



# ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



## 77<sup>TH</sup> ANNUAL CONVENTION

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December, holy cow! Where did the year go? It has gone by so very fast. It seems like just yesterday we were wrapping up our annual conference and yet the 2024 event is at our doorstep. It has been a year of wildfires, floods, rain, and drought. Through it all we have watched our members meet the challenges and help their communities in so many ways.

By all accounts the summer event season went very well. We heard through out the fall meetings that attendance was good, and folks

were participating and enjoying all the local events and gatherings.

Here at the AAAS command center things have been busy. We have wrapped up the 2023 Open Farm Days event and have managed to get through 9 fall meetings with our members. We have attended the Canadian Association of Fairs and Exhibitions conference here in Edmonton, as well as taking in the International Association of Fairs and Exhibitions annual event in Salt Lake City. Both conventions showcased the incredible value our agricultural societies bring to North America and beyond.

We are now completely focussed on our own conference. "Define your Brand", the theme for this year's event, will bring together a tremendous amount of expertise and dynamic thinking to assist our members in elevating their organizations, events, and impacts to their members .

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and community. We are very excited with addition of new speakers and topics combined with a blend of favorites who bring new ideas and conversations

If you have not already registered, I suggest you get going. The early bird pricing ends December 15th. That said, regardless of when you register you will not be disappointed. Head to our website for more details and to get your Ag Society involved. I can't wait to see you there.

From the Board and Staff of the Alberta Association of Agricultural Societies, I wish all of you the absolute best for this holiday season and 2024. The future is bright, and our opportunities are endless.

See you soon

Tim Carson,  
Chief Executive Officer  
Alberta Association of  
Agricultural Societies



## Keep the 'family' in your family business

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**Contact our Family Enterprise Advisor:**

**Melanie Harty**

**T** +1 403 527 8114

**E** [Melanie.Harty@ca.gt.com](mailto:Melanie.Harty@ca.gt.com)

**W** [grantthornton.ca](http://grantthornton.ca)



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JULY 5 - 14, 2024



Wishing everyone all the best for the holiday season! I hope you have the chance to enjoy time with friends and family and rest up!

Here are a few things that you might be interested in:

## **Ag Society Infrastructure & Revitalization Program (ASIRP)**

ASIRP was launched in early October, exclusively for agricultural societies. The \$2.5 million per year capital grant program will support major repairs at existing agricultural facilities. The program will help ag societies address issues related to aging infrastructure, to promote one or more of the following outcomes:

- Extend the useful life of the facility or infrastructure.
- Address health or safety issues
- Improve functionality or service delivery.
- Reduce operating costs.

More information can be found at [alberta.ca/alberta-agricultural-societies-program#jumplinks-0](https://www.alberta.ca/alberta-agricultural-societies-program#jumplinks-0)

## **February 15 deadline**

Don't forget that February 15, 2024, is the deadline for the submission of your annual returns and regular grant applications.

## **AgKnow - Alberta Farm Mental Health Network**

[alberta.ca/release.cfm?xID=89359B0FC8BAB-B0D9-2F44-A6DC4098FAF49173](https://alberta.ca/release.cfm?xID=89359B0FC8BAB-B0D9-2F44-A6DC4098FAF49173)

The Agricultural Research and Extension Council of Alberta is receiving \$388,500 to generate awareness and expand mental health research and supports available to farmers through AgKnow. The organization is a prov-

ince-wide network, set to de-stigmatize 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](https://www.agknow.ca).

## **Small Community Opportunity Program**

<https://www.alberta.ca/small-community-opportunity-program>

The new Small Community Opportunity Program provides grants between \$20,000 and \$100,000 for Indigenous and small communities, and the non-profits they work with, to build capacity in agriculture, local economic development and small business supports. The program will provide up to \$3 million per year in 2023-24 and 2024-25 to further implement the Economic Development in Rural Alberta Plan.

## **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](https://www.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](mailto:310-farm@gov.ab.ca) with your questions.

Our Ag Society team looks forward to seeing many of you at the upcoming AAAS Convention!

**Carmen Andrew**

Director,  
Agriculture, Forestry and Rural  
Economic Development  
[Carmen.andrew@gov.ab.ca](mailto:Carmen.andrew@gov.ab.ca)



# 77<sup>TH</sup> ANNUAL CONVENTION



PRESENTED BY 



**FEBRUARY 1-3, 2024**  
RIVER CREE RESORT & CASINO  
EDMONTON ALBERTA

## REGISTRATION PRICING

**EARLY BIRD PRICE - \$515**

**REGULAR PRICE - \$570**

**ONE DAY - \$350**

## 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 to 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 we have 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



**\*\* Agriculture Society Membership - in good standing \*\***

*Convention delegates must be a member of an Agriculture Society in good standing, with fully paid memberships.*



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# PRE-CONVENTION WORKSHOPS

**THURSDAY FEBRUARY 1, 2024**

THURSDAY PRE-CONVENTION WORKSHOPS ARE OPEN TO THE PUBLIC FOR REGISTRATION

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

**\$175/person includes lunch**

**9:00 am - 4:00 pm**

**Speaker: Chris Cummins**



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

You will learn:

1. The keys to demonstrating passion and credibility:
2. The formula to craft a compelling message:
3. The secrets to identifying and connecting with your audience:
4. The steps to securing more support:
5. The magic to leverage humanity:

## **Consumer Protection Program Workshop (CPP):**

**Unlock Consumer Safety at Fairs**

**\$250/person**

**10:00 am - 4:00 pm**

**Speakers: Marla Calico and Dr. Stephen Neel**

The Consumer  
Protection Program  
(CPP)



Includes lunch, workbook and a follow up meeting with Marla or Dr. Neel to review your site plan. Join us at the IAFE Consumer Protection Program (CPP) workshop, where we delve deep into the world of enteric pathogens and equip you with the tools and knowledge to safeguard your fair. Developed in collaboration with Dr. Stephen Neel of Technical Solutions International, this intensive training will empower you to control traffic flow, implement effective signage, establish hand-wash areas, and devise cleaning protocols that will leave no room for compromise.

**PLEASE SEE OUR WEBSITE TO REGISTER TODAY**

<https://www.albertaagsocieties.ca/convention/workshops/>



## Farmers Market Training



### Farmers Market Training

**FREE**

**1:00 pm - 5:00 pm**

**Speaker: Eileen Kotowich**

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



### Ice Arena Training

**\$100/person includes lunch**

**10:00 am - 3:30 pm**

**Speakers: Chris McKenna and Larry Golby**

#### Classroom

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

#### On Ice Training

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



### The Eight-Step Marketing Genius

**\$175/person includes lunch**

**9:00 am - 5:00 pm**

**Speakers: Penny McBride & Roger Brooks**

The complexity of media and the way we consume it changes daily, but the planning process for creating a results-driven marketing plan is eight simple steps. This workshop will align your festival experience with customer need through the use of data, great story-telling, evaluation and refinement. Stand out from the pack without breaking your promotional piggy bank.

It sounds complicated and technical, but the cornerstone of a successful marketing and promotional program is market research. This workshop is designed to teach you simple, inexpensive techniques for gathering customer information. You will learn to define your information needs, craft survey questions, develop collection methodologies appropriate to your event and compile data. You will understand how to use this information to make smart marketing decisions that increase business and cut costs.

**PLEASE SEE OUR WEBSITE TO REGISTER TODAY**

<https://www.albertaagsocieties.ca/convention/workshops/>





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ARE YOU BETWEEN  
**18-40**  
YEARS OLD ?

## AFSC Next Gen Ag Leaders Club

Agriculture Financial Services is excited to announce the official launch of the “AFSC Next Gen Ag Leaders Club”

In celebration of the legacy of Alberta’s Agricultural Societies and the ongoing impact of agriculture on our society, AFSC is dedicating resources to engaging and empowering the next generation of leaders and doers within our communities. The Next Gen Ag Leaders Club is a salute to those who have paved the way and an invitation to those who will continue the journey. The Next Gen Ag Leaders club is to support future leaders, ensuring that the legacy lives on.

## Background

Alberta’s Agricultural Societies have played a pivotal role in the life and growth of Alberta communities for over a century, contributing significantly to both rural and urban life and reinforcing values related to agriculture and community. These societies offer diverse programs, facilities, and support systems that benefit local and regional populations. The facilities and programs provided by Agricultural Societies not only attract non-residents to the communities but also stimulate spending, benefiting local businesses.

## Annual Convention Pricing

To support this legacy and the growth of future leaders, AFSC is pleased to offer a special discount program for AAAS Ag Societies delegates – that meet the age eligibility requirements of AFSC’s Next Generation Loan (under the age of 40 at the time of application). The membership will be offered at a reduced rate of \$100 per registration. *(Rebates to the Ag Society will come after the Conference).*

Upon registration application, those that identify as a “Next Gen Ag Leader” (click the age 18-30 or 31-40 box on the registration page will receive the AFSC Special Discount (to a maximum of 60 registrants).

## About the Investment

At AFSC, we are committed to building stronger communities. We understand that agriculture can be challenging, but as a community, we stand together, supporting one another to grow stronger. Our path forward becomes easier when we walk it together.

We believe in Alberta’s communities and are dedicated to making them stronger. We support mental health programs for producers and our team members. We aim to be good neighbors and help sustain the culture, heritage, and community traditions throughout the province.

The AFSC Next Gen Ag Leaders Club embodies this commitment, fostering the next generation of leaders to continue the legacy of our Agricultural Societies and ensure the growth of Alberta’s communities.

Through these initiatives, AFSC is not only investing in the future of agriculture but is also showcasing its commitment to the next generation of leaders, the ongoing legacy of Alberta’s Agricultural Societies, and building stronger communities.

[www.afsc.ca](http://www.afsc.ca)



**AFSC Next Gen Ag Leaders Club**

AFSC is pleased to offer a special discount program  
for AAAS Ag Societies delegates



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BY DESIGN

# ACCOMODATIONS

**HAVE YOU BOOKED YOUR HOTEL ACCOMODATIONS YET ?**



## RIVER CREE HOTEL

300 East Lapotac Boulevard, Enoch, AB T7X 3Y3

**AAAS GROUP CODE: 9055074**

[BOOK ONLINE](#)



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# TRADESHOW



## WHY SHOULD YOU HAVE A BOOTH AT OUR TRADESHOW ?

The AAAS tradeshow is an opportunity for companies to share their products & services with AG Societies across Alberta. Over 500 people from all over Alberta attend our convention and tradeshow. Join us at the annual tradeshow and talk business with entertainment booking agencies, fair industry supply companies and industry support associations.

[STILL ACCEPTING APPLICATIONS](#)  
[APPLY TODAY](#)

## ***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.

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# VOLUNTEER SIGN UP



**VolunteerSignup**

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If you or members of your agricultural society can spare some time, you can view what positions are available. We will need the following positions filled:

- Delegate Registration
- Delegate Bag Stuffing
- AGM Registration
- Silent Auction
- 50/50 Ticket Sellers

See link below to sign up.

<https://volunteersignup.org/FF3YP>



# CALL OUT

FOR **SILENT AUCTION** ITEMS

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# ENTERTAINMENT SHOWCASE

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## WHY SHOULD YOU SHOWCASE YOUR ACT AT OUR CONVENTION ?

Participation in the convention provides artists and/or entertainers exposure and booking opportunities to nearly 500 convention delegates representing more than 291 Agricultural Societies and the many events they hold throughout Alberta. Delegates attending the convention are board members, volunteers and community leaders who are key influencers and decision makers.

Showcasing your act at the AAAS Convention is an opportunity to help artists build a grassroots following by helping them get into towns and festivals within the local communities.



**[STILL ACCEPTING APPLICATIONS - APPLY TODAY](#)**



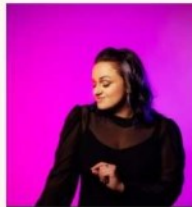
### ABOUT

Fame Group Inc is a talent booking agency representing an exclusive, diverse roster of acclaimed artists across Canada.

### ARTIST ROSTER

### CONTACT

Carla Hackman  
Fame Group  
Agent  
c: 403-992-5286  
[fame@shaw.ca](mailto:fame@shaw.ca)



AMY NELSON



BACKYARD BETTIES



BRAYDEN KING



CHRIS AYRIES



CLAYTON BELLAMY & THE CONGREGATION



CRAIG MORITZ



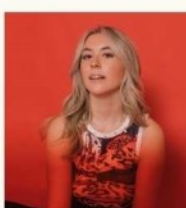
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# AWARD NOMINATIONS & SUBMISSIONS



## 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.

**Awards will be presented at the AAAS Convention**

**Deadline—December 15,2023**



## 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.

**Awards will be presented at the AAAS Convention**

**Deadline—December 15,2023**



## 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. The applicant would be nominated by their Agricultural Society. Winners will be recognized at the 2023 AAAS Convention.

**Deadline—December 15,2023**

# REGIONAL DIRECTOR ELECTIONS



**WE WANT  
YOU TO**

**JOIN OUR TEAM**

Elections will be taking place at the 2024 Conference in the following Regional Meetings;

- **Region 1** – Current Director Petra Klemnauer
- **Region 5** – Current Director Natasha Dombrosky
- **Region 6** – Current Director Darlene Corriveau

**Please see link below for the  
Board Member Recruitment Package**

<https://www.albertaagsocieties.ca/about/aaas-board-of-directors/>

**BOARD MEMBER INFORMATION**



# CONVENTION SPEAKER & SESSION ANNOUNCEMENT



## ROGER BROOKS

Author of the book “Your Town: An Amazing Destination - The 25 Immutable Rules of Successful Tourism” and founding member of the award-winning Destination Development Association, Roger has assisted more than 2,500 communities around the world with their branding, tourism, downtown development, and marketing efforts.

Over the past forty years he has become one of North America’s most recognized and frequently quoted experts in the fields of placemaking and destination development. Roger combines his dynamic approach with humor, fascinating stories and real-life examples that inspire and ignite the audiences he speaks to. His expertise and intensive work with communities has helped transform them into successful destinations where people love to spend their time, open businesses, and enjoy living. Well-known for his practical approach using steps, rules, and ingredients to transform ordinary “places” into successful, vibrant, healthy “destinations,” Roger has earned a top spot as one of the world’s most popular keynote speakers in the industry. With his energetic presentations, Roger will change your life and the way you look at tourism, downtowns, and community-based branding. And best of all, you will leave with innovative ideas you can use today to make a difference tomorrow. You will feel empowered and excited with your ability to make something happen once you get back home.

## SESSION DESCRIPTION

### **AN EXPERIENCE THEY’LL NEVER FORGET**

In this fun, fast-paced, opening session Roger will share with you why tourism can be a great way to build your business followed by ten fantastic ways to create an outstanding farm experience that your guests won’t ever forget; and how to make it happen while working with a minuscule budget. Using real life examples and fresh ideas, with a dose of farm humor, you’ll see how your farms (and your local communities) can become THE destination of choice. You’ll also learn ways to increase your tourism-related revenues, and how to create life-long customers as they learn about the crops or products you produce.

### **TEN WAYS TO MAXIMIZE YOUR MARKETING DOLLARS**

You’ve probably heard the old saying, “I know that half my marketing dollars are wasted. The problem is, I don’t know which half.” In his afternoon session, Roger will demystify the marketing side of your business. He’ll start with the Ten Rules of Branding, then he’ll show you how to allocate your marketing dollars (so none of it is wasted), and will provide you with “The marketing priority list.” You’ll learn what to do, how to do it, and when, creating an effective marketing effort - without breaking the bank. You’ll see what other farms have done using a mix of public relations, social media, and other genius marketing ideas – to build your brand, get new customers, and become the “not to be missed” destination and the product of choice.

-----

My favorite farm saying:

“My grandfather used to say that once in your life you need a doctor, a lawyer, a policeman, and a preacher. But every day, three times a day, you need a farmer.”

- Brenda Schoepp

**Watch our website for updates  
And for more information  
On our Speakers and Sessions**

# DEADLINES & IMPORTANT DATES & LINKS

December 15<sup>th</sup>, 2023

Early Bird Registration Closes

Note: Registrations must be postmarked, or emailed no later than December 15<sup>th</sup>, 2023 to be eligible for the early bird pricing.

December 15<sup>th</sup>, 2023

Honour Roll Submission Closes

<https://www.albertaagsocieties.ca/oprovincial-awards/honour-roll-2/>

December 15<sup>th</sup>, 2023

Scholarship Submission Closes

<https://www.albertaagsocieties.ca/oprovincial-awards/student-scholarships/>

December 15<sup>th</sup>, 2023

Provincial Marketing Competition

Please see website for Guidelines and Criteria

Entries can be emailed to [awards@albertaagsocieties.ca](mailto:awards@albertaagsocieties.ca)

Judging will happen **PRIOR** to convention, so entries will not be accepted After **December 15<sup>th</sup>, 2023**

January 15<sup>th</sup>, 2024

AG Society Membership renewal fee due in order to vote at the AGM

January 16<sup>th</sup>, 2024

Regular Price Convention Registration Closes

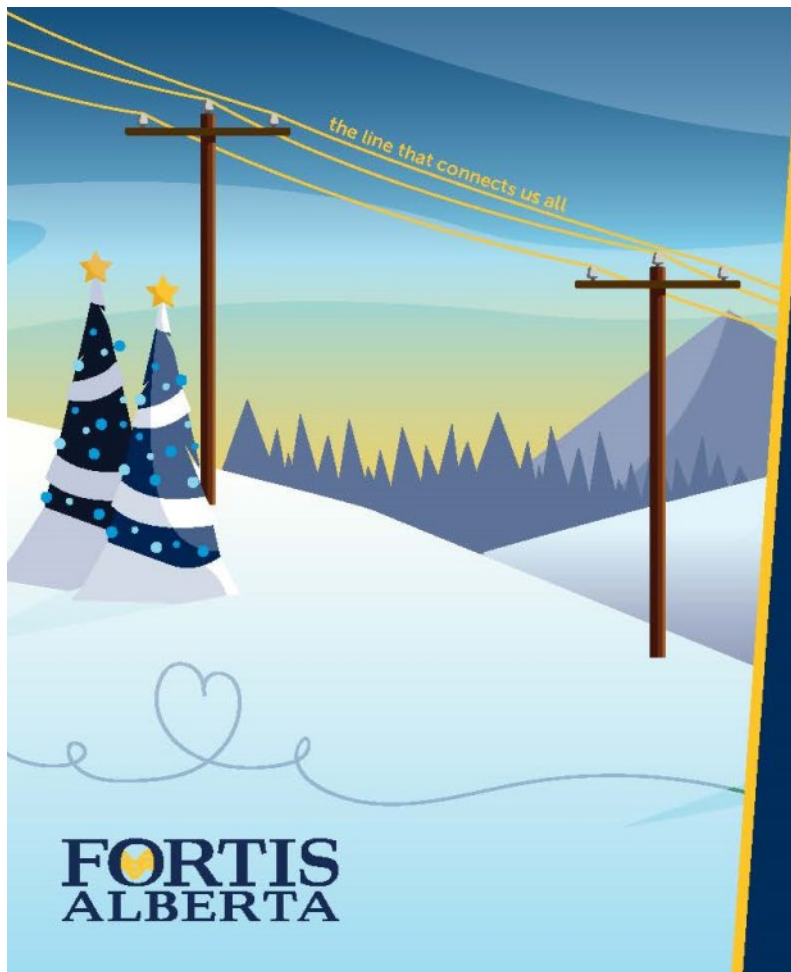
January 22<sup>nd</sup>, 2023

Cancellation Deadline

(written notification is required to be received in the office by January 22, 2024 )

A \$50.00 administration fee per delegate will apply to all cancelled registrations

**Note: No Refunds will be issued after January 22<sup>nd</sup>, 2024**



## Wishing you a bright holiday season

As you come together and take in the light and joy that this time of year brings, we hope you and your loved ones are able to celebrate your traditions, successes and hopes for the future. We'll be there to keep the lights on.

From our FortisAlberta family to yours, may your holiday season shine bright.

Follow us on:

[facebook.com/fortisab](https://www.facebook.com/fortisab) [youtube.com/fortisab](https://www.youtube.com/fortisab)

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ALBERTA**



# SATURDAY NIGHT GALA

## THEMED COSTUME NIGHT

PRESENTED BY 

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



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

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# FAIR NEWS



## iafe THE NETWORK!

IAFE President and CEO, Marla Calico, on her much-deserved retirement, effective at the end of next year (December 31, 2024)

[FULL IAFE PRESS RELEASE](#)

# AAAS OUT & ABOUT



Tim spent some time at the 2023 Rural Municipalities Fall Tradeshow last month networking and promoting The Alberta Ag Societies



Our CEO and AAAS President Brett Warder stepped out in style to 2023 Farm Fair



Tim & Suzanne and the AAAS board went to the Canadian Association of Fairs & Exhibitions to catch up with the other Provincial Associations and talk all about all the Future of Fairs !!!



2023 IAFE Convention & Trade Show -It's the largest gathering of the fair industry. Tim, Suzanne & Jackie Shared ideas, networked, and visited with people from fairs of all sizes.



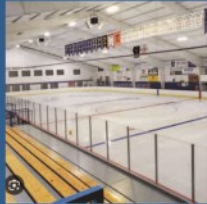
Albertans serving Albertans  
since 1994



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penny@allinsure.ca



Eric Moland

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[www.allinsure.ca](http://www.allinsure.ca)

**Proudly Serving members of the Alberta Association of Agricultural Societies**

**WE'LL  
STAND  
STRONG  
TOGETHER.**

The ag industry is built on a solid foundation of resiliency and resolve. AFSC is proud to work alongside producers every day ... and we look forward to helping grow the ag industry now and in the future.

PROUD TO SUPPORT AGRICULTURE IN ALBERTA  
AFSC.ca



## Open Farm Days is back in full gear for the 2024 season, including our training sessions for our host farms!

[Training sessions are FREE and are open for anyone that is interested for any farms or organizations interested in participating in an Open Farm Days event.](#)

### **Intro to Ag Tourism- How to host a farm tour & inspiration from around the globe \*New\***

Date: January 8, 2024

Time: 10-11am

While the basics of Agritourism are the same around the globe, explore some unique approaches and dive into a new way of looking at opportunities for 2024!

### **Banking, Grants and Funding**

Date: February 5, 2024

Time: 10-11am

Exploring the current world of finance with our sponsor partner Servus.

### **Insurance: Understanding your changing needs**

Date: March 4, 2024

Time: 10-11am

NFP Perry Cramer. OFD provides blanket policies for Open Farm Days with each farm individually named. Explore what is covered and what isn't, and how you want to explore your on-farm activation this year. Please bring any specific questions regarding your farm to have your burning questions answered.

### **Serving & Selling Food on your Farm: Alberta Health Services Thomas Ma.**

Date: March 25, 2024

Time: 10-11am

Our Open Farm Days AHS advisor is here to help share the ways to register and plan for your farm event, and how you can have an amazing on farm visitor experience while expanding your capacity to host. Not as hard as you might think-come and learn how, or take this as a refresher.

### **Planning and Booking your Food how to discover your farm flavour. \*New\***

Date: April 22, 2024

Time: 10-11am

This segment will explore farm flavours, and how to capitalize on the growing food trends to define your farm or business.

### **Kids Corner- Exploring activities for children.**

**\*New\***

Date: May 6, 2024

Time: 10-11am

This new workshop was developed to consider new engagement opportunities for children 4-13. Bring your questions and share your successes in how you have provided unique experiences for the younger set.

### **Basic Marketing**

Date: June 3, 2024

Time: 10-11am

Our in-house expert Nicola Doherty will walk you through opportunities to grow your exposure both within the Open Farm Days platform and outside of it. Don't miss this opportunity to up your game of attracting attention.

### **Community Marketing \*New\***

Date: June 24, 2024

Time: 10-11am

Working with your community to help promote and market your event and business! This session includes different ways you can engage your community supporters and neighbours to promote your Open Farm Days event.

### **Ticketing platforms**

Date: July TBD

**Open Farm Days 2024—Registration Now Open**

<https://albertaopenfarmdays.ca/open-farm-days-2024/open-farm-days-registration-2024/>



Our Ag Experts will provide homegrown financial advice best suited to your needs.

 servus credit union

[servus.ca](http://servus.ca) | 1.877.378.8728

A photograph of a curling stone on a blue surface. The stone is dark grey with a red handle. In the background, a person in a red jacket is blurred.

## More Protection. More Expertise.

Manage your risk and cover your exposures with the help of a broker focused on your unique needs of Alberta's Agricultural Societies.

**For more information, please contact:**

**Perry Cramer**

T: 780.930.2950 | E: [perry.cramer@nfp.ca](mailto:perry.cramer@nfp.ca)

For your business.  
For your people.  
For your life.

**NFP.ca**



# AG SOCIETY

## FARM SAFETY



awareness. education. programming

BY THE NUMBERS: DEC 2023



2830



VOLUNTEERS

27,759



HOURS

629



PARTNERS

LOCAL FIRE DEPT  
APPLIED RESEARCH CENTRES  
LOCAL IMPLEMENT DEALERS  
RURAL ELECTRIFICATION  
ASSOCIATIONS  
AG SERVICE BOARDS  
LOCAL 4H CLUBS  
LOCAL AG BUSINESSES  
LOCAL MUNICIPALITIES  
& COUNTYS  
AND MORE

\$1.55+  
MILLION



EXPENSES

GRANT FUNDING  
\$999,856.52  
+  
DONATED SERVICES  
\$550,837.48  
TOTAL  
\$1,550,694.00

40+



TOPICS

EMERGENCY FIRST AID  
ATV/ HELMET SAFETY  
FIRE / WATER SAFETY  
FIRE ARM SAFETY  
ELECTRICAL/ CHEMICAL  
GRAIN ASPHYXIATION  
ROLL OVERS  
BIG MACHINERY  
EQUINE FIRST AID & SAFETY  
RAIL SAFETY/ FALLS  
UNDERGROUND UTILITIES  
PPE  
SCHOOL BUS SAFETY  
MENTAL HEALTH  
AND MORE

146,608  
PARTICIPANTS

Children were lined up 25 min. before showtime because they missed participating last year, and they did not want to miss out again this year

Overall there was lots of positive feedback on the show and it's educational content

It is always surprising how many people have a fire extinguisher at home or on the farm but have never used it or even bothered to read the instructions

The 12 year old went home and told her parents that she was amazed at all the unseen dangers there were on the farm and that there were so many ways to drown

The message of "don't get yourself in trouble" is often taught to the masses. The less discussed message of " someone is in trouble, next step is?" Is the reality for the ones called to help



*Registration now open!*

# ANNUAL CONFERENCE

April 16-18, 2024

Grey Eagle Event Centre

3777 Grey Eagle Dr. Calgary, AB

[amtaconference.ca](http://amtaconference.ca)



**AMTA**

Alberta Motor  
Transport Association



*fcc*

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](http://fcc.ca/Wellness)

GOING TO MAKE YOU SMILE!

North America's  
**1** NUMBER ONE  
 MIDWAY COMPANY

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 ROCKYVIEW

**ROCKYVIEW** BREWING COMPANY

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 FOR FOLKS WHO WORK THE LAND FOR  
 FOLKS WHO LOVE THE LAND

**'BERTA**  
 355 mL Beer / Bière  
 5.0% alc. / vol.  
 12 IBU

Rocky View Brewing Company is proud to be the official AAAS craft beer partner! Reach out to us to discuss fundraising opportunities and for all your craft beer needs.

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 sales@rockyviewbrewing.com  
 rockyviewbrewing.com

# UPCOMING FUNDING DEADLINES



## [CO-OP COMMUNITY INVESTMENT FUND](#)

**Closes on December 31, 2023**

Federated Co-operatives Limited (FCL) is a co-operative that supports other co-operatives that serve people in Western Canada. We are a local employer and part of the Co-operative Retailing System which, along with about 160 independent retail co-operatives, helps build, feed and fuel communities.

## [SilverChef Community Grants \(\\$5k\)](#)

**closes on December 31, 2023**

Through the Community Grants Program, SilverChef provides support to disadvantaged or under-served communities who struggle to get fair and equitable access to community services and support. Funding is directed to community organizations that use hospitality or food services to train, empower and/or support underprivileged communities.

## [Canada Summer Job Grant](#)

**closes on January 10, 2024**

Canada Summer Jobs (CSJ) provides wage subsidies to employers to create quality summer work experiences for young people aged 15 to 30 years for Employers from not-for-profit organizations and the public sector, as well as private sector organizations with 50 or fewer full-time employees.

## [Small Community Opportunity Program](#)

**(with a municipal partner) closes on January 10, 2024**

The Small Community Opportunity Program (SCOP) provides grants to tackle challenges and tap into opportunities in rural areas. Indigenous and small communities, as well as non-profit groups they work with, may receive between \$20k and \$100k for local projects. By building capacity

- **CFEP Small Project** is coming into a new cycle closing on January 15, 2024
- **CIP Project-Based** is coming into a new cycle, closing on January 15, 2024

## [TD Friends of the Environment](#)

**closes on January 13, 2024**

Founded by TD Bank Group in 1990, the TD Friends of the Environment Foundation (TD FEF) is a national charity that funds environmental projects across Canada. The Foundation supports a wide range of environmental initiatives, with a primary focus on environmental education and green space programs. Eligible projects include schoolyard greening, park revitalization, community gardens, park programming and citizen science initiatives. Grants typically are between \$2,000 and \$8,000

## [ACA Conservation, Community, and Education Grants](#)

**(up to \$40k) closes on January 25, 2024**

The ACA Conservation, Community, and Education Grants program is for those with non-research project ideas relating to the conservation of Alberta's wildlife, fish, and their habitats. It also encourages hunting, fishing, and outdoor activities and conservation education in Alberta.

## [CO-OP Community Spaces](#)

**Opens on February 1, 2024**

The Co-op Community Spaces Program was established to improve community health and well-being by building places for Western Canadians to come together, build social connections and enable community development. Projects can apply for between \$25,000 and \$150,000 in capital funding in three categories: Recreation, Environmental Conservation, Urban Agriculture.

**SEE OUR WEBSITE FOR MORE GRANT INFORMATION**

# WE'LL CELEBRATE WOMEN IN AG TOGETHER.



NOMINATIONS CLOSE JANUARY 4, 2024

[AFSC.ca/WomenInAgAward](https://AFSC.ca/WomenInAgAward)



OFFICIAL MEDIA PARTNER

**840/CFCW**

## Business Solutions



## Built with Purpose

### Elevating Your AAAS Membership Experience with Shared Services

We're excited to connect you to ACCESS Shared Services, a dynamic offering designed to enhance the membership experience within the Alberta Associate of Agricultural Societies. Our commitment to providing exceptional value to our members is unwavering, and ACCESS is our latest solution to address common challenges our valued members face.

### Built for all Members...

With ACCESS, you'll discover a range of services that streamline your operations, reduce costs, and empower your organization to thrive. We invite all AAAS Members, including their Ag Society Members, to explore this exciting offering as we collectively unlock new opportunities for success within the AAAS community.

### Maximise your Benefits

Explore your member benefit today. Connect with the ACCESS team to learn about the latest service offerings and discover how ACCESS can help you save time and money!

Visit [sharedservices.coop](https://sharedservices.coop)



### Accounting Services

AP/AR, CRA Reporting, Financial Reporting, Payroll, and more!



### Cybersecurity

An enterprise risk management program that protects your organization.



### Group Buying

Business Telephones, Furniture, and Food Services to start!



### Human Resources

Leveraging technology for efficiency and competitive advantage.



### Managed IT

Customer Service Desk, Technology Support, Disaster Recovery and more!



### Website Development & Hosting

Copywriting, Search Engine Optimization, and more!

Schedule an assessment today - Visit [sharedservices.coop](https://sharedservices.coop)



# WINTER

*Event Listings*

## DECEMBER

- Dec 15, 2023 Christmas Program – Tulliby Lake
- Dec 16, 2023 Christmas Party – Battle River Ag
- Dec 16, 2023 Christmas Market – Onoway Ag
- Dec 16, 2023 Ranch Rodeo – Donalda Ag
- Dec 29, 2023 Paint Nite – RichLake AG
- Dec 31, 2023 New Year’s Eve Dance—Boyle Ag
- Dec 31, 2023 NYE Dance—Whitelaw Ag
- Dec 31, 2023 Kids NYE Party—Strathmore Ag
- Dec 31, 2023 Happy Bucking New Year  
Big Country Ag

## January

- Jan 1,2024 First Aid for Rural Youth MaddenAg
- Jan 27,2024 Cowboy Challenge—Cold Lake Ag

## February

- Feb 1,2024 AAAS Pre Convention Workshops
- Feb 2-3,2024 AAAS 2024 Annual Convention
- Feb 24,2024 Cowboy Challenge Cold Lake Ag

**FOR MORE DETAILS AND TO ADD YOUR AG EVENTS  
SEE OUR WEBSITE**


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

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

**FOLLOW  
US  
ON  
SOCIAL  
MEDIA**

 @albertaagsocieties

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## 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

# AGRICULTURAL SOCIETY ANALYSIS : DONATION REQUEST



We have collected **over 35 %** of our Goal of \$60,000 as of **DECEMBER 2023**

Agricultural Associations collaborate with us for donations and sponsorships. Whether it's a one-time or ongoing contribution or event sponsorship, we welcome your involvement. AAAS is updating industry data based on recent research among members, addressing key strategic issues

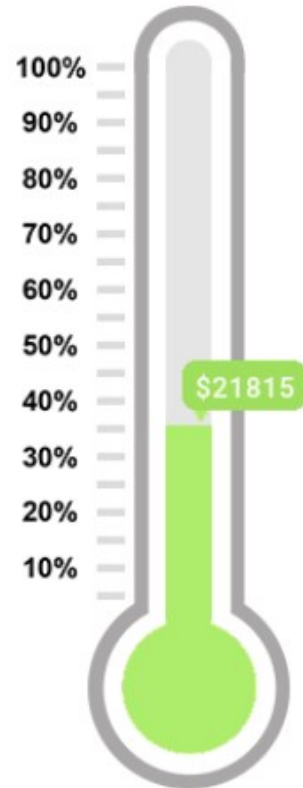
- Manecon Report:2009
- Hudson Report 2015
- Tremendous Value – Utilized by AAAS and Government of Alberta

## 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/>

Goal: \$60000



## Keep the 'family' in your family business

Let us help you navigate the complexities of running your family business and protect your legacy.

We're here for you, your family, and your business. **Let's talk.**

**Contact our Family Enterprise Advisor:**

**Melanie Harty**

T +1 403 527 8114

E [Melanie.Harty@ca.gt.com](mailto:Melanie.Harty@ca.gt.com)

W [grantthornton.ca](http://grantthornton.ca)





**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  
Summer Newsletter – June 10, 2024

Fall Newsletter – Sept 9, 2024  
Winter Newsletter—December 9, 2024

**PLEASE CONTACT US FOR MORE INFORMATION**

**DOUG KRYZANOWSKI**

**PARTNERSHIPS & MEMBER SERVICES**

Office 780.427.2174    Cell 403.894.0525  
doug@albertaagsocieties.ca    www.albertaagsocieties.ca



### **Alberta One-Call is now Utility Safety Partners**

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

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

We are Alberta’s trusted resource for utility safety. The one hub everyone can always rely on. Awareness, education, and locates combined to prevent contact with overhead and underground lines - keeping people and infrastructure safe. When we succeed, we save Alberta companies and taxpayers millions of dollars, while preventing costly service outages that disrupt people’s lives. It’s another powerful outcome of our lifesaving work.

**Where’s the LINE?**

UtilitySafety.ca

## 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



### 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

