



ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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Welcome to September. Harvest season and the fruits of so much care in growing. It has been a year of extremes. Fires, floods, heat, rain, drought, and yet Albertans have endured and overcome. Our Ag Societies have supported their communities throughout and will continue to do so.

Agricultural Societies have been supporting and serving people in Alberta for well over 100 years. These amazing organizations and people have been provided an exceptional opportunity for recognition for the vital role they play in enhancing the vibrancy of community. The government of Alberta has declared September 21st as Agricultural Societies Day. This special day will be celebrated every year providing Ag Societies of all sizes their moment in the spotlight. Please take advantage of the declaration to share your Ag Society's achievements.

Fall Regional Meetings will be taking place across the Province in October this year. We look forward to providing an update on what your association has been up to as well as a chance to hear from your fellow Ag Society members on their challenges and success'. Please join us at any one of the 8 meetings taking place. All will include a meal, exciting information and stimulating conversation. You can register to attend the meeting that makes sense for you on our website. All are welcome.

Provincial budget for 2023 has indicated significant dollars will be invested in infrastructure renewal for Agricultural Societies (\$7.5 million over 3 years) and Community, Culture and Recreation Infrastructure (\$140.6 million over 10 year). These programs are currently under development. We are hoping for the eligibility and applications will be available later this fall.

To be effective and influential AAAS requires quality and up to date information to share with key stakeholders. The information we have has been instrumental in securing core funding for our members, as well as supporting new programs that support the Ag Societies. Unfortunately, our information is now considered out of date and a new study has been commissioned. This study will be essential to future success of our members as well as AAAS. We require 2 key components to be successful.

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Access to Ag Society reporting documents – for our consultant to gather the information required for the report he must have access to the reporting documents Ag Societies have submitted to the Government of Alberta. The information gathered will not be used for any other purpose other than creating the report and no individual Ag Society will ever be singled out. AAAS has requested access to these documents from each of our members. If you have not yet granted us access, please do so as soon as possible. If you have any questions or concerns, please contact our office.

AAAS is requesting donations from our members to assist in paying the \$60,000 fee for generating this vital information. Several members have already contributed to this fund, but we are still significantly short of reaching our goals. If your Ag Society finds value in the advocacy AAAS provided, please donate. If you have questions or concerns about donating, please contact our office.

Planning for the 2024 Annual convention is well underway. There will be many new and exciting speakers and topics this year, as well as some of your favorite

presenters are retuning. February 1-3, 2024, at the River Cree Resort and Casino will be a great learning experience. Hotel booking and delegate registration opens November 1st. Have the conversations with your Board and members now and send a contingent to this amazing event. The information and energy that will be returned to your Ag Society and community will be inspiring.

On behalf of the Board and staff of AAAS, we look forward to seeing everyone at the regional meetings. We will share more detailed information with you then. In the meantime, Happy Harvesting.

If you have any questions or require support, the amazing team of AAAS staff will be happy to help you.

See you soon.

Tim Carson,
Chief Executive Officer
Alberta Association of Agricultural Societies



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Fall is in the air and it will be a busy one on the Agricultural Society front! Here are a few things that you might be interested in:

September 21 is Agricultural Societies Day in Alberta

Alberta's government is designating Sept. 21 as Agricultural Societies Day in Alberta in perpetuity! Did you know that agricultural societies (Ag societies) own or operate more than 900 different types of facilities and host more than 37,000 activities and events per year? Ag societies improve the quality of life of their communities by providing educational programs, events, volunteer opportunities, services and facilities. From rodeos and bench shows to education programs and conferences, ag societies help their communities thrive. 4-H and agricultural societies also have a strong connection throughout rural Alberta. Stay tuned for various social media promotions!

Alberta Agricultural Society Innovation Award

The Innovation Award was originally created in 2020 to recognize agricultural societies who had shown significant initiative and resilience during the COVID-19 pandemic. Now in its fourth year, the award showcases broader innovation and resilience in action in our rural communities. Nominations will launch on Oct. 10 and will close on Nov. 30. Be sure to check out alberta.ca/alberta-agricultural-society-innovation-award

AgKnow – Alberta Farm Mental Health Network

Through the Canadian Agricultural Partnership (now superseded by the Sustainable CAP program), seed funding was granted to the Agriculture Research and Extension Council of Alberta to establish AgKnow. The organization is a province-wide network, set to destigmatize mental health and promote resilience among farmers and farm families. This fall, AgKnow will be offering new suicide prevention and awareness workshops. More information on the workshops and other resources can be found on AgKnow.ca

Are you signed up for Agri-News?

Published each Monday, Agri-News covers the latest on all things agriculture in Alberta. Find news on livestock, crops and markets, research, food and beverage production and programs and events. Sign up to receive the weekly newsletter at alberta.ca/agri-news

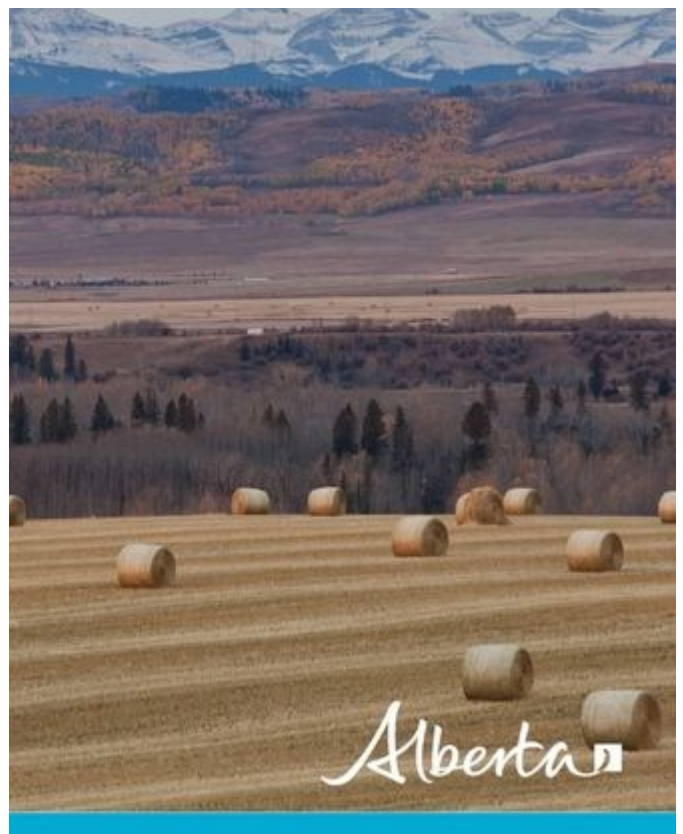
310-FARM

310-FARM is the first point of contact for Agriculture, Forestry and Rural Economic Development's programs and resources. Call us toll-free at 310-3276 (FARM) or email 310-farm@gov.ab.ca with your questions.

Our Ag Society team looks forward to seeing many of you at upcoming Regional Meetings!

Carmen Andrew

Director,
Agriculture, Forestry and Rural
Economic Development
Carmen.andrew@gov.ab.ca



Moving Forward Together >>>

We actively sponsor or contribute in some way to organizations and societies like the AAAS across Canada throughout the year – and consider every individual member to be our Most Valuable Partner.

We are 100% Canadian and employee owned ourselves and we all live and work in your region and community too. Canada's Largest Farm and Ranch Retailer.



CLEAN ENERGY COMMUNITY FUND

At ATCO, we're committed to meeting the needs of a new and exciting energy future while maintaining safety, reliability and affordability. Through the **Clean Energy Community Fund**, we are helping organizations on their journey to a more sustainable future.

If your Agricultural Society operates within the ATCO Gas or ATCO Electric service area in Alberta, you can apply to receive single-year funding up to \$15,000 that supports your energy transition journey.

Deadline to submit applications
is September 30, 2023.



[Learn more](#)

ATCO[™]





On September 21, 2023, Alberta will come together to celebrate Agricultural Societies Day, a special occasion dedicated to recognizing the invaluable contributions of the 291 Agricultural Societies spread across the province. These organizations, comprised of dedicated volunteers, work tirelessly to enhance the quality of life in their communities by developing programs, offering essential services, and providing facilities that cater to the unique needs of their regions.

Alberta's Agricultural Societies play a vital role in fostering a sense of community, particularly in rural areas where isolation can be a challenge. They are the unsung heroes behind countless events that bring people together, from small town fairs to community gatherings, providing opportunities for socialization and connection.

"They run the facilities. They plan and host the community events. THEY ARE THE ONES BEHIND THE SCENES," emphasizes the importance of these selfless volunteers.

By designating a special day to honor their remarkable efforts, we can express our gratitude for their hard work and unwavering dedication. This celebration also serves to raise awareness about the pivotal role Agricultural Societies play in our communities and encour-

ages more individuals to get involved in supporting and volunteering for these essential organizations.

To join in the celebration of Agricultural Societies Day in Alberta on September 21, we invite everyone to participate on social media using the hashtag *#abagsocietiesday*

Share your personal experiences and thoughts:

- What does your Agricultural Society mean to you, and why should others consider joining?
- How has your Agricultural Society positively impacted you or your community?
- What is the most rewarding aspect of being part of your Agricultural Society?

Let's come together to celebrate the dedication, hard work, and community spirit that Agricultural Societies bring to Alberta. Join us on September 21 as we shine a spotlight on these unsung heroes who make our province a better place to live.

For more information and to find your local Agricultural Society, please visit our website:

www.albertaagsocieties.ca



2023 FALL REGIONAL MEETINGS

UPCOMING FALL MEETING DATES

Payment is either Credit Card at time of booking or cash or cheque. Credit/Debit is not available at the meeting

** PLEASE SEE WEBSITE TO REGISTER ONLINE **

Region 1

Tuesday October 10th
Coaldale Inn
913 - 19A Avenue Coaldale
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is Thursday October 5th
Cost \$35

Region 2

Wednesday October 11th
Carseland Hall
320 Railway Avenue Carseland
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is Thursday October 5th
Cost \$35

Region 3

Thursday October 12th
Bashaw
4750 - 45 Avenue Bashaw
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is
Thursday October 5th
Cost \$35

Region 4 (meeting 1)

Monday October 16th
Two Hills
Rec Centre 5303 - 45 Avenue
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is
Wednesday October 11th
Cost \$35

Region 4 (meeting 2)

Tuesday October 17th
Hardisty
Elks Hall
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is
Wednesday October 11th
Cost \$35

Region 5 (meeting 1)

Monday October 23rd
Rochester
1st Street Rochester (hall is directly
east of store on main street)
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is
Monday October 16th
Cost \$35

Region 5 (meeting 2)

Tuesday October 24th
Evansburg
TBD
Doors Open at 5:30 pm
Dinner at 6:00 pm
Meeting to follow
Deadline to RSVP is
Monday October 16th
Cost \$35

Region 6

Saturday October 14th
Grovedale
6366 TWP 700 Grovedale
Doors Open at 10:00 am
Meeting to start at 10:30 am
Lunch at 12:00 pm
Continue with meeting after lunch
Deadline to RSVP
is Tuesday October 10th
Cost \$35



FALL EVENT LISTINGS

FOR MORE DETAILS AND TO ADD YOUR EVENTS—SEE OUR WEBSITE

<https://www.albertaagsocieties.ca/events-by-map/>

SEPTEMBER

- Sept 16, 2023 Antique Tractor Pull—Airdire Ag
- Sept 16, 2023 ART of the Harvest—Airdire Ag
- Sept 16, 2023 Ranch Rodeo & Dance—
Yellowhead Ag
- Sept 16, 2023 Fall Fair—Sangudo Ag
- Sept 23, 2023 2nd Annual Oktoberfest—
Milk River Ag
- Sept 23, 2023 Corn Maze Opens—Vegreville Ag
- Sept 24, 2023 The Great Rural Race—Ardrossan Ag
- Sept 30, 2023 Outgrown it Sale—Ardrossan Ag
- Sept 30, 2023 Barn Dance—Okotoks Ag

OCTOBER

- Oct 5, 2023 Thanksgiving Market—Boyle Ag
- Oct 14, 2023 Garlic Festival—Andrew Ag Society
- Oct 22, 2023 50th Anniversary Chicken Supper—
Josephburg Ag Society
- Oct 25, 2023 ‘Reimagining Rural Economic
Development: Cooperative Innovation
& The Future Of Our Communities’
Conference
- Oct 28, 2023 “Boot Scootin BOOgie” - Madden Ag
- Oct 28, 2023 Halloween Barrels and Breakaway
Jackpot - Stettler Ag

NOVEMBER

- Nov 3, 2023 Celebrating 50 years—Dinner &
Dance—Irma Ag
- Nov 4, 2023 Harvest Dinner—Athabasca Ag
- Nov 4, 2023 Radway Millenia Supper & dance
Radway Ag
- Nov 15-17, 2023 CAFÉ Convention 2023
- Nov 18, 2023 Christmas Market—Vilna Ag
- Nov 26-29 , 2023 IAFE Convention 2023

DECEMBER

- Dec 9, 2023 Santa Day—Irma Ag
- Dec 31, 2023 New Year’s Eve Dance—Boyle Ag

*DO YOU HAVE AN EVENT YOU WOULD LIKE
TO ADD TO OUR LIST ?*

**FOLLOW
US
ON
SOCIAL
MEDIA**



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@abagsocieties



@abagsocieties

MARKET YOUR EVENTS

RODEOS. FAIRS. MARKETS
BENCH SHOWS. CRAFTS.
HORSE SHOWS. DANCE
BARREL RACING
. HARVEST DINNERS
PAINT NIGHTS. DINNERS.
BULLARAMA. FESTIVALS.
JAMBOREES.
CHRISTMAS MARKETS
TRACTOR PULLS. AUCTIONS.
MUSIC. FARM SAFETY CLINICS
PANCAKE BREAKFASTS

Virtual Tradeshow

Chat with our AAAS Service Members

NOVEMBER 22, 2023

7pm-8:30pm



www.albertaagsocieties.ca

Why Attend Our Virtual Tradeshow?

Convenience:

No need to travel, book hotels, or worry about long lines. Join from your cozy couch or home office.

Access to Leading Vendors:

Explore products and services from top-notch vendors across various industries.

Interactive Chats:

Engage directly with vendors through live chat sessions. Get your questions answered and discover innovative solutions.

This is FREE to join and is an event we host for all our AAAS SERVICE MEMBERS.
NOVEMBER 22, 2023 7pm-8:30pm



Agriculture is a culture of community

Whatever's needed to get the job done, we'll come together to do it. It's an amazing way of life, but sometimes it can be as challenging as it is rewarding.

Make sure your well-being is a priority and talk to somebody if you or someone you know needs help.

Farm Credit Canada has online tools and resources available to support your mental health.

Learn more at fcc.ca/Wellness

The Alberta Centre for
Sustainable Rural Communities

**'Reimagining Rural Economic Development:
Cooperative Innovation & the Future of Our Communities'**
CONFERENCE

OCT. 25 & 26, 2023 | CAMROSE, AB

*A convening of new (old) ideas, good food, and community
conversation about rural economic development.*

This event is made possible through a grant from
the Alberta Real Estate Foundation.



**UNIVERSITY
OF ALBERTA**

Hosted by the Alberta Centre for Sustainable Rural Communities (ACSRC) University of Alberta - Augustana Campus | Camrose AB \$200 +GST / registration (until July 15th) \$250 +GST / registration (after July 15th). Over the past year, the Alberta Centre for Sustainable Rural Communities (University of Alberta, Augustana Campus in Camrose AB) has been exploring innovative uses of the co-operative model and their potential role in modern rural economic and community development. The Reimagining Rural Economic Development Conference, hosted by the ACSRC and with project support from the Alberta Real Estate Foundation, represents the culmination of this work and will highlight ways that an old idea can breathe new life into rural communities across the province. Aimed at rural community leaders, councillors, economic development and planning officers, and rural residents who care deeply about the future of their communities, this event will feature a collection of speakers including rural entrepreneurs, co-operative developers, and academics from across North America to showcase how innovative uses of the co-operative model can drive sustainable rural economic development. During this two-day conference, participants will: be introduced to innovative uses of the co-operative model

across a wide range of areas including green energy, commercial real estate, large and small scale agriculture, community capital investment, housing, and daycares learn about how consumer, producer, and marketing co-ops, as well as worker-owned businesses and new generation agricultural co-ops, are generating positive economic growth and enhancing service delivery in rural communities learn from successful rural co-operative founders about the opportunities and challenges co-ops can present and the lessons learned along the way network and connect with co-op founders and developers who can help guide your local group and develop your idea into a thriving co-op in your rural community This project is made possible through a grant from the Alberta Real Estate Foundation.

Register for this event: <https://app.groupize.com/e/reimagining-rural-economic-development-cooperation-the-future-of-our-communities>

Access the attendee app for this event: <https://app.groupize.com/a/reimagining-rural-economic-development-cooperation-the-future-of-our-communities>

SOCIAL MEDIA

What is an Instagram takeover?

If you're not sure, an Instagram takeover is where you login to another account and "take over" the Instagram stories. You'll be able to talk about YOUR AG SOCIETY, your EVENTS and Services and what to expect during a visit to your Ag Society.

Our goal is to bring awareness and promote Ag Societies, their facilities, services and events all over Alberta. It's important to give visitors a "behind the scenes" look at what they can expect and give them an opportunity to learn about your Ag Society and the programs and events that you provide for your community !!

If your Ag Society is interested in booking a Day to takeover our AAAS Instagram please contact Maria, our Marketing Coordinator, at the AAAS office for more information.
maria@albertaagsocieties.ca



Instagram TAKEOVER



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FAIR NEWS



CAFÉ 2023 ANNUAL CONVENTION

November 15 – 17, 2023

Edmonton, AB

Registration is NOW OPEN for Delegates, Tradeshow participants, Showcase contributors, Volunteers, Speakers, and Sponsors.

"The Future" of fairs and exhibitions.

Early Bird tickets end September 26th, 2023 for Delegates.

Showcase and Tradeshow Registration deadline is September 19th

www.canadianfairs.ca/cafeconvention2023



IAFE 2023 ANNUAL CONVENTION

November 26 -29, 2023 Salt Lake City, Utah,

Registration is open!

The theme Fairs RISE was chosen for 2023. We will incorporate into IAFE activities throughout the year. Each letter stands for something important to our fairs.

R – Reunite, I – Inspire, S – Support, and E – Educate.

<https://www.iafeconvention.com/register>



POWER LINE CONTACTS CAN BE FATAL

FortisAlberta's goal is to ensure you return home safely each day. We urge you to always ask yourself, "Where's the Line?", Stay 7 Metres Safe and call **310-WIRE** (9473) if you need to get closer than 7 metres to our power lines.

Remember, contacting a line can seriously injure or kill you. Keep safety in mind, especially if you are operating grain augers, trackhoes, tractors, combines or when your truck box is up. Watch for guy wires and overhead lines, especially at dusk and dawn.

If you contact a line, know how to respond safely. Have your own customized safety plan. Create a power line safety plan by downloading a copy from fortisalberta.com. You've got a lot on your mind farming season, let us help keep you safe.

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**FORTIS
ALBERTA**



TREASURER TRAINING WORKSHOP

Our Leadership Treasurer Training Workshop, we have meticulously designed a comprehensive program tailored to address the unique financial challenges faced by non-profit organizations. This hands-on workshop is specifically curated for treasurers and financial managers, aiming to empower them with the skills and knowledge needed to navigate the financial landscape of the non-profit sector.

WHO SHOULD ATTEND?

- Non-profit Treasurers
- Financial Managers
- Executive Directors
- Board Members

WHY ATTEND?

By participating in our Treasurer Training Workshop, you will equip your team with the expertise to optimize financial strategies, enhance transparency, and strengthen leadership qualities. Your organization will be better positioned to achieve its mission through succession planning, ensuring a positive and lasting impact on the communities you serve.

TWO WEEKEND WORKSHOPS

Treasurers Training : Level's 1, 2, & 3

September 30 & October 1, 2023

Grande Prairie Evergreen Park

Registration Deadline: SEPTEMBER 22, 2023

November 4 & 5, 2023

Bruderheim, AB

Registration Deadline: October 27, 2023

\$999 + GST

**** PLEASE NOTE ****

THIS WORKSHOP WILL *NOT* BE AVAILABLE AT THE NEXT CONVENTION

Did you know:

Treasurers Training can be claimed through your Grant Funding.

When you submit your grant to the

Government you can include these costs and get a percentage back.

***The cost of the course, accommodations, travel to and from the event
at .50 cents per km *****



PRESENTING OUR NEW

GAME BASED BOARD MEMBER TRAINING

FOR THE BUSY VOLUNTEER

Our new **Certified Volunteer Board Member Program** will take you on a tour of all the rooms of an organization to explain topics like:

- Governance
- Board Structure
- Roles and Responsibilities
- Risk Management
- Board Development
- Planning and Strategic Direction
- Communications



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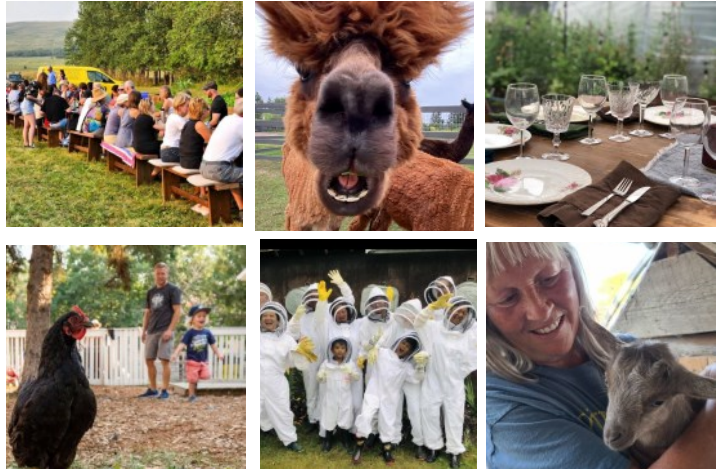
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Solution Today**



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Or Inquire at access@sharedservices.coop**



HIGHLIGHTS



As the warm embrace of summer begins to fade, we can't help but look back with immense gratitude and joy at the incredible memories we created during our 2023 Open Farm Days weekend !

We want to take a moment to express our heartfelt thanks to our amazing sponsors and hosts, without whom this event would not have been possible.

Our Host Farms

To our gracious hosts, who opened their doors and hearts to us, we cannot thank you enough. Your hospitality and warmth created the perfect atmosphere for our summer event. From the breathtaking venue to the delicious refreshments. We had 130 farms participate this year.

Our Attendees:

You Are the Heart of Our Event. We would also like to express our gratitude to all the attendees who joined us this summer.

Our Sponsors:

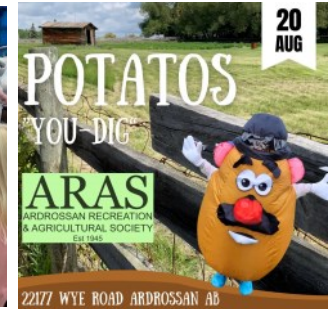
We would like to extend our deepest appreciation to our generous sponsors who supported us throughout this fantastic journey. Your contributions not only made our event a reality but also enriched the experiences of all our attendees. Your commitment to our community is truly inspiring, and we are proud to have you as our partners. Thank you for your unwavering support!



OPEN FARM DAYS

Special thanks to all the Ag Societies that participated this year

- Ardrossan Ag Society (part of the Road Stand Tour)
- Evergreen Park
- Beaumont & District Agricultural Society
- Big Country Agricultural Society
- Coaldale and District Agricultural Society
- Crossfield Ag Society
- Heritage Ag Society / Red Brick Common (formerly Multicultural Heritage Centre)
- Lac La Biche Agricultural Society
- Millarville Farmers Market
- Rocky Mountain House Agricultural Society
- Smoky Lake Farmers Market
- Spruce Grove and District Agricultural Society
- Stettler Ag Society



Volunteer Bill Kolkman from Big Country Ag Society gives rides in the Crossroads Museum Barrel Train
Photo courtesy Kate Winquist, Oyen Echo





A New Era Begins as Agri-food Hub & Trade Centre Opens in Lethbridge

Project overview

- The Agri-food Hub & Trade Centre has been over 21 years in the making since the first feasibility study was undertaken in 2002
- Groundbreaking took place on March 31, 2001
- Grand opening took place on August 10, 2023
- Nearly 300,000 hours of trades work went into construction, 100% of which was provided by Alberta contractors

Venue size

- The entire venue is 268,000 square feet (equivalent to 13 NHL sized ice rinks)
- The Trade Centre consists of 104,000 square feet of space, divisible into four trade halls
- The Convention Centre consists of 13,255 square feet of space, divisible into three banquet salons
- The MNP Meeting Centre consists of 4,139 square feet of space, divisible into four meeting rooms
- The Lakeview Salon is a 5,931 square foot high-end banquet salon that features a stunning view of Henderson Lake
- The Original 16 Lounge & Patio is a casual gathering space, designed in conjunction with Original 16

History preserved

A total of 225 trees and a gazebo were harvested from the site of the former Henderson Lake campground and turned into 10,000 board feet of lumber which were used to build custom furniture and the main staircase.

A total of 225 trees will be planted as part of the venue's landscaping to replace the trees that were harvested.

Wood bleachers from the historic South Pavilion which hosted concerts, agriculture shows, Remembrance Day ceremonies, sports events, and much more, were repurposed into custom-made seating throughout the venue's corridors

A fireplace feature (made from LED lights and water vapour) in the lobby pays tribute to the 1925 fire that destroyed the original Lethbridge & District Exhibition building

Culinary campus

- A total of 12,000 square feet of kitchen and culinary space
- Culinary service provided in partnership with Levy Convention Centres Canada
- Ability to serve 1,500 plated meals, three times a day
- Audio/visual system
- State-of-the-art audio/visual system made possible through \$3.5 million grant from Prairies Economic Development Canada
- Featuring plug-and-play technology, each of the more than 60 screens in the venue can be programmed individually or simultaneously, creating a user-friendly experience
- The main lobby video screen is 32 feet side and 9 feet high



WESTERN WOMEN
WITH DRIVE

Drive change. steer industry growth

Tuesday, October 24, 2023

Radisson Hotel & Conference Centre

Calgary, Alberta

8:00 am - 4:30 pm



Register Now!



EMBARK ON YOUR WESTERN ADVENTURE OF A LIFETIME AT
**THE GREATEST OUTDOOR
SHOW ON EARTH!**

JOIN US IN JULY 2024!



Calgary Stampede

JULY 5 - 14, 2024

Save
the Date



ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES

ANNUAL CONVENTION

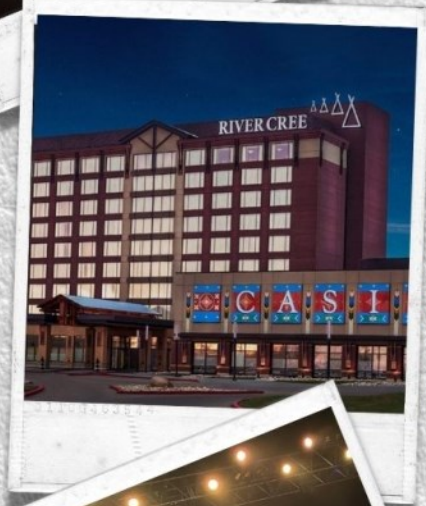
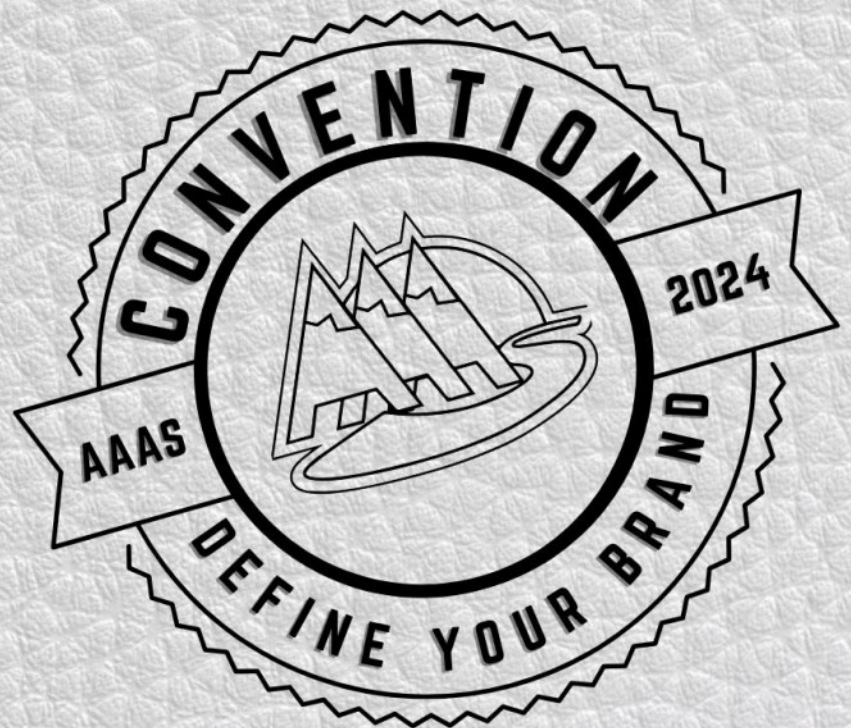
FEBRUARY 1-3, 2024

RIVER CREE CASINO, EDMONTON ALBERTA

THE THEME FOR THE 2024 CONVENTION IS
“DEFINE YOUR BRAND”

CONVENTION REGISTRATION
WILL OPEN ONLINE - NOVEMBER 1ST, 2023

HOTEL BOOKING WILL OPEN
NOVEMBER 1ST, 2023





ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES

CONVENTION

FEBRUARY 1-3, 2024

River Cree Resort & Casino - Edmonton, AB

ONLINE APPLICATIONS OPEN
NOVEMBER 1st, 2023

WHAT CAN YOU EXPECT TO SEE AT OUR CONVENTION

WORKSHOPS

We have several workshops during the convention as well as a few Pre-Convention workshops which are open to the public register for.

TRADESHOW

There are various Tradeshow Exhibitors to showcase their product and services to our Delegates. Over 500 people from all over Alberta attend our convention and tradeshow over 3 days.

SHOWCASE ENTERTAINMENT

We have various Showcase acts throughout the weekend where entertainers could be on our large or small stage for the Ag Societies to see them perform. Showcasing at the AAAS Convention is an opportunity to help artists build a grassroots following by helping them get into towns and festivals within the local communities.

NETWORKING

Our convention also hosts a hospitality suite in the evenings to give the delegates a chance to network.

MINISTER / MLA FORUM

Since 2005, Our Convention also holds an MLA & Minister forum, in which our members have a chance to speak with our Provincial leaders, ask questions and have their voices heard. This type of forum is not found often in Alberta. AG Service Boards have a similar forum.

AWARDS NIGHT / GALA THEME NIGHT

Marketing awards. Scholarships. Honour Roll. Outstanding supporter of Agriculture. Award of Merit. Our Saturday Night Awards Gala is a themed night for our delegates to have some fun with the theme our host region has come up with for the night, making it an energetic evening full of laughter and some creative costumes to celebrate our winners in the Marketing Awards Competition. Many of our delegates participate by wearing creative outfits and we always look forward to seeing everyone's interpretation of that year's theme



CONTACT US

780.427.2174

info@albertaagsocieties.ca

www.albertaagsocieties.ca



**ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES**

ENTERTAINMENT SHOWCASE

FEBRUARY 2-3, 2024

River Cree Resort & Casino - Edmonton, AB

ONLINE APPLICATIONS OPEN
NOVEMBER 1st, 2023

WHY SHOULD YOU SHOWCASE YOUR ACT AT OUR CONVENTION ?

EXPOSURE:

Showcasing your act allows you to reach a wider audience and gain exposure to new fans, followers, and industry professionals. By showcasing your band, you can increase your visibility and potentially attract the attention of over 300 event organizers, venues, booking agencies, and other important players in the event industry.

NETWORKING:

Showcasing your act is also a great way to network with other entertainers, industry professionals, and potential collaborators. By performing live and engaging with your audience and fellow performers, you can build relationships that may lead to future opportunities, such as gigs, collaborations, or even touring.

FEEDBACK:

Showcasing your act can also provide valuable feedback on your performance. By performing live and interacting with your audience, you can gain insights into what works well and what may need improvement. This feedback can help you refine your sound, stage presence, and overall performance, and can ultimately help you grow and develop as a band.



CONTACT US

780.427.2174

info@albertaagsocieties.ca

www.albertaagsocieties.ca



ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES

TRADESHOW

FEBRUARY 1-2, 2024

River Cree Resort & Casino
Edmonton, Alberta

**ONLINE APPLICATIONS OPEN
OCTOBER 1st, 2023**

WHY SHOULD YOU HAVE A BOOTH AT OUR TRADESHOW ?

EXPOSURE:

A booth at a tradeshow is an excellent way to get exposure for your business, products, or services. Tradeshow attendees are often interested in learning about new products and services, and by having a booth, you can showcase what your business has to offer and generate interest among potential customers.

NETWORKING:

Tradeshow booths also provide opportunities for networking with other businesses, industry professionals, and potential customers. You can engage with visitors to your booth, exchange business cards, and potentially establish new relationships that can lead to future collaborations or partnerships.

SALES

Having a booth at a tradeshow can also lead to direct sales. By showcasing your products or services and engaging with potential customers, you can generate leads and make sales on the spot. Tradeshow attendees are often looking to make purchasing decisions, and by having a booth, you can provide them with the information and incentives they need to choose your business over others.



CONTACT

DOUG KRYZANOWSKI

PARTNERSHIPS & MEMBER SERVICES

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ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES

PARTNERSHIPS

WHY SHOULD YOU CONSIDER AAAS PARTNERSHIP

BRAND AWARENESS

Sponsoring an organization can increase brand awareness and visibility. By associating your brand with a reputable and respected organization, you can reach new audiences and potentially generate new leads or customers. Additionally, sponsorship can demonstrate your commitment to supporting your community or industry.

RELATIONSHIP BUILDING

Sponsorship can also provide opportunities for relationship building with other businesses and individuals. By sponsoring an organization, you can engage with like-minded individuals and potentially establish new relationships that can lead to future collaborations or partnerships.

POSITIVE IMAGE

Sponsoring an organization like AAAS can also help to enhance your image and reputation. By supporting a cause or organization that aligns with your values or mission, you can demonstrate your commitment to making a positive impact and build goodwill among potential customers, clients, or partners.



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AWARD NOMINATIONS & SUBMISSIONS



AAAS SCHOLARSHIPS

Nominate a student who has demonstrated leadership! The Alberta Association of Agricultural Societies have SIX Scholarship awards that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies.

NOW ACCEPTING NOMINATIONS—Deadline December 1, 2023



AAAS PROVINCIAL MARKETING AWARDS

We're seeing some pretty Eye Catching Posters for your events out there. The Marketing Awards Contest is held annually during the AAAS Conference. Attendance during the conference is not a requirement to enter the contest, however only entries from current member Agricultural Society's will be accepted.

**ACCEPTING ALL CATEGORY SUBMISSIONS NOW—
Deadline December 1, 2023**



AAAS HONOUR ROLL

The Alberta Association of Agricultural Societies invites agricultural societies to nominate a member of their association for their outstanding contribution to the development and advancement of agricultural societies in Alberta. Two members will be awarded the Honorary Life Memberships. Applicant would be nominated by their Agricultural Society. Winners will be recognized at the 2023 AAAS Convention.

NOW ACCEPTING NOMINATIONS—Deadline December 1, 2023.

Agricultural Societies Innovation Award

ALBERTA AGRICULTURAL SOCIETY INNOVATION AWARD

The Agricultural Society Innovation Award is a program of Agriculture, Forestry and Rural Economic Development. Alberta Agricultural Society The award allows us to work together to champion and celebrate the significant contributions that agricultural societies make, while inspiring others to take action. Innovations should be something that is new to your agricultural society, and demonstrate how you continue to positively impact community engagement, recovery, reopening etc. during the last year. The nomination process is succinct and straightforward with only three short questions to answer.

APPLICATIONS OPEN OCTOBER 10, 2023—Deadline November 30, 2023

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GRANTS & FUNDING



[HELP FOR FARMERS IMPACTED BY WILDFIRE AND DROUGHT](#)

The Government of Alberta and Agriculture and Agri-Food Canada have reopened the program recognizing that wildfires and extremely dry conditions have affected many farmers and ranchers since the April 30 enrolment deadline. This gives affected producers more time to review and manage the business risks associated with these challenging situations. Alberta producers can sign up for AgriStability.

Deadline September 29, 2023



[ATCO CLEAN ENERGY COMMUNITY FUND](#)

Organizations and programs within the ATCO Gas or ATCO Electric service area in Alberta can apply to receive single-year funding of up to \$15,000 to help with their projects or programs, large and small.

Deadline September 30, 2023



[AAAS ROOTED IN YOUR COMMUNITY GRANT](#)

In 2023 Peavy Industries launched this \$2500 annual grant. It will work to leverage the meaningful work happening within our communities' agricultural societies, every day.

Deadline October 1, 2023



[BUILDING COMMUNITIES THROUGH ARTS AND HERITAGE: LOCAL FESTIVAL](#)

Overview: Successful applicants may receive up to 100% of eligible expenses up to a maximum of \$200,000 for festivals that:

- present the work of local artists, artisans, or heritage performers;
- actively involve members of the local community; and are intended for and accessible to the general public

If your festival is planned for between July 1 and August 31 of 2024, you will need to have your application submitted on or before **October 15, 2023**



We are deeply rooted in our farming communities.

We work with Alberta Agricultural Societies to enhance the quality of life for communities where we all work and live.

1.877.378.8728 | servus.ca



**WE'LL
STRENGTHEN
COMMUNITIES
TOGETHER.**

Farming can be challenging, but like a true community, we pull together, supporting one another and growing stronger together. The path forward becomes easier to navigate when you have someone walking with you.

PROUD TO SUPPORT AGRICULTURE IN ALBERTA
AFSC.ca



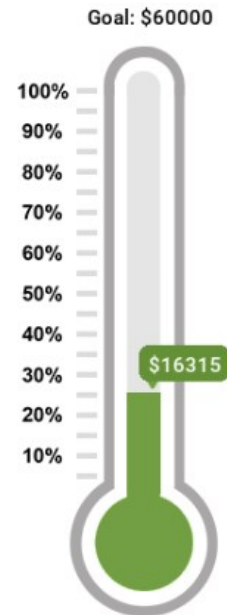
JOIN THE TEAM!

AAAS is updating the widely used study of Alberta's Primary Agricultural Societies, last updated in 2017. The study is used to communicate the value of Agricultural Societies to Albertans and to local communities. It supports funding requests and partnerships at the local, regional and provincial levels. The study presents opportunities for Alberta's Agricultural Societies to address operational, planning, financial, human resources and other difficult challenges. It provides an opportunity for Agricultural Societies to see how they fare compared with other, comparable Agricultural Societies.

Please support this initiative by approving a request from AAAS to include your 2022 Financial Statement and Activity Report in this valuable analysis. Participating Agricultural Societies will receive a brief plan to help them take the best advantage from the report, which is due to be published early in 2024.

It really makes a difference!

With regards,
Richard Hudson



AGRICULTURAL SOCIETY ANALYSIS : DONATION REQUEST

We have collected **over 25 %** of our Goal of \$60,000 as of

SEPTEMBER 2023

Many Agricultural Associations care about and work in partnerships with us. Whether your Association is interested in making a one-time donation, on-going donation, or sponsoring an event, we would love to hear from you.

AAAS is looking to update our data of an integrated view of our industry from the results of several research projects conducted recently among AAAS members. Several issues of significant strategic importance will be addressed through this work.

- [Manecon Report – Information from 2009](#)
- [Hudson Report – Information from 2015](#)
- Tremendous Value – Utilized by AAAS and Government of Alberta

TIME TO RENEW THE STUDY

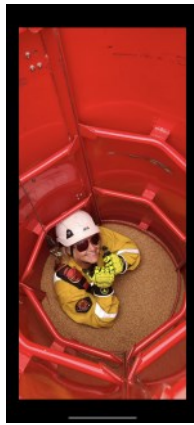
- Capture Changes due to Pandemic
- Identify Trends
- Ensure AAAS Efforts are Effective
- Cost is \$60,000

<https://www.albertaagsocieties.ca/donate/>

FARM SAFETY AG EVENTS



The Josephburg Ag Society brought in The Canadian Agricultural Safety Association (CASA) trailer. The BeGrainSafe Program was 2 day Farm Safety event for the crews of Firefighters for grain entrapment training. Six counties have been represented over the course of two days. The public learns about the dangers of grain entrapment through interactive displays and demonstrations. Firefighter Grain Rescue Training Course training program incorporates both classroom theory and practical training. It is intended to prepare firefighters to respond to a grain entrapment incident on-farm or at a grain handling facility.



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**ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES**

E- NEWSLETTER

“Across The Fence” Is the official publication of the Alberta Association of Agricultural Societies (AAAS).
Our E-Newsletter is distributed to:



- 291 Agricultural Societies Across Alberta.
- Provincial Associations Across Canada
- Shared with Provincial and Municipal Governments
- Service Members in the Entertainment and Event Industries
- Facebook, Twitter, Instagram and LinkedIn

The Newsletter is Published Quarterly—Submission Deadlines for the 2024 Newsletters are as follows:

Spring Newsletter—March 11, 2024

Fall Newsletter – Sept 9, 2024

Summer Newsletter – June 10, 2024

Winter Newsletter—December 9, 2024

PLEASE CONTACT US FOR MORE INFORMATION

DOUG KRYZANOWSKI

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VISION

AAAS inspires *Vibrancy* in Alberta Communities

MISSION

Education, Facilitation and collaboration creates opportunities that empower Agricultural Societies, Inspiring Rural Alberta to reach its highest potential

VALUES

Excellence in direction and execution. Success through collaboration.
Motivation through education and engagement. Advocacy through example.
Dedicated to strengthen Agricultural Societies and their communities

GOALS

RELEVANCE & GROWTH

- Membership Value & Services
- Leadership Development & Training
- Programs and Events

RURAL DEVELOPMENT

- Stakeholders Relations & Advocacy
- AG Society Support Programs
- Infrastructure Renewal Strategy

2023 BOARD OF DIRECTORS

2023
BOARD OF DIRECTORS

Brett Warder

Rebecca Green

Jackie Tomayer

Petra Klemptner

Rick McCarthy

Linda Toews

Natasha Dombrosky

Fred Young

Beth Fulton

Darlene Corriveau

Nicole Templeton

EXECUTIVE

Past President: Rebecca Joseph

President: Brett Warder

1st Vice President: Petra Klemptner

2nd Vice President: Rick McCarthy

Treasurer: Natasha Dombrosky

DIRECTORS

Region 1: Petra Klemptner

Region 2: Brett Warder

Region 3: Beth Fulton & Linda Toews

Region 4: Jackie Tomayer & Nicole Templeton

Region 5: Natasha Dombrosky & Fred Young

Region 6: Darlene Corriveau

Service Member Director : Rick McCarthy

Chief Executive Officer: Tim Carson

THANK YOU TO ALL OUR PARTNERS

