

**SPECIAL POINTS OF INTEREST:**

- **MAAS Conference**
- **Luncheon—Dianne Carmichael**
- **Outside View of Fairs in MB**

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## *“Respect the Past - Work in the Present - Envision the Future”*

*Jan. 6, 7, 8, 2012*

Start planning now to attend this year’s MAAS Conference. If you have never been to a conference this is the year to make plans on attending.

The Board has once again put forward the offer that will benefit all Agricultural Societies. It states:

**ALL AGRICULTURAL SOCIETIES ARE ELIGIBLE FOR “ONE” FREE CONFERENCE REGISTRATION BY MEETING THE FOLLOWING CRITERIA:**

- Must be an Agricultural Society member that has NEVER attended the MAAS Conference
- Must be accompanied by at LEAST ONE - OR MORE Paid Delegates.”

This is an opportunity to bring those new members to the conference and get them involved.



## LUNCHEON

SEPTEMBER 22, Imperial Ball Room - Victoria Inn, Brandon

### “Reclaiming Our National Dream - How Business Leadership Can Save Universal Health Care”



Dianne Carmichael,  
President -  
Best Doctors

Sponsored by:  
Kerry Auriat, Wellington  
West;  
The Brandon Sun;  
and CKLQ.

MAAS is bringing **Dianne Carmichael**, President of “*Best Doctors*” to Brandon to speak at a luncheon on **September 22<sup>nd</sup>** at the **Imperial Ball Room, Victoria Inn**.

Ms. Carmichael will share her fantastic story around leadership and how each of us can take our core skills and address the need the world is asking of us. She will inspire you with her insights of how healthcare is reflected around the world, and how together we can build a sustainable healthcare model.

This is the first of a series to bring noted leaders to Manitoba to meet MAAS’s vision of “*leading in revitalizing our rural communities.*”

Ms. Carmichael will share her personal and professional insights around leadership and insights on the topic of health care – two key issues that have a significant impact on our well being and in keeping our communities vital and sustainable.

*Best Doctors connects seriously ill Canadians and their treating physicians with world renowned specialists to provide a second opinion on diagnosis and treatment options – without ever having to leave home. Best Doctors integrates a unique set of medical care services, including a proprietary global database of over 50,000 world-renowned physicians*

*who have been recognized by their peers as the best in their specialty. Best Doctors neither pays doctors, nor can doctors pay to be included in its database. It is our genuine belief that these services provide the guidance and support required to successfully navigate through the hurdles of identifying the best medical care without restriction.”*

**Tickets: \$35/person or book a table for \$280.**

**Contact:  
Curtis@ 746-8186**

**“Respect the Past - Work in the Present - Envision the Future”**

Make your reservations for the MAAS Conference now !

Victoria Inn, Brandon—Rooms have been set aside for the conference until **DEC, 21st.**

using conference # 163465 at a fee of \$104.99, breakfast included.

After December 7<sup>th</sup> these rooms will be open to the public.

Victoria Inn: Toll Free: 1-877-842-4667 or (204) 727-8282



**MAAS Conference Registration**

**Early Bird Registration - No Later than December 21st, 2011:**

**Ag Society Members Only** \$95.00 (including GST)(includes banquet) \$95.00

# \_\_\_\_\_ Ag Society representatives @ \$95.00 each - \$ \_\_\_\_\_

**TOTAL -** \$ \_\_\_\_\_

**After December 20<sup>th</sup> , 2011- \$120.00**

\$120.00/person (including GST) - \_\_\_\_\_ representatives = \$ \_\_\_\_\_

This price includes Friday Night mixer, meals, banquet, reception and speakers.

**\*\*Special Offer:** One Free Registrant per Ag Society with One Paid Registrant. The free registration is for a member who has never attended the conference.

Name of Free Registrant: \_\_\_\_\_

This includes Friday night mixer, conference, lunch, reception, banquet, and speaker

**NON MEMBERS (includes Friday night mixer, lunch, reception, & speaker)**

This includes Friday night mixer, conference, lunch, reception, and speaker

**\$100 (including GST) NO BANQUET - - No Later than Dec. 21** \$ \_\_\_\_\_

**\$120 (including GST) WITH BANQUET - - No Later than Dec. 21st** \$ \_\_\_\_\_

**\$140.00 (including GST & Banquet) After December 21st** \$ \_\_\_\_\_

\* **Banquet tickets:** Extra tickets can be purchased separately at \$40.00 each. Please let us know if you require more tickets by January 2nd, 2011.

\* **Saturday Lunch Ticket Only—\$25.00 (Lawrence Scanlan)** \$ \_\_\_\_\_

Mail registration and cheque(s) to: **Kim Stewart; Box 1053; Souris MB ROK 2C0**

**Phone: 483-2968; Email: kimstew@mts.net**

**Note:** Please make your cheque payable to - **M.A.A.S.**

## MAAS Conference Overview

### *“Respect the Past—Work in the Present—Envision the Future”*

*If you have a laptop please bring it for Saturday afternoon’s session.*



*Do You have Then and Now Pictures? - Please send digitally to Liz Roberts so we can display them Friday Night!*

#### **Friday, January 6**

Plans are underway for the Friday night mixer starting at 7:30. At the moment we are still seeking some support in hosting this event. The Provincial Exhibition is prepared to help in the hosting but if your Ag Society would be open to being a partner please call Curtis Evenson at 746-8186.

Part of this event will be our quilt competition, and once again you will have an opportunity to view these creations.

#### **MAAS 25th ANNIVERSARY**

This is the 25th anniversary of MAAS and we are seeking everyone’s support in sending us a digital photo (if possible) of your Ag Society—then and now. We want to develop something for the Friday night evening.

#### **Saturday Morning January 7**

Saturday is all about Working in the Present. The demographics & technology changes experienced in rural Manitoba, over the past decade, have resulted in the opportunity to rethink the role of the volunteer in our organizations. The morning workshop will be dedicated to looking at recruiting and retaining volunteers – to consider virtual volunteering and identifying what it is you really want volunteers in your organization to do. This will be followed up by creating a

volunteer job design/description that can be implemented in the afternoon workshop. A volunteer job description? Why? Why not? **Wendy Bulloch, Executive Director of Literacy Partners of Manitoba**, will help you to discover and create challenging volunteer job designs and opportunities to meet the volunteer needs of your organization!

#### **Lunch—Keynote**

Our Keynote Speaker at noon will be **Lawrence Scanlan**, author of the book “A Year of Living Generously.”

#### **Saturday, Afternoon**

This session will be divided into three segments.

**Dorothy Engleman** of *Q Media Solutions* will first look at the Power of Social Media and how it is being used to help organizations build awareness and raise money. Part 2 will look at identifying the kind of volunteers you need. Each of you will take the volunteer quiz to learn about the different types of volunteers;

Part 3 will be spent building, writing and promoting a volunteer position—blogging and how it can help your organization, and seeking virtual volunteers to save time and money and getting them working for you 24/7.

We are presently trying to secure some laptops for the afternoon session so that you can input your information into the Volunteer Website.

#### **Sunday, January 8**

Sunday is our annual general meeting and we are asking each of you to bring an example to share with others around an event that your Ag Society tried, or some other information that will be of benefit to others. So please come prepared to share your ideas.

Learning from each other is an important component of the conference so I encourage you to participate. If you could notify Liz Roberts at [liz.roberts@gov.mb.ca](mailto:liz.roberts@gov.mb.ca) and let her know how much time your Ag Society will need on the agenda that would be helpful in the planning of Sunday’s event.

MAAS will also be announcing a new project they hope to be ready for roll out for September 2013 that will further the branding of Ag Societies.

Make sure to book early and take advantage of the early bird rate.

## “A Year of Living Generously” - Lawrence Scanlan



At noon, Lawrence Scanlan, author of “A Year of Living Generously” and Kingston’s finest journalist tells his story of 12 months of helping around the world. He will relate his powerful and personal exploration of generosity and probe the new face of philanthropy with the question: Can one person make a difference?”

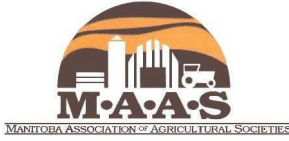
Scanlan travelled to Senegal, Africa to volunteer in a women’s radio station, Costa Rica to volunteer at a centre for street workers living with HIV/AIDS, and New Orleans to taste the life of an aid worker, but it was

in Canada where he found the most powerful stories. His stories of Kingston's soup kitchens, Toronto's homeless shelters, prisons with the John Howard Society, a Water-keepers project on the shores of Lake Ontario, a Six Nations reserve, to a hospice for the terminally ill. Each of these stories provide insights into the important work of volunteer agencies and the people that guide them. He looks at the rewards and explores what it means to “give” – the rewards, the difficulties, and the challenges organizations and volunteers face when social responsibility is replaced by private philanthropy

The Montreal Gazette, June 19, 2010 says the following: “Scanlan, an engaging writer with a dry wit and a fine eye for detail, has done many

things: he has produced a thoughtful and thought-provoking book about some of the most crucial issues of the day, from poverty and homelessness to pollution and international development. He has given a voice to the disenfranchised and shown that the helper and the helped are often separated only by a twist of fate... [And] he makes a compelling and eloquent case in the book's epilogue for a concerted approach that encompasses social justice as well as government responsibility.”

**Lunch tickets will be available to people not attending the conference at a fee of \$25.00**

**Directors:****District #1 - Jane Peters; 325-8432****District #2 - Rudy Kovar; 827-2472****District #3 - Kim Stewart; 488-2968****District #4 - Allan Reid; 566-2170****District #5 - Doris Fletcher; 835-2022****District #6 - Chenise Puchailo;****District #7 - Cynthia Wirgau; 278-3255****A/B Fairs****Gary Hooper - 626-3203****Terry Simpson - 857-8402****Garth Rogerson - 888-6990****Jim Wilson - 838-2337****Curtis Evenson - 746-8186 (Administrator)****Liz Roberts - 726-6195 (Superintendent)****Susan Wilkinson - 726-6293 - Ext. Coord.****MAAS Conference 2012**

**For the last five years at the MAAS conference considerable time has been spent on bringing our “vision” to life by supporting Ag Societies in making plans that reflect needs and expectations in today’s rural communities.**

**This year’s MAAS Conference is called “Respect the Past—Work in the Present—Envision the Future” focusing on volunteers and new ways of recruiting and working with volunteers. Every year we gain attention of a number of newspaper. This is one way of keeping our brand alive.**

**The Conference is a means for learning new trends, and gaining other valuable information. Please plan on attending!**

**“Ag on the Moove”**

This is the second summer the “Ag on the Moove” trailer hit the road and was available for rent by the Ag Societies for their summer events.

MAAS, with the support of the Red River Exhibition built the trailer for your use. It consists of hands-on educational activities that can be set up at the fair and provide an opportunity for young children to learn about where our food comes from. An instruction guide is part of the trailer outlining how to set up the activities. All you have to do is enhance the look of the event by adding bales and volunteers.

This is a great way to promote agriculture and Ag Societies.

One of the challenges we face in moving the trailer across the province is in keeping the trailer maintained. This year we have had an incident where the axle was bent.

If you are driving and the trailer is difficult to haul we ask that you stop and have it checked. Because of the bent axle we had to replace tires and other parts.

When it arrives at your Ag Society please take the time to have someone look it over—better for us to get it fixed when it is sitting on your grounds than in hauling it further and having more damage take place.

When hauling the trailer sharp turns cannot be made and you

need to drive slower. Please ensure that whomever picks the trailer up has some former experience in hauling trailers.

As well, it is the requirement that once you have the trailer you are to meet the other Ag Society half way to exchange the trailer, unless you can make other arrangements. We request that you cooperate with each other to make this an easy process.

This trailer is for your benefit so let’s keep it maintained so that we have it for several more years to come. If you find you need to replace a part please contact the RREX and let them know and then the invoice can be sent to them.

## “An Outside View of Fairs in Manitoba”

### By: Fobete Dingha



*This year MAFRI has had the opportunity to work with a young man who hails from Cameroon, Africa and is taking his Masters in Community Development at Brandon University. He attended some fairs and provides his thoughts of the fairs in Manitoba as compared to the agricultural fairs in Cameroon.*

Summer fairs and exhibitions are very significant events to preserve, portray and sustain the culture of a community. Canada being a multi-cultural country have a varieties of cultures just as in Cameroon in which fairs are used to sustain and showcase customs and expose the nature of a vibrant community. The excitement of competition, the smells of fair food, and the friendliness of fairgoers are some of the reasons why people attend fairs. Fairs expose the nature and activities of rural life and are one of the reason that draw city dwellers to the country site.

The month of June marked the beginning of fairs in the province of Manitoba. As I watched these communities celebrating their customs and values, by showcasing horses, cattle, and the smell of BBQ and delicious homemade pie I was filled with joy like many others. But when I turned my eyes off the scene, my mind began pondering many thoughts. Why were these animals marching and parading? Is a fair about animal displays or agricultural, commercial and food crop displays? Canadian fairs are different from Cameroonian fair! What is the fate of the rural farmers after their display? Does the government encourage farmers by means of training, technical assistance or subsidy?

I remembered one of the judges said “we compare the way these animals walk”. This was a new experience to me and a new discovery to digest! In Cameroon it is popularly known as an agro-pastoral show, where farmers from all over the ten provinces gather to display their agricultural produce and animals that were produced in the different parts of Cameroon. Various ministries and non-government organizations join to show case the agriculture, livestock and fishery potentials of Cameroon. The Ministry of Forestry and Wildlife display animals such as lions to sensitize and educate the public of the need for conservation, national parks and reserves, and a stop to the exploitation of wildlife. Maize plants are also displayed as experts give detailed explanation as to how maize can be processed to obtain varieties of products. In most agro-pastoral shows in Cameroon, you find on display healthy eggs, chickens, and pigs with some weighing approximately 220 pounds. Horses, goats, yams, honey and locally produced handicrafts that are made locally are also on the display. Some developmental organizations also carry out educational programs to teach farmers to practice and develop sustainable agriculture and animal farming.

Agriculture in Cameroon is the backbone of the economy, so teaching agriculture at the fair is important and I wonder if in Canada this has been lost over the years, and for urban people to attend perhaps this is something that would provide them a stronger interest in agriculture? I really appreciated it when the judge explained what she was looking for in choosing the first prize animal.



## 100th Anniversary of 4-H in Canada

As 4-H in Canada gears up for its 100<sup>th</sup> Anniversary celebration in 2013, 4-H Canada is well underway in the planning process for this historic celebration.

As part of this, 4-H members and leaders, both past and present, are being asked to get involved and be a part of this anniversary.

As of right now, there are two components:

- The 100<sup>th</sup> Anniversary Logo Contest for 4-H members which has resulted in the centennial logo to celebrate the 100<sup>th</sup> Anniversary.
- E-History Project: 4-H is asking for historical materials to be uploaded, which can then be used for an online e-History of 4-H in Canada. Some of these materials may also be used in 100<sup>th</sup> Anniversary video productions.

To contribute your stories and history to the e-History project, check out [www.4-h-canada.ca/100](http://www.4-h-canada.ca/100). There are both French and English links on the page.

