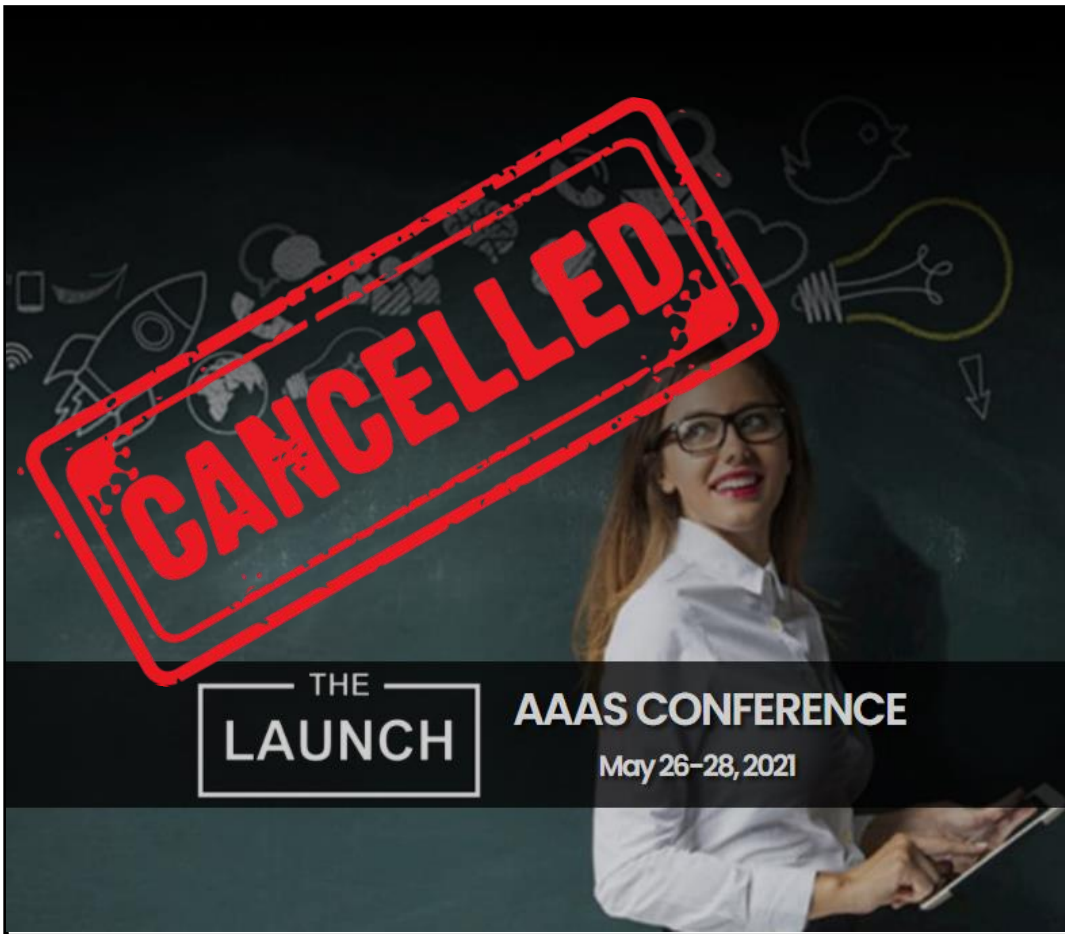




ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Well spring has sprung, the spring snow is melting, the birds are chirping, and the air is fresh. The geese have returned, and I have seen my first robin. All that said

it is not truly spring until I see the first tractor stuck in the field.

Spring is also the season that brings hope and enthusiasm. New beginnings. Our world greens up and begins to show life again. The sun is warm and inviting and we dream of a bright future for ourselves, our families, and our community. We dream of change. I am truly grateful to live in a place with 4 distinct seasons. Season influence change, and no one knows this better than our agriculture industry. Regardless of the success or challenges of the past year, spring always brings new hope.

It is especially important that we embrace our season of opportunity in the face of our current situation. Who would have thought that after more than a year of this global pandemic we would be seeing higher infections, more loss of life, and continued restrictions for business and events? As someone who has been organizing events for most of my life, I understand the frustration and helplessness many are feeling. In the event and recreation industry we face disappointment often. Mother nature has shut us down, emergency situations have altered our plans, and a host of things have caused financial losses. The lessons learned from all those experiences tells us to simply keep going. Next time will be better. The greatest challenge with something like a pandemic, is that we will not emerge in the same place we started. People and our society have changed. Although the change is always happening, sometimes it is so gradual we miss it. Change has been accelerated, and we face uncertainty as never before.

We simply cannot wait for things to return to familiar times. As many of you reading this you will have heard that the AAAS annual conference has been cancelled for 2021. We did our very best to create a new style conference, a hybrid if you will, to accommodate the ever-changing public restrictions. I cannot thank

my Team enough for the efforts in creating and implementing such a dynamic shift to a successful event. We took a calculated risk that vaccine and time would be on our side. We were wrong. Like most of you, our major event is cancelled. Rained out. All that time, planning, and expense, lost; or is it?

Although we were forced to “Scrub the Launch”, we learned a lot. We learned that when required, and encouraged, creativity blossoms. Necessity is the mother of invention. If we focused our attention on the things that could be done, and not what we lost, ideas and answers came. Many of our Ag Societies have also shown this level of leadership during these trying times. The fall regional meeting provided many stories of new initiatives and new relevancy to communities. So much so that Minister Dreeshen has created an “Innovation Award” specifically for Agricultural Societies who have been inspired by the pandemic. A good friend has a quote stating, “Everything is Solvable”. I believe they are right.

The only thing certain about the future is that it will be here before we know it. How we decide to be part of it is up to us. “Everything is Solvable” if we can get out of our own way. Planning is never a waste of time. Looking at the current restrictions, what can we do to meet our purpose of an Agricultural Society? How will we adapt our facilities, our events, to provide the public the confidence to come back? How will we keep our volunteers engaged and vibrant? When the situation changes, will we be ready?

Be excited about the future. There is so much potential for each of us to positively influence the world around us. Continue to plan and be as ready as possible for the future before us. Our communities and our Province need you and your Ag Society doing what you do best. My Team and I will be here to support you in any way we can.

Tim Carson,
Chief Executive Officer
Alberta Association of Agricultural Societies



Ag Societies across the province have been demonstrating innovation and resilience in their ongoing commitment to community-building during the COVID-19 pandemic. Agriculture and Forestry is excited to have launched a new [Agricultural Society Innovation Award](#) to recognize the creativity and impact that Ag Societies continue to have. Up to three agricultural socie-

ties (based on size) will be recognized at the upcoming Association of Agricultural Societies (AAAS) annual convention in May.

We are pleased to be processing your annual operating grants shortly. As you know, the funding formulas have changed for this year due to the impacts of COVID-19 and event cancellations throughout the year. 2021/22 operating grants will be calculated using the previous five-year average funding per organization.

We have seen lots of action on the bylaw front! We are happy to report that as of today, we have 69 approved sets of bylaws in compli-

ance with the new Agricultural Societies Regulation. We look forward to seeing many more sets of bylaws in the near future.

Carmen Andrew
Director,
Rural Policy Programming
Agriculture & Forestry
Carmen.andrew@gov.ab.ca
403.742.7542



You are our MVPs

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 truly believe we are in partnership with each of you, personally at the store level as well as corporately - and are grateful for the opportunities we have to contribute to both your day-to-day personal and business endeavours as well as your club or group societal successes.

We are 100% Canadian and employee owned ourselves and we all live and work in your region and community too; we all ARE our communities. Peavey Industries LP and Peavey Mart are committed to providing contributions, sponsorship and support whenever possible, to the clubs and organizations that matter to our customers. We know our continued dedication to making a difference where we can, is what has enabled us to become Canada's Largest Farm and Ranch Retailer. We owe this to you.



Mark Your Calendars

UPCOMING EVENTS



May 26-28, 2021 ** CANCELLED **

Due to recent escalations in Covid 19 cases and the protective measures implemented across our Province, the Alberta Association of Agricultural Societies (AAAS) Board of Directors has agreed to postpone “The Launch” Conference until May of 2021.

Please stay tuned for more details in the coming weeks.



May 26, 2021 ** CANCELLED **

Bylaw Review Workshop – Pre Conference

(available at each satellite location; preregistration required):

We will be offering the Bylaw review workshop on Wednesday, May 26, 2021. Please register at info@albertaagsocieties.ca by May 14, 2021, There is a maximum of 30 registrations available per location.

May 26, 2021 ** CANCELLED **

Financial Management LEVEL 1 & 2– Pre Conference

Each training session will have two components: the first will focus on explaining key topics, and the second on allowing participants to practice their new knowledge through in-class assignments.

* Pre-registration is required

May 29, 2021 ** CANCELLED **

LEVEL THREE: ADVANCED available at the River Cree only.

Financial Management LEVEL 3 – POST Conference

This workshop will introduce participants to advanced training techniques in QuickBooks Online accounting software and introduction to understanding the facility lifecycle and strategic planning. During this workshop, participants will learn advanced QuickBooks Online techniques, including the features of setting up Class Tracking, creating and using Budgets, preparing year-end financial statements and reports, and understanding them. Participants will be introduced to asset management and strategic planning

* Pre-registration is required

August 14-15, 2021.

Open Farm Days has taken place in Canada for over 10 years, starting in the Maritimes and moving West. 2021 will mark the ninth annual Alberta Open Farm Days.

<https://albertaopenfarmdays.ca/>



AAAS BOARD 2021



- | | | | |
|---------------------------|-------------------|-----------------|----------------------------------|
| PRESIDENT | Rebecca Joseph | REGION 1 | Petra Klemphauer |
| 1ST VICE PRESIDENT | Brett Warder | REGION 2 | Brett Warder |
| 2ND VICE PRESIDENT | Darlene Corriveau | REGION 3 | Linda Mason & Beth Fulton |
| TREASURER | Natasha Dombrosky | REGION 4 | Rick McCarthy & Rebecca Joseph |
| PAST PRESIDENT | Rick McCarthy | REGION 5 | Bruce Walker & Natasha Dombrosky |
| | | REGION 6 | Darlene Corriveau |
- SERVICE MEMBER DIRECTOR:** Perry Cramer

TO SEE A MAP OF REGIONS SEE LINK BELOW

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

NEW AAAS BOARD MEMBERS



PETRA KLEMPNAUER Region 1 Director

How many years have you been a member? About 8 or 9 Years

How did you get involved with the AG Society ?

The Farmers market interested me the most at the time

What motivates you?

The amount of different ways ag societies have to engage with the community and the events that are run

When you're not working, where do you like to spend your time?

In my garden, with family or volunteering at community events

What is your favorite memory working with the Ag Society ?

Putting on a well visited market and the community celebration dinner & dance we put on in 2019

What was your favorite AG event this year ?

Watching parts of the high school rodeo

What are you looking forward to the most this year ?

Hopefully being able to put on more events, especially some markets



BETH FULTON Region 3 Director

How many years have you been a member? 10 Years

How did you get involved with the AG Society ?

I got involved because I saw an opportunity where I could make a difference.

What motivates you? Contributing to the community in a positive manner and providing the best possible experience for participants and attendees to events.

When you're not working, where do you like to spend your time? Riding horses or reading.

What is your favorite memory working with the Ag Society ?

Must I pick just one...there is so many to choose from. All my favorite memories involve working with the community and the people our events attract.

What was your favorite AG event this year ?

The Willy Bronze Poker Rally, one of the few that we were able to hold. The Rally attracted the most participants that it has ever had and all attendees and volunteers were so happy and excited to be able to actually do something.

What are you looking forward to the most this year ?

Becoming more involved at a provincial level and board development at a local level. Outside Ag Societies, I'm looking forward to family time spent together and on horseback.



PERRY CRAMER Service Member Director

What is the name of your business?

Foster Park Brokers Inc.

What product/service do you offer?

Commercial Insurance for all businesses & non-profits including an insurance program specifically for Ag Societies.

When was your business founded/established? 1979

What is your businesses slogan or motto?

Do the right thing, the right way, with integrity and excellence.

What is it that you want AAAS members to know about your business?

Our ag society insurance program has offered custom insurance solutions since 2004. We provide free advice and consulting services and are committed to having one-on-one relationships with our clients.

What do you enjoy most about doing business with the AAAS?

Ag folk are the best people on the planet. Any chance to work in Alberta's rural communities is appreciated.

What are you looking forward to this year ?

Getting back to some events and community activities

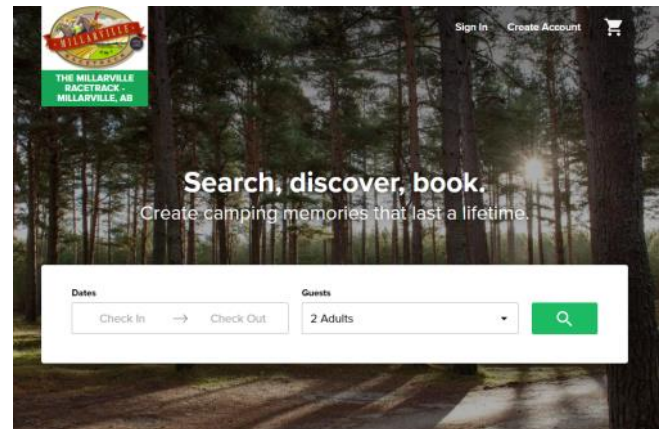
AG SOCIETY NEWS



Construction has commenced on the 268,000-square foot Agri-food Hub and Trade Centre, the largest development project in the history of Lethbridge & District Exhibition, at the official sod-turning ceremony Wednesday afternoon at Exhibition Park. The \$70.5 million project, managed by Ward Bros. Construction Ltd. of Lethbridge, will create nearly 400 construction jobs over the next 20 months. Up to 50 new, full-time permanent positions will also be created to operate the facility when it opens in early 2023



Part of the mandate of the Rocky Mountain House Agricultural Society is to support local organizations who contribute to the quality and wellbeing of those living in the community. Ag Society secretary Karen McCutcheon is seen here presenting a cheque for \$750 to be used in the museum's programming and activities. Accepting on behalf of the Rocky Museum is Jean-Marie Mason.



It warms our heart to see our AGs implement some new technology. Now you're just a click away to book your summer camping reservations. Check out the new booking features on Millarville Racetrack's website: www.millarvilleracetrack.com

AG SOCIETY COMINGS AND GOINGS



We would like to welcome Kara Brake the new General Manager, at the Medicine Hat Exhibition and Stampede. Join us in congratulating Kara for her new role.



Suzanne and Petra from Region 1 were able to meet with Doug Kryzanowski, former region 1 director, to present him with a gift basket thanking him for all his hard work over the past 9 years.

AG EMPLOYMENT OPPORTUNITIES

Communications Specialist for the Lethbridge & District Exhibition

Lethbridge & District Exhibition is seeking a qualified Communications professional with proven experience to join our team. Everyday, we come to work to create meaningful, memorable and fun experiences for the community of Southern Alberta. Applicants should have experience working in a fast-paced entertainment and/or trade centre environment and a track record for developing relationships and being an integral part of the core communications for an organization or brand. This position will provide foundational strategic Communications support to Lethbridge & District Exhibition, the Agri-food Hub and Trade Centre and all associated brands. This individual is an exceptional writer who is passionate about utilizing digital and social media. They are not only a strong content creator, but know how to deliver exceptional guest experience by responding to inquiries and negative feedback, and escalating issues when deemed necessary. In addition, they will have proven project management skills and be able to manage multiple projects at once.

<http://www.exhibitionpark.ca/career-opportunity-communications-specialist/>

Corporate Sales Specialist

Lethbridge & District Exhibition is seeking a qualified sales professional with partnership and/or MICE (Meetings, Incentives, Conferences and Events) sales experience to join our team. Every day, we come to work to create meaningful, memorable and fun experiences for the community of Southern Alberta. Applicants should have experience working in a solutions-focused sales team that drives value from ideas and promotional platforms. Applicants should have a track record for developing relationships and being an integral part of a sales team that creates innovative partnership initiatives to achieve business objectives.

<http://www.exhibitionpark.ca/career-opportunity-corporate-sales-specialist/>



FARM SAFETY PROGRAMS & EVENTS

It is never too early to start teaching kids about farm safety and first aid.
 If you are looking for resources for children.
 The Farm Safety Centre has Resources available to order at no cost.
 See link below for more information:

Resources For Children

<https://www.abfarmsafety.com/resources/resources-for-children/?fbclid=IwAROGT1CNHugClc4ntZUCmHaioCVtqkxaOdJd021KjuRo9kc-MPLRRqhzfU4>

JUNIOR FIRST AID COURSE

You will learn Hazard assessment, Wound care, Calling 911, Controlling bleeds, Sprained ankles and Arm splints

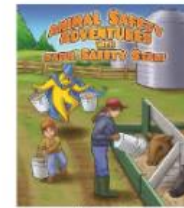
APRIL 24TH, 2021 12:00 PM - 4:00 PM

TO REGISTER PLEASE CALL THE CENTRE AT 780-957-3958 OR EMAIL DEBOLTAGSOCIETY@GMAIL.COM

AGES 8 - 12
\$10 PARTICIPANT
THANKS TO FARM SAFETY GRANT



A Safe Colony is a Great Place to Grow
 Size: 8.5 x 11" (21.5cm x 28cm)
 14 page children's activity booklet
 ID: B291



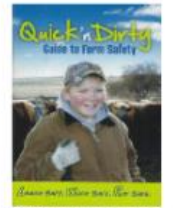
Animal Safety Adventures
 Size: 8.5 x 11" (21.5cm x 28cm)
 13 page children's activity booklet
 ID: B202



Grain Safety Activity Booklet
 Size: 8.5 x 11" (21.5cm x 28cm)
 9 page children's activity booklet
 ID: B293



New Adventures With Safety Star
 Size: 8.5 x 11" (21.5cm x 28cm)
 26 page children's activity booklet
 ID: B204



Quick'n Dirty Guide to Farm Safety
 Size: 3.5 x 5" (9cm x 12.5cm)
 67 page pocket-sized safety guide
 ID: B205



One Seat - One Rider
 Seal Size: 3" (7.5cm) Diameter
 ID: S114



One Seat - One Rider
 Seal Size: 3" (7.5cm) Diameter
 ID: S115



Safety is Doing The Right Thing
 Seal Size: 8" x 3" (13cm x 7.5cm)
 ID: S117



Helmet On
 Seal Size: 8" x 7" (13cm x 11cm)
 ID: S112



DANGER! No Play Area
 Seal Size: 7.5" x 9" (13cm x 13cm)
 ID: S104



CAUTION Ear Protection Required
 Seal Size: 9" x 9" (13cm x 13cm)
 ID: S105



Emergency 911
 Seal Size: 4" x 5" (10cm x 13cm)
 ID: S106



Walk Around Your Equipment
 Seal Size: 9" x 9" (13cm x 13cm)
 ID: S111



DANGER! Stay Clear Of Grain
 Seal Size: 7.5" x 3.5" (13cm x 5cm)
 ID: S116



No Extra Riders
 Seal Size: 7" x 7" (13cm x 13cm)
 ID: S113

AAAS MEMBER BENEFITS

We have made it easier for you to Join or Renew your Membership online:

<https://www.albertaagsocieties.ca/store/Membership-Fees-c46160019>

Our Service Member Page on our website has also been updated to include photos and videos that you would like to share.

<https://www.albertaagsocieties.ca/buyers-guide/>

Benefits to renewing your membership with AAAS:

- Listed in the AAAS Website Buyers Guide
 - Member pricing for Trade Show
 - Conference Showcase Opportunities
 - Free listing in the Conference Delegate Book
 - Free listing in the Spring Newsletter
 - Advertising Discount on quarterly AAAS Newsletter
 - Shared Posts on Social Media Platforms
 - Spotlights on our Service Members and Sponsors for our AAAS #SundaySpotlight shared on Social Media
- Service Member with employees have access to our AAAS Health & Wellness Benefits Program <https://www.albertaagsocieties.ca/health-wellness-program/>

Your commitment to AAAS enables us to:

- Stimulate the community through programs, events, and services.
- Advocate for our members and adopting positions to influence public policy through communications with elected officials.
- Spotlight issues and gain visibility for Ag Societies
- Provide resources such as online job postings, grant resources, an expanded web presence through the membership directory, and digital advertising opportunities.

We will continue focusing on our mission of providing unparalleled support for our members and to strengthen our community now and in the future.



Custom insurance solutions for Alberta
AGRICULTURAL SOCIETIES.



FOSTER PARK
BROKERS

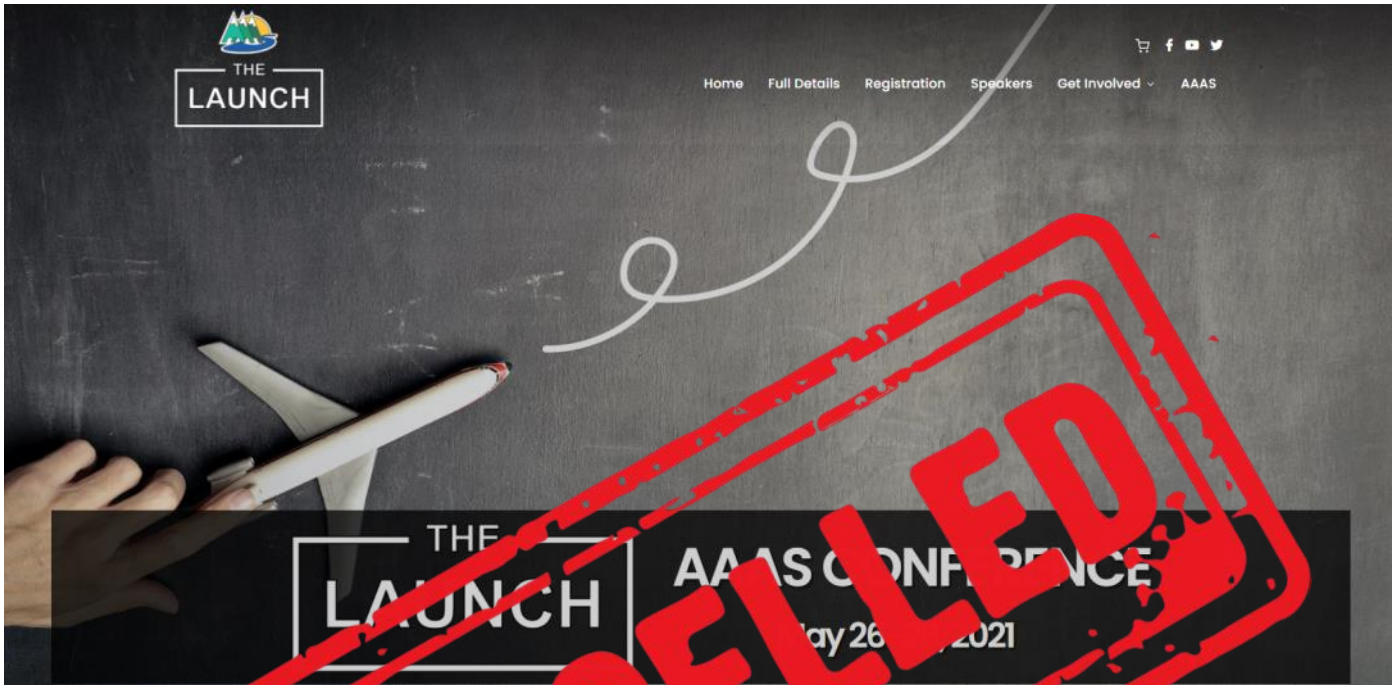
For a quote or to schedule a visit contact:

Perry Cramer

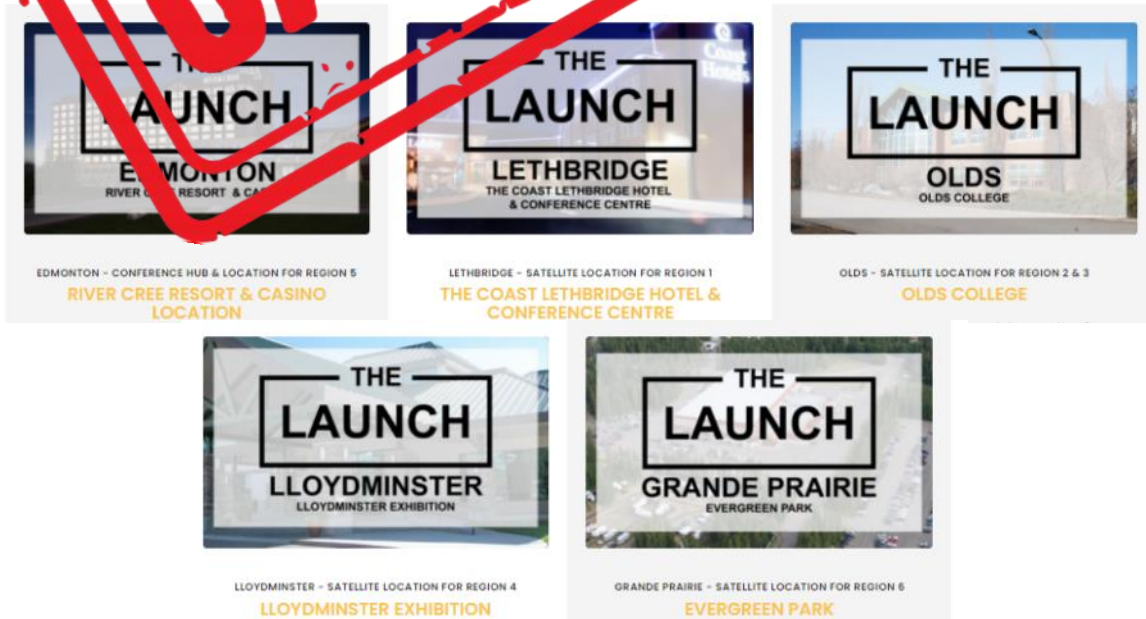
P 780-930-2950

perry.cramer@fosterpark.ca

AAAS CONFERENCE 2021



Our AAAS Conference is going to look a little different this year. We will still be bringing you all the great information you have come to expect. But this year we do not have just one location— but FIVE !!! Our main Hub will still be in Edmonton at the River Cree Resort and Casino. We will also have 4 satellite locations spread over the province.



FOR MORE INFORMATION

Please visit our website

<https://conference.albertaagsocieties.ca/>

Get your Early Bird tickets today and save. Early Bird registration ends April 15, 2021.



VIRTUAL AWARDS SHOW

MAY 27 • 2021

2021 AWARDS GALA

HONOUR ROLL • SCHOLARSHIPS
PROVINCIAL MARKETING COMPETITION
CENTURY AWARD • INNOVATION AWARD
SPECIAL PRESENTATIONS

www.albertaagsocieties.ca



ONLINE RAFFLE

50 50

WINNER TO BE ANNOUNCED
MAY 27 • 2021

WATCH WEBSITE FOR MORE DETAILS ON HOW TO ENTER



CALL OUT

FOR ITEMS



**ONLINE
AUCTION**

CRAFTS

GIFT CARDS

PRIZES

CONTACT US AT OFFICE FOR MORE INFORMATION

WATCH OUR WEBSITE FOR MORE DETAILS

SCHOLARSHIPS & PROGRAM OPPORTUNITIES

SUBMISSION DEADLINES EXTENDED UNTIL APRIL 15, 2021

PROVINCIAL MARKETING AWARDS CONTEST



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.

STUDENT SCHOLARSHIPS



Nominate a student who has demonstrated leadership! This will be the 6th year that the Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Northlands Park to offer 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.

HONOUR ROLL NOMINATION



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.



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



OPEN FARM DAYS

We are happy to share that one of the Host Farms that participated in our OPEN FARM DAYS Event has been named 50 most influential people in Canadian Agriculture.

Charlotte Wasylik of Chatsworth Farms, is being recognized for her work in showing off the Canadian agriculture industry in new ways. Chatsworth Farm invited visitors to their grounds as part of Open Farm Days. Wasylik says it was their first time being a part of the initiative and it was a great success with 151 people dropping by to see the animals and learn more about agricultural practices.



Charlotte Wasylik was named one of the Top 50 most influential people in the Canadian agricultural industry. (Chatsworth Farms, Facebook)

For the full story see link below:

<https://www.myloydminsternow.com/45265/vermilion-farmer-named-in-top-50-most-influential-people-in-canadian-agriculture/>

EXPERIENCE • LEARN • GROW
A FARM EXPERIENCE OPEN HOUSE
AUGUST 14 & 15, 2021

FOOD
Enjoy a unique culinary experience at one of the farm to table events.

FARMS
Farms and ranches across the province are opening their gates. Where will your rural ramblings take you?

TOURS
You'll come away knowing your rural neighbours a little bit better and how food gets from the farm to your table.

Alberta Open Farm Days will take place August 14th and 15th, 2021. Due to Covid-19, farm experiences might look different this year. Please follow all directives from AHS and the guidelines set out by the host farms.

Alberta Open Farm Days is your chance to show support for your rural neighbours & the province's farms, ranches and agricultural businesses. Meet the farmers, shop at local retailers and experience the best Alberta agriculture has to offer.

Check back soon as we add 2021 participating farms to the website

albertaopenfarmdays.ca

FUNDING and RESOURCES

Building Communities through Arts and Heritage - Local Festivals

Expansion of BCAH to support the planning and presentation of COVID-19-safe events—including both live and digital—and provide work opportunities in these sectors.

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

Canada Emergency Wage Subsidy (CEWS)

A wage subsidy for Canadian employers to re-hire workers previously laid off as a result of COVID-19.

<https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-wage-subsidy.html>

Canada Emergency Business Account

(deadline extended)

Interest-free, partially forgivable, loans of up to \$60,000 (\$20,000 forgivable) to small businesses and not-for-profits, that have experienced diminished revenues due to COVID-19 but face ongoing non-deferrable costs, such as rent, utilities, insurance, taxes and wages.

<https://ceba-cuec.ca/>

Canada Recovery Benefit (CRB)

The Canada Recovery Benefit (CRB) gives income support to employed and self-employed individuals who are directly affected by COVID-19 and are not entitled to Employment Insurance (EI) benefits. The CRB is administered by the Canada Revenue Agency (CRA).

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-benefit.html>

Canada Recovery Caregiving Benefit (CRCB)

(CRCB) gives income support to employed and self-employed individuals who are unable to work because they must care for their child under 12 years old or a family member who needs supervised care. This applies if their school, regular program or facility is closed or unavailable to them due to COVID-19, or because they are sick, self-isolating, or at risk of serious health complications due to COVID-19.

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-caregiving-benefit.html>

Canada Recovery Sickness Benefit (CRSB)

(Eligibility period limits are extended)

(CRSB) gives income support to employed and self-employed individuals who are unable to work because they are sick or need to self-isolate due to COVID-19, or have an underlying health condition that puts them at greater risk of

getting COVID-19. The CRSB is administered by the Canada Revenue Agency (CRA).

<https://www.canada.ca/en/revenue-agency/services/benefits/recovery-sickness-benefit.html>

Highly Affected Sectors Credit Availability Program

Provides businesses heavily impacted by COVID-19, access guaranteed, 4% interest loans of \$25,000 to \$1 million to cover operational cash flow needs.

<https://hascap.ca/>

Regional Relief and Recovery Fund

Help more businesses and organizations in sectors such as manufacturing, technology, tourism and others that are key to the regions and to local economies. This fund is specifically targeted to those that may require additional help to recover from the COVID-19 pandemic, but have been unable to access other support measures.

<https://www.wd-deo.gc.ca/eng/20059.asp>

The Small and Medium Enterprise Relaunch Grant

Alberta businesses affected by COVID-19 can apply for another payment from the Small and Medium Enterprise Relaunch Grant starting in the second half of April. The additional payment of \$10,000 will be available to organizations operating before February 29, 2020 as well as new businesses that began operations between March 1, 2020 and March 31, 2021 as well as hotels, taxis and ride-sharing services.

<https://www.alberta.ca/sme-relaunch-grant.aspx>

Mental & Physical Health

Access support workers, psychologists and other professionals for confidential chat sessions by phone calls or texting WELLNESS to 686868.

DELIVERING INSPIRED SOLUTIONS FOR A BETTER WORLD

At ATCO, we have the courage to innovate and understand the need to adapt in this ever-changing landscape. Let's work together to find a solution that works for all your energy needs.



ATCO

ATCO.com

2021 SERVICE MEMBERS / BUYERS GUIDE



info@afsc.ca
<https://afsc.ca/>

Agriculture Financial Services Corporation (AFSC) provides leading, innovative, client-focused financial and risk-management solutions to grow agriculture in Alberta.



Erin Newell-Lupien
780.420-3419

erin.newell-Lupien@atco.com
www.atcoelectric.com

Albertans count on ATCO Electric for the safe, reliable delivery of electricity to Alberta



Danita Lynn
DirtRoadAngels4@gmail.com
www.dirtroadangels.ca

The Dirt Road Angels are a rockin' country female group who deliver deliciously layered harmonies and an undeniably hefty dose of charisma along with a high energy stage presence.

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Group

Andrew Pogson
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info@fusiontalentgroup.com
www.fusiontalentgroup.com

Providing world class talent and attractions for all ages coast to coast

Flyin' Bob
Entertainment

Robert Palmer
403.597-5523
bob@flybob.com
www.flybob.com

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



Perry Cramer
780.930.2950
www.fosterpark.ca

Since 2004, Foster Park Brokers have been working with Ag Societies to ensure they have a strong and economical insurance program that covers all aspects of their operations. Each year over 160 Ag Societies choose to purchase their insurance through Foster Park.



Chrism@industrialmachine.ca
www.industrialmachine.ca

Sales and service of municipal and contractor equipment such as Zamboni ice re-surfacers, snow removal equipment and asphalt maintenance equipment.



gkilroe@longbowsales.com
www.longbowsales.com

Supply and install Spectator Seating, folding walls and athletic equipment



Kelleen Tait
403.380.1653
kelleen.tait@mnp.ca
www.mnp.ca

MNP is a leading national accounting, tax and business consulting firm in Canada. We proudly serve the needs of our clients in the public, private and not for profit sectors.



Deryk Jones
780.862.9410
Mollytreeservicesltd@gmail.com

Our Services Include Tree Removal, Black Knot Removal, Trimming, Pruning, Stump Grinding, Wood Splitting. We specialize in large and difficult trees. No job is too big or too small. We offer years of experience and are fully insured.

2021 SERVICE MEMBERS / BUYERS GUIDE



ecomm@peaveymart.com
www.peaveymart.com

Peavey Mart is a 100% Western Canadian owned down to earth retail chain with 37 stores in Alberta, Saskatchewan, British Columbia and Manitoba. Peavey Mart stores have proudly served and strengthened communities across Western Canada since 1975.



Kelly Kimo
780.452.4843
kelly@productionworld.ca
www.productionworld.ca

Production World offers Audio, Video, Lighting Sales, rentals and services



Carla Hackman
587.787.1938
www.sakamotoagency.com
www.sakamotoagency.com

Canadian booking agency with full artist roster, talent buying and event programming services and promoter services



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Angie Morris
403.818.7223
sirroma@telus.net
sirromaentertainment.com

Sirroma Entertainment Management/ Developmental Company for Country Music artists as well as bookings for Drew Gregory , Renegade Station & Jordy Pollard



Josh Woods
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josh@superdogs.com
www.superdogs.com

Super Dogs - Spot On Entertainment, Inc. We are the President's Choice SuperDogs and we perform a variety of dog and acrobatic shows across North America. We are the most fun on four legs !



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Team T&J is an experiential engrossing music experience for kids and families. Diverse show with magical music, or farm safety, inclusive for every audience size.



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joe@joeshowonline.com
JoeShowOnline.com

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

Thank you

WE WANT TO THANK
ALL OF OUR SPONSORS
FOR THEIR CONTINUED
SUPPORT THROUGHOUT 2021.



NEWSLETTER AD SPECIFICATIONS & RATES

If you have news, stories or would like to advertise in our future Newsletters please contact info@albertaagsocieties.ca



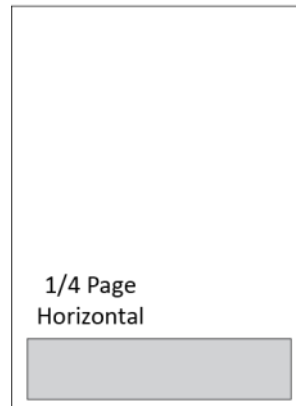
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Trim Size: 8.375 x 10.875
Full Page Bleed Size 9" x 11.5"



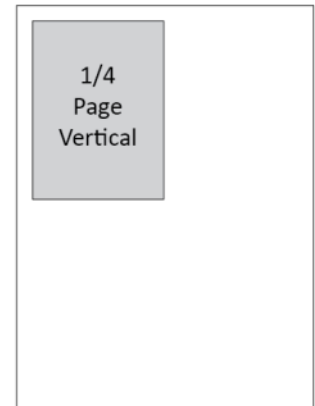
3/4 Page

3/4 Page Ad Size :
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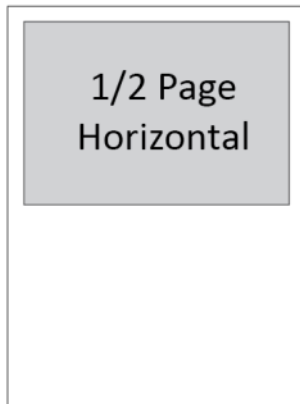
1/4 Page
Horizontal

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



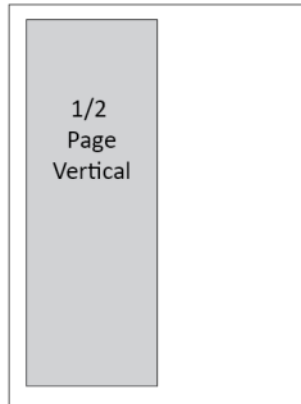
1/4
Page
Vertical

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



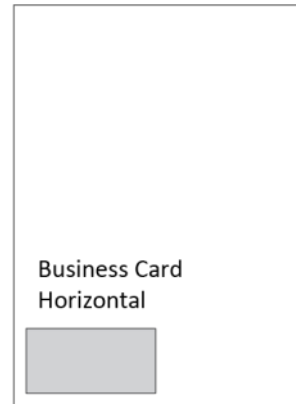
1/2 Page
Horizontal

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



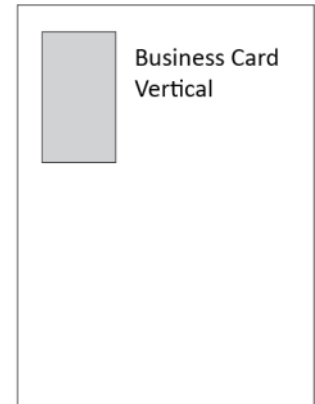
1/2
Page
Vertical

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



Business Card
Horizontal

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



Business Card
Vertical

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

ACCEPTED AD FILE FORMATS

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

All image files should be : JPG, PNG or EPS.

(* *PICT and GIF files are low-resolution web files not suitable for printing.*)

ACROSS THE FENCE ADVERTISING RATES

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

** All rates subject to GST **



"Across The Fence" — Is the official publication of the Alberta Association of Agricultural Societies (AAAS).
Ads must carry the endorsement of AAAS — AAAS reserves the right to refuse any ads.

VISION

AAAS inspires *Vibrancy* in Alberta Communities

MISSION

Through education, facilitation and collaboration,
AAAS **empowers** people to be leaders in high quality communities

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*

GOAL

SUSTAINABILITY

- Funding:
- Staff Stakeholders Relations
- Board Stakeholder Relations

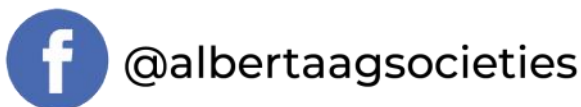
ORGANIZATIONAL GROWTH

- Succession Planning
- Board Analysis
- Technology

MEMBERSHIP DEVELOPMENT

- Capacity Building
- Provincial Infrastructure Project

STAY SOCIAL WITH US



BOARD OF DIRECTORS

EXECUTIVE

President: Rebecca Joseph

1st Vice President: Brett Warder

2nd Vice President: Darlene Corriveau

Treasurer: Natasha Dombrosky

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Region 2: Brett Warder

Region 3: Linda Mason & Beth Fulton

Region 4: Rebecca Joseph & Rick McCarthy

Region 5: Natasha Dombrosky & Bruce Walker

Region 6: Darlene Corriveau

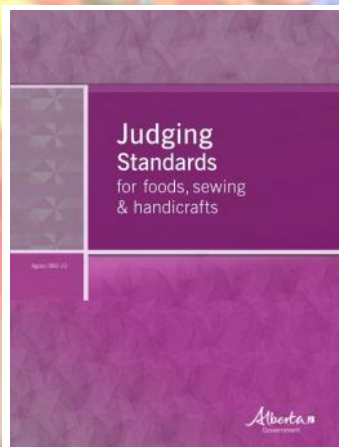
Service Member Director : Perry Cramer

Chief Executive Officer: Tim Carson



PLANNING A BENCH SHOW

Using a step-by-step format, this guide provides good reference for anyone planning their first bench show. The hints, activities and ideas are also useful to established committees looking for ideas to improve their show. It covers such topics as developing a plan, budgeting, working with volunteers, preparing the prize list, advertising, hiring judges, displaying exhibits, and evaluation. It also includes worksheets that can serve as an ongoing record for future planning committees. This workbook comes three-hole punched, and is ready to be inserted into any standard binder.



JUDGING STANDARDS FOR FOODS, SEWING & HANDICRAFTS

This judging standards publication has been created to achieve the following:

- Indicate standards of quality for a variety of food products, sewing and handicraft articles.
- Aid judges by identifying specific techniques and methods characteristic of that product and by suggesting points to consider relative to texture, flavour, design, etc. of that article. Where a type of food product or craft technique is not included, it is suggested that the standards of a similar product be used, or that general standards be applied, at the discretion of the judge.

Help exhibitors by identifying the desired qualities of the product



JUDGING STANDARDS FOR HORTICULTURAL SHOWS

This is a revision of the old Judging Standards for Horticultural Shows. It is THE book that Alberta Horticultural Association judges will follow when judging exhibits. This new edition simplifies the guidelines so that beginner and novice alike can interpret them with little difficulty, while providing clarity for the more experienced judge and exhibitor.

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

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

PLEASE CONTACT THE AAAS OFFICE FOR A PDF COPY OF THE ABOVE PUBLICATIONS

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