



SAASE News

The Newsletter of Saskatchewan Association of Agricultural Societies and Exhibitions

www.saase.ca

SAASE Wins National Awards



SAASE President Dave Young accepts national awards at CAFE Convention

SAASE was the big winner at this year's Canadian Association of Fairs and Exhibitions (CAFE) convention that happened in Charlottetown, PEI from November 18 - 21. The Prince Edward Island Association of Fairs and CAFE put on a first rate convention, with some great workshops, and an excellent trade show. SAASE came away with three awards at the convention. The AG-EXperience provincial display took home two awards. It was awarded first prize as the Most Innovative Youth Engagement Program, and took home 2nd prize in the Agricultural Education category for Most Innovative Public Promotion or Educational Program. SAASE also took home third prize in the same category for the Provincial Succession Planning workshops that were presented last year with the Ministry of Agriculture.

The AG-EXperience display also made a big impact at the CAFE trade show. The display was set up, and convention delegates from all across Canada had the opportunity to take a look at it, as well as play the interactive games. The feedback

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SAASE Newsletter is printed quarterly and mailed on the last day of February, May, August and November. Additional copies are available from SAASE Office. Contributions to SAASE Newsletter are welcome and will be included as space allows.

~SAASE OFFICE

The SAASE Office is located in the Canada Centre complex on the Evraz Place (Regina Exhibition Park) grounds, next door to the Saskatchewan Livestock ice on the 2nd floor.

President's Message:

We are coming to the end of another calendar year. I hope this message finds everyone safe and healthy. It was an interesting fall harvest to say the least and with some crops still out, we once again buckle to Mother Nature. So it goes in the Agriculture Industry and I will leave it at that.

My personal thanks go out to the SAASE Board of Directors and to our Executive Director, Glen Duck. Their work never ends and with the motivation and ability I have noticed, the quality of their work is always improving. The group is working steadily on the Long Term Strategic Planning for SAASE and will bring a very exciting outline to the convention in Moose Jaw. New members are being identified as well as Associate Members; for example; Northern Saskatchewan Tourism has just signed on. The more members we have, the stronger the Association becomes.

Glen Duck and I travelled to Charlottetown, PEI for the CAFE convention. It was very informative and SAASE was honored to receive 3 awards. Further information on these awards will be forthcoming. The AG-EXperience educational interactive display was presented in the trade show and drew the biggest crowd of all. It generated HUGE interest from across the country and promises to become bigger and better with the addition of new sections that are presently being developed.

The Annual SAASE Convention / AGM is being hosted by Moose Jaw this year and the dates are March 12 & 13, 2010. The Board is putting together a very informative and exciting program including sessions and workshops on web sites, marketing and tourism. The AGM will commence on Saturday, March 13th at 3:00 PM.

I encourage all societies to look at the awards categories and find a deserving nominee to put forward. Award categories include Honorary Life member, Volunteer and Achievement of the Year and the Agriculture Society Anniversary Award. Nomination applications will be included in your convention packages being sent out later this month. I would also encourage your Ag. Society to nominate someone to become a director on the SAASE board. There are some very exciting things that are and will be happening and as a board member you can influence the direction of the Association. Nomination forms will be sent out in the convention packages.

As the season approaches, I wish all of you the best – A Christmas that is filled with good will, love and a peace of mind that gives you all a heart-warming feeling and an ever present thankfulness for what you have and for those you love. Spend the time with family and friends.

Stay safe. Merry Christmas.

Dave Young

Ag. Education a Hit at Yorkton Harvest Showdown

Agricultural education is becoming more and more important for what we are doing as agricultural societies. The Yorkton Exhibition Harvest Showdown that took place from November 12 - 14 had an extensive Ag. Ed. program with the schools. Below is an article that was written by Calvin Daniels on the agricultural education program that the Yorkton Exhibition ran in conjunction with the Harvest Showdown:

A theme which has been touched on on several occasions in this space, is the importance of agriculture education. We're not talking about farmers learning how to better manage their farms. While that is of course important, a more important form of education is teaching non-farmers about what really happens on the farm.

This week the Grain Millers Harvest Showdown was held in Yorkton, and while events such as the rodeo were popular with many, and farmers were attracted by the commercial grain and cattle shows, one aspect stood out above all the others in terms of being both a success and an important step in education. To the credit of the Yorkton Exhibition Association, which hosts the annual Harvest Showdown, they have chosen to focus considerable effort on school student education. It was interesting to both watch the young students and to talk to those who were giving the presentations at the various information stations.

Starting with the presenters, I was surprised when the gentleman telling the story of hog farming mentioned that throughout the first day of tours only one student actually lived on a farm where there were pigs, and another who had a relative that had had pigs at one time. That was out of more than 200 students. Now let's put this into context here. We are talking students from Yorkton and area. Now while Yorkton is a city, it's hardly a major metropolis, there isn't one of those in Saskatchewan in all honesty. At anytime in Yorkton you are five-minutes from being in farm country. That however does not mean you have a connection to those farms. The declining farm population means less and less people have a connection back to the farm. It becomes even more limiting when you talk about livestock. Few farms today are mixed operations where they do a bit of everything, which was the case from the earliest pioneers through to sometime in about the 1980s when the trend shifted to larger, specialized operations.

So back to the pig display. The YEA as an organization still has a lot



A school group tours the Dairy Display at the Harvest Showdown

of farmers on its board and various committees, but they ended up having to advertise to find someone who could bring in some pigs for the educational display. It wasn't so long ago that every second farm would have kept hogs. The large-scale hog operations don't have the time to haul a couple of pigs to Yorkton for student education from among the thousands, in-part because they fear the disease implications, and the simple trouble of reintroducing the pigs back into the barn. So if the YEA doesn't offer the educational opportunity it did, how would the young students ever get to reach into a pen and pet a small pig? Those students have suddenly gotten far closer to their next meal of bacon, or porkchops than they had ever been before.

It's important that we have some understanding that milk comes from the udder of a dairy cow, and not simply from a plastic carton in the fridge. As it stands, it's a rather, sad, but true, trend that young people today are more aware of the importance of recycling the plastic milk jug, than they are about the source of the milk they drink.

Watching the smiles on the students' faces as they actually had a chance to interact with chickens, pigs and calves, their Harvest Showdown experience is one they will remember for some time. It is a first step to education that hopefully teachers will follow-up on. And, it was easily the most important aspect of Harvest Showdown.

Unity Ag. Society Fall Fair Sees Positive Growth

The Unity Ag. Society held the Annual Fall Fair on October 2 - 3. The following is an article that appeared in the Northwest Herald on Monday, October 12 and was written by Dan Feser:

With numbers dwindling in the Fall Fair, the Unity Ag. Society, who has tried different promotions to encourage entries in the past, took a different approach: they simply said please.

The Ag. Society, 99 years young, asked people to please bring in their crafts, their preserves and photos - anything for the judges to come and look at. "The people responded, it was really good," Elaine Sperle smiled.

Entries for the Fall Fair climbed for the first time in a half-decade and climbed by 100 entries. The Unity Ag. Society is hoping this is the start of a new trend. "We had a lot of people bringing in more entries - we need some new blood, but we're happy," Joan Sperle said.

The addition of quilting categories was met with open arms, as award winning and awe-inspiring quilts hung along the wall. "We had a really good turnout. There are a lot of very talented people out there," Joan said.

The trade show side of the building was packed with booths and offered a wide variety of services. The Farmer's Market sold out in a matter of hours, the build a bear booth was swamped. Everyone who had a booth - and there were 62 of them - was thrilled with the crowd even though, officially, the door admission



was down a little. "The exhibitors were very happy. It was packed Friday night, but you knew when the (Riders) game started. The place emptied at 8:30," Joan laughed.

The pancake breakfast was full and tables needed to be added. The AG-EXperience display, presented by SAASE, was also a hit. Around 150 kids took the trivia challenge around the agricultural industry. "The kids were hilarious. It was funny what some of them learned. One kid didn't know sour cream cream came from a cow," Joan said laughing at the animated responses.



Elaine Sperle was tickled with everything including the set-up and take down duties performed by the school. Next year is the 100th anniversary of the Fall Fair and the Ag. Society is hoping to make it something special. The planning has already begun.



SAASE to Offer Website Development Workshop

The SAASE convention and Annual Meeting will be taking place this March 12th - 13th in Moose Jaw - hosted by the Moose Jaw Exhibition. In conjunction with the convention SAASE will be offering a workshop on website development on Friday March 12th. If your agricultural society or community does not have a website, this workshop will help you to build one. The workshop will begin at 10:00 am and continue throughout the day. By the end of the workshop your agricultural society will have a website on the internet. There is no cost for the workshop, but a registration form will be sent out with the convention packages. A big thanks to SaskTel for sponsoring the workshop - it is only through community minded companies like SaskTel that we are able to present this workshop that will be of benefit to not only the agricultural society, but also the community in which it is located. Donna Sagin will be leading the workshop, and has already assisted Glenavon in getting their website up and running. In order to get your website up on the internet that day you will have to gather the material that you want to put on the website. This is a sample listing of the information that you would need:

- Ag. Society History
- Any links - town, shcools, community groups
- List of community events and dates
- Pictures on a CD/memory stick
- Fairbook/Entry Forms on CD/memory stick
- Sponsors - logos/links /community partners
- 2010 Event Dates
- Contact information
- Ag. Society logo

This workshop will be a great way to get other people involved with your agricultural society, as this would be an opportunity to get the person who will be looking after the website to come to the workshop. If you have any questions regarding what you need to bring or anything else about the workshop, give Donna Sagin a call at (306) 741-9660.



Large and small,
Saskatchewan communities
one and all.

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SAASE Awards Continued from Page 1

that was received was tremendous, with many provincial associations, as well as agricultural societies and exhibitions asking how they would be able to use it. SAASE is currently working with Saskatoon Prairieland Park on how the program could be made available across Canada.

The SaskPower Clean Team program continues to receive attention from the rest of Canada. Executive Director Glen Duck did a presentation on the program at this year's convention. The CAFE convention theme was "The Future is Green", so the Clean Team program fit in very well. The partnership that SAASE and its' agricultural societies share with SaskPower continues to be a model for other provinces across Canada.

These three awards follow a long tradition of SAASE being recognized on a national scale. Other programs that have received awards in the past include the promotion of the Consumer Protection Program, the Apprentice Judge Program, the It's a Pizza provincial display, as well as the SAASE provincial marketing program.

Bits and Bites

- Make sure that you get the Director's report that was sent out back into the SAASE Office by the end of December. Give Glen a call and let him know if the report will be late.
- Look for the convention package just after Christmas. The SAASE Award nomination forms will be included. Make sure that you nominate someone for Volunteer of the Year, as well as anyone that you think would deserve the SAASE Honourary Life Member Award. Also remember to nominate someone to run for the SAASE Board of Directors.
- Any Ag. Society currently involved with the SaskPower Clean Team, make sure that you get your year end reports back to the SAASE office by the end of December. If you have any pictures of your Clean Team from this past summer make sure that you include those as well.
- The Yorkton Exhibition will be making available the Dairy Display that is seen on page 3. The display will be made available to all agricultural societies. Watch for an upcoming article and information in the mail.

SAASE Associate/Service Membership

SAASE introduced the SAASE Associate/Service Membership program last year, and to date we have a number of Associate Members. The membership is meant for any individuals, companies or organisations that work within the fair industry in Saskatchewan. By building a strong Associate/Service Membership this will give SAASE members an opportunity to network with suppliers of goods and services. This will also present an opportunity for SAASE members to generate some additional revenue. All of our members know an organisation or individual who should be a member of SAASE. It could be a company that manufactures trailers, or an individual who has a concession trailer or an entertainment act. SAASE is offering to each member who brings in an Associate/Service Member ½ of the membership fee for the first year. The membership fee for an Associate/Service member is \$200 per year. So that means for each Service member that a SAASE member brings in that Agricultural Society will receive \$100. The Associate/Service Membership application form is located on the SAASE website.

ASSOCIATE/SERVICE MEMBER BENEFITS INCLUDE:

- **SAASE Newsletter** - It is published 4 times a year and is the source of information for what is happening with SAASE and its members. *An article highlighting the new service member will appear in the Service Member Profile section.
- **Annual Convention** - The annual convention is held in March every year.

Included in the Service Membership is the opportunity for the member to set up a complimentary booth at our convention, as well as promoting their business with information that would be included in the convention packages.

- **SAASE Website** - The Service Member would have their profile included on the SAASE website, as well as a link to their website.
- **Networking Opportunities** - The SAASE membership allows our Service members an opportunity to get to know our SAASE members, as well as organisations connected to the fair industry.
- **SAASE Annual Directory** - SAASE is in the process of producing our first ever directory which goes to all members. The Service Member will receive the Annual Directory, which will be an excellent source of SAASE member contact information and dates. The SAASE Directory will put our Service members - their services and products in front of SAASE members year round.

The Associate/Service membership is an excellent way to not only help make SAASE grow, but give our Agricultural Societies a real resource to help them in their daily operations. I would encourage all of our Agricultural Societies to help out by bringing new Associate/Service members into SAASE. Not only will it help you out as far as fundraising is concerned, but it is a way that we can make the whole fair industry in Saskatchewan stronger.

James Grant Joins SAASE Associate Members



SAASE is pleased to welcome James Grant Productions as the latest Associate Member. From the mystical realms of Winnipeg comes the country's breathtaking magician - James Grant. James Grant's audience will be spellbound as he thrills both young and old. He combines magic and music to create an aura of mystical fantasy! James Grant will astound you with silks, ropes, rings, water and much more. Since 1983, James has been one of the most sought after performers with his unique blend of magic, music and comedy. James is the one who is able to mystify and audience of all ages, for any occasion.

With James Grant Productions you get much, much more. As well as a great magician you can expect the unexpected with James Grant the Hypnotist. James presents a lively stage show that combines improvisation with polished routines that keep the show flowing smoothly from beginning to end. His shows range from 1 - 2 hours and James shares the stage with a cast of new found stars from the audience, using up to 30 volunteers on stage. Hypnotist, James Grant takes his participants on a trip of the mind...from tropical to distant planets

to the movies, to bus rides and much more. Only the imaginations of his subjects limit the journey. The underlying theme of James Grant's shows is always comedy and always in excellent taste. Quite simply the audience will not stop laughing. James' shows offer a style of entertainment that leaves people feeling good and wanting to come back again.

If a wild show is what you are looking for, then James Grant is definitely your man. James is so outrageous, you will have to see his show to believe it! Are you ready for an unforgettable experience you will talk about for a long time? Then get ready because here he is...This wild and fun-filled show is just what you are looking for. Whatever the show you choose, if it is G-rated, PG-rated, or Adult comedy James always performs in a tasteful manner.

James Grant and his sound technicians travel with a full sound and lighting system. If you want entertainment at it's best, relax and let James Grant take care of your entertainment needs. Telephone is the best way to contact James - (204) 257-9702 - email - magic388@shaw.ca or catch James Grant online at: www.jamesgrant.ca.



Coming Events

December 2009

20 - 31	World Junior Hockey Championships	Regina
27	Barrel Racing Jackpot	Melville
31	PrairieLand New Years Eve Party	Saskatoon

January 2010

1 - 5	World Junior Hockey Championships	Regina
11-14	Western Canadian Crop Production Show	Saskatoon
13-14	Beef Production Show	Saskatoon
17	Regina Wedding Expo	Regina
18 - 31	Prince Albert Tru North RV/Boat Show	Prince Albert
19 - 20	Lloydminsters Cattlemens Corral Crop Visions	Lloydminster
20	Guns and Roses Concert	Regina
21 - 22	Prairie Showcase Buying Show and Convention	Saskatoon
22 - 24	Band City Kennel Club Agility Trials	Moose Jaw
23	Alan Jackson Concert	Regina
28	Motley Crew Concert	Regina

February 2010

1 - 7	Prince Albert Tru North RV/Boat Show	Prince Albert
5 - 7	Sask Cutting Horse Show	Moose Jaw
8 - 12	Regina CAAR Tradeshow and Conference	Regina

27	Lloydminster Cutter Rally for Cancer	Lloydminster
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March 2010

5 - 7	Prince Albert PAKOC	Prince Albert
6	Evening out for Farmers and Friends	North Battleford
7 - 8	Pride of the Prairies Bull Show and Sale	Lloydminster
12 - 13	SAASE Annual Convention	Moose Jaw
12 - 14	Step into Spring Home and Leisure Show	Swift Current
13 - 14	Prince Albert Focus on Women Trade Show	Prince Albert
18	Billy Talent Concert	Regina
18 - 21	Saskatoon Homestyles 2010	Saskatoon
19 - 21	Outdoor Sports and Recreation Trade Show	Prince Albert
24	East Central Bull Power	Yorkton
26 - 27	Farm Animal Council Stockmanship Series	Saskatoon
26 - 27	Sukanen Hobby Show and Swap Meet	Moose Jaw
26 - 28	Showcase Tradeshow	Lloydminster
30	Hedley Concert	Regina

If you have any events you would like to add to our list, please contact the SAASE office at 306.565.2121 or email gduck.saase@sasktel.net.



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SAASE Board Election at Annual Meeting

SAASE will once again be looking for individuals interested in running for the SAASE Board of Directors. At this year's convention there will be a total of four openings. As a SAASE Board Member you have the opportunity to make an impact on not only SAASE, but on all of Saskatchewan. Your input steers SAASE into which direction it will go in the future. The SAASE Board meets on average 4 times a year. The meetings normally require a full day, but are structured so that there is time to get to the meeting - have the meeting - and then get home all in the same day. Travel and meal costs for the Board of Directors are covered by SAASE. If you have ever thought about running for the board now is the time. SAASE continues to be a great organization, and we need our members input. This is a perfect opportunity. In the convention packages that are being sent out at the end of December/beginning of January there is a Directors nomination form. If you know someone who is interested get it filled out and back to the SAASE office

