

3:00pm – 3:50pm, Thursday February 19, 2015, Main Mezzanine (MM)

Alberta Room

Insurance Matters: Copyright Infringement and Cyber

Technology risks continue to emerge and change how we do business in Canada daily. Is your society prepared and taking precautions? Copyright Infringement lawsuits are on the rise with the increased availability of material and personal works now readily available on the internet. Is your society aware what it can use and not use? **Presenter: Shawn LePalm, The Co-Operators**

Quebec Room (2 hour session)

TSSA & ESA: Learn about the TSSA Fuels Safety Engineering Program & Mobile Food Service Equipment (MFSE). Learn the legal requirements to operate in the province as the industry is transient in nature, become educated as an organizer. Understand what are the requirements for the Amusement Ride Industry; what are some of the questions that fair organizers need to ask there Midway supplier. Operational safety guidelines that will help everyone at the fair have a safe experience. **Presenters: Sonny Silva (TSSA), Marvin Evans (TSSA), David Vaughn (ESA), Roy Elwood (ESA)**

Algonquin Room

Progressive Agriculture Safety Day® program is a one-day hands-on workshop that teaches children and their parents to stay safe and healthy on the farm, ranch or at home. With support from WSPS and Progressive Ag, volunteers have provided 73 Safety Days in Ontario over the past ten years reaching more than 9000 rural children and their families. The mission of the Progressive Agriculture Safety Days is simple – to provide education and training to make farm and ranch life safer and healthier for children and their communities. Attend this interactive session to learn more about Progressive Agriculture Safety Days and how you and your fair can become involved. **Presenters: Sandy Miller, Agriculture Community Coordinator & Bernard Geschke, Program Specialist**

Territories Room

Introduction to Judging: What do judges look for when judging exhibits? How to prepare entries for competition. **Presenter: Debbie Kirby, Iron Bridge Fair/OAAS Instructor**

Manitoba Room

Round Table Discussions- continue through first and second session.

- Implementing Change in Your Society – How do you get others on board?
- Ideas for Celebrating Society Milestones

Session #2: 4:00pm – 4:50pm, Thursday February 19, 2015, Main Mezzanine (MM)

Alberta Room

Board Governance 101: Learn the basics to be an effective board member including the roles and responsibilities of directors, legal and managerial duties, and tools for making good decisions.

Presenter: Helen Scutt, OMAFRA

Quebec Room (2 hour session)

Continuation of 3:00pm seminar with TSSA & ESA

Algonquin Room

Convention Delegate Orientation ~ Tips for new and returning convention delegates, learn how to get the most out of the Convention. **Presenter: Sylvia Parr, Ancaster, OAAS President**

Territories Room

You're the Judge The steps to become a qualified judge. This is an opportunity to learn about expectations, judging etiquette and Do's & Don'ts. This session will include hands-on judging and interacting with peers. **Presenter: Debbie Kirby, Iron -Bridge Fair/OAAS Instructor**

Manitoba Room

Round Table Discussions- continue through first and second session.

- Communications is a Two Way Street...Suggestions for keeping the District and the OAAS up to date on one another's activities
- School programs and your Fair...How to get Teacher's Motivated to Participate

9:00am – 10:00am, Friday February 20, 2015, Main Mezzanine (MM)

Alberta Room

Fundamentals of A Successful Ambassador Program : Whether starting a new program, or looking to take your program to the next level this session will provide information, and suggestions to help you develop your program. We will also be discussing how your fair benefits by having an ambassador program, how to educate both fair members and the general public about the ambassador programs and why it is such an important part of the future of our fairs. As part of the session, there will be an open discussion forum so please be to bring your questions with you. **Presenters: Carrie Fraleigh-DeSchutter, Glencoe, Carleigh McInnes, Glencoe**

British Columbia Room

Making your Website and Social Media Work For You: This seminar offers some simple and effective tips for getting the most out of your Fair's website and social media accounts. Find out how to promote your Fair, and give your Fair visitors the information they're looking for. This presentation will cover basic website considerations, and show you how to use social media for maximum effectiveness with minimum fuss. You'll see how easy it is to make your "online presence" work for you. **Presenter Jim Wright, James David Wright Communications**

Algonquin Room

WSPS and You: Working Together to Grow Safety in your Community: Our County Farm Safety Association volunteers provide farm safety awareness messaging in their communities through many different methods including Progressive Ag Safety Days, community events and participation in numerous fairs and festivals across the province. This session will discuss how Ag societies, WSPS and Progressive Ag can work together to promote Farm Safety at your Fair. **Presenters: Sandy Miller, Agriculture Community Coordinator & Bernard Geschke, Program Specialist**

Tudor Room 7&8

The Evolution of Homecraft: Discover and learn how "Ladies Work" in 1886 has changed over the past 129 years; including: textile, canning, sewing, to name only a few. **Presented by: Janet Tigchelaar**

Quebec Room

Insurance Matters: Who Sues Ag Societies and their Directors & Officers? (Friday Session) Simple answer: EVERYONE! In the past few years we have seen the general public, members, sponsors, Consulting organizations and the Government to name a few, place lawsuits against non-profit and charities Directors & Officers. In this seminar we will review some recent claims and give some risk management tips on protecting your organization. **Presenter: Shawn LaPalm, The Co-operators**

Territories Room

Working With Your Municipality: Building better working relationships with your local Municipality and developing Memorandums of Understanding to protect your Fair. **Presenter: Pat Leonard, Elmvale Ag Soc.**

Manitoba Room (round table discussions)

Developing a Talent Show at Your Fair

Tips for Surviving Without a Midway

10:30am - 11:30am, Friday February 20, 2015, Main Mezzanine (MM)

Alberta Room

Why working together is the key to sustainment of your program: This session will provide information on best practices for working with your ambassador committee, your fairboard members, members of your community and the general public. These relationships are key to ensuring a successful ambassador program which will in turn, help educate people and greatly benefit your fair. As part of the session, there will be an open discussion forum so please be to bring your questions with you. **Presenters: Carrie Fraleigh-DeSchutter, Carleigh McInnes, Brittany Graul**

British Columbia Room

Making your Website and Social Media Work For You: *repeat of 9:00am session*

Algonquin Room

Finding and Working With a Quality Midway

With the increased number of special events in Ontario it is becoming increasingly difficult for fair managers to find quality midway operators. This session will focus on what fairs should look for when engaging a midway operator, what fair managers can do to help ensure the success of their midway operator and how midway operators can contribute to the success of your event

There will also be a discussion reviewing rental structure options, tips for fair managers when negotiating with midway operators, understanding the challenges faced by midway operators in Ontario and what the future holds for midways. **Presenters: Virginia Ludy, General Manager & Directors of Operations of the CNE and Greg Korek, VP , Client Services, North American Midway.**

Tudor Room 7&8

How to Encourage “Youthful” Exhibitors in Homecraft

How we can inspire the younger generation to get involved? Does your prize list reflect what’s on trend? Is the terminology modern? Hear about novelty events and activities to attract a wider variety of age groups. You will be refreshed with new ideas to take back to your fair. **Presenter: Barb Scott- Cole, Renfrew Fair**

Quebec Room

Sponsorship – Making the intangible.... tangible

In today’s society....there is so much competition for sponsorship dollars that we need to learn how to sell our festivals, fairs and events. Corporations are selecting only a few worthy non-profit organizations, so how do we make our industry stand out? Learn all the tricks of the trade, what corporations are looking for and who should present the opportunity on behalf of your fair. **Presenter: Leanne Bond, Norfolk Fair**

Territories Room

First Impressions Program Is your fair ready for the First Impressions Program? Join this informative session to learn about the benefits of First Impressions and how to improve your fair by identifying opportunities and challenges through this exchange program. Hear from representatives of participating Agricultural Societies as they share their experiences in this unique and effective program.

Manitoba Room (round table discussions)

Encouraging New Exhibitors and Getting Old Ones to Stay
Fair Books – Pros and Cons of their Value to the Fair

1:30pm – 2:30pm, Friday February 20, 2015, Main Mezzanine (MM)

Concert Hall (Convention Floor) - Homecraft Meeting (see separate agenda)

Alberta Room

Ways To Make Your Ag Education Program A ‘Must’ For Teachers. Cultivate Your Education Program
Does your Fair host an agricultural education program for students? Are you looking for fresh ideas? Learn how Ontario Agri-Food Education Inc. (OAFE) can support the agricultural education program at your Fair. Discover best practice for ag education programs, receive curriculum-linked resources and equip yourself with the tools you. **Presenter: Catherine Reining , Teacher Ambassador Program Coordinator at Ontario Agri-Food Education Inc.(OAFE)**

British Columbia Room

Using Technology To Reach Fair-Goers Ideas on how to use latest technology at your fairs....scavenger type hunts and trivia games are just a start. Unique ideas for categories in your prize lists for both youth and adult categories. **Presenter: Brandon Lumley**

Algonquin Room

Volunteers-How To Understand And Engage Them

Who are they? How do we accommodate them? Determining your volunteer’s needs; orientation and mentoring; formal and informal ways to recognize the invaluable work they do for your Fair.

Presenter: Kathleen Douglas, Manager, Volunteer Engagement, Workplace Safety and Prevention Services, President of Professional Administrators of Volunteer Resources Ontario

Tudor Room 7&8

Secretary Matters: Tips & Tools for Fair Secretaries ~ Joyce Trafford has been the Manager of Carp Fair for twenty five years. In this session, you will learn about the responsibilities of Fair secretaries and receive helpful tips to support the work that you do. Gather with your peers, share concerns and, ask questions. **Presenter: Joyce Trafford, Carp Fair**

Quebec Room

Emergency Preparedness Step #2- Putting Your Plans to Work: Understand how to implement your Emergency Plan and who should be involved. **Presenter: Harold Thompson, Brigden Fair**

Territories Room

ABC’S of Board Governance: Learn the basics to be an effective board member including the roles and responsibilities of directors, legal and managerial duties, and tools for making good decisions.

Presenter: Helen Scutt, OMAFRA

Manitoba Room (round table discussions)

Marketing Your Events- Successful Methods that you have used
Effective Ways to Recruit, Retain and Recognize Sponsors

3:00 pm – 4:00pm, Friday February 20, 2015, Main Mezzanine (MM)

Alberta Room

Ways To Make Your Ag Education Program A 'Must' For Teachers. Cultivate Your Education Program
Repeat of 1:30pm session

British Columbia Room

Turning Your Fair Around

Are you looking for some tricks and tips to give new energy to your fair? Share in the ideas that District 13's Dorchester Fair turned to profit in 2014. **Presenter: Mark Williams, North Dorchester Fair**

Algonquin Room

- 1. Mobile Marketing For Fairs, Exhibitions And Other Events :** We have officially entered the post PC era: more people are accessing the internet with mobile devices than with PCs and the gap is widening fast. There are four times more new phones activated per day than babies born and people check their phones 110 times per day! More the 75% of social media activity comes from smartphones and tablets and much of it takes place using specialized apps like Instagram and Vine, services that are only available as mobile apps signaling the start of the mobile first economy. It is time to get on board! You will learn about the latest social and mobile trends, mobile payments and rewards, the difference between a mobile website and a native app and a very exciting new topic: mobile app sponsorship. **Presenter: Alan Isfan, Favequest**

Tudor Room 7&8

Treasurer Matters: Tips & Tools for Fair Treasurers: This position is key to an organization's success. This session will focus on some of the primary responsibilities .There will also be time to share and learn from others facing the same challenges. **Presenter: Kerry McDonald, Port Hope Fair & OAAS Treasurer**

Quebec Room

The Benefits of Connecting Your Fair to your local 4-H Association: Involve 4-H youth in your fair! Find out ways to connect with your local 4-H Association. Explore the many possibilities and activities that your fair and 4-H can jointly offer to insure the added and/or continued participation of 6 to 21 year old youth in your community as both organizations 'Learn to do by Doing.' **Presenters: Elizabeth Johnston, Coordinator, Programming & Resources**

Territories Room

Strategic Plan Pilot Project

Learn from volunteer trainers about the successful pilot program and partnership with OMAFRA and the exciting opportunities to participate in 2015. This presentation will give an overview of the key elements of a strategic plan and the unique process used to build leadership skills and organizational capacity within your agricultural society. Strategic planning is important, and this is how we can make it real for own societies! **Presenter: Helen Scutt OMAFRA**

Manitoba Room (round table discussions)

Earned Revenue Strategies for your Society/Social Enterprise
Managing Big Changes in Your Fair's Schedule of Events