

# WHO WE ARE?

# **ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES**



The Alberta Association of Agricultural Society (AAAS) is a not-for-profit, non-governmental, provincial association originally formed in 1905 and officially incorporated in 1947, that advocates and provides resources for the **292** Agricultural Societies in Alberta. We are located in Edmonton in the Ministry of Agriculture building (J.G. O'Donoghue) thanks to our strong relationship with the Ministry and their support of the Provincial Association. AAAS is incorporated under the *Societies Act*. The Association is governed by a volunteer board made up of 10 Directors - 9 elected from 6 regions, and 1 elected industry partner director. The operations are managed by a Chief Executive Officer and management team.



### WHAT'S OUR PURPOSE?

- Advocating for Agricultural Societies.
- Providing resources, services, programs, and opportunities for our members.
- Providing education for members, government, industry, and the public.
- Partnering with Government.
- Strengthening the role and presence of Agricultural Societies in Alberta.

# **ANNUAL EVENTS & PROGRAMS**



#### **AAAS ANNUAL CONVENTION**

AAAS hosts an Annual Convention every February. It offers an opportunity for Ag Societies from across Alberta to gather, attend workshops, and share ideas. The Convention also includes a trade show and nightly showcase entertainment for our Ag Societies to connect with industry partners and entertainers. Our Convention also holds an MLA & Minister forum, in which our members have a chance to speak with our Provincial leaders, ask questions and have their voices heard.



#### AAAS CONVENTION INDUSTRY PARTNERS TRADESHOW

The AAAS tradeshow is an opportunity for companies to share their products & services with AG Societies across Alberta. Tradeshow booths also provide opportunities for networking with other businesses, industry professionals, and potential customers. You can engage with visitors to your booth, exchange business cards, and potentially establish new relationships that can lead to future collaborations or partnerships.



#### **AAAS ENTERTAINMENT SHOWCASE**

Showcasing your act at the AAAS Convention is an opportunity to help artists build a grassroots following by helping them get into towns and festivals within the local communities. Participation in the convention provides artists and/or entertainers exposure and booking opportunities to nearly 500 convention delegates representing more than 292 Agricultural Societies and the many events they hold throughout Alberta. Delegates attending the convention are board members, volunteers, and community leaders who are key influencers and decision-makers.



#### **ALBERTA OPEN FARM DAYS**

Alberta Open Farms Days is an incubator for agri-tourism and rural sustainability. We bring Albertans together through educational and experiential agricultural-based initiatives to learn about where their food comes from. As well, some of Alberta's most talented chefs and rural communities will be hosting a memorable series of farm to table culinary events that will be held around the province using Alberta farm products.

# RESOURCES

# 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**

#### ORGANIZATIONAL EXCELLENCE

Effective, Consistent Improvement, Innovative, Continual Leadership, & Legacy-Longevity.

#### **FOCUS AREAS**

- Board Governance Succession Planning
- Board New Membership Recruitment
- Staff Capacity Building
- Foundation MOU & Operational Alignments

# RURAL ADVANCEMENT

Community, Stability, Growth, Diversification, Attractant, Renewal, Vision, & Engagement

#### **FOCUS AREAS**

- Leadership Training Expand Online Training Volunteering Provincial-Wide Modules
- Diversification New Programming
- Campaign
- Funding Model Preserve & Grow



Certified Board Member Training Board members will gain valuable foundational governance skills and a stronger understanding of their roles through this engaging online training. Designed in a "gaming style" format, the program enhances the learning experience and builds essential competencies for volunteer board work. Upon completing all educational modules, participants will receive a certificate of completion as a tangible token of their success.



Grant Opportunities As part of our 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.



Health & Wellness Benefits Program We have partnered with NFP to provide Flexible coverage options with the ability to build your own plan that best suits the needs of your employees and board member. This is available to our Ag Society and Service Members.



I'M OK-THE HIDDEN COSTS OF INJURIES An Interactive Mixed Reality Safety Show. WHAT IS THAT? A mixed reality is a blend of physical and digital worlds. We strive to bring farm safety into the 21st century utilizing state-of-the-art LED projection and interactive gaming. An artfully designed 3D farm comes to life and takes the audience on a journey through the dangers farmers face every day. This program highlights the negative impact every day injuries have on farms, reinforces the positive impact safety training has, and concludes the whole experience with accredited safety resources and training program - ultimately bridging the gap and creating a seamless transition from awareness to action.

# AG SOCIETIES AT A GLANCE

Ag Societies work to enhance the quality of life by developing programs and services and providing facilities that meet the needs of their communities. There are currently over 900 facilities in Alberta, some of which include ice arenas, riding arenas, community halls, curling rinks, barns, and campgrounds that are owned and/or operated by Ag Societies in Alberta.

In addition, Ag Societies fill other community needs such as providing education in Agriculture, organizing and hosting sports, cultural and recreational events, as well as offering safety courses and senior activities.

In support of education and youth, Ag Societies offer scholarships and partner with other community groups (including 4-H) in developing educational programs, and sending youth to leadership and educational camps.



292

AGRICULTURAL SOCIETIES
IN AI BERTA

.....

1 MAJOR, 7 REGIONALS, 284 PRIMARY

OVER

24

**AGRICULTURAL SOCIETIES** 

INCORPORATED OVER A CENTURY AGO & STILL IN OPERATION

CALGARY STAMPEDE, FORMED IN 1884
IS THE OLDEST AGRICULTURAL SOCIETY IN ALBERTA

900

**FACILITIES** 

OWNED AND/OR OPERATED BY AG SOCIETIES IN ALBERTA

1.6M

REPORTED ATTENDANCE

AT EVENTS STAGED BY PRIMARY AG SOCIETIES IN 2015

WITH AN **ADDITIONAL 3.2 M PEOPLE** ATTENDING EVENTS STAGED AT AG SOCIETY FACILITIES BUT HOSTED BY OTHER ORGANIZATIONS

**52K** 

**VOLUNTEERS** 

(3000+ BOARD MEMBERS)

OVER **590,000** HOURS ANNUALLY OF **\$8.9 MILLION** IN VOLUNTEER LABOUR FROM PRIMARY AG SOCIETIES

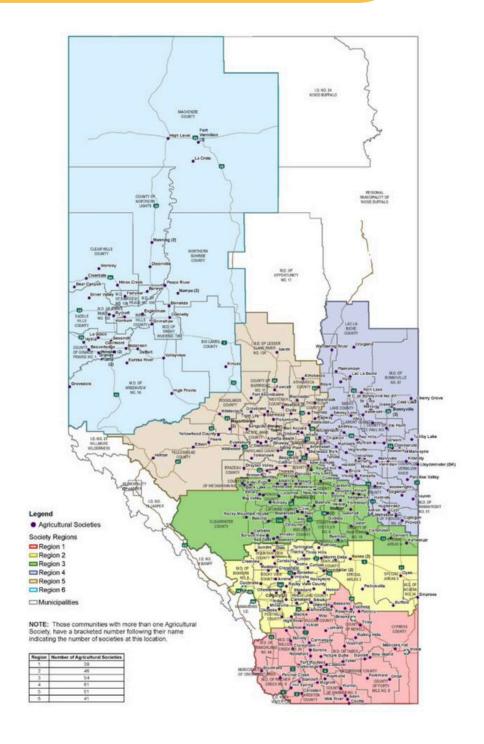
**NEARLY** 

\$1B

IN ECONOMIC OUTPUT

GENERATED ANNUALLY BY ALBERTA'S PRIMARY & REGIONAL AG SOCIETIES

# WHY SHOULD WE BE MEMBERS?



"Becoming a member of AAAS not only connects us with a network of agricultural communities across the province, but it also provides invaluable resources, training, and support for the growth and sustainability of local ag societies. Membership helps organizations to share best practices, collaborate on innovative projects, and advocate for the agricultural sector. Most importantly, it creates strong partnerships with other volunteer organizations and recognizes the vital contributions of these volunteers, who are the backbone of our communities. Together, we enhance the vibrancy of our communities, and promote the rich agricultural heritage of Alberta."

#### -Jordan Penson Grovedale Agricultural Society

"Having a membership gives you a voice at the AGM and the ability to vote and help facilitate the improvement of your society, it offers access to resources and workshops, information to improve your organization, networking opportunities at the conference and a chance to actively participate in the agricultural community at a higher level. It also supports the connection with other AG Societies within your district."

#### -Meagan Miller Strathmore & District Agricultural Society

"AAAS and the Agricultural Societies is a win- win situation, both are continually striving to better serve and be relevant to their commu- nities. AAAS offers wonderful resources to its members and meaningful programming to the community as well. The annual confer- ence is a focal point for members to unite and celebrate their achievements. Ag Socie- ties are part of the glue that creates essential experiences, connections and know best how to bring volunteers and rural communities together throughout the year."

#### -Max Fritz Not-For-Profit Advisor

"The Alberta Association of Agricultural Socie- ties is the most important association in the Province of Alberta. Their member Ag Socie- ties make a significant difference in the com- munities they serve and it's thousands of vol- unteers give of themselves to build thriving communities across the province. Their programs, events, facilities and community activities touch everyone across their communities. Through their efforts they build community cohesion, community connectedness and community pride."

#### lan Hill-Award Winning Innovator

"Joining the Alberta Association of Agricultural Societies (AAAS) connects members with a network of over 290 agricultural societies committed to supporting rural communities, agriculture, and local events. Members benefit from resources, training, funding, and strong advocacy. AAAS and their members strengthen Alberta's social, economic, and cultural fabric, fostering community connection, celebrating agricultural heritage, and creating vibrant, resilient communities."



- @abagsocieties
- in @abagsocieties

