



CANADIAN FAIR NEWS

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Shifting views of retirement and the implications for volunteer-involving organizations

By Louise Chatterton Luchuk

Will they or won't they? That is the \$64,000 question. As baby boomers edge toward retirement, there is lots of speculation about how they will spend their retirement years. Baby boomers have done many things differently than the generations before them - will they do retirement differently, too?

Compared to the generation before, baby boomers have generally had more opportunities and are healthier, wealthier, and better educated. They are also more likely to work part-time during retirement, have children that still live at home, and find themselves caring for aging parents. Baby boomers have less religious affiliations and are more skeptical of institutions. They are also quite certain about their expectations. So when it comes to volunteering, will newly retired baby boomers follow the established trends or will there be a dramatic shift?

Golfing in the sunny south vs. volunteering

A national poll conducted by Decima Research for Investors Group reports a stark difference between the values and activities of today's retirees and the retirement plans of baby

boomers. For instance:

- 56% of today's working baby boomers (45-54 year olds) say they plan to get away for some or a lot of the harshest months of winter in retirement, while only 27% of current retirees do the same;
- 51% of baby boomers plan to work on their own or do some consulting work during retirement, compared to only 22% of retired Canadians who currently do so; and
- 70% of baby boomers plan to spend some or a lot of their time doing volunteer work in retirement, but only 48% of retired Canadians today report that they are spending some or a lot of their time volunteering.



The latter statistic about volunteerism is attention-grabbing. It is a high number, but also contrary to current volunteering trends. Research indicates that the life cycle pattern of volunteering is bell-shaped: fewer young volunteers, more middle aged volunteers (peaking between age 35 and 44), and then declining numbers of older volunteers.

"Maybe there's headway being made around the definition of 'volunteering'" says Marlene Deboisbriand, president of Volunteer Canada. "It's hard with a survey with a small sampling [i.e.

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Expand your horizons

C.A.F.E. 2006 Convention Call for Presentations

C.A.F.E. is seeking to recruit presenters and session speakers for its 2006 annual convention in Edmonton, Alberta hosted

by Northlands Park. The Call for Presentations is open to anyone wishing to participate as a speaker and also for those individuals who do not wish to speak, but have topic ideas or speaker suggestions for inclusion in the C.A.F.E. program.



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PRESIDENT'S CORNER



Rey Wosar

What lies ahead for C.A.F.E. and our industry?

We obviously cannot predict the future, but we do have the ability to decide how we are going to tackle challenges and build on the opportunities presented to us. We do so by listening to you and responding to issues that affect our industry.

Each of us has a role in this. At the board level, we work with our members to develop the governing policies that define service priorities and relationships with other organizations, outline our statement of values and philosophy, and set strategic direction of our association. We are responsible for the policies that support our mission and enable us to provide a national voice and leadership for the Canadian fair, festival and community event sector.

The implementation of these policies and the development of organizational policies are left in the hands of our executive director and the administrative staff to execute. Clearly understanding these roles, from the front line to the boardroom, will help us to build strong teams and deliver the quality work and products our industry demands.

Administration is focused on improving the services we provide. As part of the process education sessions are being developed to address concerns and suggestions brought forward at the November convention. The round-table discussions identified many topics including Health and Food Safety, Value and Experience and Market Relevance as areas to focus our attention. I believe professional development and ongoing education are essential to ensure we are well equipped to deal with the changing environments we work in.

We are currently reviewing the association's committee structure to address changes in our industry. Through this process we are also looking at ways to increase the involvement of our members in a variety of ways. Individually, each of you bring a new perspective, collectively, we bring a wealth of knowledge to plan for the future. I encourage you to consider becoming more involved in C.A.F.E and share your expertise.

C.A.F.E. is a resource to you. Whether it is professional development, access to information or a supportive environment, take advantage of what your national association has to offer. As we plan and build in the months ahead, I look forward to hearing about what's happening in your organizations and having the opportunity to visit many of your communities.

FROM HANNAH'S DESK



Hannah Service

One of my roles as the Executive Director of C.A.F.E. is to get out and meet our members. Over the past three years I have had the opportunity to visit members in British Columbia, Saskatchewan, Nova Scotia, and Ontario. Getting to meet our members provides me with a greater understanding of the issues that are relevant to our member's day to day operations.

Therefore, I was pleased to accept the invitation of the Alberta Association of Agricultural Societies to attend their annual meeting in Lethbridge, Alberta with our President Rey Wosar. The meeting was attended by over 110 organizations and had over 600 registrations. I had the opportunity to meet many Alberta fairs and exhibitions, listening and sharing how we can work together to meet the needs of our evolving fair and exhibition industry.

Taking advantage of my son living in Red Deer, I used his home as base camp, taking day excursions to visit C.A.F.E. members such as Westerner Park, Olds Agricultural Society and Camrose Regional Exhibition.

John Harms, General Manager of Westerner Park and Roxanne Warner provided a facility tour which clearly demonstrated the business prowess of the Westerner Parks Management and Board of Directors and the growth of the fair and exhibition grounds. The Harvest Centre is the newest addition to Westerner Park and along with The EnMax Centrum, completed in 1991, and the Stockmens Pavilion and Agricentre are allowing Westerner Park to meet the ever-increasing dimensions of agriculture, as well as the trade show and commercial market.

Tami Gardner, General Manager of Olds Agricultural Society gave me a tour of the "Home of the Biggest Little Fair in the West" which is the foremost event sponsored by the society. Their operation dates back to 1894 and is considered to be the primary social event of the year for the entire community. They host events more than 200 days each year, including livestock

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Apology

C.A.F.E. would like to formally apologize to the Canadian Midway Company for the article in Volume 9, Number 4 "Mother fuming after teen refused access to midway ride". It is not the practice of C.A.F.E. to comment to the media or publicly address issues that have a negative ramification on our members. Nor is it the operation policy to reprint articles that are one sided and extremely bias and hurtful towards our members operations and personnel.

WHAT'S NEW?

A new era in Edmonton



Edmonton's exhibition has taken a bold step into the future as Capital EX. The name and blueprints for the new programming were launched on February 2 at Northlands AgriCom.

"Over the last several years, we've undertaken extensive research to get a clear picture of how our customers view the event, and to get direction for this renovation," says Dale Leschiutta, president of Northlands Park. "What we've heard - loud and clear - is the name and theme sets the mood, but programs are equally important to our customers. More than anything, they want to see our attractions and programs diversity and grow. So we've responded. The result will be an exhibition that people of all ages can be excited about."

Calgary Stampede campaign sets awards record

The Calgary Exhibition & Stampede received unprecedented recognition for its promotion of the 2005 Stampede, winning the "Best in Show" award for a record fifth year at the IAFE Annual Convention. The Stampede also won eight other awards, in the categories of best colour newspaper ad, fair poster, promotional outdoor ad, printed promotional material, brochure/flyer, ad specialties, radio ad and television/cinema ad. "We work extremely hard year-round on promoting our annual 10-day event," says Gord Fache, vice-president of Corporate Development and Stampede Programming. "Our creative teams and staff have done an exceptional job of capturing the spirit of the Stampede for those in our community and around the world."

Gary McRae named 2005 Chair of IAFE

Gary McRae, CEO of the Western Fair in London, Ontario, was elected 2006 chair of the International Association of Fairs and Exhibitions during IAFE's 115th Annual Convention Dec. 1. McRae's has served as president of C.A.F.E., as an IAFE director, and received his Certified Fair Executive from IAFE in 1993. McRae's philosophy for management success is to listen to your customers, develop a loyal and committed staff, never stop learning, and be willing to take risks and make positive changes.



LiveTourArtists nominated as Agency of the Year by the Canadian Music Week Industry Awards



For the second straight year, LTA has been nominated for Booking Agency of the Year by the Canadian music industry. "When we started this company

against the odds five years ago, our desire was to make a true difference in the business of booking talent. We're really grateful for the support that we've received from so many in the industry since then - it appears that the demand for the services that we provide is even greater than what we had anticipated," says LTA president Darcy Gregoire.

Camrose Regional Exhibition to share lottery funding

The CRE was one of seven exhibitions or fairs in Alberta that will share \$40 million in Alberta lottery funding to develop major capital projects into improved facilities. Exhibitions in Camrose, Grande Prairie, Lethbridge, Lloydminster, Medicine Hat, Olds and Red Deer will use the funds to upgrade building, grounds and other capital projects. Camrose was allotted \$5.6 million, half of what was requested. "This is the culmination of what we started Nov. 15, 1997. We are at a point here where we are in a position to initiate part of our five-year capital plan, which is a huge and monumental step for this organization," CRE general manager Wynn McLean said.

Cressman/Sakamoto Agency Launches!

Jim Cressman and renowned promoter Ron Sakamoto are pleased to announce that they have purchased the shares of The Key Entertainment Group to create a new entity on the Canadian Country Music landscape. C.S.A. is a full service booking and brokering agency, representing an exclusive roster of clients.

President Jim Cressman, "Our artist representation mandate is simple: fewer clients, and more emphasis on client profile, and client development." C.S.A. director Ron Sakamoto echoes that philosophy, "We've created a boutique agency of artists who we can include on the major tours and eventually develop into hard ticket acts on their own. Including our artists on major tours will do wonders for their profile. We have already put Charlie Major on with Randy Travis, Aaron Pritchett on with Brooks and Dunn, Johnny Reid with Brad Paisley & Terri Clark, Gord Bamford with Don Williams and Clayton Bellamy with Dwight Yoakam." In addition to supporting and headlining major tours, C.S.A. clients will be available to perform at casinos, clubs, theaters, corporate events and fairs & festivals throughout Canada.



Calgary to host International Agricultural Conference

The Calgary Stampede's commitment to the agriculture industry expounds into the global arena this July with its role as host to delegates from over 20 countries for the 22nd Biennial Commonwealth Agricultural Conference. Members of Agricultural Societies from around the world, representing 20 of the 54 Commonwealth countries, will discuss and debate a vast array of topics that affect the global agriculture market. "Market Expectations for Food – and Farming Realities" will provide delegates the opportunity to share in a wealth of international knowledge. International speakers will present valuable information on scientific advancements, market requirements, education, trends and sustainability. The conference will be held from July 12 to 16th. Further information on the RASC and how to register for the conference can be found by visiting the website at www.stampedeagriculture.com or by e-mailing Kristi Gerlach at kristi.gerlach@atcotravel.com.

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Retirement con't

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the Investor Group poll]. You don't necessarily know how the questions were asked, how specific they were. If the question was 'will people help their neighbour?' then the numbers may go up significantly. We don't know if the survey separated out formal and informal volunteering. The real answer is that we don't know if baby boomers will volunteer more when they retire."

What it takes to recruit baby boomer retirees

With such a large number of baby boomers heading toward retirement, organizations need to think strategically when it comes to recruiting them as volunteers, yet "not many organizations are thinking about baby boomers specifically," says Marie Claude Wilkins, volunteer coordinator at Volunteer West Island in Montreal. "But nobody can be complacent about looking at this group - the numbers are too large to ignore." Recently, Volunteer West Island held a workshop on the topic of recruiting baby boomer volunteers. Fifteen people attended the workshop from a variety of organizations, plus some baby boomers who came to provide immediate feedback.

Job design is key

Wilkins recommends that organizations take a hard look at volunteer position design. It is important to sit down and find out how people want to be engaged and build jobs and strategies around their interests, time, etc. Strategic questions to ask include: Are we ready to offer these people an opportunity to draw on their previous experiences? How are we going to satisfy their needs? How do we increase their motivation? Are we ready to take what they are willing to give?

These are questions that Volunteer West Island asked itself recently. They've recruited a group of young retirees from Air Canada to put together a recruitment project. This group, says Wilkins, wanted a short-term project that would make a big difference. They wanted to make decisions and see results. Interestingly, the young retirees were not sure if volunteering would be satisfying enough.

The recruitment project came about after a conversation between Wilkins and one of her volunteers. "In chatting with her, I realized that she had a lot to give aside from doing data entry for us. We started talking about the difficulties we're having with recruitment and that we wanted to look into the possibility of having a volunteer recruitment program staffed by volunteers who would be charged with finding a new approach to the challenge and get out more into the community. She was quite interested with the idea and that was the beginning of the group," recalls Wilkins.

Strategically placing baby boomers as leaders

Woodgreen Community Services in Toronto is also serious and

"The numbers are staggering. There is a huge bubble of baby boomers approaching retirement or who are newly retired. This group of people is too large to not pay attention to..."

strategic about recruiting baby boomer volunteers. Go to the volunteer section of their web site and you'll find a specialized volunteer program for this demographic. Woodgreen specifically appeals to "big picture thinkers and people who have the ability to lead a group of people, set goals and meet those goals." These volunteers are asked to lead committees, plan programs with staff, and lead other volunteers. They help provide direction on setting up projects, plus execute and evaluate projects, and make recommendations for future initiatives. Although not pegged as 'baby boomer volunteers' once they are part of the organization, this targeted approach to recruitment of baby boomers works well for Woodgreen.

The specialized program came about a few years ago. Volunteer coordinator Carol Fox explains that a few of her long-standing volunteers were moving towards retirement. These volunteers had a lot of leadership skills that the organization did not want to lose, yet some were getting bored. So, to maintain the programs and build up her volunteers, Fox gave more responsibility to these volunteers - something they responded to favourably.

Based on her experience, Fox advises, "If you don't have your act together, they leave. What I've found different with baby boomer volunteers is that they have a definite mindset; they know what they want and don't want. They are very willing to work with you but they have definite needs of their own. You need to work to find the balance."

A group too large to ignore

Volunteer Canada wants to encourage organizations to think about strategically engaging baby boomers and new retiree volunteers. The Community Support Centre - managed by Volunteer Canada as part of the Canada Volunteerism Initiative - develops and tests new and innovative methods for sustaining volunteerism by funding demonstration projects undertaken by local, provincial or national voluntary organizations or local/provincial volunteer centres. One recent project was specifically about recruiting baby boomers, applying job design theory, and working in partnership with corporations to promote volunteerism as a retirement option.

The numbers are staggering. There is a huge bubble of baby boomers approaching retirement or who are newly retired. This group of people is too large to not pay attention to and "we'll be in real trouble if we don't think strategically about how we engage and involve them," says Volunteer Canada's Deboisbriand. "I want to send a real plea to the voluntary sector to give this some very significant thought."

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Executive Directors Message...

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shows and sales, horsemanship clinics and workshops, meeting space, 4-H activities, Farmers' Markets, and various events on the racetrack and infield. They are proud to offer facilities for the communities in south-central Alberta to celebrate the agriculture industry in their region.

Tami also outlined the planned expansion which will cost an estimated \$8.5 million and calls for an additional 40,000 sq ft to be added on to the existing Caluori Pavilion, as well as a convention/banquet hall that will seat up to 900. "It will be very much a multi-functional building that would attract everything from trade shows to weddings to boat sales, all happening at the same time," said OAS general manager, Tami Gardner.

Tami generously drove me to Camrose Regional Exhibition, where I participated in the Options and Opportunities agricultural seminar, which brought together local entrepreneurs and industry experts to offer innovative agricultural strategies and share successes, challenges and ideas to help producers become better business people and rural leaders.

The Camrose Regional Exhibition (CRE) has played an integral role in the City of Camrose and the surrounding rural area since 1908. The CRE operates virtually 365 days a year with more

than 350 days spent hosting events and programs. During the course of a year, between 250,000 and 300,000 people visit the CRE site to take advantage of the programs and events that are offered. The Exhibition produces and facilitates approximately 1000 events, training and program days annually.

The CRE is led by the General Manager (Wynn McLean) and his management group. The site tour explored the areas that host the Commercial Exhibit Space and of course the setup and delivery of the "Big Valley Jamboree". I was very impressed with the Adult Education Division and the work with CRE is doing with its partners to provide access to training opportunities that reflect the needs of the oil and gas sector, the agricultural industry, the trades, the health care industry and the small business sector.

I truly enjoyed my visit to Alberta and the gracious hospitality they afforded me. The industry is becoming stronger every year, improving the ways in which facilities and services are provided to the agriculture, recreation, and education sectors and in supporting the continued growth and development of rural and urban Alberta and Canada.

I look forward to attending the Ontario Association of Agricultural Societies' annual meeting in Toronto and meeting with all Ontario's wonderful organizations.

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Fair Recollections

By Paul David a.k.a. Bandaloni

My experiences within the fair/exhibition community in Canada have been extremely rewarding on a personal and professional basis and I can only hope that the service I have provided as an entertainer has added value to an already valuable resource. I strongly support the idea of a national body such as C.A.F.E. if only to bring all members together as a family for mutual benefit and to exchange information for improving our product that we provide to the public.

I have come to love the fair circuit honestly; it was the absolute highlight of the year as a young boy growing up in the small village of Brigden Ontario and the memories still come flooding back every time I strap that drum to my butt to entertain. My own developing senses as a boy were just reeling with the sights, the sounds, the exotic aroma of corndogs mixed with cotton candy and of course how could a young impressionable mind forget the 'worldly' entertainment that came through town only once a year! I was hooked! To me the art of entertaining at fairs has always been about passing along wide-eyed smiles and positive memories to the young plus a little nostalgia for the old.



Photo credit: Calgary Stampede

Many years and many fair shows later I am still finding new stories, characters and memories to talk about ...only now it's from the inside looking out...and boy could I tell you some stories!

At the risk of sounding nostalgic, I strongly believe that it is memories that we are ALL selling; from mini-doughnuts to "the Zipper" and from one man bands to freshly squeezed lemonade. It is these very memories that will keep the fair circuit alive generation after generation. I'll bet everyone belonging to C.A.F.E. has a fond childhood story of the fair to share. We should never let them fade away.

Just as a side note, upon registering at the recent C.A.F.E. Convention, I was asked by one of the C.A.F.E. registrants (who shall remain nameless) if I were "the one ARMED band"? I quickly replied "No but when he arrives let me know...I gotta see that act!"...true story!

Editor's Note: Bandaloni was the 2005 recipient of the Service Member of the Year award at the recent C.A.F.E. Convention.

If you have any great fair recollections to share, send them along to info@canadian-fairs.ca.

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Carp Fair Better than Christmas!

By Barbara Smith, Project Manager

Such was the feedback from youth who attended the Carp Fair Community Cafe on December 3, 2005. In all over 55 people from the community participated, 30% of them were youth. Through a series of progressive round-table discussions they talked about the contribution the fair has made to the community over the years and what they would like the fair to be in the future. "The magic around the Carp Fair is something I want to preserve," said one youth. Everyone agreed that the fair is good for the local economy, promotes community spirit and draws urban and rural together. Most importantly, the fair is a meeting place and a homecoming tradition. Everyone agreed that the future fair should retain its agricultural roots.

When asked for fun and innovative ways to involve youth developing a communication strategy that targets youth – where to go, how they find opportunities, and the links to work experience and careers – was a recurring theme. Here is a short list of other suggestions:

- Set up a junior director program & develop a "floater" system
- Involve more urban youth in agricultural events
- Create a special area for youth on the fair grounds, organized and run by youth



Groups discussing innovative and fun ways to involve youth at fairs.

- Create a presentation to promote youth involvement in all aspects of the fair
- Increase the scope of Agricultural Awareness
- Develop a mentoring system
- Have a youth liaison person sit on the fair board
- Provide opportunities for youth to plan and organize their own events;
- Invite youth in Police Services, Security and Firefighter training to work at the fair
- Develop a partnership with the local schools and the community

Community Cafes are part of the C.A.F.E. youth outreach capacity building pilot project in Ontario. For more information, please e-mail barbara.smith@canadian-fairs.ca.

Convention Call for Presentations

This is a new process and it is C.A.F.E.'s hope that our educational program at the convention will not only meet more of the education and professional development needs of our attendees but also help expand our industry's Speakers Bureau. The invitation to participate and share your topic ideas or speaker suggestions is open to all of C.A.F.E.'s members and other interested parties.

Please note that the deadline for submissions is **May 19, 2006**. Presenters will be notified on or before June 30, 2006 regarding the suitability of the proposed presentation and our ability to accommodate it in the program schedule.

We are always looking for new ideas and different perspectives when it comes to our educational programming. Thank you in advance for considering this exciting opportunity.

For information on how to apply, please visit www.canadian-fairs.ca and download a copy of the application package or call 1-800-663-1714 ext: 223.

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The CNE is extending a **10% discount** to all C.A.F.E. members when purchasing exhibitor parking passes and employee passes, with a maximum limit of **2 parking passes and 10 employee passes per service member per year**.

Northlands Park

Northlands Park is pleased to advise that it will offer a **10% discount for admission and parking passes to C.A.F.E. members that are successful applicants as exhibitors, concessionaires, or service members working Capital EX 2006**.

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Make Strategic Planning a Way of Managing,

By: Jane Logan, President of Logan Strategy Inc.

The word “strategic” is used in strange ways. First, strategic planning is frequently employed to describe a one-time or isolated event. Strategic planning then becomes a noun and not a verb. Second, sometimes “strategic” is a substitute for “unpopular” or even “money-losing” as in, “Well, George, all I can say is that it was a strategic decision.”

Wait a minute! There is nothing strategic about investing considerable time and resources to create a plan and then parking it on a shelf for 12 months - unless your strategy is to avoid accountability. And there is rarely anything strategic about long-term programs with sub-optimal results. However, you can improve your accountability and results by making strategic planning a way of managing, instead of an annual episode.

Why strategy should be an ongoing process

1. Without ongoing adjustments, the wrong things get done. Or, in the words of Yogi Berra, “I’m lost but I’m making good time.” Constantly evolving external and internal events may require that strategies be fine-tuned.

2. Actively respecting the plan enhances problem solving. Resources are used more effectively when day-to-day decisions are held up against the criteria of whether the choices fit an organization’s strategic plan and its mission, vision and values.

3. That which is measured gets done. Otherwise, that which is easiest often gets done – and these projects may not be essential to moving your organization forward to achieving its goals.

Three ways to manage strategically, year round

1. Ongoing information gathering: Current data helps an organization assess the changing circumstances that may dictate that its strategy should evolve. Associations should be on top of the latest industry data at least quarter

by quarter, and understand its implications. For some industries, Statistics Canada data is badly out of date by the time it ever sees the light of day. In these cases, there may even be a role in investing in other sources of current data and supplying it to members.

Many associations take a grassroots approach with regular regional reports from members. These can provide excellent early warning systems on key trends across the country. Good data will strengthen not only an association’s decision-making, but also that of its members.

2. Holding people accountable for strategic planning results at every board meeting: there’s no better way to reinforce commitment to the strategic plan and ensure faster results than monitoring progress. If the top agenda items at every board meeting are the key results areas set in your strategic plan, these regular progress reports are sure to yield results. After all, that which is measured gets done.

Objectives from the strategic plan should roll out as departmental and individual targets. Performance targets are meaningless if no one is expected to achieve them and the strategic plan sits on the shelf, ignored until the next annual planning event or even forever.

Naturally, the follow-on to holding people accountable is to celebrate and reward progress. Is your organization providing recognition for the right achievements?

3. Making adjustments to the plan when needed: being open-minded and flexible will reap better results than an inflexible Soviet-style, seven-year plan. It’s important to leave room not only for changes due to shifts in the external environment, but also for organizational learning. Planning and assessing results should be a continuous learning process.

continued next page

WORKING FOR THE 62 AGRICULTURAL SOCIETIES OF MANITOBA

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Not an Annual Episode

In many organizations, it's easier to sweep an objective under the rug and "lose" it, than to face the board and say, "we didn't set the right target". But this can be tantamount to throwing the baby out with the bath water. Airing the reasons to adjust an objective may help salvage its intent and should lead to a more appropriate and achievable target.

What stays the same

Thinking strategically, year round, does not mean that everything decided in a strategic planning session is up for adjustment. Most strategies evolve slowly over time. More importantly, mission, vision and values will have longer shelf lives than the strategic thrusts and tactics to achieve them. They anchor the organization as it adjusts to new circumstances.

Make planning a verb, not a noun

Thinking of strategic planning as a verb, and not a noun, allows a consistent and coherent way of managing. Assessing the impact of new external developments on an ongoing basis; evaluating progress against the objectives of the strategic plan at all levels of your organization; and making necessary corrective adjustments to the plan will boost your organizational effectiveness and deliver results. These steps allow a solid return on investment in the planning process. They'll help make "strategic" synonymous with "smart" in your organization.

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In Memoriam - Howard Tate

Howard Crawford Tate passed away on Sunday, October 16th, 2005. Devoted father and cherished husband of the late Isabelle for 45 years, World War II Veteran and former AGM of the CNE.

Howard Tate was Assistant General Manager of the Canadian National Exhibition in Toronto from 1970 to 1985 when he retired. He was also in charge of advertising publicity and promotion – his true love (of work that is).

Howard was a past chairman of the Seminar Committee for the Canadian Association of Exhibitions. He was a past member of the Board of Directors of the Canadian Association of Exhibitions, past member of the Board of Directors of the Canadian International Air Show. He was named Canadian Association of Exhibitions "Fairman of the Year" in 1976 which was one of his most treasured honours. In 1983 he was admitted to the Canadian Association of Exhibitions "Roll of Honour" and in 1985 he was admitted to the Canadian International Air Show "Roll of Honour". He also was a past member of the Board of Directors of the International Association of Fairs and Exhibitions and was a past chairman of the Advertising and Publicity Committee for the International Association of Fairs and Exhibitions.

Howard will always be remembered for his sense of humour, love of life, courage, determination and commitment to his family, friends and community.

Want to attend the 2006 Convention? Have a volunteer you want to reward? No funds available to go?

For the first time, C.A.F.E. is offering 2 convention registrations for FREE. One for eastern Canada and one for western Canada, are available to members. To be eligible for a full delegate registration, members must submit an application to C.A.F.E. outlining why they deserve to receive the registration and how the registration will benefit their organization. Only C.A.F.E. members are eligible. Travel and accommodation costs will not be covered by C.A.F.E.

For more information and to download an application form, visit www.canadian-fairs.ca.

CONGRATULATIONS!

Distinguished Service Award Winners

For 10 or more years of contribution to the success of the local fair

Presented by **Carp Agricultural Society** to:
Bruce Munro

Presented by **Belleville Agricultural Society** to:
Elizabeth Shantz

Presented by **Red River Exhibition Assoc.** to:
Darlene Kolton, Penny Charney, Len Brown, Gail Michalkow, Anna Firth, Minni & Michael Chaikoski, Virginia Groshak, and Rebekah Jones

Presented by **Moore Agricultural Society** to:
Jackie South

Presented by **Northlands Park** to:
Lloy Maschmeyer

Presented by **Plympton & Wyoming Agricultural Society** to:
Winnafred & Doug McEwen

Presented by **Norfolk County Fair** to:
Ron Butcher and John & Hazel Rocc

Presented by **Calgary Stampede and Exhibition** to:
Laura Babin, Cheryl Davis, Dawn Dawley, Cynthia DeBoer, JM Diakowicz, Darcy Genest, Dave Hickman, Ken Knight, Paul Laliberte, Sean McCabe, Kirk McCullough, Brad McQueen, John O'Neil, Ed Pearce, Mitch Reid, Joanna Robbins, Gail Simmons, Hal Simpson, Grace Spreeman, Brian Sterling, Tracy Then, Susan Webb, Jeanette Wozny, Sue Yeadon, Pearl Young

To order: Visit www.canadian-fairs.ca or call (800) 663-1714 for an order form. Complete and fax back to (613) 233-1154. Allow 3 to 5 weeks for delivery. **Cost:** \$30.00 plus applicable shipping, taxes.

CONGRATULATIONS!

Order of Merit Award Winners

For 5 or more years of outstanding service to the local fair

Presented by **Belleville Agricultural Society** to:
Ralph Cotton

Presented by **Northlands Park** to:
Dodge, Telus, ATB Financial

Presented by **Norfolk County Fair** to:
Ontario Power Generation, Simcoe Reformer, Norfolk County

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NEW MEMBERS!

C.A.F.E. welcomes the following new members:

The Truelee Odd Show
905-525-3452 www.trueleeoddshow.com

Chris Arel Motorsports
819-479-8888 carel@electrovelo.com



Employment Opportunity

World's Finest Shows Inc. provides premiere outdoor amusements to various fairs and festivals throughout Ontario.

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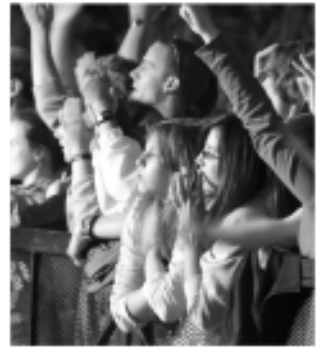
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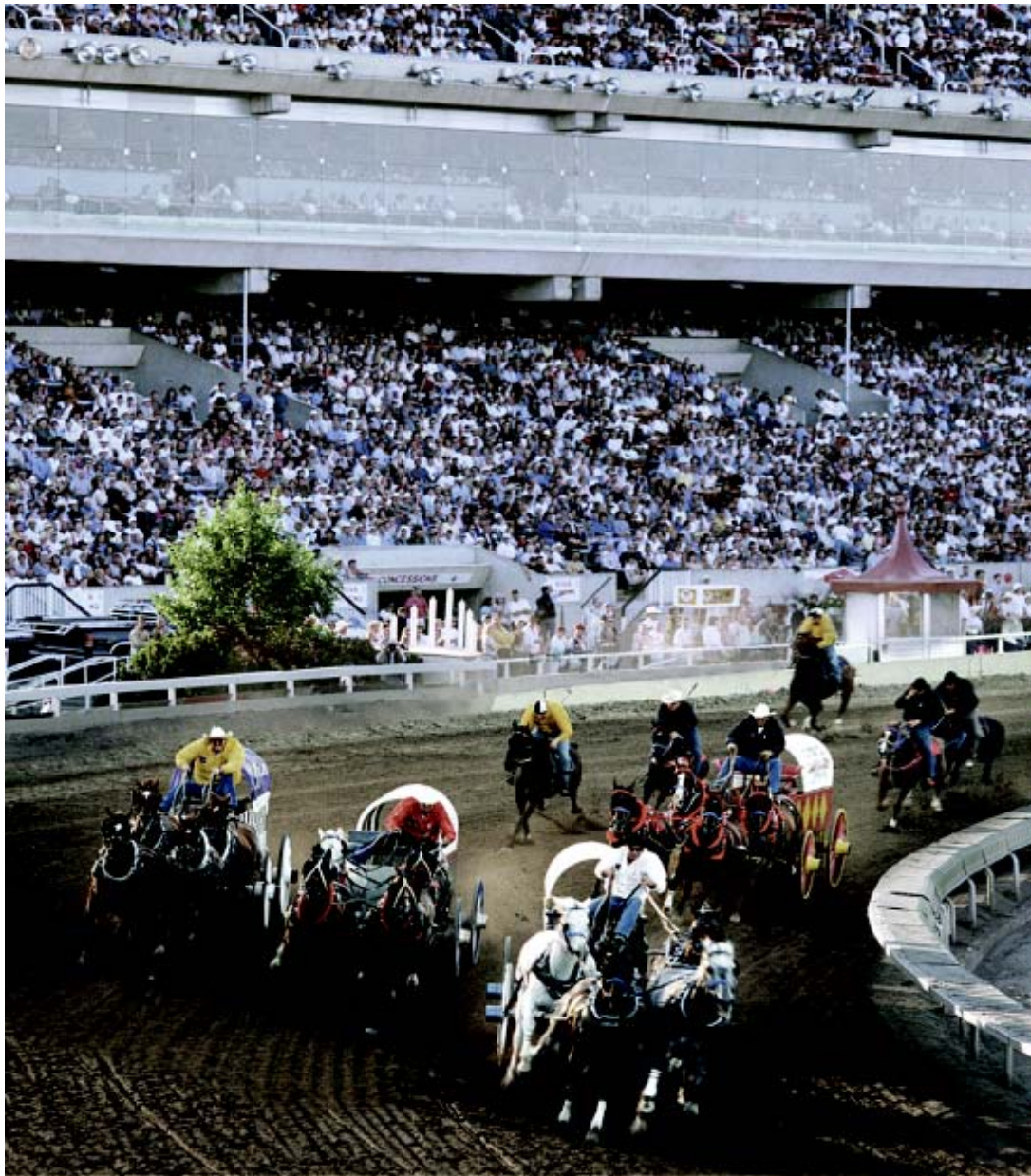
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