

2023 ODYSSEY

THE RURAL EVOLUTION

ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES
ANNUAL CONVENTION AND TRADESHOW

PRESENTED BY



FEBRUARY 2-4, 2023

EDMONTON, ALBERTA
RIVER CREE RESORT & CASINO





MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings to delegates attending the 2023 Alberta Association of Agricultural Societies Convention.

Alberta's agricultural roots are part of our heritage and continue to play a vital role in our economy. Agricultural societies help connect people around our great province through events such as this. They allow innovators and entrepreneurs to generate new ideas to help grow and transform the industry in the future.

I am grateful to know that you are able to come together, learn from one another and celebrate your accomplishments. Thank you to everyone who has helped put together the conference and to all our great producers who continue to help feed Albertans and the world.



Danielle Smith

Honourable Danielle Smith, Premier of Alberta





ALBERTA
AGRICULTURE AND IRRIGATION

*Office of the Minister
MLA, Drumbheller-Stettler*

MESSAGE FROM THE MINISTER

Welcome to the Alberta Association of Agricultural Societies Annual Convention. As Minister of Agriculture and Irrigation, it is my pleasure to extend greetings on behalf of the Government of Alberta.

Alberta has a rich agricultural history that has been passed down from generation to generation for more than a century and Alberta's agricultural societies have been a crucial part of this honoured tradition every step of the way.

Agricultural societies will continue to play a vital role in supporting Alberta's journey forward – whether it's addressing climate change through energy efficiency improvements at facilities, extending agricultural best management practices, promoting rural tourism through Open Farm Days, or engaging the next generation by hosting 4-H clubs and other youth programming.

Through innovative programs, advancing technology and building partnerships with other organizations and communities, your contributions are made possible by thousands of dedicated and engaged volunteers who are at the heart of Alberta's agricultural societies. Your efforts help enhance quality of life in your communities and encourage sustainable growth in our rural economy.

Thank you for all your work and I wish you all the best in the year ahead as you shape a clear vision for 2023.

Honourable Nate Horner
Minister of Agriculture and Irrigation

131 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada



MESSAGE FROM THE PRESIDENT

On behalf of the Board of Directors, welcome to the 2023 Annual Convention. We hope that you enjoy the schedule that our staff has worked hard to put together and that you find value in the speakers they have carefully curated for you.

The theme "The Rural Evolution" reminds me that we need to continually adapt to our communities needs to ensure we are creating relevant programming that allows our organizations to grow for future generations. I encourage each of you to start to think outside of the box, and instead of asking yourselves why you can't get volunteers, ask yourselves who your target audience is and what they would find value in spending their time doing. And remember, just because you have always done it, doesn't mean you have to keep doing it.

We hope that 2022 was a successful year for your organization and that you were able to collaborate with your neighbours to create incredible events and inspire vibrancy within your community. It has been heartwarming to watch the highlights of your events through social media and continue to cheer you on as champions of the spirit of your community.

AAAS has been working hard this past year to continue to expand our portfolio of services to serve our members across the province. We continue to strive to enhance all aspects of rural Alberta through education, facilitation and collaboration. Our incredible staff have been creative with their ideas, collaborative with their planning, precise with their execution of all our projects. Without our wonderful staff, we would not be where we are as an organization today. If you see any member of our team this weekend, please be sure to give them your thanks for all the wonderful things they do for us throughout the year.

As you work through your workshops this weekend, keep an open mind on how you can bring these great ideas back to your local community, and during your networking sessions be thoughtful in others struggles and triumphs so you can learn from their experiences too.

Have a wonderful convention!



Rebecca Green
President
Alberta Association of Agricultural Societies





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BOARD OF DIRECTORS



Rebecca Joseph : President, Region 4 Director

Rebecca grew up in Lamont County, and found her passion for agriculture after her family moved to a small ranch near Chipman. Her parents were heavily involved in both the Chipman and Lamont Ag Societies, where she became a volunteer at a young age. Since then, she has been a volunteer for a variety of community groups. Currently, Rebecca serves as the Secretary for Lamont Ag Society, and is the office manager for Vilna Ag Society. In her spare time, she enjoys curling, camping and kayaking.



Brett Warder: 1st Vice President, Region 2 Director

Brett has been with the Calgary Stampede since 1992. Before joining the Agriculture & Western Events department in 2000, he held various positions in Accounting and Food & Beverage. My favorite thing about working for the Calgary Stampede is the people! From the people I work with, the volunteers, and our guests that come to the Stampede. As the Manager of Agriculture and Western Events Operations, I have been a part of the changes that we have made at the Calgary Stampede over the last two decades. I am involved in the extensive work behind the scenes on all Calgary Stampede Agriculture & Western Event programs and competitions, and ensure the animals taking part receive the best care, and our guests have exceptional experiences. I was honored to be nominated by my peers for the Calgary White Hat Awards. The Awards celebrate inspiring Calgarians in the tourism industry who go above and beyond and strive to make their guests' experience a memorable one.



Darlene Corriveau : 2nd Vice President, Region 6 Director

Darlene was born in Edmonton, raised in the NWT and moved to Valleyview 39 years ago. She joined the Valleyview and District Agricultural Society 29 years ago, has held the positions of both President and Past President and currently is still a Director. Darlene was voted to the AAAS Board in 2014.



Natasha Dombrosky : Treasurer, Region 5 Director

Natasha is from the Radway Agricultural Society and has been a member since 2015. She got involved with the Ag society thanks to her employer. They wanted employees to get involved in their communities so she went on the search for something in her town that would interest her and her love for agriculture, country, and friends. After a quick search online she found the contact for the Radway Agriculture Society and contacted them to see if they were looking for volunteers. She loves spending time at home with family, either out in the arena with the horses, on the track with the dirt bikes, or around the fire pit roasting a hot dog.



Rick McCarthy : Service Member Director

Rick McCarthy lives in Bonnyville and is an owner/operator of HR2 Construction primarily building residential houses and agricultural buildings. Family is Rick's main priority and having great communities for his family... and all families....to grow up in is ultimately why he became involved with Agricultural Societies. Rick is a former Board member with Bonnyville Ag Society, and is currently a Director on the Cold Lake Ag. He was elected to the AAAS Board as a Region 4 Director in 2013.

BOARD OF DIRECTORS



Petra Klempnauer : Region 1 Director

Petra has served on school council and volunteered in the school whenever possible. She has also been a board member on the Vauxhall and District Chamber of Commerce, the Friends of the Vauxhall Public Library as well as the Vauxhall Ag Society Board, where I fill the position of Secretary Treasurer. She is part of the Bylaw and Policy as well as the Farmers Market Committee. She has managed the Vauxhall Farmers Market for the past five years. Petra was elected to the AAAS Board in 2021.



Linda Mason: Region 3 Director

Linda was born and raised on a cattle ranch in Millarville and spent many hours helping with farm chores: haying, tending chickens, milking cows, branding, butchering animals, etc., and was an active 4-H member. Linda moved to Turner Valley where she spent her time raising her children, volunteering as Brownie Leader, Boy Scouts Treasurer, and judging Gymnastics. She has lived in various places in Alberta; slowly moving north until 2001 when she settled in Central Alberta and throughout this time she has continued to be a dedicated volunteer. In 2006 Linda joined the Cottonwood Women's Institute and the Cottonwood-Gordon Ag Society and has held many positions on their boards including President, Vice-President, Treasurer, and Secretary, at local, provincial and national levels. Linda also runs her own business as a Bookkeeper/Tax preparer, loves to garden and makes pickles, jams, jellies, and preserves to sell at the local Farmers Markets. Linda was elected to the AAAS Board of Directors in February, 2014 and does her best to make a positive and helpful difference for Agricultural Societies through her work as Region 3 Director.



Beth Fulton: Region 3 Director

Beth has been a member of the Donalda Ag Society Member for over 10 years. "I got involved because I saw an opportunity where I could make a difference. Contributing to the community in a positive manner and providing the best possible experience for participants and attendees to events. Beth was elected to the AAAS Board in 2021.



Nicole Templeton: Region 4 Director

Nicole lives outside of Vermilion where she works for the Vermilion Agricultural Society as well as running her Equine Photography business. Most of the time you can find her watching rounds from the mom's section at whatever showjumping/pony club event she is at for the day.



Bruce Walker : Region 5 Director

Bruce was raised on a mixed farm located west of Wetaskiwin. He attended school in the small community of Falun. During this time, he helped on the farm, participated in several sports, and was an active 4-H member. Bruce obtained an M.Sc. in Soil Science, Work projects included soil and vegetation mapping of 5 mountain national parks; soil mapping in many areas of Alberta; and soil quality monitoring in western Canada. Bruce left Agriculture Canada in 1998 to form a small consulting company that provided technical support to environmental consulting companies and government. He retired from consulting work in 2014 after a 41-year career. Bruce joined the Board of Beaumont & District Agricultural Society (BADAS) sometime before 1995. He took on more and more duties for BADAS, and became General Manager in 2016, expanding responsibilities he held as a volunteer. In 2019, he was elected to the AAAS Board of Directors as an "old rooky".



Darlene Corriveau : Region 6 Director

Darlene was born in Edmonton, raised in the NWT and moved to Valleyview 40 years ago. She joined the Valleyview and District Agricultural Society 29 years ago, has held the positions of both President and Past President and currently is still a Director. Darlene was voted to the AAAS Board in 2014.

AAAS STAFF



Tim Carson

Chief Executive Officer

Tim Carson has been involved with his local Ag Society in Redwater for more than 20 years as both staff and a volunteer. His involvement there led into the role of Director on the Alberta Association of Agricultural Societies Board of Directors for 2 years which was then followed by 2 years as President. He has since stepped off of the Board and been the Chief Executive Officer (CEO) of the association for over 10 years.



Maria Flores-Achtymichuk

Marketing and Communications Coordinator

Maria Flores has been with AAAS since 2017. She has worked in the graphics industry for over 20 years designing and building company logos and signage across Alberta and Western Canada. She has also worked as a member services representative and as an administrative assistant within the recreation and hospitality industries.



Suzanne Kelly

Programming & Event Coordinator

Suzanne has been involved with Ag Societies for over 35 years volunteering for both the Airdrie & Strathmore in various capacities from typing & selling rodeo & chuckwagon programs to organizing trade shows, fall fairs and Volunteer & Sponsor banquets as well as executive positions.



Doug Kryzanowski

Partnership / Sponsorship Sales Coordinator

Doug brings to AAAS many years of experience in marketing, partnership/sponsorship sales, tourism, sports and media, along with extensive knowledge of the Fairs and Exhibition industry and Agricultural markets. Doug's unique experience and understanding of the challenges in today's market will be key to helping your company achieve results. We welcome Doug and encourage you to reach out to see how he can help your business partner with AAAS.



Kelly Cunningham

Administrative Assistant

Kelly joined the AAAS Team in October 2022. Kelly is returning to the workforce after spending the last 9 years caring for her children at home. She comes to us with experience in the hospitality, and tourism industries, and thoroughly enjoys working with the public, in her many volunteer roles.



Chris Ringuette

Bookkeeper

Chris joined AAAS in October 2022. She comes to AAAS with over 10 years of office administration and bookkeeping experience. She enjoys learning new things and being challenged, and is look forward to learning all the new things that AAAS has to offer. Her favourite thing about AAAS is that it brings people together and supports local communities, providing them with support and fun events. When she is not at work she loves spending time with her family and friends and much of her time is spent inside a cold rink, watching my kids play hockey!

AAAS CONTRACTORS



Nicola Doherty

Open Farm Days Marketing Coordinator

Nicola Doherty started working with AAAS in 2019 as part of Alberta Open Farm Days as the marketing coordinator. She has been working in marketing and social media for over 10 years with her own company, Cultivate Digital Media working on social media, marketing, and public relations for local and national brands. When she's not working, she enjoys hanging out with her family and dogs and is going to thoroughly enjoy travelling again.



Tannis Baker

Open Farm Days Coordinator

Tannis Baker brings her knowledge and experience of over 15 years working in beverage-alcohol to the culinary tourism industry at Food Tourism Strategies (FTS), an Alberta-based consulting firm with a passion for growing and sharing the local food scene. Tannis was appointed Executive Director of the Alberta Culinary Tourism Alliance in 2014 as a result of her leadership and deep experience in food marketing, wine and spirits, sales and education fields. In 2015, Tannis was named 50 Most Influential Albertans by Alberta Venture Magazine. Previous to this, Tannis was project lead of market research on Food Marketing & Policy at the University of Calgary, and was Brown-Forman's Director of Business Development for Western Canada.



Nikky Passmore

Farm Safety Coordinator

Nikky Passmore of Redd Swing Productions, first joined AAAS as a Service Member and they are excited to now be working hand in hand with the association to provide entertainment with a message. Her rural roots and passion for safety mixed with experience in Firefighting, EMS, Education and Entertainment make for a unique combination in producing experiential learning.



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CONVENTION AGENDA



2023 CONVENTION AGENDA

Thursday, February 2nd, 2023

7:00am– 7:00 pm

Convention Office Opens

Enoch A

Pre-Conference Workshops

9:00am - 5:00pm (break for lunch)	Off the Cuff - Board Governance Pre Registration and Payment Required Speaker: George Cuff	River Cree 1
9:00am - 5:00pm (break for lunch)	Treasurers Training Session 1,2 & 3 Pre Registration and Payment Required Speaker: Diane Ringuette	Chiefs Boardroom
9:00am - 5:00pm (break for lunch)	The New Rules of Destination Business Success Pre Registration and Payment Required Speaker: Jon Schallert	River Cree 2
10:00am - 3:00pm (break for lunch)	Ice Arena Training Workshop Pre Registration and Payment Required Speaker: Allan King	South Rink / Enoch E

3:00pm– 9:00 pm

Registration

Hotel Lobby

6:00pm– 10:00 pm

Tradeshow

Entertainment Centre
"The Venue"

10:00 pm - 10:45 pm

Service Member Meeting

Entertainment Centre
"The Venue"

6:00 pm - 11:00 pm

Networking

Upper Deck -
Entertainment Centre
"The Venue"

Friday, February 3rd, 2023

7:00am— 6:30pm

AAAS Office Open

Enoch A

7:00am— 6:00pm

Registration

Hotel Lobby

7:45am— 9:00 am

Breakfast & Welcome

Convention Centre
Enoch C, D, E, F
& River Cree 1, 2

9:00am— 9:45am

New Delegate Orientation

Convention Centre
Enoch C, D, E, F

9:00am— 12:00pm

Tradeshow

Entertainment Centre
"The Venue"

2023 CONVENTION AGENDA

Friday, February 3rd, 2023 (*cont'd*)

MORNING SESSIONS

9:00am— 4:00pm	Treasurers Training Session 1,2 & 3 (Cont'd) Speaker: Diane Ringuette	Chiefs Boardroom
8:30am— 12:30pm	Farmers Market Training Speaker: Eileen Kotowich	Enoch B
8:30am— 10:30pm	Your Society as a Destination Speaker: Jon Schallert	River Cree 3

11:45pm– 1:00pm **LUNCH**

Convention Centre
Enoch C, D, E, F
& River Cree 1, 2

AFTERNOON SESSIONS

12:30pm— 4:30pm	Animal Care Workshop Speaker: Kristie Kerr	Strongwoods Room
1:00pm - 4:00pm	Fair Judging Speaker: OAAS - Vince Brennan, Joanne Holt & Terri Mand	River Cree 4
1:30pm - 3:00pm	Conflict Management Speaker: Brenda Robinson	Enoch C
1:30pm - 3:00pm	Finding & Keeping Volunteers Speaker: Brenda Herchmer	Enoch D
1:30 - 3:00	An Idea on How to Bridge the Gap Between Rural and Urban Community Members Speaker: Angie Payne & Brett Monea	Enoch E

2023 CONVENTION AGENDA

Friday, February 3rd, 2023 (cont'd)

SPONSOR SESSIONS

1:15pm - 2:00pm	Servus Credit Union - Financial Speaker: Heather Karst	River Cree 1
1:15pm - 2:00pm	Alberta Motor Transport Association Speaker: Rob Dombowsky	River Cree 2
1:15pm - 2:00pm	MCSnet - Telecom Internet Speaker: Lowell MacDougall	River Cree 3
1:15pm - 2:00pm	McMillan - Lawyers <i>Speaker: Jacob Strucken (virtual)</i>	Enoch B
2:15pm - 3:00pm	NFP - Insurance Speaker: Perry Cramer	River Cree 1
2:15pm - 3:00pm	OK Tire - Farm Speaker: Jarrod Anaka	River Cree 2
2:15pm - 3:00pm	Techconnect - Telecom Internet Speaker: Matt Sproule	River Cree 3
3:15pm - 4:00pm	Alberta Financial Services Corporation Speaker: Paul Cabaj	River Cree 1
3:15pm - 4:00pm	Alberta Community & Co-operative Association Speaker: Paul Cabaj	River Cree 2
3:15pm - 4:00pm	Great Canadian Solar Speaker: Clifton Lofthaug	River Cree 3

2023 CONVENTION AGENDA

Friday, February 3rd, 2023 (cont'd)

3:45pm– 4:45pm	VIP Reception	Entertainment Centre "The Venue"
4:30 pm	Doors open to Entertainment Centre for Delegates for Forum	Entertainment Centre "The Venue"
5:00 pm	Welcome & Introductions	Entertainment Centre "The Venue"
5:15 pm - 6:15 pm	Minister's/MLA Forum	Entertainment Centre "The Venue"
6:15 pm	Evening Ceremonies Start Cocktails Dinner & Awards	Entertainment Centre "The Venue"
7:30 pm	MARK MAYFIELD Opening Keynote Speaker	Entertainment Centre "The Venue"

FRIDAY SHOWCASE ENTERTAINMENT

8:30 pm - 9:00 pm	Fair Game - The Gameshow Where You Don't Know Sheep!
9:00 pm - 9:30 pm	Circus Surreal
9:25 pm	Ride the Vibe (Video Showcase)
9:30 pm - 10:00 pm	The Magic and Hypnosis of Roger Boucher
10:00 pm - 10:30 pm	Velvet Hand
10:30 pm - 11:00 pm	Bonnie Kilroe

11:00 pm - 2:00 am	Hospitality Room	Strongwoods; River Cree 1, 2, 3, 4
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2023 CONVENTION AGENDA

Saturday, February 4th 2023

7:00am– 6:30 pm	Convention Office Opens	Enoch A
7:00am– 9:00am	Registration	Enoch A
7:30am - 9:00 am	Breakfast & Year In Review	Entertainment Center "The Venue"

REGIONAL MEETINGS

9:15am - 10:00am	Region 1	River Cree 1
9:15am - 10:00am	Region 2	River Cree 2
9:15am - 10:00am	Region 3	Enoch E
9:15am - 10:00am	Region 4	Enoch C
9:15am - 10:00am	Region 5	Enoch D
9:15am - 10:00am	Region 6	Enoch F

10:15 am - 11:15 am	You Can Do This! Basics of a s Safety Management System Speaker: Tammy Hampel	River Cree 1
10:15 am - 11:15 am	Best Practice Bylaws Update Speaker: Tim Carson	River Cree 2
10:15 am - 11:15 am	Strategic Planning Speaker: Max Fritz	Enoch F
10:15 am - 11:15 am	Board Financial Literacy (Recurring) Speaker: Diane Ringuette	Enoch E
10:15 am - 11:15 am	Amplifying Strengths for Collective Leadership Speaker: Brenda Herchmer	Enoch D
10:15 am - 11:15 am	Engaging Youth (Recurring) Speaker: Brenda Robinson	Enoch C

2023 CONVENTION AGENDA

Saturday, February 4th 2023 (*cont'd*)

11:30am - 12:30pm	Teamwork (Recurring) Speaker: Mark Mayfield (Recurring)	Enoch C
11:30am - 12:30pm	Government Relations Speaker: Zack Ziolkowski	Enoch E
11:30am - 12:30pm	Ag Societies Program Stripped Down Speakers: Carmen Andrew; Colin Gosselin; And Monika Warring	Enoch F
11:30am - 12:30pm	Community Cooperative Partnerships Speaker: Paul Cabaj	River Cree 1
11:30am - 12:30pm	Board Financial Literacy (Recurring) Speaker: Diane Ringuette	River Cree 2
11:30am - 12:30pm	Alberta Tourism - Rural Alberta's role in Growing Alberta's Visitor Economy Speaker: Andi Dzilums	Enoch D
12:30 pm - 1:30 pm	Lunch	Entertainment Center "The Venue"
1:45 pm - 2:45 pm	Engaging Youth (Recurring) Speaker: Brenda Robinson	Enoch C
1:45 pm - 2:45 pm	Using Technology for your Board Speaker: Brian Siddle	Enoch E
1:45 pm - 2:45 pm	Open Farm Days and your Ag Society Speaker: Tannis Baker & Nicola Doherty	River Cree 1
1:45 pm - 2:45 pm	Teamwork (Recurring) Speaker: Mark Mayfield (Recurring)	Enoch D
1:45 pm - 2:45pm	Community Cooperative Partnerships Speaker: Paul Cabaj	River Cree 2
1:45 pm - 2:45pm	Youth Involvement Panel Discussion - Ontario Association of Agricultural Societies (OAAS)	Enoch F

2023 CONVENTION AGENDA

Saturday, February 4th 2023 (cont'd)

3:00 - 4:15	AGM	Entertainment Center "The Venue"
5:30 pm - 6:00 pm	Cocktails with Frank Peters & Range Patrol	Entertainment Center "The Venue"
6:00 pm - 8:00 pm	Gala Dinner and Marketing awards	Entertainment Center "The Venue"
7:15 pm - 8:00 pm	Brenda Herchmer - Keynote Speaker	Entertainment Center "The Venue"

SATURDAY SHOWCASE ENTERTAINMENT

8:00 pm - 8:30 pm	Ben Crane
8:30 pm - 9:00 pm	Jake Buckley
8:55 pm	Travis Dolter—Video Showcase
9:00 pm - 9:30 pm	Chantell Marie
9:30 pm -10:00 pm	Quinton Blair
9:55 pm	Foxworthy - Video Showcase
10:00 pm - 10:30 pm	Dirt Road Angels
10:30 pm - 11:00 pm	Justin Hogg

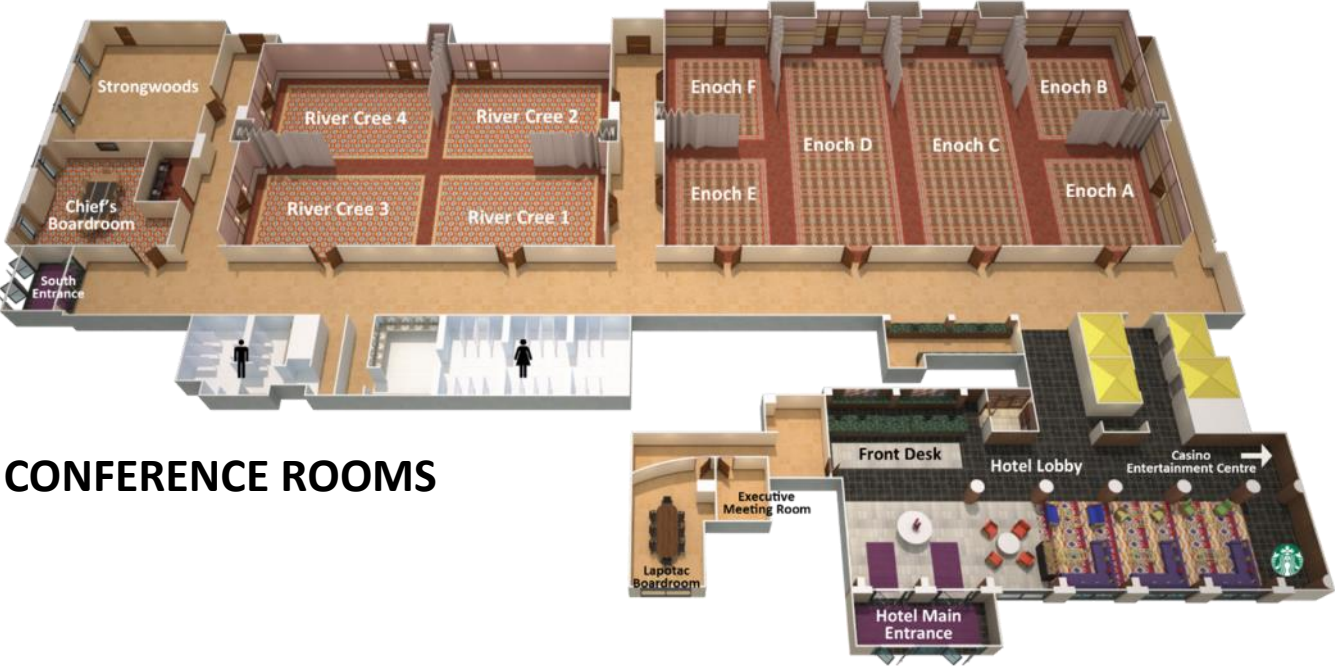
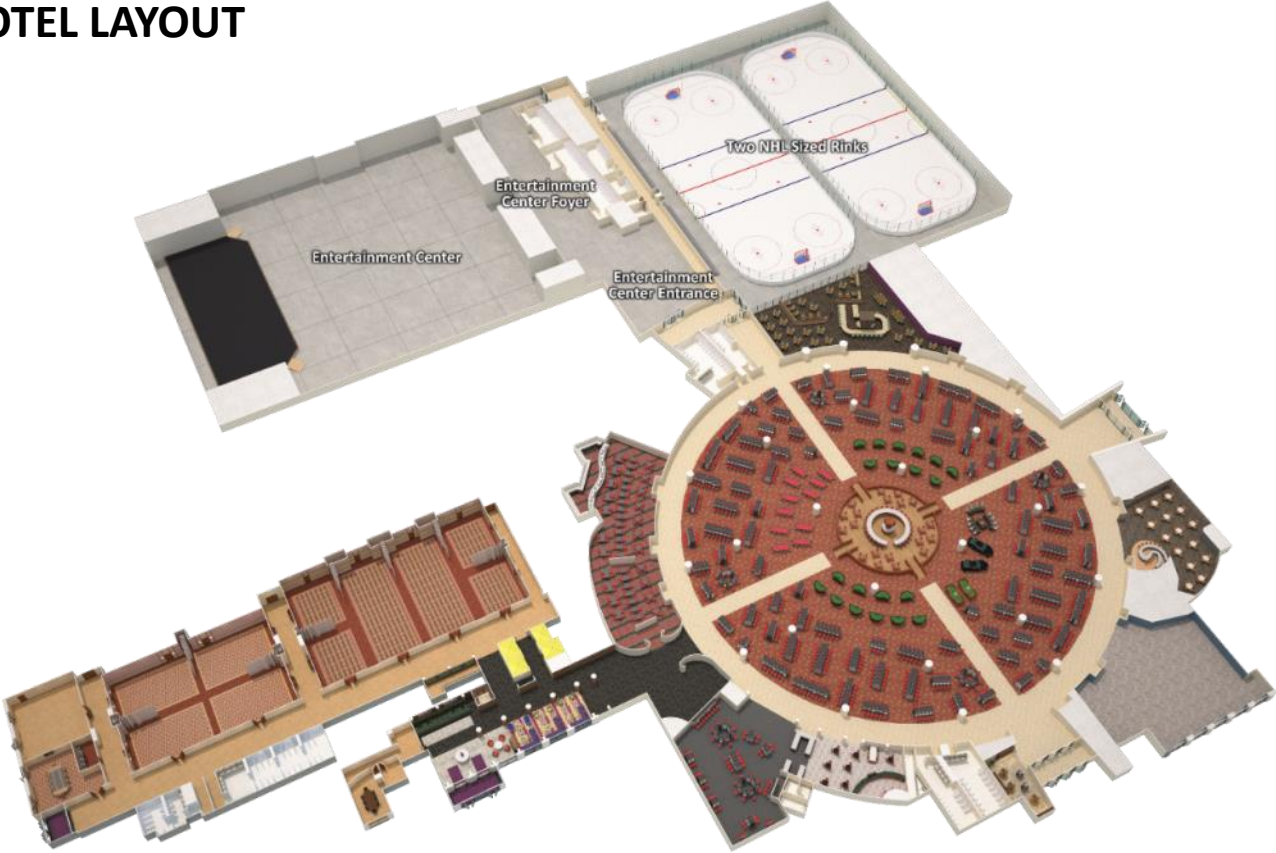
11:00 pm - 2:00 am

Hospitality Room

Strongwoods;
River Cree 1, 2, 3, 4

RIVER CREE HOTEL LAYOUT

HOTEL LAYOUT



CONFERENCE ROOMS

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Peavey Mart is proud to currently serve 90 Canadian communities, with 43 of these stores located in the 4 western provinces. In 2022, we grew by two and expanded or relocated-in-market with four others. We do our best to always be there for you and bring our unique products, top brand names and down to earth service to work with us every day!



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PRE CONVENTION WORKSHOPS



Off the Cuff – Board Governance

“No One Said that Governance would be so Rewarding & Exciting!”

If anyone can make “governance” come alive and sound exciting, it is our guest speaker George Cuff. George has lived, breathed and taught this topic for over 40 years (he is quite old) and has studied and completed reports on over 400 organizations while teaching seminars like this one to another 700. He jokingly says that in his spare time he has written 10 books and 400 articles on governance while still finding time to serve as a Mayor for 12 years, as President of provincial and national boards, and as an advisor to a number of those involved in the agricultural sector. George tells great stories and anecdotes about his time in this field and responds to all questions he is asked. As he tells it, to paraphrase Peter Drucker, “there is no such thing as a dumb question except the one not asked”!



Treasurers Training Session 1, 2 & 3

This course is intended for those interested in bookkeeping. Agricultural Society Board Members and staff including but not limited to Presidents/Chairpersons, Treasurers, General Managers/Facility Managers, Secretaries, Bookkeepers, Office Administration.



Becoming a Destination Business:

A Customized Workshop for Alberta Open Farm Days

Jon Schallert is the only professional speaker in the world specializing in teaching businesses and communities how to turn themselves into Consumer Destinations. Jon speaks to thousands annually on his Destination Business process, which he developed over the course of twenty-five (25) years while interviewing over 10,000 independent business owners in over 600 cities and towns in North America. In this workshop created for Alberta Open Farm Day participants, business owners, and entrepreneurs, Jon will show how most farms and businesses today can attract more visitors and customers while increasing their sales and profits, while lowering their marketing costs at the same time. Attendees will also learn how any business can apply his Destination strategy to attract more local visitors and customers, while at the same time pulling faraway customers from outside the area, sometimes from hundreds of miles away!



Ice Making Techniques Workshop

This course is ideal for the frontline, grass roots Arena Operator who is looking to upgrade their skills in ice facility operations. The following areas will be covered in this course: changing the blade and levelling, preventative maintenance on the re-surfaced, safety concerns, proper shaving techniques, proper flooding techniques, proper use of an edger, hand edging, line repairs, board repairs, changing glass, and janitorial concerns, and temporary logo installation Participants are encouraged to bring warm clothing and a CSA approved hockey helmet for on-ice sessions.

SPONSOR SESSIONS



SERVUS CREDIT UNION

Speaker: Heather Karst

Farm lending and succession planning with Servus. A high level overview of the farm succession planning process. Focusing on common strategies used in succession, pitfalls frequently encountered by owners, and how to deal with family friction and difficulty.



MCSNet

Speaker: Lowell MacDougall

The story behind MCSnet and its Community Connections Program



NFP: INSURANCE

Speaker: Perry Cramer

"Protecting your assets. Facility maintenance, insurance and risk management" This session will focus on protecting the physical assets managed by Agricultural societies including buildings, grounds, and equipment. Learn how to protect your organizations valuable assets by understanding the leading causes of insurance claims, what property inspectors look for, how to prevent incidents from occurring and how to build risk management strategies for the future.



TECHCONNECT

TECHCONNECT

Speaker: Matt Sproule

Our presentation will revolve around how AG Associations can leverage broadband to enhance the services that they provide to their communities, We will provide examples of economic development, smart farming, telemedicine, distance learning, and revenue generation ideas. Matt likes to make the sessions interactive. To identify some issues the AG's are facing we can start with Q&A and the leverage that to steer the content accordingly.



ALBERTA MOTOR TRANSPORT ASSOCIATION

Speaker: Rob Dombowsky

The agricultural industry is foundational to the welfare of Canada's economy. It is critical that farms can receive the raw materials and more importantly that the final product can reach the marketplace in a timely and cost-effective manner. This is why hiring and training commercial (Class 1) drivers are critical competencies for any organization. Through our research and conversations with the industry, we have learned that small- and medium-sized businesses don't always have access to professional HR supports. As a result, these companies are at a strategic disadvantage compared to their larger competitors. In this session, we will provide some of the tools and methods every manager can use to level the playing field In this session, participants will:

- Learn about AMTA and its vision, mission, and objectives
- Consider the entire staffing cycle: attraction, recruitment, onboarding, retention (including integration, employee performance, and professional development), off-boarding, and exiting)
- Explore how diversity, equity, and inclusion can help alleviate staffing issues
- Discover how to develop a company brand image
- Sell their jobs and career opportunities
- Learn how to retain employees
- Learn about grants available for commercial (Class 1) driver training



GREAT CANADIAN SOLAR

Speaker: Clifton Lofthaug

Solar Electric Systems and Agriculture: This presentation will explain how grid-tied solar systems work, what type of systems to consider, and available grants, rebates, and financing is available to help harvest the sun in a different way.

THE VOICE, THE STANDARD, AND THE RESOURCE

for Alberta's Commercial Transportation Industry

EXPLORE THE MANY BENEFITS OF MEMBERSHIP!



Industry advocacy

Receive exclusive updates on actions AMTA takes to protect your interests at the Alberta Legislature, on Parliament Hill and in Washington.



Shaping industry policy

Members help create progressive industry policies and directives and play a key part in strengthening our collective voice.



Networking & events

Conferences, special and regular events, and other functions provide opportunities to network with and learn from other industry professionals.



Education & training

Online and in-person courses for all your industry training needs.

AND MORE....



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SESSION & WORKSHOP OVERVIEW

Becoming a Destination Business:

A Customized Workshop for Alberta Open Farm Days

Speaker: Jon Schallert

Jon Schallert is the only professional speaker in the world specializing in teaching businesses and communities how to turn themselves into Consumer Destinations. Jon speaks to thousands annually on his Destination Business process, which he developed over the course of twenty-five (25) years while interviewing over 10,000 independent business owners in over 600 cities and towns in North America.

In this workshop created for Alberta Open Farm Day participants, business owners, and entrepreneurs, Jon will show how most farms and businesses today can attract more visitors and customers while increasing their sales and profits, while lowering their marketing costs at the same time. Attendees will also learn how any business can apply his Destination strategy to attract more local visitors and customers, while at the same time pulling faraway customers from outside the area, sometimes from hundreds of miles away!

Attendees of this workshop will also learn:

How to take this Destination Strategy and apply it immediately to maximize revenue and profits on 2023 Farm Days weekend August 19-20, 2023

- How to get consumers and visitors to pick your farm to visit and purchase from, using one simple, powerful tool
- How to get a customer to love your business within minutes of entering your property and getting out of their cars
- How to get customers to want to visit your farm by immediately looking at any page of your website or social media page

Immediately following the workshop, Jon will provide every attendee with a specific, simple, step-by-step strategy to maximize attendance during this hugely important weekend.

Attendees will leave the day wondering: “Why haven’t I done this before?”

BOARD GOVERNANCE

“No One Said that Governance would be so Rewarding & Exciting!”

Speaker: George Cuff

If anyone can make “governance” come alive and sound exciting, it is our guest speaker George Cuff. George has lived, breathed and taught this topic for over 40 years (he is quite old) and has studied and completed reports on over 400 organizations while teaching seminars like this one to another 700. He jokingly says that in his spare time he has written 10 books and 400 articles on governance while still finding time to serve as a Mayor for 12 years, as President of provincial and national boards, and as an advisor to a number of those involved in the agricultural sector.

On the local level, besides having spent 12 years in the early stages of Spruce Grove’s growth as its Mayor, George has also served on numerous local and regional boards, primarily in the role as chair. He is also serving as chair of his Baptist church board and claims that if one can survive that term, he is either a martyr, obtuse, taciturn or unaware of what is being muttered in the room, all of which point to a very dim future!

George tells great stories and anecdotes about his time in this field and responds to all questions he is asked. As he tells it, to paraphrase Peter Drucker, “there is no such thing as a dumb question except the one not asked”!

You Can Do This!

Basics of a Safety Management System

Speaker: Tammy Hampel

Why is safety part of your business plan? What do you need to know? Where do you find that information? What should be part of your safety management system? This session will be an overview of the fundamentals of a safety program. We will explore why a safety program is beneficial to your ag society, how it supports other programs in your business plan, where you can source information for a safety program. We will discuss the basic elements to be included in a safety program, including a manual, forms and tracking systems to monitor your success with the safety program.

SESSION & WORKSHOP OVERVIEW

Managing Conflict in Community Settings

Speaker: Brenda Robinson

Working in community settings is easy to say – not always easy to do. Community members often come to the task or project with different opinions, ideas, and suggestions or ways of getting things done. These differences often become difficulties and need to be resolved. We know that groups will have conflicts. Indeed, we know that these conflicts often make a group stronger and better. However, a lot of people are uncomfortable with conflict. When people come to meetings today, they often come with an agenda of their own. Working with them may mean that you need to facilitate or even mediate the conflict that results. We are finding that is more true in our communities in this post-COVID era. Learn some new strategies for resolving conflict in community settings. Make conflict work for the community rather than against the community. Seek resolutions for positive outcomes.

Recruiting and Motivating Our Young Volunteers to Support Their Community

Speaker: Brenda Robinson

Our communities have gone through a challenging time. Our sense of community is different. What are some of the strategies needed to address the changing needs in communities? Let's look at ways to move ahead positively, proactively and productively.

What can we do to get more get more young people to be motivated volunteers?

Explore 10 strategies for recruiting and motivating young volunteers in this new fast paced, device driven world we live in. We can no longer just expect young people to volunteer. Let's work with them to volunteer because there are advantages to them. Our young people are our best resource. Do they know how much we value the contributions that they can make? What can we do to engage and include young people as part of their community.

This is an opportunity for you to look at 10 strategies for engaging the young people as volunteers in your community.

Let's do it because it's fun and it works!

Finding and Keeping Volunteers

Speaker: Brenda Herchmer

Volunteers are essential for the important work being done by Ag Societies in their communities. In this session, participants will gain an appreciation of the Ag

Society's role in planning, organizing, and implementing strategies for finding and keeping volunteers. Key knowledge and practical tools and resources that can be used to support volunteers in today's complex environments will be shared.

Amplifying Strengths for Collective Leadership

Speaker: Brenda Herchmer

Ag Societies are as strong as their leaders. While there is much to celebrate, the reality is that we are living in a different world with new challenges and opportunities that futurists are describing as BANI – brittle, anxious, non-linear, and incomprehensible. As a result, those serving as leaders in Ag Societies – with or without a formal title – will be more impactful if they are open to new skills, knowledge, and attitudes that focus on collaboration and being future-ready. This session will also provide practical tools and resources that will be ideal for anyone committed to contributing to their community's individual, social, economic, and environmental well-being.

Positioning for What's Next

Speaker: Brenda Herchmer

Agricultural Societies are more aware than most about the links between environmental, economic, and social well-being. They are also uniquely and strongly positioned to address the complexity of today's challenges. This, in large part, is due to the historic role they have played in gathering and amplifying the grassroots talent, assets, and influence of their citizens, businesses, organizations, and government. Brenda Herchmer will share 5 key practical strategies for promoting agriculture and enhancing quality of life that will help you to demystify and clarify what is next, and what's best, for your community to ensure ongoing relevancy.

————
NOTE the five strategies below aren't included in the above description but will be used as a framework for integrating what has been gathered from the other conference sessions.

1. View Your Community of Stakeholders as Untapped Assets
2. Emphasize Collaboration Over Silos
3. Be Driven by Your Why
4. Invest in Future-Ready Leadership
5. Embrace What's New

SESSION & WORKSHOP OVERVIEW

Applying Destination Marketing Principles to Your Agricultural Society Organization

Speaker: Jon Schallert

In this Day 2 keynote, Jon Schallert returns to explain his proprietary 14-step Destination strategy that can turn any community or business into a Consumer Destination and applies it to any size Agricultural Society. Attendees will learn how this focused, bottom-up marketing strategy can be applied to any organization, in any location, with any size budget, for maximum marketing impact. Attendees will also learn:

- The most powerful technique to connect with the media and influencers who can propel your message to thousands, all at little or no cost to your society.
- Why marketing with any form of price discounting is hurting your overall marketing message, and how, if you must price discount, how to do it effectively.
- How to create free publicity that has 12 times the power of traditional advertising
- How to incorporate strategies used during the pandemic that will help increase your consumer attendance at any size event.

Farmers Market Training

Speaker: Eileen Kotowich

Our communities have gone through a challenging time. Our sense of community is different. What are some of the strategies needed to address the changing needs in communities? Let's look at ways to move ahead positively, proactively and productively. What can we do to get more get more young people to be motivated volunteers?

Explore 10 strategies for recruiting and motivating young volunteers in this new fast paced, device driven world we live in. We can no longer just expect young people to volunteer. Let's work with them to volunteer because there are advantages to them. Our young people are our best resource. Do they know how much we value the contributions that they can make? What can we do to engage and include young people as part of their community. This is an opportunity for you to look at 10 strategies for engaging the young people as volunteers in your community. Let's do it because it's fun and it works!

Government Relations

Speaker: Zack Ziolkowski

Scrutineering, door knocking, debates... what does it all mean? Join Zack Ziolkowski for a session on Government Relations where we break down the nuts and bolts of what happens during an election and how best you can get involved. Zack will also talk about the current state of affairs with a dive into current polling trends and what to expect before the next provincial election.

Whether you want to help campaign, or just observe from the sidelines we will give you tips on how to get involved and how to ensure you spread the message of the benefits of agriculture.

Board Financial Literacy

Speaker: Diane Ringuette

Financial Literacy for Board Members

- Reporting required
- Why do you need reports and how to understand them
- Strategy and risk management
- Performance measures
- KPIs (key performance indicators)
- Asset management

Challenges and Successes to see youth succeed in your Agricultural society

Panel: OAAS (Ontario Association of Agricultural Society) Panel Discussion

Come join a panel of youthful individuals and learn how they grew to be successful within their own fairs, agricultural societies, and the OAAS. Discuss with them the challenges and success stories when it comes to seeing youth thrive within your Agricultural Societies.

Angela, Lauren, Sara, Jessica and Kathryn have all been involved within their own Ag Societies (Forest, Plympton-Wyoming, Zurich, Dundalk and Glencoe) for 15 years or more, as well as the OAAS.

Throughout the year you can find them attending meetings, running various events, serving on the board of directors and executive council, and giving a helping hand where needed. They share a passion to see youth succeed and are always willing to work together with others to make this happen.

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KEYNOTE SPEAKERS



OPENING KEYNOTE SPEAKER

Mark has one of the most diversified backgrounds in the speaking industry having owned and operated several businesses ranging from livestock production to nightclubs to golf instruction, and also spent ten years as a lobbyist in Washington, D.C. and in thirteen state legislatures for a Fortune 500 company. That business experience combined with his work as a nightclub performer allowed him to create truly unique presentations. His tagline is simple: Solid Business Wisdom in a Brilliant Comedic Style. He is one of the rare individuals in the world who is equally adept at performing comedy shows or high content speeches.



CLOSING KEYNOTE SPEAKER

Brenda Herchmer is a passionate community builder who is committed to promoting the value of a collaborative culture and future-readiness. She is the founder and CEO of a social enterprise called Campus for Communities of the Future and Co-Chair of Catalyst2030 Canada. A speaker, trainer, and consultant across Canada, she is a former professor and director at Niagara College, Director of ACE Communities (Alberta) and worked for the City of Niagara Falls. Brenda is the author of three books, a YWCA Woman of Distinction, and a Brock University Distinguished Graduate. She and her family live in Niagara where they also own a Café and an online kite store.

SERVICE MEMBERS



Arts Touring Alliance of Alberta

ATAA is a not-for-profit performing arts service organization dedicated to the maintenance, development and growth of a strong live performance touring industry in Alberta. We provide networking opportunities, show-casing, and access to professional development. Our membership is comprised of artists, community arts presenters, and agents who identify and share common concerns and strengths.

kennedy@artstouring.com
www.artstouring.com



Alberta Community & Cooperative Assn (ACCA)

Across Alberta, co-operatives and credit unions empower communities with ownership and voice and help drive deep-rooted economic health. ACCA is *the* voice of the co-operative and credit union sector across Alberta.

email: finance@acca.coop
www.acca.coop



AFSC

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email: info@afsc.ca
www.afsc.ca



The Alberta Motor Transport Association (AMTA)

The Alberta Motor Transport Association (AMTA) is the voice, the standard, and the resource for commercial transportation in Alberta. Since 1938, through collaboration with government, business partners, members, and other stakeholders, AMTA has advanced the industry through dynamic safety training and programs, advocacy, research and innovation, progressive policies, and strategic partnerships.

email: rudy.zacharias@amta.ca
www.amta.ca



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Contact Name: Erin Newell-Lupien
email: erin.newell-lupien@atco.com



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Contact Name: Connor McIntosh
email: cmintosh@toromont.com
www.cimcorefrigeration.com



Explore Edmonton

We are Edmonton's Destination Management and Marketing Organization (DMMO). we manage, the Edmonton Convention Centre and the Edmonton EXPO Centre, and our industry-leading marketing teams. We help tell Edmonton's story, elevate the Edmonton experience, and drive visitation year-round.

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Flyin' Bob Entertainment

Flyin' Bob is a one man three ring circus. Comedy variety juggling and tightwire walking. We direct circus camp programs in communities and schools across Western Canada and provide high quality Face and Body Painting for events as Mia's Facepainting.

Contact Name: Robert Palmer

email: bob@flybob.com

www.flybob.com



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FOXX WORTHEE

Together, Crystal Smith and Nicole Perkins are Foxx Worthee – a duo setting a standard for female country artists in Canada. Forming in the late 2000s, Foxx Worthee has been a mainstay on the country music scene across the west for years, playing the best bars, honky-tonks, stages and festivals from coast to coast.

Contact Name: Crystal Smith

email: foxxworthee@hotmail.com

www.foxxworthee.com



Frank Peters & Range Patrol

Country music quartet entertaining listeners and dancers with original music by Frank Peters and Lloyd Jackson, supplemented by selections written by Ian Tyson, Fred Eaglesmith and others.

Contact Name: Rob Gilgan

email: rgilgan@gmail.com

<https://www.reverbNation.com/artist/video/17127790>



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email: adam@b4tsolutions.com
www: www.frontdoorplus.com



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Contact Name: Clifton Lofthaug
email: clifton@greatcanadiansolar.com
www: www.greatcanadiansolar.com



Hi-Hog Farm & Ranch Equipment Ltd.

Manufacturer of Rodeo Equipment, panels, gates, chutes, horse stalls, fire pits & picnic tables

Contact Name: Brett Peers
email: brett@hi-hog.com
www: www.hi-hog.com



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Provides project management and construction services for new construction and renovations for residential and commercial projects

Contact Name: Rick McCarthy
email: rick@hr2construction.ca
www: www.hr2construction.ca



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Contact Name: Jason Rolfe
email: jason@industrialmachine.ca
www: www.industrialmachine.ca

SERVICE MEMBERS



Justin Hogg

Emerging Country Music Artist born and raised in Morinville, Alberta, currently residing in Edmonton, Alberta. Having journeyed through various musical styles over the years, Justin Hogg has truly found his roots in the country music scene. Drawing on influences like Keith Urban, Rascal Flatts, and Jason Aldean, his style is a blend of country, rock, and pop music with his own twist of originality that has earned him his first Top 100 single at Canadian country radio with his song, "Just Drive". Having been offered opening slots for Brett Kissel, High Valley, Aaron Pritchett, George Canyon, and Jess Moskaluke, among others, Justin takes every opportunity to learn from the experience of artists that have paved the way for others in Canadian Country Music.

Contact Name: Justin Hogg
email: justinhoggmusic@gmail.com
www.justinhoggmusic.com



KUBOTA

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

Contact Name: Don McClughan
email: don.mcclughan@kubota.com
www.kubota.ca



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Contact Name: Markus Weber
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Contact Name: Glenda Kilroe
Phone: 403.291.3166
email: info@longbowsales.com
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Contact Name: Andrea Reiersen
email: Andrea.Reierson@mcmillan.ca
www.mnp.ca



MCSNet

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www.mcsnet.ca



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Contact Name: Perry Cramer
email: perry.cramer@nfp.ca
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Contact Name: Nikky Passmore

Phone: 403-415-6168



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Contact Name: Jason Clevett

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2023 ATTENDING AG SOCIETIES

REGION 1

Coaldale & District Agricultural Society
Foremost Agricultural Society
Hill Spring Agricultural Society
Milk River & District Agricultural Society
Nobleford Agricultural Society

Raymond & District Agricultural Society
Taber Exhibition Association
Vauxhall Agricultural Society
Willow Creek Agricultural Society

REGION 2

Big Country Agricultural Society
Buffalo & District Agricultural Society
Calgary Exhibition & Stampede
Carseland & District Community Association & Agricultural Society
Carstairs & District Agricultural Society
Cochrane & District Agricultural Society

Delia Agricultural Society
Drumheller Stampede & Agricultural Society
Empress Bindloss Agricultural Society
Linden & District Agricultural Society
Millarville Racing & Agricultural Society
Rocky View Chestermire Agricultural Society
Strathmore & District Agricultural Society

REGION 3

Alder Flats Agricultural Society
Bowden & District Agricultural Society
Castor & District Agricultural Society
Cottonwood—Gordon Agricultural Society
Crossroads Agricultural Society
Donalda & District Agricultural Society
Innisfail Agricultural Society

Lakedell Agricultural Society
Ponoka Agricultural Society
Roundhill & District Agricultural Society
Stettler District Agricultural Society
Westerner Park

REGION 4

Ashmont & District Agricultural Society
Breton Agricultural Society
Cadogan Agricultural Society
Craigend Recreation & Agricultural Society
Czar Agricultural Society
Dewberry & District Agricultural Society
Edgerton Agricultural Society
Hardisty Agricultural Society
Holden & District Agricultural Society
Hylo/Venice Recreation & Agricultural Society
Kitscoty District Agricultural Society
Lac Bellevue & District Recreation & Agricultural Society

Lamont & District Agricultural Society
Paradise Valley & District Agricultural Society
Rich Lake Recreation & Agricultural Society
Sangudo & district Agricultural Society
St. Paul Agricultural Society
Tulliby Lake & District Agricultural Society
Two Hills & District Agricultural Society
Vegreville Agricultural Society
Vermillion Agricultural Society
Victoria Trail Agricultural Society
Vilna & District Agricultural Society
Willow Prairie Agricultural Society

SERVICE MEMBERS



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Contact Name: Kate Balon
email: katherane.balon@servus.ca
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Sirroma Entertainment

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Contact Name: Angie Morris
Tel: 403-818-7223
email: sirroma@telus.net
www.sirromaentertainment.com



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www.tcorp.ca



Travis Dolter Music

On or off the stage, Travis exudes an abundance of energy and positivity. Raised on the family farm an hour Southeast of Edmonton, Travis brings a stage dynamic that seizes the audience's attention. A talented singer-songwriter & musician who has been heavily influenced by country music and old rock and roll; his live show features a mix of hits from 50's to current day, along with story filled originals. Known for his witty sense of humor and charming personality, Travis has been compared to a mix of Kenny Chesney and Buddy Holly with a hint of Barenaked Ladies! Every Song...A Story

Contact Name: Shelly Dolter
email: travisdoltermusic@gmail.com
www.travisdolter.com



UFA

Founded in 1909, UFA is a thriving progressive co-operative with a passion for agriculture and an affinity for rural life. We are committed to being a market-driven organization that is recognized as the leading provider of quality products, services and solutions that support agriculture and serve the rural community.

Contact Name: Kimberly MacDonald
email: KimberlyMacDonald@ufa.com
www.ufa.com

2022 ATTENDING AG SOCIETIES

REGION 5

Ardrossan Recreation & Agricultural Society
 Barrhead Exhibition & Agricultural Society
 Beaumont & District Agricultural Society
 Bon Accord & District Agricultural Society
 Colchester & District Agricultural Society
 Darwell & District Agricultural Society
 Fort Assiniboine & District Ag Society
 Grassland Agricultural Society
 Highridge & District Agricultural Society
 Josephburg Agricultural Society
 Lloydminster Agricultural Exhibition

Association
 MTM Agricultural Society
 Oneway & District Agricultural Society
 PARS (Pembina) Agricultural
 & Recreational Society
 Pibroch & District Agricultural Society
 Radway Agricultural Society
 Riviere Qui Barre Agricultural Society
 Rochester & District Agricultural Society
 Smith Hondo Association of Recreational &

Agricultural Society (SHARA)
 Spruce Grove & District Agricultural Society
 Sturgeon River Agricultural Society
 Thorsby Agricultural Society
 West Sturgeon Agricultural Society
 Whitecourt District Agricultural Society
 Wildwood & District Agricultural Society
 Willingdon & District Agricultural Society

REGION 6

Battle River Agricultural Society
 Berwyn Agricultural Society
 Bezanson Agricultural Society
 Central Slave Lake Agricultural Society
 Clairmont & District Agricultural Society
 Cold Lake Agricultural Society
 Debolt & District Agricultural Society
 Grimshaw & District Agricultural Society

Grovedale Community Club &
 Agricultural Society
 Hawk Hills Agricultural Society
 High Prairie Agricultural Society
 La Crete Agricultural Society
 Lac La Biche Agricultural Society
 Mayerthorpe & District Ag Society
 Rycroft Agricultural Society

Smoky River Agricultural Society
 Spirit River & District Ag Society
 Valleyview & District Ag Society
 Wembley & District Agricultural Society

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ANNUAL CONVENTION AND TRADESHOW



CABINET MINISTERS & MLA'S BIOS





Biography for Hon. Nate Horner

Minister of Agriculture and Irrigation
MLA for Drumheller-Stettler

A rancher from Pollockville, south of Hanna, Ab. Proud to say I'm a fifth generation Albertan. My Great, Great Grandfather homesteaded near Oyen, Ab. My wife Jennifer and I have three children Avery, Luke, and Kase. After attending the local high school, I earned an AgBusiness Diploma from Olds College, and later a B.Sc. Degree in Agriculture from the University of Lethbridge.

Currently I have the pleasure of serving as Chair of the Southern Alberta Regional Caucus, and as a member of Treasury Board. I have also had the privilege of previously serving on the Standing Committee on Alberta's Economic Future, Standing Committee on Private Bills and Private Members' Public Bills, and Select Special Democratic Accountability Committee as Deputy Chair, and as a member of the Student Transportation Task Force.



Biography for Mark Smith

MLA for DRAYTON VALLEY-DEVON

Mark Smith was elected to the Alberta Legislature on May 05, 2015 in the constituency of Drayton Valley – Devon. He attended Concordia University in Edmonton and obtained his after degree in Education from the University of Alberta, Shortly after he was offered a job teaching high school students in Drayton Valley, a small but booming Alberta oil town.

For three decades, he taught social studies in Drayton Valley and worked to ensure that his students became engaged citizens whose values would one day shape Alberta's future.

Since 2015, he has considered it an honour to serve as the MLA for Drayton Valley-Devon and stand for conservative values and fiscal responsibility. During his time in office he has been an advocate for school choice, parental authority, and a balanced and rigorous curriculum that reflects the diversity of Albertans.

He values grassroots conservatives and understands that working together through collaboration and communication, an individual can make a difference in democracy.



Biography for MLA Shane Getson

MLA FOR LAC STE. ANNE-PARKLAND

Resident of Parkland County for over 10 years, Husband of 16 years, Father of Four, Owner of Major Projects Consulting Company, Civil Engineering Technologist, Private Pilot, Raised on a mixed farming operation (Cattle, Custom Pasturing, Logging / Sawmill) west of Chip Lake, went to Niton Central High School, K-12.

I was fortunate to be raised on a farm. It taught me that things are not easy, hard work does pay off, and you reap what you sow. It was that work ethic that allowed me to work my way through college, graduate as a civil engineering technologist, work my way up through organizations, start my own business, and work on major projects in North America. Major projects taught me all of the skills that involved working with high performance teams, and to be able to work through challenges together to reach a common goal.

My wife and I chose to live in the parkland area for all the opportunities it has, and to be able to raise our family here in a safe, clean, and prosperous environment, so that they too can achieve their dreams. It is my turn to give back as my grandparents did, to make things better for their community, and their families.



Biography for MLA Glenn Van Dijken

Athabasca-Barrhead-Westlock

Glenn van Dijken was re-elected to his second term at the Legislative Assembly of Alberta on April 16, 2019. He represents the constituency of Athabasca-Barrhead-Westlock (previously he represented the constituency of Barrhead-Morinville-Westlock).

Prior to his election to the Legislative Assembly, Mr. van Dijken's activities centred on operating his family grain farm in Dapp, Alberta, for which he and his spouse, Barb, were named Outstanding Young Farmers of Alberta in 2001.

He has also worked on various committees and boards. He co-chaired the Canadian Outstanding Young Farmer program from 2009 to 2010 and served on the board of directors for the Federated Co-operative Limited from 2011 to 2015, the Goldeye Foundation Society from 2011 to 2015 and the Neerlandia Co-operative Association Limited from 1996 to 2008.

The Committees MLA van Dijken is on are as follows:

He is the Chair of the Jobs and Economy Committee

A founding member of the Western Hog Exchange (WHE), Mr. van Dijken was a WHE director for 12 years, between 1997 and 2011, serving five years as vice-chair and two as chair.

Other community activity for Mr. van Dijken includes serving on his church council and volunteering as a hockey and baseball coach.

Previously, he served as chair of the Standing Committee on Alberta's Economic Future. He has also served as a member of the following committees:

- Standing Committee on Legislative Offices
- Standing Committee on Privileges and Elections, Standing Orders and Printing
- Select Special Auditor General Search Committee
- Select Special Ethics and Accountability Committee
- Select Special Ombudsman and Public Interest Commissioner Search Committee



Biography for MLA Jackie Lovely

Camrose

Camrose resident, Jackie Lovely was elected to the Legislative Assembly of Alberta, representing the Constituency of Camrose, on April 16, 2019.

Ms. Lovely currently serves as Parliamentary Secretary to the Associate Minister of Status of Women, as well as the Treasury Board Committee and the Premier's Council on Charities and Civil Society.

Additionally, Ms. Lovely has served as member of the advisory committees for Seniors, Justice, and Red Tape Reduction, as well as the North Rural Regional Caucus, Standing Committee on Legislative Offices, Justice and Solicitor General Caucus Advisory Committee, Family and Communities, Select Special Public Health Act Review Committee, and was Appointed Chair for the Minister of Seniors and Housing – Advisory Committee of System Coordination and Navigation Subcommittee.

Ms. Lovely is an entrepreneur, and has run her family business for over 25 years. She was also an instructor of English as a second language, and a member of the Camrose Chamber of Commerce.



Biography for MLA Garth Rowswell

Vermillion-Lloydminster-Wainwright

Prior to his election, Garth worked as a financial advisor with Edward Jones Investments. Garth came to the Vermilion area in 1990, and bought a farm supply business. He eventually became president of the Canadian Association of Agri Retailers (CAAR).

Garth has been involved in many local organizations over the years and served as president of both the Vermilion Vipers Swim Club and the Vermilion Curling Club. He was a Rotarian for 12 years and has served as president of the Lloydminster Rotary Club. As a member the Vermilion and Lloydminster chambers of commerce, a former business owner and financial adviser, Garth understands Alberta's businesses. His experience with farm supplies has provided him with a strong understanding of the needs of agriculture. Garth is also a major supporter of Alberta's other large industry, oil and gas, and looks forward to defending this great industry vigorously, at every opportunity.



Biography for MLA Dale Nally

Morinville – St. Albert

The Honourable Dale Nally was elected to the Legislative Assembly of Alberta on April 16, 2019 and currently serves as the Associate Minister of Natural Gas and Electricity. Minister Nally's key priority is ensuring long-term stability, investment attraction and growth in Alberta's natural gas and electricity sectors.

Since his appointment, Minister Nally spearheaded the development of Alberta's Natural Gas Vision and Strategy, which created an industry-supported plan to grow the hydrogen, petrochemical, liquefied natural gas (LNG) and plastics recycling sectors. He has also launched the Alberta Petrochemical Incentive Program (APIP), which is anticipated to drive billions of dollars of investment in Alberta's leading petrochemical sector.

Minister Nally is also a strong proponent of Alberta's energy-only electricity market. This approach has attracted more than \$5 billion in announced generation projects – including more than \$2 billion for utility-scale renewable projects – since July 2019.

Minister Nally brings with him decades of private sector experience, where he previously led and managed business units that generate between \$50 million and \$80 million in revenue.



Biography for Searle Turton

MLA for SPRUCE GROVE-STONY PLAIN

Searle Turton was elected to the Legislative Assembly of Alberta, representing the constituency of Spruce Grove-Stony Plain, on April 16, 2019.

Prior to serving with the Legislative Assembly, Mr. Turton was a three-term city councillor for Spruce Grove. He has also worked in technology sales and implementing document control systems for Ricoh Canada, and prior to this as a dual-ticket tradesman in construction. Mr. Turton and his wife Amy also own and manage rental properties throughout the Edmonton region.

A lifelong volunteer, he has served as a director of the Spruce Grove public library board, chairman of the TransAlta Tri Leisure Centre as well as trustee for the Alberta Regional Council of Carpenters and Allied Workers, local 1325. Mr. Turton has also participated in multiple international mission trips working with children's programs and home building projects for underprivileged families.

He, his wife Amy, and their two children, Aiden and Xavier, live in Spruce Grove. In his spare time he enjoys playing board games, reading, traveling, skiing and playing volleyball, soccer, tennis and pickleball.

2023 ODYSSEY

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ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES
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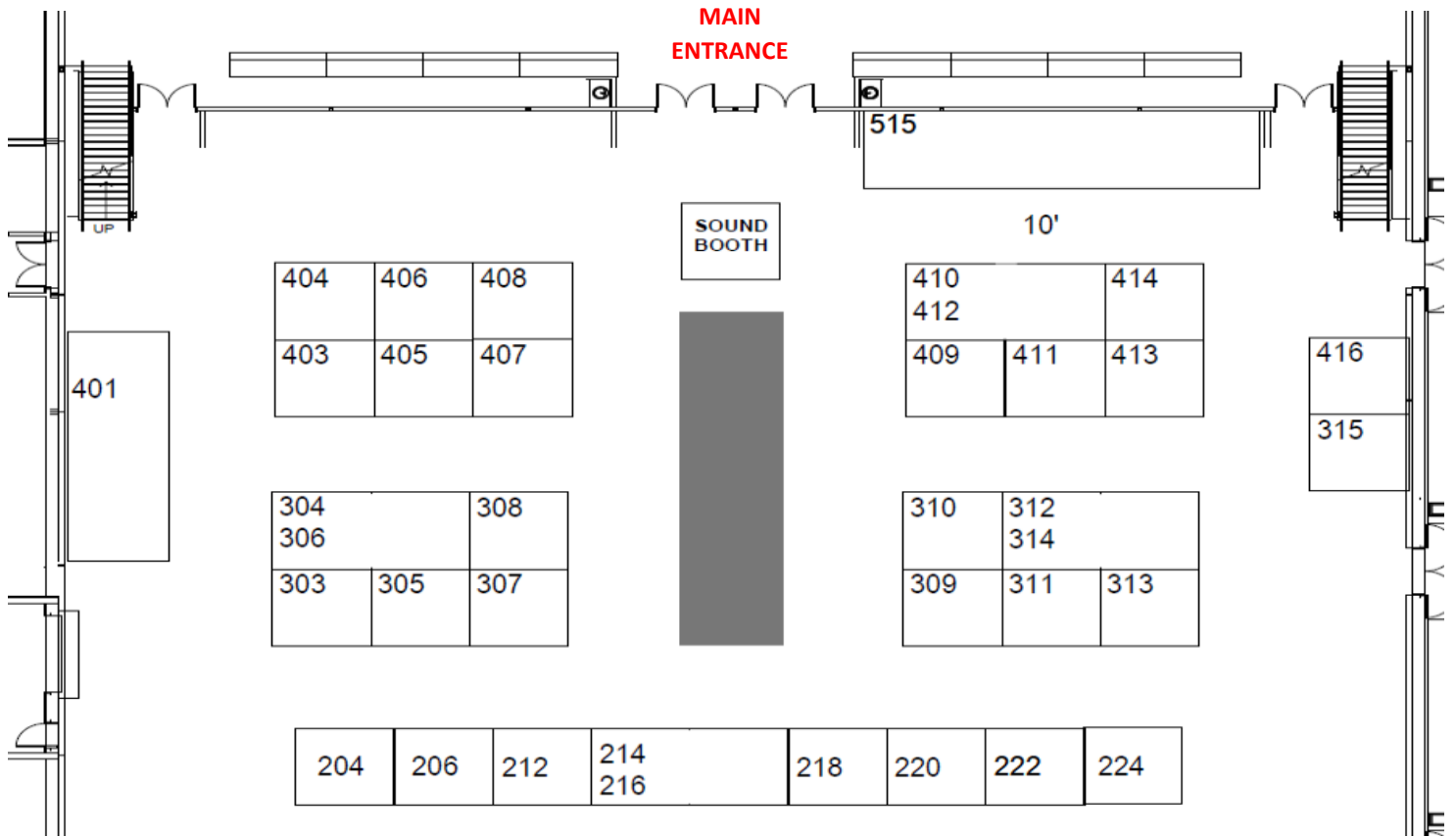
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TRADESHOW



TRADESHOW EXHIBITORS LAYOUT



<u>VENDOR</u>	<u>BOOTH #</u>
AAAS	515
AgSafe Alberta	220
Alberta Agriculture & Irrigation	403
Alberta Assn. of Recreation Facility Personnel (AARFP)	303
Alberta Community & Cooperative Assn (ACCA)	413
Alberta Farm Safety Center	206
Alberta Motor Transport Association (AMTA)	312-314
Alberta Municipalities	311
Altitude Music	404
DJ Warkentin Children's/ Family Entertainment	309
CIMCO Refrigeration	307
Flying Bob One Man, 3 Ring Circus	212
Front Door	406
Great Cdn Solar	313
Hi-Hog Farm & Ranch Equipment	305

<u>VENDOR</u>	<u>BOOTH #</u>
Industrial Machines	218
Kubota	214-216
LandView Drones	204
Longbow Sales	405
MCSnet	416
NFP	410-412
OK Tire	304-306
Party King	411
Peavey Mart	409
Production World	414
Pyrowest Fireworks	222
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Results Driven Agriculture Research (RDAR)	224
Rocky View Brewing Company	408
Select Entertainment	407
SERVUS Credit Union	310
TechConnect	308
Ultimate Bull Fighting Experience & The Equus Experience	315

TRADESHOW EXHIBITORS

Company Name	Contact	DESCRIPTION	Booth Number
AAAS	Tim Carson info@albertaagsocieties.ca www.albertaagsocieties.ca	Focused on community, AAAS Advocates for and provides resources for the Agricultural Societies of Alberta	515
AgSafe Alberta	Jody Wacowich jwacowich@agsafeab.ca www.agsafeab.ca	AgSafe Alberta is the health and safety association for agricultural producers in our province. As an industry-led organization, AgSafe Alberta works with and supports farms and ranches of all types and sizes in becoming safer places to live, work and grow up on	220
Alberta Agriculture & Irrigation	Carmen Andrew (403) 742-7542 Carmen.andrew@gov.ab.ca	Ag Societies grant program admin, Century Farm and Ranch Award, Agriculture Hall of Fame, Ag Info Centre, Ag Society Innovation Award, Agri-News	403
Alberta Recreation Facility Personnel (ARFP)	Chris McKenna executivedirector@aarfp.com www.aarfp.com	The Alberta Association of Recreation Facility Personnel is a member-driven, Not-for-Profit provincial organization dedicated to providing excellence in training and professional development for individuals involved in the operation of recreation facilities. AARFP is managed by a volunteer Board of Directors who represent the membership on recreation industry issues.	303
Alberta Community & Cooperative Assn (ACCA)	Naushad Velani finance@acca.coop www.acca.coop	Across Alberta, co-operatives and credit unions empower communities with ownership and voice and help drive deep-rooted economic health. ACCA is <i>the</i> voice of the co-operative and credit union sector across Alberta.	413
Alberta Farm Safety Centre	Jordan Jensen j.jensen@abfarmsafety.com www.abfarmsafety.com	Health Promotion and Injury preventor for rural Albertans	206
Alberta Motor Transport Association (AMTA)	Rudy Zacharias rudy.zacharias@amta.ca www.amta.ca/	The Alberta Motor Transport Association (AMTA) is the voice, the standard, and the resource for commercial transportation in Alberta. Since 1938, through collaboration with government, business partners, members, and other stakeholders, AMTA has advanced the industry through dynamic safety training and programs, advocacy, research and innovation, progressive policies, and strategic partnerships.	312-314
Alberta Municipalities	Robyn Becker Robyn@abmunis.ca www.abmunis.ca	We represent Alberta's municipalities where over 85% of Albertans live: summer villages, villages, cities, towns, and specialized municipalities. We work with elected and administrative leaders of Alberta's municipalities to advocate for solutions to municipal issues, which we categorize as economic, environment, governance, infrastructure, or social.	311
Altatude Music Panczak	Trevor Panczak tp@trevertown.com www.trevertown.com	Altatude Music is the name under which Trevor Panczak operates. He and his band travel the continent promoting country music and represent the province of Alberta. The High energy show consists of original music and top 40 covers.	404

Company Name	Contact	DESCRIPTION	Booth Number
CIMCO	Connor McIntosh cmintosh@toromont.com www.cimcorefrigeration.com	Industrial & Recreational Refrigeration Contracting Company. Industrial Refrigeration installation. Ice rink plant cooling system.	307
DJ Warkentin Children's/Family Entertainment	DJ Warkentin djwarkentin@shaw.ca www.djwarkentin.com	<p>Since 1986 DJ has been performing for children and their families at festivals, schools and other events across Canada. His ability to capture and hold an audience is extraordinary. Playing original songs that combine story telling and audience participation DJ's performance is guaranteed to keep your entire audience entertained whatever the age. An award winning composer DJ has written music for stage productions of , The Big Comfy Couch, and Cailou. He has also written and composed music for children's animated television programs.</p> <p>He is an illustrator and has authored three books for children. Harry Was A Crocodile; Spider's Aren't For Squishin' and The Legend of Dusty Britches</p>	309
Flying Bob One Man 3 Ring Circus	Robert Palmer bob@flybob.com www.flybob.com	Flyin' Bob is a one man three ring circus. Comedy variety juggling and tightwire walking. We direct circus camp programs in communities and schools across Western Canada and provide high quality Face and Body Painting for events as Mia's Facepainting.	212
Front Door +	Adam Fleming adam@b4tsolutions.com www.frontdoorplus.com	FrontDoor+ has been providing online ticketing services to agricultural societies since 2016. We offer an all-in-one ticketing solution that minimizes all friction points, and maximizes revenue opportunities. Our goal is to create a better event for the community that is more profitable, efficient, safe, and accessible. We will work closely with your existing team to increase revenue from online sales and make your event a success for all parties involved.	406
Great Canadian Solar	Clifton Lofthaug clifton@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.	313
Hi-Hog Farm & Ranch Equipment Ltd	Brett Peers brett@hi-hog.com www.hi-hog.com	Manufacturer of Rodeo Equipment, panels, gates, chutes, horse stalls, fire pits & picnic tables	305
Industrial Machine Inc.	Jason Rolfe jason@industrialmachine.ca www.industrialmachine.ca	Sales and service of municipal and contractor equipment such as Zamboni ice re-surfacers, snow removal equipment and asphalt maintenance equipment.	218

Company Name	Contact	DESCRIPTION	Booth Number
Kubota	<p>Don McClughan don.mcclughan@kabota.com www.kubota.ca</p>	<p>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:</p>	214-216
Landview Drones	<p>Markus Weber markus@landview.com www.landview.com</p>	<p>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.</p>	204
Longbow Sales	<p>Glenda Kilroe gkilroe@longbowsales.com</p>	<p>Supply, install and service for: Spectator seating - Grandstands, bleachers, fixed seating. Athletic Equipment - Basketball backstops, game posts & net, outdoor goals, divider curtains. Folding Walls - operable walls (acoustic & glass), accordion doors, security shutters/grilles.</p>	405
MCSnet	<p>Rhonda LaFrance feedback@mcs.net.ca</p>	<p>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.</p>	416
NFP	<p>Perry Cramer perry.cramer@nfp.ca www.nfp.ca</p>	<p>Since 2004, NFP has been working with Agricultural Societies to ensure they have a strong and economical insurance program that covers all aspects of their operation. Over 150 Agricultural Societies choose to purchase their insurance through NFP each year.</p>	410-412
OK Tire	<p>Shane Butner sbutner@oktire.com</p>	<p>You know your farm, we know your equipment. OK Tire agriculture tire technicians have all the right training to give you the best on-site and in-field service possible. take advantage of our farm services: Tractor setup, In field service, Rims and hardware, Ride issues diagnosis, Ballasting, Farm track service</p>	304-306

Company Name	Contact	DESCRIPTION	Booth Number
<p>Party King</p>	<p>Fred Whiteman partyking@telus.net www.partykingrents.com</p>	<p>Party King 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.</p>	<p>411</p>
<p>Peavey Mart</p>	<p>Karen Kitchen karen.kitchen@peaveyindustries.com www.peaveymart.com</p>	<p>Peavey Mart is 100% Canadian and employee owned, and proud to be "Canada's largest farm, and ranch retailer". We are strongly rooted in the communities and Rural regions we have continuously served, from BC to Ontario, since 1967. Our valued customers and partners can count on us to always "do the right thing" - what we can, when we can, to demonstrate our commitment to you. Peavey Mart is a retailer with a vast and varied category and product selection. We are unique; and, while we specialize in farm and ranch, there is almost no end to what you may find at Peavey Mart. From work wear, trades, power tools, automotive, hobby, outdoor adventure, homesteading, pet supplies, to lawn and garden and so much more - Peavey Mart may be your only stop if you make it your first.</p>	<p>409</p>
<p>Production World</p>	<p>Kelly Kimo kelly@productionworld.ca https://productionworld.ca</p>	<p>Production World has grown to become one of Alberta's most diversified, Tier-1, live event, production companies over the past 25 years. Thanks to our diversity, capacity and resources, we have become the go-to for live virtual and hybrid events. To date, events hosted in our studios have connected people worldwide through everything from Canada-wide online conferences to special Olympic events. Gala and fundraising events hosted in our studios have raised over \$1 million dollars. If you can imagine it, Production World can help you produce it. Scroll down to meet the team.</p>	<p>414</p>
<p>Pyrowest</p>	<p>Michael Mostaway michael@pyrowest.com www.pyrowest.com</p>	<p>Pyrowest brings a fresh take on the art of a fireworks show. We are a very creative and exciting professional fireworks company. Our owner, Michael, has been wowing audiences across Canada and the US, participating in over 350 professional shows for over 20-years.</p>	<p>222</p>

Company Name	Contact	DESCRIPTION	Booth Number
Redd Swing Productions	<p>Nikky Passmore Nikky@reddswingproductions.ca www.reddswingproductions.ca</p>	<p>Fair Game – The Gameshow Where You Don’t Know Sheep!</p> <p>Ever wonder how much wheat is in a bag of flour, or what part of the chicken is the nugget? The more readily available food is the less people seem to know where it came from. Fair Game is an all ages, light hearted, farm trivia show highlighting the work put into keeping agricultural products on the shelves. Up to 100 audience members instantly become active contestants each show from their personal device. Throughout the game excitement mounds as contestants only have 10 seconds to answer each question! After the final Barn Burner round the top three contestants are awarded a prize and the honour of standing atop the Hay Bale of Champions! Keeping each show farm fresh with a variety of trivia, fun facts and knee slapping cow jokes, Fair Game is sure to enlighten and entertain!</p>	401
Results Driven Agriculture Research (RDAR)	<p>Janada Hawthorne janada.hawthorne@rdar.ca www.rdar.ca</p>	<p>RDAR’s mandate is to target strategic investments in producer-led, results-driven agriculture research to power Alberta’s competitiveness, profitability, productivity, and sustainability. As a not-for-profit corporation, RDAR’s funding comes from the Government of Alberta, the Government of Canada, and Alberta’s Government through the Canadian Agricultural Partnership program.</p>	224
Rockyview Brewing Company	<p>Lyle Thorsen lyle@rockyviewbrewingco.ca</p>	<p>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.</p> <p>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.</p> <p>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.</p>	408
Select Entertainment	<p>Chris Martin chris@select-entertainment.com www.select-entertainment.com</p>	<p>Representing bands, circus acts, motorcycle shows, hypnotists, jugglers, magicians, animal acts and variety acts. We also offer easy ticketing solutions using the TicketScene Platform.</p>	407
Servus Credit Union	<p>Tamara Greenwood tamara.greenwood@servus.ca www.servus.ca</p>	<p>Servus Credit Union is a member-owned financial institution serving members from more than 100 locations in 59 communities. Servus aspires to build a better world - one member at a time - by shaping member financial fitness to help Albertans feel in control, financially resilient and able to pursue opportunities. For more information, call toll-free 1-877-378-8728 or visit servus.ca</p>	310

Company Name	Contact	DESCRIPTION	Booth Number
TechConnect	Darcy Gukert dgukert@tcorp.ca	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.	308
Ultimate Bull Fighting Experience & The Equus Experience	Brett Monea B-monea@hotmail.com www.Rafteru7.ca	Agriculture inspired experience for mental health and wellness	315



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EMCEE & SPEAKER BIOGRAPHIES



EMCEE & SPEAKER BIOGRAPHIES



Jody Seeley—EMCEE

Jody Seeley has over 21 years of experience in the media, social media and radio industries. She currently heads up [Our High River](#) and works to grow citizen engagement in High River, Alberta. She co-owns her own Media Company called LimeLite Audio and Media. She is a Communications Specialist with the Canadian Professional Rodeo Association and hosts her own podcast called The Jody Seeley Show. (available on iTunes and Spotify) Jody is also a professional emcee. She has hosted numerous events over the years in various communities. If you want someone who can make your event shine even brighter, hire Jody for the job. Freelance voicing is also one of Jody's greatest skills. She is an on-hold voice for various businesses across Canada, was the station imaging voice for over 10 radio stations across the country, plus she has voiced numerous commercials, videos, DVDs and more! Jody has a passion for community. She was named a Flood Hero from the Alberta Government for being the voice of "hope" in the community of High River. She is the past winner of the Okotoks & District Chamber of Commerce - Community Service Excellence Award, she won Industry Person of the Year from the Association of Country Music of Alberta - twice (made it top 5 in nominations for over 5 years) and has been nominated four times for Music Director of the Year with the Canadian Country Music Association.



Mike Labelle—EMCEE

Mike Labelle is a CPRA accredited rodeo announcer and has over 12 years of experience in this field. His career in rodeo announcing has also included freelance work for both television and radio. He has professional experience in traditional and satellite radio doing voice-tracking, hosting/creating a countdown show, and co-hosting and reporting. He is the co-owner of his own media company, Lime-Lite Audio and Media. As a rodeo celebrity and spokesperson for many sponsors he has also emceed a number of events over the years. He is professional, prepared and well spoken. Freelance voicing is also a passion of Mike's. He's voiced a number of commercials for media across Alberta. He is also the host of a podcast show called 'The Mike Labelle Rodeo Podcast.' (You can find it on his social media, iTunes and Spotify.) When he's not working or on the rodeo trail, he's trying to keep up with his four athletic daughter's extra-curricular activities in Calgary, Alberta along with his wife Nadine.



Allan King

Instructor with the Alberta Association of Recreational Facilities Personal

Allan King Started in recreation in 1994 with the City of Camrose. In that time he made ice for 7 Viking cups (an international hockey tournament), the Oilers/Flames rookie camp, Royal bank cup, Continental cup of curling, and Men's provincial curling among other events. In 2014 Allan took a position with the Town of Stettler where he made ice for many different provincial championships and the 2019 Scotties in Stettler. Allan has also done several contract jobs installing ice all over the place as well. He is an instructor with the Alberta Association of Recreational Facilities Personal and former Arena stream rep for the Province. He is truly passionate about what he does and loves doing it!



Andi Dzilums

Manager, Destination Development at Travel Alberta

Andi Dzilums is a collaborative leader with over 15 years of experience as a destination developer, community advocate, and marketing professional in the private, public, and not-for-profit sectors. As manager of destination development at Travel Alberta, he is responsible for planning and implementing tourism master plans, experience development, identifying and exploring tourism investment opportunities, and business growth coaching. Andi is also a passionate supporter of niche tourism sectors including agri-tourism, culinary and food tourism.

SPEAKER BIOGRAPHIES



Angela MacDonald

OAAS—AG Society Director

Angela has been involved with the Forest Ag Society for 15 years or more, as well as the OAAS. Throughout the year you can find her attending meetings, running various events, serving on the board of directors and She shares a passion to see youth succeed and are always willing to work together with others to make this happen.



Angie Payne

Registered Counselling Therapist

Angie Payne is a Registered Counselling Therapist with the Association of Counselling Therapists of Alberta. She brings over 10 years of experience as a Certified Equine Gestalt Coach facilitating sessions for individuals and groups. Prior to starting her career in mental health, Angie spent 25 years in Corporate Calgary in Administration and Human Resources. Angie is the resident Farmer in Training at Rafter U7 Ranch and Wellness Center and co-creator of the Equus Experience.



Brenda Herchmer

Campus for Communities of the Future, Catalyst2030, Co-Chair Canada Chapter

Brenda Herchmer is a passionate community builder who is committed to promoting the value of a collaborative culture and future-readiness. She is the founder and CEO of a social enterprise called Campus for Communities of the Future and Co-Chair of Catalyst2030 Canada. A speaker, trainer, and consultant across Canada, she is a former professor and director at Niagara College, Director of ACE Communities (Alberta) and worked for the City of Niagara Falls. Brenda is the author of three books, a YWCA Woman of Distinction, and a Brock University Distinguished Graduate.



Brenda Robinson

Speaker and Trainer

Brenda is a speaker, trainer, writer and consultant. She is the founder and president of The Robcan Group. Her Bachelor of Arts was earned at Brandon University and her Masters of Education at Simon Fraser University. She has been addressing groups for over thirty years about communications, humour, laughter, positive working skills and wellness in general. Her workshops and presentations are in high demand. She has authored four books and created an Audio CD set to help people to develop these skills.



Brett Monea

Co-Owner at Rafter U7 Ranch and Wellness Centre, Professional Bull Fighter

Brett Monea is a Professional Bull Fighter with over 20 years of experience in the field (including protecting cowboys at the Calgary Stampede, the Canadian Finals Rodeo, PBR Canadian Finals and other major bull ridings and rodeos across Canada). He's also a journeyman carpenter, rancher and more recently an instructor/ co-creator of the Ultimate Bull Fighting Experience. Brett, his wife Amy, their son Wesley and daughter Kate, call Carstairs home.



Brian Siddle

Director of Community and Content

Brian Siddle is the Director of Community and Content at Strong Coffee Marketing. Much of Brian's time is spent speaking on digital marketing topics at engagements throughout North America. He has developed keynotes, workshops, and webinars for organizations such as Travel Alberta, Tourism Yukon, PGA of Canada, Century 21, Giant Screen Cinema Association and Alberta Culture and Tourism. Before founding Strong Coffee Marketing, Brian worked at Travel Alberta where he played a key role in the creation of their first social media strategy. He was also the first social media voice of the organization. Brian holds a Bachelor of Management Degree from the University of Lethbridge and a Golf Operations Management Diploma from MacEwan University.

SPEAKER BIOGRAPHIES



Carmen Andrew

Director, Agriculture & Irrigation

Carmen is the Director of Agriculture & Irrigation. The Alberta Agricultural Societies Program is one of the main projects in her portfolio, in addition to the Ag-Info Centre, Agri-News and other key agricultural recognition programs like the Century Farm and Ranch Award and Agriculture Hall of Fame. Carmen is based out of the Stettler office, resides in the central Alberta village of Delburne and is active with her community and family.



Christie Kerr

Director of Fair and Festival Operations

Christie Kerr has worked for the Pacific National Exhibition for over 20 years, where until 2020 her primary focus was on Agriculture programs and events. During her years overseeing Agriculture programming, she was instrumental in developing the PNE's Consumer Protection Plan as well as elevating animal care as a priority with live displays. Christie is currently the Director of Fair and Festival Operations with a broader focus on the PNE's signature events and building successful teams, however the passion for Agriculture education is at her core and has led her to working with CAFÉ's to deliver the Animal Care Workshops.



Clifton Lofthaug

President, Great Canadian Solar Ltd

Clifton will be speaking about Solar Electric Systems and Agriculture

This presentation will explain how grid-tied solar systems work, what type of systems to consider, and available grants, rebates, and financing is available to help harvest the sun in a different way.



Diane Ringuette

Owner of Five Hearts Consulting

I'm Diane Ringuette, owner of Five Hearts Consulting. I have my CPA, CMA designation and am a Certified Professional Bookkeeper. I was the Controller for a medium sized business for over 28 years and am now currently working with small to medium businesses helping them achieve their full potential by providing bookkeeping and QuickBooks® Online training so they can make sense of their numbers. I enjoy spending time with my family as well as golfing, camping, travelling, and watching my grandchildren's hockey, volleyball, and dance recitals



Eileen Kotowich

Agriculture & Irrigation

Eileen Kotowich is the provincial farmers' market specialist. She manages and administers the Alberta Approved Farmers' Market Program for the ministry of Agriculture and Forestry. Her days are spent coaching and educating boards, managers and vendors on the ins and outs of farmers' markets. Eileen's passion is for local food and for the small producers and processors who choose to sell through farmers' markets. In addition to her work with the Program, Eileen works with the Explore Local team to deliver training events for clients selling direct to consumers and was the lead for the Local Food team that developed Alberta's first local food legislation, Supporting Alberta's Local Food Sector Act.

SPEAKER BIOGRAPHIES



George Cuff

President at George B. Cuff & Associates Ltd.

George B Cuff, FCMC is a respected management consultant and advisor to governments and their agencies. He has offered counsel on numerous topics for the past 43 years and has undertaken difficult assignments for all three levels of government in Canada as well as for state and local governments in the US. He speaks at about 20 conferences and seminars each year; conducts orientations for new councils; and acts as a keynote speaker at various conferences. At this stage of his career and life, George is not looking for work but takes on engagements which appeal as having the potential to add value.



Heather Karst

Senior Relationship Manager Team Lead at Servus Credit Union

Heather grew up on a mixed beef and grain farm in southern Saskatchewan before completing her Bachelor of Science in Agriculture from the University of Saskatchewan in Saskatoon. She has then spent almost 20 years in Agriculture lending in Saskatchewan and Alberta. 10 ½ years at RBC, just over 3 years at AFSC, and the last 5 ½ years with Servus.



Jarrod Anaka

Regional Sales Manager for Firestone Ag in Western Canada.

Jarrod Anaka is the Regional Sales Manager for Firestone Ag in Western Canada. He has been in the Tire industry for over 22 years and has been with Firestone for the last 10 years. He will be speaking on Firestone Ag History, as well as products and services designed to help farmers get the most out of their equipment.



Jessica Cook

Vice President ,The Dundalk Agricultural Society

Jessica has been involved with her Ag Society for 15 years or more, as well as the OAAS. Throughout the year you can find her attending meetings, running various events, serving on the board of directors and She shares a passion to see youth succeed and are always willing to work together with others to make this happen.



Joanne Holt

Joanne continues to enter many local fairs and has been successful at the Royal Winter Fair in Toronto and most recently was a gold medal winner at the World Jam Competition in the United Kingdom. Currently a member of the Canadian embroiders guild Guelph, and as well been a member of several quilter guilds. Joanne has been a judging school instructor for the past five years and I continue to be an active judge in several categories. I believe in the standards of the system to make it equal and fair for all participants. I also believe we need to keep the system interesting and current to encourage youth participation.



Jon Schallert

Jon Schallert is the only business consultant in the world teaching businesses and communities how to reinvent themselves into Consumer Destinations. Jon speaks to thousands annually on his trademarked 14-step “Destination Business” process, which he developed during the last 25 years after interviewing over 10,000 business owners in more than 600 communities. When Jon is not speaking around the country, he conducts his 2½ day Destination Business BootCamp in Colorado, and oversees his online class, The Destination Creation Course. Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards, where his marketing strategies were publicized throughout the company as “the Schallert Method”. Jon’s insight is frequently seen in publications, such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine.



Kathryn Lambert

Convention Coordinator

Kathryn has been involved with the Glencoe Agricultural Society for 15 years or more, as well as the OAAS. Throughout the year you can find her attending meetings, running various events, serving on the board of directors and She shares a passion to see youth succeed and are always willing to work together with others to make this happen.

SPEAKER BIOGRAPHIES



Lauren Armstrong
OAAS Provincial Director

Lauren has been involved with her Ag Society in Plympton-Wyoming for 15 years or more, as well as the OAAS. Throughout the year you can find her attending meetings, running various events, serving on the board of directors and She shares a passion to see youth succeed and are always willing to work together with others to make this happen.



Lowell MacDougall
MCSNet Corporate Sales Manager

Lowell joined the MCSnet team almost a year ago. He specializes in finding the right internet package for all sizes of businesses and municipalities. He also joins his fellow team members at events throughout our service area to keep community spirit and pride alive.



Mark Mayfield
Owner, MAYFIELD PRESENTATIONS

Mark has one of the most diversified backgrounds in the speaking industry having owned and operated several businesses ranging from livestock production to nightclubs to golf instruction, and also spent ten years as a lobbyist in Washington, D.C. and in thirteen state legislatures for a Fortune 500 company. That business experience combined with his work as a nightclub performer allowed him to create truly unique presentations. His tagline is simple: Solid Business Wisdom in a Brilliant Comedic Style. He is one of the rare individuals in the world who is equally adept at performing comedy shows or high content speeches.



Matt Sproule
Telecommunication Engineer and Planner

Matt is a Telecommunication Engineer and Planner with 25 over years experience. Matt currently owns and operates an Alberta based Telecom engineering firm called Tango. Matt has worked closely with many public sector across Alberta and has successfully built multiple broadband, data and sensor strategies for agricultural, ranchlands and municipalities



Max Fritz
Speaker

Max brings a unique suite of skills from an extensive business background. His previous senior positions have harnessed a passion for advocating for Alberta's world class landscape and the critical fabric of rural communities and people that care for it so well. He is a perceptive individual who enjoys working with organizations in building realistic strategic solutions that advances their relevance and purpose; this blends well in his current leadership position with a regional land conservation organization where he has the pleasure of safeguarding the beauty of our natural landscape in partnership with ranchers and farmers that share those same values.



Monika Warring:
Agriculture & Irrigation

I would like to introduce myself. My name is Monika Warring and I have been with the Government of Alberta for a little over 8 years. About 4 years ago I joined the Rural Policy and Programming Section as Grant Program Support. I process the Agricultural Societies Annual Grant and Annual Return applications and assist with the review of Bylaws. Those are just a few of the many ways I am available to assist agricultural societies. I can be found in the Stony Plain Office of Agriculture and Forestry. An original Eastern transplant I have lived in Alberta for over 30 years and currently live in the Lac Ste Anne County.

SPEAKER BIOGRAPHIES



Nicola Doherty

Open Farm Days Marketing Coordinator

Nicola Doherty started working with AAAS in 2019 as part of Alberta Open Farm Days as the marketing coordinator. She has been working in marketing and social media for over 10 years with her own company, Cultivate Digital Media working on social media, marketing, and public relations for local and national brands. When she's not working, she enjoys hanging out with her family and dogs and is going to thoroughly enjoy travelling again.



Paul Cabaj

ACCA, Executive Director

Paul has an extensive background in leading social and economic innovation and has a long history of co-operative development – both in Canada and abroad. Before his appointment, Paul was with Co-operatives and Mutuals Canada and has worked as a consultant, researcher, entrepreneur and leader going back to 1988. He sits on several co-operative boards and committees – local, provincial, and national.



Perry Cramer

Vice President, Client Executive , NFP

Perry and his firm specialize in providing insurance and risk management services to ag societies in Alberta. Foster Park Brokers, now called NFP Canada, has been providing insurance to Ag Societies since 2004.



Rob Dombowsky

HR and Labor Advisor to the Trucking and Logistics Industry

Rob Dombowsky is a Human Resources and Safety Industry Advisor with the Alberta Motor Transport Association. He has diverse industry experience in transportation and logistics, manufacturing, construction, and human/professional services. Rob is also an instructor at the University of Lethbridge, where he teaches Occupational Health and Safety, as well as Human Resources and Labour Relations. With over 20 years of experience, he has been actively engaged in the Human Resources and Safety community at local, provincial, and international levels.



Sara Steeper

OAAS AG Society Director

Sara has been involved with her Ag Society for 15 years or more, as well as the OAAS. Throughout the year you can find her attending meetings, running various events, serving on the board of directors and She shares a passion to see youth succeed and are always willing to work together with others to make this happen.



Tammy Hampel

Owner, Rocking H Safety Solutions Ltd.

Tammy is the owner of Rocking H Safety Solutions Ltd, a firm that builds safety management systems and provides guidance on implementing those systems. She has been serving small to medium size businesses for the past 9 years in an administrative and/or consulting role. She has 15 years of field and administrative safety experience primarily in the oil and gas or construction industries. She has supplemented her field experience with education earning the NCSO designation through the Alberta Construction Safety Association. Tammy is also a First Aid, WHMIS and TDG instructor.

SPEAKER BIOGRAPHIES



Tannis Baker

Open Farm Days Coordinator

Tannis Baker brings her knowledge and experience of over 15 years working in beverage-alcohol to the culinary tourism industry at Food Tourism Strategies (FTS), an Alberta-based consulting firm with a passion for growing and sharing the local food scene. Tannis was appointed Executive Director of the Alberta Culinary Tourism Alliance in 2014 as a result of her leadership and deep experience in food marketing, wine and spirits, sales and education fields. In 2015, Tannis was named 50 Most Influential Albertans by Alberta Venture Magazine. Previous to this, Tannis was project lead of market research on Food Marketing & Policy at the University of Calgary, and was Brown-Forman's Director of Business Development for Western Canada.



Terri Mand

OAAS

Terri Mand has been involved in the Rockton Fair as a long-time exhibitor, Homecraft Chair, and Associate Director. She is a member of Rockton fair's Board of Directors. Her ancestors date back to the very first Rockton World's fair over 170 years ago so you might say that "fair fever" runs through her family. Currently, she also serves as one of the district 6 Directors, and Judging contact as well as helping on the OAAS judging panel.



Tim Carson:

Alberta Association of Agricultural Societies

Tim has spent most of his life living, working and playing in rural Alberta. Through the many twists and turns his career has taken, Tim has developed a deep passion for rural communities and the need for renewed success in the 21st century. For more than a decade now Tim has channeled his rural enthusiasm towards Agricultural Societies, recognizing that volunteers and their passion are the heart and soul of communities. He is currently the Chief Executive Officer of the Alberta Association of Agricultural Societies and has had the opportunity to meet tremendous people from across Alberta, Canada and the United States who are directly connected to the fair industry and rural. These connections and experiences have provided a unique perspective on the challenges facing rural communities. Tim and his wife Kim live on 80 acres outside a small community just north of Edmonton and along with their 2 sons are continuing to live, work and play in rural Alberta.



Vince Brennan

OAAS Manager

As a former dairy farmer from Stirling, Ontario, Vince brings nearly 45 years of involvement with his local agricultural society as an exhibitor, director, and committee member. Strong organizational and governance skills have been gained from working with the Hastings Federation of Agriculture as a 4-H volunteer and serving as President of the Ontario 4-H Council during a time of significant change. Vince has been an official dairy livestock judge for most of his life and has had the opportunity to judge livestock shows in many countries around the world. He is also an avid curler who actively supports several local clubs in the area. Vince has been the Manager of the OAAS since the spring of 2016



Zack Ziolkowski

Government Relations Counselor

Zack is an experienced government relations professional having worked in Alberta politics for 10 years including as the Director of Research and Communications for the Government Members Caucus and managing various political campaigns. He pairs this political experience with his strong policy background having worked with the Alberta Urban Municipalities Association on developing amendments to the Municipal Government Act. Zack's role at Alberta Counsel is to work with clients to find creative solutions to their advocacy challenges and guide them through the complex Alberta political landscape. In addition to this, Zack also hosts a variety of informational webinars, town halls, and education sessions on a wide breadth of topics.

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ANNUAL CONVENTION AND TRADESHOW

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SHOWCASE ENTERTAINMENT



SHOWCASE SCHEDULE

FRIDAY MAINSTAGE

8:30 pm - 9:00 pm	Fair Game- The Gameshow Where You Don't Know Sheep!
9:00 pm - 9:30 pm	Circus Surreal
9:30 pm - 10:00 pm	The Magic and Hypnosis of Roger Boucher
10:00 pm - 10:30 pm	Velvet Hand
10:30 pm - 11:00 pm	Bonnie Kilroe

SATURDAY MAINSTAGE

Cocktail Hour

5:30 pm - 6:00 pm	Frank Peters & Range Patrol
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Evening Showcase

8:00 pm - 8:30 pm	Ben Crane
8:30 pm - 9:00 pm	Jake Buckley
9:00 pm - 9:30 pm	Chantell Marie
9:30 pm - 10:00 pm	Quinton Blair
10:00 pm - 10:30 pm	Dirt Road Angels
10:30 pm - 11:00 pm	Justin Hogg

*** SCHEDULE TIMES SUBJECT TO CHANGE ***

MAINSTAGE SHOWCASE ACTS



Fair Game

Ever wonder how much wheat is in a bag of flour, or what part of the chicken is the nugget? Join in the live game show from your personal device, challenge yourself and your friends to see how much you know about everyday ordinary things brought to you by your soon to be best friends... FARMERS

Contact Name: Nikky Passmore

email: bookings@redswingproductions.ca

www.reddswingproductions.ca



Circus Surreal

Circus Surreal melds years of experience in amazing circus arts such as aerials, magic, sword swallowing, stilt walking, and fire dancing into a modern presentation perfect for crowds of all ages and venues of all sizes. Head performer Lindsay Istace has been entertaining audiences since 2011 and is known for her unique circus skills, quirky personality, sense of humour, and endearing way of relating to the audience. From interactive stage shows and elegant ambient visuals to roving characters in custom LED costumes or fun children's entertainment featuring Professor Dillon's Silly Science Show, these talented professionals bring a wow factor to every performance.

Contact Name: Chris Martin, Select Entertainment

email: chris@select-entertainment.com

www.select-entertainment.com



The Magic of Roger Boucher

Roger Boucher loves to entertain. Introduced to the art of magic while attending university, Roger became instantly hooked and embarked upon a career as an entertainer (needless to say his parents were thrilled!). 16 years later, as a full time entertainer Roger gets to do what he loves and always brings a big contagious smile to the stage – most recently as the emcee and host of RiseUP TV. Offering magic and hypnosis shows for any age group and all types of events, Roger takes pride in engaging every audience member. From the moment he steps into the spotlight until the conclusion of his last stunning effect, he has them completely involved, laughing and gasping in amazement.

Contact Name: Chris Martin, Select Entertainment

email: chris@select-entertainment.com

www.select-entertainment.com

MAINSTAGE SHOWCASE ACTS

Velvet Hand



Hailing from Saskatoon, Velvet Hand has performed for a wide variety of events across Canada in the past seven years including fairs, festivals, Christmas parties, ladies nights, and other fun community events. With over 5 hours of material and a variety of themed shows - including their Beatles Tribute, 60's Revival Show, or Traditional Cover Song Night, Velvet Hand will entertain your guests with a high-class, high quality live-music experience that a generic cover band simply can't deliver. They can provide lively energy to get people up dancing in the beer gardens, or can provide a smooth 'easy-on-the-ears' sound to create an easy-going, relaxed atmosphere for your crowds. Their recent collaboration with vocalist Gillian Snider allows the band to add an exciting Janis Joplin tribute to their list of performance themes you can include for your fair.

Contact Name: Chris Martin, Select Entertainment
email: chris@select-entertainment.com
www.select-entertainment.com



Bonnie Kilroe



Bonnie Kilroe is a winner of the prestigious Bea Fogelman Award of Excellence. Bonnie has performed, and won awards, at the annual Las Vegas Reel Awards Tribute Artists' Convention many times in the past. In February of 2020, she was excited to be attending the Reel Awards once again, and was thrilled to have been chosen the winner of this year's Country's Hottest Hitter Award for her tribute to Patsy Cline. The music of Patsy has always been near and dear to Bonnie's heart and she couldn't be happier to have received such a prestigious award for her tribute to the late, great Patsy Cline.

Contact Name: Bonnie Kilroe
email: bonniekilroe@gmail.com
www.celebrity-imposters.com



Frank Peters & Range Patrol



Country music quartet entertaining listeners and dancers with original music by Frank Peters and Lloyd Jackson, supplemented by selections written by Ian Tyson, Fred Eaglesmith and others.

Contact Name: Rob Gilgan
email: rgilgan@gmail.com
<https://www.reverbNation.com/artist/video/17127790>



MAINSTAGE SHOWCASE ACTS



Dirt Road Angels

The Dirt Road Angels are a rockin' country female group who deliver deliciously layered harmonies and an undeniably hefty dose of charisma along with a high energy stage performance. Individual recording artists Danita Lynn, Dahlia Wakefield, Shila Marie and Karen Claypool collaborated in 2013, branding themselves **Dirt Road Angels**. They released an introductory Compilation CD and continued on to record two more albums, releasing 12 singles to Canadian Country Radio along with music videos, receiving international recognition and award nominations. As an independent group, these hard working ladies have accomplished much in their ten years and are grateful for their loyal fans. With new music to be released in 2023, they strive to keep the momentum going on their musical journey together.

Contact Name: Danita Lynn

Phone: 403-415-6168

email: dirtroadangels4@gmail.com

www.dirtroadangels.ca



Justin Hogg

Emerging Country Music Artist born and raised in Morinville, Alberta, currently residing in Edmonton, Alberta. Having journeyed through various musical styles over the years, Justin Hogg has truly found his roots in the country music scene. Drawing on influences like Keith Urban, Rascal Flatts, and Jason Aldean, his style is a blend of country, rock, and pop music with his own twist of originality that has earned him his first Top 100 single at Canadian country radio with his song, "Just Drive". Having been offered opening slots for Brett Kissel, High Valley, Aaron Pritchett, George Canyon, and Jess Moskaluke, among others, Justin takes every opportunity to learn from the experience of artists that have paved the way for others in Canadian Country Music.

Contact Name: Justin Hogg

email: justinhoggmusic@gmail.com

www.justinhoggmusic.com



Chantell Marie

Originally from Yellowknife, Edmonton-based Chantelle Marie sings from her soul, taking the audience on a seductive journey. The up-and-coming singer and songwriter works solo or in a band format and caters performances to the audience; inviting them to join her on an intensely personal journey. Her original composition, "Next Level Confidential", was featured in "Grotesque", directed by Brandon Rhiness. The film premiered at Edmonton's Garneau Theatre in July of 2022 and is available on streaming services. Chantelle Marie has performed at several local coffee house and venues and was part of "Jammin' For A Cure", a charity event that raised over \$50,000 for cancer research. "Butterfly Heard", Chantelle Marie's full length, debut recording is complete. The album was produced by Stew Kirkwood at Dept.9 Studios and features the cream of Edmonton's studio musicians. The finished product is slated for a spring 2023 release.

Contact Name: Tracey-Lynn Byrne

email: spiritedsinger@hotmail.ca



MAINSTAGE SHOWCASE ACTS



Jake Buckley

Jake started his musical journey in his hometown of Edmonton, Alberta in 2010. He has been writing and playing professionally ever since. His genuine, humble, “what you see is what you get” approach to music has earned him a spot on the Alberta music map. Playing stages at major Alberta events including The Beaumont Blues and Roots Festival, Wild Oats and Notes Music Festival and Wild Mountain Music Festival. His debut EP release Tavern (2013) was a success, with the single Tavern Down Below coming top three in an Alberta based singer songwriter competition.

Contact Name: Jake Buckley

email: jbuckleymusic@gmail.com

www.jakebuckley.ca



Ben Crane & Jessica Oracheski

This daddy-daughter duo's music-a mixture of Americana, folk, roots and old time, sprinkled with hints of jazz & swing all played on fiddle, cello, mandolin, acoustic guitars-has captivated audiences for 20 years. Ben is a singer-songwriter who has toured across western Canada and the US for the past 40 years. He is an award-winning western cartoon illustrator best known for his work with greeting card giant Leonin' Tree. His daughter Jessica has shared the stage with him since she was 6. Tiny and armed with a violin she'd climb up on a chair so she could see the crowd, and would consistently steal the show from her daddy. She still does to this day.

Contact Name: Ben Crane

email: ben@ben Crane.com

www.ben Crane.com



Quinton Blair

Honest as a day spent on a tractor, and driven like the drifting Prairie snow. 7 time Manitoba Country Music Association award winner, Quinton Blair is a road running, tale-spinning songwriter. Authentic and smooth like a diesel engine, his beard glistening in the setting sun, its rodeo mud in his teeth and horses in his blood.

Contact Name: Angie Morris

email: sirroma@telus.net

www.quintonblair.com



VIDEO SHOWCASE



FOXX WORTHEE

Together, Crystal Smith and Nicole Perkins are Foxx Worthee – a duo setting a standard for female country artists in Canada. Forming in the late 2000s, Foxx Worthee has been a mainstay on the country music scene across the west for years, playing the best bars, honky-tonks, stages and festivals from coast to coast.

Contact Name: Crystal Smith
email: foxxworthee@hotmail.com
www.foxxworthee.com



RIDE THE VIBE

A unique and exciting motorcycle stunt show where spectators stand less than 15 feet from the action! Multiple shows per day - each show is a unique display of technical maneuvers and the riders conquering obstacles, including leaps onto their custom-built bus and helmet-scraping backflips sure to thrill your fair-goers.

Contact Name: Chris Martin
email: chris@select-entertainment.com
www.select-entertainment.com



TRAVIS DOLTER

On or off the stage, Travis exudes an abundance of energy and positivity. Raised on the family farm an hour Southeast of Edmonton, Travis brings a stage dynamic that seizes the audience's attention. A talented singer-songwriter & musician who has been heavily influenced by country music and old rock and roll; his live show features a mix of hits from 50's to current day, along with story filled originals. Known for his witty sense of humor and charming personality, Travis has been compared to a mix of Kenny Chesney and Buddy Holly with a hint of Barenaked Ladies! Every Song...A Story

Contact Name: Shelly Dolter
email: travisdoltermusic@gmail.com
www.travisdolter.com





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