



OAAS Gazette

~ Special Edition ~

Volume 30

January 2012

This special edition of the OAAS Gazette is devoted entirely to a resolution to be presented to the membership for a vote at the OAAS Annual General Meeting to be held February 17, 2012 at 1pm.

The ad hoc committee, consisting of six OAAS board members, has worked diligently to provide comprehensive, easy to understand recommendations which form the backbone of the resolution.

Please do not hesitate to contact the committee member assigned to your district if a clarification can be made before the annual meeting.

We ask that all voting delegates have a copy of this Gazette and read all materials before the Annual Meeting. Last year many questions were raised on the floor which were addressed in the material provided prior to the meeting.

The committee also encourages you to visit other provincial Agricultural Associations' websites to see what their structures look like.

WHAT'S INSIDE

- Job Description, as passed by the OAAS Board of Directors at Fall Board meeting, October, 2011
- The Purpose of Agricultural Societies as per Section 28 Of The Act
- Perspective & Points to ponder from the Ad Hoc committee members
- Summary of process and presented resolution

Also included in this mailing, on separate pages, are the two submitted resolutions to be presented at the Annual Meeting.

~ Also available at www.ontariofairs.com ~

Ontario Association of Agricultural Societies
General Manager
Job Description

Purpose

As General Manager of Ontario Association Of Agricultural Societies (OAAS) you will collaborate and work closely with the Executive and Board of Directors (the Board) of The Ontario Association Agricultural Societies to build and expand the profile of the OAAS and Fairs in the Province of Ontario. You will also be expected to attain and maintain a high level of interaction with the Ontario Government, (OMAFRA), the fair Industry, Agricultural Commodity Groups and Associations and other service industry partners in the Province.

The overall purpose of this role is to provide leadership and innovation for the OAAS and its members; to develop new and expand existing partnerships; to develop and implement marketing strategy with the approval of the Board and to develop and implement support and resource plan for the OAAS and its members with Board approval.

You will provide leadership and support for Board and existing staff of the OAAS. This role will also have responsibility for raising project-based funding.

Reporting Relationships

Reports to: President of The Ontario Association of Agricultural Societies

Legal Status: You will be considered a contract employee with all terms, conditions, remuneration and benefits fully disclosed in the contract agreement. Expense reimbursement related to home office, travel and all other categories will be detailed in contract agreement.

Supervisory Responsibilities: OAAS staff that report to you are Secretary, Treasurer and Convention Coordinator.

Financial Compensation: Salary commensurate to experience. Approved expenses are budgeted annually.

Working Conditions:

Expectations as follows:

- Work from home office or OAAS rented office space.
- Subject to multiple demands on time
- Extended hours necessary during peak periods
- Weekend work on occasions (board meetings/ convention)
- Attend all Board meetings and Annual OAAS Convention.
- Attend Fairs as required.
- Attend meetings of Partners, members and prospects.

Skills:

Knowledge Expectations:

- Non profit and fund raising experience 3-5 years
- Education: Minimum College Graduate in related field or related work experience.
- Knowledge of Agricultural industry preferred
- Field and/or experience within industry an asset

Communication Requirements:

- Very strong verbal and written communication
- Very strong interpersonal skills (relationship building/diplomacy/conflict resolution)
- Strong skills in Microsoft Excel, Word, PowerPoint
- Prepare both press releases and radio/tv scripts to promote Fair industry as required

Communication Requirements: cont'd

- Highly professional
- Excellent planning, time management and organizational skills, able to meet tight deadlines
- Takes initiative and will seek and accept responsibility
- Handle sensitive and confidential information (maintains privacy)
- Ability to interact with Board or Executive deal with people in a calm and consistent manner

Competencies:

- Accuracy (attention to detail)
- Results focus
- Client focus and service oriented
- High achiever
- Strong team builder and player
- Commitment: follow through and ability to handle multiple tasks

Key Accountabilities and Success Criteria

1. Marketing, Policy Support and Initiatives:

- Expand the profile of the OAAS in Ontario.
- Create new innovative marketing initiatives and opportunities for the OAAS and its members.
- Collaborate with like minded partners; i.e. CAFÉ, Royal Winter Fair, CNE and Fairs in Ontario
- Provide analysis, and prepare marketing and educational plan to support key accountabilities to be approved by the board of directors.
- Consult and collaborate with key partners on a regular basis. Construct and maintain a database of prospective partners.
- Provide regular written report and update for executive and Board, or as required.

2. Organizational Resource and Advisor for Fairs:

- Provide contact and referral support for Ag Societies.
- Provide grant and funding opportunities to be posted on OAAS website and provide support.
- Collaborate with OMAFRA and like minded organizations to provide support and resources for fairs in Ontario.
- Provide input to executive and Board on the policy and procedures of the OAAS.
- Prepare reports and analysis as required
- Research and gather information on topics for the membership

3. External Partner Development and Support:

- Manage decision making to business issues in a manner that is aligned to the strategy of the OAAS.
- Liaise and expand profile of OAAS with all levels of Government, the Agricultural industry and other sectors for the benefit of its members.
- Network with the education system in Ontario all levels to promote agriculture and youth involvement in the Fair industry in Ontario.
- Control, execute and assist with specific requests from the Board or its members on policy clarification, data confirmation, operational issue resolution, and special requests as required.

4. Collaborate with Board Committees:

- Participate on Board committees as required.
- Assist with preparation, planning and execution of items from committees as required.
- Participate in Annual meeting.

5. Collaborate with Convention Convener:

- Contribute to Convention projects as team member, and/or project manager.

6. Other duties as assigned.

Below are key excerpts from the attached proposed position description.

- Strengthen relationship with the Ontario Government (OMAFRA) on behalf of **all FAIRS**.
- Expand and strengthen relationship of behalf of all FAIRS with other Agricultural Commodity Groups, Associations, the Fair & Exhibition industry and other service industry companies in the Province.
- Develop new and strengthen existing partnerships for the benefit of **all Fairs** and the OAAS.
- Develop and implement marketing strategy that will benefit **all FAIRS** and the OAAS.
- Resource and support person for executive, directors and existing staff.
- Support person for Fairs in Ontario to contact for assistance and guidance.
- Network with the education system in Ontario all levels to promote agriculture and youth involvement in the Fair industry in Ontario.
- Uncover new source of grant funding opportunities for ALL FAIRS. Grant opportunities to be posted and updated on OAAS website.
- Develop new source of funding for OAAS projects.

Questions to ponder from Robert Hargrave, 2nd Vice President, OAAS

1. *Do the Ontario Association of Agricultural Societies and fairs have a high profile in the Province of Ontario?*
2. *Do our partners, fair visitors and supporters know what the OAAS mission and vision is for fairs in Ontario.?*

I am in favour of the resolution to hire a General Manager for the following reasons.

- Strengthen relationship with the Ontario Government (OMAFRA) on behalf of all FAIRS.
- Expand and strengthen relationship on behalf of all FAIRS with other Agricultural Groups, Associations and businesses in the Province of Ontario.
- Develop new and strengthen existing partnerships for the benefit of all Fairs and the OAAS.
- Develop and implement marketing strategy that will benefit all FAIRS and the OAAS.
- Support person for Fairs in Ontario to contact for assistance and guidance.
- Uncover new source of grant funding opportunities for ALL FAIRS.

The Board of Directors at the fall meeting passed the resolution supporting the hiring of General Manager along with job description and proposed funding formula.

Both these documents have been well thought out and funding formula is equitable for all parties .

Baseball great Yogi Berra once said when you come to a fork in the road take it.....

Why does the OAAS require a GM?

- * Advocate/voice for Fairs when it comes to expanding strengthening Fair profile with our major, partner the Ontario Gov't -OMAFRA
- * Most progressive associations and even agricultural societies in Ontario have this type of position, ex. 4-H Ontario, Ontario Plowmen/Royal Winter Fair
- * Position focus on expanding existing and obtaining new partnerships and with Service Members.
- * Resource /advisor for Fairs to contact.

To all OAAS members this is very important step that we are attempting and need your support to get to the next level .It can only make our organization better and be a great benefit to all the Fairs.

Fred Cooper OAAS President.

Thoughts from Lorna Wilson, District #5 & Committee Chair

What was okay yesterday- is no longer viable today...For an organization of the size, stature and prominence of the OAAS to continue to exist, it needs to adapt to today's social networking, partnership building, and grant requesting culture. This organization has a very important role to play in today's society as it is the conduit between urban and rural lifestyles by providing the agricultural link that 98% of the population is missing...so I encourage you to read and understand all documents pertaining to the resolution. Your OAAS Board of Directors has given their endorsement of the documents and the resolution and stand behind the committee in seeing this approved at the Annual Meeting. I strongly encourage you to do the same.

The Purpose of Agricultural Societies as per Section 28 Of The Act outlines the following:

"The objects of an Agricultural Society are to encourage an awareness of agriculture and to promote improvements in the quality of life of persons living in an agricultural community by,

- A) Researching the needs of agricultural community and developing programs to meet those needs;
- B) Holding agricultural exhibitions featuring competitions for which prizes may be awarded;
- C) Promoting the conservation of natural resources;
- D) Encouraging the beautification of the agricultural community;
- E) Supporting and providing facilities to encourage activities intended to enrich rural life, and;
- F) Conducting or promoting horse races when authorized to do so by a by-law of the society."

Your OAAS Board believes the addition of General Manager will only enhance and assist in taking the Societies to the next level.

Agricultural Societies have contributed to Communities for 200 years and the addition of General Manger is the next step to ensure continuity for another 200 years or more.

Some thoughts..... Cathy Redden, District #3 Agricultural Director

It has become increasingly evident that if the OAAS is to secure future success in carrying out its mission of promotion, communication, education and providing leadership, that it must proceed with the hiring of a General Manager as recommended by its Board of Directors.

The OAAS can see 1/3 of the board change in any given year, and its volunteer leadership changes annually. This continuous turnover of people and ideas makes it next to impossible to adhere to any long term planning, let alone develop close working relationships with funding partners, other agricultural organizations and government agencies.

A General Manager would provide it with a key contact, a "go to person" that would ensure a consistent message and strong positive image is presented to relevant stakeholders. This individual would give the Board the opportunity to design, develop and implement a strategic plan that would address the needs of a membership so diverse in its size, geographic location and financial situation.

While part time staff could continue to deal with many of the day to day requirements of the organization, a General Manager would identify funding opportunities, address membership issues, identify opportunities for improvement within the organization and develop suggestions for change.

With a General Manager in place, the OAAS Board can focus on ensuring that Ontario Fairs can continue to look forward to a bright future.

Summary Notes to Aid OAAS Directors

Resolution: NOW THEREFORE BE IT RESOLVED that the membership of the Ontario Association of Agricultural Societies approve the hiring of a General Manager, based on the recommendations presented by the Board of Directors. This position is based on a three year contract, reviewable annually and the funding for this position is to be shared on a 50/50 basis with affiliation/membership fees and existing OAAS funds. This is in accordance with a motion passed at the annual general meeting in February 2011.

Recommendation: Increase affiliation fees to fairs : (see fees at right on p.7)

Question - My small fair barely makes ends meet now. Why should I pay this much more? What is in it for my small fair?

Reply - The General Manager (GM) position is to benefit ALL fairs. For Example: finding funding possibilities; liaising with other provincial groups to cement and grow relationships which should increase your volunteer and exhibitor participation base.

Recommendation: Existing funds to be used for half of funding.

Question - Isn't it all the same money?

Reply - In a way, yes. OAAS has built a reserve and funds from this reserve will also be used. OAAS recognizes that to have the fairs totally bear the cost, through increased fees, would be prohibitive and unfair.

Recommendation: Position Task Description.

Question - What is the person going to do? Do you have a job description? And did you listen to the fairs?

Reply - Please see the job description attached to this document. And yes, we took into account, and value, the responses we received from the fairs this year.

General Questions:

1. **Using the 50/50 funding formula, what is the proposed salary for this position ?**
The committee has budgeted \$50 000 for salary and \$10 000- \$15 000 for expenses.
2. **I have heard that someone is already in mind for the position. Is that true?**
There is absolutely no truth to that rumour. All applications will be accepted and vetted on an equal basis at the time the request goes out for applications.
3. **I have some fairs that have made up their minds to vote against this resolution- without even listening to the information I have. Can you help me?**
YES! Contact the committee member assigned** to your District, right away. We are here to help you any way we can.
4. **I am not convinced this is a good idea and find it hard to be positive to the fairs in my district.**
EMAIL YOUR COMMITTEE MEMBER right away. Let us help you to understand and clear up any concerns you have. Remember, as a board member, you must support this resolution because it was voted on at the Board level.
5. **Can you provide me with more positives/information and tools to support this program?**
Of course! Read and understand the Business Plan from the previous AdHoc committee. Everything accomplished by this year's committee is built on the Business Plan.

Understand and commit to the passing of the resolution. If you are not sure yourself, you will not be able to encourage others. Work with the fairs who are on the fence- and the fairs who are pro. If you have one or two fairs who are adamant they are against the motion and you know there is no way they will change their minds, leave them be and focus on the others. Keep your assigned committee member up to speed on what is happening.

** Committee Member	District #	Contact Information
Cathy Redden	1, 2, 3	creden@reddens.ca
Lorna Wilson	4, 5, 11	loramer@sympatico.ca
Phil Hernandez	6, 9	philiph@xplornet.ca
Carl DeSchutter	7, 13	cfraleigh@hotmail.com
Robert Hargrave	8, 10	har@cyg.net
Bill McNeill	12, 14, 15	bmcneill@tbaytel.net

The AdHoc Committee and your Executive are here to answer your questions and help you through this process. To that end we will be contacting you throughout the next few months to see how you are accomplishing this task!

Thank You!!

Thoughts from Phil Hernandez, 1st Vice President, OAAS

We need an advocate to represent, equally, all our fairs to give them the greatest benefit of the position

Small fairs need someone who will be able to deal with Government agencies on their behalf to their benefit when they have no one who feels capable of doing so.

In order to keep our grants, we will need someone to represent us all when dealing with the government rather than individuals from each fair who may not know political procedure which our candidate should possess. Grants have been threatened in the not too distant past and grants are what keeps some of our small fairs afloat.

The candidate would also be capable of seeing and implementing improvements that they see are relevant and successful from other provinces with approval of the OAAS board.

Small fairs can definitely benefit from someone who is well acquainted with monies available to assist them, keeping them solvent and functional.

My fair is on board.

PROPOSED AFFILIATION FEES

2011	Proposed
65.00	113.50
90.00	157.50
115.00	201.25
150.00	262.50
215.00	376.25
250.00	437.50
275.00	481.25
300.00	525.00
325.00	568.75
350.00	612.50
400.00	700.00
425.00	743.75
450.00	787.50
475.00	831.25
500.00	875.00
525.00	918.75
550.00	962.50

Thoughts from Carl DeSchutter, Past President, OAAS

All fairs are having a hard time keeping their head above water, and we need to work together. We have lost a lot of ground to other festivals and events, and the time has come for funding groups, government, corporations and partnerships see a familiar face on a consistent basis representing the fairs of Ontario. This is important so that any events or lobbying that we undertake can be seen through from start to finish by one person, not someone who starts it and then has to leave after one year because their term is up. We are the only Canadian province that does not have a full time person working with our fairs. This is a chance for all fairs in Ontario to speak with one voice. Many ask what the OAAS can do for the fairs of Ontario - this plan would be a good place to start. Do not wait for the rainy day to come to do something about the problems we are facing because if we do, it might be too late for some fairs and nothing left for the ones that remain. We need a person to look out for all the fairs in Ontario and the time is now.

Why do we need a full time staff person? Thoughts from Bill McNeill, District #15

The OAAS is at a crossroads, we need someone with the experience and the time to move us forward.

The OAAS. needs someone that will promote the needs of all the agricultural societies in Ontario.

The OAAS. needs a person that will work hard to further the aims and objectives of the association, and provide assistance to all its member fairs.

The OAAS cannot move ahead or survive with only a part time volunteer board of directors, no matter how hard they work.

All the Ontario fairs must remember that the OAAS board members change on a rotating basis, and many board members never remain on the board long enough to see the completion of the many projects that are started during the term they serve as district directors.

Regardless of your personal feelings it is important that all the fairs support the OAAS board, and vote to hire a full time person at the 2012 AGM next February.

What is Happening Across Canada

Manitoba
British Columbia
Saskatchewan
Alberta

www.gov.mb.ca/agriculture/organizations/agsocieties/
www.bcfairs.ca
www.saase.ca
www.albertaagsocieties.ca

A SNAPSHOT OF PROGRESS

February 2009 Annual General Meeting - That the O.A.A.S. Board of Directors hold a visioning session with a proper facilitator to help develop a strategic plan for the future of the O.A.A.S. Specifically, to address the new Executive structure with the intent of hiring a full-time Executive Director and/or adding an additional "Director-at-Large" to assist with funding and other duties defined during the visioning session. The results of this visioning session to be reported to the O.A.A.S. Annual General Meeting in February 2010.

February 2010 Annual General Meeting – A motion to strike an ad hoc committee of OAAS members and stakeholders to draw up a business plan to determine the economic feasibility of hiring a full-time staff member to represent OAAS interests. The findings are to be presented at the Fall 2010 OAAS Board of Directors'

February 2011 Annual General Meeting – A motion that a committee of the Board of Directors of OAAS create a job description and funding formula for a staff person to be contracted by the OAAS to co-ordinate the activities of the Association according to its policies and procedures.

Such a job description and funding formula to be completed by the October, 2011 Directors' meeting for their consideration. The provincial Board of Directors will prepare a Resolution to be presented at the 2012 AGM.

The initial contract period ends at February, 2013 OAAS Convention. Remuneration for this contract will be determined by the Board of Directors, based on the current market value for such position.

Check out OAAS website for:

- i) Results from visioning session (2009)
- ii) Business Plan (2010)
- iii) Job Description./Funding Formula (2011)

2012 Annual Meeting
Friday February 17, 2012
1pm, Canadian Room
Fairmont Royal York Hotel