

OAAS Gazette

Volume 16

August 2007

Summer Message from the Presidents

Greetings! – The 2007 Agricultural Fairs are well underway now if not completed.

The fairs that we have been able to attend have experienced beautiful summer weather and good crowds. Remember that your fair is an opportunity to showcase both agriculture and your community.

The volunteers in your society are to be commended for their dedication and hard work creating and executing this event. Visitors to your fair are there for enjoyment – AND to learn something new. We are constantly amazed at the creative and ingenious ways learning opportunities are presented. Like a creative chef working in the kitchen, the volunteers produce an enticing and colourful fair full of sounds, smells and activity - providing a memory that will linger until next year.

Keep up the good work and remember to congratulate and acknowledge your fair volunteers!

As the harvest has already begun, the fall season will quickly arrive and within only months another fair season will be complete.

However the OAAS will be gearing up for our annual convention, which is taking place February 21 - 23, at the Royal York Hotel. The OAAS would love to hear from you, if you have any new and exciting ideas for our convention. Please contact the OAAS and share with us.

All the best to each and every agricultural society and OAAS member, in the upcoming months.

Yours Truly, with Fair Spirit

Percy McNabb & Pat Marcotte

OAAS CONVENTION

February 21 – 23, 2008 Royal York Hotel, Toronto Watch for Convention package in the mail mid-November.

CNE AMBASSADOR RESULTS

CNE Ambassador: Brittany Graul, Milverton

1st Runner-up: Omid Salari, Aurora
2nd Runner-up: Dana Bell, Durham
Top Seven: Matthew Schieck, Drayton, Stephanie
Williams, Six Nations, Amanda Brown, Teeswater,
Brianna Busby, Mildmay. Congeniality Award:
Jessalyn Broadfoot, Mount Forest

CONGRATULATIONS !!!!!

WANTED !!

OAAS CONVENTION SHOWCASE ENTERTAINMENT Do you know any outstanding and/or unique entertainment. Want to share your ideas with others. Let the OAAS know!! We are looking for new ideas and acts for the Thursday February 21st Showcase Entertainment at the OAAS Convention. CALL TODAY !! Application deadline is quickly approaching

Rainy Day Books Are Still Available!!!

Learn new games, brainteasers, recipes, crafts, puzzles etc. \$5.00, contact your District Director or OAAS Great prizes and give always for your fair and district.

Sneak Preview, What's Inside

• Service Diploma & Ag. Accomplishment Awards

- 2007 Convention Round Table summaries
- Exciting news from Woodbridge and Prince Edward Agricultural Society
- CAFE 2007 Convention in Toronto
- OAFE Ag. Education Activities and awards
- Consumer Protection Program, in Ontario

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OAAS, PO Box 189, Glencoe, Ontario NOL 1M0 Phone: 519-287-3553 Fax: 519-287-2000 oaas@bellnet.ca www.ontariofairs.com

CALLING ALL FAIRS !!! Send us your agricultural educational activities.

Submit a picture or idea of your best ag education activity to be included in

"GREAT ACTIVITIES AT FAIRS & OTHER AG EVENTS"

We want to showcase new and creative ideas in an update to Ontario Agri-Food Education's SAFETI resource that will be distributed during the OAAS Convention in 2008.

Send your unique or innovative activity to volunteer@oafe.org

All fairs entering will be *rewarded* for their efforts!

OAAS CONVENTION 2008 February 21 –23, Royal York Hotel

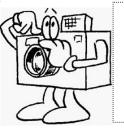
Thursday February 21 – Early Bird Sessions, Registration,
Convention ShowcaseFriday February 22 –Annual Meeting, Seminars,
Tradeshow, Family Entertainment
Showcase, President ReceptionSaturday February 23 – Round Table Discussion

Registration fee for 2008: \$65 includes admission to all events. (early bird *deadline* is February 1, 2008)



Visit us at: www.ontariofairs.com

CORRECTIONS: Wallacetown Fair is September 28 -30, 2007. Theme: "Pixies and Pirates". Drayton Fair: <u>lori.agsoc@wightman.ca</u> Edge Motorsports: <u>www.edge-motorsports.ca</u>



WANTED:

The OAAS Ambassador committee is seeking entertainment for the Ambassadors program at the convention Friday, February 22, 2008. Please contact Jane Armstrong (705-843-0425) or Marg McNabb (705-272-5631)

OAAS Service Diploma - Each member Society of the OAAS can present one Service Diploma per year to a person who has given longtime and meritous service to the Society. The award can be given to a husband and wife jointly. Service Diplomas **should not** be awarded routinely to members of the Executive – i.e. at the end of a President's term but instead to well deserving individuals without whom our societies would be lost. The recipient of a Service Diploma will receive a certificate and pin from OAAS.

ROYAL YORK HOTEL Annual Appreciation Summer Getaway

This summer, the Fairmont Royal York is pleased to offer an exclusive rate to our loyal guests. June 28 – September 4, 2007, \$139 per night (based on availability)

Please indicate the name of your association (OAAS) at the time of booking.

Phone: 416-860-5089 Fax: 416-860-5008 Email: ryh.reservations@fairmont.com

CONGRATULATIONS: The Prince Edward Corrections Advisory Board presented its Community Service Order Award this year to *The Prince Edward County Agricultural Society* - commonly referred to as "the Fair Board" in memory of the late Donny Istead, who worked diligently to provide placements or work projects for the Prince Edward Corrections Advisory Board clients. - Helping young offenders become better citizens



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2008 OAAS Convention: February 21 - 23, Royal York Hotel, Toronto, ON

ROUND TABLE SUMMARIES FROM 2007 OAAS CONVENTION

How to run a proper Meeting and Election:

- Orientation sessions each year for all members that look at roles and responsibilities.
- Handouts for each board member
- Manuals for each member
- Have copies of Robert's Rule available for members.
- Have ongoing education available for individuals
- Do not be to strict as it will turn people off
- Some flexibility is needed at meetings.
- Strong chair
- Good secretary

Keeping the Uniqueness of your fair:

Overall it was felt that uniqueness is what keeps the fairs going each fair continues to come up with ideas that promote this below is a list of ideas that each fair thought was unique.

- Have a beef bbq involving 4-H serving and cleaning up.
- Car bingo
- Ambassador program
- Tractor parade
- Military Showcase
- Charity event for donations
- Work with local schools and boards and have a children's parade
- Scavenger hunt
- Competition between families
- Fund raising breakfast
- Pie and cake auction
- Demolition derby
- Mini King and Queen Show
- Milking contests which involve local politicians.
- Agricultural education
- Theme
- Specific book for children and send to schools etc.
- Baby shows
- Utilize tourism
- Various take offs from game shows i.e. fear factor, deal or no deal
- Flavour Feast works with tourism and local restaurants and producers
- Marketing, look at re-marketing what you do and who you are

Sharing Resources with other Fairs:

- Ideas of sharing various components of one's fair with another i.e. sharing of midway, showcases from collector tractors etc., livestock fencing, radios, benches etc.
- Continuing of the idea of sharing for convention busing together to cut costs.
- Manpower between fairs one fair assists the other with bar tending, assisting at gates etc.
- Work with other organizations for volunteers; ask groups to work gates for a fee, work specific parts of the fair.
- If fairs on close together share rental costs of items needed at all fairs.
- Maybe have a inventory list at district level of things that fairs are willing to share.
- Use of army cadets, scouts etc.

Directions for the Volunteers and Directors:

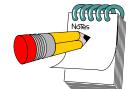
- Orientation for all new members that look at roles and responsibilities.
- Manuals for individuals to take with them.
- Ongoing education for directors and volunteers
- Recognition is important as it keeps volunteers involved
- Session on liability
- Denise Edwards to come and do a session
- Copy of constitution to all members
- Robert's Rule of orders to all
- When asking volunteers to do something outline it clearly
- Thank you's to be sent out after special tasks are done
- Good leadership from the executive
- Good secretary so minutes and other information is sent out on time
- Let newcomers express ideas old "farts" need to accept some change
- Encourage various levels of directors i.e. associate, junior etc need to work with life style of new volunteers
- Young people listen and work with them they are the future. (stated many times)
- Schedule meetings and tasks do not just decide on the moment
- Treat directors and volunteers as you want to be treated.
- Job descriptions
- Advertise for volunteers for specific events

Who is the OAAS to you and your Fair:

- Get lots of information that is passed through society
- Source of information and networking
- OAAS should have CNE Ambassador rules for reference
- Changes are needed at Convention (great seminars, secretary and treasurer sessions need be longer, no education for directors, issue with alcohol being sold at door, more visible name tags, district map at convention)
- Assist little fairs with ideas and ways to continue
- District directors a good source of information
- Works on the behalf of fairs with the provincial and federal gov't.

Independent Fundraiser Initiatives:

- Need to look outside the box for ways to raise money.
- Work with other community groups
- Tourism dollars look for and go after (tourism dollars mentioned a number of times)
- Have OAAS look at it's role when it comes to raising money for local fairs
- Grants from government maybe we need to advocate for more money
- Go after money from larger companies.
- Sharing fundraising dollars with each other (fairs in district might need to come together)
- Hire grant writers to assist the OAAS then that would help us (trickle down effect)



MORE ROUND TABLE SUMMARIES FROM 2007 OAAS CONVENTION

Finding and Keeping Sponsors:

- Personal contact is very important
- Each chair should look at getting sponsors
- Sponsor package needs to broken down into various levels
- Post names of sponsor at fair (mentioned a number of times)
- Need to show sponsors what you can do for them
- Be careful with your agreement make sure you can give what you state
- Sell the sizzle to them
- Ask them what they would like to sponsor
- Suggest to a new sponsor give a general donation then after seeing the fair they can make a specific donation the following year
- One contact from each fair needs to be responsible not a number of individuals contacting the same person. (mentioned over and over)
- Invoice record of payments
- Website
- Sponsors go up and down with economy
- Requests by mail not as good as in person
- Be cautious about charitable number
- Name in book is not sponsoring signage at fair is
- Have a wine and dine for sponsors
- Use local newspapers to thank everyone
- Give sponsors bang for buck
- Midway tickets for sponsors
- Keep training people to do this so it can move on over the years
- Have a night to honour sponsors
- Place mats at restaurants
- Good mailing package
- Announce at various times throughout the fair thanking sponsors

Asking your Municipality for Fair Funding:

- Some counties give \$250.00
- Make deals with municipality for services needed. i.e. use of dump, grading of track etc.
- Fairs need to introduce themselves to the municipality.
- Attend meetings and bring up what a fair gives to the community.

Role of Homecraft Chairperson:

- Some fairs have a full board for homecraft
- No division between homecraft and agriculture is important
- Designated budget for specific homecraft ideas
- Specific job description is important which includes; sending of minutes, getting volunteers, connecting with OAAS homecraft director)
- Some fairs still have homecraft boards but a sends an individual to the main board meeting. This needs to stop one board is all that is needed.
- Need to keep all aspects of homecraft alive and well at there fair
- Stays in contact with local health units ;
- Keeps up on any new legislation or changes
- Looks at local picture and attempts to continue the history of homecraft alive

Ideas for Milestone Celebrations:

- Planning needs to start two years before large milestones i.e. 100th, 125th, 150th, 175th, etc
- Separate committee should be set up to take the task on.
- Hold special events during the year i.e. bbq, dance, antique shows, parade, etc
- Show collection of old material from fair
- Have a traveling show case of the fair
- Create a book on memories of the fair
- Have oldest resident open the fair
- Lot's of press coverage send out press releases
- Tea room
- Anniversary plate, Souvenirs, hats, cookbook, shirts etc
- Have a separate event to celebrate the fair not the fair
- Fireworks
- Special advertising budget
- Free admission
- Special budget for that year
- Fashion show using the dress of the times
- Birthday cake available
- Free ride tickets for children
- Limit yourself to do a few things well, rather than a lot of things mediocre

Keeping Agricultural our Focus:

- Concern is the number of restrictions
- Children not able to interact with animals
- Royal was showcase of the world for Agricultural now gone
- Keep 4-h involved
- Have to slow done the sale of agricultural land
- Must keep the learning curve for children
- More financial help from OMAFRA
- Lack of respect for animals, they have become a commodity
- Push demonstrations to the limit
- Lack of exhibitors need to find ways to bring them back or get new ones.
- Hard to control quality of animals and information provided
- Try to have things that at least link back to agricultural
- Transporting animals to expensive
- Community Garden or Community Farm projects fulfill need
- Utilize your ambassadors to give information or demonstrations if necessary
- Work with schools and have children attend sessions on agricultural
- Encourage various groups to be part of the fair i.e. Bee Keepers
- Promote syrup operations etc.

MORE TOPICS TO COME IN THE NEXT GAZETTE:

- Entertaining on a Shoestring Budget
- You're Fair's Responsibilities to you Ambassador
- Selection and Approval of Appropriate Ambassador Chaperones
- Making sure to Involve Youth at your fair
- OAAS Anniversary "Coffee Table" Book:
- Keeping up with the times hot and new Homecraft food entries:
- · How to encourage young people to become judges
- Hosting a judging School

ALSO POSTED ENTIRELY ON OAAS WEBSITE.

Hello Pat Marcotte & Percy McNabb

There are a few reasons for contacting you both and the first is to compliment the editor and writers for the OAAS Gazette for many of our members find it a pleasure to read and at the same time gives insight into important matters that Ontario Agricultural Societies organizers need to be aware of. In particular I enjoyed the Sneak Preview What's Inside & Test Your Knowledge ...t/f...

As you may be aware our Woodbridge Agricultural Society is 160 years old this year and will be hosting the District 5 Convention November 3, 2007. Our members are excited that the Kortright Centre of Conservation has been booked for this event

As a "City" agricultural society with continual loss of farm families inside the City of Vaughan as directors we have taken proactive steps to insure that our constitutional mandates are adhered to and practiced with diligence. Our 2007 Prize Book and Web Site <u>www.woodbridgefair.com</u> are testaments to our commitment to follow our purpose as an Agricultural Society.

A few years back at a District 5 convention hosted by the Great Northern Ex Society of Collingwood there was a gentleman by the name of Jack Maynard from our society who voiced with confidence that we would be prepared to host the 2007 convention and we are pleased to be carrying on with this promise yet sadly without Jack's presence for he died this past May 11th. Jack accompanied by his wife Laurie took time each year to visit other fairs in District 5 for over 30 years to gain and share knowledge on important fair operations.

The picture here depicts a special moment captured in time of them sitting together during our 150th fair and no doubt conversing about fair concerns for they have given their time and wisdom generously over the years. Jack has held the position of President for 2 terms as well as a very capable Manager & Chair of numerous Committees. Laurie held the position of Secretary from 1981-96 and this year continues to sit on numerous Committees and we wish to add we are very thankful for her continued active participation.

Again, many thanks for taking the time to prepare the OAAS Gazette for it definitely is a worthwhile read.

Sincerely

Linda Mae Maxey Past Pres / Director Woodbridge Ag. Society 905-851-3443 villagehistorycorner@sympatico.ca

"Learn to Grow Grow to Learn"

2008 OAAS Convention: February 21 - 23, Royal York Hotel, Toronto, ON





Attn: Members of the Ontario Association of Agricultural Societies

On behalf of the Board of Directors of the Canadian Association of Fairs and Exhibitions (C.A.F.E.), we extend to you an invitation to all members of the Ontario Association of Agricultural Societies (OAAS) to "Increase Your Odds" at the C.A.F.E. Convention November 14 to 17, held at the Sheraton Centre Hotel in downtown Toronto.



The C.A.F.E. Board of Directors passed a motion at its January meeting to extend an invitation to all members of OAAS to attend the convention at the reduced rates reserved only for C.A.F.E. members.

C.A.F.E. will be presenting a solid program of sessions and workshops to help us all "increase our odds of success." Attending this convention is a great way to find out about C.A.F.E. and to discuss the key issues that we are all currently grappling with. Our 81st annual convention in Toronto wilb ea benefit to fairs of all sizes. I hope you will find the convention not only informative but also fun because after all, we are in the "fun"

The bottom line is that no matter where we are located, in rural areas or in urban, in the east or west – we are all haunted by the same demons: uncertain weather, the threat of E. coli, bird flue, a ride accident, failing infrastructures, rising costs, and a world that has been utterly transformed by technology and shifting demographics.

We have a lot to talk about. Please join us in Toronto in November.

To register for the C.A.F.E. Convention visit www.canadian-fairs.ca, or call 1-800-663-1714 ext. 227.

Sincerely

and Bedua

David Bednar President Canadian Association of Fairs and Exhibitions



BREAKING NEWS JUST IN ...

Former Walt Disney World Sales Director Simon T. Bailey is a **Headline Speaker** for The Canadian Association of Fairs and Exhibitions (C.A.F.E.) Annual Convention in Toronto November 14 -17 2007 . Checkout his experience and presentation material on his web site at <u>http://www.simontbailey.com/</u>

Do not miss the opportunity to hear from this proven fair, exhibition, service expert.

Visit <u>www.ofac.org</u> for a great Ag Aware Toolkit and resources dealing with farm tours, displays, Ag. activities,

petting zoo guidelines etc.

PROVINCIAL FAIR PASSPORT: Do you enjoy

visiting several different fairs and exhibitions throughout the year ? OAAS is offering a fair pass (that admits two people) into fairs and exhibitions in the province for only \$50.

Fair passes are available only from the OAAS office. Please forward cheques payable to OAAS.

Consumer Protection Program

(Presented by CAFE)

E. coli and other pathogens are an issue that can affect the entire future of the fair and exhibition industry.

Fairs and exhibitions present an opportunity for human and farm animal interaction, either planned or incidental that may result in potential contamination, litigation, financial loss, and liability if the producers of these events and programs fail to reduce risk and protect their visitors.

The Consumer Protection Program for farm animal contact at fairs, exhibitions and shows is designed to provide useful and interactive information and tools to enhance consumer protection at events that feature or promote human contact with farm animals.

C.A.F.E. will be delivering this program across Canada with the assistance of the International Association of Fairs and Expositions (IAFE), Technical Solutions International (TSI), the provincial agricultural associations, and C.A.F.E. members.

C.A.F.E. encourages all organizations to participate in the program's activities so we can all work together to safeguard the future of the industry.

Upcoming workshops in Ontario: SIGN UP !!

November 1, 2007: Canadian 4-H Council National Conference, Toronto

November 14, 2007: Sheraton Centre, Toronto

April 26, 2008 – North Bay

WHAT IN THE WORLD ?????

AALP: Advanced Agricultural Leadership Program AAC: Agricultural Adaptation Council DFO: Dairy Farmers of Ontario FSA: Farm Safety Association Ltd. IAPO: Indian Agriculture Program of Ontario NOAFEM: Northern Ontario Agri-Food Education & Marketing IAFE: International Association of Fairs and Exhibitions OCA: Ontario Cattlemen's Association OFA: Ontario Federation of Agriculture OSCIA: Ontario Soil & Crop Improvement Association

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Community Exhibits			Food Friends Games			Homecraft Midway Parade			Volunteers Fair	

<u>Ag. Accomplishment Award</u> - The OAAS recognizes volunteers who contribute consecutive years of time and energy to an Agricultural Society and whose work meets any or all of the following requirements.

Who is Eligible?

- 1. An individual who has made a significant contribution as a leader, volunteer **or** as a committee member.
- 2. Has been active in the Society through longtime involvement.
- 3. Promotes the community betterment by the Agricultural Society.
- 4. Promotes and develops activities to encourage our youth to participate in the Agricultural Society.

Youth – up to 20 years of age may be recognized for five or more years of volunteer service. **Adults** – may be honoured for 10/15/20/25/30/40/ or more dedicated years of continued service.

Each year thousands of children and adults visit Ontario's 227 agricultural fairs to experience a taste of the country. For many visitors, these fairs provide novel encounters with agriculture and food and can serve as optimal venues for agriculture education.

Ontario Agri-Food Education Inc. (OAFE) wishes to acknowledge and encourage OAAS's interactive educational programs in providing this experience. The *Award of Excellence in Agriculture and Food Education* will be awarded annually to one agriculture society that provides an outstanding agri-food education program for fair visitors.

Please contact OAFE at: 905-878-1510x26 (volunteer@oafe.org) for complete rules and selection criteria

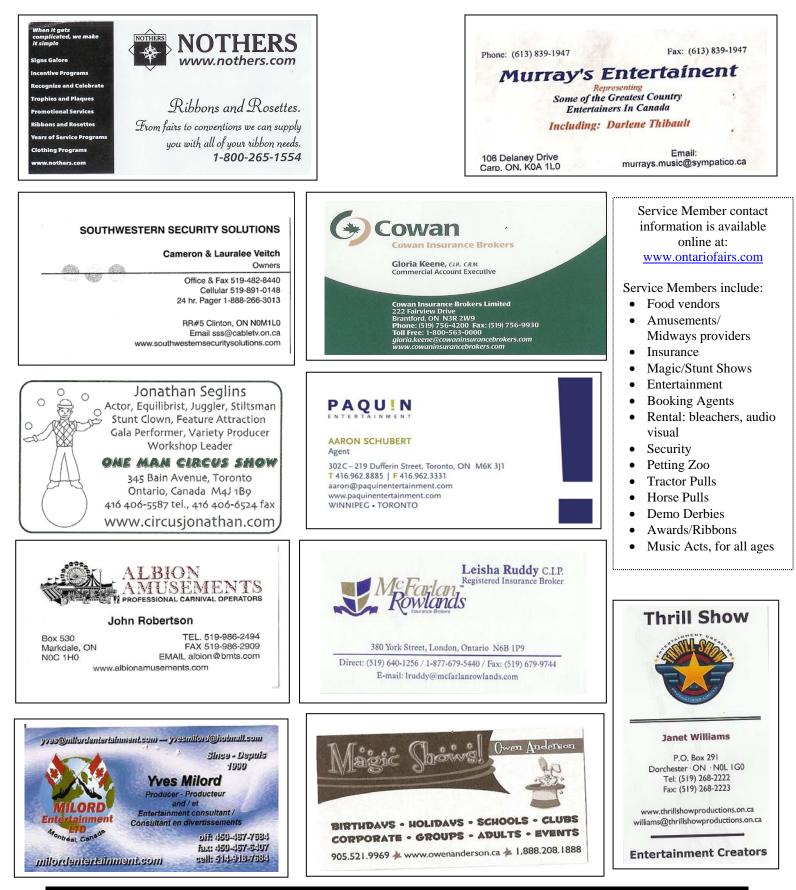
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lash You

Hands



Thank you Service Members



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