



# Convention Program

*November 15-17, 2023*







**CAFE National Awards**  
The CAFE Awards Program annually recognizes the accomplishments, innovation, and long-term contributions of organizations and individuals to the industry and their respective associations and organizations. The National Awards program allows members to nominate individuals and groups into the categories listed.

**Innovation Award**  
What is innovation? It's a new product, service, technology or method that provides a better or more effective end result. It could be innovation in engineering, beautification, competitiveness, environmental programming - you name it!

**Service Member of the Year**  
This award recognizes a service member (concessionaire/vendor, midway, service provider) that is deemed to have made the most significant overall contribution to the industry over the past year(s).

**Canadian Fair Champion**  
There is no firm criteria – just nominate from your heart! This is your chance to recognize “that special someone” who goes the extra mile for your fair organization or agricultural society. It could be a volunteer or staff member. It may be the fellow who has taken on maintenance of your fair buildings with little or no thanks. Or the woman who has chaired every committee twice and keeps stepping in when needed! Maybe it is someone who supported your community through another difficult pandemic year.

**Roll Of Honor**  
Established in 1979, this award is to recognize distinguished service by an individual or organization to the Canadian fair and exhibition industry and the Canadian Association of Fairs and Exhibitions.



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## Welcome Message

from the President of CAFE Board Members



### President's Message

I would like to welcome everyone to Convention 2023. After the sizzling convention in Ottawa, we thought we would cool things off here in wintery Edmonton.

I would like to give tremendous thanks to the amazing convention committee who put together a spectacular gathering of strengths in colleagues.

Over the next few days we strongly encourage everyone to go beyond their known bubble to welcome new members.

I want to thank the board with great optimism to continue with a tremendous recovery. With our industry showing tremendous resilience and passion whether we are small, medium or large fairs or service members supporting the industry, one common thread is we are all deeply passionate about fairs and exhibitions across the country.

I look forward to hearing from you, and welcome you to this year's convention.

Phil Shuchat

President of CAFE Board Members



## Welcome Message

from the 2023 CAFE Convention Committee



### From the Committee Chair

Welcome everyone to Edmonton and the 2023 CAFE Convention. The Convention Committee has been hard at work over the last year building a convention program that we hope you all will love, so thank you for your patience. This year's theme we wanted to focus on the future, delivering sessions that would encourage us to focus on how to grow, improve best practices or implement something new at our events.

The convention has some terrific speakers, sure to please spectacular showcases and a wicked exhibitor line up in the trade show, so be sure you take advantage of everything the convention has to offer.

We also encourage you all to use the networking time to meet someone new, share with them some of your experiences or ideas. The relationships you form at convention can sometimes become friendships that will span the length of your career and become your source of knowledge or your person to run ideas by and ask questions. How many new friends can you make this year?

A big thank you to all the volunteers who have donated their time to support critical roles at the convention, we could not do it without them.

Finally, a big shout out to the 2023 Convention Committee who has spent countless hours on this amazing event. If you get a chance to meet any of them, give them a round of applause.

Thank you to the 2023 Convention Committee

Allison Wright	Judy McFaul
Amanda Frigon	Kalyn Van Horne
Ashlee Lamontagne	Kryssie Thomson
Ashley Warner	Kyle Russell
Cheryl Skorpach	Meagan Johnston
Christine Parent	Priya Modak
Derrick Cowie	Tammy Noonan
Fawnda Mithrush	Tegan Thompson
Joe Vetere	

Sincerely,  
Amanda Frigon  
2023 Edmonton Convention Committee Chair





# EDMONTON VALLEY ZOO

Get Closer

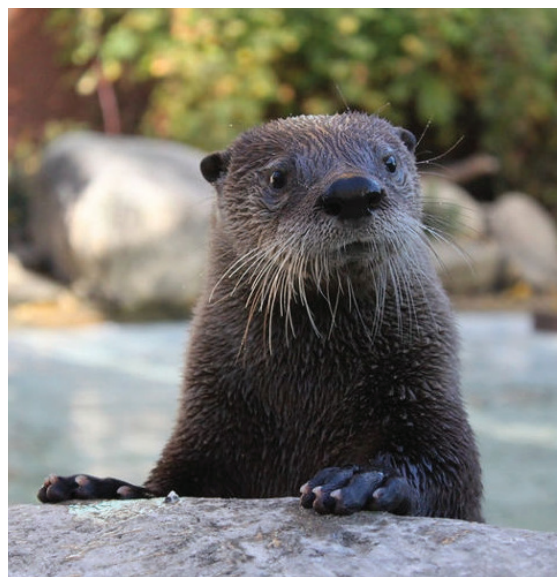
## Bio of Tannia Franke

Executive Director of the Valley Zoo Development Society

As the Executive Director of the Valley Zoo Development Society, Tammy is responsible for fundraising, strategic planning, revenue operations (management of the zoo store, subcontractors and revenue sharing operations), and acts as Board Liaison, spokesperson for the society, a liaison with the City of Edmonton and the Valley Zoo staff, and last but not least the planning and implementation of various programs along with public, corporate and capital campaigns to support the Edmonton Valley Zoo and fund the Valley Zoo Revitalization Projects.

She worked with the City of Edmonton in the Community Recreation and Culture Branch for over 25 years and as a Manager Supervisor of Arts, Nature and History Experiences, Tannia Franke focused on the development of strong visitor experiences strategies offering great animation at popular attractions such as the Edmonton Valley Zoo, Muttart Conservatory, John Janzen Nature Centre and John Walter Museum. In addition, Tannia was the leader of the Arts Experiences team at the City Arts Centre, providing high-quality arts education opportunities across various visual, culinary, creative and performing arts disciplines.

Tannia is passionate about education and conservation. Many new programs have been developed and implemented by Tannia's team including the 100 Voices Preschool, Pay it Forward for the Planet, and Illuminature (an electronic dance party in a Botanic Garden).



**Wednesday, November 15, 2023**

**11:00 am – 4:00 pm Meet at Bus Pick up**

**Offsite Pre Tour – Edmonton Valley Zoo**

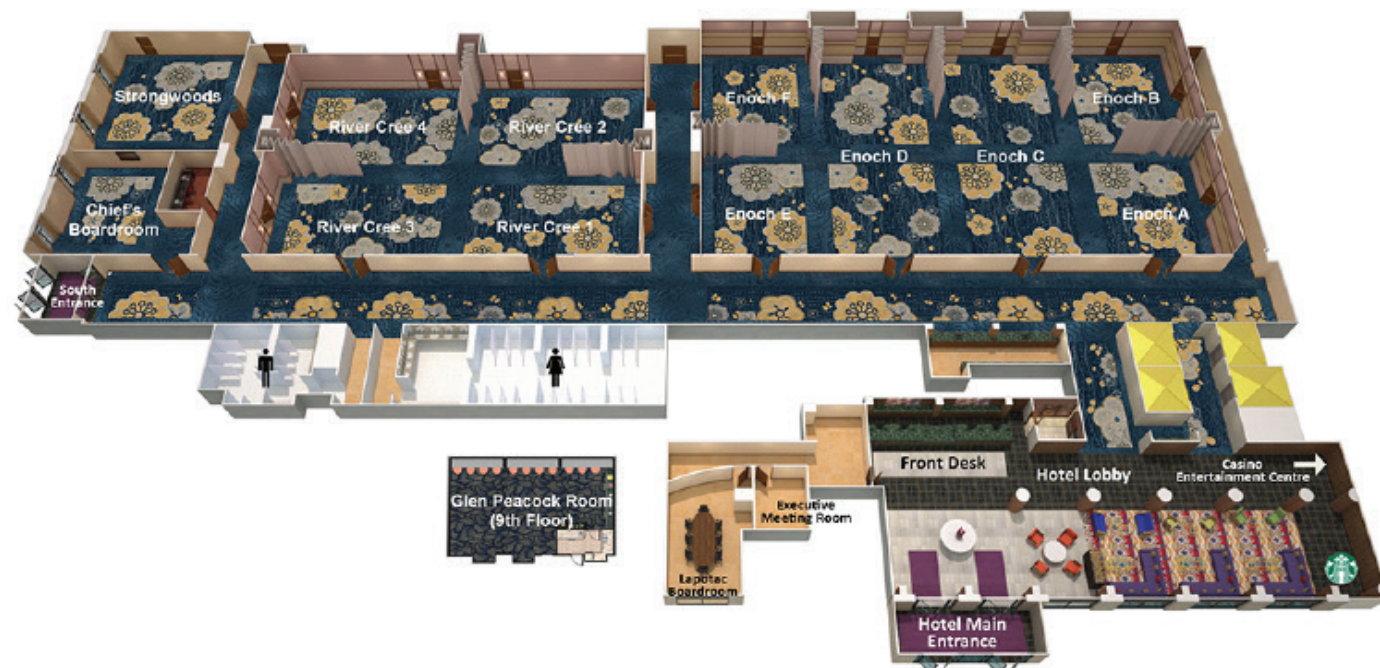






## Bus Pick Up

### Hotel Floor Plan



Coach Staging - Map  
River Cree Resort  
& Casino  
(Right)

Back Parking Lot  
Four Points By Sheraton  
(Below)



### River Cree Resort & Casino

There is designated Coach Parking outside of the entrance of the Hotel. The Map shows where the pick up and drop off is and where the coaches are to be staged while they wait to load. Use these locations for the pre tour and the closing evening.

### Four Points By Sheraton

The Door is at the back of the hotel on the NORTH side, on the back side of the Walmart Super Center, see photo labeled back parking and the map. There will be a shuttle provided from the Four Point by Sheraton Hotel to the River Cree Resort and Casino during the times below. Travel outside of theses times is the responsibility of the individual.

November 15, 2023

3:30 pm until 7:30 pm

10:00 pm until 1:00 am

November 16th, 2023

7:30 am – 10:00 am

4:00 pm until 7:30 pm

10:00 pm until 1:00 am

November 17, 223

7:30 am – 10:00 am

3:00 pm until 6:00 pm

10:00 pm until 1:00 am



### West Edmonton Mall Shuttle

There is a shuttle from the River Cree Resort and Casino to the West Edmonton Mall, please see reception for hours of operation.



# Day 1

## Schedule

**Wednesday,  
November 15th, 2023**



## Convention Schedule

Wednesday, November 15, 2023

TIME	LOCATION	FUNCTION
12:00 pm – 5:00 pm	Convention Lobby Coat Check	Registration desk open
8:00 am – 12:30 pm	Strongwoods	CAFE Board Meeting
11:00 am – 4:00 pm	Meet at Bus Pick up	Offsite Pre Tour - Edmonton Valley Zoo
12:30 pm – 4:00 pm	Strongwoods	Provincial Associations Meeting
5:30 pm – 9:30 pm	Enoch DEF	Cash Bars Open for Networking
6:00 pm – 10 :00 pm	Enoch DEF	Opening Reception presented by Kidomo (dinner, networking and showcases)
10:00 pm – 1:00 am	2nd Floor Suite 2007	Hospitality Suite - Presented by Rig Hand Distillery, Lemon Heaven & Superdogs



# Day 2

## Schedule

**Thursday,  
November 16th, 2023**



## Convention Schedule

Thursday, November 16, 2023

TIME	LOCATION	FUNCTION
8:00 am – 9:00 am	Convention Lobby	Continental Breakfast
8:30 am – 11:00 am	River Cree Ballrooms	Tradeshow - Exhibitor Move In
9:00 am – 5:00 pm	Convention Lobby Coat Check	Registration desk open
9:00 am – 5:00 pm	Convention Lobby	Silent Auction Open
9:00 am - 9:30 am	Enoch DEF	Opening Ceremonies
9:30 am - 11:00 am	Enoch DEF	Keynote Speaker – Jackson Kerchis – “Resiliency in the Midst of Uncertainty”
10:00 am – 11:00 am	River Cree Ballroom	Service Member Meeting In Tradeshow
11:00 am - 5:30 pm	River Cree Ballroom	Tradeshow Opens
11:00 am - 11:15 pm	River Cree Ballroom	Networking Break In Tradeshow
11:15 am - 12:15 pm	Enoch A	Madison Cote - Technology/Innovation

... continued on next page





# Convention Schedule

Thursday, November 16, 2023

TIME	LOCATION	FUNCTION
11:15 am -12:15 pm	Enoch B	Evan Filler - Single Use Service
11:15 am -12:15 pm	Enoch C	Stan Peake - The Single the Most Important Skill for tomorrow's leader
12:15 pm -1:30 pm	River Cree Ballroom	Lunch In Tradeshow & Showcases
1:30 pm -2:30 pm	Enoch A	Melissa Radu - Sustainability
1:30 pm -2:30 pm	Enoch B	Kerri Blizzard and Chris Kerr - Safety & Security at the Fair
1:30 pm -2:30 pm	Enoch C	Darrell Brown – Achieving National Recognition for your Event: The Criteria and How to Make it happen
2:30 pm - 2:45 pm	River Cree Ballroom	Networking Break In Tradeshow
2:45 pm -3:45 pm	Enoch A	Angus Docherty - Journey 2050 Feeding The World
2:45 pm -3:45 pm	Enoch B	Jennifer Faulkner – Grants 101
2:45 pm -3:45 pm	Enoch C	Tim Berrett - Evaluating Sponsor Properties

TIME	LOCATION	FUNCTION
3:45 pm - 4:00 pm	River Cree Ballroom	Networking Break In Tradeshow
4:00 pm -5:00 pm	Enoch B	Willie Lee – Brand as an Operations Challenge
4:00 pm -5:00 pm	Enoch C	Brad Bartko – Accessibility at your Fair
4:00 pm -5:00 pm	Strongwoods	Crowd Sourced Round Tables Discussions
5:00 pm - 6:00 pm		Free Time
5:30 pm – 7:30 pm	River Cree Ballroom	Tradeshow Exhibitor Move Out
6:00 pm - 10 :00 pm	Enoch DEF	National Awards Gala Showcases & Live Auction
10:00 pm – 1:00 am	2nd Floor Suite 2007	Hospitality Suite - Presented by Rig Hand Distillery, Lemon Heaven & Superdogs



# Day 3

## Schedule

**Friday,  
November 17th, 2023**



## Convention Schedule

**Friday, November 17, 2023**

TIME	LOCATION	FUNCTION
8:00 am - 9:00 am	Convention Lobby	Continental Breakfast
8:30 am - 4:30 pm	Convention Lobby Coat Check	Registration desk open
8:30 am - 9:00 am	Enoch DEF	AGM Registration
9:00 am - 10:00 am	Enoch DEF	CAFE AGM
9:00 am - 2:30 pm	Convention Lobby	Silent Auction Open
10:00 am - 10:15 am	Convention Lobby	Networking/Break
10:00 am - 10:30 am	Strongwoods	NEW CAFE Board Member Meeting

... continued on next page





# Convention Schedule

Friday, November 17, 2023

TIME	LOCATION	FUNCTION
10:15 am - 11:30 am	Enoch DEF	Plenary Speaker – Erin Davis – Creating a More Inclusive World, One Conversation at a Time
10:15 am – 12:30 pm	Enoch C	Jennifer Wood & Mikki Shatosky - Animal Care Workshop Part 1
11:30 am - 11:40 am	Convention Lobby	Networking Break
11:40 am– 12:30 pm	Enoch DEF	Scott Lundell – Recruiting and Retaining Youths as Volunteers
12:30 pm - 1:30 pm	Enoch DEF	Lunch
1:30 pm – 2:30 pm	Enoch A	Sandra Jackle & Scooter Korek - Trends Panel
1:30 pm - 2:30 pm	Enoch B	Christopher Smith - The wider role of the Fair

TIME	LOCATION	FUNCTION
1:00 pm - 2:30 pm	Enoch C	Jennifer Wood & Mikki Shatosky - Animal Care Workshop Part 2
1:30 pm - 2:30 pm	Enoch DEF	Paul Rosenberg & Matthew Stone - Reimaging the Fair
2:30 pm - 2:45 pm	Convention Lobby	Networking/Break
2:45 pm - 4:15 pm	Enoch DEF	Closing Speaker – Jacquie Fenske Addicted to Recovery
5:00 pm – 5:30 pm	Meet at Bus Pick up	Shuttles to Closing Evening Location (Shuttles Depart at 5:30 pm)
6:00 pm -10:00 pm	Rig Hand Distillery	Closing Party
10:00 pm - 10:30 pm	Meet at Bus Pick Up	Shuttle back to the hotel
10:00 pm – 1:00 am	2nd Floor Suite 2007	Hospitality Suite - Presented by Rig Hand Distillery, Lemon Heaven & Superdogs





## Tradeshow Exhibitors

### AuthentiGATE

117-B 10th St,  
Brandon MB R7A 4E7  
1-888-508-2591  
info@authentigate.ca www.authentigate.ca  
Total Admission Solutions From Start to Finish.

### Circus Lumberjack Show

#### Tim Burr

Toronto, Ontario  
circuslumberjack@gmail.com  
<https://circuslumberjack.ca>  
Comedy Stunt Show with a Lumberjack theme. Chainsaw Juggling, log rolling, tricks with fire and Hatchet Hucking. Tim Burr is a Crazy Canuck who would rather show off his circus skills than do hard work eh! Hilarious and engaging, audiences can't help but fall for this Funny Feller! Let's hope he doesn't fall on them... Tim Burr!!!

### Creative Club Group

#### Rob Gray

416-948-2610  
rob@creativeclubglobal.com  
www.creativeclubglobal.com  
Ask about EverBlocks - Giant multi-coloured blocks that look like LEGO. Rent/Purchase Chairs, Couches, Bookshelves and more... Kids and /or Adult Teambuilding Packages for Indoor and Outdoor Events.

### Dan The One Man Band

#### Dan Dougay

403 615-0438  
dan@dantheonemanband.com  
www.Dantheonemanband.com  
For more than 30 years, Dan has been delighting the masses with 9 Instruments strapped to his body. He's a natural spectacle as well as a natural performer. Fairs have been a staple of Dan's summer touring schedule for over 20 years. He's talented, easy to work with, and he can delight grandma as well as the baby. An excellent addition to your roving entertainment, DTOMB comes self-contained with a fully charged high powered battery operated sound system and all the necessary instruments! Dan's rates are competitive and his ability to entertain is world class!

# TRADESHOW EXHIBITORS





## Tradeshow Exhibitors

### Equilibrium Circus

**Molly Keczan, Libby Sparks, and Paz**

4585 King St.

Lincoln, Ontario L3J 0W7 Canada

info@equilibriumcircus.com

www.equilibriumcircus.com

Home of Paz The Sports Guy, The Silver Starlets, and The Farmer's Daughter Show. We specialize in family friendly, interactive, circus shows.

### Farco Entertainment

**Shane Farberman**

800 Steeles Ave W, Ste B 10 - 136

Thornhill ON L4J 7L2

905-761-9948

farco@irect.com

www.farcoentertainment.com

At Farco Entertainment, we have comedy, jugglers, magicians, facepainters, caricaturists, balloon clowns, and much more!

### Fusion Talent Group

**Andrew Pogson**

344 William St. Stratford ON N5A 4Y5

info@fusiontalentgroup.com

www.fusiontalentgroup.com

An entertainment booking agency specializing in world-class artists and attractions for fairs coast to coast.

### Global FMX

**Kris Garwasiuk**

1-250-470-4005

kgarwaskuk@shaw.ca

www.globalfmx.com

Global FMX is Canada's premier #1 freestyle motocross show. Servicing North America for over 25 years. Included in our shows can be BMX, scooter and snowmobiles. We represent some of the world top elite extreme sport athletes. Tailoring to your event for all ages these shows are guaranteed wow crowds.

### Kidomo

**Nancy McFatter**

154 Stonehenge Drive,

Ancaster, ON, L9K 1M8

905-648-4164

nancy@kidomo.com

www.kidomo.com

Kidomo is the premier producer of family entertainment and live event related services in Canada on a grass roots level. Kidomo has produced over 40 tours since 2000, has entertained millions of Canadian families and is proud to share long term relationships with the most prestigious venues in Canada. Our events offer a unique environment that brings together leading consumer brands and popular children's properties, while promoting brand affinity and awareness. We provide a 360 degree solution by providing multi-faceted, interactive programs that integrate marketing, advertising, publicity, live event management and corporate sponsorship. Our National Tours consist of Exhibitions, Festivals, Fairs, Theme Parks, Shopping Centres, Retail Appearances, Consumer Shows, Zoo's and Charity Initiatives. Kidomo programs and relevant, consistent, frequent and successful!

### PAL Insurance Brokers Canada Ltd.

**Sun-Young Sorensen**

Suite 200, 1400 1st. St. SW

Calgary, AB T2R0V8

Amber.morrison@palcanada.com

www.palcanada.com

PAL Insurance provides insurance for Exhibitors, Vendors & Kiosks across Canada at all types of fairs, exhibitions, festivals, markets, etc. Ask us about our Custom Online Platforms for Exhibitor insurance! PAL is also Canada's leading provider of Special Event Insurance and Party Alcohol Liability for events of all size and type in every Canadian province. In addition, PAL offers insurance for Performers, Caterers, Event Planners, Servers, and much more. We are proudly 100% Canadian owned and operated and have offices in Calgary, Simcoe, ON, and Montreal.

### Pyrowest Fireworks Ltd.

**Michael Mostaway**

1-780-4999-2075

https://pyrowest.com

Let us introduce you to Pyrowest Fireworks, a new and exciting display fireworks company with experience all over the country. Our attention to detail and unique eye for artist design in our professional shows set us apart from our competitors. We can't wait to dazzle your audience at next your event.





## Tradeshow Exhibitors

### QUASEP

**Shannon Marynowich**

1-1585 Cliveden Avenue, Delta, BC, V3M 6M1

marynowich-shannon@avendra.com

www.quasep.com

In partnership with QUASEP, CAFE members can take advantage of a loyalty program designed to offer CASH REWARDS for purchases, DISCOUNTS, or A COMBINATION OF BOTH. With a wide range of high-quality name brand purchasing programs covering almost all areas of a hospitality operation including foodservice products and groceries, uniforms, facility maintenance, lighting, paint and painting services, housekeeping supplies, linens, waste diversion & recycling, and payment services, finding value for your spend is easy. Other benefits include locally-based account management, access to a member's portal, weekly promotions, and more.

### Redd Swing Productions

**Nikky Passmore**

P.O. 631 Bowden, AB. T0M0K0

info@reddswingproductions.ca

www.reddswingproductions.ca

Entertainment with purpose. Making memories and inspiring those who will soon create a better tomorrow! Currently producing - JUNIOR'S FIREFIGHTER CHALLENGE! A firefighter obstacle challenge built for kids ages 4-12. Inspiring the future of firefighting. FAIR GAME – The Gameshow Where You Don't Know Sheep! – Interactive game show all about where our food comes from, packed with fun facts and cow jokes! REDD RAVEN – A Tribute to Led Zeppelin. Ontario-based tribute act, nominated for Cover Band of the Year, with decades of experience, sure to please the music lovers at your event.

### Reptile Parties Inc. "The Wildlife Festival"

**Jason Cleve & Jeremy Oviatt**

yycnaturecentre@gmail.com

www.wildlife festival.ca

The Wildlife Festival is Western Canada's premier provider of animal exhibits for fairs and exhibitions. Offering educational shows and displays, find out how The Wildlife Festival can draw to your event and engage and inspire your guests.

### Sakamoto Agency

**Paul Biro**

https://sakamotoagency.com

Operating Partner and President, responsible for day to day management and operation of the company, as well as artist touring and development as Senior Agent. He's a four-time winner of the Ron Sakamoto Talent Buyer of the Year Award at Canadian Country Music Awards, and has played a major role in developing breakout bands and artists like 2x Gold Artists The Washboard Union, Double Platinum Artist Aaron Goodvin, and Nice Horse, booking touring dates across Canada, the US and Europe. Paul continues to book a well rounded roster of both established and up and coming artists, multimedia tribute-style shows, comedic sensations, and cultural artists. Since 2021, Paul and his team have also launched three new divisions to Sakamoto Agency. A radio and digital promotion company called GPS Promotion and management arm called GPS Artist Management, in partnership with GrassRoots Promotion in Nashville, and a record label called Sakamoto Music, distributed by the good folks at Warner Music Canada.

### Select Entertainment

**Chris Martin**

6 Bow Meadows Dr, Cochrane, AB

chris@select-entertainment.com

www.select-entertainment.com

Select Entertainment is a Calgary-based agency that represents musicians, circus acts, fire shows, variety entertainers, jugglers, magicians, roving performers, hypnotists, and yard acts. Our featured performers this year are Ride the Vibe motorcycle stunt show, Laughing Loggers hilarious lumberjack show, Hula Hoop Circus kids & family entertainment, Spandy Andy the most energetic roving act on the planet, country singer Travis Dolter, and magician/hypnotist Roger Boucher.

### Superdogs

**Phil Shuchat & Josh Woods**

info@superdogs.com

www.superdogs.com

The family pets of over 150 trainers across North America, SuperDogs come in all shapes and sizes. Multiple breeds, marvelous mixes and plenty of rescues have been dazzling and delighting audiences for decades. From feature films to television specials, virtual shows to digital shorts, not to mention their groundbreaking live productions, the SuperDogs continue to push the boundaries of the industry they invented more than forty years ago. Fast-paced, interactive, heart-warming and hilarious, experience the fun of these amazing dogs a show near you.

### Trillstar Entertainment

**Sean Watson and Chanelle Munroe**

118 Royal Oak Drive Winnipeg MB R3Y 1R1

info@thrillstar.net

www.thrillstar.net

Your source for Canada's premier fair and festival talent! We deliver a wide variety of world class entertainment; from magicians to comedians, jugglers, ventriloquists, circus acts, Grand Stand A-list musicians, and the world's greatest escape artist! Any event, any talent, anywhere, our talent will thrill you!!!









## Showcase Performers

### Amy Nelson

**Fame Group**

Carla Hackman  
fame@shaw.ca  
www.amynelson.ca

FACTOR-funded, Canadian country music artist Amy Nelson is blazing trails at home and abroad. With her hometown of Regina, Saskatchewan, as a springboard, Amy has risen into the spotlight across Canada and Australia as a vibrant singer, songwriter, musician, and multi-enterprise businesswoman. Amy is readying eight new songs for her appropriately titled fourth album, Chapter 4. “I can’t wait to share this new music with my fans and followers. I am thrilled to have Jeff Dalziel producing this new album. As a writer for Sony/ATV, he has been a great mentor for me. He helped set up co-writes and source additional songs, which have all come together to create this strong, new package of music.” Most recently, Amy recorded a one-off single in 2022, “Trippin’,” for top Canadian country music label Open Road Recordings, produced by CCMA Award winner Jeff Dalziel (Washboard Union, Nice Horse).

### Brayden King

**Fame Group**

Carla Hackman  
fame@shaw.ca  
www.amynelson.ca

Brayden King’s music is enticing as it rides on the edgy side of Country. Gritty with a hard hit of twang, King is known as the life of the party originally from the land of the living skies, Weyburn, Saskatchewan. King now calls Edmonton, Alberta home and has been embraced by the province’s music scene, quickly making a name for himself across the prairies. King’s most recent work, “Live From The Road,” was released on January 14th, 2022. This seven song EP is a compelling collection of originals and covers from some of his favourite artistic inspirations. King has played well over 150 shows across the prairies with no signs of slowing down. Brayden King invites you along for the ride.







## Showcase Performers

### Magician and the Muse featuring Sean Watson and Chanelle Munroe

#### Thrillstar Entertainmnet

Chanelle Munroe  
1-204-227-5119  
info@thrillstar.net  
www.magicianandthemuse.com

### The Circus Lumberjack Show with Tim Burr

#### Jeff Kearns

circuslumberjack@gmail.com

<https://circuslumberjack.ca>

Comedy Stunt Show with a Lumberjack theme. Chainsaw Juggling, log rolling, tricks with fire and Hatchet Hucking. Tim Burr is a Crazy Canuck who would rather show off his circus skills than do hard work eh! Hilarious and engaging, audiences can't help but fall for this Funny Feller! Let's hope he doesn't fall on them... Tim Burr!!!

### Dan the One Man Band

#### Dan Duguay

1-403-615-0438  
dan@dantheonemanband.com  
<https://dantheonemanband.com>

For more than 30 years, Dan has been delighting the masses with 9 Instruments strapped to his body. He's a natural spectacle as well as a natural performer. Fairs have been a staple of Dan's summer touring schedule for over 20 years. He's talented, easy to work with, and he can delight grandma as well as the baby. An excellent addition to your roving entertainment, DTOMB comes self-contained with a fully charged high powered battery operated sound system and all the necessary instruments! Dan's rates are competitive and his ability to entertain is world class!

### Deam Gunnarson World's Greatest Escape Artist

#### Thrillstar Entertainmnet

Chanelle Munroe  
1-204-227-5119  
info@thrillstar.net  
www.magicianandthemuse.com

### Donny Lee

#### Fame Group

Chanelle Munroe  
Carla Hackman  
fame@shaw.ca  
www.donnyleemusic.com

### Drew Gregory

#### Sirroma Entertainment

Angie Morris  
sirroma@telus.net  
drewgregorymusic.com

There is an undeniable authenticity and truthfulness to Drew Gregory's music. The songs of this award-winning Alberta country music sensation are infused with a There is an undeniable authenticity and truthfulness to Drew Gregory's music. The songs of this award-winning Alberta country music sensation are infused with a down-home realism, a gritty honesty, and a vibrant sense of rootedness that comes from years spent working the land as a farmer – an aspect of his life that is deeply connected to his talent as a musician. There is an undeniable authenticity and truthfulness to Drew Gregory's music. The songs of this award-winning Alberta country music sensation are infused with a down-home realism, a gritty honesty, and a vibrant sense of rootedness that comes from years spent working the land as a farmer – an aspect of his life that is deeply connected to his talent as a musician, singer, and songwriter. Gregory, the singer, is also Gregory, the farmer – two sides of the same engaging, unpretentious, amiable coin, solidly rooted in the landscape and soil of his rural homestead. The music is as approachable as he is, which also translates on stage as he forms an instant rapport with any audience he performs to.





## Showcase Performers

### Elyse Saunders Reina Entertainment

Tina Simpkin  
pointcathron@gmail.com  
Elysesaunders.com

THE ARTIST: Peterborough, Ontario native Elyse Saunders, is a 2023 CMAOntario award winning artist that's carved her path in Country music as a powerhouse vocalist, dynamic stage performer and topline songwriter. Not only is she quickly building a name as an exceptional talent, but her undeniable & unstoppable drive has been the foundation to her rising success.

THE SONGWRITER: As a songwriter, Elyse has steadily grown her songwriting catalogue between Nashville & home for several years which has lead to many successful releases of her own and 13 outside artist cuts since 2021. Elyse Saunders has a knack for finding melodic ear-candy hooks and likes to approach her syle of writing with textured, conversational lyrics and ingenuity. When listening to her music, it's evident that Elyse brings her own flare to the country music genre while keeping within the commercial lane. As much as she's had stunning success releasing her own recorded material, Elyse equally enjoys working as a team through collaborations with other writers and artists. When going into a co-writing session for another artist, Elyse brings the fine ability to write to the artist's own unique essence, story and voice while leaning into her experience as a songwriter. After over a decade of collaborating with other writers between Nashville & Canada, Elyse now considers herself as a growing professional with an impressive catalogue, multiple songwriting cuts in the Country music genre and an open adaptability to write for other genres with recent cuts in the Pop & Pop-Punk genre.

### Spandy Andy Select Entertainment

Chris Martin  
Entertainment bookings  
select-entertainment.com  
403-700-5170 direct  
888-932-8228 toll-free

### Quinton Blair Sirroma Entertainment

Angie Morris  
sirroma@telus.net  
quintonblair.com

Honest as a day spent on a tractor, and driven like the drifting Prairie snow. 7 time Manitoba Country Music Association award winner, Quinton Blair is a road running, tale-spinning songwriter. Authentic and smooth like a diesel engine, his beard glistening in the setting sun, its rodeo mud in his teeth and horses in his blood.

Born with a natural Prairie sensibility, his rural roots running deep in the Pembina Valley and Parkland regions of Manitoba, Quinton is undeniably authentic. He sticks firmly to writing what he knows, and his songs speak to the rural listener with stories of heartbreak, of family and of rural living. As a life-long outdoors enthusiast, he writes with a strong sense of place and imagery. A student of the great western storyteller Louis L'Amour, Quinton shapes narrative with words, as an artist with a brush. Sharing the stage with countless Canadian and American country acts, Blair has performed his brand of troubadour, storytelling country that carries heavy undertones both of 70's outlaw country and 90's dancehall country flavour with fans all over North America. Wrangling horses is in his blood and has been a part of the Blair family for generations.

### Reptile Party Calgary Reptile Parties

Jason Clevett  
1-403-457-2202  
reptile.party@hotmailc.om  
<https://calgaryreptileparties.com>

The Wildlife Festival is Western Canada's premier provider of animal exhibits for fairs and exhibitions. Offering educational shows and displays, find out how The Wildlife Festival can draw to your event and engage and inspire your guests.





**Allison Wright & Amanda Frigon**

**Crowd-sourced round-table discussions**



**Allison Wright**

Allison Wright is the Director, Park & Facilities Services at the Calgary Stampede. Allison oversees the facility and site operations team for the organization, responsible for on park development and site improvements, as well as facility operations for the 40+ buildings across the 200 acre site including commercially leased properties and key Stampede-time assets such as the infield & track management. Landscaping, mechanical services, asset management, in-house wayfinding/sign creation, autocad support, and permitting round out the service offering of the P&FS team. Allison has made contributions to a variety of initiatives across the park over her 25-year Stampede career including extensive program development and delivery, revenue optimization and business-to-business relationship development as well as service program structure to support a guest centric culture within the organization and workflow process improvements to drive overall efficiency.



**Amanda Frigon**

Amanda Frigon is an accomplished event professional with over 18 years of experience in the event, operations and entertainment industry. She has had the opportunity to work on various national and international types of events such as the World Masters Games, Indy Car, and NASCAR racing series and the Canadian Finals Rodeo. Amanda has been working with not-for profit organizations fulfilling roles in many different capacities, such as the Canadian Finals Rodeo Manager, overseeing major national type events such as headliner concerts and sporting events, and is now fulfilling the role as the Fair & Rodeo Director for Explore Edmonton. She is also the past President of the Canadian Association of Fairs and Exhibitions and the past member representing Canada on the IAFE Board. Amanda is passionate about creating and delivering fun and exciting events and cultivating lasting and meaningful relationships with key stakeholders in the industry.





## Speakers



### Angus Docherty

#### Journey 2050 Feeding the World

Angus is an Education Facilitator with the Calgary Stampede Foundation, working closely with students of all ages in topics of sustainability. He is also working towards a Masters degree in Education Research at the University of Calgary.

### Brad Bartko

#### Accessibility at your Fair

Brad Bartko has lived his life in a world that is not built for him. From the day he was born to today, He has faced many challenges and obstacles that some could never imagine. Despite the challenges he has persevered and is here today to make a change. He is on a mission to create a barrier free world, so that the people after him will experience a inclusive world. His goal that through his story, you will find hope, inspiration, and become acutely aware of the struggles that the disability community faces daily. It's time for a change. It's not about ME, it's all about WE. Brad is the recipient of the Queens platinum Jubilee medal awarded in 2022. Brad and his wife Jenn cofound and own dis-Ability accessible by design. A consulting firm aimed to create more accessible spaces for all. Brad lives with cerebral palsy and is full time in a wheelchair. Brad has been involved with many charity organizations and advocates for those living with disabilities. Through positive attitude and firsthand lived experiences, believe all disabilities despite the challenges, can come together to create an inclusive world for all.



### Christopher Smith

#### More than Festivals

Festivals and events are great celebrations of art, culture, history, nature, and sport. They also offer compelling tourism experiences that draw visitors to communities across the province. They give people a reason to visit, return, and explore surrounding communities. Festivals and events are increasingly seen as an important way to make a community stand out in a crowded, competitive marketplace and, they bring impact to the host community. If you're interested in better understanding your events impact or want to know more about Travel Alberta's Destination Development efforts, plan to take in the session.

#### Christopher Smith's Bio

Christopher is the Manager, Destination Development for Northern Rockies and Wildlands. For the past two decades, Christopher has worked to drive Alberta's visitor economy with a community-centric approach. What he loves most about his job is connecting with local operators and residents to share ways that tourism can build vibrant communities.

Prior to taking on the role of Destination Development Manager, Christopher previously held the roles of Tourism Investment Manager and Product Content Manager at Travel Alberta. In his spare time, Christopher enjoys spending time with his family, hiking, and taking his kids on dad-ventures. He is a born and raised Albertan and calls Edmonton home.





## Speakers



### Darrell Brown

#### Achieving National Recognition for Your Event: The Criteria and How to Make it Happen

Darrell Brown is the CEO of the Canadian National Exhibition Association. Mr. Brown has worked as a consultant, legal advisor and entrepreneur in a career that spans five decades across four continents. From practicing law and consulting on employee benefits issues in Canada to leading international development projects to staging acclaimed art exhibitions, his experience ranges from leading project planning and implementation, financial management, marketing, research, communications, legal advisory services, strategic planning, and governance initiatives to providing numerous governments with consulting services on a variety of topics.

Mr. Brown has been in the thick of crisis situations in Asia and Europe and, ironically, assumed his executive position at the CNEA just before it faced the most significant financial challenge in its history brought on by the COVID pandemic. Mr. Brown has both M.B.A. and LL.B. degrees from Dalhousie University, where he also received an undergraduate honours B.Sc. in Psychology.



### Erin Davis

#### Creating a More Inclusive World, One Conversation At A Time

As we work to create an inclusive, human-centred future, understanding how we show up in the world with curiosity to learn and courage to unlearn will become the backbone for creating spaces that allow everyone to feel a sense of belonging. In this session we will establish a common language and knowledge base, unravel the 'why' behind diversity, equity, and inclusion and begin to dive into our own level of self-awareness and understanding of how other around us experience the world. By exploring the business case and recognizing our individual roles in shaping inclusive spaces, we will lay the foundation for an ecosystem that embodies true inclusivity

#### Erin Davis's Bio

Erin Davis is an award-winning expert dedicated to advancing diversity, equity, and inclusion (DEI) in the workplace. With a passion for fostering inclusive cultures, she has played a pivotal role in driving impactful change across organizations several organizations across the world. As the founder of Erin Davis Co., she empowers leaders to cultivate inclusive workplaces that ignite creativity and elevate innovation. Erin extends her influence to the diversity and inclusion community through speaking engagements and active involvement in committees, including the Norquest College 1,000 Women Advisory Committee, Pride at Work Canada Thought Leadership Committee, and Women in APEGA Advisory Group. Based in Edmonton, she resides in Treaty 6 Territory, Region 4 of the Metis Nation of Alberta, where she imparts the significance of inclusion to her children.





## Evan Fillier

### Single Use Service

Evan Fillier started out his career in the ‘back of the house’ cooking and after receiving his Diploma in Culinary Arts at the Northern Alberta Institute of Technology (NAIT) he went on to achieve his Journeyman Cook Red Seal certificate. Wanting to deal more on the customer relations side of things, Evan went back to NAIT and received another diploma in Applied Food and Beverage Management and went on to manage hotels for the next 8 years. Since that time Evan has helped develop, open, and run three different high profile Retail Grocery stores as the Store Manager, followed by becoming the Corporate Chef for Western Canada with that same chain. For the past 6 years Evan has been working with Gordon Food Service in different specialist roles and is currently the Non-Food & Beverage Product Specialist.



## Jennifer Faulkner

### Grant Writing 101

Jennifer Faulkner’s journey in the arts has taken her across Canada and into many disciplines, all of which she’s loved. After “retiring” from a rewarding career as a professional dancer, she went behind the scenes as an arts manager and hasn’t looked back since. She has worked with a variety of organizations large and small, including Axis Theatre, Northern Light Theatre, The Citadel Theatre, Fringe Theatre Adventures, and Alberta Ballet. Her experience crosses strategic planning, fund development, audience and community engagement, and her personal favourite: grant management and government relations. Over the course of her career, Jennifer has raised over \$65 million in grant funding. These include capital grants, operating grants, matching grants, project grants, and grants for individuals from the public and private sectors. She has also sat on numerous grant assessment panels for a wide variety of grants. In addition to grant management, Jennifer loves teaching and is honoured to be an instructor in the Arts and Cultural Management Program at MacEwan University in Edmonton. She has taught classes in Audience Development, Fund Development, Advocacy and Cultural Policy, and Performing Arts Management, as well as developed case studies, course learning materials, and two online courses. She has served on numerous boards and was a Fellow in the New Pathways for the Arts Program in 2015.





## Speakers



### Jackquie Fenske Addicted to Recovery

Join us for an insightful keynote address by Jacquie, the current chair of Edmonton's longest-running winter festival and one of the city's four signature events. Throughout the pandemic, this beloved festival faced its fair share of struggles, with their most successful year ironically coinciding with the challenges of 2020, which prevented them from accessing federal Covid grant opportunities. In this compelling keynote, Jacquie will share the difficult decisions her team had to make. She'll explain why, in her opinion, taking a year off, as some have suggested, could spell permanent demise for the festival. Drawing from her experience as a business owner, Jacquie will provide real-life examples of how opting for a hiatus can be more detrimental to longevity than the alternative: scaling down, resource reallocation, and resilience. Discover the critical role of compromise and negotiation at the board level in securing a brighter future.

#### Jackquie Fenske's Bio

Jacquie Fenske wanted to be a teacher, a lawyer and a spy when she grew up. She will tell you she hasn't yet grown up yet. She has been a teacher and her years as a municipal councillor and MLA were as close as she has come to a legal career. As for a spy? Well you will have to ask her how that is going. Jacquie is 'one of the family' in the family owned business, Fifendekel Pie Shop Cafe. Fifendekel is celebrating its 40th anniversary in 2023, at Fife she shares the management of the locations with her sister Val Gallivan. Jacquie is active in the community is the Chair of Silverskate Festival. She also serves as a director on her local Agriculture Society. A serial entrepreneur, she has established two companies, Experience Alberta and ThreeSixtyAlberta, that fuel her driving passion of promoting rural community events and stories.



### Jackson Kerchis Resiliency in the Midst of Uncertainty: Deploying Proven, Powerful Tools to Achieve Success

A powerful emotional context permeates all aspects of our lives presently — uncertainty. A global pandemic, economic threat, and political strife are layered onto our already hectic, demanding lives. How can people not only cope, but thrive personally and professionally? Jackson Kerchis brings the science of positive psychology to bear. With practical advice coupled with funny storytelling, Jackson provides an inspiring toolkit for resilience! He'll explore the threat of burnout, shining a light on the three levels of increasingly debilitating stress. He will then shift focus to the tools that insulate workers from emotional exhaustion. Embrace the research results that prove positive emotions come readily when certain skills are learned. See how these skills demonstrably lead directly to greater success. Come away equipped to fuel your personal happiness and create positive contagion amongst the people you influence.

Content Highlights:

- Three levels of burnout
- Scientifically connecting positive emotions with stress management
- Neurophysiology: how the brain can be re-wired
- Overcoming negativity bias





## Speakers

### Jennifer Wood & Mikki Shatosky

#### Animal Care Workshop

##### Jennifer Wood's Bio:

Jennifer Woods is a livestock handling specialist based out of Alberta, Canada. Jennifer obtained her undergrad degree in Animal Science at Colorado State University and her masters degree in Veterinary Preventive Medicine from Iowa State University. Jennifer has over 25 years experience in the livestock industry and has collaborated with the livestock industry since 1998 in the areas of animal welfare and care. Her areas of expertise include euthanasia, animal handling and behavior, animal welfare auditing and assessing (slaughter, farm, rodeo, agriculture exhibitions/events, feedlot and transportation), livestock emergency response, transportation, and facility design. Jennifer's work has taken her all over North America, across Europe, South America, and down to Australia.



Jennifer Wood



Mikki Shatosky

##### Mikki Shatosky's Bio:

Mikki (Monique) Shatosky is an Animal Health and Welfare Consultant. She currently serves as the Coordinator of the Animal Health Canada Emergency Management Division. Mikki has over 25 years of experience in spearheading animal health, welfare, and emergency management initiatives. Her background and extensive expertise contribute significantly to the development and implementation of effective strategies within the livestock and poultry sectors.





## Speakers



Kerri Blizard

### Kerri Blizard, Chris Kerr & Garret Stroshein

#### Let's talk crowd safety.

Whether you are hosting a large festival or a fair, crowds form and risks escalate. Planning for crowd management and guest safety are critical to a successful event. Chris, Kerrie and Garret will be discussing how to plan for the unexpected, whether that is an emergency or a larger than anticipated crowd, with unbridled passion for safety the trio will take you through scenarios for managing different types of crowds. Their energy is contagious and it will carry you forward as they look at what the future of events could look like and how the ever-changing world will shape our future safety planning.

#### Kerri Blizard's Bio:

Kerrie Blizard is the Director, Public Safety and Environment with the Calgary Stampede, the World's Greatest Outdoor Show on Earth. With more than 25 years' experience in tourism, hospitality and live events, Kerrie has had the opportunity to work in several roles including event management, guest experience, food and beverage, crowd, queue and traffic management and sustainability. It is this breadth of experience that has allowed her the opportunity to be a part of many high-profile events including Royal visits, government summits, conventions, and festivals. Her passion resides with events that engage the public and bring people together in celebration safely.



Chris Kerr



Garret Stroshein

#### Chris Kerr's Bio:

Chris Kerr is the President and Founder of XA Security, one of Alberta's most visible security guard agencies with a specialty live events team. XA Security is a recognized leader in crowd management, mass gatherings, physical screening, and nonviolent de-escalation. Chris is a Live Event Producer and Festival Operations Director with global touring experience that has represented promoters, artists, venues, and service providers in nearly every aspect of live event production in locations around the world. In addition to leading the team at XA Security, he is a special projects Production Manager for Grammy award recording artist Zedd, and a festival producer on numerous outdoor music festivals across Western Canada. He is a volunteer board member of several not-for-profit organizations including Vice Chair of the Event Safety Alliance Canada (ESAC), Treasurer of the Global Crowd Management Alliance (GCMA), Learning Chair of the Entrepreneurs' Organization, Calgary Chapter (EO), Board member of Kidzinc School Age Care Society of Alberta (Kidzinc), and a member of the Canadian Ski Patrol.

#### Garret Stroshein's Bio:

Garret Stroshein is a 15 year member of the Calgary Fire Department (CFD) with a passion for public safety. As a fire department Safety Codes Officer, he has chosen to focus on the unique and interesting niche of Special Events. He is well versed in Crowd Safety, always continuing his learning through courses, conferences and experience from events. He is involved in a wide variety of indoor and outdoor Calgary events to ensure optimum safety for all attendees, employees and volunteers. From concerts and festivals to unique special events, Garret ensures maximum venue and event compliance with the Fire Code. His portfolio also includes reviewing fireworks and pyrotechnics plans, providing permits for these professionals in order to ensure a safe and spectacular event. In his off time, Garret trains in Muay Thai, having been involved in Martial Arts for over 25 years which allows him to share his passion with students by now teaching the sport. In his life before joining the CFD, he played professional hockey in the Washington Capitals and the Boston Bruins organizations. Garret is committed to making events and festivals for Calgarians safer and more enjoyable as the city grows with larger and larger events and festivals being held in Calgary.





## Speakers



Scooter Korek



Lynda Franc



Bennett Kavals

### Greg (Scooter) Korek, Lynda Franc & Bennett Kavals

#### The Trends and Current Conditions of the Fair and Outdoor Amusement Industry in Canada and the USA.

##### Scooter Korek's Bio:

There is much to say about this unique character who has worn so many hats and been so instrumental to the amusement industry since 1977 where he started his career at the Calgary Stampede. In 1990, he was Controller for Conklin Shows and in 1997 became the Vice-President. He draws from a multi-faceted, 40 year plus work history – countless layers of management, marketing, and accounting, RFP's and Fair Liaison, as well as an award-winning photographer in the fair industry. Currently, Scooter is at North American Midway Entertainment where he has been influential in developing North American Midway Entertainment's employee incentive program and in pioneering the E-ticket system all over North America. His advance sales programs were the 1st ever to reach a million dollars. He is an active member and the President of the Canadian Association of Fairs and Exhibitions and has also served on the Travel Alberta Advisory Council from 2000-2008. Scooter graduated from Cornell University Department of Music and Associate of the Royal Conservatory (ARCT) in 1982 and ever the cultural enthusiast, his pursuits in travel, music and photography are an integral part of his fundamental core.

##### Lynda Franc's Bio:

Lynda is the Corporate Marketing Director for North American Midway Entertainment (NAME) and offers a wealth of knowledge having a strong background in communications, fundraising, marketing, branding and program development. Additionally, in Lynda's previous experience, she was a director for a charity in Ottawa for 7 years and acted as Executive Director on a regular basis. She completed Ivey's Executive Business Leadership Program and has had the pleasure of supporting and supervising a staff of 20. Lynda has also spent time over the last five years taking on different roles such as finance manager, parking manager and runner at small fairs, which has given her a solid understanding of the ins and outs of the management side of the Fairs and Exhibitions industry. This experience and exposure has also allowed her to fall in love with fairs and exhibitions, which makes this a very exciting transition for her.

Lynda lives in Kingston, Canada and enjoys hiking, traveling, and taking on new adventures. She has had the opportunity to attend major fairs in both Canada and the United States including the Calgary Stampede, the CNE, the Indiana State Fair, and the South Carolina State Fair. Having the opportunity to work with so many different individuals from all walks of life is easily her favorite part of the job.

##### Bennett Kavals's Bio:

Bennett Kavals is the Director of Operations for North American Midway Entertainment's (N.A.M.E.) International Unit. N.A.M.E. is the largest travelling outdoor amusement park in North America, providing carnival midway rides and attractions at 12 of the top 50 fairs in North America. N.A.M.E. hosts over 5.5 million visitors at its events across Canada. Bennett has over 10 years of experience in the outdoor amusement business. As the Director of Operations, he oversees the critical functions of Ride Safety & Maintenance Documentation ensuring compliance in all of the different jurisdictions N.A.M.E. entertains guests in. He has achieved certification and accreditation from the National Association of Amusement Ride Safety Officials (NAARSO) and AIMS International, the two most prominent organizations dedicated to fostering and continuing safety in the Amusement Industry. Bennett is also an active member of ASTM International and avidly follows the standards and regulations that guide and shape Amusement Ride Safety today. Bennett has become an integral part of everyday operation at North American Midway, not being involved in many aspects of administration, operations, marketing, corporate and client relations. Bennett's easy demeanor and nonstop work ethic and attention to detail have quickly become a cornerstone of his work commitment to excellence. These traits, coupled with a positive attitude have turned Bennett into a respected leader within the ranks of NAME and in the industry in general.





## Madison Cote

### Ways to Create Transformational Spaces and Engage Your Community

The role of technology in the fair industry has evolved drastically over the last several years. In this session, we explore ways to create transformative event spaces with creative immersive experiences, interactive artists (which encompasses a variety of digital games, XR, esports, etc.) and best practices for incorporating technology into your event.

#### Madison Côté's Bio:

Madison Côté, a seasoned business professional with a diverse background in marketing and communications, including over 15 years in experiential marketing. Hailing from Edmonton, Madison's journey from a Political Science graduate at Carleton University to her recent foray into video game development reflects her dedication to innovation. Madison's passion for technology and advocacy for inclusivity in the gaming industry inspired her to join the Interactive Arts Alberta team after working with them to create Edmonton Direct in 2021. She now works to put on Canada's largest indie games festival, the Game Discovery Exhibition (GDX), with a team of passionate and dedicated advocates for the interactive digital media and gaming sector. For the past two years, GDX has taken place at K-Days in Edmonton and has consistently doubled in size each year.



## Melissa Radu

### Social Environmental Sustainability

As Director of Social and Environmental Sustainability, Melissa manages the long-term sustainability strategies at Explore Edmonton. Stressing the importance of data and measurement in sustainability, Melissa works closely with these teams to set the benchmarks for year-after-year improvement and works to empower event professionals to collaborate outside of industry boundaries to drive positive change for future generations. As a result, our venues are accountable to high sustainability standards that differentiate us among other major event venues in North America and help position Explore Edmonton as a hub for community education around sustainability.

Holding a masters in Sustainable Regional Development and a diploma in Greenhouse Gas Measurement, Reporting and Verification, Melissa brings her international experience to Edmonton's tourism ecosystem. While living in Spain, Melissa conducted research on the social unrest that came from over-tourism and gentrification, sustainable tourism strategies and heritagization projects. Before returning to Edmonton in 2018, she worked in Manchester at a sustainable events firm where she attracted, supported and provided training to a community of sustainable events associates. Melissa's main motivation in this work is to help all of us to be more courageous and optimistic about protecting our earth's natural systems.



# Speakers



Matthew Stone



Paul Rosenberg

## Mathew Stone & Paul Rosenberg

### Re-Imagining K-Days

This session examines the process undertaken by Explore Edmonton in 2022 to Re-Imagine K-Days to grow its economic and tourism contribution, strengthen its community identity and deliver broad regional benefits. Mathew Stone and Paul Rosenberg will present the pivotal stages and findings of the Re-Imagining process, including engaging the community and stakeholders, interpreting findings, developing key strategies and highlighting potential tactics. Explore Edmonton representatives will provide an overview of the steps the organization has since taken to advance this long-term initiative.

### Matthew Stone’s Bio

Mathew is a founding partner at Stone-Olafson. Stone-Olafson is a Calgary based research consulting firm who works with organizations across North America. They are particularly proud of their work in the experience economy – collaborating with arts, culture, sports and recreation organizations during the pandemic with their open study: Building Experiences in the New Experience Economy. The team at Stone-Olafson have a long history working in the fair & festival industry including work they have completed for CAFA, the Calgary Stampede, Explore Edmonton, Calgary International Film Festival and many other major community events. Outcomes, and how information can best be used to achieve client goals, are what drive Mathew. He works from the belief that research is not about collecting numbers and providing reams of charts; it’s really all about engaging audiences with a compelling story. His focus is on putting good data to work. He knows his clients want more than just information: they want action and advice on how best to tackle the challenges they are facing.

### Paul Rosenberg’s Bio

As the Chief Operating Officer at the Calgary Stampede, Paul was a recognized senior leader of one Canada’s most respected not-for-profit organizations. After a 35-year career with the Stampede, Paul left the organization in 2021 to work with Alberta-based organizations focused on agriculture/agri-food, live event management and live event production.

Throughout his career Paul initiated and led some of the most impactful programs at the Stampede including the development of an \$11 million annual premium hosting experience program, animal care strategy development and the creation of rural/urban engagement frameworks that recognize changing societal norms and shifting demographics within Alberta. Most recently, he successfully spearheaded the \$500 million expansion of the BMO Centre which is set to become the largest convention venue in Western Canada when it opens in 2024.



## Speakers



### Scott Lundell

#### Recruiting and Retaining Youth as Volunteers

Scott Lundell has spent most of his life around volunteerism. Respected as a leader in the voluntary sector, Scott's involvement in leadership roles span more than 30 years in Edmonton and area. Scott has held volunteer leadership roles for several organizations throughout his career, including Volunteer Canada, Volunteer Alberta, Scouts Canada, his Community League, and the Western Canada Summer Games. He also holds several certificates in various community-based disciplines from the University of Alberta, MacEwan University, and Mount Royal University.

In his career, Scott has worked as a Volunteer Coordinator in several organizations, including The Cross Cancer Institute, The Christmas Bureau of Edmonton, and Catholic Social Services. He is also a former Executive Director of the Information and Volunteer Centre for Strathcona County and former Manager of Community Engagement at Servus Credit Union. He is currently on the Learning and Development team and Edmonton Chamber of Voluntary Organizations where he focuses primarily on community volunteerism. Scott currently lives with his family in Sherwood Park, Alberta.

## Speakers



### Stan Peake

#### The Single Most Important Skill For Tomorrow's Leader

To say the role of the leader has changed is a massive understatement. Even professionals under the age of 40 have seen the advent of the smart phone, social media, the rise of AI, and the great debate of RTO or WFH. The skills required to lead and succeed are different, and far more complex, than they were just 10 or 20 years ago. Based on 2 recent studies, and decades of experience working with leaders, this session combines a dive into research-backed trends, as well as practical tools and solutions that attendees can apply to their work and lives the very next day. Don't miss this value-packed, timely, and practical session!

#### Stan Peake Bio:

Stan Peake is an expert at unleashing potential one leader and one business at a time. Named as one of the top 10 executive coaches to follow in 2023 by US Insider, Stan is on a mission to help one million leaders discover their potential. Co-founder at FSQ Consulting Inc (the 7th company Stan has owned or co owned), he has grown a team of over 30 executive coaches to help impact more leaders all over the world. Certified as an Executive Coach, Stan is also certified as a corporate facilitator and cultural transformation tools practitioner. Stan holds a Graduate Certificate in Values-Based Leadership from Royal Roads University. Stan also has an Executive Education in Sales Leadership from Queens University, and a diploma with distinction in Cognitive Behavioral Therapy (CBT) from the Centre of Excellence (online). Most recently Stan completed a certificate in entrepreneurship and innovation from Harvard Business School online. Stan was recently named the Global Chapter organizer for the Entrepreneurship and Innovation networking group for Harvard Business School online. Author of 7 business books, including 5 bestsellers, Stan has spoken at conferences and coached entrepreneurs, executives and athletes from Victoria, BC to Miami, FL, and as far away as Switzerland and Australia. Stan's TEDx talk, "Lasting Happiness is an Inside Job", has over 110,000 views on YouTube. Stan has also been published in several magazines, newspapers, and blogs, from Entrepreneur Magazine to Bizztor media, India's largest publication for entrepreneurs.



## Speakers



### Tim Berrett

#### Evaluating Sponsor Properties

Evaluating sponsorship properties is a crucial process for both sponsors and rights holders (e.g., fairs, exhibitions, festivals, events, host organizations, sports teams, etc.) to determine the effectiveness and return on investment of a sponsorship arrangement. It involves assessing the impact, value, and alignment of the sponsorship with the goals and objectives of both parties. The session will provide an overview of the evaluation process for sponsorship properties, based on both research and real-life observation, in areas including: setting objectives and goals, measuring brand exposure, assessing media valuations, audience research and analysis, measuring return on investment, during / post event surveys & feedback, the use of qualitative data, monitoring the success of activations, building long-term brand equity, contractual compliance, comparative analysis, renewals, adjustments, and optimization. Recent developments in the sponsorship industry in Canada will be highlighted.



### Willie Lee

#### Brand as an Operations Challenge

In this session, we will explore how a brand's identity and values are deeply intertwined with its operational processes, and conversely, how operational decisions can significantly impact a brand's image. Discover the interconnectedness between these two critical aspects of business, and gain insights into how organizations can strategically align their operations to strengthen and reinforce their brand identity. Don't miss this opportunity to uncover the hidden connection between brand and operations that can drive success and sustainability in today's competitive market.

#### Willie Lee's Bio:

With over two decades of experience in the dynamic marketing industry, Willie stands as a prominent figure in the field. As a partner at Berlin Communications, a firm specializing in issues of public interest, he has made an indelible mark on the Alberta landscape. Throughout his career, Willie has been entrusted with the stewardship of some of Alberta's most beloved and cherished brands, including the Edmonton Oilers, the University of Alberta, KDays, and numerous others. His expertise extends beyond the ordinary, allowing him to excel in the realm of strategic marketing advice. Drawing upon his vast knowledge bank and over 20 years of hands-on experience, he consistently leverages customer insights, research, and competitive analysis to craft innovative solutions for the most complex brand and marketing challenges.





## Sponsors

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