

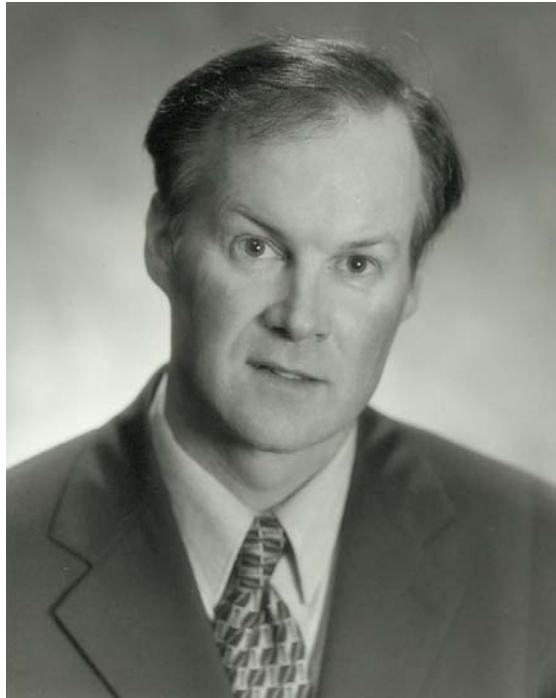
## In This Issue:

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## Jeff Yuill is new EANS President



**Jeff Yuill** is the new President of the Exhibitions Association of Nova Scotia effective January 29, 2005. Jeff succeeds Ms. Jean Marlin who serves as Past President of the Association.

A resident of Old Barns, N.S., Jeff operates his own dairy farm, Yuillcrest Farms. Jeff is a 5<sup>th</sup> generation Yuill farmer and his ancestry traces back to settling here in 1761. Since purchasing the farm from his father in 1984, Jeff has concentrated on adding to the farm land base by clearing from the woodlands as well as purchasing two complete farms. Crops include corn, wheat, rye grass, alfalfa, clover and timothy.

Purebred registered Holsteins are raised for milk production and sale. Woodlands are all under forest management practices and logs and pulpwood are harvested annually. Jeff's interest in exhibitions stems from his involvement in 4H, as well as exhibiting Holsteins across the Maritime Provinces. He also serves on the Royal Winter Fair Scotia Bank Committee that organizes the 4H show in Toronto. Jeff brings a significant background of knowledge and administrative capability to the role of President of the Association, the Board of Directors and Executive, and

now looks forward to his role of leadership in the future.

His involvement in other organizations includes the Colchester County Federation of Agriculture, Nova Scotia Federation of Agriculture, Co-Op Atlantic, Colchester Co-op Services, Nova Scotia Co-operative Council, Nova Scotia Co-op Council Innovation Committee, Nova Scotia Provincial Exhibition Commission, Old Barns United Church, Men's Club, and the Maritimes Horse Racing Development Council.

The exhibitions and fairs in Nova Scotia are Agricultural based and provide a wide base of entertainment and services to both the residents of the Provinces and outside visitors. The exhibitions in Nova Scotia, dating back to the first exhibition in 1765, has developed into a major attraction for both urban and rural areas of the Province and is now under the administration and guidance of the Exhibitions Association of Nova Scotia that was first incorporated on July 13, 1973.

Jeff says he is looking forward to serving the Exhibition Association and will strive to move the organization and individual exhibitions forward as we all work diligently to provide a great experience to all those who visit the fairs and exhibitions. Jeff and his wife Patricia live in Old Barns near Truro, N. S. have four children, Jacqueline, Stewart, Bryce and Derrick.

## Glen Jefferson named EANS Executive Director



Glen Jefferson was appointed Executive Director of the Exhibitions Association of Nova Scotia at the Annual Meeting of the Association in Truro on January 29, 2005. He succeeds John Longley who very capably was Acting Executive Director for the past year.

Glen retired from the Department of Fisheries & Oceans in 1995 and started a self-employed consulting business shortly after and entered contracts providing services to the Department of Justice Canada, the Department of Fisheries & Oceans Canada and the United Nations, Food &

Agriculture Organization, Rome, Italy. His work has been published internationally in several papers on fisheries management in Atlantic Canada.

Glen has a lengthy history of careers in Provincial and Federal Governments with over 39 years of service in the fields of science and engineering and responsibilities for programs with multi-disciplinary activities. He was born and raised on a farm in New Germany, Nova Scotia and has an appreciation for the business of agriculture in the Province. Also, his knowledge of administration in

government, management of major multi-disciplinary and multi-million dollar programs, extensive training in technical writing and program analyses, puts him in good stead for performing in this new role.

His involvement in other activities includes Liaison Officer, Nova Scotia Harness Racing Industry Association and Executive Director, Maritimes Horse Racing Development Council. Glen lives in Halifax with his wife Lillian. They have a son, Eric and a daughter Gail and three grandchildren.

## Susan Horne Announces Retirement

During the Annual General Meeting of the Exhibitions Association of Nova Scotia an announcement about the forthcoming retirement of Ms. Susan Horne, Superintendent of Exhibitions, Nova Scotia Department of Agriculture & Fisheries, was somewhat disappointing to the membership but, everyone was very happy for Ms. Horne to enjoy some relaxation from her busy position with the Department. Ms. Horne has made major contributions to the fairs and exhibitions in the Province over the

years and she will be missed by all members, contributors and participants in the fairs and exhibitions in Nova Scotia. The contributions to EANS, by Ms. Horne, will be realized for some time and add to the improved administration of the Association and the agricultural community events. We hope that Susan will visit our fairs and exhibitions in the future and will look forward to her visits. Best of luck, Susan, for your well-earned retirement and thanks for a job well done!

## The 2005 Annual General Meeting

*"... a need to develop good working relationships with the various media through innovative means to attract attention to local events ."*

**- Penny Reeh – IAFE  
AGM Keynote Speaker**

The first major event of 2005 for the Exhibitions Association of Nova Scotia was the Annual General Meeting held at the Howard Johnson's Hotel in Truro on January 28 and 29. Reports on activities for 2004 were presented by the President, Ms. **Jean Marlin**, and the Executive Director, Mr. **John Longley**. Exhibition reports for 2004 were submitted by **John Longley** for the Annapolis Valley Exhibition; **Ray Bragg** and **Denise Howatson** for the Cape Breton Federation of Agriculture; **Kim Bacon** for the Cumberland County Exhibition; **Jean Marshall** for the Digby County Exhibition; **Donald MacLellan** for the Eastern Nova Scotia Exhibition; **Suzanne Langmaid** for the Halifax County Exhibition; **Dave Coombs** for the Hants County Exhibition; **Randy Johnson**, **Don Larlee** and **Kyla Jardine** for the Maritime Fall Fair; **Dave Coombs** for the Nova Scotia Provincial

Exhibition; **Thelma Casey** for the Pictou/North Colchester Exhibition; **Carla Mahoney** for the Queens County Fair Association; **Burke Harris** for the Shelburne County Exhibition; **Jean Marlin** for the South Shore Exhibition; **Frank Anderson** for the Yarmouth Exhibition Association; and **Elizabeth Crouse** for the 4H and Rural Organizations.

At the Board of Directors meeting on January 28, the executive committee is now comprised of Jeff Yuill as the incoming President and Director, Brian Casey is the Vice-President and Director, Jean Marlin is Past President, and also serving on the Board of Directors are Burke Harris, Denise Howatson, Jean Marshall and Don MacLellan.

The keynote address for the general meeting on January 29 was Penny Reeh, I.A.F.E. and she presented a very informative talk on how to

achieve the objectives of a successful exhibition or fair without spending a lot of money. She stressed the need to develop good working relationships with various media through innovative means to attract attention to the local event. The annual meeting highlighted several areas addressed by the Resolutions Committee. These areas are briefly indicated as follows: waste management at events, livestock safety and drug testing. Updates on these items will be reported in future newsletters. Work will commence on an update of the Association Memorandum of Association and By-Laws and developed to concur with the Societies Act administered by the Nova Scotia Registry of Joint Stocks. The new By-Laws will also be consistent with the amendments Part XV of the Nova Scotia Agriculture and Marketing Act.

### From the Resolutions Committee:

**Resolution # 1:** The R. R. F. B. Nova Scotia is requested to become involved with all exhibitions. Recycling bins be provided to each exhibition. Set up and maintain a display at each exhibition.

**Resolution # 2:** Mandatory drug testing randomly done without notification for animal or location.

**Safety Issues:** Each exhibition or fair to have a safety committee including a member of the local fire department. Each exhibition or fair to have proof of liability insurance which is compulsory; Install a safe barrier to ensure safety for spectators behind barriers; Ensure that all efforts are made to provide a safe entry and exit for all animals going to and from the show ring. (i.e. signage, barriers, etc. ) Outdoor rings to be made as safe as possible including the installation of strong gates.

## Becoming Identified as a Stakeholder in the Tourism Business

Exhibitions and Fairs in Nova Scotia presents the opportunity to provide an expanded customer based in the tourism industry which can increase attendance at events and increased revenues from the various facilities on-site. The first step is to build a "brand" for an event which is essential to our tourism programming. A brand is a promise or an idea that creates an impression in the customer's mind and conveyed through communication and experiences. An example is the brand for the South Shore Exhibition, "The Big Ex" which is now well known throughout the western part of the Province. A survey conducted by the Nova Scotia Department of Tourism, Culture & Heritage in 2004 throughout the New England States indicated that about 32 % of respondents said they were considering a vacation to Nova Scotia sometime between May and

October. Developing an attraction for Tourists to exhibitions and fairs with special emphases on entertainment and visitor services will identify this industry as a stakeholder industry for increased recognition with governments and other sponsoring agencies.

Nova Scotia is identified as a world class location to visit by Canadian and international visitors. The tourist attraction is an untapped source of additional visitation to some fairs and exhibitions in the Province and the development of specific entertainment for tourists could be beneficial to many locations where fairs and exhibitions are held. The Nova Scotia Department of Tourism, Culture and Heritage has several programs focused specifically on the tourism, culture and heritage sectors. Tourism programs that provide financial support for marketing, sales and product development are offered through the Nova Scotia Partnership Council. The

Nova Scotia Department of Economic Development offers knowledge management and partnership development with federal, provincial and municipal governments and organizations that have a provincial or sectoral focus, including tourism. Programs through Nova Scotia Business Incorporated and the Community Business Development Corporations provide opportunities for direct financial assistance through term loans and loan guarantees. Developing a partnership with Government and being recognized as a stakeholder in tourism and economic development, as well as agriculture, is an important role for the Association representing fairs and exhibitions in Nova Scotia.

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*"A brand is a promise or an idea that creates an impression."*

## Events & Dates (Financial Accounting)

**Allocations to Exhibitions for 2005 Lottery Funding – April 1, July 1, September 1, January 1**

**Allocations To Fairs - advance gate program – June, gate final payment December**

**Loans to Exhibitions – Installment due in January, all billed**

**Collection and Payment of dues – Outstanding debts held back from April lottery payment**

**Frequency of Meetings of Executive – as required**

**Frequency of Meetings of the Board of Directors – Meeting with N. S. Minister of Agriculture & Fisheries in Spring and another Meeting in Fall regarding Annual Meeting**

**Final Allocations To Exhibitions – in December if all members submit their figures**

**Final Allocations To Fairs – in December if all members submit their figures**

**EANS Accounts – payments made promptly when invoices received ( audits, secretary, Executive travel and Directors travel for meetings including annual meeting )**

## The Benefits of CAFÉ

CAFE has proceeded to "establish a Web-Site to share relevant fair-related information with their members; contributing CAFÉ-relevant input to federal policies and programs; and, acting as a dissemination point for federal information into many rural communities."

C.A.F.E. being a National organization provides their services across Canada. It is a non-profit organization established in 1924 and largely funded by membership fees. C.A.F.E. provides leadership and delivers programs and services that responds to the needs of members. We continue to call on their

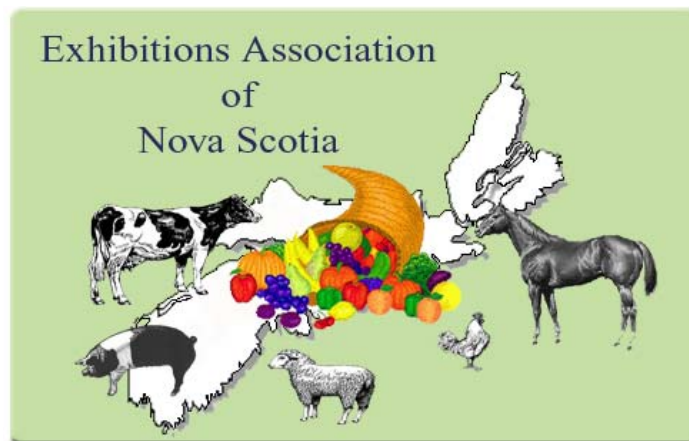
Executive Officers to assist in our programs. All fairs and exhibitions including dates will be forwarded to CAFÉ for listing on their website and future reference. Also, the Executive of EANS will examine the benefits of having an Atlantic Council organization to provide a stronger voice at the National level. An Atlantic-wide structure was envisioned several years ago but has not been revisited in recent years.

As the fairs and exhibitions conduct their events this year, the Exhibitions Association of Nova Scotia will dedicate time to the allocation of funding provided by the

Government of Nova Scotia and conduct services necessary for success of events. A special effort will be made to add the Tourism element to the current agriculture content to attract more visitors and a younger attendance to ensure the longevity of these events.

A Web-Site has been established for EANS to publicize the dates and locations for fairs and exhibitions together with daily events when the relevant information is provided. The Executive Director maintains the web-site and all information on fairs and exhibitions should be forwarded to his attention.

Check out  
<http://www.eans.ca>



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See us at:

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

## About the EANS

The Exhibitions Association of Nova Scotia is a non-profit organization that showcases the agriculture of the Province and relates the urban and rural communities through knowledge and awareness of farm activities while providing entertainment, community attraction for tourists and economic benefits for the Province of Nova Scotia.

Funding and services provided by the Province of Nova Scotia through the Department of Agriculture and Fisheries, is greatly appreciated and adds support to the fairs and exhibitions in various parts of the Province from June to October each year.

As the costs of services increase, additional sources of revenues would provide the much needed funds to enhance the activities for modern times and attractions that draw a younger crowd of attendees. Additional sources of revenue are available through partnership arrangements with the following:

### Agriculture and Agri-Food Canada

- Canadian Rural Community Development
- Atlantic Canada Opportunities Agency ( ACOA )
- Strategic Community Investment Program
- Atlantic Innovation Fund
- Infrastructure Canada Program

### Canadian Rural Information Service

- Canadian Agricultural Rural Communities Service

### Nova Scotia Department of Tourism, Culture and Heritage

- Financial support for marketing, sales and product development are offered through the Nova Scotia Tourism Partnership Council

### Canadian Tourism Commission, Industry Canada

- Partnership Programs