

PRESIDENT'S MESSAGE – ROBERT HARGRAVE

I would like to thank Agricultural Societies from District 1 to 15 for your hospitality and warm welcome as I travelled this great Province visiting a cornerstone of most communities the annual Fair. Since being elected 2nd Vice President I have visited at least one fair in every District and in 2013 as President I visited 49 Fairs and travelled over 14,000 kms.

Agricultural Societies are doing an amazing job in carrying on the legacy of our forefathers and renewing themselves in order to survive and pass the torch to the next generation. Agricultural Societies are more than just a Fair and the impact both economic and social are enormous on our communities and Province.

Agricultural Societies are a Rural Social Enterprise in that we operate farmers markets, host culinary events, festivals, operate casinos, horse racing, educating urban and rural about agricultural and developing future leaders of our communities and Province.

Here are several best practices I recorded while touring.

1. Districts working together and inviting local fairs to their opening, sharing volunteers and ideas to benefit one another.
2. Inviting all levels of politicians to fair opening to bring greetings.
3. Hosting ambassador program.
4. You do not need a Midway to thrive and survive in 2013.

I would like to take this opportunity to thank all the volunteers and leaders of Agricultural Societies across Ontario for all their hard work and dedication to enriching your community and promoting Agriculture.

Also, a huge thank you to the executive, directors and staff of the OAAS for having a renewed vision for the future of the OAAS. Thank you to Past President Phil Hernandez for your support over the past three years.

I wish to invite everyone to the 2014 Convention at the Royal York February 20-22 2014.

~Robert ~ "Re-energize your mind then your fair"



FROM THE DESK OF KERRY MCDONALD, OAAS TREASURER

Ontario Not-For-Profit Corporations Act (ONCA)

ALL Ontario Agricultural Societies, including those registered as a Charity, are legally incorporated under the Agricultural and Horticultural Organizations Act of Ontario and NOT the Ontario Not-for-Profit Corporations Act.

At this time, all agricultural societies are exempt from the changes necessary to comply with the new ONCA. No action is required.

2014 OAAS CONVENTION REGISTRATION RATES

Early Bird (January 24th or earlier) = \$90.00 After January 24th = \$125

At Convention = \$150 Ambassador = \$30 Register 10 delegates & 11th delegate is FREE

2014 OAAS Convention !!

February 20-22, Fairmont Royal York Hotel, Toronto

OAAS CONVENTION 2014

THURSDAY February 20, 2014

- Speakers/Seminars & Round table discussions
- Ambassador program begins @ 1:30pm in the Upper Canada Room
- Registration desk opens at 1pm
- Receive crafts & auction items, cookies, bread, machine quilts, posters
- Evening Showcase

FRIDAY February 21, 2014

- Morning seminar sessions (2 sessions in the morning & 1 session in the afternoon)
- Family Entertainment Showcase (*new location*)
- Tradeshow opens at 9am – 4:30pm
- Receive crafts & auction items, cookies, bread, machine quilts, posters, hand quilts
- Annual General Meeting, 1pm
- Homecraft Meeting, 3:00pm (*new time*)
- Pick up all items (crafts, quilts, posters, displays, breads & cookies), 4:30pm-5:00pm
- Pick up Silent Auction items
- President Reception begins at 7:30pm
- Ambassador *photo* (in hotel lobby) & introductions @ President's Reception
- Live Auction & Entertainment during the President's Reception

SATURDAY February 22, 2014

- Round table discussions
- Closing Speaker
- Transfer of OAAS Officers

The OAAS Partnership Committee is looking for your contribution and support at the 2014 Convention.

For more information regarding possible partnership & participation, please contact the OAAS.



PRESIDENT'S RECEPTION

Join *President Robert Hargrave*

Friday February 21st, 2014, 7:30pm
Canadian Room

Ambassador Introduction

Live Auction

Entertainment by "The Reklaws"

*Winner of the 2013 Boots and Hearts Festival
"Emerging Band of the Year" Award*

Special thanks to



CONVENTION AUCTIONS !!!!

LIVE AUCTION is taking place on
FRIDAY February 21st, at the President's Reception.

Don't forget to contribute to the SILENT AUCTION, taking place on
Friday February 21st, all day.

The OAAS would like to thank all the fairs, service members, donors, bidders and buyers who contribute to making the auction experience a success each and every year at our convention.

TAKING THE TRAIN TO THE CONVENTION ?

Save 10% off your ticket.

Group VIA confirmation number: **12807**

For online booking instructions contact the OAAS.

TENTATIVE CONVENTION SEMINARS

(subject to change without notice)

THURSDAY

- Ag Vocate Boost
- Insurance Matters
- Round Tables
 - i) What changes, if any, would you like to see for the OAAS competitions?
 - ii) What do you believe would give you value for your OAAS membership?
 - iii) What would be the most effective way(s) that the OAAS could communicate with your Society?
- New Delegate Orientation
- Ontario Visited" – Promoting your festivals, events & fairs

FRIDAY

- ABC's of Working as a Board
- Operating a Successful Ambassador Program
- First Impressions Program
- Issues for Society Treasurers
- Issues for Society Secretaries
- Insurance Matters
- Managing A Crisis at Your Fair
- Bio Security
- Maximizing Your Gate Receipts
- Social Media 101
- Working With Different Personality Styles
- Celebrate Ontario Grants
- Ontario Children's Outdoor Charter -How Do We Fit In?
- Agriculture Safety Days
- Human Resource Matters

PlusAg Awareness Mini Trade Show

SATURDAY ROUND TABLE TOPICS

- Ideas to Celebrate 4-H Ontario's 100th Anniversary in 2015
- Advertising Your Fair - Getting Value for the Money
- Hand Quilted versus Machine Quilted versus Long Arm..... What is the Answer?
- How Can We Encourage Younger Members to Become Delegates to the Convention?
- Dealing With Pets (other than service dogs) On the Grounds During the Fair
- Effective Organizational Displays for Ag Education
- Staging an Effective Ambassador Program
- Effective Ways to Make Your Buildings and Grounds More Safe and Accessible
- Strategic Plans, Policies and Procedures, and your Fair's Constitution - Do You know what they are...do you follow them?
- Using the Legal System when dealing with Property Matters
- Developing and Using a Code of Conduct
- Fair Themes - How Effective Are They?
- Making your Agricultural Society the Volunteer Opportunity of Choice
- Importance of Good Judge Selection
- How to Encourage and Mentor New Directors
- How to be an Effective Director/Committee Member

EARLY BIRD CONVENTION REGISTRATION
ends on JANUARY 24th

OAAS IS ACCEPTING CREDIT CARDS and PAYPAL

2014 Convention Registration

Early bird registration - \$90.00

After January 24, 2014 - \$125

At Convention = \$150.00

Ambassador Program - \$30.00

Register 10 delegates and 11th delegate for FREE

LIVE AUCTION is taking place on
Friday February 21st at the
President's Reception



**DON'T FORGET TO VISIT THE TRADESHOW
AT THE OAAS CONVENTION.**

FAMILY ENTERTAINMENT SHOWCASE at 2014 OAAS CONVENTION

Friday February 21st , - 9:00am- 12:15pm

A great opportunity to explore new family
entertainment for your fair.

OAAS Convention Photography Competition



Please submit your photos to the OAAS
by December 1, 2013

CRAFT ROOM SLIDESHOW

Each year at the Convention there is an ongoing slideshow in the Craft (Ballroom) Room sharing many different crafts, homecraft, school & junior fair, vegetable etc. entries from across the province.

Stop by and get some ideas.

Send your interesting pictures to the OAAS now to be included.

THANK YOU TO VIA RAIL FOR
SUPPORTING THE
2014 OAAS CONVENTION



2014 Affiliation fees

Please note that the 2014 Affiliation fees must include HST and are due to the OAAS by December 31, 2013.

Agricultural Society Annual Return & Grant

Forms are due February 1st 2014

INTERESTING FACTS:

- To maintain corporate legal status all agricultural societies in Ontario must file an annual return with OMAF and MRA.
- Annual return includes statement of the number of society members, a list of officers and directors for the incoming year & an audited financial statements.
- To receive a grant your agricultural society must complete all required forms. All grants are paid based on society eligibility and are a reimbursement of eligible expenditures.
- All societies must submit forms by **February 1st, 2013**.
- Forms must be sent to the designated OMAF and MRA offices or completed online.

FORMS WILL BE AVAILABLE BY NOVEMBER 15th AND CAN BE COMPLETED ONLINE.

FORMS ARE NOT BEING MAILED TO AG. SOCIETIES

Contact Cathy or Donna for more information:

Cathy Black - 519 826-4649 cathrine.black@ontario.ca

Donna McGee - 519 826-6615 donna.mcgee@ontario.ca

Please DO NOT contact Mike Park.

http://www.omafra.gov.on.ca/english/rural/returns/agreturn_grant.htm

DO NOT SEND A COPY TO THE OAAS OFFICE in 2014

OMAF and MRA Offering Electronic Funds Transfer:

If you enrol in this system, it will mean that the annual grants will be directly deposited into your bank account. As well as being environmentally friendly, it will make funds available in a timely manner.



*Celebrating
100 Years !!*

Plan to celebrate 100 years.

4-H Ontario in 2015
www.4-hontario.ca

LEN PATTERSON

MEMORIAL AWARD

Presented by Nothers Awards, London

The fifth annual Leonard Patterson Memorial award will be presented at the Ontario Association of Agricultural Societies annual convention in February 2014.

Leonard Patterson worked for Nothers for several years and made many contacts and friends at the fairs. He volunteered and worked diligently on the board of Mount Forest fair, as well as for District #10, where he served as their director on the OAAS board and was elected president in 1986. Nothers is presenting this award in Leonard's memory.

Agricultural Societies wishing to nominate their Secretary and/or Treasurer, who has served their organization for at least 15 years, may do so by sending their nomination to the OAAS Past Presidents' Association by January 1, 2014. There is no special nomination form. Please submit in writing, explaining in details why you feel your Secretary and/or Treasurer is deserving of their honour. If previously nominated, please re-apply with an updated profile.

A memorial plaque will be presented to the winner by Paul Nother and accompanied by \$100. A permanent plaque will hang at Nothers, in London, Ontario, with all winners names inscribed.

Please send your nomination to: OAAS Past Presidents' Association, c/o Joanne Gregson, 20 Somerville Cres., Mulmur, Ontario L9V 3J2 or jwgregson@sympatico.ca

We are looking forward to hearing from our Ontario Fairs and receiving your nominations.

DEADLINES

December 31 – Update fair info. for OAAS directory

December 31 – 2011 Affiliation fees due to OAAS

Jan. 24, 2014. – Early bird Registration deadline for Convention

Feb 1, 2014 – Annual Return and grant form to OMAFRA

ATTENTION ALL OAAS MEMBERS: EFFECTIVE FEBRUARY 1, 2010. Any fair, service members or affiliate members who has not paid their annual fees to the OAAS by February 1st, will NOT have information printed in the annual OAAS Directory or brochure, be posted on the OAAS website, receive any mailings from the OAAS including annual complimentary fair passes etc. Once payment is received the membership will be reinstated and benefits resumed.

2014 OAAS AFFILIATION FEES & OAAS DIRECTORY UPDATES

If you have not submitted your 2014 affiliation fees or directory updates to the OAAS, please do so ASAP.

If you need another invoice or a copy sent to you, please contact the OAAS.
Due to OAAS by December 31, 2013.

SOUTH RIVER/MACHAR AG. SOCIETY ***FEATURED ON CANADA'S TICKET PRINTING WEBSITE***

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It wasn't that long ago that few urban or suburban dwellers gave much thought to where the peppers, potatoes, chicken or ham on their plates came from. If asked, many of them would simply answer "the store" and have no information beyond that.

In the past few years, though that's begun to change. People are paying more attention to where and how their food is produced as we try to limit our exposure to pesticides and other chemicals, and attempt to aid our communities.

The South River/Machar Agricultural Society (SRMAS), based in South River, ON, has been promoting local farmers and food producers for 131 years. On August 17th the volunteer run organization held their Savour the Season 100 Mile Dinner to give people a taste of fresh fare offered by 20 farmers and producers in the area.

The goal of SMRAS is to "showcase rural and agricultural lifestyle and activities within our community," and in the past they've had up to 80 volunteers come together to spread the word at their events. SRMAS has hosted a maple harvest celebration, planted seeds with local children and even brought chicks into schools on a regular basis so children can have an understanding of their growth process

While their annual fall fairs is their largest event, Savour the Season was also a massive undertaking. Three professional chefs got together to prepare a five course feast for the 112 attendees. Wide arrays of locally produced food were featured. The event's menu included devilled farm eggs, shitake mushroom on potatoes pancakes, oxtail and minestrone soups, microgreens garnished with edible flowers, pastured chicken in a raspberry compote, maple glazed and smoked ham and prime rib with honeyed carrots. The beer and wine available with dinner were also produced locally, as was dessert.

SRMAS volunteer Suzanne Learn says they publicized the repast with newspaper ads, word of mouth, social media and posters. Foodland Ontario helped sponsor the vent and their backing helped pay for ads, as well as the food that went into creating the fabulous meal. Learn adds that even someone new to planning a major meal can come out on top with a bit of help.

"This is our first time ever planning an event like this," she states, "but my advice would be to delegate as much as possible, keep organized and tap into local resources" to help the preparation along.



NEW FOR 2014

Register 10 delegates,
get the 11th delegate FREE

Rates for 2014

\$90 per delegate on or before Jan. 24
\$125 per delegate after January 24
\$150 per delegate at convention
Prices include HST.



*Congratulations to
Adrian Vareyken,
Beachburg Ag Society
for receiving a
Champion of the Year
award at the CAFÉ
Convention.*



*Congratulations to
Carp Ag Society for
receiving a Best of
Show Poster award at
the CAFÉ Convention.*

83rd Year as Exhibitor at the Dunchurch Agricultural Fall Fair

Waitstill (Waity) Berniece Newell Croswell was born on May 31, 1924. She is 89 years young and for 83 of those years she has been an exhibitor at the Dunchurch Agricultural Fall Fair.

This is just part of her story.

Waity had to wait to start school until she was seven years old because of her health, otherwise she would have been an exhibitor longer. But once she got started, there was no holding her back. At ages twelve and thirteen Waity and Clifford Croswell (who would later become her husband) in consecutive years won the T. Eaton sterling silver plates for the highest points by an exhibitor. They are treasured mementos to this day.

After Waity and Cliff were married and started their family, their children also participated in the Fair. It was truly a family affair.

Waity has been a member of the Dunchurch Agricultural Society, has been a Director and the Secretary-Treasurer while still exhibiting over 100 entries almost every year. She is very proud of winning the "Most Points Won by an Exhibitor" prize for many, many years. Her exhibits have included homecraft (knitting, crochet, etc.), baking, canning, flowers and vegetables. She is well known for her embroidery looking the same on the back as it does on the front!

The love of exhibiting has passed along to some family members. Her niece Shannon Ferrier is a regular exhibitor. Her son, Steve, shows and her granddaughter, Casey Croswell, also enjoys exhibiting (all the way from Sault Ste Marie!).

Waity was aiming for 101 entries this year, but some of her vegetables let her down and she had to settle for 95! Not bad for 89 years young.

It is a family tradition that after the Fair, whichever family members were home would gather at Cliff and Waity's for dinner, eating many of her baking and canning exhibits. Her brother Bert Newell always got to keep the chocolate cake!

Another tradition is that as soon as Waity gets home, she takes all the tags off her exhibits, taking a second look at how she placed on each, and then announces to the family how many 1st, 2nd, 3rd and no place tickets she has.

Her family is all so proud of their mother, grandmother, sister, and aunt. Exhibiting at the Dunchurch Agricultural Fall Fair truly is a labour of love for Waity Croswell – a love that has lasted 83 years.

Photo: l to r Waitstill Croswell & Susan Johnson Croswell



Modifications to OAAS Competition Rules

Slight measurement conversions have been updated to rules for the Posters competitions. These rules are posted online and printed in the 2014 Convention package. Also available electronically from the OAAS. Effective for the 2014 fairs and the 2015 OAAS Convention.

Looking for some resources ? Check out the Alberta Association of Agricultural Societies

<http://www.albertaagsocieties.ca>

- Best Practice By-Laws · Communication templates · Board Governance · Conflict Management
- Business Plan Template · Board Responsibilities · Secretary & Treasurer Responsibilities

**HAPPY HOLIDAYS & SEASONS GREETINGS
TO OUR FAIRS, MEMBERS & FRIENDS**

ALL THE BEST IN 2014.
~ OAAS Executive and Board of Directors ~



*Congratulations to CAFE
and the fairs of the Ottawa
Valley for hosting a great
convention recently
in Ottawa.*

Peterborough ag society's plight common across Ontario

The society is embroiled in a showdown with the city over events at Morrow Park

BY SUZANNE ATKINSON
Ontario Farmer

Peterborough – Peterborough Ex without its demolition derby and truck and tractor pulls?

That's what the city of Peterborough is proposing as it moves to renegotiate its agreement with the Peterborough Agricultural Society for the use of the 27-acre Morrow Park.

The city is also trying to move livestock out of the Morrow building into new barns it would build in the park.

This comes as it finally tears down a deteriorating grandstand and moves to redevelop the park, of which it gained ownership in 1983 under the Morrow Trust Agreement, a 20-page document which details conditions under which the agricultural society, which had owned the park, can continue to use it.

The city, which plans to ring the site with a berm dotted with 1,200 trees and a walking trail, has already reneged on a promise it made years ago to replace a building which it demolished.

It says it will update existing livestock barns and build two new ones as well as adding seating for 1,000 people. The park is also home to four ball diamonds and is centrally located on Lansdowne Street; it's major east-west artery.

The city reportedly wants to move "large motorized vehicle events," such as monster trucks, snowmobile racing, truck and tractor pulls and demolition derbies outside of the city.

President Ryan Moore says the society will "talk" with the city. But he says it will also continue with plans to host motorized events next year.

"I don't see us agreeing to it," Moore said, adding "We'll look at their proposal certainly and come back with something that

Moore said revenue from the events helps to beef up prize money. This year the derby pulled in 5,000 people and the society was able to offer \$1,000 for the top male and female of 200 entries in its beef show.

Total attendance, he said was about 12,000; pretty good considering it was competing with music fest and other entertainment venues.

"We can't compete with Norwood," he says of the annual three-day Thanksgiving weekend fair which this year attracted 60,000 patrons.

"The whole community is behind it."

Peterborough ag society stands to gain \$25,000 annually from the city if it agrees to the terms, an amount Moore said

"should be more."

The site also hosts a farmer's market.

The society is "very, very committed" to the motorized events.

The city has asked for a counterproposal and the ag society was expecting to review the initial offer later this month.

Moore said he was determined to keep communication open and "would like to see a better understanding."

He said horse pulls were cancelled some years ago because of "safety concerns and insurance. At the end of the day the city has deeper pockets. They could tie us up in litigation."

The scenario, OAAS president Robert Hargrave says, is being replicated throughout the

province.

"Agricultural societies have been here for 200 years," he says, explaining that in many, many instances, they have donated property for fairgrounds, community centres and arenas.

"Agricultural societies have been great corporate citizens," he says, adding that across the province "when municipalities merged, the government of the day tore up those agreements."

He says ag societies have been forced to play hardball, especially where contracts have clearly been violated, by demanding full market value for their properties.

The fairs and exhibitions act clearly outlines that horse racing is the domain of ag societies and

events such as tractor pulls have grown out of racing.

"To give up 27 acres of valuable property and then they have breached the contract; I'd be hunting down the best lawyer I can find," Hargrave says.

He noted that municipalities tend to underestimate the economic impact of such events.

Across Ontario this year he visited 50 of the province's 220 fairs. More than three million people attended fairs generating \$15 million in receipts.

The OAAS he said, can offer ag societies "some guidance."

"In Milverton," he says, "we had to step up to the plate and let me tell you; it wasn't easy."

"The politicians think we're gonna die," he says.

"It's a common theme."



Thank you to the volunteers from: Barrie, Niagara Regional Exhibition, Brampton, Langton, Woodbridge and Georgetown Agricultural Societies at the OAAS booth at the CNE.



**Congratulations
Carp Fair ~
Celebrating 150
years !**

**25 6-horse hitches in
the ring at once !!!!!**

Thank you to those agricultural societies who took the time to forward responses to my eight questions to ponder

1. Does your Agricultural Society operate a Farmers Market? If so please describe.

- We host a Flea Market with a Farmers' Market included. (very few vendors take part –flea market is quite large usually)
- Large percentage of Agricultural Societies do not operate a Farmers' Market.

2. Does your Agricultural Society host a culinary event to promote local food and wine producers? If so please describe.

- Yes this summer we are hosting our very first 100 Mile Dinner. We are very excited about this first for our Ag Society. We have invited more than 12 farmers/ producers to take part. the five course meal includes grass fed chicken, smoked ham, prime rib, and oxtail soup, many fresh fruit and vegetables and honey and maple syrup and ice cream and local craft brewed beer and wine. Everything comes from within 100 mile away. We have printed farmer "profile" posters, a map and have invited all the farmers and producers to come and take part in a "social hour" before the dinner to meet all the guests and to discuss support eating local. In the lead up to the event we have posted links to farmer's websites on our face book page.
- We held a Ribs & Music Fest for the first time this year with the fair. No events outside of fair. The Fest did include a Ribs Cook-off competition with the restaurants..

3. Besides the Fair what other events does your Agricultural Society conduct?

- We sell Christmas wreaths made of local evergreens.
- We put a lot of effort into being visible and active in our community.
- We host a taffy Pull and ham dinner in the spring. Our taffy Pull is a free community event featuring maple syrup on snow, Easter and spring themed crafts and a "Family Water Boiling Contest" .
- We go into the local school every spring with some day old chicks and return every week for 6 weeks so the children can watch the growth. We go into the local school with a seed program. We purchase enough seed for all the students to each plant a pumpkin, a zucchini and a sunflower. We help them plant the seeds, teach them how to care for their seedlings and send them home with growing instructions. We have a contest at our fair for the largest and tallest and invite the children to enter their plants.
- We have a partnership with the local Lions Club to host a Demolition Derby.

4. Has your Agricultural Society conducted a strategic planning session and developed a vision for the future?

- No strategic plan in place for the future.

5. Does your Agricultural Society have an Emergency Plan document?

- Yes, we completed it this past spring and implemented it for this past fair.
- No, we do not have Emergency Plan.

6. Considering the demographics have changed and our communities are more diverse has your Agricultural Society developed a strategy to be more inclusive and attract new members and exhibitors?

- We do put some effort into making lots of partnerships within our community, inviting churches, clubs, businesses and local service groups to have a visible part of our fair but we don't have an official plan or strategy.
- We have to develop a strategy to attract our farm folk.

7. How could the OAAS help your Agricultural Society?

- We need assistance in getting commodity groups to set up shop at the fair. It is a struggle to get more than one or two.
- Assistance with contracts and agreements with midways and encouraging parts of midways to attend small fairs at a reasonable price.
- Building a higher profile and connection with agricultural Federations and Associations would be helpful.
- Continue the network for the sharing of ideas –I see it happening more at the District level or at workshops at the OAAS Convention.

8. Does your Agricultural Society host Horse racing?

- No have not hosted racing for many decades.

~ Robert Hargrave, OAAS President ~