



OAAS Gazette

Volume 26

May 2011

~ 2011/2012 OAAS President's Message ~ - Fred Cooper -



Finally, the snow has disappeared and Spring is here! Are we ready for all those outside jobs that await us? We better get at them, as the Fair season comes fast!

The OAAS Board just completed our Spring meeting. Everything went well with Board members committing to tasks and sharing ideas. Thanks to those of you who took the time to complete the convention surveys. We are listening and making changes for the upcoming 2012 Convention. When you receive the new program, please take note of the time & schedule changes. We are hoping this will allow more people to participate in the programs and events provided at the convention.

An Ad-Hoc committee that was established after the 2011 annual meeting was setup consisting of 6 board members and has been working hard towards creating a job description and funding formula for hiring of a full time staff member. I look forward to sharing their results with all the Ontario fairs after the Fall OAAS Board meeting.

Myself and other Board members participated in a teleconference with representatives from the Ontario Liquor License Act. The Liquor License Board proposed changes to increasing the hours of alcohol consumption and opening the permitted area within an event to consume and serve alcohol. They listened to and agreed that fairs should be able control where and how product is sold and consumed. The changes they are proposing will not affect the Fairs in Ontario. Things can stay the same for your events in 2011.

My wife Pat and I visited several Fairs in 2010 and will be doing the same this year. We appreciate the hospitality offered to us. We are also amazed at the organization; programming, caring and sharing that are evident in so many ways at our Ontario Fairs. Keep the invitations coming by post, e-mail or phone and I'll do my best to accommodate your requests.

Tomorrow belongs to the people who prepare for it to-day . . . and I know you are all working hard for your Fair, already. Wishing you great weather for your Spring, Summer and Fall Fair.

Fred

Convention 2012 - February 16 - 18

The OAAS Directors would like to thank
EVERYONE
who donated to and/or purchased articles
at the 2011 Convention auctions.
Your generosity made these events
a great success. **Thank you**

Sneak Preview, What's Inside

- OAAS Cookbooks, only a few left
- Convention Results Are In
- Online Discussion Forum for Fairs
- To Old Friends & New on the OAAS Board of Directors
- Len Patterson Memorial Award Announcement & Criteria
- Convention Round Table Results
- OAFE Award of Excellence in Agri-Food Education
- Preview into Convention 2012
- AGM Motion Update
- Homework for your fair

Award of Excellence in Agri-Food Education

Colleen Smith, OAFE, presented the Moore Agricultural Society (Brigden Fair) with the Award of Excellence in Agri-Food Education for their outstanding school agricultural education program. This is the third time Moore Ag Society has been honoured with the award for their program. For more details on how your fair can enter this competition, please contact OAFE.



WELCOME

New OAAS District Directors

Cathy Redden, District #3, Agriculture
Lorna Wilson, District #5, Agriculture
Dianne Brooks-Langs, District #6, Agriculture
Ron McKay, District #8, Agriculture
Betty Jermyn, District #8, Homecraft
Wayne Ramsay, District #13, Agriculture

WELCOME Robert Hargrave as the new 2nd Vice President

THANK YOU

Retired OAAS District Directors

Kelly Hayes
Gerry Fuchs
Dorothy Grasset
Shirley Aitcheson
Ed Lee



THANK YOU Meredith Brophy, Agricultural Past President
and Joanne Miller, Homecraft Past President.

THANK YOU Carl DeSchutter, 2010 President

UPCOMING JUDGING SCHOOLS

District 1, May 14, Spencerville - Fruit/Vegetable & flowers,
Quilts, Crafts, Sewing, Knitting
District 3, May 7, Campbellford - Preserves, pickles, Baking, Junior
Fair
District 4, May 25, Ferndale Bible Church - Junior/Senior, Sewing,
Knitting & Crochet
District 10, May 14, Walkerton - Baking, Canning, Quilts, Field Crops
& Vegetables
District 11, June 11, Huntsville - Baking & Photography
District 13, May 14, Brigden - Handwork, Sewing & Quilting
June 4, Glencoe - Culinary Arts

** Please contact your District Director for more information **

www.ontariofairs.com

OAAS WEBSITE ~ A NEW FEATURE ... FAIR DISCUSSION BOARD

The OAAS has established a discussion board on our new website for fairs to post or discuss any issues, comments, concerns, announcements etc.

OAAS would like to provide this service to all our members to help increase communication between fairs in Ontario.

This discussion board will be monitored to reassure appropriate content is being posted.

Directions/instructions to login to the fair discussion board are as follows:

1. www.ontariofairs.com
2. Click on Fairs
3. Drop down menu, Discussion Board
4. Click on Enter Discussion Board
5. Username: fair
6. Password: discussion



RESOLUTION FROM ANNUAL GENERAL MEETING: NOW THEREFORE BE IT RESOLVED that a committee of the Board of Directors of OAAS create a job description and funding formula for a staff person to be contracted by the OAAS to co-ordinate the activities of the Association according to its policies and procedures. Such job description and funding formula to be completed by the October, 2011 Directors' meeting for their consideration. The Provincial Board of Directors will prepare a Resolution to be presented at the 2012 AGM.

The initial contract period ends at February, 2013 OAAS Convention. Remuneration for this contract will be determined by the Board of Directors, based on the current market value for such position.

UPDATE SINCE THE ANNUAL MEETING: A committee was established consisting of 6 board members with human resource experience. This committee is working on creating a suitable job description and funding formula for hiring of a full time staff member, taking into consideration grassroot comments from the floor at Convention in February.

LEN PATTERSON MEMORIAL AWARD

Presented by Nothers Awards, London

The third annual Leonard Patterson Memorial Award will be presented at the 2012 Ontario Association of Agricultural Societies Annual Convention.

Agricultural Societies wishing to nominate their Secretary, Treasurer or Secretary/Treasurer, who has served their organization for at least 15 years, may do by sending their nomination to the OAAS Past President Association, c/o Betty Lester, 84 Albert St. N., Lindsay, ON K9V 4K3, by December 1, 2011.

There is no special nomination form, please submit in writing, explaining in detail why you feel nominee is deserving of this honour. Previous nominees must re-apply with an updated profile.

For inquiries please phone Betty Lester, 705-324-5644.

WHO WAS LEONARD PATTERSON – *“Len gave much to his community. He grew up on a farm & attended the Mount Forest Fair as a boy. Leonard was a local 4-H Leader and Director of Mount Forest Agricultural. Leonard was the President of Mount Forest Ag Society in 1975 and helped out as Secretary and Treasurer for six years in the 1980’s. After 3 years as President of Mount Forest Fair, he was elected as an OAAS District Director & held this position for 5 years, until serving as President of the OAAS in 1986.”*
(Presented by Jim Nothers, Feb. 2010)

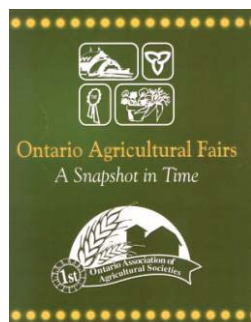
Len lived in Harriston Ontario. He had 6 children and was married to his loving wife, Ida, for 58 years.

OAAS Past Presidents’ Pictorial Book FOR SALE \$15

Makes a great gift for special guest, judges & ambassadors.

A memorial collection of pictorial illustrations from Ontario Fairs.

Contact the OAAS to place your order.



LEN PATTERSON MEMORIAL AWARD

As the present secretary of Bracebridge fair had resigned, Irene’s husband, who was active with the fair at that time, asked her to “temporarily” fill in to see them through the year, as fair time was neared. With her career at the local Board of Education and her role as secretary-treasurer for her church, she was well qualified. On the last day of the fair, Irene found a rose on her desk – she had passed the grade and meet with approval.

Irene’s “temporary” position has lasted several years. At the 2010 Fall Fair and Horse Show it will tallied 29 years. During that time she took a four year hiatus – one year to be a director and three years to take a turn as President. During one of her years as President, during the fair weekend her beloved husband passed away. Each year since, a commemorative arrangement of flowers arrives on her desk at the fair from her sons ... they know too, the fair must go on.

As secretary, agendas and minutes were always well prepared. Records are well organized and Irene can always bring forward any background documentations and information from years gone by, when required. Outgoing letters are written politely and always with a flair to encouraging recipients to come out and support the fair.

Whether it is because of the family’s long association with the fair, her experience as President or just her overall love of the fair, Irene’s activities have taken her well beyond the typical role for secretary. It is not uncommon to find her co-coordinating advertising and promotions, ribbons and rosettes, agriculture displays, the midway, the awards banquet and on and on. Her knowledge and expertise is invaluable. It is not said flippantly when we say “we could not do it without her”

Irene turned 87 last December. She has hinted at retirement although her also-aging-executive-peers often counter with “I won’t retire if you won’t retire.”



Picture above: Irene Thomson, Bev Fry (OAAS Past President Assoc.), Jim Nothers

Special thanks to Nothers Awards for supporting this award.

The 2nd Edition of the OAAS Cookbook is still available
Over 400+ delicious recipes from across the province.
Contact the OAAS to order your copy today.

\$10.00, includes HST
(shipping may be extra)



**PROVINCIAL COMPETITION RESULTS ...
AND THE WINNER IS...**

Machine Quilt

- 1st Jane Hurst, Stratford, District #8
- 2nd Barbara Burling, Great Northern Exhibition, District #15



Hand Quilt

- 1st Wendy Fortier, Englehart, District #14
- 2nd May Ball, Dunchurch, District #11



Cookies

- 1st Glenna Vander, Palmerston, District #7
- 2nd Alex McKillop, Smithville, District #6
- 3rd Jevin Ronholm, Strong, District #11

Bread

- 1st Jackie Hayes – Norfolk, District #6
- 2nd Ruth Ann McCallum, Rodney, District #13
- 3rd Joely McFadden, Dresden, District #9

Posters

- Youth A:** 1st - Mary Ann McVicar, Glencoe
 2nd: Skye McGibbon, Central Manitoulin P.S.
 3rd: Liam Ingram, Harrow

- Professional:** 1st - Caledon
 2nd - Woodbridge
 3rd - Drumbo



- Youth B:** 1st - Courtlyn Fiddler, Brigden

- 2nd: Ben McLeod, Maberly
- 3rd: Kaitlyn Ludington, Mitchell

- Handmade:** 1st – Arran-Tara
 2nd - Wellesley
 3rd - Caledonia

Displays

- **3-D:** 1st - Kinmount
 2nd - Brooklin
 3rd - Port Hope



Photography

- Grand Champion: Port Hope
 Junior Champion: Paisley

2011 OAAS CONVENTION PARTNERS

PLATINUM - \$5000 +
Carter Shows

GOLD SHEAF - \$2500 - \$4999

- Canadian National Exhibition
- Dominion Regalia
- Forest & District Ag Society
- Forest & District Ag Society - Ladies Division
- Ontario Agri-Food Education (OAFE)
- Western Fair Association

SILVER SHEAF - \$1000 - \$2499

- Barrie Agricultural Society
- Brooklin Agricultural Society
- Fairmont Royal York Hotel
- G4S Security
- Glencoe Ag Society
- Grand River Agricultural Society
- Iron Bridge Agricultural Society
- Nothers
- Pfaff
- Radio - The Band
- Robertson Amusements Ltd.
- OAAS, District 1
- Rona Home & Garden, Nepean
- The Essentials
- VIA Rail

BRONZE SHEAF - \$100 - \$999

- 4-H Ontario
- Acton Agricultural Society
- Albion Amusements Ltd.
- Ambush
- Ancaster Agricultural Society
- Ballentine Communications Group
- Bobcaygeon Agricultural Society
- Campbellford Agricultural Society
- Canadian Association of Fairs & Exhibition
- Carp Agricultural Society
- Carrie Fraleigh DeSchutter
- Chesley Agricultural Society
- Cindy Cook from the Polka Dot Door
- Clovermead
- Colchester South & Harrow Ag. Society
- Comber Agricultural Society
- Crisco & Robin Hood
- Crown Amusements
- Comber Agricultural Society
- Crisco & Robin Hood
- Crown Amusements
- D.A. Campbell Amusements
- District 11, OAAS
- District 13, OAAS
- Done Right Window & Door Sales
- Grain Farmers of Ontario
- Husqvarna Viking
- Ilderton Ag Society
- Jim Warrington

- Joanne Miller, Past President (Homecraft)
- Laird Signs
- Lorna Wilson
- Lumberjack Home Building Centre, Petrolia
- Markham Fair
- Metcalfe Agricultural Society
- Moore Agricultural Society (Brigden)
- New Liskeard Agricultural Society
- Norfolk County Fair & Horse Show
- Norfolk County Tourism & Economic Development
- Northern Ontario Agri-Food Education & Marketing Inc.
- OAAS Past Presidents' Association
- Ontario Equestrian Federation
- Ontario Ministry of Tourism and Culture
- Ontario Tourism Marketing Partnership Corporation
- Palmerston Agricultural Society
- Paris Agricultural Society
- Rick Davis Promotions
- Robin Hood & Fleischmann's Yeast
- Rockton World's Fair
- Roseneath Agricultural Society
- Russell Agricultural Society
- Schomberg Agricultural Society
- Scott Kocher, TD Waterhouse, Owen Sound
- Showmen's League of America
- Spencerville Agricultural Society
- The Stylamanders
- Thrill Show Productions
- Tiverton Agricultural Society
- Toronto Police Force
- Vankleek Hill Agricultural Society
- Williamstown Fair

THANK YOU !!!!!

PREVIEW OF THE 2012 OAAS CONVENTION

"Remembering our Past, Embracing Our Future"

February 16 - 18

THURSDAY February 16, 2012

- Speakers/Seminars & Round table discussion
- Ambassador program begins @ 1:30pm, in Upper Canada Room (*new location*)
- Registration desk opens at 1pm
- Receive crafts & auction items
- Ambassador photo & introduction @ Evening Showcase



FRIDAY February 17, 2012

- Morning seminar sessions (*new time, 2 sessions in the morning & 1 session in the afternoon*)
- Family Entertainment Showcase (*new time, morning & afternoon performances*)
- Tradeshow opens at 9am (*new hours*)
- Receive quilts, breads/cookies/posters/displays
- Annual General Meeting, 1pm (*new time*)
- Homecraft Meeting, 3:30pm (*new time*)
- President Reception begins at 7:30pm (*new time*)
- Live Auction during the President's Reception (*new time*)
- Pick up all items (crafts, quilts, posters, displays, breads & cookies), 4:30pm-5:00pm (*new time*)



SATURDAY February 18, 2012

- Round table discussion
- Special award presentations (*new time*)
- Closing Speaker
- Transfer of OAAS Officers

Congratulations to Orono, Brigden & Mitchell fairs for winning a (one) complimentary 2012 Convention registration.
Thank you for submitting a convention evaluation form, we appreciate the feedback.

EVENING SHOWCASE & FAMILY ENTERTAINMENT SHOWCASE ACTS WANTED

Please send your suggestions to the OAAS office.
We are always looking for new ideas and performers
to serve you better.

WANTED: Pictures of unique crafts items and
articles from your fair. Send your pictures to the
OAAS office. Help create a collection of ideas to be
viewed at the 2012 OAAS Convention in the Craft
Room. (oaas@bellnet.ca)

*Looking for a specific seminar topic, even a round
table topic – please let the OAAS know.*



2012 Convention Registration

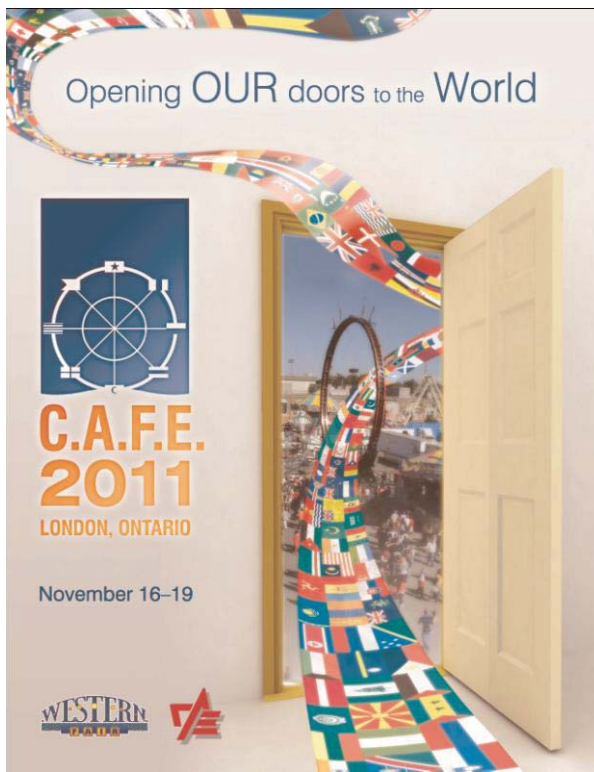
Early bird registration - \$79.65 + HST = \$90.00

After January 27, 2012 - \$88.50 + HST = \$100

Ambassador Program - \$26.55 + HST = \$30.00

The 2012 Convention Ambassador Program registration is to be
completed on the main registration form only. There will NOT be a
separate registration package sent for the 2012 Convention for the
Ambassadors program.

What did you think of the 2011 OAAS Convention ?? See page 7 for your comments and OAAS feedback.



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 \$56.50. (includes HST)

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

www.ontariofairs.com

Thank you to the Rural Ontario Institute for recently supporting an educational session at the OAAS Board of Directors Meeting.



REMINDER: Please update your fair website with 2011 dates and information!!!

Start planning the party now



Canadian 4-H will be celebrating 100 years in 2013



Ontario 4-H will be celebrating 100 years in 2015



Do you operate a Mobile Food Service Vehicle? New regulations from TSSA have recently been posted. Make sure your fair vendors are aware of these updates.

If you are reading this ... please pass the Gazette along to the rest of your fairboard members. Is also available online.

RESOLUTION FROM ANNUAL MEETING - WHEREAS certain municipalities in the Province of Ontario require vendors to obtain a Transient Vendor's Permit to allow them to operate at Agricultural Fairs.

AND WHEREAS certain municipalities in the Province of Ontario also require such vendors to obtain a Police check.

NOW THEREFORE BE IT RESOLVED THAT OAAS investigate these practices by municipalities, with a view to taking a pro-active approach to advocating that these practices be stopped.

UPDATE SINCE THE ANNUAL MEETING - The OAAS Government Liaison committee conducted an electronic survey to the fairs of Ontario asking: 1) Does your agricultural society have a policy in place that requires all vendors to have a permit ? 1b) Is this policy in place because it is mandated by the municipal by-laws ? 2) Does your agricultural society have a policy in place that requires all vendors to have a police clearance check ? 2b) Is this policy in place because it is mandated by municipal by-laws? 3) What is the cost of a police check in your municipality for a vendor ?

The OAAS received feedback from 66 agricultural societies, for a complete summary please visit www.ontariofairs.com

Comments from 2011 OAAS Convention Surveys ... how do we rate ???

Thank you to the 204 delegates who submitted an evaluation from the Convention, we appreciate the feedback.

- **Showcase has too much singing, needs more variety.**
 - Unfortunately the OAAS can only work with the applications they receive by the mid-October deadline. We continually ask fairs, friends and service members to provide contact information for new acts. (this includes you)
- **Each District director should have notified fairs re: resolution, business plan etc.**
 - District directors have been available to answer questions throughout the year. This information was also passed along to each fair throughout the year (mail & emailed) and posted on the website.
- **Check in to hotel is ridiculous, over 4+ hour wait for room**
 - Unfortunately this is out of the control of the OAAS, however this comment has been passed along to the hotel contact.
- **Pick up times need to be same for everything on the Friday afternoon.**
 - Please note that all pick up times at the 2012 Convention are 4:30pm-5:00pm, Friday afternoon.
- **Consider parking/meal package to delegates.**
 - Parking is a separate company not associated with the hotel. Depending on other events in the area, parking is first come first serve. The OAAS has investigated offering meal packages to delegates, however in order to keep costs lower, offering such a service (at hotel rates) is not feasible at this time.
- **Offer a networking lunch on Friday for \$10**
 - Unfortunately a \$10 lunch won't get you much. A minimal lunch is \$30+ per person.
- **Offer light lunch & continental breakfast to delegates.**
 - A coffee service has been offered in the past with muffins etc. to purchase and was not well received, costing the OAAS money. (there are several nearby, underground convenient & affordable options)
- **A map of nearby restaurants/streets would be handy ?**
 - Great news, this has always been available at the Meet N'Greet booth, hosted by the OAAS Past President's Association, located across from the main registration desk.
- **Look at different location re: cost & available packages to host the convention.**
 - The OAAS has approached other hotels within (and out) of the GTA. The Fairmont Royal York Hotel is one of the few (if only) hotel that can provide a central location, enough meeting rooms (seminars, competitions etc.) and guest rooms all under one roof. Moving the convention to another city maybe more economical for some however the extra travel for others would certainly become a growing issue.
- **Would like to return to plastic folders on name badges, to hold hotel key**
 - A partner for 2012 has already been approached, hoping to confirm partnership in the near future. OAAS can punch your room key at the registration desk to be used on your lanyard.
- **Not enough time schedule for meals**
 - Please note on 2012 convention schedule, seminars are concluding earlier, the AGM and President's Reception are starting later, providing convention delegates more time for Friday meals.
- **Good idea to schedule Ambassador to review quilts, crafts and tradeshow.**
 - Thank you, the Ambassador committee felt it was important to incorporate more of the actual convention into the Ambassador program.
- **Auctions needs to be improved. Live auction go back to old format, silent auction needs better quality**
 - The OAAS is very grateful for the generous donation received from agricultural societies, service members and other donors. Please note on the 2012 Convention schedule the Live Auction is now taking place Friday evening.
- **Ambassador program should end same time as seminars, so chaperone don't have to be two places at once**
 - The Ambassador committee will attempt to accommodate this suggestion, however chaperones are not required to meet their Ambassador after each program or seminar. A knowledge of their whereabouts is the recommended practise for chaperone and ambassador.
- **Thank you for the VIA convention rate**
 - The OAAS started to advertise this discounted convention rate in August. We are happy that you were able to take advantage of this special offer. Stay tuned for such a discount for 2012.
- **Thanks for the hard work** – You are welcome, see you in 2012 !

2011 CONVENTION ROUND TABLE TOPIC SUMMARIES

Release: The comments expressed below are not the opinion of the Ontario Association of Agricultural Societies but rather are comments expressed by delegates during the round table sessions held at the Convention.

Topic 1: Parking and Security

- Use free on-grounds parking as a drawing card for your fair
- Determine what space can be used for parking in your community ahead of time and promote those areas.
- Determine how you are going to move people to and from the fair grounds.
- Understand the liabilities of using non-owned properties and fair owned properties for fair parking
- Police costs continue to rise; use private companies where possible
- Ensure you have adequate security when operating a beer tent

Topic 2: Redesigning the Prize Book

- Some Societies contract out the design as a business project where both the company completing the work and the society benefit financially
- Print a prize book which can be used for multiple years to reduce printing costs; a special flyer features special classes related to the annual theme
- Competitions are held to design the cover page
- Use prize winning photos from photography classes on the cover
- Many societies are posting the prize list to the website instead of using paper
- Committees should complete reservations; this should not be the job of the Secretary
- Entry form is the centrefold which can be removed
- Use Office Publisher instead of Office Word; improved applications
- Remember to use a font size which can be easily read
- Include photos from previous years instead of clip art
- Make a separate book for junior entries
- Promote theme throughout the book

Topic 3: How to Make the Public More Aware of the OAAS

Perhaps we should be asking ourselves if we should be making our membership more aware of the OAAS as they represent us to the public

- Important that public/exhibitors know that the OAAS prepares judging standards and trains judges
- Include OAAS logo on printed materials prepared by Fairs
- Invite District Directors/ OAAS Executive to Fair openings, annual meetings and other special events
- Perhaps the OAAS could prepare pamphlets about itself with space for Fairs to add their own promotional information
- Fairs should ensure that current promotional material from OAAS is displayed where public can see it and get it
- OAAS Directors should make their presence known (in a positive way) when visiting fairs and attending special events.
- Include info about the OAAS activities in press reports issued by fair
- Include link to OAAS website on Fair website

Topic 3: How to Make the Public More Aware of the OAAS

Does the Public need to be aware? If Yes then why?

- Knowing that the OAAS prepares judging standards and oversees the training of judges gives reassurance to the public and to exhibitors that high standards are being maintained

If yes, then how can this be accomplished?

Perhaps materials could be made available outlining the work of the OAAS

Topic 4: Mentoring New Volunteers

- Encourage members; not criticize
- Don't be afraid to ask for help
- Never assume knowledge; match their skills and likes
- Ensure students completing their community service hours are enjoying themselves
- Post jobs
- Create a master list of volunteers and jobs
- Ensure tasks for youth are specific and have a purpose
- Include new volunteers in the planning stages of the event; not just as workers
- Take volunteers to neighbouring fairs to see how other fairs operate and to gather new ideas
- Encourage 4-H programs and Ambassador programs
- Consider having co-chairpersons; job shadow
- Sponsor a volunteer night at which the roles are explained to new volunteers
- Ensure that the volunteers are thanked for their efforts
- Honorariums could be given to community groups like scouts, soccer teams, etc.
- Have a volunteer appreciation luncheon

Topic 5: How to Encourage Urban Visitors to Exhibit at the Fair

- Distribute prize books at the Welcome Wagon
- Hand books out at sidewalk sales
- Advertise for free in the "Coming Events" section of the newspapers
- Take colouring contests into the schools
- Host a New Exhibitor's Information Day
- Distribute prize books at Feed Stores and Craft Stores
- Sponsor food/health related classes promoting foods using diabetic, celiac and lactose free diets
- Work with community interests such as ceramics, quilting, scrapbooking, pottery and wine producing

Topic 5: How to Encourage Urban Visitors to Exhibit at the Fair

- Promote the prize book to urban users
- Encourage community college students to exhibit
- Take the suggestions people give you to change your program!
- Pass out a survey at the fair to find out who attends and who exhibits. If they don't find out why not!
- Invite quilters guides to participate

Topic 5: How to Encourage Urban Visitors to Exhibit at the Fair

- Have a School Spirit Award: \$250 for the school with the most participation
- Build connections with the local high schools; have students work on the grounds
- Have parents of youth directors act as liaisons to the school

Topic 6: Farmer's Markets at Your Fair

- Need to find grants to start the markets
- Partnerships are needed between the Fairs and the Market Association
- Make connections with Tourism Office and OMAFRA
- Vendors should be part of the planning
- Make sure vendors have insurance
- Use local produce whenever possible; 100 mile market
- Speak with your local "Farm Gate" Producers
- Great new experience for the fair goer
- Fair admission should include market admission
- Don't schedule market for the entire day
- Friday Schedule: 1p.m.-7p.m. / Saturday 8a.m.-1p.m.
- Market vendors want to arrive early and leave at noon
- Advertise well to encourage people to come
- Need to work with vendors; ensure that they make a commitment
- Provide a map showing the locations of the vendors
- Have demos
- Contact Health Unit to determine what extra requirements may be needed
- Commercial inspections may be needed
- Use coupons / draws to bring people back
- Need to have a market manager; point person
- People want more than just produce
- Fees vary from \$20 per spot to \$200 per season depending on length of season
- Have green bins available
- Sell individual pieces of fruit (50 cent apples)
- Vendors must give out samples; people looking for healthy snacks
- Decorate the area like a Country General Store/aprons/wooden barrels
- Could have pie auction or chili cook off at the market
- Contact Norfolk County Fair for suggestions

Topic 7: How to Remove Seasoned Directors / Judges with Dignity

- Who is young and who is old?
- Younger people do not want to deal with older directors
- Judges have not kept up with their training and don't want to leave
- Older directors make the fair their life
- Give older directors a special project to work on so that they will not feel left out
- Perhaps next year, this session could be entitled "How to Gracefully Decommission Problem Directors and/or Judges"

Topic 7: How to Remove Seasoned Directors / Judges with Dignity

- No new bodies so no new ideas are presented resulting in no change of thought and inhibits the fair from expanding and growing
- Length of term of office should not be forever; have a 3 year term
- Use a nominating committee to select members
- Attach a new member to an experienced director and ask them to train the new person
- Develop a criteria for directors to follow
- Don't invite problem judges back to your fair; inform your District
- Judge's criteria is too stringent; too long of a time commitment to learn how to judge
- There is no incentive for young people to become a judge
- Have more judging schools; drop the two year shadow judging
- Society is changing faster than fairs can react to this new mantra. With the help of agencies and government, fairs will change but it will take time, new members and new ideas.

Topic 8: How Do You Use Round Table Information?

- Compare results to your home fair. Discuss at Committee meetings. Don't be afraid of change.
- New ideas are hard to implement
- Post results to the website so that everyone can review them
- Distribute results at the District meetings

Topic 9: Understanding Entertainment Contracts

- Ensure that all performers have clearance or are responsible for obtaining clearance for music rights
- Clarify expectations
- Do not give in to unreasonable demands; e.g., smarties, power demands, stage demands
- Have different people read the contract in advance. Different people see different things.
- Ensure performance expectations are clear: 1 x 90 minute show vs. 2 x 45 minute shows
- Determine when payment will be made
- Clearly define expectations of weather-rain or shine performance or is a covered stage needed?
- Work with the midway; be friendly
- Rotate entertainers; don't use the same one two years in a row
- Ensure the budget is followed
- Review safety expectations for acts
- Partner with neighbouring fairs on the same date to share entertainers to reduce costs
- Watch for riders that include extra passes, food, liquor, rooms and special requirements
- Make sure person signing contract has the Board's approval

Topic 10: Improving Morale and Increasing Enthusiasm

- Look for upbeat and enthusiastic directors
- Recognize volunteers at a dinner, at a Bd mtg, at the fair or send a card. Saying thanks means so much!
- Check on volunteers at the fair to ensure they are all right
- Keep volunteers posted throughout the year with emails
- Start meetings on time and keep them short.

Topic 10: Improving Morale and Increasing Enthusiasm

- Introduce new members properly at a function
- New members don't like long meetings. Have ice breakers at the meetings
- Take new members to the convention
- OAAS needs to do more advertising of how they can help the fairs
- Share volunteers with other groups-"You help with our event and we will help at yours"
- Have motivational speakers
- Don't focus on small issues
- Demonstrate calmness; don't get into a panic
- We are volunteers-ENJOY IT!
- Demonstrate caring for each other
- Be sure to feed your volunteers at an event
- Fellowship is number one!
- Talk up positives
- Partner low skilled or low morale people with high spirited ones to help change their attitude
- Make fun out of the problems such as "When is it going to rain?"
- Recognize your volunteers during national volunteer week
- Submit volunteer names for the provincial pin / certificate to recognize milestones!
- Embrace your new volunteers. They will breath higher morale into your fair if you do it right!
- Praise committees; give people jobs that they like!
- Morale and Enthusiasm comes from the top down
- Executive should meet prior to Board meetings to ensure that all are organized

Topic 11: No results available

Topic 12: Admission Prices-how to decide / implications of HST

- Gross income of \$30,000 must take HST off
- Sell season gate passes
- All contracts should show the HST
- Are membership fees taxable?
- Are parking fees taxable?
- Auditors are not clear as to what is taxable and what is not!
- Daily rates vary from \$5/day to \$10/day with discounts for seniors
- Weekend rates vary from \$20 to \$30
- Some fairs collect non-perishable food items at the gate for the local food bank
- Some fairs have a twoonie night
- Admissions are two staged: daytime price and then extra price for evening entertainment
- OAAS should lobby the government on behalf of the Agricultural Societies to be exempt from the tax-even if it is for a portion!

Topic 13: Effective Marketing Tools on a Limited Budget

- Use twitter, Facebook and websites
- Contact local High School to have a website designed
- Insert a newsletter into the municipal tax bill / newsletter
- Put floats in parades in other towns

Topic 13: Effective Marketing Tools on a Limited Budget

- Promote the fair through the Chamber of Commerce
- Use press releases
- Include photos with the press releases
- Send letters to the Editor
- Networking at business luncheons
- Business cards for directors / chairpersons
- Direct target mailings
- Bulk mailing through Canada Post
- Put fliers on the cars at the mall
- Send pamphlets to stores, Doctor's Offices and Libraries
- Have a contest to design the prize book cover
- Restaurant place mats
- Invite TV to broadcast from the fair
- Billboards and road signs
- Signs on hay wagons
- Decorated bales of hay along the road promoting the fair
- Have a tent at other community events
- Arena signage so people are reminded about your event year round
- Store front window decorations
- Have a Marketable theme!

Topic 14: Starting a Website

- It is best to have one person responsible for the website
- Security is foremost. Post as a PDF
- Determine in advance what information is to be posted
- Should have a Director involved in updating the site in case students become unavailable. Students could design a website as a class project or as part of their 40 hours community service
- Some are thinking about adding VISA to the website for prepaying tickets
- Make sure the ad space or logos are being properly charged to the sponsor
- Use pay per click for managing online ads
- Use a Twitter campaign to promote prizes on the grounds if you can find the person doing the tweets, according to the clues. Use vendors to sponsor the prize. Midway provider sponsored free ride tickets
- Put photos online after the fair
- Fair web traffic dies down after the fair
- Job posting on the website
- There is grant money for web development
- Put your www address on all off-line advertising
- Have a page for your directors/members to access agendas and minutes. A discussion board would be a bonus
- Link fair website to the District site and to other fairs
- Ensure there is a counter for the number of visitors. Is it being used?
- Use Twitter and Facebook pages to attract attention to the official site
- Registration forms should be posted to the site
- OMAFRA, OAFE and TEMPP may have grants available to assist with this project
- Sponsorships should be listed on website
- Ensure email addresses of fair staff are listed on the site with links

Topic 15: How to Encourage New Exhibitors

- New classes encourage new exhibitors and diversity
- Hold workshops on how to exhibit
- Redesign the layout of the prize list and the display area so it is not the same old stuff year after year
- Ask teachers how to reach their students and what students are interested in
- Have Fair Ambassador visit the schools encouraging participation
- Organize media days for the press to promote the fair in advance: Learn how to participate
- Track the number of entries-if the class is stagnant, dump it!
- Use a lot of signage to recognize sponsors of classes
- Involve parks and recreation summer programs for kids
- Listen to your new exhibitors! New ideas are important.
- Have prizes for new exhibitors
- Prepare an advanced list
- Promote classes at hooking clubs, sewing circles and guitar classes
- Prepare a special booklet for distribution to students that includes just kid's classes and events
- Promote the OAAS Judging Standards Booklet
- Ask craft stores what the current trends are
- Mail out prize list to home school families
- Keep classes open-too many restrictions
- Increase the prize money to make it worthwhile
- Improve the display area. People are not going to enter if they can't see their item
- Blow your own horn!

Topic 16: Keep Going Green

- Recycle bottles and cans at the fair
- Encourage groups to help with the recycling efforts
- Municipalities may loan extra blue boxes
- Make vendors take away their own garbage
- School environmental classes may help with programs
- Remove the manure within 12 hours
- Investigate grants through Evergreen.ca
- Arrange for help in sorting garbage
- Advertise sponsorship of boxes and recycling program
- Identify areas on grounds maps where recycling is available

Topic 17: No results available

Topic 18: Becoming a Judge-how to survive the process

- Why is the OAAS making it so difficult to become a judge? Two schools and three apprenticeships.....too many judges do not want to mentor apprentices. They refuse. It should be mandatory to do that.
- Is there a protocol to become a grain, seed or vegetable judge?

Topic 19: How to Improve Displays

- Tiered stands for some exhibits
- Need places to hang quilts and afghans. Use appropriate rods
- Use sheets of Styrofoam to provide vertical displays
- Make sure first prize winners are displayed above the others
- Create a display at the entrance of the area. Should be welcoming!
- Put winning photo displays in frames

Topic 19: How to Improve Displays

- Decorate the display area with materials related to the theme
Rona-Bird Houses, Home Depot-School Bus Pencil Holders
- Arts and Crafts-limit space for displays
- Hats and Mittens-with a wooden base, place a hanger in the wood allowing for upper display area
- Baking-risers
- Use pegboard with hooks
- Store unused materials under stands
- Use old materials for displays: e.g.-old fridge and table could be setting for farm scene Kodak moment. A mural of a kitchen should be used on the wall behind.

Topic 20: What are You Doing to Empower Junior Directors?

- Must have Junior Director program to ensure survival
- Junior Director workshops are needed
- Senior directors must realize that the youth are the future of our fairs
- Old Directors = Old Ideas
- We need to listen to our Youth!
- They need to have their own structure
- Let them try new ideas and we need to support them so they will succeed
- Mentoring should be part of the program
- Connections should be made with the schools
- Use the Volunteer Program as a starting point
- Award scholarships at the schools to show faith in our future
- Insights: Give them goals
Give them activities
Ask for their opinion
Let Junior Directors research new activities at other fairs (books/website)
Let them run more stuff
- Let Juniors attend the meetings before and after the fair
- Link 4-H and Jr Farmer clubs to the fair board
- Keep Ambassador Runner Up Contestants involved at the fair

Topic: Homecraft Session-Setting up Displays

- Blocks of wood, drill hole & put hanger in hole, change shape to suit article
- Pop bottle or water bottle, fill it for weight put socks or mittens on bottle or baby booties
- Fishing line clothes line
- Use chairs on tables to drape afghans or quilts etc.
- Use movable room dividers
- Turn up corner to show back of quilt
- Digital photo display for all photo entries, 1st, 2nd, 3rd displayed
- Chicken wire, use clothes pins
- Baby crib side rails on their side & display towels, hang baby outfits
- Bales of straw
- Shoe boxes wrapped in plastic
- Portable drying rack for clothes
- Fabric table covers instead of plastic covers
- Use saw horses & sheets of plywood to make tables, cover with fabric
- Plate stand or small easels to hold scrapbooking

Topic: Homecraft Session-Setting up Displays

- Dollar store has lots of things for extra decorating
- Fabric stores may donate skirting fabric
- Corkboard, for pictures
- Baskets, display dolls, stuffed animals
- Bleachers for plants & flowers
- Baking, have display of old plates, old knife, antique tea pots
- Use ladder with boards to display breads
- Use boxes & cover to set displays on giving a more 3-D appearance
- Use canning fabric or wallpaper for shelving
- Invite local flower shops to come & decorate your entrance into the Homecraft area

Homecraft Session- Homecraft of the Future

- If there is one president at fair, will there be "Homecraft"?
- Homecraft will disappear if it becomes stagnant
- Have to keep current with new ideas
- Add exhibits that "young" will do - bread kneaded by machine or dough hook, quilts machine quilted on any and all machines, purchased shirt decorated
- New ideas e.g. Painting on maple leaf
- Make junior fair larger-they are the future for Homecraft
- Get high school students involved- crops, animals and volunteer hours
- Junior directors will encourage others in high school
- President shouldn't do everything-invite others to participate
- Have demonstrations at fair-pie crust, quilting, tying quilts, kid's cooking clubs
- Digital photography, enhanced photography, scrapbooking
- More and better displays- not just quilts
- "If you always do what you always did, you'll always get what you always got"
- Classes for **current** knitting and crafts e.g. lace shawl
- Get Mary Maxim catalogue for ideas
- Visit local knitting shop
- Listen to exhibitor's suggestions
- Make categories generic e.g. "shirt", not man's shirt or ladies blouse
- Leave classes in book at least 2 years
- Multiculturalism- get kids involved, have displays of their special holidays, origami, advertise in their language in their newspapers
- Classes for impaired or special needs if you have a school in your community—go to school to plan classes, items are shown and judged but not in fair book, like "school work" classes at the fair, bring kids to fair to see their crafts displayed, if adults, usually not judged.
- Emphasize family dinners, eating healthy, homemade from scratch
- "Mommy and Me"- submit photo and baking item
- "Twice the Fun"- enter 2 pies made by 2 family members—these are judged, refrigerated and then auctioned that day— whoever purchases, signs a waiver!
- Milk bag crocheted blankets, purses, etc.
- Motivate new people to join—encourage them to exhibit first, then they may join
- Those who help on fair day only—how do you get them to do more?
- New ideas- wine classes —red and white from kits as well as red and white from scratch—they have to be opened in a private place away from the public----you can't display open wine, only empty bottles

Topic: Early Bird Session-Paid Security vs. Volunteers

- Volunteers: People know the gate volunteers and try to take advantage of them
- Service Clubs from the area can work the gates for a donation
- Security costs will drive up the gate rates
- OPP are very expensive
- Make sure that the paid staff are clear of their responsibilities

Topic: Early Bird Session-Unique Entertainment Ideas

- Open mike entertainment-play or sing
- Touch a truck or photo in a truck-fire truck, ambulance, tractor, combine, race car
- Video dance
- Trade show / home show
- Local talent search
- Garden show

Topic: Early Bird Session-Fund Raising Ideas

- Mystery Dinner Theatre
- Partner with Zellers or Walmart to sell hotdogs
- Selling signage space at the fair
- Car bingo
- Pie Auction
- Men's Baking Contest
- Cow Chip Bingo
- Catering during the shoulder seasons
- Tractor Pulls
- Silent Auction
- Cake Walk
- Work gates at other fairs for a donation
- Jamboree of local talent with a meal
- Trivia Night
- Ladies Night
- Quilt Raffle
- Haunted House at Halloween
- Rodeo
- Chicken Barbeque
- Elvis Night
- Earth Day-using local foods
- Grants if you can find them!

Looking for another topic ???

Have a round table discussion topic ????

Please let the OAAS know – we are here to help you.