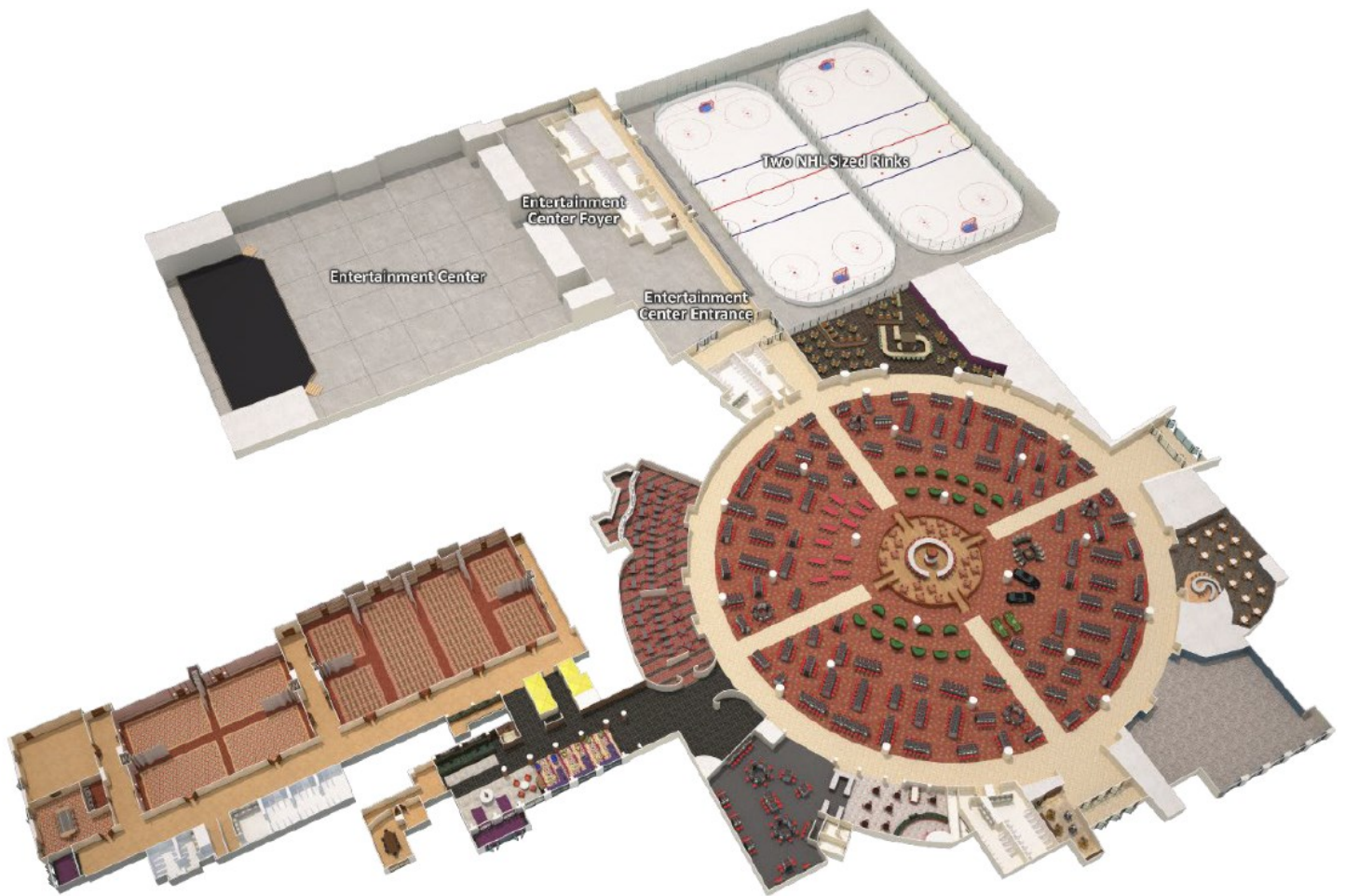
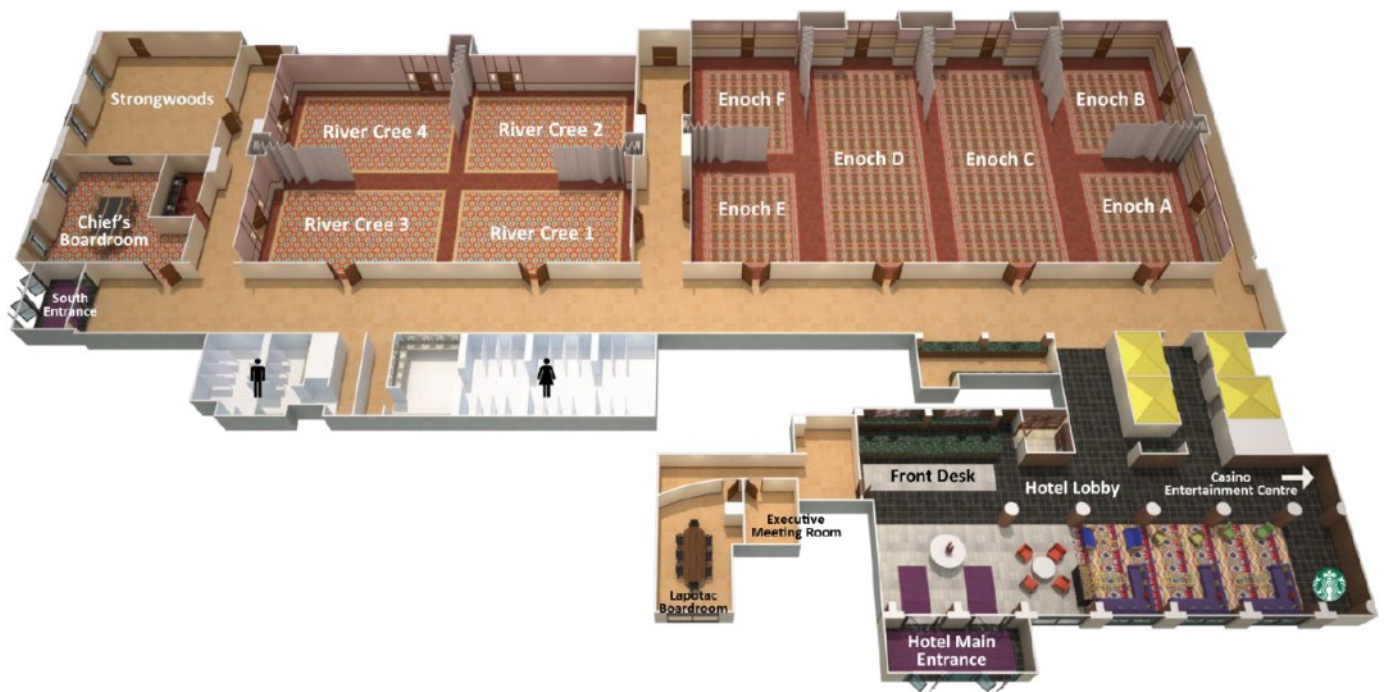




77TH ANNUAL CONVENTION

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DELEGATE HANDBOOK





77TH ANNUAL CONVENTION

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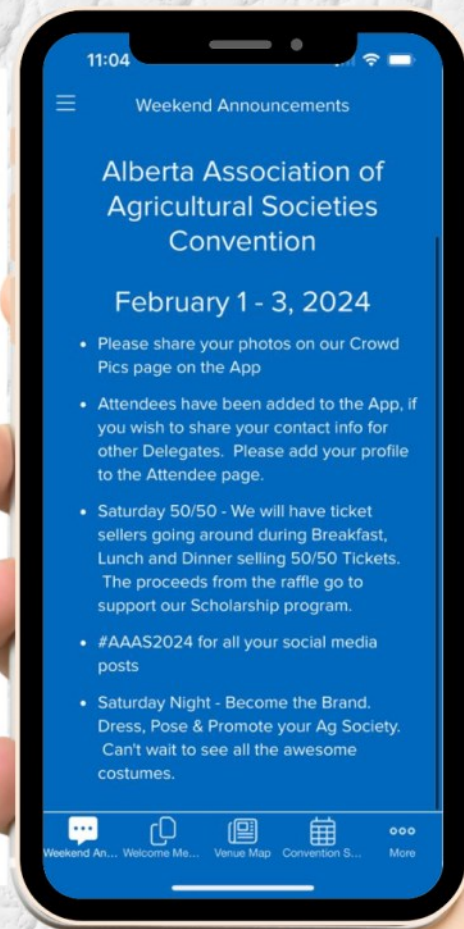
1. On your smartphone, visit <https://my.yapp.us/854Z22> or use the QR code



2. Follow the instructions on screen (it's a quick, two step process)

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**** DISCLAIMER : ANY CHANGES TO THE SCHEDULE WILL BE POSTED ON THE APP ONLY ! ****

Day	Date	Start Time	End Time	Title	Location
Thursday Schedule	2/1/2024	08:00am	07:00pm	AAAS Office - Open from 8:00 am to 7:00 pm	Coat Check Room - Conference Centre
Thursday Schedule	2/1/2024	10:00am	03:00pm	Ice Making Techniques - Chris McKenna & Larry Golby 10:00 am - 3:00 pm PRE REGISTRATION REQUIRED	River Cree 4 - Conference Center & River Cree Ice Rink
Thursday Schedule	2/1/2024	10:00am	04:00pm	Unlock Your Power to Influence: Learn How to Gain Support for Your Cause - Chris Cummins - PRE REGISTRATION REQUIRED	River Cree 1 - Conference Centre
Thursday Schedule	2/1/2024	01:00pm	03:00pm	Delegate Bag Stuffing	Strongwoods Room - Conference Centre
Thursday Schedule	2/1/2024	01:00pm	03:30pm	Marketing Genius: Strategy & Implementation - Penny McBride 1:00 pm - 3:30 pm	River Cree 3 - Conference Centre
Thursday Schedule	2/1/2024	01:00pm	05:00pm	Farmers Market Training - Eileen Kotowich	River Cree 2 - Conference Centre
Thursday Schedule	2/1/2024	03:00pm	09:00pm	Registration Desk Opens 3:00 pm to 9:00 pm	Hotel Lobby
Thursday Schedule	2/1/2024	05:00pm	09:00pm	Tradeshow 5:00 pm to 9:00 pm	The Entertainment Centre - "The Venue"
Thursday Schedule	2/1/2024	06:00pm	10:00pm	Networking 6:00 pm to 10:00 pm	The Entertainment Center - "The Venue"
Thursday Schedule	2/1/2024	09:00pm	10:00pm	Service Member Meeting 9:00 pm - 10:00 pm (Following the Tradeshow)	The Entertainment Center - "The Venue"
Day	Date	Start Time	End Time	Title	Location
MORNING					
Friday Schedule	2/2/2024	07:00am	01:00pm	Conference Registration Desk 7:00 am - 1:00 pm	Hotel Lobby
Friday Schedule	2/2/2024	07:00am	06:00pm	AAAS Office Open 7:00 am - 6:00 pm	Coat Check Room - Conference Centre
Friday Schedule	2/2/2024	07:30am	09:00am	Breakfast & Welcome 7:30 am - 9:00 am	Enoch A, B, C, D, E, F - Conference Centre
Friday Schedule	2/2/2024	09:00am	09:30am	New Delegate Orientation - Following Breakfast	Enoch A, B, C, D, E & F - Conference Centre
Friday Schedule	2/2/2024	09:00am	12:00pm	Tradeshow 9:00 am to 12:00 pm	Entertainment Centre - "The Venue"
Friday Schedule	2/2/2024	09:00am	04:00pm	Judging School - Evelyn Near & Joanne Holt from the Ontario Association of Agricultural Societies	Strongwoods - Conference Centre
Friday Schedule	2/2/2024	09:30am	10:15am	Future Proofing Your Events: The Simple Shift to Online Ticketing - with Jason Roy from Front Door +	River Cree 1 - Conference Centre
Friday Schedule	2/2/2024	09:30am	10:15am	Keeping the "Family" in your Family Business - with Melanie Harty & Brett Pereira of Grant Thornton LLP	River Cree 2 - Conference Centre
Friday Schedule	2/2/2024	09:30am	10:15am	Deployment of rural broadband Internet and the potential to realize economic stimulation for Agricultural Societies and Communities, with Dom d'Argent of TechConnect	River Cree 3 - Conference Centre
Day	Date	Start Time	End Time	Title	Location
AFTERNOON					
Friday Schedule	2/2/2024	12:00pm	01:00pm	Lunch 12:00 pm to 1:00 pm	Enoch A, B, C, D, E, F - Conference Centre
Friday Schedule	2/2/2024	01:00pm	06:00pm	Conference Registrations AAAS Office 1:00 pm - 6:00 pm	Coat Check Room - Conference Centre
Friday Schedule	2/2/2024	01:30pm	02:15pm	Accessing Lending - What you need to know - with Adrian MacDonald, Michelle Simoneau & Joy Cavin of AFSC	River Cree 1 - Conference Centre
Friday Schedule	2/2/2024	01:30pm	02:15pm	Solar Opportunities for Agri-Business & Ag Societies - with Andrew Lundell of Great Canadian Solar	River Cree 2 - Conference Centre
Friday Schedule	2/2/2024	01:30pm	02:15pm	Managing Insurance Costs in an Inflationary Economy - Learn what you can do to retake control of your insurance budget, with Perry Cramer of NFP	River Cree 3 - Conference Centre
Friday Schedule	2/2/2024	01:30pm	03:00pm	Engage and Inspire: Effective Strategies for Recruiting and Retaining Volunteers - Ian Hill	Enoch C - Conference Room
Friday Schedule	2/2/2024	01:30pm	03:00pm	Grant Program - Stripped Down - Carmen Andrew, Colin Gossling, Monika Waring	Enoch E/F - Conference Centre
Friday Schedule	2/2/2024	01:30pm	04:30pm	Meaningful Planning for Effective Governance - Shan Hanson	Enoch A/B - Conference Centre
Friday Schedule	2/2/2024	01:30pm	04:30pm	Deep Track Community Conversation - Penny McBride	Enoch D - Conference Centre
Friday Schedule	2/2/2024	02:30pm	03:15pm	Why is Insurance so confusing? with Eric Moland with ALL Insurance Ltd.	River Cree 1 - Conference Centre
Friday Schedule	2/2/2024	02:30pm	03:15pm	Agriculture Lending with Servus Credit Union with Heather Karst, Adam Wolfe & Dennis Trzok with SERVUS Credit Union	River Cree 2 - Conference Centre
Friday Schedule	2/2/2024	02:30pm	03:15pm	Buddy Up for Suicide Prevention with Seth McVeety of AFSC	River Cree 3 - Conference Centre
Friday Schedule	2/2/2024	03:45pm	04:45pm	VIP Reception - Invitation ONLY (Ministers, MLAs, Sponsors, VIPS, Board)	Entertainment Centre "The Venue" - Upper Level Mezzanine
Friday Schedule	2/2/2024	04:30pm		Doors open to Entertainment Centre for Delegates to attend the Ministers/MLA Forum	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	04:45pm	05:00pm	Welcome & Introductions	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	05:00pm	06:00pm	Minister's/MLA Forum	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	06:00pm		Evening Ceremonies Start - Cree Dancers & Blessing	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	06:30pm		Cocktails, Dinner & Awards	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	07:45pm	08:30pm	KEYNOTE: Chris Cummins - The Human Side Presented by FORTIS	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	08:30pm	09:00pm	Showcase Entertainment - Stevon & Kayla	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	08:55pm	09:00pm	Video Showcase - Travis Doffer	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	09:00pm	09:30pm	Showcase Entertainment - Hillside Outlaws	Entertainment Centre "The Venue"

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Friday Schedule	2/2/2024	09:25pm	09:30pm	Video Showcase - Bonnie Kilroe Celebrity Imposters	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	09:30pm	10:00pm	Showcase Entertainment - Craig Moritz	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	09:55pm	10:00pm	Video Showcase - Foxx Worthee	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	10:00pm	10:30pm	Showcase Entertainment - Chris Leblanc	Entertainment Centre "The Venue"
Friday Schedule	2/2/2024	10:30pm	12:00am	Hospitality Room	River Cree 1, 2, 3, 4 & Strongwoods

Day	Date	Start Time	End Time	Title	Location
MORNING					
Saturday Schedule	2/3/2024	07:00am	06:00pm	Registration - Pick up your Delegate Badge in the office	Coat Check Room - Conference Centre
Saturday Schedule	2/3/2024	07:00am	06:00pm	AAAS Office - Open 7:00 am to 6:00 pm	Coat Check Room - Conference Centre
Saturday Schedule	2/3/2024	07:30am	08:45am	Breakfast & Year in Review - Entertainment Centre "The Venue"	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	09:00am	10:00am	Region 1 Meeting - Director Petra Klempner - Election	River Cree 1 - Conference Centre
Saturday Schedule	2/3/2024	09:00am	10:00am	Region 2 Meeting - Director Brett Warder	River Cree 2 - Conference Centre
Saturday Schedule	2/3/2024	09:00am	10:00am	Region 3 Meeting - Directors Beth Fulton & Linda Toews	Enoch A/B - Conference Centre
Saturday Schedule	2/3/2024	09:00am	10:00am	Region 4 Meeting - Directors Jackie Tomayer & Nicole Templeton	Enoch C - Conference Centre
Saturday Schedule	2/3/2024	09:00am	10:00am	Region 5 Meeting - Directors Natasha Dombrowsky/Fred Young - Election	Enoch D - Conference Centre
Saturday Schedule	2/3/2024	09:00am	10:00am	Natasha	Enoch E - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Future Proof Your Fair/Ag Society Leadership - Marla Calico	Enoch D - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Getting More out of Google - Shawn Gramiak	River Cree 3 - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Tips & Tricks to getting your Grant Application done right the first time Part 1 - Monika Waring	Enoch E - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Emergency Planning Preparedness Part 1 - Brad Andres	Strongwoods Room - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Is Your Board Bored? - Penny McBride	Enoch A & B - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Empowering Rural Women - Ian Hill	Enoch C - Conference Centre
Saturday Schedule	2/3/2024	10:15am	11:15am	Bringing it back home: Farm succession planning and rural community development - Elliot Bridgewater	River Cree 1 - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Strategic Thinking - FUN, REWARDING & ALWAYS IN DEMAND Part 1 - Max Fritz	Enoch A & B - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Emergency Planning Preparedness Part 2 - Brad Andres	Strongwoods - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Exploring Agrotourism in your area: An Open Farm Days Case Study - Tannis Baker & Nicola Doherty	River Cree 2 - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Agricultural Societies: What's your Role in our Local Food System? - Terra Pombert Beaumont Ag Society	River Cree 1 - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Grant Writing with Klay Dyer and Alberta Counsel	River Cree 3 - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Tips & Tricks to getting your Grant Application done right the first time Part 2 - Monika Waring	Enoch E - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Board Financial Literacy - Melanie Harty	Enoch D - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	Fear of Growth, Fear of Change and What to do About it - Chris Cummins	Enoch C - Conference Centre
Saturday Schedule	2/3/2024	11:30am	12:30pm	- Presented by SERVUS Credit Union	Enoch F - Conference Centre

Day	Date	Start Time	End Time	Title	Location
AFTERNOON					
Saturday Schedule	2/3/2024	12:30pm	01:30pm	Lunch 12:30 pm - 1:30 pm	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	01:00pm	01:30pm	Showcase Entertainment - Southern Cross	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Fortifying the Rural Mind - Ian Hill	River Cree 2 - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Emergency Planning Preparedness Part 3 - Brad Andres	Strongwoods - Conference Center
Saturday Schedule	2/3/2024	01:45pm	02:45pm	60 Tips in 60 Minutes - Marla Calico	Enoch D - Conference Center
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Control Freaks Anonymous - Penny McBride	Enoch E & F - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Creating Positive Behaviour Change - Chris Cummins	Enoch C - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Put Your Best Flowers Forward- Alberta Horticultural Association	River Cree 1 - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Resources for Ag Society Bench Shows - Karen Berglund	River Cree 3 - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Getting Your Board on board the Cloud - Shawn Gramiak	River Cree 3 - Conference Centre
Saturday Schedule	2/3/2024	01:45pm	02:45pm	Strategic Thinking - FUN, REWARDING & ALWAYS IN DEMAND - Max Fritz Part 2	Enoch A & B - Conference Centre
Saturday Schedule	2/3/2024	3:15pm	04:30pm	AGM - Doors will open at 3:00 pm	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	05:30pm	06:00pm	Cocktails	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	06:00pm	07:00pm	Dinner 6:00 pm - 7:00 pm	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	07:00pm	07:15pm	Marketing Award Presentations	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	07:30pm	08:15pm	Closing Keynote - The Human Side Part 2 - Chris Cummins Presented by FORTIS	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	08:30pm	09:00pm	Showcase Entertainment - Martina Dawn	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	08:55pm	09:00pm	Video Showcase - Quinton Blair	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	09:00pm	09:30pm	Showcase Entertainment - Justin Sutton	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	09:30pm	10:00pm	Showcase Entertainment - Morgan Klaiber	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	09:55pm	10:00pm	Video Showcase - Drew Gregory	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	10:00pm	10:30pm	Showcase Entertainment - Amy Nelson	Entertainment Centre - "The Venue"
Saturday Schedule	2/3/2024	10:30pm	12:00pm	Hospitality Room	Strongwoods, River Cree 1, 2, 3 & 4



PRE-CONVENTION WORKSHOPS

THURSDAY FEBRUARY 1, 2024

Unlock Your Power to Influence: Learn How to Gain Support for Your Cause

(PRE-REGISTRATION REQUIRED)

SPEAKER: Chris Cummins

In your AG society, the right words in the right order can open doors. Positive funding conversations with your municipality. Attracting new board members and engaging with sponsors to cut bigger cheques. Rallying your membership. All of these become easier when you improve your ability to influence. In this deep dive workshop, we provide you with real-world training that combines lecture components with hands-on team learning and practice with your peers to improve your ability to influence.

You will learn:

1. The keys to demonstrating passion and credibility:

People need to know, like, trust, and believe in you to believe in your cause. Learn how to inspire confidence and enthusiasm in others to join you and communicate your value as an AG society.

2. The formula to craft a compelling message:

Learn to articulate your cause's vision and impact clearly, creating a strong and persuasive narrative that resonates with your audience.

3. The secrets to identifying and connecting with your audience:

Discover who is likely to back your cause and then speak their language. Find potential supporters and tailor your communication to align with their values, fostering a deeper connection.

4. The steps to securing more support:

Cut through the clutter and make it easy for people to jump into action. Learn to streamline how people can help so that "yes" is the most straightforward answer.

5. The magic to leverage humanity:

We'll dive into using the magic of real-life stories and the power of the crowd to make your cause irresistible. Get ready to move people from "maybe" to "heck yes!"

Power up your influence with Chris Cummins, 7-time TEDx speaker and communication expert in this interactive session that will turn your ideas into impact.

Ice Arena Training

SPEAKERS: Chris McKenna and Larry Golby

(PRE-REGISTRATION REQUIRED)

Classroom

Plant Startup, Surface Preparation, Painting Your Ice White, Whitewashing Equipment, Sealing Your White Paint, Paint Migration – Why Your Ice Surface Has Grey Areas. Basic Refrigeration

On Ice Training

Review Of Painting Equipment, Process of Painting Ice White, Measuring of Ice Surface for Installing Lines, Circle, Creases, Logos, Etc. Ice Plant Tour., Ice Maintenance Practical & Theory, Measuring Ice Thickness, View of Header Trench – Areas to watch for Ice Edgers, Review of Ice Resurfacers – Zamboni & Olympia.

Farmers Market Training

SPEAKER: Eileen Kotowich

Join Eileen Kotowich, Farmers' Market Specialist with Alberta Agriculture and Irrigation as she presents Market Manager Training. This workshop provides an overview of the Alberta Approved Farmers' Market Program, the Guideline requirements, the roles of the various stakeholders involved in markets and an overview of the regulations managers and vendors should know. This is a required training for existing Alberta approved farmers' market managers and is a good resource for those interested in sponsoring a new market. Joining Eileen will be a public health inspector with Alberta Health Services to explain what is and isn't allowed for food vendors selling at approved farmers' markets. Come to learn, share and get your questions answered.

Marketing Genius: Strategy & Implementation

SPEAKER: Penny McBride

You've planned a stellar event and booked the best attractions. But you still need an audience. This 2.5-hour workshop will help you create a results-driven marketing plan in eight proven steps. Understand the importance of consistent branding. Learn how to collect and use customer data to target key audiences and build better relationships. Discover how to leverage the media for additional exposure at little to no cost to you. Exchange clever low-cost ideas in a group round-robin. And discuss best ethical and legal practice of artificial intelligence in marketing.



SESSIONS

KEY NOTE

Opening Keynote: The Human Side - Part 1 Friday Night

SPEAKER: Chris Cummins

Kick off Convention 2024 with a burst of inspiration! Chris has been digging deep, conducting heartfelt interviews with our AG society peers. He's ready to share these insights in today's Opening Keynote, tackling our burning questions: How do we attract and keep younger members? What future are we building for our AG society? What do we each seek from our AG community? Remember, behind every interaction is a real person. Chris's talk is all about connecting authentically, blending real-world strategies, inspiration, and a dash of wit to reignite your passion for what's possible in our AG Society.

Let's face it, we've all been caught in the "busy" trap, mistaking motion for progress. Chris will challenge this notion, introducing practical productivity tools and communication enhancers. As we gear up for the next three days, let's redefine our collective goals and transform "busy" into genuinely impactful.

Closing Keynote: The Human Side - Part 2 Saturday Night

SPEAKER: Chris Cummins

As we draw the curtains on AAAS 2024, Chris Cummins takes the stage once more.

Infused with fresh insights from this year's convention, Chris will unveil actionable strategies to offer value and forge deeper, more fruitful relationships — for you and your AG Society.

Embrace the power of your written goals, backed by neuroscience. Chris will guide us in reflecting on our individual and collective journeys, setting tangible 30, 60, and 90-day milestones. Leave reinvigorated, with clear goals and a renewed zest for your role in the AG Society.

FRIDAY FEBRUARY 2, 2024

Judging School

SPEAKERS: Joanne Holt, Evelyn Near

Do you have a Bench Show at your fair? Do you want to put on a bench show? Would you like to learn how to judge a Bench Show? This session will go over some of the basics of judging a bench show. Evelyn and Joanne are joining us from the Ontario Association of Agricultural Societies and they do this session for the Fairs in Ontario. For people coming to the judging session they would like participants to bring one item of canning & 1 baking item (could be bread, pie, muffins, cookies, or non-traditional Canadian baked goods). The morning will start by going through the baking items and doing some hands on judging as well as a teaching session. The afternoon will go through canning and the different methods. The judges will have several samples to explain things they may encounter while judging. After the session the judges will provide written notes for all participants.

Future-Proofing Your Events: The Simple Shift to Online Ticketing

FRONT DOOR +

SPEAKER: Jason Roy

Session Description - In this interactive session, we will discuss the easy steps to sell tickets online and the benefits it brings. Plus we will introduce simple tap-to-pay options for tickets at your events gates. Bring your questions and let's make sure you are ready for the next big step!

FRIDAY FEBRUARY 2, 2024

Deep Track Community Conversation

SPEAKER: Penny McBride

Let's take a deep-dive look at meaningful community engagement through the lens of actual association member case studies and survey responses. In advance of the workshop Penny will send a short survey to the conference attendees to understand common areas of need in improving community engagement. She will also conduct phone interviews with 3 - 5 agricultural society members to create real-time case study exercises.

Grant Program - Stripped Down

SPEAKERS: Carmen Andrew, Monika Warring, Colin Goselin

Alberta Agricultural Societies Program (Agriculture and Irrigation)

This session will provide an overview of the Alberta Agricultural Societies Program; provide key updates; and feature mini-breakout sessions where you can discuss questions or issues one-on-one with program area staff (e.g. annual returns, grant applications, bylaws etc.).

Judging School

SPEAKERS: Joanne Holt, Evelyn Near

Do you have a Bench Show at your fair? Do you want to put on a bench show? Would you like to learn how to judge a Bench Show? This session will go over some of the basics of judging a bench show. Evelyn and Joanne are joining us from the Ontario Association of Agricultural Societies and they do this session for the Fairs in Ontario. For people coming to the judging session they would like participants to bring one item of canning & 1 baking item (could be bread, pie, muffins, cookies, or non-traditional Canadian baked goods). The morning will start by going through the baking items and doing some hands on judging as well as a teaching session. The afternoon will go through canning and the different methods. The judges will have several samples to explain things they may encounter while judging. After the session the judges will provide written notes for all participants.

Meaningful Planning for Effective Governance

SPEAKER: Shari Hanson

A session for board members, this workshop will explore the importance of practical planning as a critical element of 'being an organization' and how this garners higher performance and engagement. Together we will frame WHAT strategic planning is, how it relates to Governance and participants will work together to inform and understand HOW it could be done more effectively within the context of agricultural societies. Shari will share her experience with engaging Multi-Groups through the process of strategic planning ONLINE, as one way to effectively and efficiently work through the task. This interactive session will tap into participants' lived experiences, will provide resources and opportunity to network with colleagues for learning with and supporting one another. Come learn and share!

Engage and Inspire: Effective Strategies for Recruiting and Retaining Volunteers

SPEAKER: Ian Hill

This 1.5-hour workshop is designed for Ag Society leaders, volunteer coordinators, and team members who seek to enhance their skills in recruiting and retaining volunteers. The session provides a comprehensive approach to building a strong volunteer base, essential for the success of any nonprofit organization. Participants will explore innovative recruitment strategies, learn how to create an engaging volunteer environment, and discover the keys to maintaining long-term volunteer commitment. The workshop combines interactive discussions, real-life examples, and insights to equip attendees with practical tools and knowledge.

Learning Outcomes:

1. ****Innovative Recruitment Techniques****: Understand how to effectively identify and reach potential volunteers using both traditional and digital methods.
2. ****Creating a Welcoming Environment****: Learn strategies for creating an engaging and supportive environment that attracts and retains volunteers.
3. ****Understanding Volunteer Motivations****: Gain insights into the diverse motivations of volunteers and how to align these with organizational needs.
4. ****Effective Communication and Feedback****: Develop skills in clear communication and providing constructive feedback to enhance volunteer satisfaction and performance.
5. ****Building Long-Term Volunteer Relationships****: Learn techniques for nurturing long-term commitments from volunteers, including recognition programs, career development opportunities, and community building.

FRIDAY FEBRUARY 2, 2024—TALK WITH AN EXPERT

Accessing Lending - What you need to know

AFSC

SPEAKERS: Adrian MacDonald,
Michelle Simoneau and Joy Cavin

This will be a panel discussion with Adrian MacDonald and Michelle Simoneau of AFSC. Come prepared to ask questions. Some of the questions they may go over are:

Different Financing Options available for existing businesses & startups

What are some of the most important things to consider when approaching lenders for financing?

What advice can you give with respect to contributing to a successful loan application process?

When is the right time to approach lenders

What advice can you share on how to best build and sustain a relationship with your lending partners?

What elements of a business plan are key areas of focus from a lenders perspective?

In your business experience what are some examples that led to strained lending relationships or business failures?

What are some success stories you can share with the audience? 9. Is there collaboration amongst lenders?

Agriculture Lending with Servus Credit Union

Servus Credit Union

SPEAKERS:

Heather Karst, Adam Wolfe, Dennis Trozok

Session Description - This presentation will discuss farm succession planning key elements and how financing can play an integral role in those plans.

Buddy Up for Suicide Prevention

AFSC

SPEAKERS: Seth McVeity

In Canada, men have a suicide rate three times higher than women. Why? We have socialized men to be strong, stoic and self-reliant; showing emotion is a sign of weakness, as is asking for help. Men are dying in alarming numbers, all around us, alone. How can we change this reality? Everyone has a role in preventing suicide. Buddy Up is a campaign promoting authentic conversations and teaching how to support a buddy if they're struggling with thoughts about suicide. Join us for this session with the Centre for Suicide Prevention as we learn how to look out for your buddy and raise awareness for men's suicide prevention.

Deployment of rural broadband Internet and the potential to realize economic stimulation for Agricultural Societies and Communities.

TECHCONNECT

SPEAKER: Dom d'Argent

- *Description Coming Soon*

Future-Proofing Your Events: The Simple Shift to Online Ticketing

FRONT DOOR +

SPEAKER: Jason Roy

Session Description - In this interactive session, we will discuss the easy steps to sell tickets online and the benefits it brings. Plus we will introduce simple tap-to-pay options for tickets at your events gates. Bring your questions and let's make sure you are ready for the next big step!

Keeping the "Family" in your Family Business

Grant Thornton

SPEAKERS: Melanie Harty & Brett Pereira

Session Description - Coming Soon

Managing Insurance Costs in an Inflationary Economy – Learn what you can do to retake control of your insurance budget

NFP

SPEAKER: Perry Cramer

Session Description - Coming Soon

Solar Opportunities for Agri-Business and Ag-Societies

Great Canadian Solar

SPEAKER: Andrew Lundell

Session Description - How solar integrates with your facilities? What available rebates, grant funding, and financing tools are available to you?

What the economic model could be for your project?

Why is Insurance So Confusing? Strategies for understanding insurance & how to get it working for you

All Insurance Ltd.

SPEAKER: Eric Moland CAIB

Session Description - Insurance policies always seem to be overwhelming when people try to understand them.

They are even more confusing when claims occur.

- What details are important to understanding insurance policies?

- What is co-insurance and why does it matter?

- How to not be over insured or underinsured – what are proper limits of insurance?

- How to choose a broker you can rely on?

SATURDAY FEBRUARY 3, 2024

60 Tips in 60 Minutes

SPEAKERS: Marla Calico

This is a fast-paced workshop with quick tips in every area of fair operations which can be implemented at any size fair. Operation areas covered include Carnival, Food & Concessions, Agriculture, Competitive Events, Sponsorship, Promotions, Marketing and General Operations.

Agricultural Societies: What's your Role in our Local Food System?

SPEAKER: Terra Pombert

In this workshop, attendees will learn about a community engaged research project on agricultural societies. Participants will learn about the potential and realized outcomes of this research and how the findings could help your agricultural society strengthen its connection to agriculture. Terra will share details of the research such as data collection, findings, challenges and opportunities. Terra will share how she had to be creative to obtain funding through MITACS enabled by a partnership with the University of Alberta, AAAS, the Beaumont & District Agricultural Society and the City of Beaumont. She will highlight the benefits of partnering with students and educational institutions to conduct community engaged research in their community. As well as how her research contributed to the development of local policy and the potential future outcomes of partnering with the City of Beaumont to support policy goals. Terra will share her knowledge about local food initiatives and trends in Alberta, Canada and globally that are supporting local food production and new farmers. Including strategies that social economy organizations like agricultural societies are using to support economic development in rural areas and address the challenges small and medium scale farmers face in a global food system. You will learn how this research has facilitated access to a grant which supported the development of the Food Forest Enhancement and Education Project (Completion date June 2024) designed to bring value to society members and educational opportunities to the Beaumont region.

This workshop will include interactive opportunities to share what attendees are doing in their community and how they see themselves within the provincial vision of agricultural societies.

Attendees of this workshop will:

Learn strategies other societies are using to support local food producers

Learn examples of successful Canadian Food Hubs

Gain ideas on how to leverage students to engage with and learn community needs

Share ideas on how you could grow your connection to your local food system on a budget

Consider how to align initiatives to local policy and social trends to obtain funding

Attendees will identify ways they can contribute to the provincial vision and momentum of small and medium scale food production

Take-away of grants and partnerships opportunities

Board Members: Do You Know Your Responsibilities

SPEAKER: Melanie Harty

Being a board member goes far beyond its job description of attending meetings, understanding policies and financials, and participating in budgets, financial reporting and statements. Did you know: board members are legally responsible for upholding the organization's mandate and can be held personally liable for not fulfilling responsibilities? Learn how to master your board member role and reduce personal liability with sound financial management.

Bringing it back home: Farm succession planning and rural community development

SPEAKER: Elliot Bridgewater

This session, entitled Bringing it Back Home: Farm succession planning and rural economic development will discuss the basics of farm succession planning from a business and estate perspective as well as community investment as a potentially overlooked financial tool for succession planning. The session will discuss the current opportunities and challenges of community investing and introduce a new initiative, Community Investment Solutions, that is working to make community investing an easy and practical investment choice for farmers and rural residents across Alberta.

Creating Positive Behavior Change

SPEAKER: Chris Cummins

Say goodbye to the outdated "feedback sandwich" and hello to a new era of transformative conversations. Today's feedback demands awareness, not just of the message, but of the many factors influencing how it's received. Master the art of delivering feedback that doesn't just get heard, but sparks real change. Chris will guide you in creating the right environment for this powerful model to thrive, empowering you to inspire growth in your family, team, community and AG Society.

Control Freaks Anonymous

SPEAKER: Penny McBride

Hi...my name is Festival Planner and I'm a control freak. To be a success in the event world, one has to be a detail-oriented professional who makes sure hundreds of other people get everything done in time to open the gates. But the Control Freak style of management can quickly lead to burn out, lack of engagement, trust issues and stagnant growth. This 8-Step Program can help curb those tendencies to create dynamic teams inspired by a visionary leader, versus managed by a box-checker. Learn to delegate authority over tasks, build peer accountability, provide meaningful feedback, reward big-picture thinking and create the next generation of leaders that will sustain your event.

SATURDAY FEBRUARY 3, 2024

Community Resilience-

How the Hell Can a Co-Op Help?

SPEAKER: Dan Ohler

Is there a need in your community for one or more of the following: restaurant, hotel, car wash, housing, day care, after school care, bakery, hardware store, gas station, taxi, convenience store, grocery store, abattoir, clothing store, or health care facility?

If so, isn't it time you learned about how a Co-op can support you, as a community, to fill those needs. A Co-op operates in your community, for your community, and by your community.

We all know "the calvary ain't comin' to save you" so join the dialogue to explore the Co-op model, where it fits, and how you can start one – in your community.

Emergency Planning

SPEAKERS: Brad Andres

Recent events in Alberta, throughout Canada and internationally have heightened the need to provide event planners with the tools and processes to guide them in recognizing, mitigating, and responding to incidents during their events. The session will focus on how to develop an emergency plan for events hosted by your Agriculture Society. We will use a planning guide developed by the Alberta Emergency Management Agency to cover the main points needed in your plan. Some of these key points are:

- Identifying the need for a joint community/event planning group
- Assessing risks prior to the event and building pieces into the plan which will limit or mitigate these risks
- Establishing the linkages between the event and community emergency managers

This guide and the best practices information was gathered from the two major municipalities of Calgary and Edmonton, alongside federal and provincial government departments. The intent was to build a guide that can be used by any community, event planner or venue operator to develop an event Emergency Response Plan that will ensure the safety of the public has been addressed and planned for.

Fear of Growth, Fear of Change and What to Do About it

SPEAKER: Chris Cummins

Every achiever, no matter how successful, knows fear. But the secret lies in transforming this fear into a signpost for growth. In his presentation, Chris Cummins spotlights our shared fears and silences those inner critics that whisper doubts and stifle momentum.

Together, we'll confront these shadows, crafting action plans that bring transformative change to our organizations and lives. It's more than goal-setting; it's about taking those crucial first steps toward a future defined by courage and clarity.

Fortifying the Rural Mind

SPEAKER: Ian Hill

A Resilience Workshop for Men" is a dynamic, 1.5-hour workshop specifically designed to address the mental health needs of men in rural and farming communities. This engaging session acknowledges the unique challenges these men face, often obscured by a culture of stoicism and self-reliance. The workshop's primary goal is to equip participants with practical and effective strategies for self-care, tailored to their specific lifestyle.

Throughout the workshop, participants will be immersed in interactive discussions, learn from real-life lessons, and benefit from experienced guidance. This comprehensive approach aims to provide deep insights into stress management, emotional resilience enhancement, and the development of a supportive community ethos. This isn't just an educational seminar; it's a transformative experience aimed at strengthening the mental well-being of men in rural areas, fostering a culture where resilience and support thrive.

Learning Outcomes:

- 1. **Understanding Unique Stressors**:** Participants will learn about the specific mental health challenges and stressors faced in rural and farming communities, including isolation, economic pressures, and limited access to healthcare resources.
- 2. **Practical Self-Care Techniques**:** Gain practical skills in self-care techniques specifically suited for rural lifestyles, including mindfulness, stress management, and healthy physical routines.
- 3. **Building Emotional Resilience**:** Learn strategies to cultivate emotional resilience, helping to cope with the uncertainties and pressures of rural life.
- 4. **Fostering Community Support**:** Understand the importance of community support systems and learn how to build and maintain these networks for mutual mental health support.
- 5. **Resources and Help-Seeking**:** Equip participants with knowledge about available mental health resources and encourage proactive help-seeking behaviors.

Future Proof Your Fair/Ag Society Leadership

SPEAKER: Marla Calico

Planning now for inevitable transitions of leadership, whether board or staff, along with understanding best practices in successful programs of managing volunteers will help better position your fair/organization for the next generation.

Getting More out of Google

SPEAKER: Shawn Gramiak

Sure, you Google stuff all the time, but Google is much more than just search. Join us for a fast-paced hour-long talk about how much more Google has to offer. From Contacts to Calendars, and from Gmail to Docs, Sheets and Slides, this class will give the participant a little taste of everything and show them how all the apps can work together to help them get the job done! We'll even compare Google to Microsoft 365 and the iCloud, so you'll have a few more tools in your toolbox!

SATURDAY FEBRUARY 3, 2024

Getting Your Board Onboard the Cloud!

SPEAKER: Shawn Gramiak

"The Cloud" is scary to some, but nowadays, it is where business gets done. This hour-long session will discuss how you can use Cloud-based services like the Google apps and Microsoft 365 in your work as a Board Member. Participants will be taken through a series of examples where they can see how using these services can help save your organization time, paper and hopefully money. From sharing agendas and meeting minutes, to creating feedback surveys and other collaborative projects, this session is for those who are still a bit hesitant when it comes to technology. Don't worry, we'll keep it fun, simple and straightforward!

Is Your Board, Bored ?

SPEAKER: Penny McBride

Dynamic governance and organizational alignment don't just happen. It takes skills-based recruitment, thoughtful evaluation and continuous leadership development. This session is intended to help organizations get the very most from their board and committees by leveraging collective human capital around shared goals. We'll take an unvarnished look at the tell-tale signs of board dysfunction and proven strategies for improvement.

Empowering Rural Women

SPEAKER: Ian Hill

A Journey to Mental Well-Being" is an immersive workshop tailored for the unique mental health needs of women in farming and rural areas. This program highlights the often-unseen struggles these women face, such as managing overwhelming mental loads and the distinctive stresses of agricultural life. It seeks to illuminate and tackle the deeper psychological challenges more prevalent among rural women than their male counterparts.

Participants will be equipped with practical self-care techniques, effective stress management strategies, and resilience-building tools. Each element of the workshop is carefully crafted to resonate with the realities of rural life, offering a transformative experience. This isn't just a learning session; it's a pathway to empowerment, designed to uplift and fortify the extraordinary women in our rural communities.

Learning Outcomes:

1. ****Recognize the Unique Stressors****: Identify and acknowledge the unique stressors of rural life.
2. ****Practical Self-Care Strategies****: Learn practical and achievable self-care routines
3. ****Building Emotional Resilience****: Strategies for developing emotional resilience to cope with the stresses of rural life, including how to navigate feelings of isolation or financial strain.
4. ****Strengthening Social Networks****: Emphasizing the importance of social support and community connections for mental health and well-being.
5. ****Promoting Open Communication****: Reducing stigma, and fostering an environment where seeking help is normalized.

Exploring Agrotourism in your area: An Open Farm Days Case Study

SPEAKERS: Tannis Baker & Nicola Doherty

Join us as we explore growing your region, exploring partnerships, and building a stronger community. This session will focus on the goals and opportunities within Open Farm Days, and what you can do as an Ag Society to support your region. Marketing and media insights will be included to help you realize what you and your region can start to do on a grass roots basis. We will also be sharing other local Ag Society initiatives to get you thinking about ways to get involved in the program.

Grant Writing

SPEAKERS: Klay Dyer

This workshop will discuss emerging trends in funding, expanding the funding universe, how to imagine a funding ecosystem, and, of course, hints on building the strong application possible. Klay will bring several case studies to discuss as well as focus on dealing with as many of your questions as possible during and after the workshop.

Put Your Best Flowers Forward-

Alberta Horticultural Association Resources for Ag Society Bench Shows

SPEAKERS: Karen Berglund

Calling all bench show volunteers! Whether you've been convening your Ag Society's show for years or you've just stepped up to help, join us to learn how the Alberta Horticultural Association (AHA) can help your bench show flourish. With the renewed interest in growing our own food and gardening, bench shows are regaining popularity as an excellent way to highlight what can be grown in your community and to attract new volunteers. The AHA is an organization of horticulture and agriculture societies and individuals. One of our mandates is to foster bench shows by sponsoring accredited horticulture judges, promoting local shows, setting exhibiting standards, and connecting with horticulture bench show coordinators. Learn about several practical resources, have your questions answered, share your successes, meet other people excited about bench shows, and go home with new ideas and renewed enthusiasm. Our AHA judges travel the province and are endlessly impressed with the work you do!

SATURDAY FEBRUARY 3, 2024

Tips and Tricks to Getting your Grant Application done right the first time

SPEAKERS: Monika Warring

A session on how to make the most of your grant application and getting everything right the first time. In this session Monika will go over Tips and Tricks to help you get your Annual Grant Application done right the first time to hopefully eliminate rework on your part. Please come prepared to ask questions. This session will be done in 2 parts to give her lots of time to answer your questions.

Strategic Thinking FUN, REWARDING & ALWAYS IN DEMAND

SPEAKERS: Max Fritz

We all know that continually working on our strategic thinking skills are important not only in the work force but also for your agricultural society; this thinking is fundamental to your society reaching its objectives. As a leader, investing time in

this area should be some of the most fun and rewarding things you do. Always in demand are people like you who are inquisitive, open to new ideas, aware of what's going on around them, comfortable with challenges and, even more, creating action orientated solutions. Strategic thinking and planning are the cultural foundations for the legacy that you want to leave for others to carry on.

Whether you are new to the conference or have joined in these discussions with Max over the past few years, this 2-part session will be rewarding, fun and a meaningful use of your time. You are welcome to join in both sessions or only one if time does not allow. Max will also be making his lunch hour available if you wish to discuss topics in greater detail or have specific situations that you want to explore.

Strategic topics of interest can be highlighted by emailing them to suzanne@albertaagsocieties.ca or by placing a note on the "crowd sourcing board" by the coat check starting on Thursday.



SATURDAY NIGHT GALA
THEMED COSTUME NIGHT

Saturday Night Awards Gala is a themed night for our delegates to have some fun making it an energetic evening full of laughter and some creative costumes. Many of our delegates participate by wearing creative outfits and we always look forward to seeing everyone's interpretation of that year's theme !

SO JOIN US THIS YEAR AS WE
"BECOME THE BRAND"
DRESS, POSE & PROMOTE YOUR AG

PRESENTED BY 



SHOWCASE ENTERTAINMENT PERFORMERS



Stevon & Kayla Entertainment

Stevon & Kayla w/The Heavenly Band led by Multi-faceted Husband, Wife Duo. This group has exploded onto the music scene, Bringing the excitement and spontaneity of Live Music shows reminiscent of The eras of great live bands that seem all but gone

(587) 334-0511

stevonkaylamusic@gmail.com

www.stevonkaylamusic.com

<https://www.facebook.com/stevonkaylamusic>



Hillside Outlaws

Gritty, Authentic Country Duo, signed to Royalty Records. Renowned for their high-energy performances, they blend edgy guitar tones with classic country vocals. In an industry hungry for originality, Hillside Outlaws satisfy the cravings.

(778) 887-6109

thehillsideoutlaws@gmail.com

www.beerisessential.ca

<https://www.facebook.com/hillsideoutlaws>



Craig Moritz

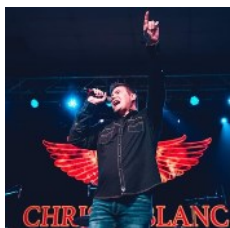
Craig Moritz, a dynamic country singer, captivates audiences with his vibrant energy and heartfelt storytelling. His music, a blend of classic country charm and modern flair, resonates with fans of all ages, showcasing his passion for life and love.

(403) 992-5286

carlahackmanfgi@gmail.com

www.craigmoritz.com

<https://www.facebook.com/CraigMoritzMusic>



Chris Leblanc

His smooth country voice and high energy show Chris is a seasoned performer whose passion is music. He will keep the young and old dancing & singing along to his own songs & long list of cover classics! He has opened for many artists over the years.

(403) 816-1553

chrisleblancmusic@gmail.com

www.chrisleblancmusic.ca/about

www.fb.com/chrisleblancmusic



Southern Cross

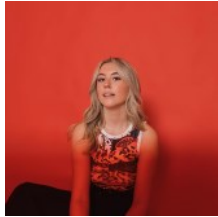
Southern Cross is a 4-piece band from East Central Alberta that specializes in live music for medium to large events. They blend new and classic country, along with southern and classic rock for both listening and dancing audiences.

(780) 614-8478

pphillips2020@outlook.com

<https://southerncrossband.ca>

<https://www.facebook.com/southerncrossbandca>



Martina Dawn

Martina Dawn is an Alberta born, up and coming artist who is about to take the country music world by storm. With a goal of putting a smile on peoples faces and having a good time, she uses her firecracker attitude and voice, to do exactly that.

(403) 992-5286

carlahackmanfngi@gmail.com

<https://www.facebook.com/martinadawnmusic/>



Justin Sutton & North of 49

Justin Sutton & North of 49 are a 6-piece country band quickly gaining traction within the Canadian Country music scene. Just this summer they played the Edmonton Pro Rodeo anthem and Official Afterparty and opened for the Road Hammers.

(506) 233-2131

contact@justinsuttonmusic.com

<https://justinsuttonmusic.com/>

<https://www.facebook.com/northof49music>



Morgan Klaiber

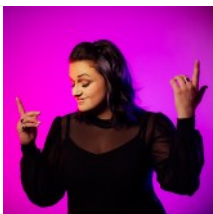
Raised in the cottonwood desert of Southern Alberta, Morgan Klaiber embodies everything it means to be a country-loving cowgirl in both her music and day-to-day life. With great anticipation, new music is to be released in 2024.

(403) 818-7223

sirroma@telus.net

<https://morganklaiber.com/>

<https://www.facebook.com/northof49music>



Amy Nelson

Canadian country music artist Amy Nelson is blazing trails at home and abroad. With her hometown of Regina, Saskatchewan as a springboard, Amy has risen into the spotlight across Canada and Australia as a vibrant singer, songwriter and musician.

(888) 611-0265

emailme@amynelson.ca

<https://www.amynelson.ca>

<https://www.facebook.com/amynelsonmusic>

VIDEO SHOWCASE

Travis Dolter

Bringing an abundance of energy, witty sense of humour, engaging stage presence and solid vocals, Travis will Ramp up the Party! Captivating the audience with a mix of country, rock and pop hits from 50's to current day along with upbeat originals.

(780) 679-5626
travisdoltermusic@gmail.com
<https://travisdolter.com/>
<https://www.facebook.com/TravisDoltermusic/>

Bonnie Kilroe Celebrity Imposters

Bringing an abundance of energy, witty sense of humour, engaging stage presence and solid vocals, Travis will Ramp up the Party! Captivating the audience with a mix of country, rock and pop hits from 50's to current day along with upbeat originals.

(604) 831-4580
bonnie.kilroe@gmail.com
<https://www.celebrity-imposters.com/>
<https://www.facebook.com/BonnieKilroesCelebrityImposters>

Foxx Worthee

Bonnie Kilroe pays tribute the leading ladies of Country Music from timeless classics like Patsy Cline to current one-name legends like Shania, Reba and Dolly! Performed with beautiful costumes, spot on impressions and all with a touch of humor.

(306) 596-3526
foxxworthee@hotmail.com
<https://foxxworthee.com>
<https://facebook.com/foxxworthee>

VIDEO SHOWCASE

Quinton Blair

Quinton Blair is heavily influenced by the storytelling and songwriting traditions of country music. Blair is a 4-time Manitoba Country Music Association Roots Artist of the Year; and a 2-time MCMA Male Artist of the Year, Fan's Choice 2023. He also garnered himself, Songwriter of the Year, for the song 20 Dollar Bottle; a collaboration written with Jason Blaine in 2022. "The country music family is so fantastic in this country, and it's an honor to have your peers recognize all the hard work and energy that goes into every song and every show," says Blair of his multiple awards. Blair has released five singles to Canadian radio, granting him national exposure to many markets across Canada, with a loyal Prairie following. There is great anticipation for the new music released in 2024. Blair's music is heavily influenced by Dwight, AJ, and Garth which reflects the fiddle-driven era of dancehall country of the 90s. Blair's mainstream crossover appeal, and his ability to execute an engaging live performance, have presented Blair with many opportunities to share the stage with the likes of Corb Lund, Charlie Major, Terri Clark, High Valley, and many more, along with playing main stage festivals, and headline shows across the Prairies. From tear-jerkers to boot scooters, Blair has an incredible handle on the country music songbook, and an uncanny ability to read a crowd and bring them to the dancefloor.

(403) 818-7223

sirroma@telus.net

<https://www.quintonblair.com/>

<https://www.facebook.com/quintonblairmusic>

Drew Gregory

There is an undeniable authenticity and truthfulness to Drew Gregory's music. The songs of this award-winning Alberta country music sensation are infused with a down-home realism, a gritty honesty, and a vibrant sense of rootedness that comes from years spent working the land as a farmer – an aspect of his life that is deeply connected to his talent as a musician, singer, and songwriter.

Evidence of Gregory's status as a country music artist on the rise is the numerous accolades that he has thus far garnered in his career. Drew recently received the "Horizon Male Artist of the Year" Award from Country Music Alberta in March of 2022. This is Drew's third win in this category, having also won the honor in 2015 and 2019. He also received Country Music Alberta's Horizon Song of the Year in 2019 for Better in A Bar, a song he penned with long-time co-writer Aaron Goodvin, and Country Music Alberta's Horizon Album of the Year for his album I Was There in 2016. Drew was recently named one of the Top 3 artists in the Project Wild Development Program in Alberta after a six-month-long journey of education and development. At the finale at the King Eddy in Calgary, he was awarded \$50,000.

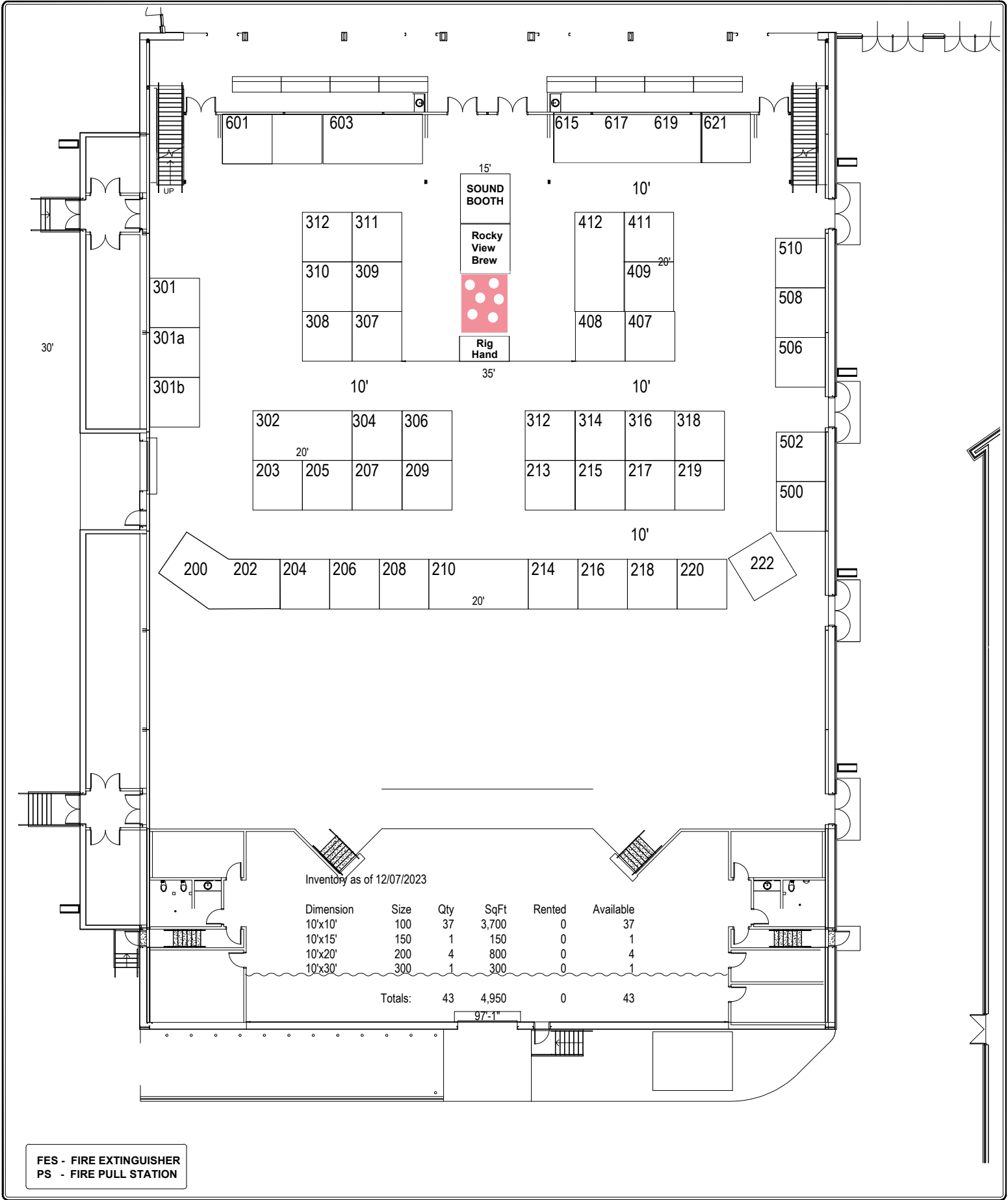
Over his burgeoning career, to name a few, he has shared the stage and opened the concert and festival dates for Miranda Lambert, Kip Moore, Old Dominion, John Michael Montgomery, Big & Rich, Emerson Drive, and Chad Brownlee. Drew feeds off and reciprocates the energy of a crowd better than any and has plenty of experience on stage for large and smaller audiences. Past festivals include The Big Valley Jamboree (Main Stage and Molson Stage), Bud Country Fever, Country Thunder in Calgary and Arizona, and Dauphin Country Fest. Drew made his debut appearance on the Nashville North stage during the 2015 Calgary Stampede and has been a staple every year since. His performances at clubs, rodeos, and festivals tend to draw large crowds after years of being a reliable high-energy show. Even though he's a small-town farm kid at heart, he is more at home on stage than anywhere else.

(403) 818-7223

sirroma@telus.net

<http://www.drewgregorymusic.com/>

<https://www.facebook.com/drewgregorymusic>



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AAAS

Feb 1-4, 2024

Entertainment Centre, River Cree

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File: aaas_2024.dwg

Layout: GUIDE P

Plotted: December 7, 2023, 2:12:59 PM

By: Tammy Pucci

Booth Number	Company Name	Contact	Company Description
Centre Aisle Centre Aisle	RockyView Brewing Company Rig Hand Distillery	Lyle Thorsen lyle@rockyviewbrewing.com https://www.rockyviewbrewing.com/	Rocky View Brewing Company is a micro-brewery located in Cochrane, Alberta. The brewery was established in 2016 out of a passion for crafting great tasting beer, one small batch at a time. What started as an offering of three flagship ales; Blonde, Amber and IPA has now grown to also include German Style Pilsner, Belgian Witbier, Brown Ale and our Seasonal Adventure Series brews. We focus on brewing approachable beers to bring an enjoyable experience to a broad range of craft beer enthusiasts. Celebrating our co-founder Denean's Cree heritage, we incorporate Indigenous ingredients into our beers when ever possible and our beer does not contain any additives or preservatives.
301	EQUUS	Liz James ljames@equs.ca https://www.equs.ca	We are Alberta's rural power experts. EQUUS is Canada's largest member-owned utility. We don't work for investors; we work for our members. We don't generate profits for international stockholders; we keep money in rural Alberta.
301A	Redd Swing Productions	Nicole Passmore nikky@reddswingproductions.ca https://reddswingproductions.ca/	Entertainment with purpose. Creating memories and inspiring those who will soon create a better tomorrow!
301B	Great Canadian Solar	Clifton Lofthaug clifton@greatcanadiansolar.com https://www.greatcanadiansolar.com/	An Alberta based, 50% female owned solar energy company that has been operating for almost 15 years. We specialize in the design and installation of solar systems that produce electricity which helps farms, businesses and Alberta residents reduce their costs.
200, 202	LandView Drones	Marcus Weber markus@landview.com https://www.landviewdrones.com/	Ag Drone School is focused on farmers and agronomists. Learn to fly safely and legally and get real value from a drone on the farm.
204	Utility Safety Partners	Kassi Zaba kzaba@utilitysafety.ca https://utilitysafety.ca/	The former Alberta Common Ground Alliance, Alberta One-Call, and Joint Utility Safety Team united under one name: Utility Safety Partners. We keep people, the environment and utilities safe through education, awareness, engagement and line locates.
206	Hi-Hog Farm & Ranch Equipment Ltd.	Brett Peers brett@hi-hog.com https://hi-hog.com	Since 1974, Hi-Hog has been manufacturing the very best in Livestock Handling Equipment. Products include: Squeeze Chutes, Tub & Alley Systems, Panels, Gates, Bucking and Roping Chutes, Horse Stalls, Bleachers, Picnic Tables and Fire Pits.
208	Allen B Olson Auction Services Ltd.	Justin Janke jjanke@aleenolsonauction.com https://allenolsonauction.com	We are a full service auction company that is family owned and operated. We have been helping customers connect with buyers to realize the true market potential of their equipment, real estate, and vehicles for over 40 years.
210	Kubota Canada	Don McClughan don.mcclughan@kubota.com https://www.kubota.ca/	Kubota Canada Ltd. Is the Canadian marketer and distributor of Kubota engineered and manufactured equipment including a complete line of tractors up to 200 HP, performance - matched implements, forage and tillage equipment, compact construction, commercial turf and landscaping products, utility vehicles and consumer lawn and garden equipment. Kubota Canada Ltd. is also the Canadian distributor for Great Plains, Kverneland and Land pride products. For product information or dealer locations please visit:
214	SilvaChar Environmental Inc.	Kevin Smith k.smith@silvatech.ca https://www.silvatech.ca/	SilvaChar is a division of Silvatech Consulting Ltd (a forestry consulting firm), that focuses on the production of Biochar as a soil amendment for the purpose of increasing crop yields, decreasing GHG emissions and sequestering atmospheric carbon.
216	Bouncin' Around	Terrell Fletcher tfletcher270@gmail.com https://bouncinaround.ca/	Alberta's best inflatable bouncy castle rentals! Serving Edmonton, Sherwood Park, Fort Saskatchewan, St. Albert, Spruce Grove, Stony Plain, Devon, Nisku, Vegreville, Camrose, Tofield, Leduc, Beaumont
218	QUASEP	Shannon Marynowich marynowich-shannon@avendra.com https://www.quasep.com	QUASEP is a multi-supplier purchasing program designed specifically for the hospitality and food service industry.
220	Alberta Association Of Recreation Facility Personnel	Chris McKenna executivedirector@aarfp.com https://www.aarfp.com/	Established in 1978, the Alberta Association of Recreation Facility Personnel (AARFP) is a not-for-profit association that trains over 1,000 recreation facility operators each year in Alberta, Saskatchewan, British Columbia, Nunavut, and the NWT.

222	SuperDogs	Josh Woods josh@superdogs.com https://www.superdogs.com	SuperDogs! The stars of live productions, feature films, and digital shows, captivate audiences with their diverse breeds, heartwarming tales, and decades-long legacy of entertainment across North America.
500, 502	ALL INSURANCE LTD.	Eric Moland, CAIB eric@allinsure.ca https://allinsure.ca	
506	Industrial Machine Inc.	Jason Rolfe jasonr@industrialmachine.ca https://www.industrialmachine.ca/	Sales and service of municipal and contractor equipment such as Zamboni ice re-surfacers, snow removal equipment and asphalt maintenance equipment.
508	TechConnect	Dom d'Argent ddargent@tcorp.ca https://techconnect.org/	As TechConnect enters its first year as an active Service Member of the AAAS we are extremely excited with the opportunities to work with so many wonderful societies and communities here in Alberta. At this point in time we have just recently deployed a complete turn key solution for the Strathmore AG Society. Our team worked closely with the GM of the Strathmore AG, Ryan Schmidt. Ryan's vision along with our architects and technicians have deployed a fully managed WiFi environment for their Campground customers and staff. Going into 2023 Ryan has laid down the foundation for revenue stream that will benefit the Strathmore AG society and the community of Strathmore. We look forward to discussing this example along with other rural broadband initiatives. See you all at the 2023 Annual Convention and Tradeshow.
510	Alberta Government - Agriculture and Irrigation	Carmen Andrew Carmen.andrew@gov.ab.ca https://www.alberta.ca/agriculture-and-irrigation	Government of Alberta
311	FrontDoor+	Jason Roy jason@b4tsolutions.com https://frontdoor.plus	FrontDoor+: Canadian ticketing redefined with a personal touch. We actively listen and tailor our services to craft your event's unique story.
309	Billi J. Miller, Author & Speaker	Billi J. Miller billi@billijmiller.com https://www.billijmiller.com	Billi J Miller is an author, photographer and speaker from east-central Alberta, known for telling stories from the heart and stories that matter. She has published four books about Canada's family farms and the remarkable people who live on them.
307	Flyin' Bob Entertainment	Robert Palmer bob@flybob.com https://www.flybob.com	One Man Three Ring Circus! Great Family Fun!! -On Site Circus Activities Drop In Area for Fairs, Festivals, Special Events!! -Flyin' Bob Comedy Circus Show !! -Penny Farthing Rider - Strolling Entertainment, Parades!! -Youth Circus Camps
312	Servus Credit Union	Julie Garvey julie.garvey@servus.ca https://servus.ca/about/why	Servus Credit Union is a member-owned financial institution serving members from more than 100 locations in 60 communities. Servus aspires to build a better world one member at a time by shaping member financial fitness
310	Raymond & District Futures Society O/A Farm Safety Centre	Jordan Jensen j.jensen@abfarmsafety.com https://www.abfarmsafety.com/	The Farm Safety Centre is a charitable organization promoting safe agricultural practices and improved rural health and well-being through the development and delivery of educational programs and materials to individuals of all ages.
308	PartyKing Inc.	Fred Whiteman partyking@telus.net https://partykingrents.com	PartyKing Inc. rents equipment for Fairs, Festivals, Rodeos, any and all types of events. Inflatables, mechanical bulls, a rockwall, euro bungy's, concession equipment, clowns, balloon twisters, face painters, DJ's, carnival games, tents, and a large selection of other items to make your event successful, and truly memorable.
306	Pyrowest Fireworks Ltd.	Michael Mostaway Michael@pyrowest.com https://pyrowest.com/	Pyrowest is your go to for fireworks professionals. Providing spectacular firework shows across Alberta and Western Canada.
304	TUDI Wrap	James McCrimmon tudiwrap@gmail.com https://tudiwrap.com/	The Premium Drink Insulator Wraps - TUDI Wraps are made in Vegreville Alberta. The Ultimate Drink Insulator that fits every can, cup and bottle by polyester outer loop fabric and velcro. We sell Neon Party glasses to add to the fun for any event.

302	MCSnet	Lowell MacDougall lowell@corp.mcsnet.ca https://mcsnet.ca/	MCSnet is a family-owned, rural internet service provider based in Northeast Alberta. We have been in business for over 25 years and continue to push the boundaries in rural, high speed internet.
203	In the Zone Party Rentals Ltd.	Justin Elliott inthezonepartyrentals@hotmail.com https://inthezonepartyrentals.com	Located in Grande Prairie, In The Zone Party Rentals Ltd. specializes in event planning and offers an extensive selection of rental equipment, including carnival rides and games, bouncy castles, tents, tables, and chairs and more.
205	DNE	Emilie Berthiaume emilie.berthiaume@dneresources.com https://dneresources.com	DNE helps companies cut their energy costs, optimize energy use, and find the most suitable green energy solutions.
207	RMA Insurance	Kelsie Leonhardt kelsie@rmainsurance.com https://rmalberta.com/insurance/	RMA Insurance is a member-owned, non-profit organization, with one central goal: to help your organization gain the safety and service you need, while helping you control and reduce long-term risk-related costs.
209	CIMCO Refrigeration	Connor McIntosh cmcintosh@toromont.com https://www.cimcorefrigeration.com/	Industrial & Recreational Refrigeration Contracting Company. Industrial Refrigeration installation. Ice rink plant cooling system.
213	Select Entertainment	Chris Martin chris@select-entertainment.com https://www.select-entertainment.com	Select Entertainment is an Alberta-based agency that represents musicians, circus acts, fire shows, variety entertainers, jugglers, magicians, roving performers, hypnotists, and yard acts.
215	Alberta Horticultural Association	Sandra Murray abhorts.finance@gmail.com https://abhorts.ca/wp/	We are an organization of agriculture and horticulture societies, promoting horticulture across Alberta. AHA initiatives include education programs, an annual conference, and accreditation workshops for training horticultural judges.
217	Alberta Municipalities	Micah Gwynne micah@abmunis.ca https://www.abmunis.ca/	Alberta Municipalities supports +275 municipalities & +700 not-for-profits. We offer customized products & services to meet the needs of our members.
219	AuthentiGATE	Jennifer Lam jennifer@authentigate.ca http://authentigate.ca/	AuthentiGATE is a complete admission solutions for fairs and events. We specialize in online ticket sales, onsite gate management, cash control, seated events and accreditation.
318	ATCO	Erin Newell-Lupien erin.newell-lupien@atco.com https://www.atco.com/	From the delivery of efficient and reliable energy for homes, businesses and communities, to affordable temporary and permanent buildings, we build communities, energize industries and deliver customer-focused solutions.
316	Exhibit Installation Services	Brad Henderson brad@exhibitinstallation.ca https://exhibitinstallation.ca/	We are a tradeshow decorator, exhibit builder and portable exhibit provider. We also rent and sell exhibits and offer a full turnkey experience for exhibitors.
314	Longbow Sales Inc.	Glenda Kilroe gkilroe@longbowsales.com https://www.longbowsales.com	Supply and install Spectator Seating, Folding Walls and Athletic Equipment. Alberta based family business, with industry experience of over 50 years. Installers are factory trained and certified and have a 10+ year minimum experience.
319	PAL Insurance Brokers Canada	Amber Morrison-Givens amber.morrison@palcanada.com https://www.palcanada.com/index.php/en-us/	PAL Insurance Brokers has been Alberta's go-to provider of Special Event Insurance, Party Alcohol Liability, Exhibitor/Vendor Liability, & much more for 35 years. Custom online platforms and easy applications are available on PAL's advanced website.
408	Grant Thornton LLP	Kersti Rasmussen kersti.rasmussen@ca.gt.com https://www.granthornton.ca/	Grant Thornton LLP is a leading Canadian accounting and business advisory firm providing audit, tax and advisory services—locally and across Canada to dynamic privately owned, publicly listed and public sector organizations.
412	NFP Canada	Perry Cramer perry.cramer@nfp.ca https://www.nfp.ca/	At NFP we have been working to provide strong and economical insurance solutions for Ag Societies in Alberta for over 20 years. Previously named Foster Park Brokers, our dedicated insurance professionals can tailor insurance specific to your budget.

411	ACCESS Shared Services/ Alberta Community & Co-operative Association	Corinne Remple lead@sharedservices.coop https://sharedservices.coop/	Discover the power of ACCESS - unleash operational efficiency & cost savings. Visit the ACCESS booth to explore purpose-built business solutions, including group buying, and embark on a journey toward organizational excellence.
409	Oemichen Bridgewater LLP	Elliot Bridgewater elliot@coopcounsel.ca https://coopcounsel.ca	Legal Services: Incorporation, Corporate restructuring and management, Employment, Mergers and acquisitions, Civil litigation, Real Estate, Wills and Estates, Mediation, Consulting, Cooperative and social enterprise governance consulting
407	Travis Dolter	Shelley Dolter travisdoltermusic@gmail.com https://travisdolter.com/	Bringing an abundance of energy, witty sense of humour, engaging stage presence and solid vocals, Travis will Ramp up the Party! Captivating the audience with a mix of country, rock and pop hits from 50's to current day along with upbeat originals.
603	FUSION Talent Group	Andrew Pogson andrew@fusiontalentgroup.com http://www.fusiontalentgroup.com	FUSION Talent Group is a leader in providing world class talent geared to many markets of Theatres, Cruise Lines/Resorts and of course Fairs and Festivals. A true one stop shop and a strategy partner to special events coast to coast.
601	Lewis Oiler Cattle Company	Jim Potter potts@live.ca	Representing Alberta's Lewis Cattle Oiler Dealers who sell, service, parts, and insecticide for our rugged oilers with automatic pumps with adjustable recharge controls for effective year long parasite control.
Foyer	Soul Canada	Randall info@soulofcanada.com	Soul of Canada is an Alberta based collective of passionate writers, researchers, historians, and visual artists. Producing historical material in a variety of formats ranging from calendars and framed archival photographs to books, digital media, and even film, our diverse talents and company capabilities create award winning multimedia products featuring both historical and contemporary themes. Our mission is to bring Canadian history and heritage to life. As accomplished story tellers we believe history is something to be enjoyed by all. Through our writing and the use of rare archival images, we strive to make history accessible, engaging, and relevant; helping paint a captivating picture of the past for our diverse readership.
601	AAAS I'm OK Van	Tim Carson info@albertaagsocieties.ca www.albertaagsocieties.ca	
615, 617, 619, 621	AAAS	Tim Carson info@albertaagsocieties.ca www.albertaagsocieties.ca	Focused on community, AAAS Advocates for and provides resources for the Agricultural Societies of Alberta

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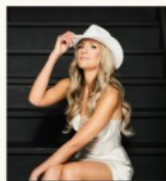
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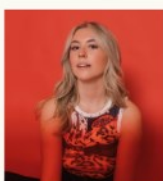
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In January 2021, Alberta One-Call Corporation unified services with the Alberta Common Ground Alliance and the successful Where's the Line? campaign promoting overhead powerline awareness. After 38 years as Alberta One-Call, it was time to evolve our brand to reflect the unified services of this new safety partnership.

Now, with the efforts of three organizations together as one, even more lives can be saved.

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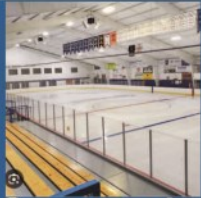
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