



ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Well, here it is, summer 2021, and it is looking extremely promising. After a year and a half of lock down, partial opening, fully closed, and now fully opened, we look forward with cautious optimism. In less than a month of restrictions being lifted, our members are off and running. Rodeo's, chuckwagons, markets and concerts, all pulled together on shoe-string budgets by immense dedication. It never ceases to amaze me, the power and resiliency of our Agricultural Societies. Regardless of size, budget, or business focus, Agricultural Societies continue to influence their communities, providing inspiration and hope for a

bright future. In a post pandemic world, Canada's first rodeo, Canada's first major event, and a host of other firsts, continue to show that Alberta is an amazing place, thanks, in part, to the Agricultural Societies and the people who make them tick. I have never been so proud and so privileged to be part of such an important and influential group.

On behalf of the AAAS Board and staff I wish everyone a healthy and successful summer. I cannot wait to be in the crowd at your event. Thank you for all you do.

Tim Carson,
Chief Executive Officer
Alberta Association of Agricultural Societies

ALBERTA AGRICULTURE AND FORESTRY UPDATE



I think everyone is very excited for summer to be here! As central community gathering places and major event hosts, ag societies have found new ways to serve their communities while adhering to public health orders and guidelines. The Ag Society Innovation Award program was created to find a way to recognize the innovation and resilience shown by Alberta's agricultural societies during COVID-19. Some wonderful examples of new initiatives that ag societies have undertaken this past year include:

- Running online fundraisers
- Creating virtual programs and fairs
- Offering contactless catering, meal pick-up and delivery
- Organizing outdoor drive-in concerts, events and movies
- Finding new ways to connect and engage communities, and
- Maintaining existing partnerships despite the challenges

A selection panel reviewed 29 applications and choose winners in three categories:

Smaller primary Ag Societies with communities under 1,000

Congratulations to the **Bezanson Agricultural Society** the winner of this year's award for finding new ways to positively impact their community through initiatives that include the Freezin' Hub and Creating Connection. With everything at a standstill, it was still able to develop new opportunities and programs to meet the needs of the community through a diversity of ideas and collaborations that resulted in job creation and focused .



ALBERTA AGRICULTURE AND FORESTRY UPDATE

Honourable mentions in this category go to the **Ardrossan Recreation & Agricultural Society** for its version of the Reverse Parade.

The **Eggleham & District Agricultural Society** for their



Christmas Spirit project. These initiatives had a tremendous influence on their communities that will continue to benefit them in the future. community engagement.

Larger primary Ag Societies with communities over 1,000

Congratulations to the Millarville Racing & Agricultural Society the winner of this year's award for its Virtual Fair, Online Fundraising and Christmas Market. Its creativity and ingenuity during the pandemic has evolved its "business as usual" practices to incorporate new processes that will benefit its community for years to come.



Honourable mentions go to the **Stettler Agricultural Society** for various initiatives including a year round farmers market and youth clinics; a collaboration of the **Crossfield/Madden Agricultural Society** for their skill development program and Helping Hands Produce

Box; and **High River Agricultural Society** for developing its first farmers' market and Summer Series Junior rodeo.



Regional Ag Society

Congratulations to the Grande Prairie Regional Agricultural and Exhibition Society for continuing to serve its community through various engagements that include an outdoor movie theatre, a grad ceremony that gave each grad a special experience, outdoor concerts, fundraising opportunities for various organizations, dog sled tours, modified horse racing and many more initiatives that provided the community with unique and safe experiences



ALBERTA AGRICULTURE AND FORESTRY UPDATE



Honourable mention to Lloydminster Agricultural Exhibition Association for its Virtual Fair, Reverse Parade and innovative use of existing facilities and volunteers.

A summary of all of the award nominations was recently sent out to all ag societies. Hope you enjoyed these inspiring stories!

We have seen lots of action on the bylaw front! We are happy to report that as of today, we have 80 approved sets of bylaws in compliance with the new Agricultural Societies Regulation. We look forward to seeing many more sets of bylaws in the near future. A reminder that this fall will be the last AGM cycle before next year's bylaw revision deadline. Enjoy the summer!

Carmen Andrew

Director,
Rural Policy Programming
Agriculture & Forestry
Carmen.andrew@gov.ab.ca
403.742.7542



SEE OUR WEBSITE FOR FULL EVENT LISTINGS

<https://www.albertaagsocieties.ca/events/>



JULY 9-18, 2021

The return of Stampede will look different this year, with changes to your on-Park experience meant to provide an atmosphere that is both safe and enjoyable. Stampede 2021 will look different but it will be a unique and memorable celebration as we bring back a mix of the iconic Stampede experiences that you know and love.



JULY 14-17, 2021

Lloyd Ex Fair will be different this year but the committee's have worked hard to offer the following : Pancake Breakfast, Light Horse Show, Parade, Beef Pen Show, Junior Beef Show, Classic Steer Stake, Draft Horse Hitch, Team Sorting, Gymkhana, Draft Horse Pull Mini Horse Show and Fireworks.



JULY 16-17, 2021

The Bowden Agricultural Society is pleased to announce the first annual Bowden Daze Pro Rodeo. We are upping the entertainment value and going big for 2021.

UPCOMING EVENTS

Mark Your Calendars



JULY 21, 2021

21st annual KINSELLA GRAVELDOME BULLARAMA!!

Professional bull riders, great bulls, wild pony races, and all the fun you can handle.



JULY 23-25, 2021

Westerner Park announces their continued commitment to hosting the North American Pony Chuckwagon Championships for 2021. This year the Alberta Professional Chuckwagon & Chariot Association (APCCA) sanctioned Twist the 8 Tour will take place at the Wagons at Westerner



JULY 23, 2021

Bulls on the Beach ! Chestermere's first Bull Riders Canada sanctioned bull riding event! Join the Rocky View Chestermere Agricultural Society and 25 of Canada's best bull riders for a night of wild action.



JULY 23-25, 2021

Rolling Hills Community Ball. 1st Annual Top of the Hills Oldtimers Soft Ball Tournament. For those close to the top of the hill but not over it yet !



JULY 23-24, 2021

MIDNIGHT DAYS : Macleod and District Agricultural Society. Come and spend a day at the historic Midnight Stadium in Fort Macleod. \$5 gets a vehicle through the gate. Watch for more events to be added for the whole family to enjoy!!



JULY 24-25, 2021

2021 Lakedell Horse Show – Summer Series. We are excited to announce that the Lakedell Ag. Society is putting on a Summer Horse Show Series! Points will be accumulated from all 3 shows to determine Hi Point and Reserve Hi Point for the series! Open to youth and adults!



JULY 28, 2021

Medicine Hat Exhibition and Stampede will be presenting SUMMER JAM 2021 at the Stampede Grandstand and down in the dirt ! Featuring Whicita, Audrey Three, Phoenix, Mahoney and Friends, Desperate Measures, Band of Brothers, Derek Hintz, and the Cruisers—\$10/ Ticket



JULY 29-31, 2021

Medicine Hat Exhibition and Stampede Summer Pro Rodeo July 29th, 30th, & 31st, 2021 . Watch the dirt fly as Cowboys and Cowgirls battle with the best stock in rodeo! The rodeo goes down Thursday at 7pm, Friday at 8pm and 1:30pm on Saturday!



JULY 30—August 1, 2021

CANADA’S OLDEST ONE DAY PRO RODEO Since 1914 the Bruce Stampede has hosted riders, ropers, racers, and the bravest cowboys and cowgirls the Rodeo World has to offer. The Bruce Stampede is Canada’s Oldest One Day Pro Rodeo and not only offers an action packed day of CPRA Pro Rodeo events, it also offers fun rodeo events and Stampede activities that locals, amateurs, and families can participate in all weekend long.



August 4-8, 2021

Vegreville Country Fair—With tons to see and do make sure you don’t miss the Vegreville Country Fair this summer. Whether it’s your child’s first ride on the midway, the pounding hooves at the chuckwagon races, a majestic display of horses, or a rousing night of entertainment in the Grandstand, you’re sure to have some fun.



August 6-8, 2021

INFR TOUR RODEO - Blood Tribe Ag Society in Partnership with the Rocky Mountain Turf Club . Lethbridge Alberta



August 7, 2021

The 98th Annual Lougheed Agricultural Fair will have a Pancake Breakfast, Parade, Horse show, Cattle Show, Bench Exhibits, Ball. Child Entertainment, Petting Zoo, Beer Gardens, Vendors and Show & Shine.



August 7-8, 2021

Bon Accord’s annual summer festival! Join us the second weekend in August for a week-end filled with fun for all ages. Great food, entertainment & small town hospitality await just 20 minutes from downtown Edmonton



August 11-12, 2021

Medicine Hat Stampede presents the Global FMX Freestyle Motocross and Snowmobile Show! General admissions are \$30 for adults and \$15 for children 12 and under



August 13-15, 2021

Valleyview Ag Society presents the Crocus Hill Stampede. Entry forms are available on their website www.valleyviewagsociety.ca



August 14-15, 2021

Alberta Open Farm Days is a collaborative, province-wide, two-day event that gives Albertans an opportunity to experience the farm and understand where their food comes from. It is a backstage pass to meet the farmer, experience Ag-tourism in Alberta and taste local foods direct from the producer.



August 14, 2021

Stettler and District Ag is hosting an Open Farm Days Event— a Farmers Market, and in collaboration with our Market Buds Program—They are offering a workshop on Composting and Worm Farming to educate youth and adults on the importance of ‘Soil Health’ and how regenerative farming improves the soil and the environment.



August 14, 2021

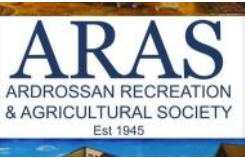
Tour Spruce Grove's Historic Grain Elevator For OPEN FARM DAYS—and learn about our agricultural origins. Our very own local RavenWolf Brewing Co. will be on site doing free beer sampling.



August 14, 2021

ROUND HILL RENAISSANCE AGRICULTURAL FOUNDATION—OPEN FARM DAYS

Learn about and tour the start of our food forest (First year of planting), & our plans for future growth. Experience weeding and harvesting of vegetables and anything else in season. Discover edible plants, flowers, tree fruits, & nuts. Take home veggie bags



August 14, 2021

ARAS (Ardrossan Recreation & Agricultural Society) will be celebrating OPEN FARM DAYS virtually this year – please join our event page to participate. A scavenger hunt that includes some of our vendors from the Ardrossan Ag Society Farmers Market and a coloring contest in the newspaper for kids. We will also have some local companies



August 14, 2021

ROSEMARY COMMUNITY & AGRICULTURAL SOCIETY & VILLAGE OF ROSEMARY

The Village of Rosemary is pleased to host the Brooks Farmer’s Market for Open Farms Days! Come down with the whole family and enjoy the Food Trucks and learn about Leaf Cutter Bees & the role they play on the farms in the Community of Rosemary.



August 14, 2021

BIG COUNTRY AGRICULTURAL SOCIETY—OPEN FARM DAYS

Native Range Conversation presentation, Horticulture presentation about locally grown fruits, Free horseback rides, Ice cream making, butter churning & cow milking, Farm animal petting zoo and MORE. We are hoping to host a dinner featuring locally sourced foods, pending COVID-19 restrictions in place in August.

**DO YOU HAVE AN EVENT YOU WOULD LIKE TO ADD TO OUR LIST ?
SEND YOUR EVENT INFORMATION TO US AT THE OFFICE**

MARKET YOUR EVENTS

- RODEOS. FAIRS. MARKETS**
- BENCH SHOWS. CRAFTS.**
- HORSE SHOWS. DANCE**
- STAMPEDES. PARADES.**
- RACES. OPEN FARM DAYS.**
- PAINT NIGHTS. DINNERS.**
- BULLARAMA. FESTIVALS.**
- JAMBOREES. MUD BOGS.**
- TRACTOR PULLS. AUCTIONS.**
- MUSIC. FARM SAFETY CLINICS**
- PANCAKE BREAKFASTS**

There is also the option for you to create a user account for our website .

<https://www.albertaagsocieties.ca/aaas-members/update-your-member-information/>

This will enable you to add updates for your AG page or add some events or raffles on our AAAS Event listings.

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OPEN FARM DAYS

Come on out August 14 and 15 for Alberta Open Farm Days! Visit over 115 farms, ranches and agri-tourism operators across the province to share in their agriculture stories, experience on farm demonstrations and taste locally grown food. You'll come away knowing your rural neighbours a little bit better. Join us at one of our culinary events where local chefs partner with your local farmer to create delicious local dishes and memorable experiences. Visit the Alberta Open Farm Days website to plan your trip and your culinary adventures

We also have culinary events taking place during Open Farm Days weekend, where local chefs from across the province will team up with Alberta producers to offer a memorable series of culinary experiences. This year's culinary events include something for everyone. Choose one of the great events listed below and enjoy the tastes of Alberta agriculture.

We have made it easy for you to plan out which farms you would like to visit with our online Trip Planner and our printer friendly regional maps.

<https://albertaopenfarmdays.ca/open-farm-day-planner-maps/>

INTERACTIVE TRIP PLANNING MAP

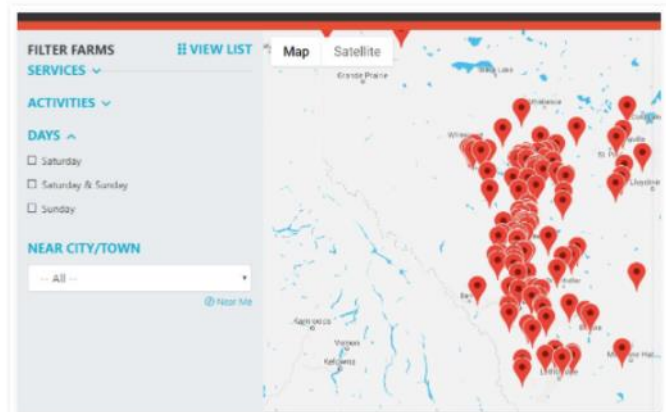
Plan your Alberta Open Farm Days experience with our online trip planner to map out your journey!

STEP #1: CHOOSE YOUR HOST FARMS

STEP #2: REVIEW YOUR TRIP

STEP #3: GET DIRECTIONS

[View the map and plan your trip >](#)



PRINTER FRIENDLY REGIONAL MAPS

Make your Open Farm Days adventure by printing your own map of the three participating regions.

NORTHERN ALBERTA



CENTRAL ALBERTA



SOUTHERN ALBERTA





VIRTUAL AWARDS SHOW WINNERS



Gladys Menzak – Ranfurly Ag Society

a member of the Ranfurly and District Agricultural Society for the last 40 years. She has held the secretary position and director positions several times has assisted with the planning of the annual Ranfurly Fair for the past 40 years. Gladys started the Ranfurly Play-daze Group in 1980, provided craft supplies, organized and coordinated activities, field trips and Christmas concerts, including writing the concert play. This group is still providing and organizing activities for local children today



Nestor Saskiw

Myrnam & District Agricultural Society

Nestor has been on the board of directors for 30+ years Nestor has been the parade marshal for 20+ years During our years of bull sales and rodeos, board member Nestor was the person that made the trips for supplies, prizes, scales, panels, etc. Nestor is the go to person for anyone needing access to the arena as he lives the closest. This includes health inspector, safety inspections, 4-H clubs, organizations hosting meetings, craft show setup volunteer, emergency contact for alarm system or any other emergency, etc.

Do you know of someone who has made a valuable and noteworthy contribution to the development and advancement of agricultural societies in Alberta?

The Alberta Association of Agricultural Societies invites agricultural societies to nominate a member of their association for their outstanding contribution to the development and advancement of agricultural societies in Alberta. Two members will be awarded the Honorary Life Memberships.

This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture.

SEE OUR WEBSITE FOR MORE INFORMATION

<https://www.albertaagsocieties.ca/provincial-awards/honour-roll-2/>



OUTSTANDING SUPPORTER OF AG -

Charlotte Wasylik

Charlotte's passion for the agriculture industry developed at an early age and grew throughout many years.

Charlotte continues to share her love of the farm and agriculture through on-farm events such as Alberta Open Farm Days which Chatsworth Farm hosted for the first time in 2020 with great success, and is looking forward to offering visitors another opportunity to visit the farm this year in August. Virtual farm tours began in 2020 concurrent with the first provincial lockdown as a way to connect with family

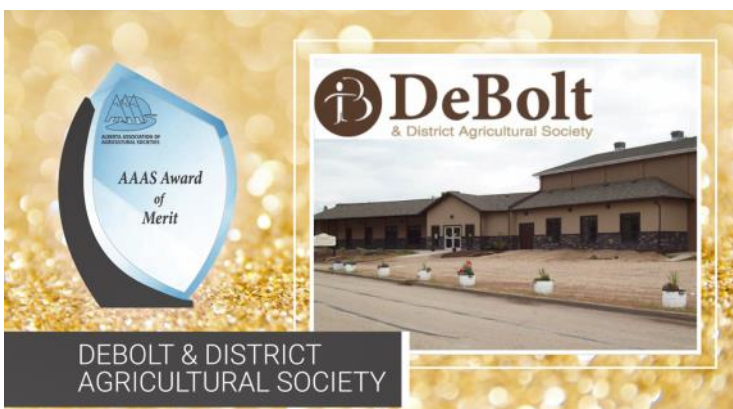
and friends to share what was happening on the farm. The virtual tours have continued into 2021 with the farm being toured virtually by classes and groups from Alberta to Scotland, Italy to Nigeria and beyond. Charlotte works to highlight how the family farm operates, the role of the animals and their importance, encouraging questions and interactions, and sharing as much about agriculture as she can which includes sharing special moments like watching a hen laying an egg or a cow having a calf.



AWARD OF MERIT—Doug Kryzanowski

Doug Kryzanowski has been in the Fair industry for years, and has over 25 years in the Radio industry. Formerly, he owned his own Marketing company, KRYZ Com Marketing Strategies. He was also a Director for Travel Alberta International- Europe in the Alberta Tourism industry. Doug was also General Manager of the first minor pro baseball club for the Arizona Diamond Backs. Doug had spent the few years as the Manager of Marketing and Corporate Relations at Exhibition Park, Lethbridge, home to many of the city's premier attractions since 1897. In 2016 Doug, was part of the rebranding process to develop a new "contemporary" logo that also honours tradition. He

served on the board of **Canadian Association of Fairs and Exhibitions** from 2015-2018. Doug is the Past President of the AAAS, and was the Region 1 Director for 9 years. We thank him for all he has done for AAAS and our Alberta Communities.



AWARD OF MERIT

DeBolt & District Agricultural Society

The DeBolt & District Agricultural Society was formed in 1929. With the strength and support from their community, they have expanded the community resources to not only a community hall but Public library, fitness center, indoor play area, sports Field, curling rink, golf course & soon an outdoor ice rink. Census figures from 2016 state the town of DeBolt has 210 people, the DeBolt Ag Society is made up 75 members and many volunteers that help to keep the community active. During the Fall 2020 Regional

Meetings the DeBolt Ag Society provided an update, which has inspired AAAS to provide them with the award of merit. The meals on wheel program which was described as "filling a need in our community during very challenging times" is inspiration of what great people, from an Agricultural Society, in a small community can impact. We hope your story continues to inspire you and those around you. Congratulation on your award of merit.



(LEFT TO RIGHT) Slyvia Boese: Fort Vermilion Ag Society, Bailey Clayton: Madden & District Ag Society, Alicia Berger: Cochrane & District Ag Society



(LEFT TO RIGHT) Jamie McKinnon: Airdrie & District Ag Society, Brody Curtis: Coaldale & District Ag Society, Jessie Ferguson: Vauxhall Ag Society



RICK McCarthy – Past President Award

Rick McCarthy lives in Bonnyville and is an owner/operator of HR2 Construction primarily building residential houses and agricultural buildings. Family is Rick’s main priority and having great communities for his family...and all families....to grow up in is ultimately why he became involved with Agricultural Societies. He was elected to the AAAS Board as a Region 4 Director in 2013. Rick Served as AAAS President from 2019-2020



Corey Anderson - Former Region 3 Director

Corey was elected to the AAAS board in 2019. Corey’s keen business sense and connection to community has had a great impact in his short time with AAAS. It is that keen business savvy which has taken over his focus and caused him to part with us earlier than expected. It has been a pleasure to work with you. We will miss you and the hot sauce deliveries at board meetings. We wish you continued success. Thank you for your Service.



Chris Sisson – Former Service Member Director

Chris was elected to the AAAS Board in 2012. Chris’ positive impacts were felt immediately with his quick wit and infectious laugh. As a partner in the event industry, Chris’ perspective on planning and financial detail have been instrumental in our organizations advancement during his time at AAAS. Chris has served 2 terms as Vice -President and has contributed strong, and transparent leadership as part of the executive team. Chris has influenced many of the innovations at convention and our trade show. Thank you for your dedication and passion for AAAS and our Members. We will miss your love of Policy Review.



The Events and Fairs around Alberta are on again. Do you have enough Fair Tags ? We have made it easier for you to reorder your supplies. Order from our online store ! <https://www.albertaagsocieties.ca/store/>



SPECTATOR SEATING

- Portable Aluminum Bleachers
- Indoor & Outdoor Bleachers
- Grandstands – Elevated & Non-Elevated

- Bench Seating
- Portable Folding Chairs






GYMNASIUM EQUIPMENT

- BASKETBALL BACKSTOPS
- GYM DIVIDER CURTAINS
- GYMNASIUM APPARATUS
- VOLLEYBALL & BADMINTON GYM MATS & WALL PADDING
- GYM FLOOR SOCKETS
- SCOREBOARDS
- EQUIPMENT

OUTDOOR PRODUCTS

- GOALS (SOCCER, FOOTBALL, ETC.)
- BIKE RACKS
- FLAGPOLES
- BASKETBALL BACKSTOPS
- BENCHES

For more products, see website

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CENTURY AWARD



In 1921 the Rimbey Agricultural Society was founded and built permanent fair grounds with a grandstand. The fair grew each year with the tenth annual fair in 1931 deemed a major success despite cool weather. Livestock exhibits attracted some people while others preferred the exhibits of canned fruits and vegetables, cheeses, and domestic crafts. The Society built a new grandstand in 1934, with a roof and sides to provide protection against the elements for 500 spectators. Rodeo came into its own after 1965 when the Rimbey Exhibition Association was formed and today the chuck wagon races draw crowds for Rodeo Weekend in June. Current President, Jill Moore & Past President, John Trenson of the Rimbey Agricultural Society were at the Awards Show to accept the Alberta Agricultural Society Century Award. Rimbey was always a great centre for horse races and fairs were a summer tradition even before the agricultural grounds were developed.



We are deeply rooted in our farming communities.

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

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WHERE ARE THEY NOW ?

The Alberta Association of Agricultural Societies awards scholarships annually, to help students continue their education in the agricultural industry. We are showcasing what some of our past scholarship recipients are doing now and how being part of Ag Societies have impacted their lives.



Rebecca Joseph: 2021 AAAS President

Which Ag Society are you from ?

Lamont & District Agricultural Society

What Scholarship did you receive ?

Agricultural Scholarship

When did you receive your scholarship ?

I received my scholarship in 2012

What did you study?

Animal Science Technology at Lakeland College
and Bachelors of Science at University of Lethbridge

When did you graduate ? I graduated in 2014

What career path did you take ?

I started in sales and took a small detour into education but I am now back in sales.

What job/ career do you have now ?

Account Manager with Polywest Ltd.

Where has your job taken you?

I get to travel rural Alberta regularly to visit my customers from Red Deer all the way up to Manning. It is very rewarding to be able to be a key part of the agricultural equipment industry with our products and to see them in action in the field.

How has being part of the Ag Societies impacted you ?

It has provided me with an understanding of business, communication skills to work in a team, the ability to multitask through event management and a sense of well-being within my community.

What piece of advice would you give to students considering a career in Agriculture ?

Don't limit yourself to one discipline of agriculture- the industry is so diverse and there are unlimited opportunities within every sector. Keep your options open, specifically with your education that will allow you to be flexible when entering the industry for work. You might be surprised at what career you could flourish in that you never considered at the beginning.

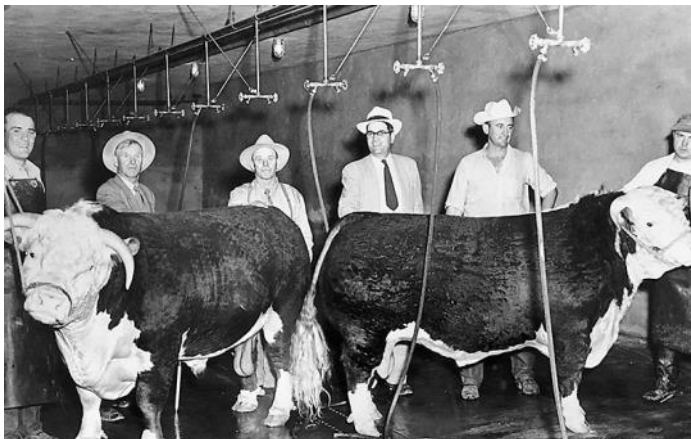


If you have been awarded an AAAS Scholarship in the past and would like to share your story, please email us at info@albertaagsocieties.ca

AG SOCIETY NEWS



It started in 1879, when 275 people gathered together to exhibit their best livestock, grain, vegetables and crafts. This collection of farmers, ranchers and agriculturists were eager to volunteer their time for the greater good—to serve the community in a way that would benefit everyone.



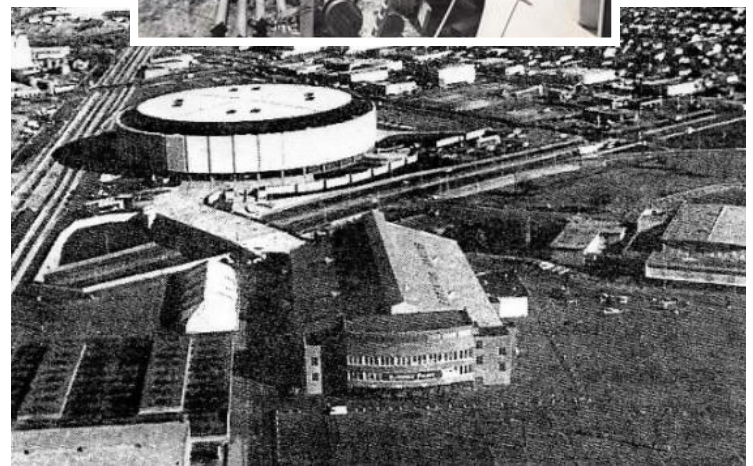
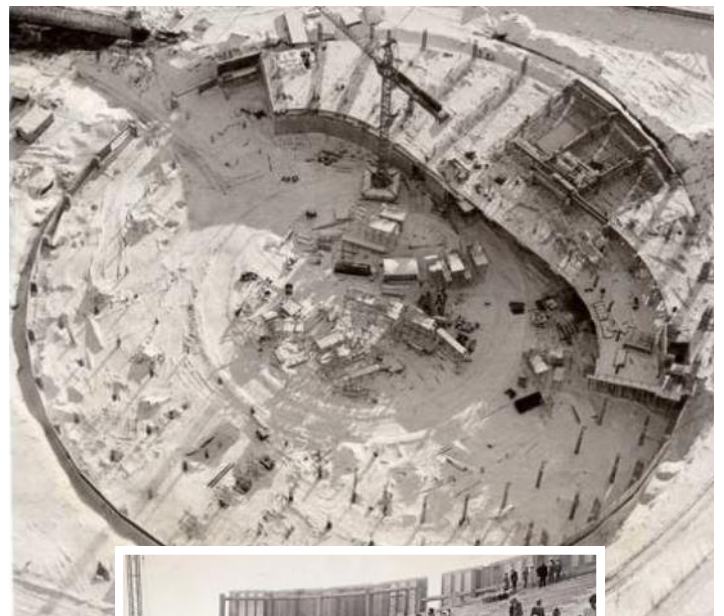
Northlands was established in 1879, prior to the official incorporation of the city of Edmonton, and initially known as the Edmonton Exhibition Association. The organization consisted of a board, and a group of shareholders invited by the board. Past presidents of Northlands historically held voting status for life. The board of Northlands often included community members and local and provincial political figures, which helped contribute to the power and influence of the group and its members. All of Northlands' board members were unpaid volunteers.

While also operating as an agricultural society, Northlands was also well-known as an operator of



venues in Edmonton; after the downtown Thistle Rink was destroyed in a fire, the association adapted a new livestock pavilion it had constructed in 1913 to also be able to operate as a hockey rink, resulting in what was later renamed Edmonton Gardens after an expansion in 1948. Northlands later oversaw the construction of its replacement, the Northlands Coliseum.

On April 18, 1972, the Northlands board unanimously agreed to build a 16,000-seat Coliseum. On Nov. 3, 1972, the first workmen went on site. Here is an Aerial View of the Northlands Coliseum being built.



AG SOCIETY NEWS

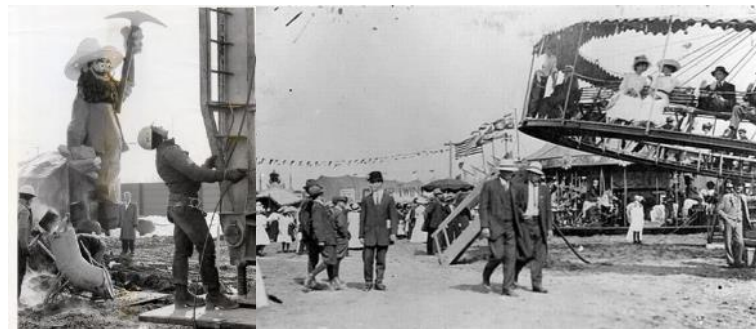
As one of Canada's oldest and largest agricultural societies they were strongly committed to fostering the development of Alberta's agricultural industry, as well as showcasing its innovations and successes throughout the province and the world.



On June 10, 2021, Northlands announced that it would dissolve effective July 5, 2021, and that stewardship of Farmfair International and K-Days would be assumed by Explore Edmonton moving forward. The group's financial difficulties had been further impacted by the COVID-19 pandemic, which required K-Days to be cancelled in both 2020 and 2021. President Peter Male stated that Northlands had "left an indelible mark on Edmonton", and that "we are all very proud of the legacy of our organization, a legacy that truly belongs to the dedicated staff, the tireless volunteers who have sustained Northlands for almost a century and a half.



Northlands 4-H Club



They produced events like Farmfair International and provided hands on learning to give children the opportunity to learn through our Northlands Urban Farm School and the Northlands 4-H Club.



Northlands also had a world class racetrack. What started in the late 1800's as casual horse racing between the neighbours of The Rosedale Flats area, later turned into the official race park of Northlands in the year 1900. It was officially in operation for 113 years.

An organization that provided decades of entertainment at events like K-Days, Farmfair International and the CFR was on a rollercoaster of its own for years. Northlands as we know it is over, but its agricultural society history — older than the city itself — will forever remain an important part of Edmonton and Alberta.

AG SOCIETY NEWS



The Calgary Stampede was proud to celebrate the resilience and determination of our great province through a province-wide fireworks display on Friday, July 9, 2021. The Fireworks Spectacular presented by Bell, took place in Edmonton, Red Deer, Lethbridge and Calgary. All Albertans were invited to join together in celebration as they filled the night sky with a dazzling display of fireworks, in recognition of shared goals and to celebrate a bright future for our province. This incredible display was a must-see, as the largest and most sophisticated firework event produced in Canada this year.

All eyes across Canada were on the Calgary Stampede this year, as they hosted a scaled-down parade on the Stampede grounds. Though the parade was not open to the public this year, it was broadcast live on the News and streamed live online. The parade still had many of the things Calgarians know and love about it, including floats, marching bands and mounted riders. This year, the Calgary Stampede invited a group of essential workers to participate in the parade, including doctors, nurses, grocery store workers, bus drivers and food and hotel industry employees. Last year, organizers were forced to cancel the Calgary Stampede due to the COVID-19 pandemic, marking the first time in over 100 years that the historic event wasn't held.





Westerner Park

Westerner Park Announces New Sponsor for the Centrium. Westerner Park is excited to announce they have signed a 5 year agreement with Peavey Industries LP for the naming rights of the Centrium and as their “Official Agricultural Supply Partner”. As of July 12, 2021, the Centrium will be named the Peavey Mart Centrium.

Peavey Industries and Westerner Park share common goals. The synergy of their commitment to community and agriculture is one of the many reasons this partnership is the perfect fit. “This partnership is a natural fit and one that will continue the arena’s legacy of bringing the community together,” says Mike Olesen, Chief Executive Officer, Westerner Park. “With the addition of a naming partner on our iconic Central Alberta arena, we are ready to welcome our guests back for Red Deer Rebels Hockey, Agri-Trade Equipment Expo, Canadian Finals Rodeo, and the 2022 World Junior Hockey Championships!”

“Peavey Industries’ head office has been located here for decades, making Peavey Mart truly ‘Red Deer’ at its very core. We are thrilled to partner with Westerner Park and further our local connection while showcasing the overarching dedication we have for a city we are also very proud to call our hometown.” – Doug Anderson, President & CEO, Peavey Industries LP. The Peavey Mart Centrium is a landmark of Central Alberta, rooted in the community for the last 30 years. The arena is a multi-use facility accommodating national events, concerts, hockey, rodeo, trade shows, and even graduations.



AG SOCIETY COMINGS AND GOINGS



Lethbridge & District Exhibition has appointed Mike Warkentin as Chief Executive Officer, effective immediately. "The Board of Directors is very impressed with Warkentin's passion and vision for the Lethbridge & District Exhibition to drive community growth and economic impact," said Bev Lanz, President of the Board of Directors. "Warkentin has been a key contributor in bringing the vision of the Agri-food Hub and Trade Centre to reality," she added. "It's an exceptional honour to have the opportunity to lead such a historic organization and to do so in my hometown" said Warkentin. "Lethbridge & District Exhibition is on the cusp of a major transformation that will position it as an industry leader, a champion for the local economy, a destination for international agriculture and trade and a premier employer." Warkentin, 37, joined Lethbridge & District Exhibition in 2018 as Assistant General Manager, was appointed Chief Operating Officer in 2019 and has been filling the role of

Interim co-CEO since June 2020. Previously, he had several senior management roles at Edmonton Northlands including Director, Event and Entertainment Development and General Manager, Rexall Place. Raised in Lethbridge, Warkentin earned his undergraduate degree at the University of Lethbridge and holds a Master of Business Administration degree from San Diego State University, where he was named Outstanding Alumnus in 2018. He is an active community member, as a Director for the Lethbridge Chamber of Commerce, a member of the University of Lethbridge Senate and the vice-chair of the KidSport Society of Alberta.



The Calgary Stampede has a new CEO.

Joel Cowley, the former president and CEO of the Houston Livestock Show and Rodeo, will take over the reins from interim CEO Dana Peers in September.

"The Stampede is fortunate to have found a leader in Joel Cowley who has seasoned experience with a similar organization and a strong familiarity with the Stampede's complex year-round operations," says Steve McDonough, president and chairman of the Calgary Stampede board of directors. "I am incredibly excited for this opportunity," Cowley said in a statement, adding that he has had numerous interactions with the late Warren Connell, interim CEO Dana Peers, and several other Stampede volunteers and staff over the years. "Warren and Dana have been incredibly strong leaders for this organization, and I'm proud to step up to lead the Stampede beyond the challenges of the COVID-19 pandemic and into the future."



NEW FACES AROUND THE AAAS OFFICE



JENNIFER

Bookkeeper

Jennifer has been with AAAS since January 2021, and although new to the position, is excited to work with a great team. She brings her bookkeeping experience in construction, non-profit, and small business to this role. Outside of the office, you can find her somewhere outdoors either hiking, biking, or playing pickleball.



JESSIE

Assistant Programs and Events Coordinator

Jessie Cheveldayoff joined the AAAS team in June 2021. She is a recent Bachelor of Communications grad from MacEwan University. When she's not working, she loves spending time with her dog and going hiking.



NIKKY & MIKE

FARM SAFETY COORDINATORS

Nikky Passmore and Mike Feduniw, of Redd Swing Productions, first joined AAAS as a Service Member and they are excited to now be working hand in hand with the association to provide entertainment with a message. Their rural roots and passion for safety mixed with their teams experience in Firefighting, EMS, Education and Entertainment make for a unique combination in producing experiential learning.

You are our MVPs

We actively sponsor or contribute in some way to organizations and societies like the AAAS across Canada throughout the year – and consider every individual member to be our Most Valuable Partner. We truly believe we are in partnership with each of you, personally at the store level as well as corporately - and are grateful for the opportunities we have to contribute to both your day-to-day personal and business endeavours as well as your club or group societal successes.

We are 100% Canadian and employee owned ourselves and we all live and work in your region and community too; we all ARE our communities. Peavey Industries LP and Peavey Mart are committed to providing contributions, sponsorship and support whenever possible, to the clubs and organizations that matter to our customers. We know our continued dedication to making a difference where we can, is what has enabled us to become Canada's Largest Farm and Ranch Retailer. We owe this to you.





FARM SAFETY PROGRAMS & EVENTS

One of the note worthy Farm Safety events put on in the last few months, was by Lamont Ag Society in partnership with Lamont County and FCSS Lamont County Region . Their Virtual workshop was put on with the intent to help break the stigma surrounding mental health in rural and farming communities.

Their Speaker panel included :

- Les Branton—AHS Addictions & Mental Health
- Derek Wright—Lamont County Peace Officer
- Tia Shram—Farmer Representative
- Lesley Kelly—Keynote Speaker

Lesley is the head and heart behind the blog, *High Heels and Canola Fields* She grew up on her family’s grain farm at Watrous, Saskatchewan where her and husband currently operate with her brother and dad. After gaining an education in marketing and accounting, went on to work in various marketing and branding positions in the ag sector. Over the years, Lesley and her family have come to realize that a successful operation hinges on the general well-being of the farmer. They now make mental health a priority. Talking about it has become part of their day-to-day life and they openly discuss the challenges they face, both large and small. They don’t shy away from these topics, which takes the stigma out of them. Lesley has been part of the Bell Let’s Talk campaign to shine line on farmer mental health. Her goal is to help make the industry stronger and one way is to help break down the culture of “toughness” encouraged among farmers so that they, too, can talk openly about mental health.



The AAAS Farm Safety grant is available to all Alberta Agricultural Societies that are members of AAAS for farm safety awareness, education & programming in your community to promote behavioral changes on family farms and the agriculture community. All grant projects must be completed by **December 31st, 2021**



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#REALAGSTORIES

“Ask A Farmer” Celebrates Farmers’ Day

In honor of Farmers’ Day on June 11, 2021, members of the Verdant Valley Agricultural Society (just outside of Drumheller), hosted an “ask a farmer” event with the Drumheller elementary school. Via zoom, ten classes from grades one to six could ask questions of a panel of farmers who are members of the ag society. The panel consisted of a Martin Larsen who is just getting started in grain farming and has a livestock operation, Brad McDougald who has been farming for more than 20 years and manages a large multigenerational farm with livestock, and Ron Leonhardt, who has been farming for more than seventy years and whose father homesteaded in the Drumheller area. The students from Greentree School in Drumheller were enthusiastic and engaged and asked interesting and thoughtful questions.

A few of the questions included, “how do you protect your animals from storms?” “how do you water your crops,” “do farmers care about the environment?”

“how do you get rid of the weeds in your crop?” and “can girls be farmers?” These are just a few of the questions that the students posed. Students were amazed to hear tales of how farming has changed over the years, from operating with horses, to one of the panel members who now herds his cattle with drones. The farmers shared information, stories, and pictures to help the students learn about the benefits and challenges of modern farming. The Verdant Valley Agricultural Society thanks the teachers of Greentree School in Drumheller for their cooperation and hopes that “ask a farmer” can become a yearly event in the community.

Story & Photo Submitted By
Lynn Hemming
President,
Verdant Valley Agricultural Society



L to R: Ron Leonhardt, Brad McDougald, Martin Larsen

AAAS CONFERENCE 2022



**Are you interested in being part of the
AAAS 2022 Conference Advisory Committee?**

NEXT CONVENTION — FEBRUARY 2022

Please contact our office for further details.

Phone: (780) 427-2174 or email us: info@albertaagsocieties.ca

FUNDING and RESOURCES



PROVINCIAL GRANTS

- Agricultural Society Grant Program
- Civil Society Fund – Government of Alberta
- Canada-Alberta Job Grant (CAJG)
- Community Facility Enhancement Program
- Community Initiative Program
- Stabilize Program – Phase 2
- Small and Medium Enterprise Relaunch Grant
- New Funding Available to Expand Apprenticeship-Style Programs

The Tourism Relief Fund (TRF)

The Tourism Relief Fund (TRF), administered by Canada's regional development agencies and Innovation, Science and Economic Development Canada (ISED), is a \$500-million national program that is part of a broader \$1-billion package proposed in Budget 2021 to support the tourism sector in Canada.

The TRF will help position Canada as a destination of choice when domestic and international travel is once again deemed safe, by:

- empowering tourism businesses to create new or enhance existing tourism experiences and products to attract more local and domestic visitors
 - helping the sector reposition itself to welcome international visitors, by providing the best Canadian tourism experiences we have to offer the world
- Initiatives under this fund will help tourism businesses and organizations:
- adapt their operations to meet public health requirements
 - improve their products and services
 - position themselves for post-pandemic economic recovery

FEDERAL GRANTS

- Local Festivals – Building Communities Through Arts and Heritage
- Community Anniversaries – Building Communities Through Arts and Heritage
- Canada Healthy Communities Initiative
- Canada Summer Jobs Program
- Canada Greener Homes Grant
- Canada Community Revitalization Fund
- Tourism Relief Fund (TRF) in Western Canada

COMPANY GRANTS

- FCC AgriSpirit Fund – Farm Credit Canada
- Peavey Mart Community Agricultural Grant
- BELL Lets Talk – Community Fund – Bell Canada
- RME RIGHT BY YOU AG SOCIETY GRANT
- Rural Communities Foundation (RCF) – UFA

AG SOCIETY GRANTS

Agricultural Society Farm Safety Grant – (AAAS)

Contributions to businesses will be either non-repayable (contributions up to \$100,000) or repayable (contributions up to \$500,000). Eligible applicants need to be part of the tourism ecosystem and will include tourism entities that cater mainly to visitors (not including local residents). The following eligible applicants include:

- incorporated businesses, primarily small-and medium-sized enterprises (SMEs)
- not-for-profit incorporated organizations (including tourism associations and destination marketing organizations)
- municipalities, municipal organizations, Crown corporations and related parties
- Indigenous/First Nation/Métis Settlement owned business or an indigenous organization such as Indigenous-led not-for-profits and organizations which include but are not limited to First Nations as represented by their Chief and Council, Tribal Councils, Indigenous Representative Organizations, Métis and Inuit organizations and Settlements as well as Indigenous/First Nation/Métis Settlement owned organizations

FUNDING AND RESOURCES

The Canada Community Revitalization Fund (CCRF)

The Canada Community Revitalization Fund (CCRF) aims to help communities across Canada build and improve community infrastructure projects so they can rebound from the effects of the COVID-19 pandemic. With a national investment of \$500 million over 2 years, the Fund's purpose is to support not-for-profit organizations, municipalities and other community groups, as well as Indigenous communities:

- build new community infrastructure and revitalize existing assets
- bring people back to public spaces safely as health measures ease
- create jobs and stimulate local economies

Eligible projects will be prioritized in the following order:

- revitalize downtown cores and main streets
- reinvent outdoor spaces
- create green infrastructure
- increase the accessibility of community spaces



Examples may include projects involving:

- downtown cores and main streets
- green projects and projects that reduce environmental impacts
- improvement of accessibility
- farmers' markets
- community and cultural centres
- museums and libraries
- public outdoor community sports facilities and spaces
- waterfront and tourism facilities
- multi-purpose centres
- other existing community facilities for public benefit that have a local community impact and underpin local economies

New Funding Available to Expand Apprenticeship-Style Programs

The Government of Alberta recognizes that a skilled workforce is necessary for economic recovery, competitiveness and prosperity. To support Alberta's Recovery Plan, the Government of Alberta is excited to inform you about new grant funding available to public post-secondary institutions to expand apprenticeship-style programs. Apprenticeship-style programming, which features paid employment, will contribute to job creation and helps ensure that every student has the skills, knowledge and competencies to enjoy fulfilling lives and careers at every stage of life.

The Ministry of Advanced Education is inviting Alberta public post-secondary institutions to collaborate with industry members like yourselves to develop and deliver certificate and diploma programs using an apprenticeship approach to learning, which includes a majority of education provided on the job through mentorship. Industry members will benefit from increased connectivity with post-secondary institutions and support the growth of their talent through delivering on the job education that complements classroom

learning.

As outlined in the Alberta 2030: Building Skills for Jobs Strategy, using work integrated learning in their workplace can help industry members achieve their innovation potential, respond to current business challenges, and grow their competitive advantage.

We encourage you to reach out to any of the post-secondary institution contacts in the attached document to discuss opportunities for developing work integrated learning placements in your company or industry. Details about program criteria, funding and proposal requirements are included in the attached Call for Proposals and FAQ documents. Please know that post-secondary institutions must submit program proposals to my ministry by October 31, 2021.

For more information contact:

Carl Hamilton at carl.hamilton@gov.ab.ca

Policy Amendments – New Opportunities

JULY 13, 2021

This bulletin is to advise all licensed charitable organizations and raffle workers of **IMPORTANT AMENDMENTS** to the Raffle Terms & Conditions.

The following raffle policies are effective July 13, 2021.

- In response to the evolving raffle landscape in Alberta, AGLC is creating new opportunities for charities by:
 - expanding to allow electronically generated bearer ticket raffles (e.g. 50/50 draws) over multiple days (up to 14 days) at an entertainment event such as a festival (previously, electronic bearer ticket raffles were limited to single-day events);
 - expanding the availability of percentage draws (e.g. 50/50 draws) to be conducted with any raffle, and charities are no longer required to guarantee 20 per cent minimum prize value based on the total ticket value of the raffle for cash raffles;
 - introducing raffle ticket subscriptions for purchasers;
 - expanding progressive raffles by introducing the option to offer secondary progressive prizes; and
 - reducing the timeframe to hold raffle prizes from one year to three months.
- AGLC is also continuing to ensure integrity as well as to simplify and improve clarity of policy for charities by:
 - removing the concept of “traditional tickets” from raffle framework to reflect increasingly more flexible raffle policies and less distinctions between ticket types;
 - addressing prize claim procedures for progressive raffles; and
 - introducing prize selection procedures for progressive raffles.

Please familiarize yourself with the amended policies and ensure all affected staff are notified of the new requirements.

The amended Raffle Terms & Conditions may be accessed on AGLC’s website at aglc.ca. Additional information regarding AGLC’s commitment to a modern regulatory environment that supports consumer choice, innovation and economic growth can be found on AGLC’s website at aglc.ca/modernization.

If you have any questions or concerns, please contact the Regulatory Services Division at gaming.raffle@aglc.ca or 1-855-506-1066 extension 5.

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AAAS MEMBER BENEFITS

We have made it easier for you to Join or Renew your Membership online:

<https://www.albertaagsocieties.ca/store/Membership-Fees-c46160019>

Our Service Member Page on our website has also been updated to include photos and videos that you would like to share.

<https://www.albertaagsocieties.ca/buyers-guide/>

Benefits to renewing your membership with AAAS:

- Listed in the AAAS Website Buyers Guide
 - Member pricing for Trade Show
 - Conference Showcase Opportunities
 - Free listing in the Conference Delegate Book
 - Free listing in the Spring Newsletter
 - Advertising Discount on quarterly AAAS Newsletter
 - Shared Posts on Social Media Platforms
 - Spotlights on our Service Members and Sponsors for our AAAS #SundaySpotlight shared on Social Media
- Service Member with employees have access to our AAAS Health & Wellness Benefits Program <https://www.albertaagsocieties.ca/health-wellness-program/>

Your commitment to AAAS enables us to:

- Stimulate the community through programs, events, and services.
- Advocate for our members and adopting positions to influence public policy through communications with elected officials.
- Spotlight issues and gain visibility for Ag Societies
- Provide resources such as online job postings, grant resources, an expanded web presence through the membership directory, and digital advertising opportunities.

We will continue focusing on our mission of providing unparalleled support for our members and to strengthen our community now and in the future.



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NEWSLETTER AD SPECIFICATIONS & RATES

If you have news, stories or would like to advertise in our future Newsletters please contact info@albertaagsocieties.ca



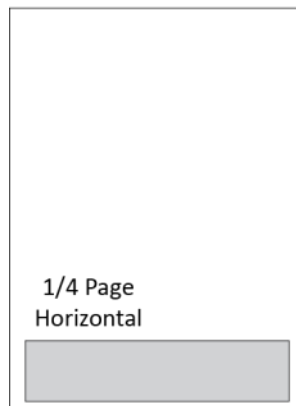
Full Page

Live Copy Area: 7.5" x 9.875"
Trim Size: 8.375 x 10.875
Full Page Bleed Size 9" x 11.5"



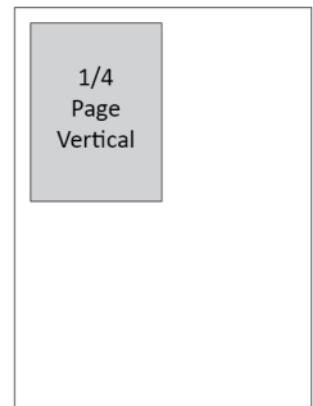
3/4 Page

3/4 Page Ad Size :
7.5" x 7.375"



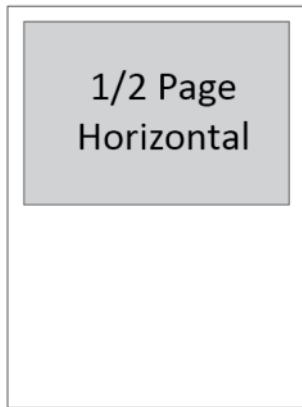
1/4 Page
Horizontal

1/4 Horizontal Ad Size :
7.5" x 4.875"



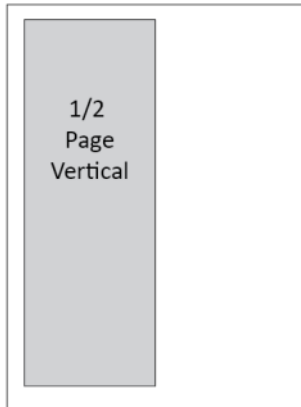
1/4
Page
Vertical

1/4 Vertical Ad Size :
3.625" x 4.875"



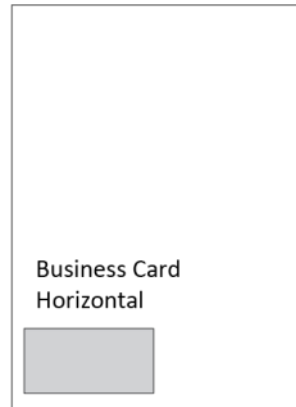
1/2 Page
Horizontal

1/2 Horizontal Ad Size :
7.5" x 4.875"



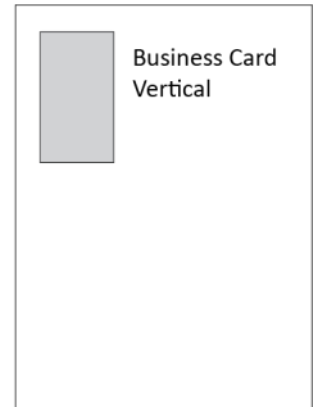
1/2
Page
Vertical

1/2 Vertical Ad Size :
3.625" x 9.875"



Business Card
Horizontal

1/4 Horizontal Ad Size :
2" x 3.5"



Business Card
Vertical

1/4 Vertical Ad Size :
3.5" x 2"

ACCEPTED AD FILE FORMATS

All images and files must be 300 dpi at 100% scale.

All image files should be : JPG, PNG or EPS.

(* *PICT and GIF files are low-resolution web files not suitable for printing.*)

ACROSS THE FENCE ADVERTISING RATES

B/W Ads	Member Rate	Non-Member Rate
Full Page	\$120.00	\$270.00
3/4 Page	\$100.00	\$250.00
1/2 Page	\$80.00	\$230.00
1/4 Page	\$60.00	\$210.00
Business Card (1x)	\$40.00	\$190.00
Business Card (4x consec)	\$100.00	\$250.00

* All rates subject to GST *



"Across The Fence" — Is the official publication of the Alberta Association of Agricultural Societies (AAAS).
Ads must carry the endorsement of AAAS — AAAS reserves the right to refuse any ads.

VISION AAAS inspires *Vibrancy* in Alberta Communities

MISSION Through education, facilitation and collaboration,
AAAS **empowers** people to be leaders in high quality communities

VALUES Excellence in direction and execution. Success through collaboration.
Motivation through education and engagement. Advocacy through example.
Dedicated to strengthen Agricultural Societies and their communities

GOAL

SUSTAINABILITY

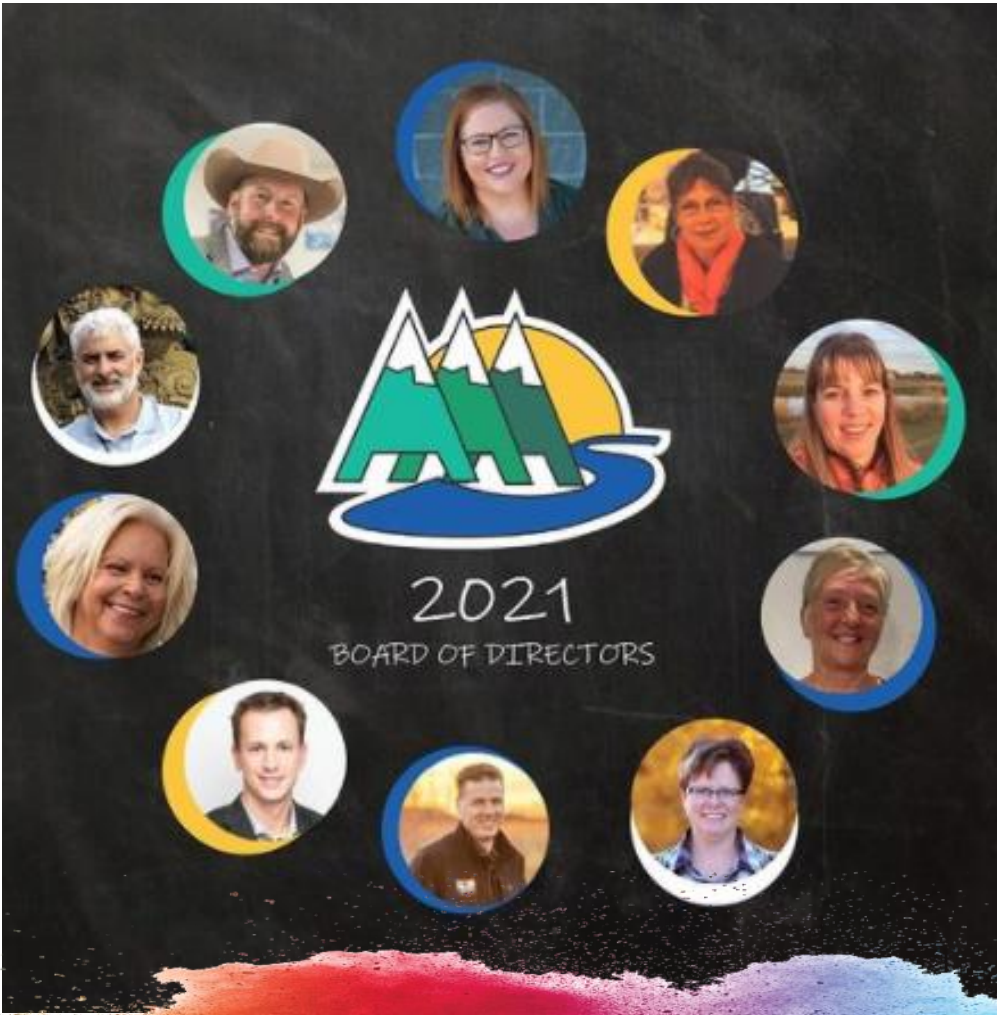
- Funding:
- Staff Stakeholders Relations
- Board Stakeholder Relations

ORGANIZATIONAL GROWTH

- Succession Planning
- Board Analysis
- Technology

MEMBERSHIP DEVELOPMENT

- Capacity Building
- Provincial Infrastructure Project



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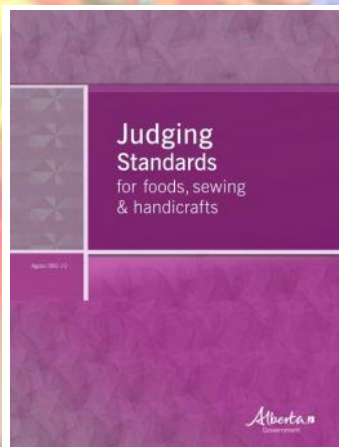
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Chief Executive Officer: Tim Carson



PLANNING A BENCH SHOW

Using a step-by-step format, this guide provides good reference for anyone planning their first bench show. The hints, activities and ideas are also useful to established committees looking for ideas to improve their show. It covers such topics as developing a plan, budgeting, working with volunteers, preparing the prize list, advertising, hiring judges, displaying exhibits, and evaluation. It also includes worksheets that can serve as an ongoing record for future planning committees. This workbook comes three-hole punched, and is ready to be inserted into any standard binder.



JUDGING STANDARDS FOR FOODS, SEWING & HANDICRAFTS

This judging standards publication has been created to achieve the following:

- Indicate standards of quality for a variety of food products, sewing and handicraft articles.
- Aid judges by identifying specific techniques and methods characteristic of that product and by suggesting points to consider relative to texture, flavour, design, etc. of that article. Where a type of food product or craft technique is not included, it is suggested that the standards of a similar product be used, or that general standards be applied, at the discretion of the judge.

Help exhibitors by identifying the desired qualities of the product



JUDGING STANDARDS FOR HORTICULTURAL SHOWS

This is a revision of the old Judging Standards for Horticultural Shows. It is THE book that Alberta Horticultural Association judges will follow when judging exhibits. This new edition simplifies the guidelines so that beginner and novice alike can interpret them with little difficulty, while providing clarity for the more experienced judge and exhibitor.

- updated information on all flower, vegetable and fruit classes
- a recommended show schedule including correct terminology and wording
- an updated scales of points
- sections on photography, floral arrangements, judging systems, planning a show, yards and gardens, agricultural exhibits and much more!

Judging and Exhibiting Standards for Horticultural Shows is a must-have for judges, exhibitors and anyone interested in horticultural shows.

PLEASE CONTACT THE AAAS OFFICE FOR A PDF COPY OF THE ABOVE PUBLICATIONS

**Get Connected:
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310-FARM (3276)**

