



## HOLLY CAMPBELL

Holly has been attending fairs in the Ottawa Valley with her family for as long as she can remember. She is from a family of volunteers that are involved within their community and with the Shawville Fair. Her first introduction to volunteering was with the Pontiac Agricultural Society in 2008 in the Horticulture division. The responsibilities included helping receive entries, working with judges and staging the entries for fair visitors to see. That same year, Holly was responsible to lead a local elementary school group around the fairgrounds during the Agricultural Awareness School Program.

To this day, Holly continues to volunteer with the Pontiac Agricultural Society in the Horticulture division, the Ambassador program, and the school program. Holly also donates her time to Youth for Youth Quebec (Y4Y Quebec is a provincial non-profit youth network committed to addressing the issues facing English-Speaking youth ages 16 to 30) and with Alpha Phi as an advisor to the McGill University chapter.

Holly was a contestant in the Shawville Fair Ambassador Program in 2012 and 2013. In 2013 she was awarded the Shawville Fair Ambassador title when she represented the Beef division. Never having been an exhibitor in the beef division, the experience offered her the opportunity to learn more about the Beef breeds and see firsthand the hard work and dedication of a Beef breeder.

In February 2014, Holly represented the Pontiac Agricultural Society as an Ambassador at the OAAS Convention. There she met fair Ambassadors from all over Ontario, learning about their Ambassador Programs and fairs, and taking part in leadership related workshops. Holly continues to be involved in the Shawville Fair Ambassador program as a committee member. She works with the Director and other committee members to recruit local youth to get them involved in their agricultural community and spark their volunteer spirit.

“ I love the fair industry because it offers our agricultural community the opportunity to come together to showcase their produce, it teaches agricultural awareness to our urban visitors, entertains hundreds of families that visit, and gives me the opportunity to work with a dedicated group of volunteers.”

June 2018, Holly began working with the Canadian Association of Fairs and Exhibitions as a Program Coordinator. Since then, she has worked on a webinar project to provide virtual presentations on various topics to CAFE members. She has done research to update different spreadsheets/databases and helped to collect survey data.

“ It has been interesting to see all of the work that goes in to CAFE, which in turn benefits its members. Whether it be a one-day event, or a 14-day exhibition... promoting agriculture, educating and entertaining your event-goers successfully are a common goal of all. CAFE provides leadership and resources to ensure successful futures for its fair and event industry.”

Why do you enjoy volunteering?...

“ I enjoy supporting a community event that has provided me with so much – both in memories and volunteer opportunities.”