



ACROSS THE FENCE

Tell us about the impact of your Organization!

Between April 5th and June 20th take the opportunity to be part of a national survey to better understand the social enterprise sector, including nonprofits, co-operatives, and other organizations such as agricultural societies that:

- earn some, or all, of their revenues from the sale of goods and services; and
- invest the majority of their surpluses/profits into social, cultural or environmental goals

This survey is being conducted by Simon Fraser and Mount Royal Universities in partnership with the Trico Charitable Foundation, and the Alberta Association of Agricultural Societies. The information gathered through this survey will help guide the government, community, and organizations themselves in the development of new resources, programs and policies to help this important sector of our Alberta economy to grow.

Fill out the survey at <http://bit.ly/1rBUotu> or contact us for alternative ways to have your voice heard.

Questions? Please contact Lisa Hardy (lisa.hardy@gov.ab.ca) or Tim Carson (tim.carson@xplornet.com) at (780) 427.2174

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A Message From the Chief Executive Officer—Tim Carson



Tim Carson
CEO

The 2014 annual AAAS convention “*Pirates of the Ag Societies, a quest for time talent and treasure.*” was a tremendous success. More than 400 delegates enjoyed 3 days of networking and education. The Minister/ MLA forum had excellent participation from both our delegates and the 14 panel participants. The speech from the Premier Alison Redford, and Agriculture and Rural Development Minister Verlyn Olsen, were definitely highlights of the Friday evening, not to mention the awards for John Knapp and Mike Sidoryk. The 2014 event featured 30 educational sessions, 37 tradeshow booths and 17 showcase acts. AAAS would like to send out a huge thank you to Region 4 and their volunteers. Much of the events success is due to your hard work and dedication. We are very pleased to announce the 2015 AAAS Convention and Annual General Meeting will be held at the same location, Ramada Inn and Conference Center on Kingsway in Edmonton, February 6th, 7th, and 8th, 2015. Region 4 will be our host once again. We look forward to creating another fun and successful event for our members. We’ll see you there.

Spring meetings for all the Regions are well underway and are having great value to AAAS, ARD and those who attend. AAAS

continues with updating the members with information as to our direction and programs as well as industry grant opportunities and alerts. This edition of meetings has been focused on gathering feedback from Ag Societies recommending changes to the Agricultural Societies Act. The legislation is scheduled to be opened in the spring of 2015 and the evolution of Agricultural Societies requires an update to the act to reflect today’s organizations as well as the future of these societies. The department and AAAS will be working collaboratively to create the best possible recommendations for change to this critical document. We believe there will be a draft in place for the fall 2014. AAAS will be providing membership updates as they are available. Watch for the information on the fall round of meetings coming soon. Please remember all meetings are open to all members of AAAS—choose the one that makes sense to you.

Financial Management pilot project applications will be out very shortly. This highly anticipated training program will assist the Treasurers of the Agricultural Societies in providing clear and concise information to accountants, Boards, members and grant reports. Please watch for the information and read though it carefully. AAAS wishes to ensure the program performs as anticipated. Once we are confident in

the successful application of the program AAAS will begin a series of workshops for our members. We are very excited about the potential of this program and the impact it may have for Ag Societies.

The annual Leadership Summit will take place in Grande Prairie November 1st and 2nd at Evergreen Park. This leadership specific event is a great opportunity for anyone to further develop their leadership skills. The last 3 years of the Summit have been well received by the folks who attended. Watch for details and plan to attend this very informative weekend.

Summer is fast approaching and for many Ag Societies the annual fair is well underway as far as planning goes. A tremendous amount of time talent and treasure goes into putting on these events. Remember that these are tourism events that drive more than gate receipts. These are events that impact your entire area. Make sure AAAS is aware of your event through the “Market your event” application and allow us to help promote your event, your organization and your community. Good luck with all that you do and I hope the sun shines when you need it most.

Tim Carson,
Chief Executive Officer

Dates To Remember

Regional Meetings:

Region 1: October 8, 2014 – Barons, AB, Hosted By
Nobleford Agricultural Society

Region 2: October 18, 2014 - Cochrane, AB, Hosted
By Cochrane and District Agricultural Society

Region 3: October 4, 2014 - Stettler, AB, Hosted By
Stettler District Agricultural Society

Region 4: December 3, 2014 - Cadogan, AB, Hosted
By Cadogan Agricultural Society

Region 5: November 8, 2014 - Namao, AB Hosted By
Namao Community Agricultural Society

Region 6: November 22, 2014 - Rycroft, AB
(Tentative), Hosted By Rycroft Agricultural Society

**For all of the Region Meetings and Work-
shops, please RSVP to aaas@gov.ab.ca or by
phone 780-427-2174**

Connect With Us!!!

AAAS Mobile App:

<http://admin.myeventapps.com/aaas/downloads>

Facebook Page :

(Alberta Association of Agricultural Societies)

<https://www.facebook.com/?sk=welcome#!/>

albertaagsocieties

Twitter:

<https://twitter.com/abagsocieties>



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2015 Alberta Association Of Agricultural Societies Annual Convention February 6th - 8th, 2015 Edmonton, Alberta



Leadership Summit

November 1st & 2nd, 2014
Grande Prairie, AB

- ◆ Leadership for Leaders
- ◆ Sharing the Experience
- ◆ Grow your leadership skills
& abilities to their full po-
tential
- ◆ Toolbox of Resources to
Build Success

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SOCIETY**

MEMBERS & STAFF!!



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Director Agriculture **Agriculture**

Northlands has played a role in the agricultural community for over 134 years. We have supported the agriculture industry here in our province and on the international market. We are passionate about growing the economic impact agriculture has on our province. If you are passionate about Agriculture, we want you! Help us cultivate our key stakeholder relationships in both the private and public sectors, and bring innovative programs to our audience. We provide a strong platform for increased revenue generation and are looking for someone to lead this initiative.

Our Director of Agriculture will work on attracting new business opportunities, partnerships, and programming initiatives, which will contribute to the financial and programming targets of Northlands. Our ideal candidate will have the capacity to build upon our agricultural strategy ensuring integration into the overall business of Northlands. Proven leadership abilities are essential to their role as the Director will also be responsible for overseeing a targeted team of agriculture professionals within the organization.

Key Responsibilities include (but not limited to):

- Collaboratively developing concepts and contents for all agricultural events produced by Northlands and integrating those into existing programming where appropriate.
- Generate and create new revenue sources for the organization via program development, product support initiatives and niche marketing opportunities.
- Collaborate with industry and community partners, government departments and agencies, and departments within Northlands to identify areas of potential growth and exposure for agriculture, and the organization, on local, provincial, national and international levels.

Create a high performance targeted team and drive results by capitalizing on subject matter expertise to develop and foster essential relationships with the industry, government and funding bodies.

Experience and skills:

- Management experience and working knowledge of the agriculture industry. This includes exposure to a breadth of agricultural-related associations, businesses, commodity groups, consumer products, international initiatives and youth activities.

Proven track record of identifying, developing, and executing annual and ongoing event-related strategic plans.

Want to apply for this position?

Please complete our on-line application form - www.northlands.com/employment

If you require assistance, please contact Human Resources at 780-471-7208 or visit us in the Edmonton EXPO Centre (116 Avenue and 73 Street), Mondays to Fridays, 8:30 a.m. to 4:30 p.m.

Competition #: 000-IC2150

Closing Date: N/A

Canada's Anti-Spam Legislation (CASL)

The following excerpt is from a post on Dec 17, 2013 in CCVO News, Federal, Policy
www.calgarycvo.org/canadas-anti-spam-legislation/

On December 4, Federal Minister of Industry James Moore announced that Canada's Anti-Spam Legislation (CASL) will come into force on July 1, 2014. The legislation is intended to deter spam and other damaging and deceptive electronic threats. CASL applies to commercial electronic messages (CEMs), which are defined as messages in which:

- the content;
- hyperlinks to other content;
- or contact information in the message

can reasonably be interpreted as having as its purpose (or one of its purposes), *"to encourage participation in a commercial activity"*.

What it means for charities and nonprofits

The implications are not yet fully known. What we do know is that **an exemption for messages sent by registered charities that have raising funds for the charity as their primary purpose was recently added** to the regulations supporting the law. According to the government [release](#), "Canadian charities, which operate based on the generosity of Canadians, will be able to continue fundraising as before."

Charities will still need to distinguish between commercial messages used to raise funds and those that include the promotion of commercial activities that are not considered to be fundraising activities.

All commercial electronic messages sent by **nonprofits that are not registered as charities** (including those intended to raise funds) will still fall under CASL.

For those messages not exempted from the regulations, organizations will need to:

Obtain consent from recipients before sending commercial electronic messages.

a) Consent will be "implied" in the case of *members, donors or volunteers that have been active in the two years immediately prior to the date the message is sent.*

b) Consent is also implied if the recipient's electronic address is conspicuously published or is disclosed to the sender and is not accompanied by a statement indicating they do not wish to receive commercial electronic messages. Additionally, the message must be relevant to the recipient's business, role, functions or duties.

2. Include the sender's identifying information *and provide information to enable recipient to contact the sender.*

3. Enable the recipient to withdraw consent (unsubscribe option).

More information can be found at: http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00050.html



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Diversify Revenue Streams

We have never seen an organization that doesn't need more money. Every day, we see agricultural societies, fairs and events struggle to generate more revenue.

So, why do organizations fail to diversify revenue streams? Why don't they look elsewhere for revenue beyond prizing, grants, government hand outs, donations and gate admissions? Oh yes, they call it "being cautious." Sometimes cautious organizations let opportunities pass them by and can end up broke!

True and focused corporate sponsorship is such an alternate revenue channel. It is not the only one, but it is a choice. Agricultural societies and fairs need to take the calculated risk and do an inventory asset valuation or program assessment to determine if sponsorship is a profitable revenue channel for them-or a channel at all. Sponsorship marketing for most is a viable revenue channel that can raise anywhere from an additional \$50,000 to \$250,000 or more per year for the bottom line. Would this not help in budget forecasting?

We recently worked with a municipality that took a serious look at its need to diversify revenue channels. It knows that taxes and user fees cannot continue to escalate. We applaud this municipality for thinking outside the norm. It is being proactive to determine its own fate and future. More ag societies and fairs (some already are) need to undertake such research. They need to learn the short- and long-term costs and benefits.

Half Day Workshop: Prospecting, Proposals and Discovery Workshop

Monday, October 20, 2014

1:00PM - 5:00PM

Do you need to create new revenue streams or improve your sales opportunities?
This workshop has been tailored just for you and your bottom line!

This interactive workshop will focus on how to:

- Dramatically increase sponsorship sales success ratio
- Look for alternative leads and weed out the weak!
- Determine the right alignment, fit and influencers
- Talk less and listen more! Discovery is not a "pitch"
- Find out what the sponsor is buying and not what you are selling

Don't miss out!

\$295 + TAX per half-day workshop
\$125 + TAX for 2014 Congress attendees!

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Visit www.sponsorshipcongress.ca to **REGISTER TODAY!**

Grant Opportunities

FCC AgriSpirit Fund Accepting Applications

Rural community groups across Canada are invited to apply to the FCC AgriSpirit Fund.

Through this initiative, Farm Credit Canada (FCC) will give a total of \$1 million in funding to rural community groups across Canada for capital projects. Registered charities and non-profit organizations interested in funding this year are encouraged to visit www.fccagrispiritfund.ca for eligibility requirements and to apply online.

“The FCC AgriSpirit Fund helps us give back and show that we care about the communities where our customers and employees live and work,” said Greg Willner, FCC Sr. VP, Law and Corporate Secretary. “We’re encouraged by the efforts we’ve seen in the various communities we’ve supported and we look forward to continuing to collaborate with other community groups through the FCC AgriSpirit Fund.”

Projects considered for funding must meet specific criteria and be completed before December 31, 2016. This year’s application period runs from May 1 to June 14, 2014. FCC will announce the selected projects in September 2014. A list of previously funded projects can be found at www.fccagrispiritfund.ca.

Every year, the FCC AgriSpirit Fund awards rural community groups between \$5,000 and \$25,000 for community enhancement initiatives. From purchasing equipment for emergency services and recreation centres to building care homes and playgrounds, funding supports key projects that enhance the community. All projects are based in communities with populations less than 150,000.

In 2013, FCC received 866 applications for AgriSpirit funding and gave \$1 million to 93 community groups across Canada – a strong indication that rural Canadians are passionate about community enhancement.

“Since 2004, we’re proud to have provided \$7.5 million in AgriSpirit funding to over 700 capital community projects across Canada,” Willner said. “We’re proud of the contribution we’ve made to rural communities across Canada.”

For more information, visit www.fcc.ca.

Contact:

Éva Larouche, Communications

1-888-780-6647 eva.larouche@fcc.ca



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Grant or Funding Opportunities

Agricultural Initiatives Program (AIP)

Purpose:

Funds are provided by the Alberta Lottery Fund to encourage improvements in agriculture, the quality of life in the agricultural community and to facilitate rural development

Capital Projects:

Not-for-profit organizations and agricultural societies are eligible to apply for program funding to assist with capital projects.

New construction is not a priority of the program. The focus is on keeping existing facilities operating and viable. Priority is therefore given to capital projects that significantly impact operations. They include, but are not limited to: major repairs, renovations, the replacement of capital assets that are not functional, and energy efficiency upgrades.

Projects may be funded on a 1:1 (grant:applicant) cost-share basis. A successful applicant can receive up to \$75,000 in grants for capital projects over any consecutive two year period.

A successful applicant can meet their cost share requirements with:

Cash, minimum 50% of the grant plus any combination of:

- Volunteer Labour—the maximum rate is \$15/hr for general labour and \$30/hr for journeyman tradesman when they are working at their trade. Volunteer labour hours must be directly related to the project
- Donated heavy equipment (including operator) working on directly on the project, maximum \$60/hr
- Donated materials for the project at market value

Application Procedure

- Applicants are encouraged to confirm eligibility by calling program staff prior to completing an application form
- Processing time is approximately 8 weeks. The estimated processing time is based on full application documentation being received at the time of submission.

Guidelines and Application Form [http://www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv61/\\$FILE/adminard0003-nf.pdf](http://www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv61/$FILE/adminard0003-nf.pdf)

Contact:

Bill Gordon, Program Manager

Phone: (780) 422-2611

Email: bill.gordon@gov.ab.ca

Website: <http://www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv61>

Grant or Funding Opportunities



We Give Where We Live®

[#givewherewelve](#)
[Calendar](#)
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Amazing things happen when we give where we live.

We believe that by working together we can all make a difference in our communities. Since 2000, the TELUS team has volunteered over 5 million hours and last year, we gave \$46 million to local charities and organizations — helping communities across Canada flourish.



Share how you care – it could mean an extra \$50,000 for your community or cause.

Tag photos and post messages with #givewherewelve to show how you care in your community and TELUS could give you a helping hand and \$50,000 towards your cause.

Wall of Giving

1. HOW CAN I PARTICIPATE?

Imagine what could be accomplished if we all “GIVE WHERE WE LIVE?” Do you have an idea to help your community and make a difference?

Share how you care and TELUS could select your community or cause to receive “\$50,000 of support. You can share anecdotes and pictures on twitter using #givewherewelve, on the TELUS Facebook site or at givewherewelve.ca

2. HOW WILL THE RECIPIENT BE SELECTED?

The recipient will be determined by the power of the idea—Does it generate ongoing/long-term benefits for the local community? How realistic is it? Does it fit with a charity’s/community’s needs? Selection will be made at the sole discretion of a judging panel consisting of TELUS employees

3. WHAT WILL MY COMMUNITY OR CAUSE RECEIVE?

It’s really based on the biggest needs of your community and the ideas you share. A TELUS team will work with you and your community to determine how to best allocate the \$50,000.

4. ANYTHING ELSE I NEED TO KNOW?

Just a heads-up that by submitting your stories and photo’s, you are consenting to the display of your content publicly on the telus.com/community website and/or other TELUS web properties.



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PIRATES OF THE AG SOCIETIES
A QUEST FOR TIME, TALENT AND TREASURE



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Lloydminster Exhibition
Medicine Hat Exhibition
Olds Ag Society
Ponoka Ag Society
Sobey's
Vegreville Ag Society
Westerner Exposition

Carmanagay Ag Society

PIRATES OF THE AG SOCIETIES
A QUEST FOR TIME, TALENT AND TREASURE





Congratulations to all the Award Recipients!!!

Agricultural Scholarship Award - Jena Shearer



General Scholarship Award - Colby Eleniuk



AAAS Award of Merit - Mike Sidoryk



Outstanding Supporter of Agriculture Award - John Knapp



Honor Roll Award - Trudy Kadetz



Honor Roll Award - Donald Bland



PEDv Information

PEDv (Porcine Epidemic Diarrhea virus) Outbreak 2014 News and Information for Fairs

Porcine Epidemic Diarrhea virus (PEDv) has already killed millions of pigs in the United States and it has been confirmed in swine herds in Canada. The virus causes diarrhea, vomiting and severe dehydration in hogs. It is fast moving, quickly changing (it is an RNA virus) and has severe consequences for the pork industry.

CASES OF PED HAVE BEEN IDENTIFIED IN OTHER PROVINCES, BUT THERE ARE NO CASES OF PED IN ALBERTA AT THIS TIME

Key Facts:

It is critical that every fair insure they understand the key facts about this disease, and the most important – it does not impact humans! This is a disease impacting only pigs. However, all animals (including humans) can be a vector, carrying the virus to pigs through manure-contaminated equipment, clothing, and other materials.

- It is transmitted via fecal-oral route – the virus gets into the pig's intestines through the mouth, not through respiration.
- It is NOT a food safety issue, but is a production issue
- Pigs have been found to shed the virus for as long as 21 days, and the virus can live at least 28 days under certain conditions
- The disease manifests extremely quickly after exposure – 1 to 3 days
- Mortality rates for neonates (baby pigs) is quite high – 100% in pigs less than 3 weeks old.

Pork Board Fact Sheet <http://www.pork.org/filelibrary/PED-WhatIsIt.pdf>

Recommendation for Fairs:

1. Stay informed, especially to communications from your state and provincial animal health officials.
2. Risk assessment and bio-security: each fair has different risks, so it is important to conduct risk assessment for your own event and insure that bio-security plans have been adopted.



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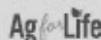
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August 23, 2014
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August 24, 2014
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Experience rural life across the province by joining farmers, ranchers and ag-tourism operators for Alberta Open Farm Days on August 23 and 24.

For a complete list of locations, including directions, visit albertafarmdays.com



04/16/14/17

AGRIUM WESTERN EVENT CENTRE
OFFICIAL GRAND OPENING

Join Us
Saturday, June 21, 2014
11 a.m. - 2 p.m.
Stampede Park

11 a.m.

Community Open House

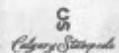
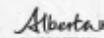
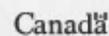
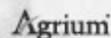
- Free BBQ for the first 5,000 guests
- Free entertainment
- Free family activities
- Free parking

Noon

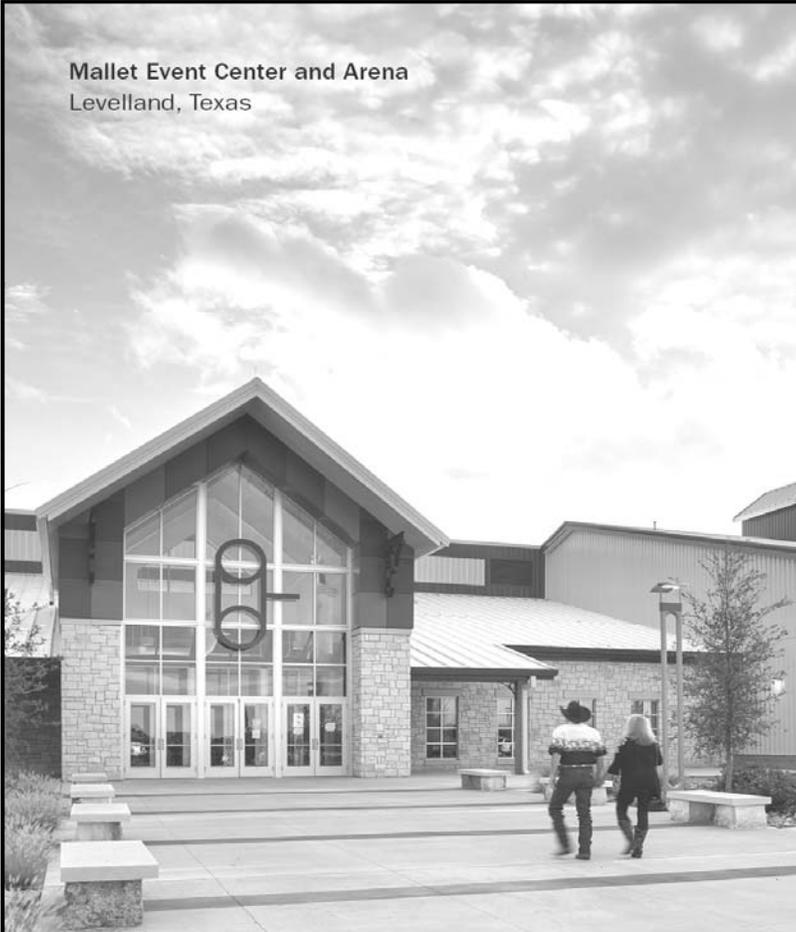
Opening Ceremony

A year-round home for the Country
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The Agrium Western Event Centre will be where the country meets in the heart of the city, all year-round. This state-of-the-art facility is designed to connect urban and rural audiences through western events, exhibitions and sustainable agricultural education.



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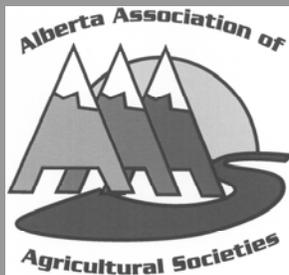
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We're on the Web
www.albertaagsocieties.ca

"Across The Fence" is the official publication of the Alberta Association of Agricultural Societies (AAAS).

Ads must carry the endorsement of AAAS. AAAS reserves the right to refuse any ads.

Mission and Vision Statements:

Our Mission: AAAS champions stakeholder excellence by Facilitating, Educating, Motivating, Innovation, Collaboration, and Advocacy

Our Vision: AAAS (Alberta Association of Agricultural Societies) inspires vibrancy in Alberta communities

Our 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

Our Goals: Shape an evolutionary business model for Agricultural Societies; Actively support and motivate members; Live and promote excellence and accountability; Inspire our members to be strong community builders; Promote Action

Board Of Directors

Executive:

President:: Doug Kryzanowski
Past President: Jennifer Filip
1st Vice President: Debbie Ross
2nd Vice President: Frank Joseph
Treasurer: Chris Sisson

Directors:

Region 1:	Doug Kryzanowski	Region 3:	Keith Bailey
Region 2:	Debbie Ross	Region 4:	Rick McCarthy
Region 3:	Linda Mason	Region 5:	Travis Reed
Region 4:	Cathy Freed	Service Member Director:	Chris Sisson
Region 5:	Frank Joseph	Chief Executive Officer:	Tim Carson
Region 6:	Darlene Corriveau		
Executive Director:	Lisa Hardy		

ACROSS THE FENCE ADVERTISING RATES

B/W Ads	Member Rate	Non-Member Rate
Full Page	\$120.00	\$270.00
3/4 Page	\$100.00	\$250.00
1/2 Page	\$80.00	\$230.00
1/4 Page	\$60.00	\$210.00
Business Card (1x)	\$40.00	\$190.00
Business Card (4x consec.)	\$100.00	\$250.00
Flyer / Insert	\$150.00	\$300.00

All rates subject to GST

ISSUES AND DEADLINES

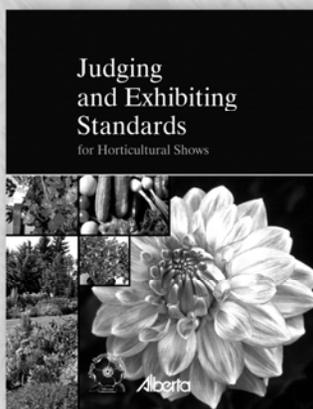
April	Deadline: Mar 15
July	Deadline: June 15
October	Deadline: Sept 15
December	Deadline: Nov 15



Planning a Bench Show

Using a step-by-step format, this guide is a good reference for anyone planning their first bench show. The hints, activities and ideas are also useful to established committees looking for ideas to improve their show. It covers such topics as developing a plan, budgeting, working with volunteers, preparing the prize list, advertising, hiring judges, displaying exhibits, and evaluation. It also includes worksheets that can serve as an ongoing record for future planning committees. 33 pages.

Agdex 007-2 \$5.00



Judging and Exhibiting Standards for Horticultural Shows

This is THE book that Alberta Horticultural Association judges follow when judging exhibits. It simplifies the guidelines so that beginner and novice alike can interpret them with little difficulty, while providing clarity for the more experienced judge and exhibitor.

This book includes:

- updated information on all flower, vegetable and fruit classes
- a recommended show schedule including correct terminology and wording
- updated scales of points
- fully illustrated with over 140 drawings
- sections on photography, floral arrangements, judging systems, planning a show, yards and gardens, agricultural exhibits and much more!

Judging and Exhibiting Standards for Horticultural Shows is a must-have for judges, exhibitors and anyone interested in horticultural shows. 155 pages.

Agdex 200/47 \$12.00

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