



CANADIAN FAIR NEWS

Volume 10, Number 4 - Fall 2006 (October - December)

Convention 2006: Expand Your Horizons

Nearly 300 delegates from the fair and exhibition industry convened in Edmonton, Alberta for the 80th annual C.A.F.E. convention, November 15-18. Each had been told to be ready to "expand your horizons" and did just that through a wide range of educational, networking, and social activities.

From the C.A.F.E. Cabaret on Wednesday night to the exciting hockey game that required a seven-round shootout between the Edmonton

Oilers and Detroit Red Wings on the closing night, delegates enjoyed an action-packed convention that provided something for everybody in attendance.



An Excellent Host

C.A.F.E. extends an enormous thank you to Northlands who did a fantastic job as the 2006 convention host. The hardworking staff at Northlands did an outstanding job working with C.A.F.E. to create an extremely memorable convention. The Board of Directors, members, and staff congratulate Northlands on their success.

2007 C.A.F.E. Board

C.A.F.E. is excited to have David Bednar, General Manager of the Canadian National Exhibition Association as President. Rey Wosar (Northlands) moved to Past President, while Rudy Friesen (Lethbridge & District Exhibition) moved into the 1st Vice-President position and Adele Moore (PEI Association of Exhibitions) into the 2nd Vice-President position. We say goodbye with thanks to Terry Payne (Outdoor Box Office Ltd.), Mike McDaniel (Pacific National Exhibition), and Bill Sumner (Billbrooke Concessions Ltd.). Joining the board are Karen Oliver (Provincial Exhibition of Manitoba), Harry Emmott (Paris Agricultural Society), Steven Johnson (Those Little Donuts of Canada), Carl Schlosser (Saskatoon Prairieland Exhibition), and Peter Male (Pacific National Exhibition).

Pass it along!

Share Fair News with your colleagues!

See You Again Next Year!

Thank you to our host, delegates, sponsors, and volunteers for making the 2006 convention a great success! C.A.F.E. looks forward to our 81st annual convention, November 14-17, 2007 in Toronto with our host the Canadian National Exhibition. Join us and "Increase Your Odds."

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Darren Milne and Bryan Couture were busy selling 50/50 tickets throughout the convention. Raising \$4,160.50 for C.A.F.E.! Photo: Pat Shabaga

Join us!



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PRESIDENT'S CORNER

NOTES FROM THE BIG SMOKE



David Bednar

C.A.F.E. is here to help you meet the challenges ahead, better serve your communities, preserve valuable traditions, create new ones, and have some fun in the process. Those of you who attended this year's convention saw those words in action; those who did not should plan to attend next year. Northlands and the C.A.F.E. staff really deserve all the accolades they received for such

a fine convention. The weather was frosty, but the welcome was warm and the sessions were hot.

I am deeply honoured to have been chosen to lead this association for the upcoming year. As I see it, I have three responsibilities:

1. To represent your interests.
My address, email, and phone numbers are shown below and I hope you will use them. The C.A.F.E. board has a governance "ends" policy based on defining the results expected. I and my fellow directors cannot do that work in a vacuum, so please give us your thoughts and comments.
2. To support the staff in Ottawa.
We are truly fortunate to have the excellent leadership of Hannah and the skill and experience of her staff. They are working flat out on the initiatives you will see on the following pages.
3. To take the Toronto-bashing on the chin.
Everyone loves to hate Toronto, so go ahead and take your best shot. I mean, look at the photo above: with a chin that big, how could you miss?

It has been my privilege to work with many dedicated individuals on the C.A.F.E. board and looking over the names of the people on the 2007 board, I am confident we will serve you well. Past presidents Judy Riemer, Mark Regier, Terry Payne, and, of course, Rey Wosar have all set fine examples for me to follow. What they wanted, what I want, and what I believe you want, is a healthy future for our sector. I eagerly look forward to working on your behalf to help secure that future.

David Bednar
C.A.F.E. President

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FROM HANNAH'S DESK



Hannah Service

As we head into the Holiday Season with the baking, wrapping, coordinating, and decorating, I can't help but reflect on how similar the preparations are to getting ready for the fair and exhibition season. The hours of preparation, planning, coordination ensure great memories.

I remember as a child the same care that was put into the pies, cookies, breads, and jams to ensure the recipes that had been handed down from generation to generation were prepared just so. The excitement at times was unbearable as my brothers and I waited for that special day to come. We could hardly contain our excitement as we went about our chores in preparation. The fair hustle and bustle of grooming our rabbits, chickens, and goats in anticipation of placing in each of our categories created that same excitement.

As children we never realized that my Mother had a well-oiled, precision plan for most occasions. Just like the fairs and exhibitions, her preparation began months prior to the main event. Research was always being done to ensure the event would be even better than last year. She was always cutting and pasting recipes and clipping decorating ideas out of magazines. If there was a prize for "Best Idea" she would have won hands down.

Care was always taken to ensure that the displays were picture perfect. The displays of interior and exterior lights, ribbons and bows adorned everything. Visually we were transported into a sea of blinking and sparkling lights that conveyed that fun would be had by all and a life time of memories would follow. Again similar to that feeling when you see the twinkling lights of the midway. I don't know about you but when I think of fairs and exhibitions and the holidays, smells of food such as cotton candy, candy apples, cinnamon, and peppermint candy canes fill my head.

Memories are what the fair and exhibition and the holiday seasons are all about. So as we end the fair and exhibition season and enter a new year, C.A.F.E. sends a big thank you out to all of you for continuing to create memories that will last a life time for Canadians.

A special thank you and happy holidays is extended to the Northlands team as they were C.A.F.E.'s convention host this year in Edmonton, Alberta which truly was a successful event.

"Coming together is a beginning. Keeping together is progress. Working together is success."

Hannah Service
Executive Director
Canadian Association of Fairs and Exhibitions

WHAT'S NEW?

New C.A.F.E. website

The Canadian Association of Fairs and Exhibitions is proud to announce our all-new website www.canadian-fairs.ca! Check out the new look and easy-to-use navigation!

Login to the Members Only section for great resources like: sample rental contracts, emergency plans, and impact studies.

The C.A.F.E. website is a great way to share information with the entire Canadian fair industry. Send your news items, resource materials, and job ads to info@canadian-fairs.ca. We will include them on the website. This is a free service we provide to members.

ESA Safety Recommendations

The Electrical Safety Authority (ESA) has worked with carnival and travelling show operators to discuss the most commonly found defects, potential hazards, and Ontario Electrical Safety Code Rules 66-000 to 66-506 "Industry Wiring Methods".

ESA has reminded the industry that the following guidelines for industry safety practices must be adhered to:

- Equipment must be certified or approved for use in Ontario.
- Applications or documentation must be filed for inspection of rides and booths for each show.
- Defects identified must be corrected and re-inspected.

Visit www.easafe.com for more information.

The Road to the CFR Soon to be a German TV Documentary

In late August, a film crew from Germany shadowed a few of the professional cowboys and characters associated with the Canadian Finals Rodeo (CFR), showing these individuals as they journey towards their goal of the CFR. Cowboys earn a birth at the CFR by finishing in the top 12 of the Canadian standings, based upon the money they won throughout the rodeo season.

The documentary is being created for a series on German TV called "People, Countries, Adventures", and will debut in the spring of 2007 with repeat programs for about five years afterwards. German Public Television is the most-watched station in that country, with a strong public following for its documentaries.

The Royal in High Definition on TSN

The Royal Winter Fair will be broadcast in high definition on The Sports Network (TSN) for the first time in December. The IAMS SuperDogs Canine Equine Relay will broadcast on Saturday December 2, at 3 p.m. and the Ricoh Big Ben Challenge on Sunday December 3, at 3 p.m.

Attendance at PNE increases 6% from 2005

Sunny skies and record numbers of free attractions amounted to one of the most successful Fair's in the history of the Pacific National Exhibition.

"This was a tremendous year for the PNE," says Michael McDaniel, PNE President and CEO. "We are thrilled that so many Vancouverites and British Columbian's came out and experienced what we believe was the best Fair in our history."

Attendance at the 17-day fair was 958,781.

The PNE by the numbers:

- 700 – number of free shows at the 2006 fair (record)
- 2.1 million – number of mini donuts sold at Those Little Donuts booth
- 50 – number of rides at Playland
- 3 million – number of individual rides in Playland
- 20,000 – number of pounds of fried onions used on burgers at Jimmy's Lunch hamburger stand

Regina Exhibition Park Partners with IPSCO

In June of 2006, the Regina Exhibition Association announced a multi-million dollar community partnership agreement, which will see IPSCO contribute \$2.5 Million to assist with the recently announced renewal and revitalization plan for Regina Exhibition Park.

Under the 15-year agreement, Regina Exhibition Park was re-named IPSCO Place in recognition of the company's important contribution to the renewal and revitalization of the grounds and facilities.

The long-range plan includes renewal of the Brandt Centre and the development of a new 400,000 square foot Agri-trade and Event Complex. This state-of-the-art, energy efficient facility will replace aging, inefficient buildings and will have the flexibility to host livestock events, as well as provide indoor winter sports and tradeshow exhibit space.

Saskatoon Exhibition Sets Attendance Record

A record total of 206,968 people enjoyed the six-day Saskatoon Exhibition in 2006, an increase of 4.6 per cent from the from the previous year.

"Our challenge was to break the 200,000 attendance figure," says Carl Schlosser, Director of Events at Prairieland Park. "We knew in order to do this, we would have to program, as well as market the fair to a number of different demographics in a number of different ways."

Many new initiatives to the fair were brought in for 2006 including a mardi gras parade which ran daily, a fun zone which target younger families, and a heritage exhibit which can grow yearly.

"We have made many changes to the fair over the years," says Schlosser. "It's cleaner, it's safer, and we try to keep it fresh and a new as well as provide something for everyone."

Canadian Youth Talent Competition

The 17th annual Canadian Youth Talent Competition (CYTC) was held on Thursday, November 16 at the Francis Winspear Centre for Music in Edmonton, Alberta. This year the CYTC featured 18 youth performers, 13 - 21 years of age, who represented 13 zones from across Canada. These youth had topped local competitions and their provincial zone level earlier this year to earn their place at the CYTC.

The event, co-hosted by Kat Brandon and James-Olivier Durivage opened with the Kokopelli Choir singing O Canada. The crowd was then entertained by a variety of vocal, dance, instrumental, and musical theater performances by the 13 zone representatives who were competing for the top prize of \$3,000.

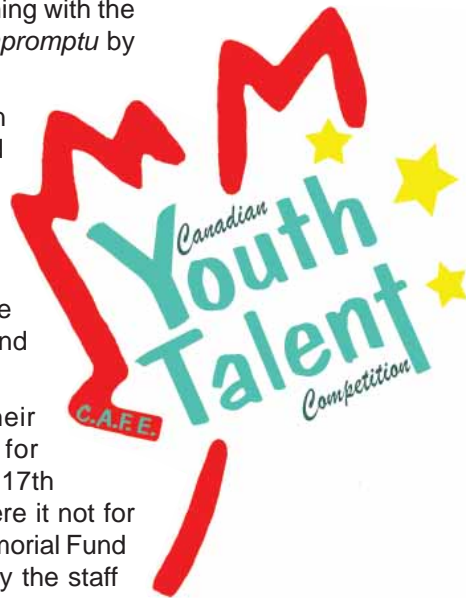
Following a brief intermission the program continued with showcase performances by the Official Blues Brother Revival and Sheldon Casavant Illusion Show. Celebrity judge, Alfie Zappacosta then took the stage to deliver a surprise performance. The winner of last year's competition, Prasun Das, closed the performance portion of the evening with the piece that he performed last year, *Fantaisie Impromptu* by Frederic Chopin.

Karl Kohut, representing the Red River Exhibition in the Manitoba zone, was awarded the Grand Prize for his bass guitar solo performance of *A Show of Hands*. Jordan Collins, representing the Western Fair Association in the South Western Ontario zone, was first runner-up for his original drum solo. The Vissia Sisters, representing the Capital EX in the Alberta North zone, were second runner-up with their original piece *Paper Doll*.

Congratulations to all of the contestants, their families, zone coordinators, and zone fairs for contributing to such a successful event. The 17th annual CYTC could not have been possible were it not for the generous support from the Patty Conklin Memorial Fund and the City of Edmonton and the hard work by the staff at Northlands. MEO Promotional Sales donated CYTC hoodies for the youth competitors.



CYTC winners (left to right) Karl Kohut (Grand Winner), the Vissia Sisters (2nd runner-up), and Jordan Collins (1st runner-up). Photo: Dale MacMillan



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C.A.F.E. National Awards

The National Awards Luncheon was held on Saturday Nov. 18, in the Alberta Ballroom of the Crowne Plaza Chateau Lacombe. The C.A.F.E. National Awards recognize organizations and individuals through leadership, innovation, and positive results.

From the many great submissions for **Best Idea** the top three received awards for recognizing a new event, program, concept, service, or technique. They were assessed on their appeal to the public, improvement to operations, and for satisfying budgetary expectations.

Northlands received a Best Idea for their "Capital EX McCain Family Fun Town." They created an intimate neighbourhood away from the chaos of the midway, introducing a kid's sized farming village where little people became farmers for the day. Over 3,600 people passed through the farm on a daily basis.

The **Pacific National Exhibition** received recognition for their "Rollin' Thunder" production. Taking place nightly at the PNE fair, the production transformed traditional freight vehicles into mobile performance stages complete with comprehensive lighting and pyrotechnic displays around a permanent stage structure.

Western Fair was the recipient of the third Best Idea Award for their "International Food and Travel Building." In an effort to reach out and recognize the ethnic population in London and southwestern Ontario, the International Food and Travel Building featured live dancing and entertainment by performers from around the world as well as food sampling at booths throughout the building.

The **Nova Scotia Provincial Exhibition** won the **Fun Doniker** Award, which is presented for an idea or event that did not go as planned. They attempted to create a hay maze for children in their main agriculture building. The carefully designed maze quickly became a huge haystack for jumping, piling, hiding, and climbing. This simple free entertainment was a good example that things don't always need to be complicated – just good old fashioned farm fun.



Eric Campbell (right) receives the Service Member of the Year from Larry Brewer (centre) and C.A.F.E. President Rey Wosar (left).



Lorne Gustafson (right) receives the Roll of Honour on behalf of Jack MacDonald from C.A.F.E. President Rey Wosar (left).



Carol Anne Cosburn (right) receives the Roll of Honour on behalf of David Morrison from C.A.F.E. President Rey Wosar (left). Photos: Fay Pohlko

C.A.F.E. congratulates all of the award winners!

Remember to keep an eye open for best ideas, fun donikers, exceptional service members, and those who deserve recognition during the 2007 fair season.

2007 award nomination forms will be available soon!

The **Service Member of the Year** sponsored by Libbertt Concessions Inc. is presented to the service member who has made a significant contribution to the industry. **E.N. Campbell Concessions** received the honour this year. They were nominated by Northlands for the ingenuity Eric Campbell showed by securing 675' of drainage hose to create the "world's longest, portable, drainage hose" that traveled around two buildings, through six horse stalls, and over a fence, storage trailer, and a food concession.

For 2006 the **C.A.F.E. Recognition Award** was introduced. A free convention registration was awarded to two individuals who have been nominated by their organization for outstanding service and whose attendance at the convention would be of particular benefit to the individual and their organization. The two recipients were **Angela Masters** of the Nova Scotia Provincial Exhibition and **Shelley Wing** of the Saskatoon PrarieLand Park Corporation.

The **Best Showcase** Award is voted on by the delegates at the convention, the winner was **Herb Dixon**, showcased by Notable Entertainment, who performed his comedy act at Thursday's lunch.

The most prestigious award, presented at the close of the award ceremony, is the **Roll of Honour**. This year there were two recipients:

Jack MacDonald worked in the field of consulting to fairs, exhibitions, rodeos, and major events from the time he retired from the Calgary Exhibition & Stampede in 1993. Jack was unable to attend the convention due to illness, Lorne Gustafson, of the Alberta Association of Agricultural Societies, accepted the award on his behalf.

A second Roll of Honour was bestowed upon **David Morrison**. David had been involved with the Markham Fair in a variety of roles since 1976, he also served as a C.A.F.E. board member. David passed away in March 2006. A video tribute to David was shown during the ceremony. David's wife Carol Anne Cosburn accepted the award on his behalf.

Convention Workshops

Renew, Reposition, Reinvent – Rejuvenate your Brand

By Rey Wosar

This presentation focused on why the notion of branding is one of the most powerful concepts in business today and how an organization's brand should be aligned with its strategic goals to provide the foundation from which all business activity should grow. The term *brand* was defined as a company's promise to its customers. Examples of why companies may consider re-branding and the potential benefits in doing so were explored.

Session attendees gained an understanding of the driving essentials required to implement an organization's major branding projects, such as:

- Brand assessment - what is the current state vs what is the desired end state.
- Defining your brand - develop new brand characteristics such as a unique visual identity, name treatment, brand touch points.
- Brand launch - develop key messages and collateral material that can be used and shared immediately and unveiled strategically with impact.
- Brand sustainability - ensuring that a new brand has life and is fully supported well beyond its launch.

This session was co-presented by Trish Macdonald, Assistant General Manager, Business Development and Paul Lucas (via video), Business Unit Manager, Productions, both of Northlands. As Northlands undertook to change both its organization's marketing name (from Northlands Park) and the name of its signature summer event, Capital Ex (from Klondike Days) in 2006, the presenters gave relevant examples of why the company committed itself to change, the processes used, the challenges encountered and the benefits it hopes to attain in its recent re-branding exercise.

The New Age of Food Concessions - How they do it.

By Bill Sumner

There were about 30 people in attendance mostly food concessionaires and midway/concession managers. After a brief introduction by Bill Sumner, Randy Reichert, owner/operator of Meggers Road Concessions Inc., spoke for 15-20 minutes. He then opened the floor for a Q and A session.

Randy emphasized "presentation" - "flash" - anything that enhances your product is good - landscaping is a plus for your booth, creating green areas, or any other idea that fits in with the theme of the fair. Our primary purpose for participating as a concessionaire is to please the customer - make it an enjoyable experience for them. Cleanliness is important - staff should look "good" - be well groomed, clean uniforms are a necessity, and staff should wash their hands on a regular basis.

Concessions must look professional - this includes your dealings with management. Your booth(s) should be of excellent quality, lots of lighting and flash (presentation of product.)

Other topics mentioned briefly at the session were:

- booth management - owners should be present (visible) on an on-going basis.
- deposits, use of credit cards, debit machines, national pricing (eg. Coca Cola)
- use of ATM's - there should be more on sight at each fair/exhibition.

Randy concluded by discussing his own particular business - products sold, length of his season, locations, and his involvement in the industry. He outlined briefly the purpose of NICA (National Independent Concessionaires Association). Randy is a CCE (Certified Concessionaires Executive) and a current board member of NICA. He encouraged membership in the organization and distributed the October 2006 publication, NICA News. He specifically targeted the benefits of NICA membership which are stated in the October 2006 publication.

West Coast Agriculture Ideas

By Denny Lang

The final day of the 2006 CAFE Convention highlighted an education session featuring Mike Bradley from the California Exposition and State Fair in Sacramento California. His topic "West Coast Agriculture Ideas" provided participants an insight into the huge agricultural industry in California and its impact on the annual fair. Located on 368 acres, the 21-day fair provides a showcase for the 83 agricultural products grown in the counties surrounding Sacramento.

An idea that was selected as the Best New Idea for 2005 at the International Association of Fairs and Exposition convention in Las Vegas was the "Camp Overnight at the Fair" program. It allows children to spend a night at the fair, sleeping in a tent, cooking over an open fire and observing the birth of cattle, pigs, and sheep.

The large ethnic population of California was also recognized in a rodeo that provided a unique glimpse of the Spanish cowboy. Creative programming that incorporated innovative thinking and planning in areas such as water conservation and utilization which highlighted the importance of water flow to the agriculture community in Southern California identified the importance of partnering with government. The wine industry of California also contributed to the success of their fair. Wine manufacturers provided a "hands-on" approach to making your own bottle of wine during the fair. Children were intrigued with the "Corn to Corn Bread" process that was displayed and were eager to taste the corn bread as well as taking home an easy recipe to make corn bread.

Food shows, school tours, western wear fashion shows and an insect pavilion were other creative displays that brought agriculture alive for urban audiences. The interactive experience provided the agriculture industry with an opportunity to showcase their operations and anxious to participate next year.

Convention Workshops (cont.)

The Leadership Crises, is Your Company Ready?

By Mike McDaniel

Laurie Hillis M.A., President of Megatrain Inc. presented her thoughts to a full room of C.A.F.E. delegates on Friday morning.

This interactive workshop challenged all in attendance to think about what type of leaders we are and what that means personally in our lives and professionally in our jobs. Many archetypes were discussed: the "Best Leader", the "Psychopathic Leader"; and the different styles of the Extravert versus the Introvert.

Laurie took the group through a variety of brief self assessments and an enlightening video that focused on two leadership styles – "Judging" and "Perceiving". The activities and the video helped all of us understand a bit more why we and our colleagues do some of the things we do. The session also touched on a more comprehensive personality type assessment with the Myers Briggs Type Indicator, with discussions of its development and its benefits.

It is difficult to deliver a presentation on leadership in just over 60 minutes, but Laurie did a fantastic job. If you missed Laurie's session you may want to find her at another session as she is a faculty member at the Banff Centre, Leadership Division, the University of Alberta's Executive Education, and Royal Roads University, leadership development.

Franchising the A&W Way

By Terry E. Payne

Graham Cooke, Vice-President – Development with A&W Canada, focused on two main concepts. Firstly that being a successful fast food franchisor is different then operating a successful fast food outlet. The skills needed to create a franchise system and operate a support system to franchisees are very different and may not be for everyone.

The second aspect of successful franchising is to choose the right franchisee. A good franchisee must be willing to follow the rules and not be too independent; a good franchise allows for input but enforces standards in operation. The main advantage of franchising is the ability to grow by using others investments.

The session was well attended by delegates from both the fair and service sectors and questions at the end brought out excellent information on staffing issues and marketing trends. Graham's card was popular at the end as he encouraged people to have a Teen Burger on him and A&W.

Workshops continue on page 12



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Working on your behalf - NRCC Tariff Update

Since November of 2004, C.A.F.E. has been working with a solicitor to protect Canadian fairs and exhibitions from the inappropriately high fees proposed by the Neighbouring Rights Collective of Canada (NRCC) Tariff 3.

C.A.F.E. built upon the work by the Alberta Association of Agricultural Societies and presented evidence to establish the discrepancy between the minor role background music plays at fairs and exhibitions and the high fee proposed.

The tariff is calculated based on the attendance of a specific area where background music is featured. If attendance numbers can not be estimated the capacity (number of persons) of the area is used to calculate the tariff. If both attendance numbers and capacity can not be estimated the size of public access areas in the building is used to calculate the tariff.

The Copyright Board of Canada published its decision with respect to C.A.F.E.'s appeal in the fall of 2006 and the NRCC considerably reduced their proposed tariffs. The following table outlines the proposed and approved changes to the tariffs.

Basis for Calculation	NRCC Proposal - cents	Approved Tariff - cents	
		2003 - 2005	2006
Number of attendees/tickets sold	2.1	0.08	0.083
Capacity (# of persons) x number of days	2.1	0.15	0.156
Capacity ft ² (m ²) x number of days	0.175 (1.844)	0.023 (0.25)	0.024 (0.2597)

So what does this mean to fairs and exhibitions? The following scenario outlines the changes and savings with respect to the NRCC tariff.

Scenario:

A 10-day event has a pavilion where background music is played. In order to determine the tariff to be charged one of three methods might be used.

Method 1: Attendance

The pavilion has an estimated attendance of 250,000. The Tariff is calculated by multiplying the attendance by the tariff amount.

Tariff	Calculation (attendance x tariff)	Total tariff charged
2003 – 2005 (0.08¢)	250,000 x 0.08¢ = 20,000¢	\$200.00
Proposed 2006 (2.1¢)	250,000 x 2.1¢ = 525,000¢	\$5,250.00
Approved 2006 (0.0831¢)	250,000 x 0.0831¢ = 20,775¢	\$207.75

Method 2: Capacity (# of persons)

The attendance numbers of the pavilion are unknown but the building capacity is 12,500 people. The tariff is calculated by multiplying the capacity (number of persons) of the area by the number of days by the tariff.

Tariff	Calculation (attendance x tariff)	Total tariff charged
2003 – 2005 (0.08¢)	250,000 x 0.08¢ = 20,000¢	\$200.00
Proposed 2006 (2.1¢)	250,000 x 2.1¢ = 525,000¢	\$5,250.00
Approved 2006 (0.0831¢)	250,000 x 0.0831¢ = 20,775¢	\$207.75

Method 3: Capacity (square ft/m)

The attendance numbers and capacity of the pavilion are unknown but the public access area in the pavilion is 100,000 ft². The tariff is calculated by multiplying the square footage of the building by the number of days by the tariff.

Tariff	Calculation (attendance x tariff)	Total tariff charged
2003 – 2005 (0.08¢)	250,000 x 0.08¢ = 20,000¢	\$200.00
Proposed 2006 (2.1¢)	250,000 x 2.1¢ = 525,000¢	\$5,250.00
Approved 2006 (0.0831¢)	250,000 x 0.0831¢ = 20,775¢	\$207.75

These examples show how the efforts of C.A.F.E. and its partners helped to prevent the industry from paying inappropriately high tariffs. For example Method 1, a fair will see an increase for 2006 of only \$7.75 in the tariff charged by the NRCC. Had the proposed NRCC tariffs been approved by the Copyright Board of Canada the increase would have been \$5,050.00. Quite a difference!

It is only due to the numerous organizations that supported our efforts through their contributions to our legal fund that C.A.F.E. was successful in achieving this win for our members.

C.A.F.E. Learning Forums

Fair and exhibition industry members will not want to miss the new learning and networking opportunities that C.A.F.E. is developing. The C.A.F.E. Learning Forums are in addition to the annual convention and will provide participants with an in-depth look at various topics and issues that affect the fair and exhibition industry.

First Annual C.A.F.E. Learning Forum – Ottawa – January 22 & 23, 2007.

The first annual learning forum will focus on assisting organizations within the fair and exhibition industry to develop advocacy skills to help achieve their goals. A key objective of the event is that participants will leave with key community capacity building and development skills.

The Forum is designed to not only teach participants practical advocacy skills (i.e., how and when to engage politicians and how to communicate a message effectively within your community) but to also help you overcome any anxieties about how to actually implement these skills by placing you in “real life” scenarios.

Participating in this Forum will Help Organizations:

- Identify your advocacy role with your community and identify key advocacy issues
- Create advocacy strategies and plans around identified issues.
- Learn skills necessary to implement advocacy plans and communicate effectively with various audiences.
- Build networks and partnerships so that experiences and resources can be shared among participants.

Who Should Attend?

- Representatives from provincial associations of agriculture.
- Boards of Directors within the fair and exhibition industry.
- Relevant managers, active community volunteers and marketing representatives.

To register for the First Annual C.A.F.E. Learning Forum, download a registration form from the learning forums section of www.canadian-fairs.ca.

Or call C.A.F.E. at (613) 233-0012 or 1-800-663-1714 (toll-free)

If you have any questions, please contact Hannah Service at extension 224 or e-mail hannah.service@canadian-fairs.ca.



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Annual Fair Sept. 7-16, 2007

Workshops (cont.)

Latest Trends in Fairground Design

By Rudy Friesen

The room was packed for the presentation by David Forkner, Director of Planning with Bullock Smith & Partners. David's talk focused on not only design and planning trends, but also external factors that affect fairgrounds such as relocation opportunities and shared uses with other organizations.

David stressed that every facility built should be as flexible as possible and be multi-purpose. David commented that all buildings should be designed to be flexible use, break-out rooms, meeting rooms and should have interior and exterior access so they can be rented out to different tenants at the same time.

Touching on landscaping, David discussed that design needs to ensure things work for all exterior events and that separation between front and back of house is essential. Signage and graphic design was also discussed and is crucial to creating the "feel" of a fair, wayfinding signs are critical as well. The many options of revenue generation were also discussed, including creating partnerships with municipalities and leasing or selling land to private commercial entities.

Some of the speakers' presentations from the workshops will be available soon on the Members Only section of www.canadian-fairs.ca.

Membership Drive

We all know there is strength in numbers, and the strength of the Canadian Association of Fairs and Exhibitions (C.A.F.E.) lies solely with its membership. C.A.F.E. has launched a membership drive for 2007. We ask our members to help us connect the industry by recruiting new members.

Recruiters will receive one entry in the C.A.F.E. Grand Prize draw (**32" flat-screen TV**) for each new member they sign-up. The more you sign-up the more chances you have to win!

A cash prize of **\$1,000** will be awarded to the **individual** who recruits the most members. The provincial association that recruits the most members will also receive **\$1,000**.

Organizations who recruit one to five new members will receive a \$50 C.A.F.E. coupon and a \$100 coupon for recruiting six or more. These coupons can be applied toward educational activities delivered by C.A.F.E. such as the convention or C.A.F.E. Learning Forums.

The closing date for the contest is November 1, 2007. Prizes will be awarded and winners will be recognized at the 2007 annual convention in Toronto.

C.A.F.E. membership is open to all active fairs, exhibitions, festivals, industry service providers, agricultural societies, and related organizations with a direct interest in the industry.

Good luck to all who participate in this drive to help C.A.F.E. build a stronger voice for the industry.

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C.A.F.E. Consumer Protection Workshops will be starting in January
Visit the C.A.F.E. website for dates and locations

www.canadian-fairs.ca

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Engaging Youth - Project Update

By Barbra Smith, Project Manager, Youth Outreach Capacity Building

The national youth outreach pilot project launched by C.A.F.E. in 2004 will wrap up in March 2007. Funded by a \$280,000 grant from The Ontario Trillium Foundation, the goal of the program is to involve more youth now in planning fairs and exhibitions and to foster youth as the future leaders. C.A.F.E. developed the following tools to help fairs and exhibitions with their youth outreach efforts.

The two on-line surveys: *Youth Speak Up*, a survey of youth, and *Step Forward*, a survey of fairs and exhibitions, launched in 2005 are still open. Forty-five Ontario fairs and exhibitions and 200 youth have completed the surveys to date. C.A.F.E. invites fairs and exhibitions across Canada to add their voice to this important survey about youth and volunteering, and to promote the youth in their communities. The surveys will be available through the C.A.F.E. website until February 2007.


The website, Youth at the Fair, was updated in 2006 with a new look and new resources. The site, now called Engaging Youth, is located off the C.A.F.E. home page. Check this site for information and tools related to youth outreach.

C.A.F.E. launched a youth volunteer recruitment poster in 2006. The poster features a Ferris wheel to convey a sense of fun and promotes the opportunity for community involvement and work experience. C.A.F.E. distributed 2200 copies of the poster to fairs and exhibitions across Ontario. The poster will be available in English and French for download from the C.A.F.E. web site early in 2007.

The biggest focus in 2006 was on the community-based consultations between youth and local agricultural societies. C.A.F.E. co-hosted 14 of these events, called Community Cafes, with local fairs across Ontario. More than 25 fairs and 300 youth participated. Community Cafes revolve around discussions about the past and the future of the fair and new ways involve more youth. They also lead to new partnerships between youth and local agricultural societies.

A *Tool Kit for Engaging Youth* containing everything needed to host a Community Cafe, educational resources, best practices and other tools will be available in February 2007.

BATTLEFORDS AGRICULTURAL SOCIETY
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