

MOORE AGRICULTURAL SOCIETY  
HOME OF THE BRIGDEN FAIR – MAY 2019

# WHAT'S NEW!



In an effort to communicate better, we are working on producing a newsletter on a regular basis (minimum 4 times/year) to ensure that information is available to the MAS membership. We need your input. It has been suggested that the newsletter be emailed to available email addresses but also be available at the fair office to be picked up.

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Our newsletter has been a little delayed sending you the news but we would like to introduce you to the new Board of Directors!

## Executives:

President:	Malcolm Rogers
Past President:	Orrie Wigle
1st Vice President:	John Scott
2 <sup>nd</sup> Vice President:	Julie Maw
Administrative Co-ordinator:	Nancy Brown
Financial Co-ordinator:	Rachel Roddick
Homecraft President:	Michelle Evanitski
Past President:	Connie Courtney
1 <sup>st</sup> Vice President:	Cheryl McGuire
2 <sup>nd</sup> Vice President:	Barbara Rogers
Secretary:	Marilyn Shaw
Treasurer:	Norma Jean White

## Directors:

Donna DeGurse	Alison Dion
Michelle Evanitski	Fred Gatt
Eldon Krohn	Devon Maw
Julie Maw	Kathy Myers
Lori Ouellette	Malcolm Rogers
Alvin Scott	John Scott
Ken Taylor	Eric VanDommelen
Jason Van Esse	Orrie Wigle

## 2019 MEMBERSHIPS AVAILABLE

\$10.00 - if you purchase prior to March 31, 2019  
\$20.00 – after April 1, 2019

## PRESIDENTS' MESSAGE



### Welcome to 2019

It would appear that if spring is not here, it is very close, although Mother Nature keeps teasing us. Despite the weather, we are looking forward to a very busy year.

You will have noticed that a good amount of fill has been brought in to help raise the parking lot elevation. This is just the start. More is scheduled to arrive.

One of the upcoming events is on July 10<sup>th</sup> when the RCMP Musical Ride will be at the fairgrounds for two performances. A lot of work will be done around the grounds and buildings before they arrive. We are having some cement work done near the barns to make access easier and some of the buildings painted.

The Campout Jamboree Weekend will be happening again this year with the Saturday Beef Dinner and the Arts & Craft Show. This attracts a large number of campers and locals to Brigden, and the folks really enjoy it.

As I am sure you are aware, this all gets organized by a group of dedicated volunteers with the support of our paid staff. This year has seen two of those volunteers stepping down from their committees as chairs.

The parade committee has been chaired by Irene Jardine for a number of years. The Parade is a Fair Weekend favorite come rain or come shine and Irene has spent hours and hours making sure all went well. Big "Thank You" to Irene.

The Attractions chairperson for the past ten years has been Julie Maw. She has put a lot of time and effort into ensuring that the Fair had something for everyone. A big "Thank You" to you too Julie.

We are now left with two chairs to be filled!!! Are you interested???

If so, please let us know and we will work with you. You can contact the office or any board member.

Remember we only have 21 weeks to Fair Weekend.

Malcolm (MAS), Michelle (Homecraft)



Elections and Annual Meetings were held and the Financial Audit was completed. A Winter Wonderland Jamboree was held on January 13. The Fundraising Committee met to work on plans for the upcoming year. Cooking Buddies and Walking Club resumed.



February saw a packed house for the Valentine's Day Jamboree and preparations for Convention were well underway. With a new location, a number of delegates from Brigden attended the Ontario Association of Agricultural Societies Provincial Convention. The Grounds & Buildings Committee met to prioritize the many different projects for 2019. Plans are underway for this year's Demolition Derby.



Everyone was "Just a lil bit Irish" on March 10 for our St Patrick's Jamboree. The Annual Beef Dinner was held on March 31 and well over 400 individuals were fed! Thank you to all the volunteers who helped sell tickets, set up, prepare, serve and clean up for this successful fundraising partnership event between the Homecraft Division and the Main Board.



What a BUSY MONTH!!!!

Along with a number of committee meetings, we started the month with the Upland Gamebirds Banquet. The following weekend Glen Scott celebrated his 90<sup>th</sup> Birthday on Saturday and the Spring Jamboree was held on Sunday. A fantastic crew of volunteers fed over 360 guests at the Annual Easter Brunch. A Membership meeting was also held to discuss the Children's Safety Village on April 18.

If you visited the fairgrounds, you would have seen that we have received more than our "fair share" of precipitation!!



The Brigden Public School Muskoka Woods School Trip Committee & Grade 7 class held a Spaghetti Dinner at the Fairgrounds on May 5. With the help of the Optimist Bottle Drive, Donations from the Optimist, Brigden Legion, school fundraisers, and sponsors, they have reached their goal of \$12,000.

Mother's Day was celebrated at the Brigden Fairgrounds with approx. over 600 in attendance between 9:30 a.m. & 1 p.m. Thank you, once again, to all the volunteers that made this happen!

We welcome the Ducks Unlimited Organization on May 25 for their banquet.



## UPCOMING EVENTS



June 5 – Homecraft Meeting  
June 13 – Lambton Fairs Mtg  
June 22 – Wedding  
June 26 – Brigden PS Graduation

July 1 – Canada Day  
July 10 – RCMP Musical Ride  
July 31 – start of Campout



Aug 1-5 – Country Campout Jamboree  
Aug 3 – Beef Dinner  
Aug 3 – Arts & Craft Show  
Aug 4 – United Church Yard Sale  
Aug 7 – Homecraft Meeting  
Aug 24 – Wedding  
Aug 25 – Ambassador Contest

Sept 4 – Homecraft Mtg



Oct 7 – Homecraft Meeting  
Oct 9 – 10 – Entries  
Oct 10 – Judging  
Oct 11 – 14 – FAIR  
Oct 15 – Clean up Day  
Oct 19 – Derby  
Oct 26 – Storage Begins

## Nominations for 2020

### Parade Marshall/OAAS Service Award

We would love your suggestions for these positions. Please send the name of the nominee and information why you feel they would be a great recipient for either award.

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### IMPORTANT CHANGES

**Exhibit Drop off times have changed!!!!** On Thursday, October 10, the drop off time has been changed to 9 a.m. until 12:30 p.m. Doors will close promptly at 12:30 p.m. This change will allow judging to start on time.

**Pick up of Exhibits:** On Monday, October 14<sup>th</sup> the doors of the Exhibition Hall and Junior Building will close to the public promptly at 4 p.m. to allow the committees to prepare for distribution of exhibits/items. Doors will re-open at 4:30 p.m. for exhibits to be picked up. The gating will be removed between 4 and 4:30 p.m.

### PRIZE BOOK CHANGES

The Advance List is on the Brigden Fair Webpage or you can pick up a hard copy at the Fair office. Always remember to use the Prize Book when submitting your entries. The Advanced List is for reference only.



### THANK YOU FOR VOLUNTEERING!!!!

*MAS appreciates all our volunteers and our sponsors. We recently received this great news from **Shell Community Service Fund**.*

On behalf of the Shell Community Service Fund program, we are pleased to support the Moore Agricultural Society with a donation of \$1,000 in recognition of **Devon Maw's** volunteer efforts at your organization.

At Shell, we believe supporting the communities where we operate is not only important to our stakeholders, but also the right thing to do as a responsible corporate citizen. That's why we encourage our employees and retirees to volunteer their time in their communities and apply for grants of up to \$1,000 for the not-for-profit organizations they care so much about.

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### CRAFT VENDORS

#### WANTED for the

#### Brigden Country Arts

#### & Craft Show to be held

at the Brigden Fairgrounds

(2435 Courtright Line) on

Saturday, Aug 3. For

interested vendors, more

details available by email at

finance@brigdenfair.ca or Alison Dion ([Alison.Dion@brigdenfair.ca](mailto:Alison.Dion@brigdenfair.ca))

Don't delay. Reserve your space now.



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### Homecraft Quilt Raffle Tickets

#### Are now on Sale

**\$2 @ or 3/\$5**



If you are able to help with any of the upcoming events, or would like to join a fair committee, please contact the fair office. There are lots of jobs for everyone including function set up; ticket sales; promotion; food preparation and serving; campout & craft show preparation; and much much more.

For More Information on any upcoming events, please check out our Facebook page

([www.facebook.com/BrigdenFair](https://www.facebook.com/BrigdenFair)) or [www.brigdenfair.ca](http://www.brigdenfair.ca)

### RCMP MUSICAL RIDE

Coming to Brigden Fairgrounds – Wed July 10, 2019



Stay Tuned for Ticket and Show Time Details





**The Judith & Norman Alix Foundation Invests \$35,000 into the Local Community**

**Lambton County, ON** - The Judith & Norman Alix Foundation (The Foundation) is continuing its proud tradition of reinvesting into its home community.

At a recent meeting, The Foundation's Board approved:

- \$16,000 to the Moore Agricultural Society for the renovation project to Brigden Fair Grounds.
- \$10,000 to the Bluewater International Grandfondo in partnership with the Bluewater Health Foundation for the production of a documentary film.
- \$9,000 to the Dresden Rotary Club for the completion of Phase 2 of The Barn Quilt Trail Project.

The Foundation wishes to thank everyone who submitted applications.

Over its 30 year history The Judith & Norman Alix Foundation has advanced more than \$5 million to over 30 community projects including: Withdrawal Management Services at Bluewater Health; the installation of artificial turf at Norm Perry Park in Sarnia; the construction of the Judith & Norman Alix Art Gallery; and the purchase of rare artifacts for the Lambton Heritage Museum; the purchase of a van for the Inn of The Good Shepherd; portable bleachers for The Lambton Fairs Association, renovations to the Kinet Theatre in Forest and much more.



Moore Agricultural Society would like to take this opportunity to thank the Judith & Norman Alix Foundation for their generous contribution to our Renovation project at the Brigden Fairgrounds.

Over two decades ago, Hillary Rodman Clinton stated in her book "It Takes a Village", "we are living in an interdependent world where what our children hear, see, feel and learn will affect how they grow up and who they turn out to be". Her book chronicled her quest to help make society into the kind of village that enables children to become smart, able and resilient adults.

The Members of the Moore Agricultural Society (Home of the Brigden Fair) take pride in their ability to educate young and old, those from other cultures, urban dwellers or individuals with agricultural backgrounds, about the importance of agriculture and community in our lives.

In the fast paced digital era in which we live, we are inundated with so much information. We check our phones to find the answers to all questions. Studies have shown that individuals actually learn more effectively with "hands on" activities. Our project's mission is to provide "experienced based" learning in a fun, creative atmosphere so valuable lessons can be learned. In order to achieve this goal, accessibility to the buildings was a prime concern. Our belief in social inclusion was the driving force of the project. MAS wants seniors, individuals with physical and mobility challenges and young families with strollers to have the opportunity to experience events safely throughout the fairgrounds.

Through the funding provided by the Alix Foundation, a cement floor has been added to one of the horse barns which will allow patrons to move easily through the barn, meeting the animals, trainers and reducing tripping risks. Doorway access to the barn areas have been reconfigured to ensure all mobility supports can be used. Also the Wash Bay was replaced to ensure the safety of our exhibitors, their animals and our guests.

Once again, thank you to the Alix Foundation. Improving accessibility to the programs presented at the Brigden Fairgrounds will help to achieve our goal of inclusiveness for all.



**BRIDGEN FAIR**  
Moore Agricultural Society Presents the Annual ...  
**Brigden Bluegrass & Country Campout Jamboree**

SAVE THE DATE 2019

**JULY 31ST - AUGUST 5TH**  
CAMPING AVAILABLE \$25 / NIGHT . HYDRO & WATER  
(NOTHING WILL BE DEPOSITED BEFORE 10 A.M. ON JULY 31ST)  
PLOUGHMANS DINER OPEN WED-FRI 7AM-7PM  
SATURDAY 7AM-4PM  
DAILY JAMBOREE

Friday Saturday Sunday

BANANA SPLIT NIGHT \$5.00 / EACH

CRAFT SHOW 9am-2pm  
ROAST BEEF DINNER  
SERVED AT 5:00PM.  
\$18 / PER PLATE.  
DINNER TICKETS GO ON SALE  
MONDAY JULY 29, 2019

BREAKFAST FOLLOWED  
BY OPEN GOSPEL SING  
9:00A.M. IN THE  
EXHIBITION HALL.

50/50 Draws . Dancing . Music . Fun & Fellowship

FOR MORE INFORMATION PLEASE CONTACT  
BILL MYERS AT 226-627-1679 OR FAIR OFFICE AT 519-864-1197

JOIN THE BRIDGEN COUNTRY JAMBOREE FB PAGE FOR UPDATES.

facebook

2019 Shirt Orders for Bridgen Fair					
Name	Phone Number or email	T-Shirt @ \$15	Sweatshirt @ \$30	Size	Total Cost
John Doe	226-867-5309	1	1	2xl	\$45
T-shirts are \$15 each Hooded Sweatshirts are \$30 Mens Sizes S-3XL available					
<b>ORDERS DUE TO THE OFFICE BY FRIDAY JUNE 21ST AT NOON</b>					



## A large, orange metal stage structure with a white roof, supported by a trailer and legs, parked on a grassy field. The structure is long and rectangular, with a white roof and orange metal framing. It is supported by a trailer with multiple wheels and several legs. The background shows a grassy field and a cloudy sky.

Over the past couple years, Moore Agricultural Society has diligently been investigating a variety of solutions to increase as well as replace the approximate 575 seating capacity that was lost. These units had been rented on an event basis during the last few years.



## *Just My Thoughts...*

The convention was an amazing experience!

I was able to meet the other ambassadors across Ontario and learn about their fairs and their ambassador program. I learned how their fairs operated and how long their ambassador programs had been running. I was surprised at how many ambassador programs have gotten so small that they might no longer exist at their fair. I also learned that some fairs are just starting their own program. I was thrilled to meet so many people and get to know everyone.

The first day, the ambassadors played games to get to know each other. As an example, we passed around two balls of yarn to see what we have in common with each other. We also participated in teamwork building skills and found we were all very competitive. We organized ourselves by our names from a-z, organized ourselves by our fair names and by our birthdays, all without talking. I was surprised to find another girl with the same birthday as mine! After having dinner, we participated in the evening showcase. Later that evening, we went back to the hospitality suite to get to know each other more and played more games including the musical chair game (where you live if you had the same thing in common with what the person standing said) and a ladder game where we tried to get as many points for the team.



The next day the ambassadors went to the opening ceremony with the rest of their agriculture society. We then broke into three groups and my group started with listening to a guest speaker talk about the power of food and how it can lead people to your fair or town. She taught us how food uses all five senses, so people tend to remember those experiences more than only using a few of the senses. This can attract more people to the fair, business or a country! We had all three groups of ambassadors meet back to hear the CNE ambassador tell us about her experience. She went over her ambassador journey and how the CNE changed last year. She went over all categories and a bit of the marking scheme with us. We then had lunch together, and continued off in our three groups. I had the scavenger hunt next where we had to find the items and people on the list and our reward was brain teasers! (How much dirt is in a hole 4ft by 3ft by 2ft... 24ft of air!) Our last rotation group was another guest speaker. This time we learned about the power of social media and how to connect with people of all ages, gender and races. This allowed us to look at Instagram accounts and other social media outlets to see where we could improve or increase the amount of attendance at our fairs. She demonstrated how a good photo and story can increase the excitement for a fair or place. She also explained that most individuals get their information from social media websites, e.g. Instagram, Facebook, Twitter, and Google. She also showed us ways to give out information on Instagram without trying to sell it. She was a very informative speaker, and it was great to listen to women who are very passionate about their job and very knowledgeable. After I was finished asking questions we went out for dinner.



When we all got back I had to get ready for the group picture. We ended up sorting ourselves from shortest to tallest and started to assemble on the stairs. We soon realized that there was not a lot of space and we were packed in like sardines. I ended up switching places with the girl above me and the girls around us gave us a hand. We had to pause the picture for a few minutes when an ambassador



dropped her crown to the first floor. We took many pictures and they ended up looking really good. We then made our way to the back and arranged ourselves in alphabetical order from our agriculture societies. I was near the front of the line, I ran through what I was going to say on stage while the other ambassadors were either doing the same, having a conversation or singing a song. When I walked on stage, I could not see any faces but I knew my society was watching and rooting for me. After everyone exited the stage the showcase event began! It was incredible.

The district thirteen girls and I took lots of pictures together. It was a fantastic experience. Later that evening we went down to the hospitality suit again and ended up chatting, doing a pin swap, and some of us joined in learning how to line dance. It was such an amazing day and I knew it was going to end tomorrow.



When Saturday came I sat with the agriculture group and watched the wrap up and thank you from the OAAS convention. I also got to listen to the feature speaker who did a fantastic job talking about how times are changing and we all need to communicate better between all ages and races. She showed us how we need to communicate our agriculture knowledge better, and how it is important people understand what we are saying and why it is important! When the speaker finished it was amazing that the three days flew by in a blink of an eye. I had a fantastic time with my fellow ambassadors and learned a lot from the speakers! I would like to thank the Moore Agricultural Society for allowing me to attend this beneficial convention.

Eve Pettit



## 2019 OAAS Convention



A number of delegates from Moore Agricultural Society headed down the highway to Richmond Hill, the new site of the Ontario Association of Agricultural Societies Convention. Once there, they spread themselves over the many seminars and topic.

Attendees included: Judy Bogaert; Nancy Brown Ali Dion; Lacey Eramo; Michelle Evanitski; Audrey Joyce; Duncan MacRae; Brenda & Jim Maw; Devon Maw; Kathy Myers; Lindsay Myers; Taylor Myers; Eve Pettit; Dennis Robinson; Malcolm & Barbara Rogers; Jackie South; Mona May & Harold Thompson; Eric VanDommelen ; Orrie Wigle.

Seminars included:

### Board Governance: Commercial Blanket Bonds

- Eye opening information provided making sure that adequate insurance coverage is in place.
- Worries of lawsuits

### Sizzling Food Safety & Catering Tips

- Discussion around whether everyone in the kitchen should be wearing a hairnet instead of just tying hair back.
- Also discussed whether buffet lines should have servers so that patrons are not spreading germs when they handle utensils.

### Attracting & Retaining Sponsors

- Types of Sponsors – Community (local Businesses); Advertisers (Big Brands/Established Companies); ROI (Return on Investment); Seekers (What's in it for me); In kind (exchange of services).
- Sponsorship is a mutual & beneficial partnership where each partner leverages an asset from the other in an effort to achieve each other's individual goals.
- Sponsorship should be the gravy of your event
- Important to court your sponsors – face to face, speak directly rather than just by letter.
- Partners – need to be part of the planning, make them feel valued & part of the process.
- How to maintain Sponsors
- Knowing your assets is important: Naming rights; attractions/buildings; Signage & Décor (in kind).
- What are your assets worth – sponsorship opportunity should never be priced to meet a budget number. Budget should be created based on properly valued assets & inventory.
- Sponsors may want exclusivity (Bell won't want Telus there).
- Package assets – one size doesn't fit all



- Don't payout more than you are receiving to achieve the goal.
- Do not have lots of sponsors on one page if you use print advertising.

### Showcasing Your Fair's History

- Important to preserve our heritage and let people see the history, exhibit old trophies with explanations, exhibit awards, other pieces of fair history, books, pamphlets.
- Add history page to web page
- Important history is not lost and is available for all to see.

### How to become an OAAS Judge

- Changes are being made. Some info was confusing as presented.
- Concerns that OAAS committee is watering down the education portion of being a judge



### Expanding Your Homcraft Classes

- Ideas from other fairs
  - o increase in prize money
  - o new ways to display quilts
  - o new quilt classes allowing one person to make the top and another to do the quilting
  - o decorated wine glasses
  - o wine glass charms
  - o adult Lego classes
  - o unusual preserves
  - o Pinterest good spot for ideas

### Marla Calico - But I Can't Understand What You're Saying

- means what I am saying & what you are hearing can be two different things.
- There is a generation gap.
- How to be more polite answering crazy questions.
- Be mindful that "fair language" is a unique language & foreign to your visitors and new volunteers.

### How Do You See Your Fair in the Future – Ideas

- Junior directors – run different small events (25 & under)
- Get kids involved (school level)
- Lose the mindset "this is how we have always done it"
- Friends of the Fair – help fundraise for fair
- Have ambassadors sit in on board meetings – input

### Common Courtesy for Email & Voice mail

- Use auto message to direct to the website
- Please "Like, Share and Comment" on Facebook – win passes to the fair
- Ambassador Facebook/promote Ambassador Program

### Fundraising Round Tables

- Many ideas brought forward. Some different ones have been noted here.
- Wing Night (with babysitting – Movie for the Kids)
- Breakfast on the Farm – partner with another service group – different farm each year split profits 50/50, Educational farm tours
- Ladies Night – Paint Night with beverages
- Different vendors come for a "shopping night" (December)



- Home & Garden Show
- Laser Tag Night for youth
- Ladies Night with a psychic
- Men's Steak Night



#### Marketing Your Fair & Events

- Use Social Media
- Pizza Box Flyers one month before Fair
- Current Ambassador nominate an ambassador for next year
- Post events on community groups, Buy & Sells

#### School Programs & Your Fair

- Ag Awareness Days
- Farmers Olympics
- Ag Scape
- School Departments – match teaching curriculum

#### Assist Expo

- Software issues and solutions
- New features – will they work for MAS

#### Cannabis Act in Ontario

- Many grey areas
- As of now, under the Federal law, persons 18 yrs or older may possess up to 30 gms of legal cannabis or by products and grow up to four plants per residence (not per person) for personal use. The seeds must come from a licensed business. However, under the Ontario (provincial) law, you must be 19 yrs of age or older. Municipalities may also pass by laws to regulate their local areas. Smoking cannabis is pretty much the same as tobacco laws (Smoke Free Ontario Act). We have the right to ban smoking cannabis on the premises (Trespass to Property Act). These rules can be given either orally, in writing or by sign; however, it is best to have adequate signage. If someone says it is for medicinal purposes, they will still have to adhere to the “no smoke” rule but can use their edibles. We have the right to ask a person to leave if they are engaging in activities that are prohibited on the grounds.
- Conditions around where smoking can take place
  - o Not in enclosed space
  - o Not in indoor common areas
  - o Not in sports arena
  - o Not at entertainment venue
  - o Not where reasonable expectation of children being present

#### Standing Out Above the Crowd

- How to strategically market yourself in an ever-changing environment to increase awareness of your business, boost social engagement to build clientele.
- Advertising thru social media
- Need a user friendly and updated website
- YouTube is a powerful tool as well
- Consider “search engine marketing”
- Spark interest, trust & familiarity with your audience



#### Setting Up Your Volunteer Program for Success

- Effectively managing your volunteers
- important to find the correct fit
- place them in a post that pertain to their skills and interests
- allow them an opportunity to learn and take part in a different role
- give clear direction of expectations
- have experienced volunteers mentor
- show your appreciation
- promote for volunteers thru social media, word of mouth, posters, flyers, schools, community centres, religious institutions.
- Check which digital media is popular with which demographic
- Remind them of year round opportunities
- Setting up for Success
  - o Guidance
  - o Clear understanding of direction
  - o Following established policy
  - o Recognizing for job done
- Establishing Volunteer Programs
  - o Know what other events are planned in the area
  - o Plan ahead and establish a time line
  - o Increase motivation thru orientation and training
  - o Handle volunteer distraction – adjust supervision, define chain of command
  - o Establish a single individual to oversee & provide support to the volunteer
- Cycle of Recruitment
  - o Recruit for roles
  - o Select the right volunteers
  - o Set volunteers up for success
  - o Keep volunteers excited
  - o Show appreciation to volunteers
  - o Start planning for the next event





### Connecting with Fair Audiences

- People want to gain knowledge without the hassle of learning it
- Info should be in quick easy blurbs – easy to make connections
- Important to represent ourselves to the public assuming that they do not have an agricultural background
- Keep animals & pens properly cared for
- Keep your displays simple for kids & adults to learn easily
- Make first impressions count
- Have a plan for tense situations

### Under 40 Meet & Greet

- Good discussions on a variety of topics

### Dealing with Difficult Volunteers

- Many volunteers are considered difficult for one of two reasons
  - o Either they do the wrong thing because they don't know the right way to do it, or
  - o They specifically choose not to do the correct thing
- Education & expectations are important
- Policy & procedures are good to have in place

### Make Your Meetings Matter

- Importance of a good agenda
- Good Meeting – agenda, stays on track, action items, timelines
- Importance of a positive ,meeting environment
- Establish ground rules
- Summarize key decisions at close of meetings
- Fair Vision & Mission should be printed on all agendas
- Is there a mentor plan for the movement of volunteers to more leadership roles
- Grooming new directors from committee chairs
- Sharing ideas helps make good decisions!



### AgScape

- Voice of Agriculture in the Classroom.
- Know the educational “Buzz Words” when promoting programs
- Hands on, interactive, inquiry based learning, Lifelong Learner

### Showing Your Fair History

- Minute books are legal records and must be saved in a safe place
- Record and keep records of fair history
- Form a history committee

### Strategic Planning – How it Helped Our Fair

- Train the Trainer programs are available at no cost
- Having a mission statement that reflects what your fair represents is essential

### Measuring Your Society's Performance to Tell Your Story

- A visit to the fair should make memories that will result in stories being told and memories being relieved
- Are you just a fair or do you do more

### Advocating Agriculture & Social Media

- Diversify the way that you tell your story
- Be positive and truthful
- Make it Agriculture and farming centred

### Success is in the Details

- Everyone wins and puts more dollars in the bank account when event producers understand what good vendors and concessionaires need for successful operations and when the building blocks of communication and details are implemented from the start of the process.

*You will notice that many ideas that were brought forward, MAS is already doing. There were also many ideas that made us ponder how we could utilize them in our programming.*

**Being  
told you're  
appreciated  
is one of the  
simplest, yet  
most incredible  
things you can  
ever hear.**

Spirit Science

**VOL NTEER**  
*all that's missing is U!*

### Volunteer Hours

Graduation will be approaching quickly. Do you still need volunteer hours to get your diploma or would you like to meet new people and help in your community? Call the Brigden Fairgrounds Fair Office at 519-864-1197. We are always looking for great volunteers. Volunteer opportunities available all year around.

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**Your  
Opinion  
matters**

All committees are looking for new members. Let us know where your interests are!!!!



The Grounds & Buildings Committee have been working hard to help reduce the water levels around the fairgrounds!



Thank you to our Gas Cutting Contractor!

They have been doing an amazing job trying to keep our grounds looking fantastic for events even though Mother Nature has been overdoing the plant waterin!



Moore Agricultural Society  
Home of the Brigden Fair

# Harvest of Gold 2019

## 50/50 Draw

Price \$5.00 each or 3 for \$10.00

Lottery Licence #

Ticket # 0001

To be drawn Monday October 14<sup>th</sup> 3:00pm on the Fair Grounds  
2500 Tickets Printed

Winner will be announced at the time of the draw!



**Tickets will be on sale shortly!**



**Newsletters can be found on the Brigden Fair Website**

**[www.brigdenfair.ca](http://www.brigdenfair.ca)**

