



**ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES**

***FALL 2024
REGIONAL MEETING***

WELCOME

AGENDA

- **Welcome and Introductions**
- **AAAS Update**
- **Advocacy**
- **Research**
- **Workshops & Programs**
- **Awards**
- **Conference & AGM**
- **Agricultural and Irrigation Update**
- **Round Table Discussion**



INTRODUCTIONS

- **Name**
- **Ag Society**
- **How long you have been
volunteering.**



2024 BOARD UPDATES



Brett
Warder



Jackie
Tomayer



Audrey
Hewings



Natasha
Dombrosky



Petra
Klempnauer



Fred
Young



2024
BOARD OF DIRECTORS

Rick
McCarthy



Beth
Fulton



Linda
Toews



Sebastien
Dutrisac



EXECUTIVE

President: Brett Warder
1st Vice President: Petra Klempnauer
2nd Vice President: Rick McCarthy
Treasurer: Natasha Dombrosky

DIRECTORS

Region 1: Petra Klempnauer
Region 2: Brett Warder
Region 3: Beth Fulton & Linda Toews
Region 4: Jackie Tomayer & Sebastien Dutrisac
Region 5: Natasha Dombrosky & Fred Young
Region 6: Audrey Hewings
Service Member Director : Rick McCarthy

Chief Executive Officer: Tim Carson

MEET THE AAAS STAFF



SUZANNE
Programming
& Events Coordinator



CHRIS
Office Admin
and Bookkeeping



DOUG
Partnership &
Sponsorship



Cameo
Marketing &
Communications
Coordinator

MEET THE CONTRACTORS



TANNIS

Open Farm Days
Culinary Coordinator



CAMEO

Open Farm Days
Marketing Coordinator



NIKKY

Cultivating Farm Safety
Coordinator
(I'M OK FARM SAFETY SHOW)



I'M OK
THE HIDDEN COSTS OF INJURIES

MEET CAST & CREW



JAY
ACTOR



JADEON
DIGITAL
TECHNICIAN



JOEY
ACTOR



PAUL
DIGITAL
TECHNICIAN

STRATEGIC PLAN

Vision

AAAS inspires Vibrancy in Alberta Communities

GOAL

Organizational Excellence

(Effective, Consistent Improvement, Innovative, Continual Leadership, Legacy-Longevity)

Focus Areas

*Board Governance - Succession Planning
Board - New Membership Recruitment
Staff - Capacity Building
Foundation - MOU & Operational Alignments*

GOAL

Rural Advancement

(Community, Stability, Growth, Diversification, Attractant, Renewal, Vision, Engagement)

Focus Areas

*Leadership Training - Expand Online Training Modules
Diversification - New Programming
Volunteering - Province Wide Campaign
Funding Model - Preserve & Grow*

Mission

Education, facilitation and collaboration creates opportunities that empower Agriculture Societies to showcase Rural Alberta at its highest potential

Values

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

ADVOCACY



It's feared volunteer organizations that host livestock shows might decide to stop holding them if they find the new proposed traceability rules too onerous.

Courtesy of the Western Producer

Livestock Traceability AAAS working with our partners

- CFIA
- Provincial Associations
- CAFÉ
- Public feedback
- Public awareness
- Stakeholder awareness

ADVOCACY

Carbon Tax Rebate Opportunity

- Carbon tax credit for small business.
- Not for Profit community facilities.
- Advocacy
 - GoC contacts
 - Provincial Assoc.
 - RMA
 - Alberta Counsel



ADVOCACY



Gaming Policies Changes

- Reviewed during the pandemic
- May 2022
- New context to gaming policies
 - Cost recovery
- Use of proceeds
 - Section 4.4.12

ADVOCACY

Regional Ag Societies

- Initiated by the Minister of Ag.
- AAAS participation
- Results for GoA
- Near completion



ADVOCACY

Primary Ag Societies

- **Third annual**
- **The opportunity**
- **AAAS's role**
- **Member's role**



ADVOCACY

CAFÉ Resolution

- **Belief in a strong well connected national organization.**
- **Provincial Associations Collaborate**
- **New strategic leadership model**
- **New bylaws resolution.**



Research



Hudson Report – Information from 2022

- **Permission from 191 of 283 Ag Societies**
- **Cost \$60,000**
- **Donations \$22,000 (40 ag societies)**
- **Activity reports**
 - **Events 23,064**
 - **Volunteers 35,120**
 - **Volunteer hours 320,962**
 - **Attendees 1,081,814**
 - **Total Revenue \$34,144,407**
 - **Total Expenses \$33,509,574**

AAAS WORKSHOPS & PROGRAMS

- AAAS Newsletter & Website
- Open Farm Days
- Ag Societies Day – September 21st
- I'm OK Show
- CVBM
- Benefits
- Grant Writing



AAAS WORKSHOPS & PROGRAMS

Support Programs & Presentations

- Strategic Planning
- Governance – Roles & Responsibilities
- Ag Society 101
- Conflict Management
- Bylaws & Policies Review
- Etc.



WHATS NEW

Alberta Association of Agricultural Societies Education Foundation



Canadian Foundation for Food & Ag. Education (CFFAE)

- **Karl Ivarson Trust Fund**
 - Support postgraduate scholarships.
- **AAAS post secondary scholarships.**
- **Rural leadership development support.**

2024 IVARSON AGRICULTURAL SCHOLARSHIPS



One (1) MSc scholarship of \$10,000 and
One (1) PhD scholarship of \$17,000
will be awarded to students "from Alberta" registered
full-time in a masters or doctorate program in the area
of agriculture or a related discipline.

Call for Applications open
September 12 to October 16, 2024

WHATS NEW

CFFAE Board of Directors

- **President - Mike Sidoryk**
- **Vice-President – Debbie Ross**
- **Treasurer – Jill Moore**
- **Director – Andre Charrios**
- **Director – Keith Bailey**
- **Director – Darlene Corriveau**
- **Director – Clara Qualizza**
- **Executive Director – Tim Carson**
- **Executive Secretary - Suzanne Kelly**



WHATS NEW

VISION

**Creating the Freedom that
Inspires Legacy Building, Embraces Imagination
and Empowers Beneficial Change**

Stewardship

A cooperative environment focused on motivated long-term planning and effective management of resources

Catalyst

Adaptive energy in the pursuit of scalable in-demand and valued innovation

Discovery

Through curiosity and creativity, cultivate unrealized and under-utilized potential



WHATS NEW

Rural Alberta Food Tech (RAFT) tentative

- **AAAS subsidiary dedicated to increasing population in rural communities.**
- **An umbrella organization to connect, inspire, and support entrepreneurs to invest in rural communities.**
- **Ag Societies as catalysts, influencers, supporters.**
- **Ag Societies expanding operations, enhancing agriculture economy.**

RESOURCES



The site is packed with resources designed to support both new and seasoned volunteers, as well as board members.

We offer:

- Certified Board Volunteer Training
- Bylaw Review Workshop
- Free Resources

www.albertaagsocieties.ca/strongervolunteers

AAAS WORKSHOPS & PROGRAM



PRESENTING OUR NEW

GAME BASED BOARD MEMBER TRAINING

FOR THE BUSY VOLUNTEER



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

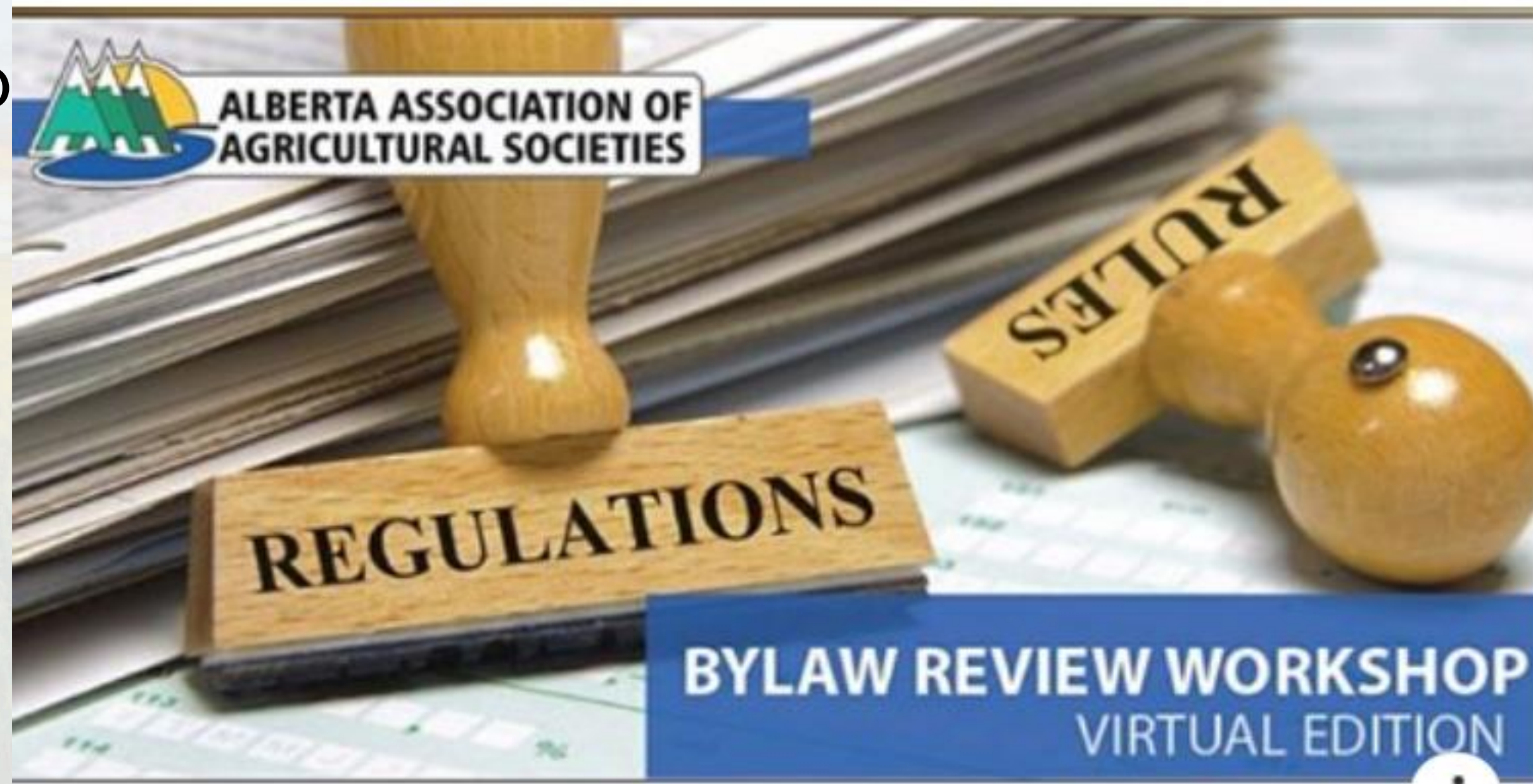
*Check it out
today*

A red curved arrow pointing from the text "Check it out today" towards the QR code.

AAAS PROGRAMS

Bylaw Review Workshop

- Online
- Best Practice
- Manage challenges
- Secure the future



RESOURCES

BENCH SHOW JUDGING STANDARDS



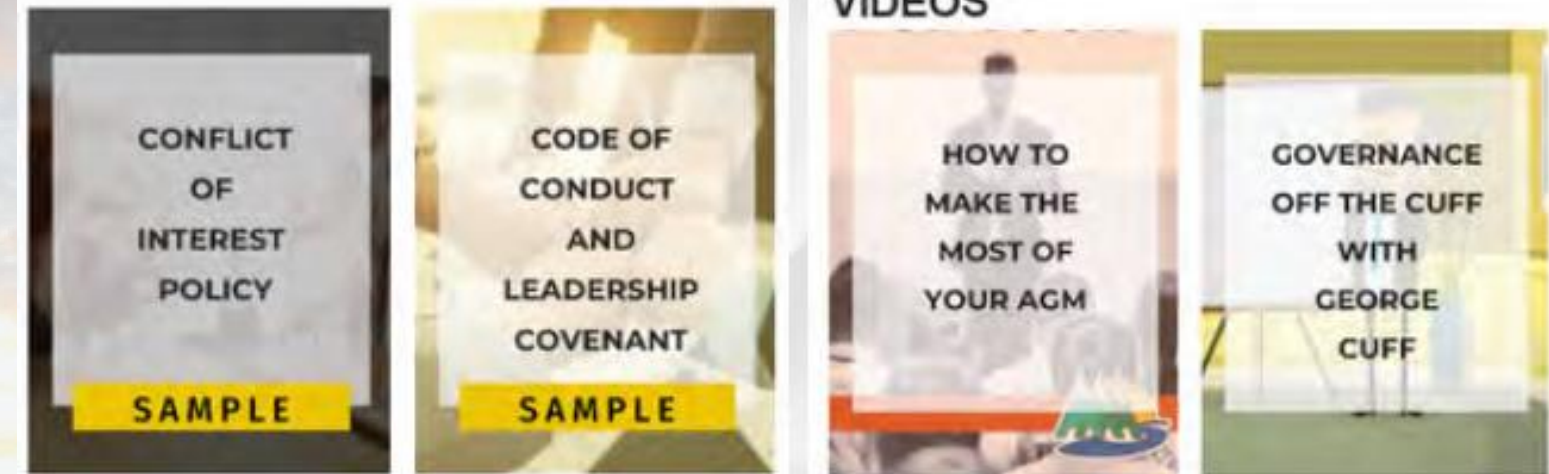
GUIDE BOOKS



TEMPLATES AND WORKBOOKS



VIDEOS



ADDITIONAL RESOURCES



AAAS PROGRAMS

ALBERTA
OPEN
FARM DAYS

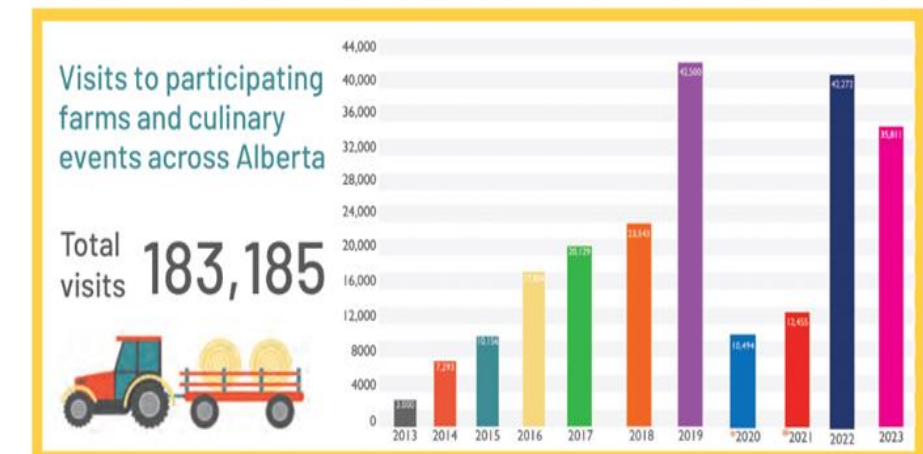
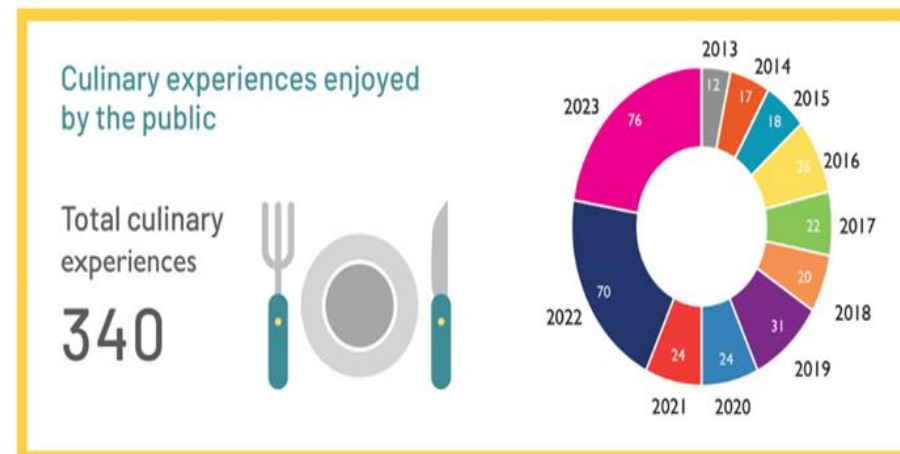


PRESENTED BY  **servus**
credit union

AAAS PROGRAMS

By The Numbers 2024 HIGHLIGHTS

- 152 Farms (+19)
- 22 Ag Societies
- Estimated \$302,069 Farm revenue
- Estimated Visitors 52,458



* lower stats due to Pandemic Gathering Restrictions

What positive impacts did you see from the event?

Many people were exposed to animals and the rural way of life. They were able to interact with producers and find that they were educated, responsible, articulate and caring people with regard to the welfare of their animals and the environment.

- Big Country Agricultural Society

"We feel that recognizing 'Open Farm Days' and the importance agriculture is to everyone right across the country, it is important to educate and bring attention to the ever growing concern of Food Insecurity. Alberta ranked as having one of the highest percentages of it's population concerned about food security. That is not always evident to rural communities as we have populations of small acreages, farming families and in particular we have the Hutterite Colonies that are playing an increasing role in growing, producing and processing both meat, vegetables and fruit."

- Stettler District Agricultural Society

AAAS PROGRAMS

Training For OFD

Open to anyone considering or participating in OFD.

- From The Trenches
- Insurance- Foster Park
- Navigating Resources
- Booking Your Farm Event
- Exploring Emerging Social Media Trends
- AAAS Conference Tradeshow
- Ag Financing- Expanding Your Small Business
- Planning your Spaces- Site Management
- AHS & AGLC Sessions
- Exploring Tour Experiences
- Exploring Your Open Farm Days Brand
- Marketing Basics Open Farm Days

ALBERTA
OPEN
FARM DAYS

PRESENTED BY  servus[®]
credit union

AAAS PROGRAMS

**THE WATER STORY :
Lifeblood of Every Farm**

**August 16th & 17th
2025**

**ALBERTA
OPEN
FARM DAYS**



PRESENTED BY





I'M OK
THE HIDDEN COSTS OF INJURIES

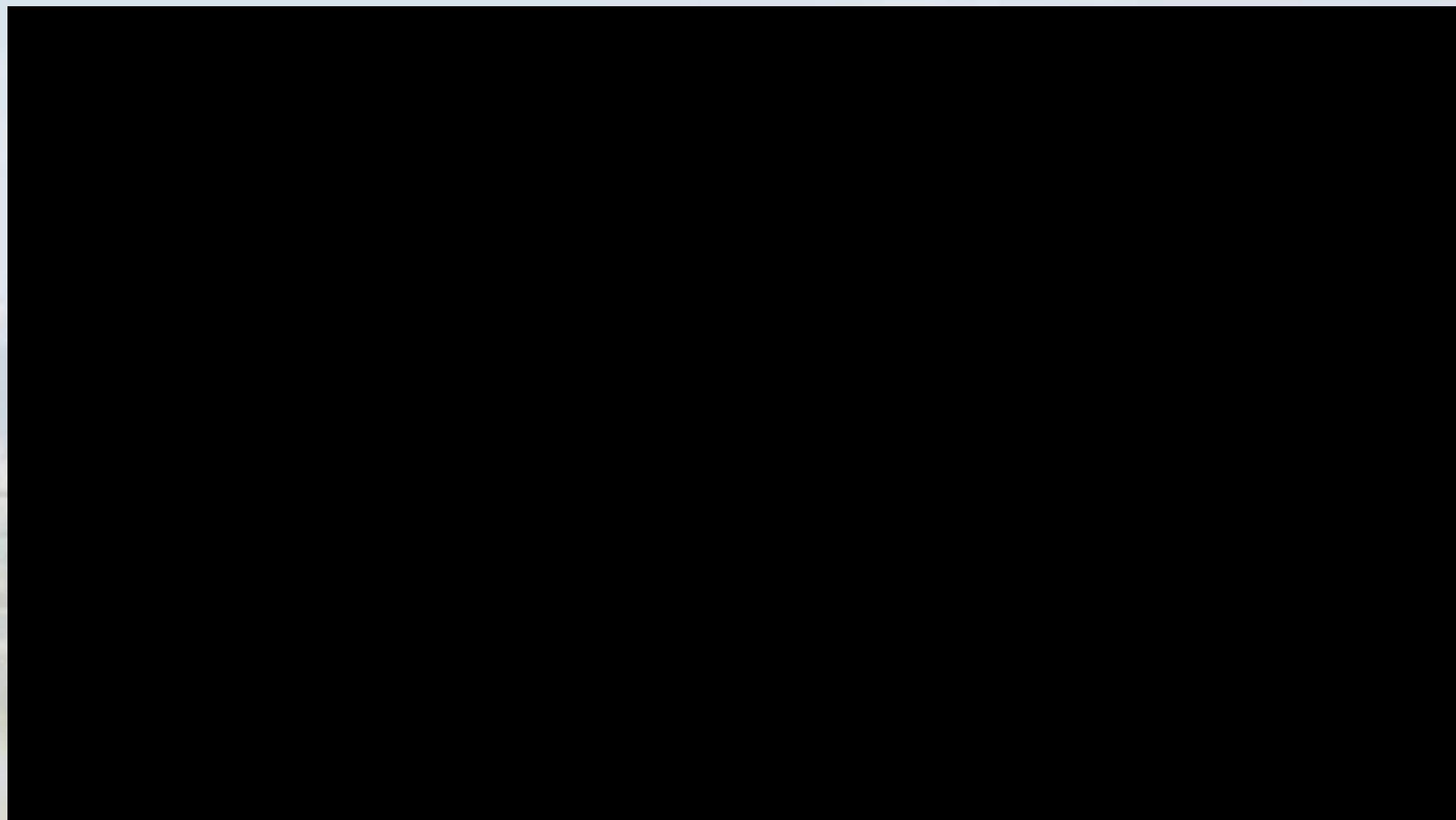
AAAS PROGRAM

Book this unique series for your fairs, rodeos, festivals, events, or schools.

3 shows available

- Tractor Rollover
- Falls
- Voltage

BOOK YOUR SHOW TODAY



AAAS PROGRAMS

SAVE MONEY ON YOUR OPERATIONS



BOOKKEEPING GROUP BUYING MARKETING AND MORE



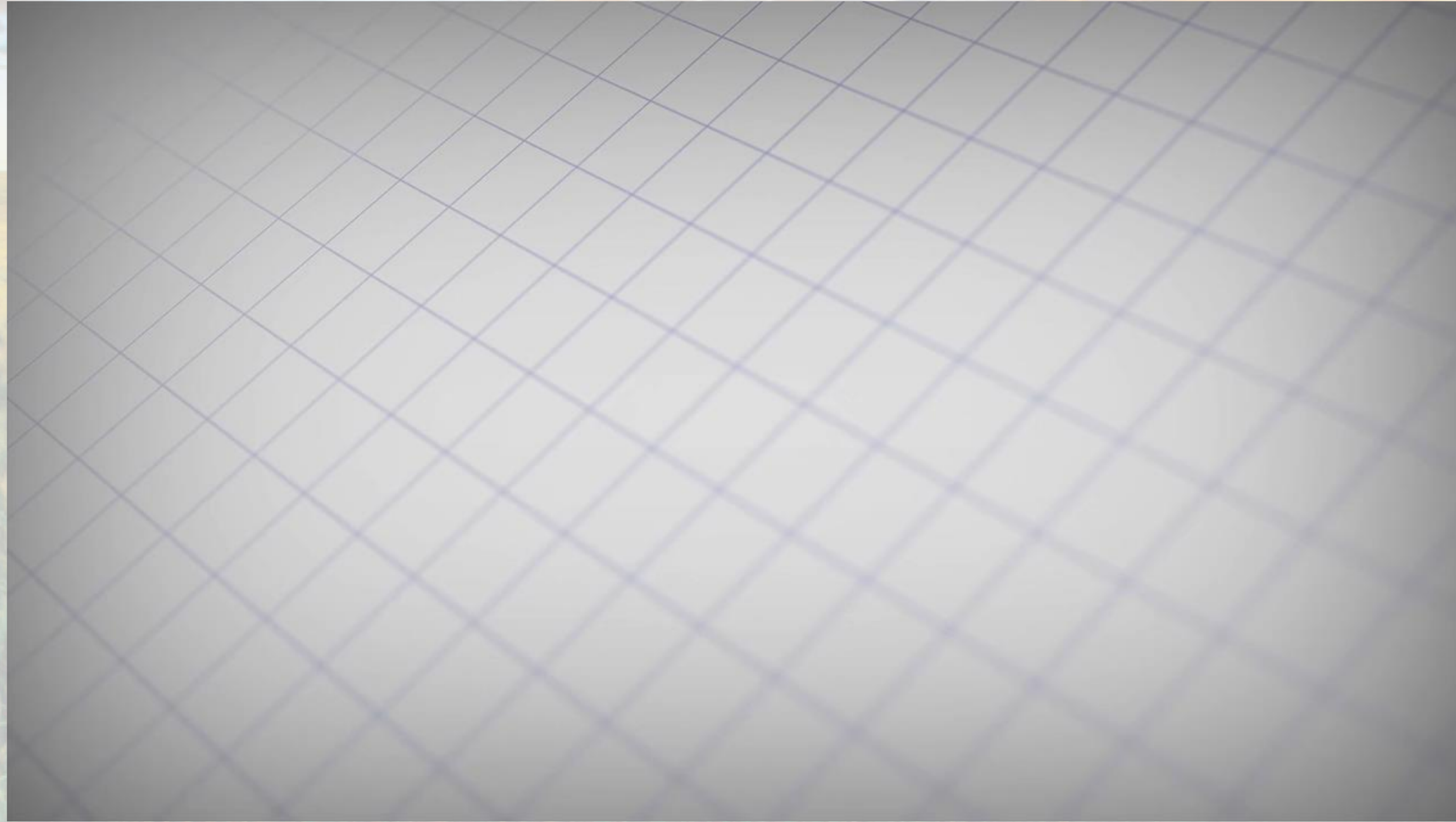
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Solution Today



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Or Inquire at access@sharedservices.coop

AAAS PROGRAMS

Ag Society Employee Benefits Program

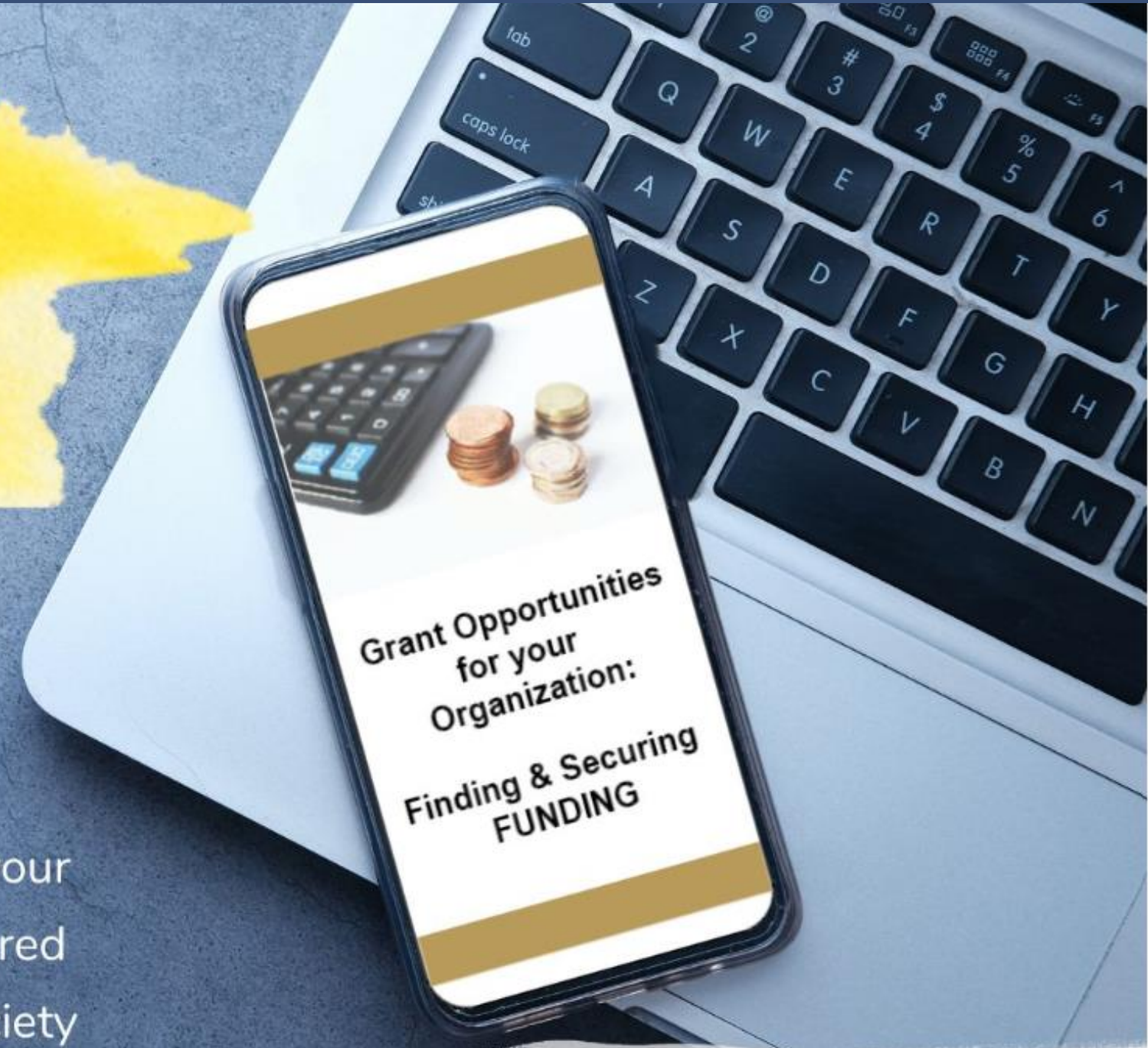


AAAS PROGRAMS

FIND GRANT OPPORTUNITIES

We are thrilled to announce an exciting addition to our AAAS Membership benefits!

As part of our ongoing commitment to supporting your organization's growth and success, we have partnered with Alberta Counsel to assist your Agricultural Society in finding and securing valuable funding opportunities.



ALBERTA COUNSEL



AWARDS

Scholarship – 2 parts to this application. Must be completed by Student & Ag Society – Deadline for submission is October 31, 2024

Honor Role – Deadline for submission is October 31, 2024

Marketing Awards – Deadline for submission is October 31, 2024

OAAS CONVENTION



Mark the date!

Convention

February 20-22, 2025

Entries on the website
Albertaagsocieties.ca

- 10 Under 40's to join us in Ontario, for the OAAS Convention.
- The OAAS will provide accommodations, (up to 5 rooms) from February 19 – February 23, 2025, at the convention hotel.
- The package includes meals while at the convention.
- Full access to workshops, panel discussion & social gatherings.
- Great Networking, Ontario has a strong Under 40 contingent.
- You are responsible for transportation to Toronto and to and from the Airport.

Membership Renewal

\$400 for 2024

CONVENTION



**legacy,
hopes &
dreams**
TO INFINITY AND BEYOND

ALBERTA ASSOCIATION OF
AGRICULTURAL SOCIETIES
78TH ANNUAL CONVENTION
FEBRUARY 6-8, 2025
RIVER CREE RESORT & CASINO
EDMONTON ALBERTA

PRESENTED BY  **servus**
credit union

CONVENTION

WHAT CAN YOU EXPECT TO SEE AT OUR CONVENTION



WORKSHOPS

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



NETWORKING

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



TRADESHOW

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



MINISTER / MLA FORUM

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



SHOWCASE ENTERTAINMENT

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



AWARDS NIGHT / GALA THEME NIGHT

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

CONVENTION

Early Bird Registration Member Rate \$567 (incl. tax) – Deadline is November 30th

Regular Member Rate \$630 (incl. tax) – Deadline is January 24th

Daily Rate \$385 (incl. tax) – Includes 3 meals per day

Website is being updated with Speakers, Sessions and Schedule

If you are able to volunteer for some areas we will have a Volunteer Registration Link up by the end of the week

Please watch our Social Channels and Website for Regular Updates to Convention

CONVENTION - HOTELS

River Cree Resort & Casino

300 East Lapotac Blvd Enoch, AB T7X 3Y3

\$162 + Taxes

BOOK TODAY

Cut off Date for booking at this rate is 5:00 pm January 22,
2025

**** MINIMUM 2 NIGHT STAY ****



Four Points by Sheraton Edmonton West ALTERNATE HOTEL

18540 100 Ave NW, Edmonton, AB

\$165 + Taxes

BOOK TODAY

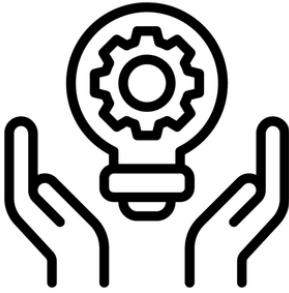
Cut off Date for booking at this rate is 5:00 pm January 10th,
2025

www.marriott.com

Reservations: +1 780-244-8355



Here are a few things you need to know for the AAAS Convention.



Are You Between 18- 40 Years Old ?

AFSC is pleased to offer a special discount program for AAAS Ag Societies delegates that meet the age eligibility requirements of AFSC's Next Generation Loan (under the age of 40 at the time of application). The membership will be offered at a reduced rate of \$100 per registration. (Rebates to the Ag Society will come after the Conference). Upon registration application, those that identify as a "Next Gen Ag Leader" (click the age 18-30 or 31-40 box on the registration page will receive the AFSC Special Discount (to a maximum of 2 per Ag Society).



HONOUR ROLL NOMINATIONS

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. This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture. Application Deadline October 31



AG SOCIETY GRANT FUNDING

Unlock Exclusive Benefits: Agricultural Society members registering for our Convention can leverage their Grant Funding for leadership training. By including registration fees, accommodation expenses, and travel costs (reimbursed Mileage Rate) in your grant submission to the Government, you can reclaim a percentage of these expenses. Don't miss out on this opportunity to maximize your investment in professional development!



MARKETING AWARD SUBMISSIONS

The Marketing Awards Contest has (6) Categories. It is held annually during the AAAS Convention. Attendance during the convention is not a requirement to enter the contest; however winners will be announced and presented with their awards during the Saturday Night themed gala at the Convention. Deadline for Submissions October 31st, 2024



SCHOLARSHIP APPLICATIONS

The Alberta Association of Agricultural Societies have 7 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.

** TWO FORMS (*Student application & Ag Society Nomination Form*)
Application Deadline October 31,2024



THEMED GALA NIGHT

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

REGIONAL ELECTIONS

Elections will be taking place at the 2025 Conference in the following Regional Meetings;

- Region 2 - Brett Warder**
- Region 3 - Beth Fulton**
- Region 4 - Sebastien Dutrisac**



A photograph of three children from behind, holding hands in a line. The child on the left wears a brown straw cowboy hat and a purple and white plaid shirt. The middle child wears a pink cowboy hat and a light blue hoodie with a green floral pattern. The child on the right wears a white cowboy hat and a red jacket. They are standing in a grassy field with a blurred background of trees and a building.

Agricultural Societies Program Update

Agriculture and Irrigation
2024 AAAS Fall Meetings

Alberta

Program Team

- Carmen Andrew, Director
- Colin Gosselin, Sr. Project Coordinator
- Monika Warring, Program Coordinator

AGI's Key Functions

- Compliance with the *Agricultural Societies Act*
 - Focussed on governance and regulatory reporting requirements (we're the regulator)
- Administer the \$11.5 million Agricultural Societies Grant Program
- Administer the \$2.5 million Agricultural Societies Infrastructure Revitalization Program (ASIRP)

Upcoming “How to” Webinars

- Annual returns and regular grant applications
 - November 14, 7:00 – 8:00 p.m.
 - November 21, 7:00 – 8:00 p.m.
- Invites for Teams meeting will be emailed out to all agricultural societies in advance

February 15, 2025

- Annual returns due
 - Financial statements must be a review engagement report (shop around)
- Regular agricultural society grant applications due
 - Late submissions hold up all 284 primary agricultural society grants

Agricultural Society Innovation Award

- Recognizes agricultural societies for their innovation, resilience, and commitment to their communities
- Applications are open until November 29th
- 3 categories
 - Smaller primary (less than 1,000 people)
 - Larger primary (1,000 or more people)
 - Regional

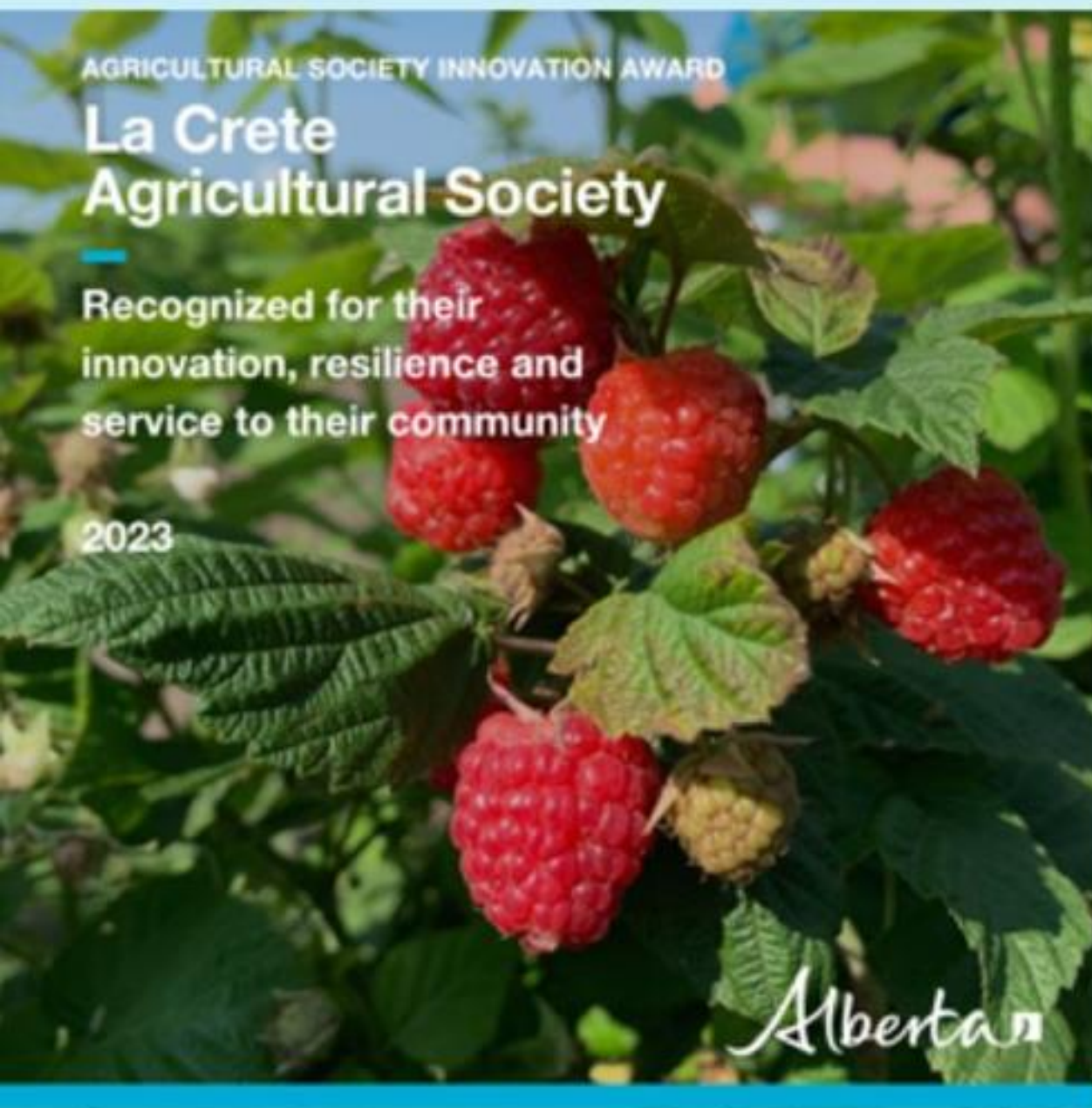
Last Year's Winners

AGRICULTURAL SOCIETY INNOVATION AWARD

La Crete Agricultural Society

Recognized for their innovation, resilience and service to their community

2023



Alberta


This panel features a close-up photograph of several ripe, red raspberries on a green bush. The raspberries are the central focus, with their characteristic bumpy texture and bright red color clearly visible against the lush green leaves. The background is slightly blurred, emphasizing the fruit.

AGRICULTURAL SOCIETY INNOVATION AWARD

Stettler District Agricultural Society

Recognized for their innovation, resilience and service to their community

2023



Alberta

This panel shows three clear plastic meal prep containers arranged on a white surface. Each container is filled with a variety of fresh ingredients, including sliced cucumbers, cherry tomatoes, and pieces of cooked chicken. One container also includes a portion of yellow rice and a dollop of white sauce. The containers are neatly packed, suggesting a focus on healthy and convenient food preparation.

AGRICULTURAL SOCIETY INNOVATION AWARD

KAC Agricultural Society

Recognized for their innovation, resilience and service to their community

2023



Alberta

This panel displays a fresh head of green lettuce, likely a variety like curly leaf or romaine, sitting in a white ceramic bowl. The lettuce is vibrant green and appears to be freshly washed and prepared. The background is a soft, out-of-focus green, which makes the lettuce stand out as the main subject.

Past Innovations

- Hydroponic food system in local agriculture school program
- Community kitchen for underserved residents
- Experimental orchard for northern food security
- Rodeo academy at local school
- Daycare
- Ag education videos
- Community fundraiser using donated land, crop inputs, machinery, and volunteers

Agricultural Societies Infrastructure Revitalization Program (ASIRP)

- \$2.5 million per year
 - 34 projects in 2023 and 37 projects in 2024
 - 71 agricultural societies of all sizes so far (almost ¼)
- Projects are starting to be completed (have 18 months)
- Next intake - new fiscal year in 2025

Sample Projects

- Roof repair
- Siding and doors
- Accessibility improvement
- Commercial kitchens
- Flooring
- Painting
- Dressing rooms
- Fencing and security
- Rodeo chutes/panels
- Grandstands
- Fire Suppression Control System
- Bathrooms
- Parking lot
- Condenser
- Air exchangers
- LED lighting

Before



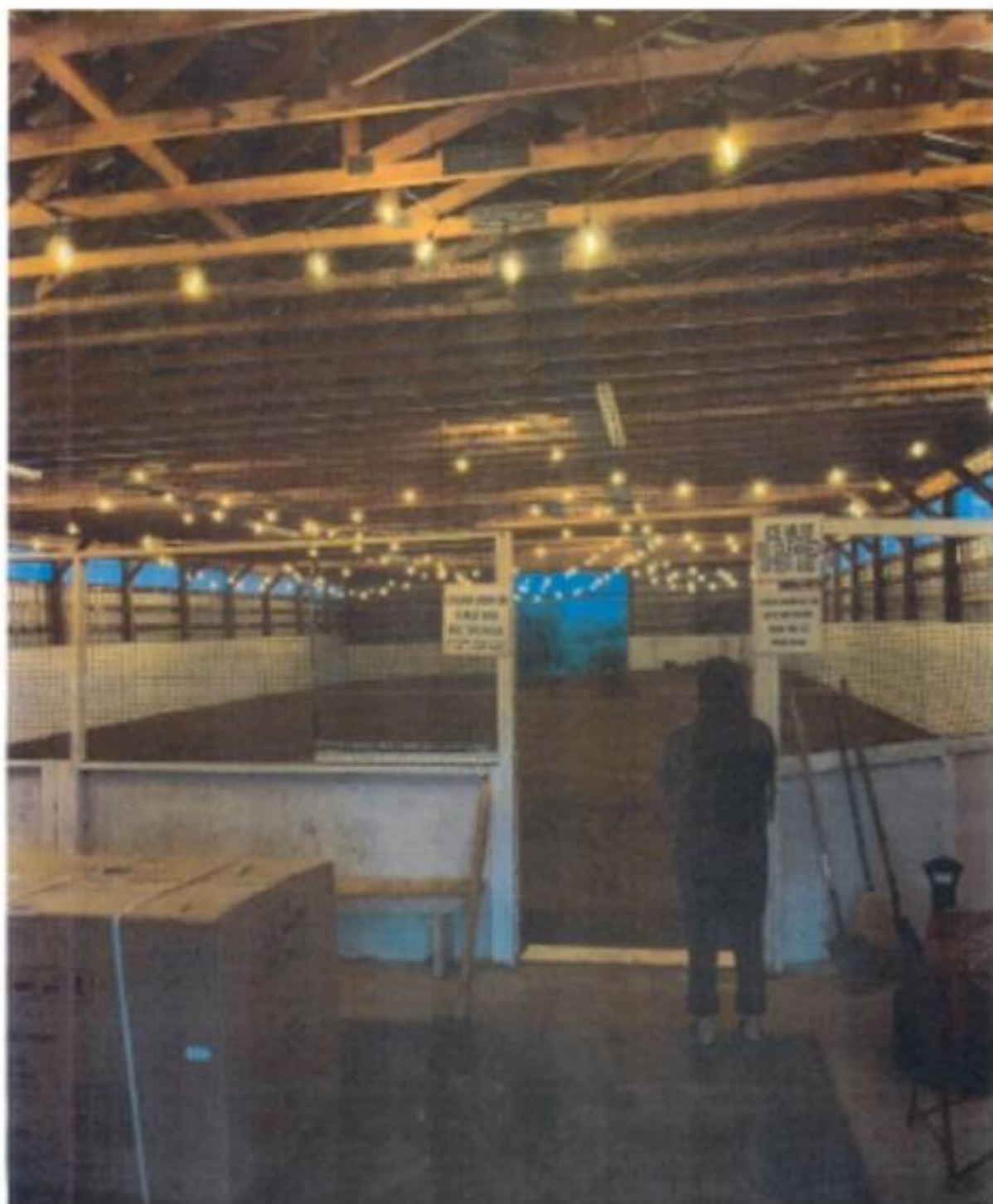
After



Photos Courtesy Lac La Biche Agricultural Society

Alberta

Before

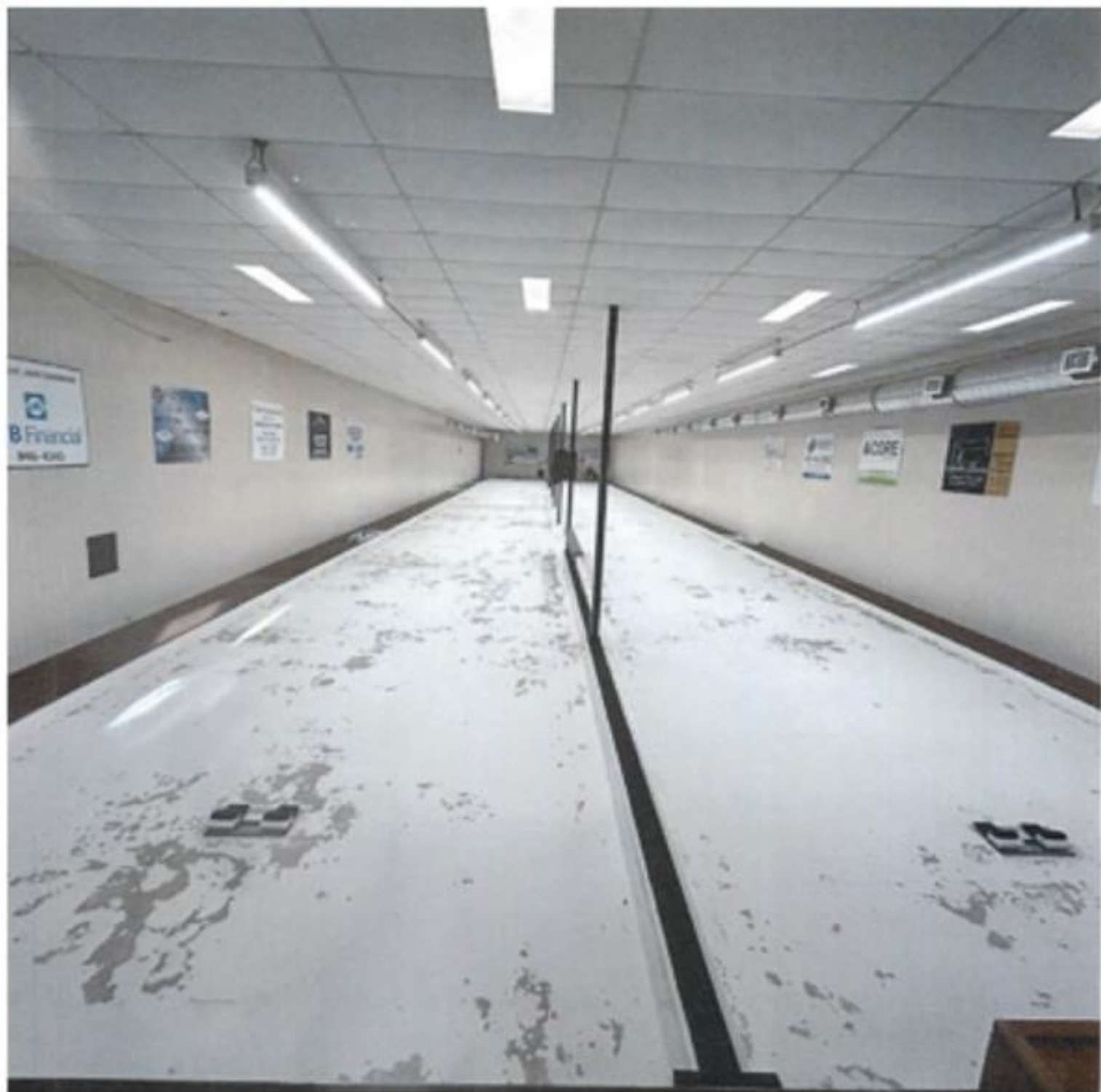


Photos Courtesy Hawk Hills Agricultural Society

After



Before



After



Photos Courtesy Madden and District Agricultural Society

Alberta

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Monika	monika.warring@gov.ab.ca	780-968-3517

#106, Provincial Building
4709 44 Avenue
Stony Plain, Alberta T7Z 1N4

<https://www.alberta.ca/alberta-agricultural-societies-program>

Alberta 

Questions?



ROUND TABLE DISCUSSION

- What makes Ag Societies unique?
- Good, Bad, & the Ugly.
- Other comments?



THANK YOU



TIM CARSON CEO

Alberta Association of
Agricultural Societies

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