. Kirsten looks forward to educating the public about the sport of rodeo that she has grown to love. It is her goal as the Miss Rodeo Canada Princess to inspire others to stay true to themselves, follow their dreams, and to find the strength in themselves to try something new.



**Miss Rodeo Airdrie  
Alicia Kuipers**

Alicia Kuipers is a proud resident of the rural Airdrie community. Currently attending Olds College, this 19 year old is enrolled in the Agricultural Management Program, and is pursuing a career in the agricultural industry.

Alicia has always had a strong passion for horses and the rodeo world, supporting the roots it was built on. She competes in barrel racing and team roping along with her reign as 2010 Miss Rodeo Airdrie. Her enthusiasm for the sport has her eyes glued to the arena during the performances, and knowledgeable outside the area where she shares her experiences with the fans.

Alicia is honored and excited in her role as 2010 Miss Rodeo Airdrie, as an ambassador for the city of Airdrie and the sport of rodeo.



**2010 Airdrie Pro Rodeo Princess  
Melinda Carmichael**

Melinda Carmichael calls Balzac, Alberta home where she's graduated from George McDougall High School in Airdrie. At 19, Melinda is now attending Lakeland College in Vermillion where she is studying in her second year, the Adventure Tourism and Outdoor Recreation program.

Melinda is an extremely bubbly with a witty personality and is very naturally able to get people laughing and enjoying themselves in her presence. Melinda brings a variety of interests including the outdoors, musical productions, leadership as a member of the Airdrie Air Cadets, sports, horses and her rural roots with her in her role as Airdrie Pro Rodeo Princess 2010.

Melinda is passionate about the rodeo sport and the city of Airdrie, and is a great ambassador as the Airdrie Pro Rodeo Princess 2010.

