

2023 OAAS Convention



Thursday, February 16 – Saturday, February 18

SHERATON PARKWAY HOTEL, RICHMOND HILL



www.ontarioagsocieties.com



SHERATON
Parkway Toronto North Hotel

CONVENTION SCHEDULE AT A GLANCE

Thursday, February 16, 2023

10:00am - 2:30pm	Pre-Convention Workshops
1:00pm - 8:00pm	Registration Desk open
1:00pm - 5:00pm	Resource Room (Buttonville)
1:00pm - 5:00pm	Receive Auction Items (Thornhill)
1:00pm - 5:00pm	Receive Competition entries (Aurora)
3:00pm - 4:45pm	Ambassador Program (Vaughan Hall)
3:00pm - 3:50pm	Seminars & District Discussions
4:00pm - 4:50pm	Seminars & District Discussions
4:00pm - 5:00pm	Young Professional Meet N' Greet (10th Floor)
6:30pm	Doors Open to Friday Evening Showcase & Share the Wealth tickets for sale
7:00pm - 10:00pm	Evening Entertainment Showcase (Grand York)
9:00pm - 11:00pm	Ambassador Hospitality (Vaughan Hall)
10:00pm - 12:00am	Hospitality Suite (10th Floor)

Friday, February 17, 2023

7:00am - 4:00pm	Registration Desk open
8:00am - 5:00pm	Receive & Bidding on Silent Auction
8:30am - 10:00am	Opening Ceremonies: Presentations, Keynote Speaker Michael Bradley
9:00am - 4:00pm	Tradeshaw (Convention Floor)
10:30am - 4:30pm	Quilts (Aurora), Cookies & Tarts (Oakridge), Posters (Newmarket), Maple Syrup & Honey (Gormley)
10:30am - 4:30pm	Resource Room (Buttonville)
10:30am - 11:45am	Seminars & Quick Tips & Talks
1:30pm - 2:30pm	Seminars, & Quick Tips & Talks
1:30pm - 3:45pm	Family Entertainment Showcase (King City)
3:00pm - 4:00pm	Seminars & Quick Tips & Talks
4:30pm	Silent Auction Room closes (Thornhill)
5:00pm - 7:00pm	Pick up Silent Auction items
6:45pm	Ambassador Group Photo (staircase/fountain)
7:00pm	Doors Open to Friday Evening Showcase & Share the Wealth tickets for sale
7:30pm - 10:00pm	Friday Evening Showcase (Grand York)
9:00pm - 11:00pm	Ambassador Intros, Live Auction, Entertainment
10:00pm - 12:00am	Ambassador Hospitality (Vaughan Hall) Hospitality Suite (10th Floor)

Saturday, February 18, 2023

8:30am	Ambassador Program
9:00 am	Introduction of OAAS Provincial Directors & Executive, Annual Meeting,
10:00 am	Closing Keynote Speaker: James Fraser
11:00 am	Adjournment

FRIDAY MORNING OPENING SPEAKER

Create Disney Magic and Big Fun at Any Fair

Learn how the Master did the impossible, made mistakes and how he turned dreams into reality. More importantly, how this can apply to your fair - big or small.

MICHAEL BRADLEY has more than 40 years' experience as a Fair Industry Executive and Agricultural Industry Professional, as a 4th Generation Californian, and is currently the Owner Operator of MHB Productions. Providing a variety of consulting services to Fairs, events and Food Industry partners throughout North America and beyond.



Thank you to the IAFE & Egg Farmers of Ontario for supporting Michael Bradley.

OAAS CONVENTION APP



Download Eventmobi, in App Store
Event code oaas2023

BEING RELEASED ON FEB. 6th

GOLD SPONSORS



www.duuo.ca/



Shawn LaPalm Insurance Agency Inc
1-888-712-2667

www.cooperators.ca/local/shawn-lapalm/

EARLY BIRD DISCOUNT REGISTRATION RATES
until Thursday February 2nd.

<https://www.assistexpo.ca/oaas-delegates#>



FREE PARKING AT THE SHERATON ...
look for the signs
 3 level parking garage attached to hotel

OAAS Past President Meeting
 Friday February 17th
 3:00pm – 4:00pm
 Presidential Suite (10th Floor)

BRONZE SPONSORS

- Albion Amusements
- Brant Matthews, The Fire Guy
- Campbell Amusements
- Country Heritage Park Ag. Society
- EventMobi
- FrontDoor+
- IAFE
- Kingston & District Ag Society
- Millar Horse Power Live
- Moore Ag Society
- Neil Guthrie
- North American Midway
- OAAS District #1
- Russell Ag Society

EVENING SHOWCASE HOSPITALITY SPONSORS

- Albion Amusements, Brant Matthews,
- Campbell Amusements, Carp Ag. Society,
- North American Midway, OAAS District# 1,
- Robertson Amusements, Russell Ag Society

Thank you

Don't miss Convention Closing speaker

JAMES FRASER

Saturday morning

WINNING IN THE PERFORMANCE ECONOMY.

Winning in the current environment comes down to a simple concept: Performance.



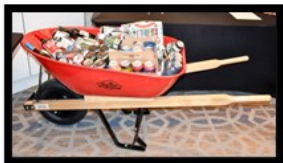
James is the visionary & host extraordinaire behind "Pumpkins After Dark" - Canada's award-winning outdoor Halloween event held at the Country Heritage Park in Milton and 3 other locations in Canada. .

He is "self-appointed" Chief Pumpkineer with 25 years' experience in agency advertising and is currently a Partner/Owner in 3 different advertising agencies.

Thank you Country Heritage Park, for supporting James Fraser's closing address



AUCTION ITEMS





**THANK YOU TO
METCALFE AG SOCIETY**
for sponsoring the
complimentary phone
charging station.



OAAS Young Professionals Meet N' Greet

Presented by Horse Power Live



Thursday, February 16, 4:00pm – 5:00pm
in the Presidential Suite, 10th Floor

Open to convention delegates under the age of 40, at least 19 years of age & excluding current Ambassadors.

**CHECK OUT the OAAS Convention
Photography Competition**
On the main Convention floor



**FAMILY ENTERTAINMENT
SHOWCASE**

Friday afternoon
1:30pm – 3:45pm, King City Room (Lower Level)

Magic Mel
Mabel Moon
Barry O Kid Show
MoJo Magic show
Canada Festival Magic
Mystic Drumz

**THANK YOU ROBERTSON AMUSEMENTS &
LIMESTONE PRODUCTION FOR
SUPPORTING THE SHOWCASE.**

CHECK IT OUT ... ALL DAY FRIDAY

Quilts, Posters, Cookies, Butter Tarts, Honey & Maple Syrup
Provincial Competitions on the Lower Level.

Please join us in the **OAAS Hospitality Suite**

Presidential Suite, 10th Floor, Rm 1091
Thursday & Friday, 10:00pm-12:00am

Thank you to the Ontario Beekeeper's
Association for supporting the liquid honey
competition.



OAAS CONVENTION AUCTIONS !!!!

LIVE AUCTION is taking place on
FRIDAY, February 17th, at the
Ambassador Introductions
before Evening Showcase

SILENT AUCTION is taking place on
Thursday & Friday in the Thornhill Room

TRADESHOW over 55 exhibitors

WELCOME TO MANY NEW EXHIBITORS FOR 2023
LOCATED ALONG THE LOBBY LEVEL, all day Friday

THANK YOU
GAY LEA FOODS CO-OPERATIVE LIMITED



for supporting the **PROVINCIAL BUTTER TART COMPETITION**

**AG-AWARENESS
TRADESHOW**

is taking place
Friday February 17th located on Lower Level,
9:00am – 4:00pm

THANK YOU

SILVER SPONSORS

- Canadian National Exhibition
Carp Fair
- Egg Farmers of Ontario
- Encore Promotional Products
- Grand River Ag. Society
- Limestone Music
- Markham Fair
- Norwood Ag. Society
- Richmond Ag. Society
- Robertson Amusements
- The Capital Fair
- Western Fair District

**WHAT TO PACK IN
YOUR SUITCASE
FOR CONVENTION ???**

- > Hotel confirmation number
- > Auction items (for live & silent auction)
- > Competition entries (posters, cookies, tarts, quilts, honey, maple syrup)
- > Spending money for auctions
- > Loose change for Share the Wealth 50/50
- > Shopping list for your tradeshow ventures
- > Fun, adventurous, casual attitude
- > All your fair friends !!!

**THURSDAY EVENING
SHOWCASE PERFORMERS**

- The Rogersons
- Bex In Motion
- Comedy in Motion with Bob Cates
- Coty Robinson
- The County Lads
- Elyse Saunders

**FRIDAY EVENING
SHOWCASE PERFORMERS**

- The SuperDogs
- Bree Taylor
- The Timber Line

THURSDAY AFTERNOON SEMINARS

10:00am - 2:30pm

Pre-Convention Workshops (pre-registration required)

- In the Know: Mental Health Workshop for the Ag. Community
- Judging School: Honey and Maple Syrup (limited #)
- Animal Care Best Practices

3:00pm - 3:50pm

- Welcome to the Convention ~ For the First Time
- Benefits and Process of Strategic Planning
- Dealing with Change and the Future of Fairs
- Questions to Ask (yourself) When Booking Entertainment
- Pitch Your fair in one minute!!
- District Discussion (delegates from District 1,2,3)
- The Advantages of Online Ticket Sales
- District Discussion (delegates from District 8,9,10,13)

4:00pm - 4:50pm

- In this Together – Supporting our Neighbour Fairs
- Smart Serve - Meeting Ontario's changing Environment with Recertification
- Certificate of Insurance: What Is It and Why Is It So Important?
- Looking at the Future of Relationships Between Fairs and Midways
- District Discussion (delegates from District (4,5,6,7)
- Connecting with fair audiences - Tips to Consider When Organizing a Livestock Show
- District Discussion (delegates from District 11, 12, 14,15)

FRIDAY SEMINARS

10:30am - 11:45am

- PANEL: Ag Awareness At the Fair
- Tips, Tricks & Lessons Learned from Running Your Own Bars/Licensed Areas
- Lawsuits against Fair's and Festival's are on the rise, is your Fairboard prepared?
- AssistExpo - Refreshing Features
- What Is Your Organizations' Brand & Why It is Important
- The Dangers of Being a One Hit Wonder
- All About Homecraft - Networking Extraordinaire
- Dealing with Revenue Canada audits as a registered charity

1:30pm - 2:30pm

- Dealing with Change and the Future of Fairs
- Attract Visitors to Your Property, Creating Web Content
- 4-H Activities at Your Fair - What Are Your Requirements?
- Building Your Mental Health Toolbox
- Modernizing your Ag Education Program
- Dealing with Difficult Board Members
- Benefits & Process of Strategic Planning
- PANEL: So Now You're the Secretary!
- How to Excel as an Exhibit Convener at your Fair

3:00pm - 4:00pm

- Times are changing! So Should your Volunteer Efforts
- PANEL: Ambassador Programming - What Your District Does
- PANEL: How to Run Your Social Media Effectively
- No Midway, No Problem
- Treasurer PANEL: Making Every Cent Count
- Update from Youth Programming

NEW FOR 2023

DISTRICT DISCUSSIONS

Thursday afternoon

- Everyone is welcome
- Meet Fair friends near you
- Share ideas & stories
- Support one another
- Learn from their experiences

CHECK THE SCHEDULE

QUICK TIPS & TALKS

FRIDAY FEB 17, 2023
BALLANTREE ROOM
Lower Level

10:30am - 11:15am

Our Capital Project

11:25am - 11:45am

Community Outreach

1:30pm - 1:45pm

Encouraging New Exhibitors

1:55pm - 2:15pm

When Opportunity Knocks, Roll Out
the Red Carpet

3:00pm - 3:15pm

Acknowledging Your Sponsors

3:25pm - 3:40pm

Paint - It's Messy and Makes You
Money

QUICK TIPS & TALK



These are 15 minute sessions, ALL DAY FRIDAY
in the Ballantree Room, Lower level.

NEW FOR 2023 !!! RECHARGE LOUNGE

located near the registration desk



- Take a break
 - Grab snack
 - Quick visit
 - Charge devices
- Thank you Markham Fair

Ambassador Schedule

Unless otherwise stated, Ambassador programming will be in Vaughan Room on the Lower Level (LL) floor

Thursday February 16, 2023

- 1:00pm - 5:00 pm & 6pm – 8pm – Ambassador & Chaperone Registration
- 3:00pm - Ice Breakers
- 3:30pm - Welcome, Chaperone & Ambassador Expectation
- 4:00pm - Updates from the CNE with CNE Ambassador Madelyn Grossi
- 5:00pm - Dinner with Ag Society
- 7:00pm - Thursday Evening Showcase
- 9:00pm - 11:00pm - Hospitality Suite

Friday February 17, 2023

- 7:00am - 4:00pm - Ambassador & Chaperone Registration
- 8:30am - Opening Ceremonies with Michael Bradley, *Create Disney Magic and Big Fun at Any Fair*
- 10:30am - 11:30am – “Your Brand Matters” RBC Workshop
- 11:30pm - 12:30pm - Lunch (provided)
- 12:30pm - 1:30pm – Leadership Workshop
- 1:30pm - 2:30pm – Ambassadors join delegate seminars
- 2:30pm - 2:45pm - Break
- 2:45pm - 3:45pm – Social Media Presentation- Constable Pritchard
- 3:45pm - 4:00pm - Afternoon wrap up, evening prep
- 4:00pm - 6:45pm - Dinner with Ag Society
- 6:45pm - Group Picture Fountain Stairs
- 7:30pm - Friday Evening Showcase and Ambassador Introductions in Grand York Ballroom
- 9:00pm - 11:00pm - Hospitality Suite

Saturday February 18, 2023

- 8:30am - 9:40am - Wrap Up /Pin Swap/ Evaluation/ Round Table Discussion/Seminar Debriefing
- 9:45am - Join OAAS Annual Meeting for closing speaker, James Fraser, *Winning in the Performance Economy*, in Grand York Ballroom

We hope all the Ambassadors have a great time!!

**AGAIN FOR 2023 !!! VOTING DELEGATES MUST SIGN IN
AT THE ANNUAL MEETING ON SATURDAY MORNING.**

REGISTRATION DESK
opens at 1:00pm, Thursday.

Register individually,
by delegate last name

Located on Lobby Level

*Ambassador & Chaperone registration is
in the
Vaughan Hall Room, Lower Level*

POST CONVENTION SURVEY

Please complete the survey in the
convention app.

THANK YOU TO RBC

FOR PROVIDING
THE DELEGATE
BAGS.



EXTRA HOTEL ROOM ??

To avoid any cancellation fees,
be sure to cancel any additional
rooms at the Sheraton and
Best Western by Thurs. Feb. 2.

PRE CONVENTION WORKSHOPS

Thurs. Feb. 17 10am-2:30pm
pre-registration required

1. OAAS Judging School: Focus on
Honey and Maple Syrup
*There is a maximum limit of 20 people for the
Judging School Workshop, which is filling
quickly, so don't delay.*

2. In The Know: A mental health
awareness program for the
agriculture community

3. Animal Care Best Practices
Workshop

THANK YOU to all the
Friends of the Fair sponsors
for supporting the 2023 OAAS
Convention.