



**ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES**

Fall 2023 Regional Meeting

Welcome

Agenda

- Welcome and Introductions
- AAAS Update
 - Advocacy
 - Research
 - Workshops & Programs
 - Awards
 - Annual Meeting
- Agricultural and Irrigation Update
- Round Table/Bear Pit Discussion



Tell Us Who You Are?

- Name?
- Ag Society?
- What are you hoping to learn more about today?



Board Updates

2023 BOARD OF DIRECTORS



EXECUTIVE

Past President: Rebecca Joseph
President: Brett Warder
1st Vice President: Petra Klemphauer
2nd Vice President: Rick McCarthy
Treasurer: Natasha Dombrosky

DIRECTORS

Region 1: Petra Klemphauer
Region 2: Brett Warder
Region 3: Beth Fulton & Linda Toews
Region 4: Jackie Tomayer & Nicole Templeton
Region 5: Natasha Dombrosky & Fred Young
Region 6: Darlene Corriveau

Service Member Director : Rick McCarthy

Chief Executive Officer: Tim Carson

- 4 Meetings Via Zoom
- 1 Meetings in Person

AAAS Amazing Staff



Suzanne

PROGRAMMING & EVENTS
COORDINATOR



Doug

PARTNERSHIP / SPONSORSHIPS
SALES COORDINATOR



Kelly

ADMINISTRATIVE ASSISTANT



Maria

MARKETING & COMMUNICATIONS
COORDINATOR



Chris

BOOKKEEPER

AAAS Amazing Contractors



Tannis Baker

Open Farm Days Culinary
Coordinator



Nikky Passmore

Cultivating Farm Safety
Coordinators



Nicola Doherty

Open Farm Days Marketing
Coordinator

AAAS Strategic Plan

VISION AAAS inspires *Vibrancy* in Alberta Communities

MISSION Education, Facilitation and collaboration creates opportunities that empower Agricultural Societies, Inspiring Rural Alberta to reach its highest potential

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

GOALS

RELEVANCE & GROWTH	RURAL DEVELOPMENT
<ul style="list-style-type: none">• Membership Value & Services• Leadership Development & Training• Programs and Events	<ul style="list-style-type: none">• Stakeholders Relations & Advocacy• AG Society Support Programs• Infrastructure Renewal Strategy

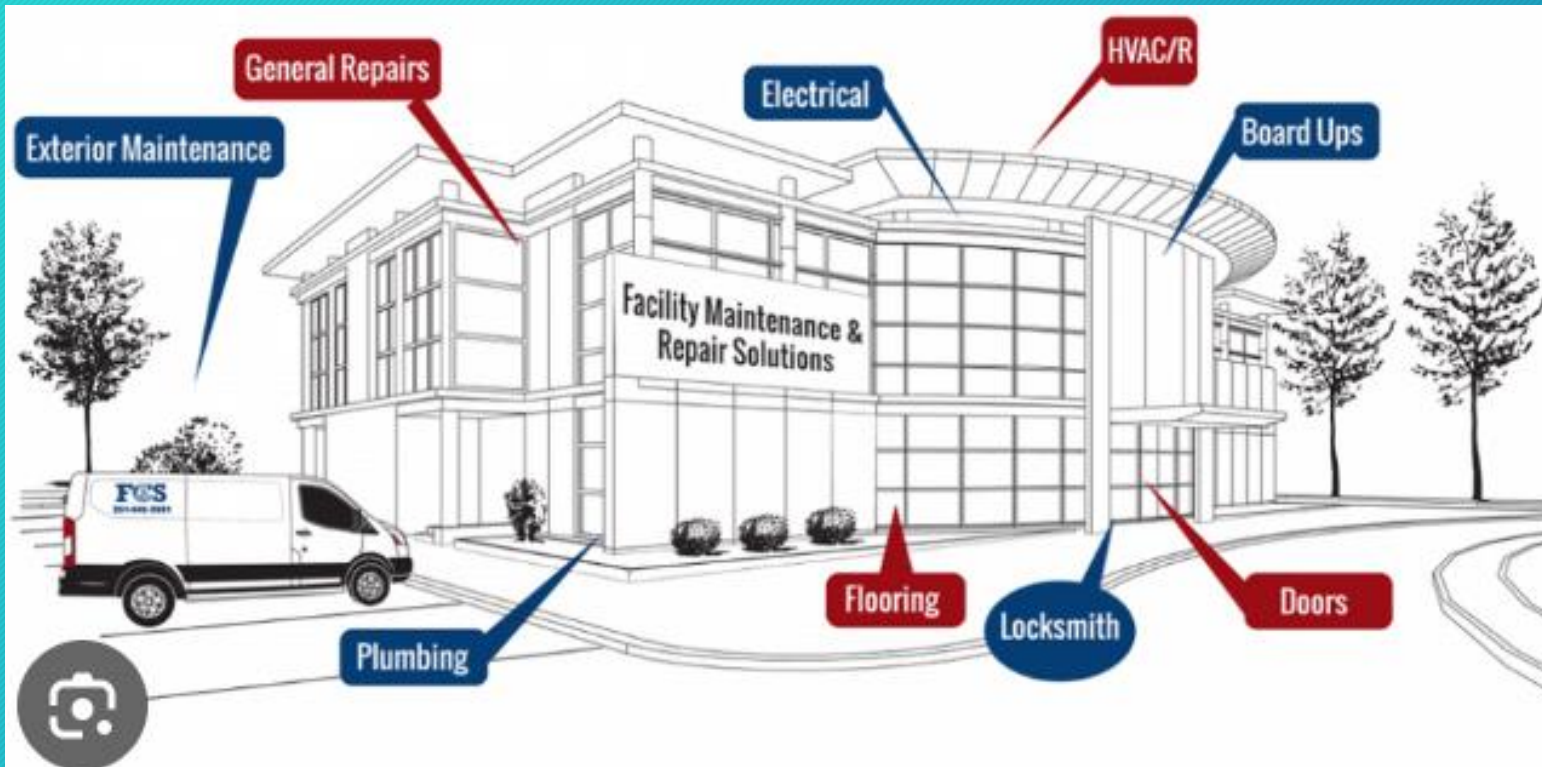
Advocacy



Alberta Ag. Societies Day

- September 21
- Spotlight on Ag Societies
- Showcase accomplishment
- Public awareness
- Stakeholder awareness

Advocacy



Strategic pillar for AAAS Infrastructure renewal

- Alberta is receiving \$140.6 million for community, culture and recreation projects over the next 10 years (2018-28).
- \$150 million for the Community Facility Enhancement Program which provides non-profit organizations with funding for local public-use facility enhancements.
- \$352 million for sports and recreation projects and programs.
- Ag Society infrastructure program.

Advocacy



It's feared volunteer organizations that host livestock shows might decide to stop holding them if they find the new proposed traceability rules too onerous.

Courtesy of the Western Producer

Livestock Traceability AAAS working with our partners

- CFIA
- Provincial Associations
- CAFÉ
- Public feedback
- Public awareness
- Stakeholder awareness

Livestock Traceability



Canadian fairs, exhibitions and agricultural societies' response to the proposed amendments in the Canada Gazette re: Part XV of the Health of Animals Regulations

DATE	To be disseminated upon release of the proposed regulations in the Canada Gazette (Fall 2022)
PURPOSE	Messaging for supporters (staff, volunteers and industry stakeholders connected to fairs, exhibitions and agricultural societies) to send to: <ul style="list-style-type: none">• The feedback contact provided in the Canada Gazette• Their local Member of Parliament• Senators• Key federal Ministers• Other potential changemakers

Ag Society Analysis



- Manecon Report - Information from 2009
- Hudson Report - Information from 2015
- Tremendous Value - Utilized by AAAS and GoA

Time to renew the Study

- Capture changes due to the pandemic
- Identify trends
- Ensure AAAS efforts are effective
- Cost \$60,000 (Request for member support)
- Permission request

AAAS Workshops

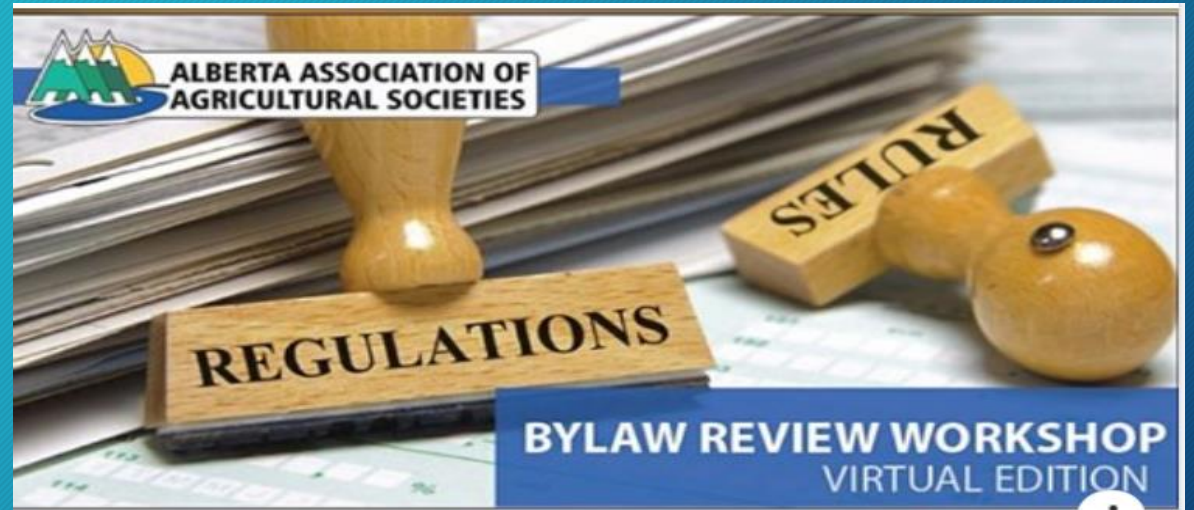
- Strategic Planning
- Roles and Responsibilities
- Orientation
- Conflict Management
- Other Mediation & Presentations



AAAS Programs

Bylaw Review Workshop

- Online
- Best Practice
- Manage challenges
- Secure the future



AAAS Programs



Treasurer's Training

- Builds Confidence
- Improved Financial Reporting
- Operations Budgets
- Capital Budget
- Reduce Auditor Fees
- Succession

AAAS Programs



Farm Safety Grant

- \$900K in grants provided
- 6 years to complete
 - (1 year project planning, 2 years pandemic)
- Request for renewal of grant dollars.
- Completion by Dec. 31, 2023

AAAS Program

ALBERTA
OPEN
FARM DAYS



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Liz Baller Page

PRESENTED BY



2023 Key statistics

- 133 Unique Experiences
- 30% First Time Participants
- 70+ Farms Serving Food
- 43,000+ Visitors
- \$74,000+ Direct Farm Spending
- 12 Ag Societies

AAAS Programs

**ALBERTA
OPEN
FARM DAYS**

PRESENTED BY



Training For OFD

- Open to anyone considering or participating in OFD.

1. From The Trenches
2. Insurance- Foster Park
3. Navigating Resources
4. Booking Your Farm Event
5. Exploring Emerging Social Media Trends
6. AAAS Conference Tradeshow
7. Ag Financing- Expanding Your Small Business
8. Planning your Spaces- Site Management
9. AHS & AGLC Sessions
10. Exploring Tour Experiences
11. Exploring Your Open Farm Days Brand
12. Marketing Basics Open Farm Days

AAAS Programs



Book this unique series for your fairs, rodeos, festivals, events, or schools.

- 3 shows available
 - Tractor Rollover
 - Falls
 - Voltage
- Available Spring 2024

AAAS Programs



PRESENTING OUR NEW

GAME BASED BOARD MEMBER TRAINING

FOR THE BUSY VOLUNTEER

Our new ***Certified Volunteer Board Member Program*** will take you on a tour of all the rooms of an organization to explain topics like:

- Governance
- Board Structure
- Roles and Responsibilities
- Risk Management
- Board Development
- Planning and Strategic Direction
- Communications

FULL COURSE \$200 + TAX

www.strongervolunteers.ca



AAAS Programs

SAVE MONEY ON YOUR OPERATIONS



BOOKKEEPING GROUP BUYING MARKETING AND MORE



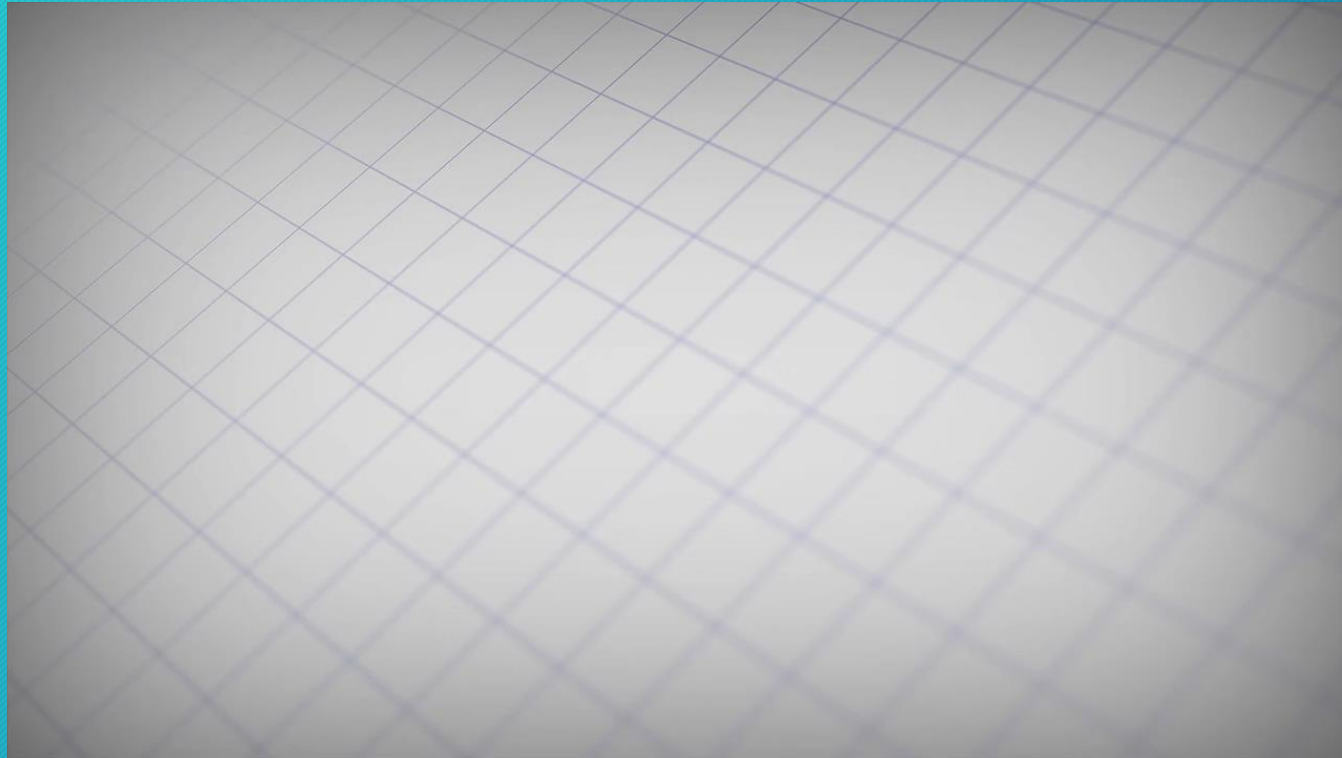
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AAAS Programs

Ag Society
Employee
Benefits
Program



AAAS Programs

FIND GRANT OPPORTUNITIES

We are thrilled to announce an exciting addition to our AAAS Membership benefits!

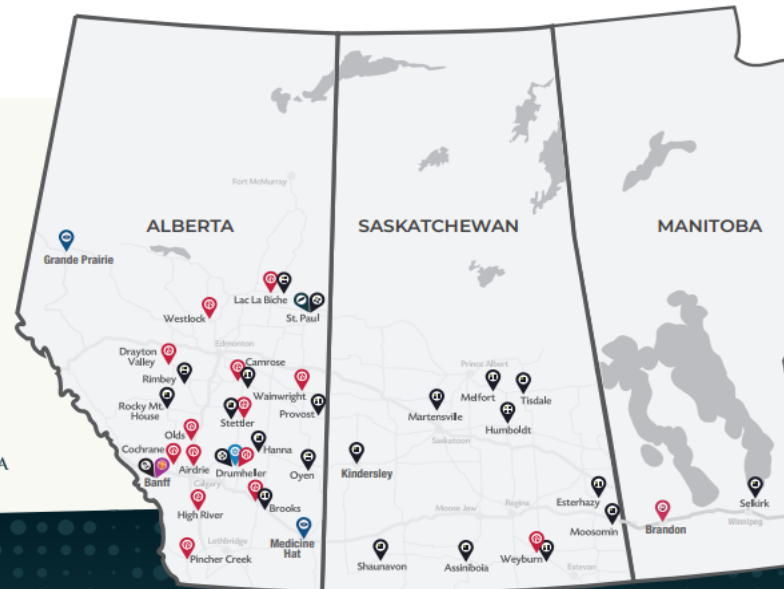
As part of our ongoing commitment to supporting your organization's growth and success, we have partnered with Alberta Counsel to assist your Agricultural Society in finding and securing valuable funding opportunities.



AAAS Programs



Request the **"Alberta Association of Agricultural Societies"** exclusive 10% off discount today at any of our Canalta Owned and operated properties shown below.



CanaltaHotels.com | 1-855-933-1933

AAAS Programs

Virtual Trade Show November 22, 2023

Virtual Tradeshow

Chat with our AAAS Service Members

NOVEMBER 22, 2023

7pm - 8:30pm



www.albertaagsocieties.ca

Why Attend Our Virtual Tradeshow?

Convenience:

No need to travel, book hotels, or worry about long lines. Join from your cozy couch or home office.

Access to Leading Vendors:

Explore products and services from top-notch vendors across various industries.

Interactive Chats:

Engage directly with vendors through live chat sessions. Get your questions answered and discover innovative solutions.

This is FREE to join and is an event we host for all our AAAS SERVICE MEMBERS.

NOVEMBER 22, 2023 7pm-8:30pm

AAAS Event

Save
the Date



ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES

ANNUAL CONVENTION

FEBRUARY 1-3, 2024

RIVER CREE CASINO, EDMONTON ALBERTA

THE THEME FOR THE 2024 CONVENTION IS
"DEFINE YOUR BRAND"

CONVENTION REGISTRATION
WILL OPEN ONLINE - NOVEMBER 1ST, 2023

HOTEL BOOKING WILL OPEN
NOVEMBER 1ST, 2023



AAAS Event

Thursday February 1, 2024

- Pre-conference full day workshops. Watch the website for details.
- Tradeshow

Friday February 2, 2024

- Tradeshow
- Workshops/Sessions
- Minister/MLA Forum
- Keynote - Awards Banquet

Saturday February 4, 2023

- AAAS Year in Review
- Regional Meeting (Elections where required)
- Sessions
- Annual General Meeting
- Keynote - Gala Banquet (Themed)

Delegate packages include:

- 6 meals
- Tradeshow
- Minister's/MLA Forum
- Education Sessions (Fri & Sat)
- Regional Meeting/Elections
- AGM
- Award/Gala Banquets
- Showcasing (Book for your event)
- Networking (130+ Ag Societies)

Speakers/Topics

- Chris Cummins
- Penny McBride
- Zack Ziolkowski
- Ian Hill
- Max Fritz
- Vince Brennan
- Sherri Hansen
- Brad Andre
- Marla Calico
- Ab. Recreation Facilities Personnel
- More



- Destination Marketing
- Strategic Planning
- Government Relations
- Volunteer Recruitment
- Financial Literacy
- E.coli Workshop
- Animal Care
- Judging
- Ice Surface (Hockey/Curling)
- Community Engagement
- Board Conflict
- Emergency Prep. Livestock
- More

Awards

AWARD NOMINATIONS & SUBMISSIONS



AAAS SCHOLARSHIPS

Nominate a student who has demonstrated leadership! The Alberta Association of Agricultural Societies have SIX Scholarship awards that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies.

NOW ACCEPTING NOMINATIONS—Deadline December 1, 2023



AAAS PROVINCIAL MARKETING AWARDS

We're seeing some pretty Eye Catching Posters for your events out there. The Marketing Awards Contest is held annually during the AAAS Conference. Attendance during the conference is not a requirement to enter the contest, however only entries from current member Agricultural Society's will be accepted.

**ACCEPTING ALL CATEGORY SUBMISSIONS NOW—
Deadline December 1, 2023**



AAAS HONOUR ROLL

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. Applicant would be nominated by their Agricultural Society. Winners will be recognized at the 2023 AAAS Convention.

NOW ACCEPTING NOMINATIONS—Deadline December 1, 2023.



ALBERTA AGRICULTURAL SOCIETY INNOVATION AWARD

The Agricultural Society Innovation Award is a program of Agriculture, Forestry and Rural Economic Development. Alberta Agricultural Society The award allows us to work together to champion and celebrate the significant contributions that agricultural societies make, while inspiring others to take action. Innovations should be something that is new to your agricultural society, and demonstrate how you continue to positively impact community engagement, recovery, reopening etc. during the last year. The nomination process is succinct and straightforward with only three short questions to answer.

APPLICATIONS OPEN OCTOBER 10, 2023—Deadline November 30, 2023

Agricultural Societies Program



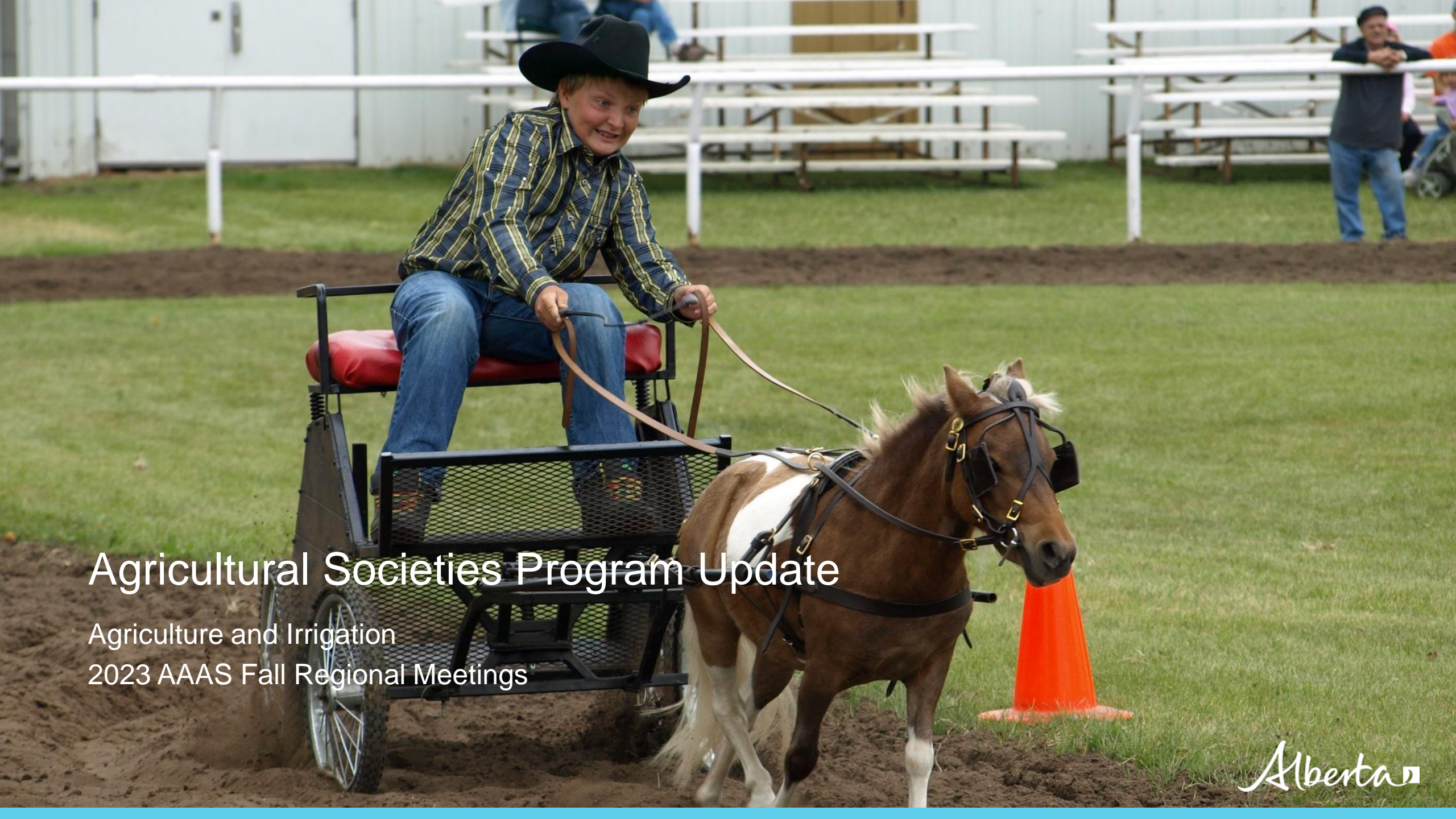
Carmen Andrew
Director



Colin Gosselin



Monika Warring



Agricultural Societies Program Update

Agriculture and Irrigation
2023 AAAS Fall Regional Meetings

Agenda

- Some announcements and reminders
- New capital grant program
 - Agricultural Society Infrastructure Revitalization Program (ASIRP)

Upcoming “How to” Webinars

- Agricultural Society Infrastructure Revitalization Program
 - October 19 at 7:00 p.m. (Regions 1,2,3)
 - October 26 at 7:00 p.m. (Regions 4,5,6)
- Annual returns and regular grant applications
 - November 22 at 6:00 p.m. (Regions 1,2,3)
 - November 23 at 6:00 p.m. (Regions 4,5,6)
- Invites for Teams meeting will be emailed out to all agricultural societies

Agricultural Society Innovation Award

- Recognizes agricultural societies for their innovation, resilience, and commitment to their communities
- Applications are open until November 30th
- 3 categories
 - Smaller primary (less than 1,000 people)
 - Larger primary (1,000 or more people)
 - Regional

Agricultural Societies Day

- Minister Sigurdson issued a Ministerial Order to formally recognize September 21 in perpetuity as Agricultural Societies Day in Alberta
- To recognize the impact agricultural societies have, and to say thank you to all the volunteers for making a difference in their communities

February 15, 2024

- Annual returns due
- Regular agricultural society grant applications due

Agricultural Societies Infrastructure Revitalization Program (ASIRP)

- New capital grant program
- \$2.5 million per year (ongoing program)
- Supports major repairs at existing facilities
- Exclusive to agricultural societies that own or operate a facility

Program Outcomes

- Extending the useful life of the facility
- Addressing health or safety issues
- Improving functionality or service delivery
- Reducing operating costs

Funding

Total Eligible Project Costs	Matching Requirement (20%)	Grant Amount
\$12,500	\$2,500	\$10,000 (program minimum)
\$125,000	\$25,000	\$100,000 (program maximum)

Sample Projects

- Roof repair
- Commercial kitchens
- Washrooms
- Accessibility improvements
- Lighting
- Heating
- Insulation
- Refrigeration
- Ventilation
- Windows
- Doors
- Etc.

Project Assessment

- First-come, first-served basis so long as all eligibility requirements are met
- Projects must be fully planned including costs, timelines, and outcomes
- Matching funding in place
- Supporting documents must be provided (quotes, donation letters, photos etc.)

How to apply

- Complete an application form
 - Agree to program terms and conditions
- Application deadline January 31, 2024
 - The grant budget may be fully allocated before the deadline

Project Management

- 18 months to complete project upon receipt of grant funding
- Applicants responsible for all local permits and approvals as required
- Spending and borrowing in accordance with your bylaws
- Final report will be required

Contacts

Carmen	<u>carmen.andrew@gov.ab.ca</u>	403-348-1550
Colin	<u>colin.gosselin@gov.ab.ca</u>	780-490-8343
Monika	<u>monika.warring@gov.ab.ca</u>	780-968-3517

#106, Provincial Building
4709 44 Avenue
Stony Plain, Alberta T7Z 1N4

<https://www.alberta.ca/alberta-agricultural-societies-program>

Alberta 

Questions?



Regional Director Elections

Elections will be taking place at the 2023 Conference in the following Regional Meetings;

- Region 1 - Current Director Petra Klemnauer
- Region 5 - Current Director Natasha Dombroski
- Region 6 - Current Director Darlene Corriveau (N/E)



What's New?

Alberta Association of Agricultural Societies Education Foundation

- Canadian Foundation for Food & Ag. Education (CFFAE)
- Karl Ivarson Trust Fund - Support postgraduate scholarships.
- AAAS post secondary scholarships.
- Rural Leadership development support.



What's New?

Rural Alberta Food Tech (RAFT) tentative

- AAAS subsidiary dedicated to increasing population in rural communities.
- An umbrella organization to connect, inspire, and support entrepreneurs to invest in rural communities.
- Ag Societies as catalysts, influencers, supporters.
- Ag Societies expanding operations, enhancing agriculture economy.



Round Table/Bear Pit Discussion

- The Good, The Bad, and The Ugly
- What are the Barriers to Success?
- Other comments.



Reminders for Conference 2023

- Early bird registration ends December 15, 2023
 - Marketing Competition entries due December 15, 2023
 - Scholarship applications due December 15, 2023
 - Honor Roll Applications due December 15, 2023
 - Resolutions are due in AAAS office no later than **December 5, 2023**
- ❖ All Applications are online.
 - ❖ Available on the AAAS website.
 - ❖ Call AAAS if you have any questions.

Safe Travels Home
See you February 1 - 3, 2024





ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES

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