

Agribition INSIDER

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2016 Agribition Gear

Agribition branded merchandise is back again for 2016! Make sure you get your branded touque, hat, phone charger or hoodie! They are a perfect gift for the Agribition lover on your Christmas shopping list or go ahead and treat yourself, you deserve it. All volunteers receive a 10 per cent discount on merchandise. These items are available during Agribition week in the Show and Sale Office located in the Exhibit Mall and the International Business Centre located in the upper mezzanine of Stockman's Arena.



Planning for the 2016 show is in full swing and I'd like to thank all of those volunteers and committee members who have invested their time and energy this whole year into creating a world-class show.

There are some new and exciting events and programs this year, but we are also preparing for future sustainability. You will see the construction site that will become the International Trade Centre (ITC) for 2017. The ITC is going to give Agribition a world-class home for a world-class show and give us the opportunity to grow. We have plans in place to make it easy for people and exhibitors to move around the grounds this year while that project is underway. People might notice a couple things aren't in the same place they used to be, but everything and everyone has space to enjoy the Agribition they're used to.

On behalf of the Board and staff of Canadian Western Agribition, I sincerely thank you for your contribution. I hope you will join us in welcoming Pro Rodeo back to Agribition as well as enjoy one last party in The Swamp on Saturday!

See you in November!

Stewart Stone
President of Canadian Western Agribition

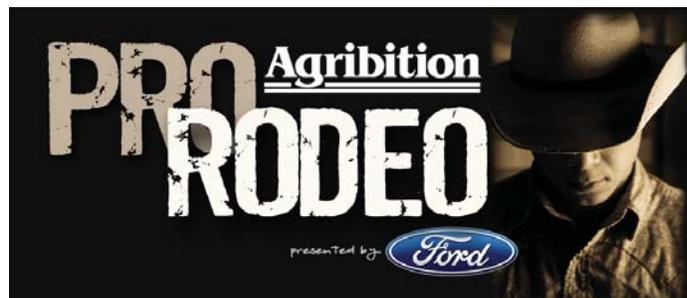


The current Board of Directors in front of the ITC Construction site in June 2016.

What's new at the 2016 show?

Agribition Pro Rodeo

Professional rodeo is back at Agribition! In partnership with Canadian Professional Rodeo Association (CPRA), Agribition is excited to announce the four-night Agribition Pro Rodeo presented by Ford. The event will feature 16 top athletes from each of the seven major events who will be divided into two pools of eight competing in two performances each.



The roster will be based on the Pro Rodeo Canada standings at the end of the 2016 regular season and will be the inaugural event of the 2017 schedule. Top professional competitors from around the world will battle for \$100,000 in prize money, giving rodeo fans in Saskatchewan a high energy, action-packed rodeo to enjoy!

Once again, The Mosaic Company has generously partnered with Agribition to offer a free night of rodeo on Wednesday, November 23. This is a great opportunity, especially for first-timers, to experience the new Pro Rodeo event. Wednesday's performance will be rush seating with doors opening at 6 PM.



Agribition Select Horse Sale

New to the equine event lineup is the Agribition Select Horse Sale, which will feature arena performance horses, working horses, CBHI Super Stakes Barrel Horse prospects, and more! Buyers will be able to



preview these horses at their stalls and during the demonstration. The demonstration and sale take place Friday, November 25 in the Brandt Centre.

Tuesday Night Jousting

Back by popular demand, Full Contact Jousting will be featured at Agribition again, but this time in the Tuesday evening prime timeslot. Full Contact Jousting provides an unchoreographed, action-packed event for the whole family! Get your tickets online before you come to ensure a seat!



Expanded Food Pavilion



In only its second year, the Food Pavilion presented by The Mosaic Company will feature an expanded variety of producers showcasing the western food story. The Pavilion features cooking demonstrations, food and product sampling, the Living Sky Winery Garden, and more! Interact with the people who grow our food and learn about how it gets from the farm to your table.

We still have some time slots available on the Cooking Demonstration Stage. If you or someone you know would like to participate, visit the Food Pavilion page on agribition.com to complete the application form.

What's new at the 2016 show?

Construction Update

The construction of the new International Trade Centre (ITC) is well underway! The walls will be completed for this year's show with temporary power and heating. Agribition will have use of about half of the newly constructed building, which will be used for stalling of purebred beef, horses, sheep and goats. The sheep and goat shows and sales will also be held in this space. Check agribition.com for a complete schedule.



Livestock Update



The Stock Exchange Sale Arena has been renamed the John Deere Sale Arena, which has received numerous updates including additional lighting, heating, and new bleachers. These improvements will transform the venue into a world-class sale arena, filling the building with excitement from both visitors and buyers. The John Deere Sale Arena will be home to all of the sales previously held in the Auditorium as well as Commercial Cattle and Bison shows and sales. The venue will have a licensed bar which will operate the entire week. All beef shows will be held in the Chevrolet GMC Stadium for one last time. All shows and sales will once again be broadcasted online by DLMS.

Catch a Ride on the Agribition Express!

The Agribition Express shuttle is conveniently being offered again in 2016!

The Agribition Express is a shuttle bus program, providing you a ride to and from your vehicle parked at either Northgate Mall or Southland Mall to Evraz Place for only \$3 each way. The bus will be accepting COINS ONLY. Please bring exact change.

Benefits of Riding on the Agribition Express

- No walking in the cold
- No line ups at the gate
- No parking challenges
- FREE gate admission

Sponsored by



Daily Hours

The Agribition Express will run continuously between 10:00 AM and 6:30 PM as well as after the evening events Tuesday through Saturday.



City of Regina



Volunteers Make The Show Happen

As Agribition continues to grow, so does the need for volunteers to staff our newest programs and venues.

We are currently recruiting volunteers for the following positions:

- Courtesy Vehicle Drivers
- Survey Personnel
- Grain Expo
- Livestock
- International Business Centre
- Hotel Information Kiosks
- Agribition Express Ambassadors
- Student Safety Program

If you are a current volunteer and would like to participate in a new role, Agribition will try to accommodate you. In addition, if you know of anyone who might be a great fit, Agribition encourages all those interested to fill out the application form at www.agribition.com.

For more information on any of these positions or about becoming a volunteer in general, please contact the office at cwaquestions@agribition.com or call (306) 565-0565.



John Willmott to be Inducted into the Canadian Agriculture Hall of Fame

Agribition Past President, John Willmott will be inducted into the Canadian Agriculture Hall of Fame on November 6, 2016 at the Royal Agriculture Winter Fair in Toronto.

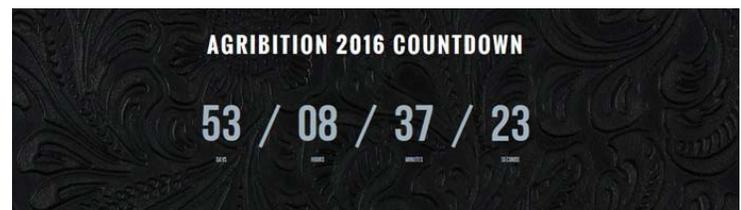
John Willmott has served Canadian agriculture for decades to bring about changes and advances for countless organizations. John was the President of Agribition in 1978 and 1979, a Board and Committee member for 29 years, and is currently still engaged with Agribition as an active Past President. His big dreams helped Agribition grow into the world-class show that it is.

"We are grateful for all the work John has put into growing CWA and are pleased to see him being recognized for his contributions to the whole agriculture industry," says CWA President, Stewart Stone.



Online Improvements

If you have visited agribition.com recently or registered as a trade show exhibitor, you will notice there have been some improvements to these online tools. Thanks to Melcher Media, we are excited to announce we have a new website and a new trade show online entry system. The new website enhances functionality and accessibility to information. The new online entry system allows exhibitors to easily apply and create an online profile, view the booth locations in each individual building, and add their own information to share with the public. We hope the online schedule, online forms, and interactive map will improve your experience in preparing for Agribition. Watch for the new livestock online entry system in 2017.



2nd Annual Kick Off to Agribition BBQ

Agribition, in partnership with the Regina Downtown Business Improvement District (RBDID) will be holding a BBQ on Scarth Street November 1 at 11 AM to 1 PM to kick off November as "Agribition Month" in Regina. Local restaurants will be in attendance, each providing a dish with a beef component. For a \$2/dish, visitors will receive a sample of food from each of the participating restaurants. Visitors are encouraged to vote for their favourite meal through social media or on-site voting ballots. Voting enters visitors into a draw for rodeo tickets. You won't want to miss this event – there will be animals, trucks, tractors, activities and free giveaways on site for everyone to enjoy!



Staff Announcements

Canadian Western Agribition Appoints New CEO



Agribition appointed Chris Lane as the new CEO, effective July 4, 2016. Chris previously held the position of Senior Producer at CBC. He grew up with an agricultural background in Northern Alberta and has over a decade of experience leading teams and organizations.

"I'm excited and looking forward to my first show as CEO. It is an honour and privilege to be part of such an important organization in Saskatchewan and the agriculture industry as a whole. The show is growing and we have some great things on the horizon. Together, we'll make sure Agribition always lives up to its reputation as the world-class event it is. I look forward to meeting you in November."

Important Dates to Remember

October 1-31, 2016

Ag Month in Saskatchewan

October 15, 2016

- Chore Team Events and Horse Pulls entry deadline
- Bison and Sheep/Goats entry deadline

November 1, 2016

- Stock Dogs entry deadline
- Cowboy Mounted Shooting entry deadline
- Youth Showmanship and Youth Team Grooming entry deadline

November 1, 2016

2nd Annual Kick Off to Agribition BBQ on Scarth Street

November 6, 2016

Canadian Agriculture Hall of Fame Induction Ceremony

November 21, 2016

Burning of the Brand at 10 AM in the John Deere Sale Arena (formerly known as the Stock Exchange)

November 21-26, 2016

Canadian Western Agribition

November 23-26, 2016

Agribition Pro Rodeo

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