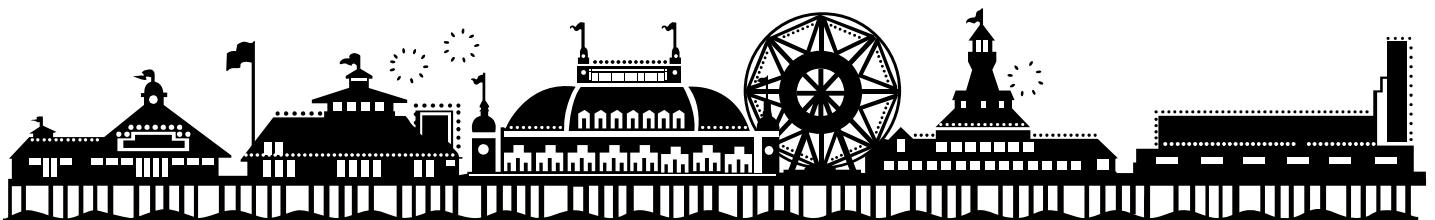




PARTICIPANT *PACKAGE*

Agenda	3
Speaker Biographies	5
Participant List	13
Evaluation Form	15





Learning Forum for Fairs, Exhibitions & Shows

Ramada Plaza Manoir du Casino, Laberge Room

AGENDA

DAY 1 — Monday, January 22

- 8:30 **Breakfast** - Light breakfast served in Laberge. If staying in hotel, full breakfast is available in restaurant
- 9:00 **Breakfast Speaker: Marlene Catterall.** *The Current Context of Community Capacity Building in Rural Communities in Canada: Opportunities and Alligators.*
- 9:30 **Welcome** – *What to Expect at Learning Forum*
- 9:40 **What is Community Capacity Building?** *CCB in the Context of the FES Industry*
- 9:55 **Discussion** – *Identifying and prioritization of key CCB issues across Canada.*
- 10:45 **Break**
- 11:00 **CCB 101** – *How to “do” Community Capacity Building.*
- 11:45 **Lunch**
- 12:15 **Lunch Speaker – Honourable Wayne Easter.** *What Politicians are Looking for when Approached on CCB Issues*
- 1:15 **Break**
- 1:30 **CCB Plan Workbook** – *Overview*
- 1:45 **CCB Plans** — *Developing key messages*
- 2:15 **Plenary** – *Sharing Key Messages*
- 2:45 **CCB Plans** – *Delivering Key Messages*
- 3:15 **Break**
- 3:30 **Plenary** – *Pulling it All Together.*
- 4:00 **Review of Day** – *What to Expect Tomorrow*
- 4:10 **Adjourn**
- 6:00 **Dinner** – Ramada Plaza Manoir du Casino, Beaubien Room



AGENDA — DAY 2

DAY 2 — Tuesday, January 23

- 8:30 **Breakfast** - Light breakfast served in Laberge. If staying in hotel, full breakfast is available in restaurant
- 9:00 **Welcome** – *Overview of Day 2*
- 9:05 **Introduction to Government Relations & Communications** – **Isabel Metcalfe**. *What is it? Why Should you Do It? How it's Done.*
- 10:45 **Break**
- 11:00 **Government Relations in Action** – Techniques for Delivering your Message
- 12:00 **Lunch Speaker** – **Alex Munter**. *Practical Pointers on Getting CCB Results: How to Engage Politicians and the Media.*
- 1:00 **Break**
- 1:15 **Preparation for a Meeting** - Ready to Deliver your Message Anytime – Anywhere
- 1:35 **Meeting, Lobbying, Social Encounters** – On the Spot Scenarios
- 3:15 **Break**
- 3:30 **Closing Discussion**
- 4:00 **Adjourn**



Speaker Biographies

Marlene Catterall



Marlene Catterall is a former Canadian politician. Catterall was a member of the Liberal Party of Canada in the Canadian House of Commons, representing the riding of Ottawa West—Nepean from 1997 to 2005 and previously representing the riding of Ottawa West from 1988 to 1997. Catterall is a former consultant and teacher. She is a former Deputy Government Whip and Chief Government Whip and a former Parliamentary Secretary to the President of the Treasury Board. She was well involved in Ottawa politics serving as an alderman on Ottawa City Council from 1976 to 1985 and ran for Mayor of Ottawa in 1985.



Wayne Easter, P.C., M.P.



Wayne Easter was born in Charlottetown, Prince Edward Island and was raised on the family farm in North Wiltshire. He attended Charlottetown Rural High School and holds a diploma from the Nova Scotia Agricultural College. He was granted a certificate from the Canadian International Grains Institute in 1973. Wayne received an Honorary Doctorate of Law degree from UPEI in 1988 for his work and contribution to agriculture and social activism on the national and international level. He was awarded the Governor General's Canada 125 Medal in 1992 for community service.

Wayne was first elected as a Liberal representative to the riding of Malpeque in 1993 and was re-elected in 1997, 2000, 2004 and 2006. He was appointed Official Opposition critic for Agriculture by the Hon. Bill Graham, Official Opposition Leader in February, 2006. Currently,

Wayne is Vice-Chair of the Canada-United States Parliamentary Committee. In 2002-2003 he served in the Cabinet as Solicitor General of Canada. In previous years he has been Chair of the House Standing Committee on Fisheries and Oceans, Parliamentary Secretary to the Minister of Fisheries and Oceans and a member of the House Sub-Committee on grain transport. He served as a member of the Prime Minister's Task Force on the Future of Farming and was executive of the Canada-European Parliamentary Association.

Wayne conducted round table discussions across Canada in 2004 and as a result tabled a report to Parliament in 2005 known as the Farm Income Report. Having been a long-time member of the Canada-US Parliamentary Association, Wayne has extensive experience with bi-lateral issues affecting Canada-US relations. On the national and international fronts, Wayne was National President and CEO of the National Farmers Union for 11 years, he was advisor to the Trudeau administration for the federal export agency, Conagrex, and was an advisor to the Minister of Agriculture at the FAO Conference in Rome in 1983. He was an invited participant under the European Community's Visitors Program examining Common Agricultural Policy and International Agricultural Trade Issues in 1987 and toured New Zealand examining the impact of Farm Policy and Free Trade Issues in 1988.

In 1990, Wayne was an advisor and panelist for the Tri-national Exchange on Agriculture, the environment and Free Trade Agreements with Canada, the United States and Mexico. In 1991, with the Ontario Minister of Agriculture and Food.

Wayne was an advisor and delegate to GATT discussions in Geneva and Brussels. He also served as panelist to a Congressional briefing on NAFTA in Washington in March 1993.

Wayne was appointed Solicitor General of Canada on October 22, 2002. As Solicitor General, Wayne oversaw five agencies for the national security and public safety of Canadians - the Canadian Security Intelligence Service, the Royal Canadian Mounted Police, Correctional Services Canada, the National Parole Board and the National Firearms Registry.

Wayne was a member of the House of Commons Standing Committee of Agriculture and Agri-Food and was Vice Chair of the Canada-US Parliamentary Association. From July 20th, 2004 to November, 2005, Wayne was Parliamentary Secretary to Agriculture and Agri-Food with special emphasis on Rural Development.

Wayne and his wife Helen, a nurse, live in North Wiltshire and have two grown children, Kimberley and Jamie.



Isabel Metcalfe



Isabel Metcalfe provides public affairs counsel to national, not-for-profit organizations with an expertise in Aboriginal issues, Canada's film and television industry and public and private institutions. She is a skilled advocate and lobbyist that also has experience in fundraising and building coalitions. Her clients have included the Canada Council for the Arts, The Directors Guild of Canada and the Women In Media Foundation.

Isabel is a frequent guest lecturer on the topic of lobbying and advocacy at uOttawa's School of Management. Isabel's successful career as a businesswoman is built on a commitment to playing an important role in her community.

Some of Isabel's accomplishments include:

- Member, Board of Directors, Ontario Trillium Foundation, 2006
- Member, Board of Directors, National Screen Institute, 1994 – 2006
- International Election Observer for both the Government of Canada and the National Democratic Institute working in Ukraine, Lebanon, Albania and Azerbaijan to advance democracy and foster the role of women in public life, 2001 - 2006.
- Trustee, The Ottawa Hospital, 1998 - 2003
- Juror, Governor General's Persons' Day Awards, 1998 - 2003
- Founding Chair, Famous 5 Foundation (Ottawa), achieved recognition of women as nation-builders, working to place the 'Women are Persons!' monument place on Parliament Hill, as well as having women honoured on Canada's new \$50 bill, 1997 - 2000.
- Founding director of the National Capital Dragon Boat Festival & Secretary of the Hong Kong Canada Business Association (Ottawa), 1994 – 2000
- Trustee, Royal Ottawa Health Care Group, 1988 - 1997
- Received Commemorative Medal for the Golden Jubilee of Her Majesty Queen Elizabeth II (2002)
- Received Judy LaMarsh Women of Distinction Award, 1998



Alex Munter

At age 38, Alex Munter already has more than 20 years of contributing to Ottawa as an entrepreneur, city councillor, respected media commentator and popular teacher at uOttawa. Alex is well-known as an energetic, experienced, respected, responsible leader who understands the needs of Ottawa's diverse communities and who can get things done.



Alex has a lengthy history of municipal government experience. Having been returned to office by Kanata residents four consecutive times, Alex has experienced - and understands - the opportunities and challenges city hall faces. His experience includes:

- 12 years as a city and regional councillor
- Chairing multiple city committees including the Kanata Police Services Board, the Kanata Public Participation Task Force and the city's Health, Recreation and Social Services Committee.
- Sitting on the District Health Council and the boards of the Ottawa Economic Development Corporation and the Children's Aid Society.

An award winning entrepreneur (recognized for his outstanding achievement in business as owner and publisher of the Kanata Courier) and a community leader focused on building a better Ottawa for all its residents, Alex knows how to balance fiscal responsibility and social responsiveness. During his time on Council, for example, Alex worked successfully for ten successive tax-freeze balanced budgets while protecting the services upon which people depend.

Respected for his ability to work with a broad range of interests including community leaders, the business sector and elected officials, Alex's consistent engagement in community life has led more than 10 prominent organizations to formally recognize his outstanding community leadership skills. They include:

- Young Entrepreneur of the Year Award - Federal Business Development Bank (1988)
- "100 Canadians To Watch" – MacLean's Magazine (1993)
- "Community Builder Award" – United Way (2001)
- "Francophile de l'Année" – Association Canadienne-Française de l'Ontario d'Ottawa (2003)
- "Melvin Jones Fellowship" – Lions Club International Foundation (2003)
- Ottawa's Community Leader of 2005 – Leadership Ottawa (2005)

Tough and decisive, Alex does more than talk the talk – he walks the walk. He has an impressive record of success tackling big issues like Ottawa's ground-breaking smoke-free by-law and equal marriage rights for all Canadians. His reputation of being able to combine strong principles with realistic and practical problem solving skill led the Government of Ontario to appoint him to a blue-ribbon panel on the future of our public health system (the Capacity Review Committee) in 2005 and to ask him to act as the Chair of the committee's Governance and Structure team.



Participant List

David Bednar

Canadian National Exhibition
Toronto, Ontario
dbednar@theex.com

Heather Blackwell

Western Fair Association
London Ontario
hblackwell@westernfair.com

Josh Bueckert

Altona Fair
Altona, Manitoba
maxmanitoba@hotmail.com

Marg Clark

Ontario Agricultural Societies
Dunnville, Ontario
mclark@hwmh.ca

Glen Duck

Saskatchewan Agricultural Society
Regina, Saskatchewan
gduck@saase@sasktel.net

Harry Emmott

Paris Agricultural Fair
Paris, Ontario
hemmott@sympatico.ca

Rudy Friesen

Lethbridge Exhibition Park
Lethbridge, Alberta
rudy@exhibitionpark.ca

Kimberly Haddow

C.A.F.E.
Ottawa, Ontario
kimberly.haddow@canadian-fairs.ca

Mavis Hanna

President Shawville Fair
Shawville, Quebec
info@canadian-fairs.ca

Steven Johnson

Those Little Donuts Concessionaire
Okotoks, Alberta
tldonuts@hotmail.com

Gale Johnson

Cowansville Fair
Cowansville, Quebec
gjohnson_2@sympatico.ca

Karen Lynch

Canadian National Exhibition
Toronto, Ontario
klynch@theex.com

Peter Male

Canadian Pacific Exhibitions
Vancouver, British Columbia
pmale@pne.ca

Isabel Metcalfe

Isabel Metcalfe Consulting
Ottawa, Ontario
isabelmetcalfe@sympatico.ca

Adele Moore

PEI Association of Exhibitions
Prince Edward Island
ammoore@gov.pe.ca

Donna Sagin

Saskatchewan Association of Agricultural
Societies and Exhibitions
Regina, Saskatchewan
dm.sagin@sasktel.net

Hannah Service

C.A.F.E.
Ottawa, Ontario
hannah.service@canadian-fairs.ca

Barbara Smith

Ontario Association of Fairs
Ottawa, Ontario
barbara.smith@canadian-fairs.ca

Natasha Teoli

Council of Provincial Associations of
Psychologists
Toronto, Ontario
nteoli@cpa.ca

Joyce Trafford

Carp Fair Grounds
Carp, Ontario
carpfair@istar.ca



Evaluation

We would like you to help us to better plan and develop future Learning Forums by providing us with your insight. Please take the time to fill out this survey and return it to Natasha Teoli or Hannah Service before you leave the Forum. Thank you.

Please rate your level of concurrence with the following statements: (Circle One)		Excellent	Good	Average	Fair	Poor
1	The Forum provided me with a greater understanding of CCB and a good sense of how to proceed when I return to my community.	5	4	3	2	1
2	The Forum helped to build networks and alliances that will benefit future CCB efforts	5	4	3	2	1
3	Overall usefulness of content	5	4	3	2	1
4	Appropriate use of breakout groups and plenary sessions	5	4	3	2	1
5	Useful speeches given by guest speakers	5	4	3	2	1
6	Helpfulness and efficiency of staff	5	4	3	2	1
7	Facilities and food	5	4	3	2	1

Please comment on aspects of the Forum you thought were most useful.

Please comment on aspects of the Forum you thought could be improved.

Do you have any comments on what you would like to see discussed/addressed in the next Forum?

Do you anticipate using any of what you learned at the Forum in the near future? Please elaborate.
