

M.A.A.S. recognizes the need for Agricultural Societies to become actively involved in community engagement to continue to survive and thrive. Ag Societies have played a vital role in the past by providing a focal point to educate both rural and urban constituents about agriculture through workshops, seminars, fairs and exhibitions. We want to enhance their role by encouraging fairs to re-evaluate their exhibits, offer opportunities for exhibitors to showcase fledgling entrepreneurship products and ideas, and introduce areas of technology to attract youth, and consider ways to market via the internet. We recognize the important role that judges can play in this initiative, by influencing and promoting new exhibitor categories that have a value-added component, and encourage youth to participate. We see this as an important asset in furthering community development and engagement.




Home Craft Judges Clinics

**Brandon - March 20
OR
Winnipeg - March 26**



Time: 9:15 a.m.—4:30 p.m.

Cost: \$20.00 per person
(includes Lunch)

Locations:

Brandon - March 20

Ag Extension Centre
1129 Queens Avenue
Brandon—2nd floor

OR

Winnipeg - March 26

Red River Exhibition Park
Conference Room

**REGISTER NO LATER THAN
MARCH 17/08**

AGENDA—BRANDON March 20, 2008

9:15 a.m. Greetings

9:30 - 9:45 - Joan Clement
Overview of Standards

9:45 – 10:45 - Eugene Warwaruk
Judging products for commercialization

10:45 - 11:00 Coffee Break

11:00 – 12 noon - Monique Perey
“Eye Candy”
Marketing Techniques; Judging Technology

12 – 1 p.m. Lunch & Discussion

1 p.m. – 2 p.m. - Rhonda Auriat
Judging Scrapbooking

2 p.m. – 3:30 - Elaine Rounds
Judging Quilts

3:30 – 3:45 Coffee Break

3:45 – 4:30 - Joan Clement
Change to Exhibits & Group Discussion

AGENDA—WINNIPEG March 26, 2008

9:15 a.m. Greetings

9:30 - 9:45 - Joan Clement
Overview of Standards

9:45 – 10:45 - Eugene Warwaruk
Judging products for commercialization

10:45 - 11:00 Coffee Break

11:00 – 12 noon - Monique Perey
“Eye Candy”
Marketing Techniques; Judging Technology

12 – 1 p.m. Lunch & Discussion

1 p.m. – 2 p.m. - Cindy Cordeiro
“A Unique Flair” Judging Scrapbooking

2 p.m. – 3:30 - Pearl Braun-Dyck
Judging Quilts

3:30 – 3:45 Coffee Break

3:45 – 4:30 - Joan Clement
Change to Exhibits & Group Discussion

PRESENTERS

Joan Clement, PHEc Freelance Home Economist; Owner & Operator of "Sanderson's Hill Bed & Breakfast—Russell"

Joan will open the Clinic by reviewing the judging standards and ways we can effectively do our jobs.

Joan presented at the annual MAAS Conference and challenged Ag Societies to look at new ways to do business at fairs. In the afternoon Joan will lead a discussion on how judges will be able to encourage them to move forward with this change.

Eugene Warwaruk, BDS, Food & Development Centre and previous founding partner of Luxsole Restaurant, Wpg.

Eugene will discuss ways to identify products that have commercialization potential as well as identify products that are ready to graduate from delighting friends and family to realizing cash sales at farmers' markets. The group will explore food trends, criteria that should be considered when considering a food product to develop, as well as different stages of commercialization.

Monique Perey, Former Executive Manager of a major Agricultural Corporation heading up marketing, communication and business ventures. Present owner of "Eye-Candy Creative" a creative agency for all marketing and *first in ideas.*"

Monique will discuss how to look past home made products and take them into the new world of branding. If you have the best muffins what's the next step? How do you market your product? She will also address what to look for when judging technology such as websites and how to provide feedback on how to prepare a product to sell on E-Bay.

Elaine Rounds is celebrating 30 years as a professional artist, but her interest in fabric began as a 4-H member at 9 years old. She has exhibited her fiber work extensively and been a juror of art and craft exhibitions here in Manitoba. She currently works in book making and collage. Her work can be found in private and government collections in more than 50 countries.

What makes a prize winning quilt? Beyond workmanship, design and a great color scheme, how do we recognize and define artistic merit? What does the quilt tell us about the maker's creative process? This session will explore answers to these questions.

Rhonda Auriat, is a Creative Memories Consultant and has been teaching scrap booking for over 9 years.

Rhonda will provide a brief history of scrap booking,, discuss photo cropping, color theory, page layout, page embellishment, and judging. Handouts that can guide you as a judge will be provided.

Cindy Cordeiro, B.Ed. Is a small business owner, creator and teacher for "A Unique Flair" in Winnipeg. She is a graduate of the "Creating Keepsakes Univeristy in Provo, Utah.

Cindy's presentation will be discovering design elements, colour choices, photo quality, the basics along with the latest & greatest in scrapbooking techniques.

Handouts that can guide you as a judge will be provided and you will have an opportunity to participate in an activity that shows good and even better layout.

Pearl Braun-Dyck, the owner of the "Quilters' Jewel" in Morden, MB. Quilting has been a part of her life for the past 32 years and what a rich journey it has been.

Opportunity will be given to all participants to "judge" a select few quilts which will be followed by further suggestions and ideas. Pearl will also give some ideas regarding placing a value on quilts. A totally interactive time together.

REGISTRATION FORM

Name: _____

Address: _____

Phone: _____

E-mail: _____

I would like to attend:

Brandon on March 20

Winnipeg on March 26

Please mail, fax or e-mail your registration to:

Susan Wilkinson

1129 Queens Avenue

Brandon MB R7A 1L9

Phone: (204) 726-6293

Fax: (204) 726-6260

E-mail: susan.wilkinson@gov.mb.ca

Register **NO LATER** than - **March 17/08**

Registration Fee - \$20.00

(includes lunch)

(Cash will be accepted at the registration desk on the day of the clinic.)

Thank you to the Managing Risk Employment Program (MREP) for their contribution to the clinics.