



PRESENTED BY 

HIGHLIGHTS

February 2024

The Alberta Association of Agricultural Societies held its Annual Convention February 1–3, at the River Cree Resort & Casino in Edmonton, presented by Servus Credit Union, attracting 415 delegates from 109+ Ag Societies from across the province as well as guests from Agricultural Societies in Saskatchewan, Manitoba and Ontario.

We had 3 Pre-Convention workshops.

- Unlock Your Power to Influence: Learn How to Gain Support for Your Cause
- Farmers Market Training
- Ice Arena Training



We opened the weekend on Friday with our Minister/MLA Forum, we had the Honorable RJ Sigurdson, Minister of Agriculture & Irrigation, Honorable Grant Hunter, Honourable Rick McIver, Mr. Shane Getson, MLA Martin Long, MLA Garth Rowsell, MLA Glenn van Dijken, MLA Jackie Loveley on hand to answer questions from our Delegates.



Keynote Speaker Sponsored by FORTIS

Our Keynote Speaker Chris Cummins talked about *The Human Side* for his opening and closing address to the delegates

At our Awards Night the following were presented

Scholarships

Sponsored by Calgary Stampede, North American Midway Entertainment, Peavey Industries



Rory Bothwel

Josephburg Agricultural Society



Adysen William

Stavelly & District Agricultural Society



Cole Resch

Delburne & District Agricultural Society



Mackenzie Johanson-Denschikiff

Rocky Mountain House Agricultural Society



Rayelle Cooper

Rocky Mountain House Agricultural Society



Mackenzie Curtis

Coaldale & District Agricultural Society



Kyra Flett-Muntz

Vegreville Agricultural Society

2024 AAAS Honour Roll Recipients



Larry Hryciw

Thorhild & District Agricultural Society



Sherry Isely

Ardrossan Recreation & Agricultural Society

Alberta Agriculture & Irrigation presented Innovation Awards



KAC Agricultural Society



La Crete Agricultural Society



Stettler District Agricultural Society



Sessions

Delegates were able to attend various Sessions throughout the weekend from Judging School, Farm Succession and Rural Community Development, Emergency Planning, Grant Writing to Strategies for Recruiting and Retaining Volunteers and so much more.



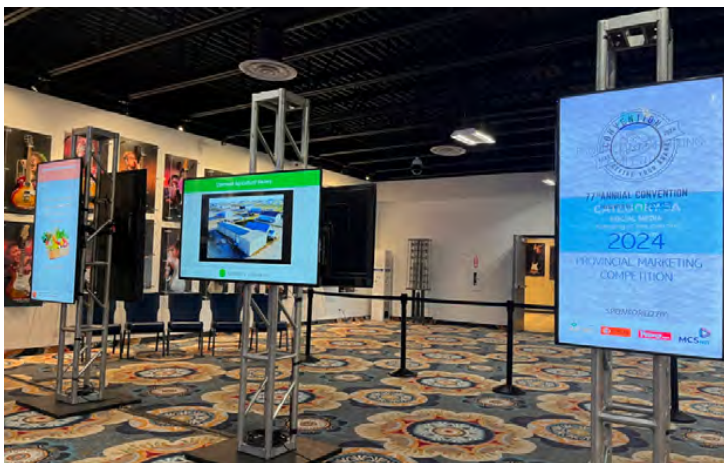
2024 Tradeshow

Sponsored by UFA

Fifty tradeshow exhibitors showcased their products and services to our delegates. There was a diverse range of exhibitors, offering products and services spanning various industries. The inclusion of insurance providers, beverage providers, entertainment acts, farm equipment, and ticket sales provided a comprehensive and well rounded showcase for the delegates.



Additionally, the latest installment of the "I'm OK" Farm Safety show titled "The Cost of Voltage" was presented at the tradeshow for all attendees to view.



Provincial Marketing Awards

Sponsored by AFSC, Kubota, Peavey, MCSNet

In our Provincial Marketing Competitions, we recognized outstanding achievements with 42 awards across 6 categories and 3 classes. Agricultural Societies actively participated by submitting their Fair Posters, Fair Books, Website Designs, and Social Media Advertising for their respective events. These submissions were presented digitally, providing all delegates with the opportunity to view them.



Showcase Entertainment

During the weekend, the AAAS Showcase presented 9 featured acts on our main stage. Entertainers like Stevon & Kayla and the Heavenly Band, Hillside Outlaws, Craig Moritz, Chris Leblanc, Southern Cross, Martina Dawn, Justin Sutton & North of 49, Morgan Klaiber, and Amy Nelson had the opportunity to perform for Agricultural Societies, engage with them, and exchange information at our Showcase Corner. This platform facilitated potential bookings for these up-and-coming entertainers at future events and fairs.

THANK YOU TO OUR CONVENTION PARTNERS



Watch our website for Information on the The next 2025 AAAS Convention

For More information please contact us at
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