ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES

ACROSS THE FENCE

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INSIDE THIS ISSUE

A MESSAGE FROM THE CHIEF EXECUTIVE OF-



Happy New Year and welcome to 2021. Heaven knows how much we were all done with 2020. Who knew at this time last year the tremendous changes

that were in store for our world? COVID 19 has affected people and the Agricultural Societies in a way that we could not have imagined. Yet, throughout all the challenges there have been some amazing achievements. The surge in our use of technology to stay connected, people adapting to working from home, families spending more time with each other, and folks exploring our province once again have all been positive achievements. Even more exciting was how many of our Agricultural Societies chose to focus on what could be done to support their communities as opposed to what could not happen due to restrictions. The ability to adapt and be creative while still adhering to the great mandate of "promote improvements in agriculture and enhance the quality of life for persons in the community" has been truly inspiring.

As we headed into fall, we were able to deliver a hybrid series of regional meetings. I have to say it was fabulous to see all those who attended in-person. It was equally gratifying to have so many more join us online. It is likely that this new hybrid meeting style will continue long after the pandemic has been conquered. When all was said and done, we were able to chat with nearly 100 Agricultural Societies and hear all about the "Good, Bad, & the Ugly" of the current situation. There were certainly many accounts of event cancellations, facility closures, continued expenses, and rising costs. But there were also amazing stories of community engagement, hugely successful fundraisers, and new programs that showed resilience, adaptability, and creativity. Most of all, it showed everyone there is a role for Agricultural Societies to play in the response to COVID 19, as well as the recovery from this pandemic.

We were very fortunate to have either Carmen Andrew or Colin Gosselin from the Agricultural Societies program join each of the fall meetings. They were able to hear firsthand the challenges and successes of our members. I am happy to say that their account of the meeting was relayed all the way up to Deputy Minister, Andre Tremblay. Mr. Tremblay and I had the opportunity to share a phone call where we spoke once again of the challenges facing the Agricultural Societies as well as the tremendous need to support them and their efforts in the communities they serve. It was a positive meeting and I know the urgency of support was relayed to Minster Dreeshen.

January would normally have our office buzzing with the planning and anticipation of the annual conference. I can tell you the buzz is happening, just in a very different way. AAAS has also had to change what we are doing and how we will do it. If you have been following any of our social media channels, you will already be aware of the upcoming virtual AGM. We have worked hard to provide opportunities and programming for all our Ag Society members to be informed and have a little fun too. Please head to our website to find out more details and to register. We are also planning our full conference to take place May 26 - 28, 2021. Our main location is set to be the River Cree Resort and Casino in Edmonton. We will also have 4 other locations across the province for you to attend. Obviously, AAAS will be following all provincial guidelines. We will be embracing technology, utilizing live streaming and interactive programs. We are focused on the delegate experience.

As our society continues to face the challenges of the global pandemic compounding the economic crisis, Agricultural Societies must continue to positively influence the communities they serve. The facilities, programs, and events do more than provide a good time. They drive the economy, keep citizens engaged, improve physical and mental wellbeing, and most of all, provide hope. You have a greater influence than you can imagine. AAAS will continue to assist our members in reaching their potential. Stay positive, healthy, and happy.

Sincerely,

Tim Carson, Chief Executive Officer Alberta Association of Agricultural Societies



I am sure everyone is glad to see 2021! 2020 definitely was a unique and challenging time for Ag Societies that have been adversely impacted by COVID-19 event closures. At the Fall Regional Meetings, we were inspired to hear the stories of Ag Societies who faced this adversi-

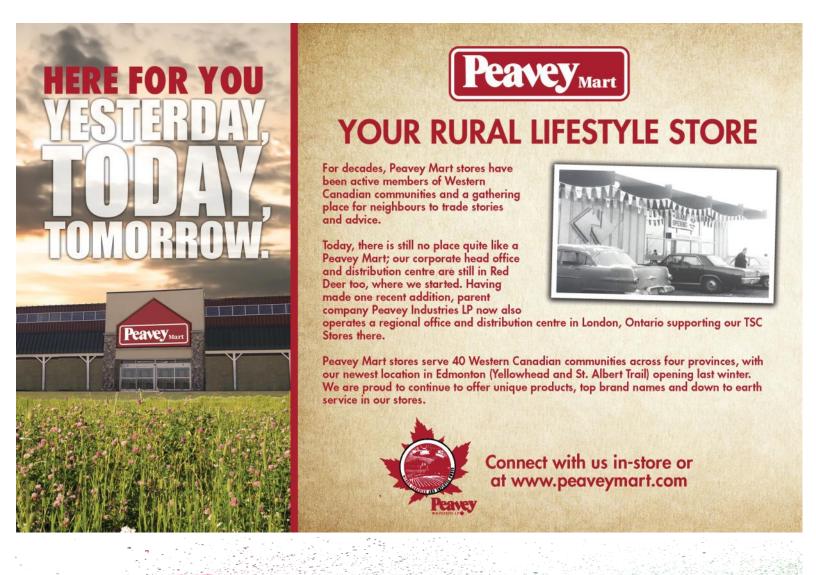
ALBERTA AGRICULTURE AND FORESTRY UPDATE

ty in new and innovative ways. We have been examining options and potential modifications to the annual Ag Society grant to reflect these challenges. We hope to have more clarity and confirmation on this very soon.

Thanks to all of you who have been working hard on revising your bylaws! We are happy to report that as of today, we have 19 approved sets of bylaws. We look forward to seeing many more sets of bylaws in the near future. Just a reminder that the deadline to submit your Annual Return is February 15th. Please note that there is no change in the form or process this year. I hope to "see" many of you at the upcoming virtual AAAS AGM.

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

Agriculture and Forestry





<u>February 5, 2021</u> PRE AGM MEETING SESSIONS DELIVERED VIA ZOOM

5:30 pm - 6:30 pm Bylaw Review Workshop - presented by Tim Carson of AAAS

Emergency Preparedness - presented by Brad Andres Emergency Management Section of Alberta Agriculture & Forestry

7:00 pm - 8:00 pm Grant Reporting presented by Monika Warring of Alberta Agriculture & Forestry

Board Member Financial Literacy presented by Kelleen Tait of MNP Financial



February 6, 2021

The Association's Annual General Meeting will take place online. https://www.albertaagsocieties.ca/agm-2021/



May 26-28, 2021

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.





The Association's Annual General Meeting will take place February 6, 2021, online. Please ensure your membership fees are paid in advance of attending the AGM event. WE ARE LOOKING FORWARD TO SEEING YOU AT OUR ONLINE AGM. *REGISTRATION DEADLINE – FEBRUARY 4, 2021*





REGISTRATION – FULL PACKAGE

\$100 *this package is eligible for the Agricultural Grant Program reimbursement program

Package includes:

- Pre-Meeting Sessions (choice of two)
- Interactive breakfast & lunch cooking demonstrations with chefs from ATCO Blue Flame Kitchen
- Opening & Closing Keynote Speakers
- AAAS Year In Review
- Regional Meetings
- AGM

REGISTRATION – MEETING ONLY

NO FEE Includes:

- AAAS Year In Review
- Regional Meetings
- AGM

PLEASE NOTE

Each Agricultural Society can only appoint ONE person to vote on their behalf

PRE MEETING SESSIONS delivered via ZOOM

(only available with full package registration)
* this package is eligible for the Agricultural Grant Program reimbursement program

Friday, February 5, 2021:

5:30 pm - 6:30 pm (please choose one)

Emergency Preparedness

presented by Brad Andres, Emergency Management Section of Alberta Agriculture & Forestry

Bylaw Review Workshop

presented by Tim Carson of AAAS

If your organization has not reviewed or updated your bylaws recently this workshop will assist you with both the review and updating. During the workshop participants will be using their existing bylaws as a discussion document and comparing it to best practice bylaws (that have been developed by AAAS in conjunction with the Department of Agriculture and Forestry). We will also give an overview of the differences between bylaws and policies, and review what the Agricultural Societies Act mandates for Ag Societies. A template will be provided to participants and by the end of the day participants should leave with an understanding and templates that will assist you and save you time when revising your own organizations bylaws.

Saturday, February 6, 2021:

- 8:00 am 4:00 pm sessions ZOOM lines will open
- 8:15 am Breakfast: Interactive cooking demo
- presented by ATCO Blue Flame Kitchen 9:15 am – Opening Welcome
- 9:30 am Opening Keynote, presented by Brenda Robinson
- 10:00am Coffee Break
- 10:15am * AAAS Year in Review

7:00 pm – 8:00 pm (please chose one)

Grant Reporting

presented by Monika Warring Alberta Agriculture & Forestry

This session will be hosted by Monika Warring of Alberta Agriculture and Forestry and the Agricultural Society Grant Program. This session is ideally suited for the person(s) in your ag society who will be completing the Grant Report and Annual Return.

Board Member Financial Literacy

presented by Kelleen Tait of MNP Financial

This workshop will teach participants the essential skill of knowing how to both read and understand financial statements. Participants will go through examples of financial statements and accounts. They will learn how to read a financial statement, but also translate what the numbers mean for their organization.

- 11:00 am * Regional Meetings
- 12:00 pm LUNCH: Interactive cooking demo presented by ATCO Blue Flame Kitchen
- 1:15 pm * ANNUAL GENERAL MEETING
- 2:15 pm Coffee Break
- 2:30 pm Announcement of Regional Directors
- 3:00 pm Closing Keynote,
 - presented by Doug Griffiths
- 3:30 pm Closing Remarks & Cocktails

TIMES ARE APPROXIMATE & MAY CHANGE



Opening Keynote Speaker Brenda Robinson

Brenda is a speaker, trainer, writer and consultant. She has been addressing groups for over twenty years on topics related to communications, humour, laughter, positive

working skills and wellness in general.



<u>Closing Keynote Speaker</u> Doug Griffiths

Doug has helped improve over 500 communities across North America. After retiring from politics in 2015, he founded 13 Ways, a company dedicated to

helping communities grow and thrive through speaking, consulting, rebranding as part of an overall community growth strategy.

BOARD MEMBER-ELECTIONS







Why serve?

Serving on the AAAS board gives you an opportunity to be **directly involved** in shaping the future of AAAS.



REGION 1 - OPEN FOR NOMINATIONS

REGION 6 - OPEN FOR NOMINATIONS

REGION 5 - OPEN FOR NOMINATIONS

SERVICE MEMBER - OPEN FOR NOMINATIONS



Have a Voice Advocate for issues that will shape the future of Agricultural Societies.



Give Back Use your knowledge and experience to help Agricultural Societies in ways that improve lives.



Make a difference Influence how psychology affects change in society by being an AAAS Board Member.



MADDEN AG SOCIETY

Thanks to Rocky View County and Fire Fighter Mike Holley, we were able to host a Fire Extinguisher Course. **Participants** Training learned how to safely operate a fire extinguisher using a fire simulator. They hosted a Virtual Farm Safety Bingo game. Participants sent in entries, using a farm safety bingo card. They had to complete lines on the bingo card, answering questions and submitting pictures of showing farm safety practices. We were also able to host a fire extinguisher training event, thanks to the volunteers with Madden Fire Dept. Participants were taught how to

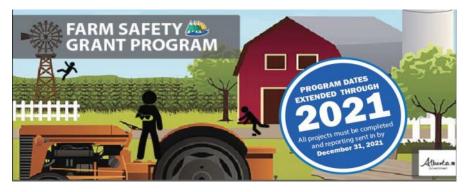
GRANT PROGRAM EXTENDED THROUGH 2021

A grant is available to all Alberta Agricultural Societies that are members of AAAS for farm safety awareness, education & programming in your community to promote behavioral changes on family farms and the agriculture community.

FARM SAFETY PROGRAMS & EVENTS

properly use a fire extinguisher and able to extinguish a virtual fire. Kids were really excited to show off their Farm Safety gear! We received pictures of them wearing helmets, boots, gloves. ear protection. One of our questions on the bingo card was, "No matter the time of year, large equipment is moving around. You need to get your parents attention and they are driving past. What do you need from them, before running out to meet them". One participant's answer was that they would stand still and wave their arms above their head, signaling their parents and wait for them to motion back and have the equipment come to a complete stop and parents wave them over - or have their parents get out of the equipment and come to them (instead of them going to their parents). Was great to see them have different scenarios! One participant went online and sent pictures from the "call before you dig" site, showing how you place a one call order and the importance of knowing what's below.





IF YOU HAVE AN APPROVED APPLICATION FROM LAST YEAR PLEASE CONTACT THE OFFICE BY FEBRUARY 26, 2021 TO CONFIRM YOUR EVENT IN 2021

- Up to \$10,000.00 per project
- No matching component required
- No limit on the number of projects an Agricultural Society can do in a year with the condition that one project must be complete prior to the next project being approved
- Projects that have already been completed within 1 year of application may be eligible for funding
- All grant projects must be completed by December 31st, 2021
- Please allow 4 to 6 weeks processing time to review the application <u>https://www.albertaagsocieties.ca/farm-safety-grant/</u>

MEMBER BENEFITS

Become an <u>AAAS Service Member</u> and save on your Tradeshow Booth fees and Showcase Fees at our Annual Conference. You can promote yourself to our member's year-round through the AAAS website and newsletters.

Service Members also receive a discount on the AAAS Newsletter advertising rates. <u>SERVICE MEMBER FORM – Fillable</u> <u>SERVICE MEMBER FORM – Online</u>

NEW THIS YEAR, You can renew and pay your membership online at our online store see link below: https://www.albertaagsocieties.ca/store/AAAS-Membership-Service-Member-p217985394

In partnership with Foster Park Brokers, we are pleased to provide the opportunity to sign up for the AAAS Health and Wellness program for our AAAS Members and Service Members.

For more information on the Program please see link below: AAAS Health & Wellness Program Benefits Package







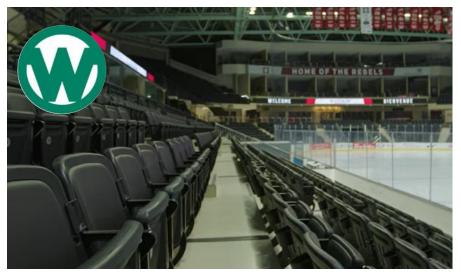
Custom insurance solutions for Alberta AGRICULTURAL SOCIETIES.



For a quote or to schedule a visit contact: Perry Cramer P 780-930-2950 perry.cramer@fosterpark.ca

AG SOCIETY RENOS & UPGRADES

Because of the Covid19 pandemic happening, it has lead to cancelling all rentals and events for many of our Ag Societies this past summer. But many communities chose to use this time productively and do some renovations and upgrades to their facility. Many of our Ag Societies took the time last year to Renovate and Spruce up their Facilities during the Pandemic Lock Down. Take a look at all the hard work they put into the community facilities !



WESTERNER PARK GOT NEW SEATS!

There we re many updates to the Centrium as part of the renovation, but the seats are probably the most talked about! In July the removal of the old seats began. The iconic green seats were 30 years old, and starting to show their age. They were becoming increasingly difficult to source parts and not to mention, uncomfortable! By the end of July, over 7000 new seats were starting to be installed. The new industry standard seats are padded, more comfortable, and include much needed cup holders! For now, you'll have to take our word for it, but we'll hope to welcome you back soon

when it is safe to do so! The charcoal grey seats are visually appealing, but also were a very strategic choice. Darker colour seats help give the illusion of a full arena. This improves the atmosphere for our guests and shows better for televised events! The majority of work was completed by the end of September with final changes to be completed in December.

AGRICULTURAL SOCIETIES IN THE COMMUNITY

We love to see how our Ag Societies are able to help other organizations in Alberta.

- Westerner Park donated their old Green Seats to Ponoka Stampede for use in the infield.
- The Benalto Ag Society was also able to repurpose the Seats from Westerner Park saving money and offering an environmentally conscious second life for the seats. Sustainability and collaboration is the corner store of our ag societies. The Legacy of the Green Seats LIVE ON!
- Raymond Ag Society and The Lions Club teamed up to organize a Christmas Giving Tree for the children in the community.



AAAS CONFERENCE 2021



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RESORT AND CASINO ENOCH ALBERTA





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.

The winners will be announced and presented with their awards during the Saturday night themed gala at the Conference.

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.

Winners will be recognized at the 2021 AAAS Conference.

ARE YOU HOSTING YOUR AGM



Please visit link below for details on how AAAS can assist you

https://www.albertaagsocieties.ca/wp-content/ uploads/2020/12/AAAS-Virtual-Meeting-Support-Package.pdf





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Jim MacArthur has worked with the Stampede twice in his career, starting in 1984 to 1987, then rejoining the organization from 2002 until present day. After nearly 23 years spread over two stints as general manager of the Medicine Hat Exhibition & Stampede, Jim MacArthur is retiring February 2021.

> At our 2018 Convention, Jim was awarded the AAAS Outstanding Supporter of Agriculture Award. Presented by Mike Sidoryk.



After a 38-year career with the Lloydminster Agricultural Exhibition Association as General Manager, Mike Sidoryk retired in 2020.

Mike became a Lloydminster Exhibition employee in 1981, and began planning and organizing events as the Agriculture Manager in 1985. Mike Sidoryk has led and organized the association as the General Manager since 1989.

FINANCIAL RESOURCES

Canada Wage Subsidy * Extended to June 2021

As a Canadian employer who has seen a drop in revenue due to the COVID-19 pandemic, you may be eligible for a subsidy to cover part of your employee wages, retroactive to March 15, 2020. This subsidy will enable you to re-hire workers, help prevent further job losses, and ease your business back into normal operations.

https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-wage-subsidy.html? utm_source=Twitter&utm_medium=Carousel2&utm_campaign=FIN_CEWS&utm_content=Creative_2

Canada Summer Jobs Program

Canada Summer Jobs is an initiative of the Youth Employment and Skills Strategy, which aims to provide flexible and holistic services to help all young Canadians develop the skills and gain paid work experience to successfully transition into the labour market. **Application Deadline January 29, 2021*

https://www.canada.ca/en/employment-social-development/services/funding/canada-summer-jobs.html

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).

If you are eligible for the CRB, you can receive \$1,000 (\$900 after taxes withheld) for a 2-week period. If your situation continues past 2 weeks, you will need to apply again. You may apply up to a total of 13 eligibility periods (26 weeks) between September 27, 2020 and September 25, 2021. OPENING OCTOBER 12

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

Canada Recovery Sickness Benefit (CRSB)

The Canada Recovery Sickness Benefit (CRSB) gives income support to employed and self-employed individuals who are unable to work because they're 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).

If you're eligible for the CRSB, you can receive \$500 (\$450 after taxes withheld) for a 1-week period. If your situation continues past 1 week, you will need to apply again. You may apply up to a total of 2 weeks between September 27, 2020 and September 25, 2021.

APPLICATIONS NOW OPEN

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

FINANCIAL RESOURCES

Canada Recovery Caregiving Benefit (CRCB)

VER

The Canada Recovery Caregiving Benefit (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're sick, self-isolating, or at risk of serious health complications due to COVID-19. The CRCB is administered by the Canada Revenue Agency (CRA). If you're eligible for the CRCB, your household can receive \$500 (\$450 after taxes withheld) for each 1-week period.

If your situation continues past 1 week, you will need to apply again. You may apply up to a total of 26 weeks between September 27, 2020 and September 25, 2021.

APPLICATIONS NOW OPEN https://www.canada.ca/en/revenue-agency/services/benefits/recovery-caregiving-benefit.html

CASH RAFFLE

4th Prize: \$500 Cash 3rd Prize: \$500 Cash 2nd Prize: \$500 Cash Grand Prize: \$20 000 Cash

21K IN 2021 FOR ONLY \$20

Draws to be made Sept 2, 3, 4, 5, 2021 (LRA Finals) at the Clancy Richard Arena, St. Paul, AB

Tickets available online!

www.stpaulagsociety.square.site

Open to Alberta residents only. Must be 18 yrs or older. Proceeds to the St. Paul Agricultural Society

Only 2500 tickets printed

Thanks for your support!

Raffle License #546747



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





DELIVERING INSPIRED SOLUTIONS FOR A BETTER WORLD

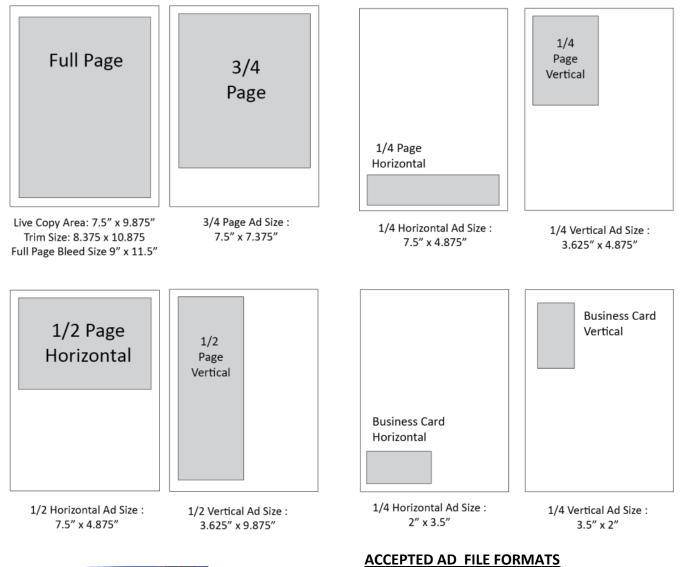
At ATCO, we have the courage to innovate and understand the need to adapt in this ever-changing landscape. Let's work together to find a solution that works for all your energy needs.





NEWSLETTER AD SPECIFICATIONS & RATES

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





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.



STAY SOCIAL WITH US



@albertaagsocieties



@abagsocieties

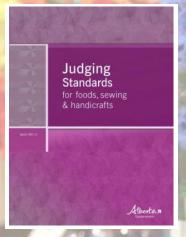
EXECUTIVE

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BOARD OF <u>DIRECTORS</u>

Planning a Bench Show









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

Get Connected: www.agriculture.alberta.ca 310-FARM (3276)

Aberta