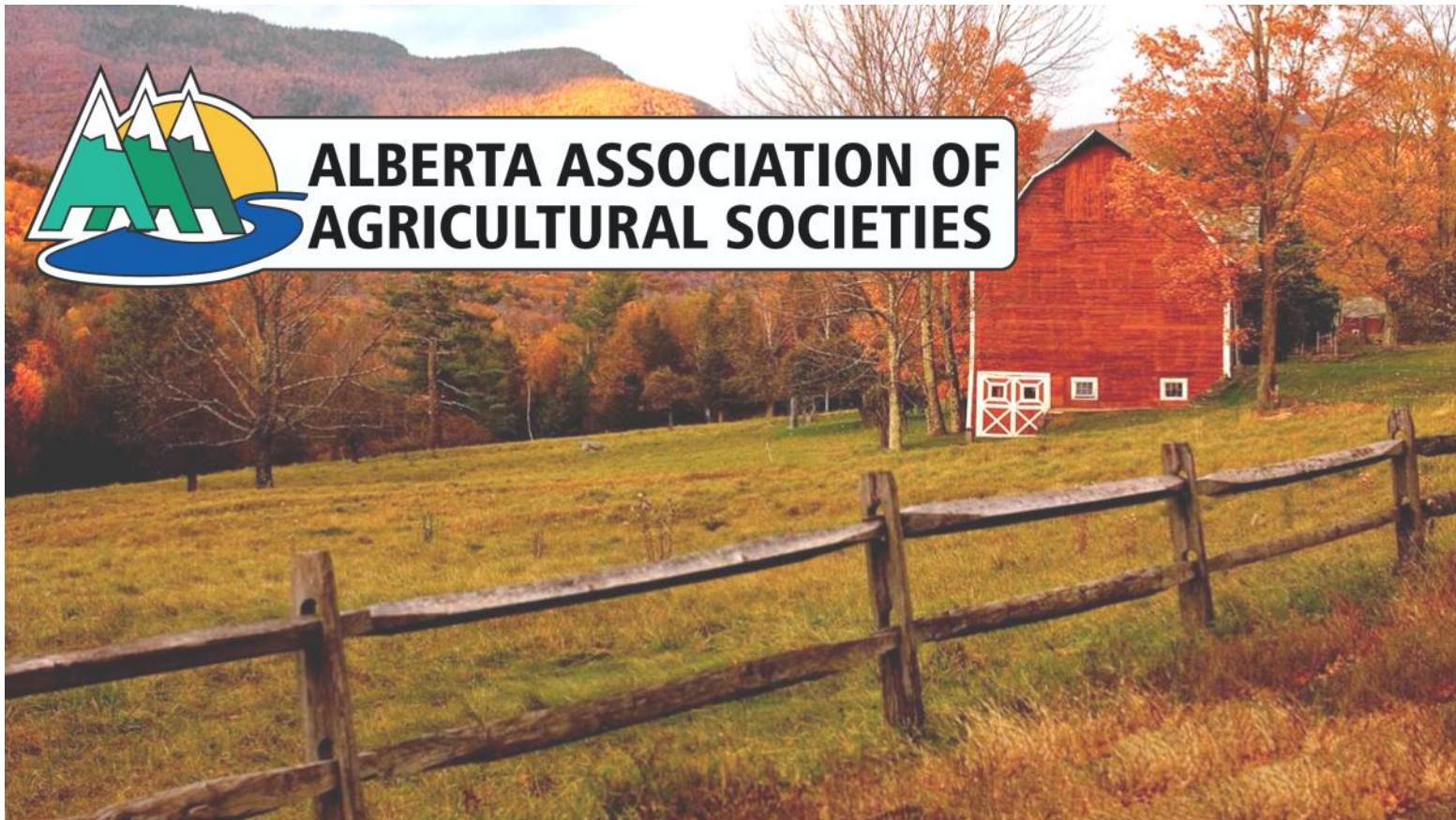




# ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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## A MESSAGE FROM THE CHIEF EXECUTIVE



Here we are mid way through September. It always amaz-

es me how quickly time passes. It has been an exciting summer as folks from across our province emerged from their pandemic hibernation and re-met their friends and neighbors. I recently had the opportunity to volunteer at an event of one of our members. Our team of AAAS board members and myself showed up on a Saturday morning in time to watch the parade before our volunteer workday started. People from all walks of life lined the streets in anticipation of the spectacle. It was fantastic to see families, seniors,



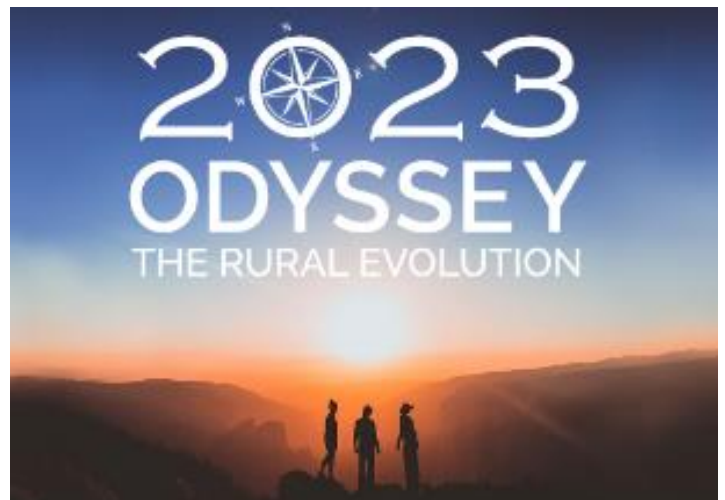
teens, everyone, laughing and chatting while finding their spot along the route. You could feel how eager the community was to get back to familiar times. The parade itself consisted of businesses and community groups, horses and classic cars and emergency vehicles. All of which were there to support the community and have the community support them. Relationship building, the basis of a vibrant community. Once the parade had ended and the crowd dispersed folks began to filter in for the afternoon event. Families visiting families, kids running around with friends, tables full of people drinking coffee discussing interests of the day. It was truly a happy time, and I could not help

but smile and feel good about doing my small part to help bring the community together. Our team had arrived on day 3 of this amazing 4-day event that a dedicated group of volunteers had pulled together, organized, and provided the labor for. It was unlikely that those who were enjoying all the festivities realized what had gone into creating and implementing this gathering. However, regardless of how or who made it happen, the public was grateful for the opportunity to gather, share, and engage with one another.

Although there are many organizations across our communities that can bring people together, none are provided the mandate of an agricultural society. To “promote improvements in agriculture and enhance the quality of life for people in your community” is truly a noble purpose that our members accomplish day in and day out. Our province is a better place because of them.

As we move into fall AAAS will be hosting the fall meetings across all 6 regions. The meeting will start in October so watch your email and our website for the details on a meeting near you. Plan to attend and bring a friend. The gathering of our peers to discuss challenges and opportunities is critical for success.

A larger gathering of Ag Societies is scheduled for February 2-4, 2023. The annual general meeting and conference will take place at the River Cree resort and Casino. We are very excited at the prospect of bringing our members together once again to laugh, learn and network with Ag Societies from across the province. This year’s theme is “Evolution” which describes the ever-changing face of the communities we serve and our role in helping them grow. Watch our website for details.



# A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

New this year is our overflow hotel. AAAS has negotiated a terrific rate for rooms during our events. If you're looking to incorporate a family weekend vacation to the sunny shores of the World Water Park, this might be the greatest of opportunities to join volunteer education/information and family fun.

The Alberta Young farmers and Ranchers committee will be hosting the "Rock the Farm" conference. If you or someone you know is 18 – 40 years old and interested in the success of the agriculture industry, this conference is for you. Located at the Fantasyland hotel in West Edmonton Mall February 3 – 5, 2023, this gather of the future of Ag will provide speakers and information directly related to the future of the ag industry. Watch for more details on our website and perhaps your Ag Society can sponsor a delegate or 2 from your community.

I am looking forward to getting back on the road this fall and visiting with our members during the fall meetings. I can't wait to hear how your summer went and how AAAS can continue to help you reach your potential.

*Thank you.*

**Tim Carson,**  
*Chief Executive Officer*  
*Alberta Association of Agricultural Societies*



## 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](http://fortisalberta.com). You've got a lot on your mind farming season, let us help keep you safe.

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**FORTIS**  
**ALBERTA**

# AGRICULTURE, FORESTRY AND RURAL ECONOMIC DEVELOPMENT UPDATE



What a summer it has been! Agricultural societies across the province have been busy putting on many different types of summer events for their communities. A few things that you might be interested in:

## **Annual grants**

We are happy to let you know that the formula to calculate the agricultural society operating grant will revert to the pre-pandemic formula for 2023-24. As ag societies have returned to more normal operations, the five-year average approval is no longer responsive to their current activity levels and expenditures. Be on the lookout for more grant information coming your way very soon.

## **Alberta Agricultural Society Innovation Award**

The Ag Society Innovation Award was implemented in the spring of 2021 to recognize ag societies for their innovation and resilience during the COVID-19 pandemic. The award continues to recognize innovation with a broader scope to include advancements that have positively impacted communities' social and economic development while inspiring community spirit.

The award is presented to up to three ag societies based on community size:

- Smaller Primary Ag Society (community size under 1,000)
- Larger Primary Ag Society (community size over 1,000)
- Regional Ag Society

Applications for innovations that occurred between January 1, 2022 and November 30, 2022 will be emailed to all ag societies in the fall and will also be available at

[alberta.ca/alberta-agricultural-society-innovation-award](http://alberta.ca/alberta-agricultural-society-innovation-award).

## **Upcoming regional meetings**

Colin, Monika and I plan on participating in the upcoming regional meetings. We look forward to seeing many of you there!

## **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](http://alberta.ca/agri-news).

The Ag-Info Centre 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 [aginfocentre@gov.ab.ca](mailto:aginfocentre@gov.ab.ca) with your questions.

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



# AAAS NEWS



The Alberta Association of Agricultural Societies has designated September 21 as "Agricultural Societies Day" in Alberta, to recognize and promote the significant contributions agricultural societies make, enhancing the quality of life in communi-

ties across our province. Agricultural societies are volunteer driven, not-for-profit organizations whose mandate and diversity make them invaluable in the communities that they serve. Ag societies work to enhance quality of life by developing programs and services, and providing facilities that meet the needs of their communities. There are currently more than 700 facilities in Alberta, some of which include ice arenas, riding arenas, community halls, curling rinks, barns, and campgrounds that are owned and/or operated by ag

societies in Alberta. There are 291 ag societies across Alberta. The first agricultural societies in Alberta formed in 1879 and 1880. There are 20 Alberta ag societies that are more than 100 years old and 34 societies that celebrated their 50th anniversary in 2022.

The Alberta Association of Agricultural Societies, congratulates and celebrates the efforts of all our agricultural societies and their volunteers. We invite you to take the time to post about what your Ag Society means to you and why others should join in all the fun of creating vibrancy within their communities. Please check out our website for more information about your local ag society and how to join.

[www.albertaagsocieties.ca](http://www.albertaagsocieties.ca)  
#abagsocietiesday

## FCC KNOWLEDGE

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Events



Podcast



Videos



Peer Groups



AgriSuccess



e-Newsletters

Learn more at [fcc.ca/Knowledge](http://fcc.ca/Knowledge)





# FALL FAIRS AND EVENTS



FOR MORE INFORMATION AND UPDATES—SEE OUR WEBSITE EVENT LISTINGS

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



## SEPTEMBER

Drayton Valley Ag—SeptemBEER Fest and Market Sept 23/24, 2023



Cherry Grove Ag Society—Cherry Palooza—Sept 24



Milk River Ag OktoberFest—Sept 24



ARAS -The Great Rural Race—Sept 25



Olds Fall Classic—Sept 30



## OCTOBER

Lloyd Ex Northern Lights Horse Sale – Oct 1



Economic Partnership Summit 2022—Oct 6



## NOVEMBER

Lloyd Ex Stockade Round Up— November 1-6,2023



Canadian Finals Rodeo—November 2-6, 2023



Millarville Christmas Market—November 3



Vilna Christmas Market November 12



CAFÉ Convention 2022 November 16—18,2022



Lloyd Christmas Craft Fair and Chamber Expo November 18-20



Annual Radway Christmas Market—November 25



PBR Winter Classic—November 26,2022



IAFE Annual Convention - November 27-30,2022



# FALL REGIONAL MEETINGS



Region 1 - Taber Tuesday October 11th 5:30 pm

Region 2 - Crossfield - DATE TBD

Region 3 - Rimbey - Wednesday October 26th 5:30 pm

Region 4 - Lloydminster - DATE TBD

Region 5 - Spruce Grove November 9th 5:30 pm

Region 6 - TBD

## PLEASE WATCH WEBSITE FOR UPDATES

Tentative Agenda:

Update from AAAS

Update from Government of Alberta

Round Table Discussion

**DO YOU HAVE AN EVENT YOU WOULD LIKE TO ADD TO OUR LIST ?  
SEND YOUR EVENT INFORMATION TO US AT THE OFFICE**

### ***There is also the option for you to ADD YOUR EVENTS TO OUR WEBSITE***

This will enable you to add updates for your AG page or add some events or raffles on our AAAS Event listings.

**FOLLOW  
US ON  
SOCIAL  
MEDIA**



@albertaagsocieties



@albertaagsocieties



@abagsocieties

## MARKET YOUR EVENTS

**RODEOS. FAIRS. MARKETS  
BENCH SHOWS. CRAFTS.  
HORSE SHOWS. DANCE  
STAMPEDES. PARADES.  
RACES. OPEN FARM DAYS.  
PAINT NIGHTS. DINNERS.  
BULLARAMA. FESTIVALS.  
JAMBOREES. MUD BOGS.  
TRACTOR PULLS. AUCTIONS.  
MUSIC. FARM SAFETY CLINICS  
PANCAKE BREAKFASTS**



**An Interactive Mixed Reality Safety Show.**

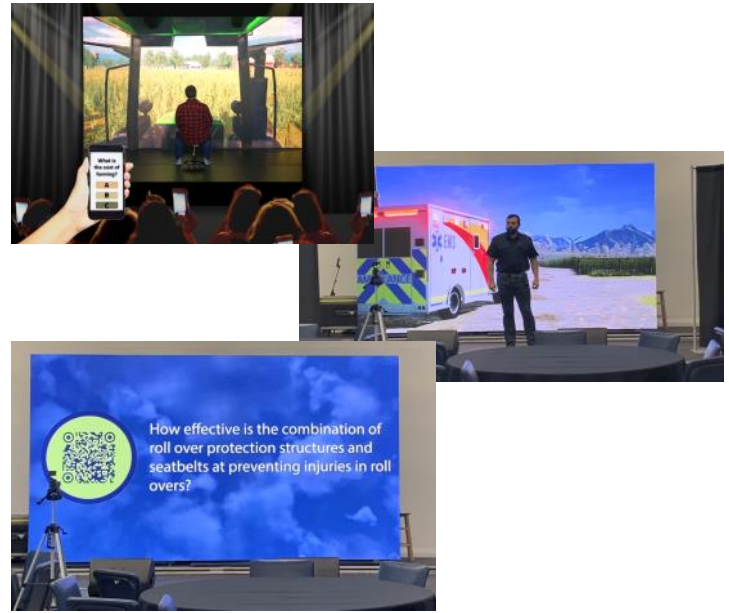
**WHAT IS THAT ?**

A Mixed reality is a blend of physical and digital worlds

We at AAAS are striving to bring farm safety into the 21st century utilizing state-of-the-art LED projection and interactive gaming. An artfully designed 3D farm comes to life and takes the audience on a journey through the dangers farmers face every day.

The audience is brought into the show, answering data driven questions that display directly to their devices. This program highlights the negative impact every day injuries have on farms, reinforces the positive impact safety training has, and concludes the whole experience with accredited safety resources and training program - ultimately

bridging the gap and creating a seamless transition from awareness to action. You will be able to See this show At this year's CANADIAN FINALS RODEO as well as FARM FAIR INTERNATIONAL 2022.



**YOU'RE  
GROWING ))  
PLACES**

**MCSnet has done a superb  
job in supporting us and  
keeping our systems running**



# OPEN FARM DAYS HIGHLIGHTS

# ALBERTA OPEN FARM DAYS

10TH ANNIVERSARY



IT TAKES A HIVE

PRESENTED BY



[Honey](#), Saskatoon Pies from [DNA Gardens](#) and Danish style Meatballs from our host at [Holmehus farm](#).

To celebrate 10 years, and with our tradition of incubator projects, we created a uniquely Albertan product called “Honey Floss” - celebration of our highly valued Alberta local honey found dotted across the province combined with local sugar beet sugar, grown and processed in southern Alberta. The Recipes and instructions to create our Honey Floss are located on our website.

The 10th Annual Alberta Open Farm Days was held on August 13th and 14th this year to great success, our theme - It Takes a Hive. Why? we wanted to recognize that farming is dependent on each other and what better way to symbolize that than with one of our favourite pollinators, the honey bee to demonstrate how much farming is interdependent. Bees pollinate the fruits, the vegetables, legumes, and without bees, much of what we eat wouldn't be here.

The [10th Anniversary Open Farm Days](#) weekend started with our media launch event at Holmehus, The Farm with the Good Food. We enjoyed a curated charcuterie board with treats from around Red Deer and Lacombe County including honey and honey comb from [Gull Lake](#)



# OPEN FARM DAYS HIGHLIGHTS



Lastly, the big show! This year 115 farms participated in Open Farm Days and spanned the many agricultural operations across the province. From beef, to canola, yak to beer, we were able to tell a truly unique story of Alberta agriculture and Alberta food stories. A great big thank you to all our farms, Ag Societies and their volunteers for another wildly successful Open Farm Days. We know that hosting an event is no small feat and we're so grateful that you chose to participate every year.

## Participating Ag Societies

- Calgary Stampede –O.H. Ranch
- Heritage Agricultural Society - Multicultural Heritage Centre
- Millarville Farmers' Market
- Rocky Mountain House Ag Society - Caravan Tour
- Smoky Lake Agricultural Society

We would also like to congratulate Sophia L. who was the winner of our \$250 Gift Card Credit from [Servus Credit Union](#). Sophie has decided to use the \$250 Gift Card Credit at [Grey Owl Meadery](#). Congratulations to Sophie and thank you to Service Credit Union for providing the prize this year.



**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](#)



# GRANTS & FUNDING DEADLINES

## FEDERAL GRANTS

### COMMUNITY ANNIVERSARIES

#### Building Communities Through Arts and Heritage

The Community Anniversaries component provides funding to local groups for non-recurring local events, with or without a minor capital project. Eligible capital projects such as community art projects, restoration of objects, community history books, statues and murals can be funded up to a maximum \$25,000.

<https://www.canada.ca/en/canadian-heritage/services/funding/building-communities/anniversaries.html>

### LOCAL FESTIVALS

#### Building Communities Through Arts and Heritage

When an application deadline falls on a weekend or statutory holiday, it is extended to the following working day. Deadline :**October 15**

(for festivals starting between July 1 and August 31 of the next calendar year)

<https://www.canada.ca/en/canadian-heritage/services/funding/building-communities/festivals.html>

## PROVINCIAL GRANT

### Alberta Crime Prevention Grant

The Alberta Crime Prevention (ACP) grant funds projects or programs for up to 2 years. The project or program must focus on direct delivery of services or supports for crime prevention or community safety and well being. Programs or initiatives keeping youth out of gangs or helping youth get out of gangs are included. Grants provide funding from \$25,000 to \$150,000 per year (2022-23 and 2023-24).

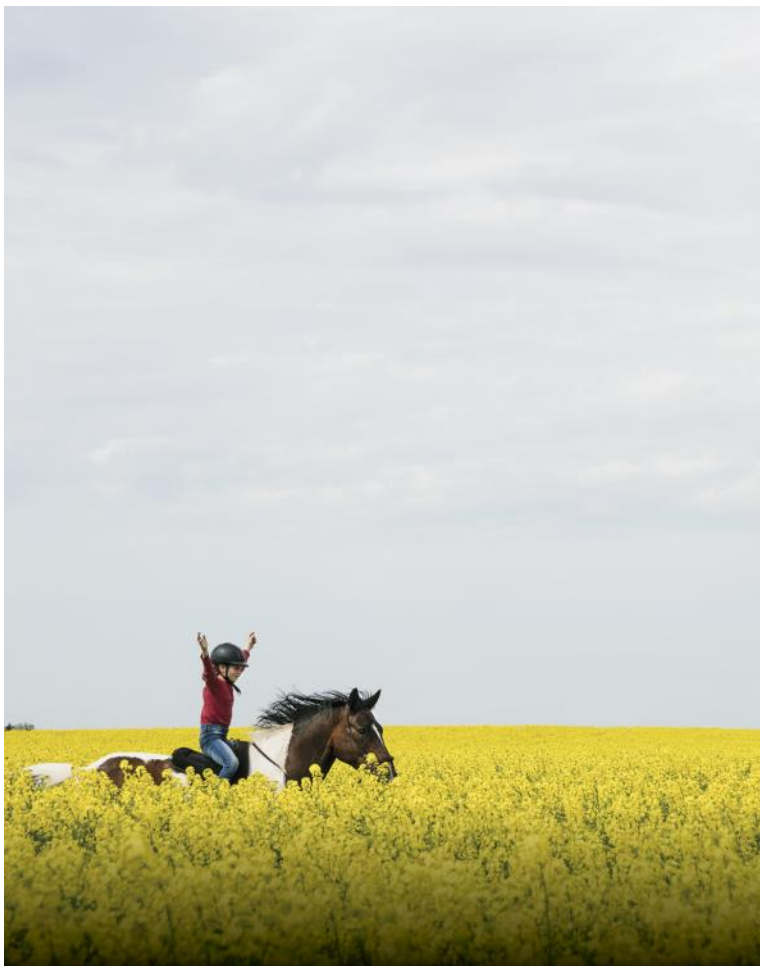
<https://www.alberta.ca/alberta-crime-prevention-grant.aspx>

## AAAS GRANT

### AAAS Farm Safety Grant Program

Approved Funding of \$2,000 will be distributed at the completion of the project once all reporting & receipts have been submitted and received and approved by the Alberta Association of Agricultural Societies. All projects under this application must be completed by December 31, 2023.

<https://www.albertaagsocieties.ca/aaas-farm-safety-grant-program/>



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For your life.

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# WE'LL BUILD THE NEXT GENERATION TOGETHER.

## **Bridging the Gap: Farm Transition Workshop**

*Where Enthusiasm Meets Experience*

Tuesday, November 8 | Holiday Inn & Suites, Red Deer

AFSC, Farm Management Canada and MNP are offering a one-day workshop to help farm families as they work to transition the farm between generations. Attendees will work through sessions on strategic planning, communication barriers, navigating through resistance, business planning & other relevant topics, to allow all generations to further understand each other's concerns and considerations.

*Together we'll bridge the gap and set the next generation up for success.*

\$40.00 ..... Per single farmer

\$100.00 ..... Per 4 person farm family

**[BTGRedDeer2022.Eventbrite.ca](https://BTGRedDeer2022.Eventbrite.ca)**

**MNP**



**AFSC**

# 2023 ODYSSEY THE RURAL EVOLUTION

ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES  
ANNUAL CONVENTION AND TRADESHOW



**FEBRUARY 2-4, 2023**

EDMONTON, ALBERTA  
RIVER CREE RESORT & CASINO



**MORE INFO AVAILABLE ONLINE**

# The 2023 AAAS Convention will be held at the River Cree Resort and Casino



## BOOK YOUR ACCOMMODATIONS NOW

Deadline to book rooms is **Thursday, January 19<sup>th</sup>, 2023**

Guests can book hotel rooms

Call 1-844-425-2733 (24/7)

Book Online

<https://reservations.travelclick.com/104191?groupID=3520986>

## **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.

**Peavey** Mart



# ROCK THE FARM 2023

Alberta Young Farmers and Ranchers across the province have something to look forward to come February. The AYFR Committee will be bringing quality speakers together with farmers aged 18-40, to share knowledge, experience and insight relevant to the young farmer.

The “ROCK THE FARM Conference” will take place February 3-5,2023 at the Fantasyland Hotel in West Edmonton Mall - in conjunction with our 2023 AAAS Conference.

AG Societies are encouraged to sponsor a member of their community to attend the AYFR Conference. The cost associated with sponsorship is eligible for funding under leadership and development within the Ag Society Gran Program.

In recent years, Young farmers and ranchers from across Alberta discussed crop production, pasture management, farm business management and the importance of networking. There is always so much

to learn. Managing your farm is a multi-faceted endeavour, there’s a lot of information to absorb. When you’re sitting on the tractor it’s easy to forget how to structure your business. Stay tuned to our website for more information on this year’s Convention topics

Individual Hotel Reservations at **Fantasyland Hotel** are due no later than **January 10, 2023**.

Reservations can be made by contacting the hotel Reservations Department directly at (780)444-3000 or toll-free 1-800-737-3783.

Callers **MUST** mention they are attending the Alberta Association of Agricultural Societies (AAAS)/Alberta Young Farmers and Ranchers (AYFR) or provide the group code# 5232562 to receive the negotiated rate.

Please contact us at the AAAS Office if you have any questions or would like more information.

**LEADERSHIP**      **AGRICULTURE**      **COMMUNITY**

**AYFR**      **SPONSOR A COMMUNITY MEMBER TODAY**

## WHERE ARE THEY NOW ?

The Alberta Association of Agricultural Societies awards scholarships annually, to help students continue their education in the agricultural industry. We are showcasing what some of our past scholarship recipients are doing now and how being part of Ag Societies have impacted their lives.



**BRYANNA KUMPULA**

### **Which Ag Society are you from**

Lac La Biche Agricultural Society

### **When did you receive your scholarship**

2006

### **What did you study?**

From highschool I attended the University of Alberta and in 2006 I obtained a Bachelor of Science in Animal Science. In 2009, I graduated from MacEwan University with a Post Degree Certificate in Executive Leadership in the Non-profit Sector. I am currently completing my Master of Arts in Community Engagement at the University of Alberta focusing on the development of agritourism clusters.

### **What career path did you take ?**

I have had an interesting career path that has gone from working at a beef packing plant, to planning Farmfair International, then to working for one of the worlds biggest oil rig manufacturers in knowledge management, to leading a agriculture

and food non profit, to working in rural economic development. Beyond the jobs I have worked, I have also started a food tourism business, partnered on the development of a rural tourism business and own and operate a cut flower farm

### **What job/ career do you have now ?**

I am currently the Economic Development Coordinator for Leduc County, partner in Experience Alberta, owner of Epicurean Adventure Tours, and co-owner of Bar OA Farms.

### **Where has your job taken you?**

My various career paths have taken me around the world. I have worked with stakeholders in China on the development of the hemp industry, spent time in Japan building relationships for value added food products, and most recently spoken at the International Workshop on Agritourism in Burlington Vermont.

### **How has being part of the Ag Societies impacted you ?**

Ag societies introduced me to many of the things that fall under agriculture – from volunteering, supporting other community members, growing food to show in the annual bench show, watching friends compete and learn in the local horse show and connecting to others around the province and across the country.

### **What piece of advice would you give to students considering a career in Agriculture ?**

Anything within agriculture ends up being a rewarding experience, because whether you realize it or not you are changing peoples lives by growing and distributing food.

**If you have been awarded an AAAS Scholarship in the past and would like to share your story, please email us at [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)**



# 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. Please consider individuals in your community who could benefit from receiving this award. Applicants must be nominated by their local Agricultural Society. Each Applicant would be nominated by their Agricultural Society.

**NOW ACCEPTING NOMINATIONS—Deadline December 1, 2022.**



## **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, 2022.**



## **AAAS PROVINCIAL MARKETING AWARDS**

We're seeing some pretty Eye Catching Posters for your events out there - Be sure to Submit them in CATEGORY #1 for next year's AAAS Provincial Marketing awards: 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**

**Deadline December 1, 2022.**



## **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.

**NOW ACCEPTING NOMINATIONS—Deadline November 30, 2022.**



# THE QUEEN'S PLATINUM JUBILEE MEDAL

On February 22, 2022 the Government of Alberta announced the creation of the Queen Elizabeth II's Platinum Jubilee Medal (Alberta) to mark the 70th anniversary of Her Majesty's Accession to the Throne as Queen of Canada.

The Province is taking this opportunity to recognize the outstanding service of many Albertans who, like The Queen, have dedicated themselves to the service of family, community and country. The Jubilee year will see 7,000 Medals awarded to worthy recipients. In order to ensure a wide and equitable distribution to the most deserving Albertans in every field of endeavor, the Government of Alberta has chosen a number of trusted partners to select recipients and present them with their Medals. The Alberta Association of Agricultural Societies has been designated as a partner in this program. This is an opportunity for us to recognize deserving individuals who make a real difference in our community.

Queen Elizabeth II's Platinum Jubilee Medal recognizes the significant contributions of Albertans. A new commemorative medal has been created to mark the 70th anniversary of Her Majesty Queen Elizabeth II's accession to the Throne as Queen of Canada. The Queen Elizabeth II's Platinum Jubilee Medal is a tangible way for Alberta to honour Her Majesty's service to Canada. The Medal program will be part of the Platinum Jubilee year celebrations, organized by the Government of Alberta. Permission is being sought from the Government of Canada to



have the Medal included in the Order of Precedence, along with the other commemorative medals of the Canadian Honours System.

## Eligibility

The eligibility criteria for this medal is intentionally broad so it can recognize a wide range of accomplishments in many areas.

A nominee must:

- be a Canadian citizen or permanent resident with a tangible link to Alberta at the time the medal is granted
- have made a significant contribution to Canada, Alberta, or to a particular Alberta region or community
- have been alive on February 6, 2022, the 70th anniversary of Her Majesty's accession to the throne

These Medals will be presented at our AAAS Annual Convention February 3, 2023

# WORLD NEWS



Her Majesty the Queen has died at the age of 96 and is the longest serving monarch in British history. The Queen showed a keen interest in agriculture, and several of the Royal Estates and Residences hold working farms. She was a true countrywoman, who understood the challenges young farmers face to feed the nation and always championed rural communities. The Queen was a great supporter of the work done by the Agricultural Societies throughout the commonwealth.

She was patron of numerous farming organizations. The National Federation of Young Farmers' Club, Royal Agricultural Society of England, Royal Welsh Agricultural Society, Royal Norfolk Agricultural Association, IACR-Rothamsted and the Royal Agricultural Benevolent Institution to name a few.



October 24, 1951 – Princess Elizabeth and Prince Philip brave a snowstorm to watch a stampede at Calgary exhibition grounds, Canada. In June 1959, Her Majesty and



Prince Philip attended the Calgary Stampede. They watched chuckwagon races and attended a barbecue.



A tremendous event in the history of the Vegreville Ag Society happened when Queen Elizabeth and Prince Philip attended the Country Fair. The Royal couple spent an hour at the fair checking out all the sites and sounds. Pictured is Vegreville Agricultural Society President, Alex Fedoruk and his wife Alice welcoming the Queen and Prince to the Vegreville County Fair.



Alberta has declared Monday, September 19 a provincial day of mourning in solemn recognition of Her late Majesty Queen Elizabeth II. A 96-gun salute will cap the memorial to Queen Elizabeth II at the Alberta Legislature grounds on Monday Morning, as she was laid to rest.

Our condolences and thoughts are also extended to the Royal family.



## **IAFE Names Membership Development Coordinator**

The International Association of Fairs & Expositions (IAFE) announced in August that Anna Wilson has joined the staff in a newly created position of membership development coordinator. Resulting from the Association's 2022 Strategic Plan to grow membership, Wilson's primary role will be to engage new members for the Association and ensure their awareness and use of member benefits and services.

Wilson hails from Garnavillo, Iowa, which is in Northeast Iowa and in Clayton County. Anna has been a part of the fair industry since she was young. She started in the kiddie calf shows, growing up through 4-H/FFA exhibiting dairy cattle, poultry, and rabbits. After high school, Anna joined the Clayton County Fair Board where she has been a board member since. She started as the Clayton County Fair Queen coordinator and then a few years ago, was elected as the Clayton

County Fair secretary. The fair has always been an important part of Anna's life. She continues to give back her knowledge to young 4-H/FFA members as they are exhibiting her dairy cattle.

A graduate of University of Wisconsin-Platteville with a Bachelor of Science in Animal Science, she has been a sales specialist for New Generation Genetics in Midwestern and Western states, and also served four years as the assistant manager of the Red and White Dairy Cattle Association where she was responsible for memberships, advertising sales, coordination of trade show exhibits and meetings, as well as being the editor of Red Bloodlines magazine.

Anna and her husband, David, along with their son Lewis and Anna's parents, Mark and Rondee Troester, own and operate Rose-Maar Dairy where they milk 95 cows. In Anna's spare time, she enjoys baking, visiting with friends, being outdoors with her son, and attending local events.

Anna is very excited to join the IAFE team and family. She cannot wait to meet new people, learn more about the fair and expo industry, and gain new knowledge that will help develop the IAFE.



## **CAFE appoints new Interim Executive Director**

The Board of Directors of CAFE is pleased to announce the appointment of Ashley Bain as our new Interim Executive Director, effective September 1. Ashley is a member of the Redstone Agency Inc. team, who will be supporting CAFE throughout the next year. Under the supervision of our Interim Executive Director, Redstone's specialized support team will support CAFE events, communications, and membership activities.

With over a decade of event planning experience, Ashley Bain has a talent for creating memorable experiences and leaves no detail overlooked. She prides herself on building strong relationships in order to deliver maximum results. With a background in public relations, Ashley earned her Advanced Public Relations

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diploma from Durham College. She has a passion for helping her community and has held various volunteer roles with local not-for-profits, government organizations and committees.

Effective immediately you can reach Ashley at [ashley@canadianfairs.ca](mailto:ashley@canadianfairs.ca). The CAFE phone number and mailing address will remain the same.

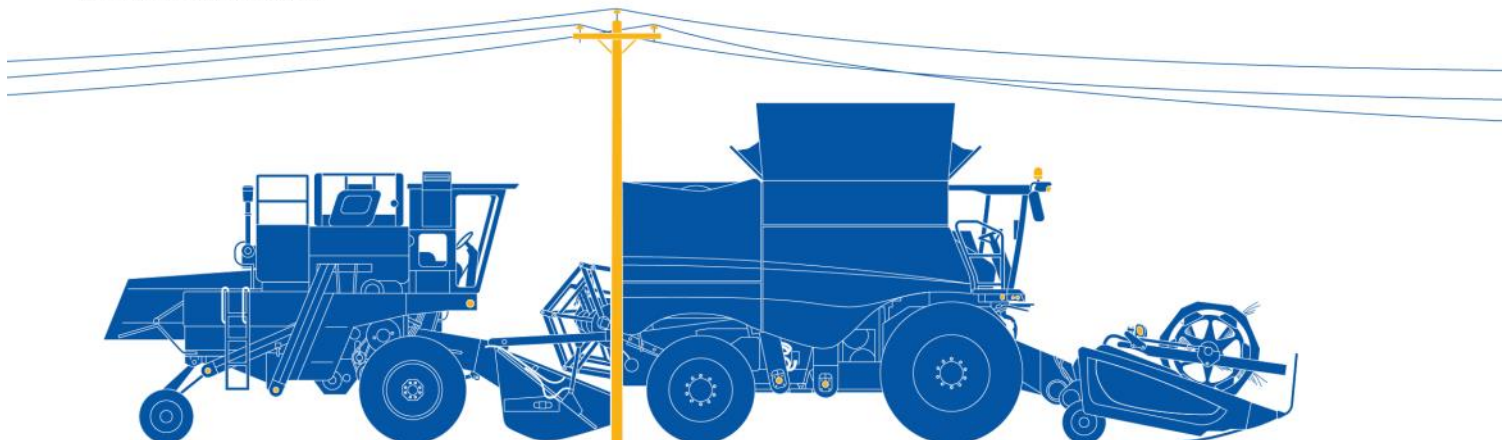
In order to begin developing relationships with our volunteers, members and other key stakeholders, Ashley may be reaching out to you in the coming weeks. In the meantime, do not hesitate to reach out to her yourself with any feedback.

We would also like to wish Executive Director Christina Franc the best during this exciting time and look forward to welcoming her back following her maternity leave.

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“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

### AD SPECIFICATIONS & RATES

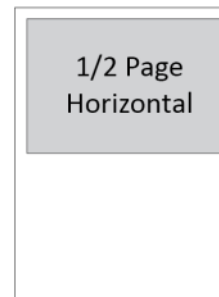
AD SIZE	Member Rate	Non-Member
Full Page	\$120	\$270
3/4 Page	\$100	\$250
1/2 Page	\$80	\$230
1/4 Page	\$60	\$210
Business Card	\$40	\$190



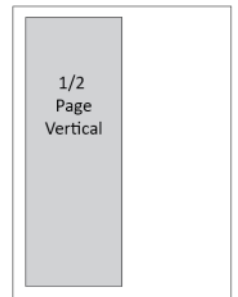
Live Copy Area: 7.5" x 9.875"  
Trim Size: 8.375 x 10.875  
Full Page Bleed Size 9" x 11.5"



3/4 Page Ad Size :  
7.5" x 7.375"



1/2 Horizontal Ad Size :  
7.5" x 4.875"

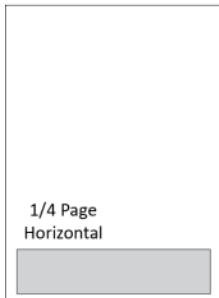


1/2 Vertical Ad Size :  
3.625" x 9.875"

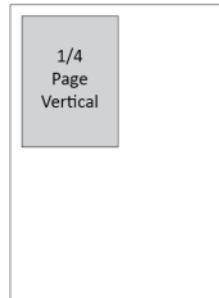
**\* All rates subject to GST \***

### ACCEPTED AD FILE FORMATS

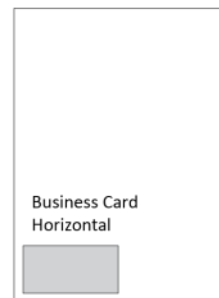
All images and files must be 300 dpi at 100% scale.  
JPG or PNG



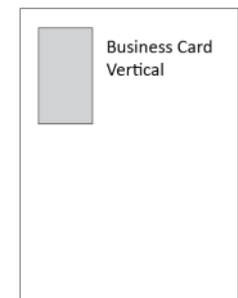
1/4 Horizontal Ad Size :  
7.5" x 4.875"



1/4 Vertical Ad Size :  
3.625" x 4.875"



1/4 Horizontal Ad Size :  
2" x 3.5"



1/4 Vertical Ad Size :  
3.5" x 2"

The Newsletter is Published Quarterly—Submission Deadlines for the 2022 Newsletters are as follows:

Spring Newsletter—March 11, 2022  
Summer Newsletter – June 10 2022

Fall Newsletter – Sept 12,2022  
Winter Newsletter—December 9,2022

PLEASE CONTACT US FOR MORE INFORMATION

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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



## BOARD OF DIRECTORS

### EXECUTIVE

**President:** Rebecca Joseph  
**1st Vice President:** Brett Warder  
**2nd Vice President:** Bruce Walker  
**Treasurer:** Natasha Dombrosky

### DIRECTORS

**Region 1:** Petra Klemnauer  
**Region 2:** Brett Warder  
**Region 3:** Linda Mason & Beth Fulton  
**Region 4:** Rebecca Joseph & Nicole Templeton  
**Region 5:** Natasha Dombrosky & Bruce Walker  
**Region 6:** Darlene Corriveau  
**Service Member Director :** Rick McCarthy

**Chief Executive Officer:** Tim Carson



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The ESB program features a streamlined application process and quick turnaround times, resulting in fast access to incentives for energy-saving measures such as agricultural lighting, lighting systems and controls, refrigeration technologies, HVAC, and more. Businesses can receive up to \$250,000 per project and up to \$1 million per parent company to purchase and install energy-saving measures.

Recently, Sunterra Farms was able to access \$1 million in incentives to install LED lights within their glass greenhouse facility known as Sunterra Greenhouse. Not only will these LED lights help cut costs, but they will also deliver the full spectrum of ultra-violet light its ripe-picked produce needs.

To learn more, visit our website: [eralberta.ca/esb](http://eralberta.ca/esb)

Interested in completing a project outside the scope of ESB? Learn more about the Expanded Technologies Pilot on our website ([eralberta.ca/etp](http://eralberta.ca/etp)) or contact us by email for more information ([etp@esbprogram.ca](mailto:etp@esbprogram.ca)).

Have questions? Reach out to our contact centre via email ([support@esbprogram.ca](mailto:support@esbprogram.ca)), phone (844-407-0025) or through chat on our website.