

NORTHLANDS LIVE

Message from Ken

Spring has sprung and it's been a busy few months at Northlands. Last month we hosted the 44th annual Northlands Farm & Ranch Show. This year's show received many industry accolades and up and coming rodeo stars got their chance to shine at the 2010 Canadian National College Finals Rodeo. A big thank you to all who volunteered their time and helped us deliver an exceptional experience to our guests.

Last month, we also held our annual general meeting. It was a wonderful opportunity to hear from our shareholders and celebrate our 2009 successes. Joining our Board for another

three years are Burke Perry and Bob Walker. Members elected for the first time are Carlene Van Brabant and Jeff Haley. On behalf of the volunteers and staff at Northlands, I would like to say congratulations and welcome to the Northlands team.

In March, we were delighted to announce that Honda as our title sponsor for the 2010 Edmonton Indy. This year's event, the Honda Indy Edmonton powers up on July 23 at the City Centre Airport. In addition, to Indy we have 10 great days of summer starting with Capital EX from July 23 to August 1. The summer wraps up with

the WPCA World Dodge Chuckwagon Championships, September 1-5.

It will definitely be an exciting summer at Northlands and I look forward to seeing you at an upcoming event. We would not be able to deliver these events without your ongoing contributions and support.

Have a great summer and we'll see you soon!

Sincerely,
Ken Knowles
President

Northlands Farm and Ranch Show Highlights

Northlands Farm and Ranch Show drew to a successful close once again this year. Our volunteer base for this show grew exponentially as we were up in volunteer hours from 141 in 2009 to 622 in 2010! Everyone had a part in the show and played it so well! We couldn't have done it without you.

The Trout Farm and the Cows for Kids Booth were two of our highest profile locations. Cows for Kids is a can which can be purchased for \$5 containing a porcelain cow, small paintbrush and a small selection of paints. The Trout Farm is a small indoor fishing pond stocked with small live trout, and proper fishing

gear to catch and release the fish for a \$2 charge.

From the stories told after Farm and Ranch show, there was good competition going on between families trying to catch the biggest fish. Also, thanks to the recommendations of our volunteers on the first day, the fishing rods had proper lures on for the remaining days of the show. Thanks for sharing your knowledge.

Both of these booths were fundraising opportunities for the Northlands Agriculture Scholarship Fund, and were highly successful. Thanks to

our volunteers, the Cows for Kids were sold out at the end of the show on Saturday! The trout farm was equally popular as people of all ages came up to test their hand at the fishing pond and to see what they could catch.

In total the Cows for Kids and the Trout Farm raised approximately \$1200 for the scholarship fund! Thank you to all the volunteers who helped make this happen.



Volunteer of the Month for February – Larry Grotkowski

Larry is one of our invaluable behind the scenes volunteers who turns boxes of paper in to shreds! While not seen by many, we certainly appreciate Larry when our shredding boxes begin to overflow. Larry has been a Northlands volunteer for nine years. With his wife Sharon he has also volunteered for CFR Six Pack and Roar of the Rings Curling.

Congratulations Larry on your outstanding service.



St. John Ambulance
SAVING LIVES
at work, home and play

St. John Training available for Volunteers - COMING SOON!!!
Northlands and St. John Ambulance have a long history working together in the community. Together we are creating a program that will provide more opportunities to volunteer at Northlands and in your own community! Stay tuned for more information!!!

Attention all volunteers

Capital EX 2010 Is Big Time Fun – July 23 to Aug. 1



Capital EX, Edmonton's biggest live community experience, is the perfect combination of thrills, culture, shopping, value and entertainment for the whole family. From the opening downtown parade to the last fireworks fading over the midway, you won't want to miss any of the excitement during the 10-day festival of fun.

How to volunteer for Capital EX 2010

It's very easy:

1. Email us at volunteer@northlands.com; or
2. Call the Volunteer Hotline at 780-491-3400, and leave a message with your name about which event(s) you want to volunteer for, and what days and times you are available. Please leave a contact number where you can be reached during the day.

Edmonton's Capital EX has hundreds of job openings for volunteers like you. Please help out by signing up for as many as you can! Capital EX takes place from Friday, July 23, to Sunday, August 1, 2010. It's easy to volunteer for the Capital EX if you are a registered Northlands volunteer.

You have a "pick-your-shifts" form to fill out this year. Please review it carefully.

All Capital EX jobs (and shifts) are shown on the one form. Please complete and return the form showing when and where you are available to work by Friday, June 18. You can drop off the completed form at the main reception desk on the 4th floor, Edmonton EXPO Centre, fax it to 780-471-8176, or mail it to Volunteer Services at Box 1480, Edmonton, T5J 2N5.

Do you know a friend, neighbour, or student who would make a great Northlands volunteer?

If they apply and complete the security clearance form by June, they will likely be able to volunteer at Capital EX 2010! They can find the volunteer

application at www.northlands.com or we can mail one to them.

What's new for volunteers?

The following are new volunteer position available at Northlands. If any of these are of interest see included form.

50/50 Countroom

You will organize and count the monies brought in. If you are looking for something where you can sit in the air conditioning, this is the spot for you!

Family Fun Town – Trout Farm

The Trout Farm is a small indoor fishing pond stocked with small live trout. Participants use proper fishing gear to catch and release the fish for a nominal charge.

Northern Star Talent Search Security

A ballroom security watch-person is required to monitor ingress and egress from meeting rooms and the back doors of the Alberta Ballroom for Northern Star Talent Search program.

SIP!

The wine and food experience at Capital EX celebrates the unique, unusual, newest and tastiest foods and beverages. Volunteers are needed in assisting with handing out coupons and brochures, and helping as a stage assistant at two daily shows.

Volunteer Check-In Centre

To help us keep track of our volunteers, we need someone to come in each day of Capital EX to sign in our volunteers for their shifts.

Back by popular demand

These events and volunteer opportunities are a hit with patrons and volunteers alike. Sign up before the positions are gone!!

Fun Town Farm

Fun Town Farm is ready for another year in Capital EX. in a new location! This year the farm will be on the East side of the new EXPO Centre featuring all types of activities for kids to experience a taste of farming right in the city. Fun Town Farm will have all of the same educational barns returning, as well as the tractor pit, fishing pond, gardens, orchard, market and grocery store. Volunteers are needed for all aspects of the farm, as well as our "Moo Bar" where cartons of milk will be sold as well as the 'Cows for Kids' – a porcelain shaped cow with a small selection of paints and paintbrush in small container. Proceeds from both of these products sold will go directly to the Northlands Agricultural Scholarship Fund.

Family Fun Town

Toddler Town Square Gazebo Stage Assistant

Help with the scheduled entertainment on the Toddler Town Square Gazebo including but not limited to greeting performers, maintaining the set schedule, liaising with performers and relaying all issues back to event management. Also crowd management related to the public meet and greet sessions.

Construction Zone - Put Your Hard Hat On

Help children to participate in a series of activities including completing a drawing sketch, building a wall and most importantly engaging parents in this interactive kid-sized world.

Fire Fighters Zone

Help real firefighters from the City of Edmonton as they put children through a "Mini Firefighter Skills Challenge" such as putting on a child sized set of bunker gear, carrying a small amount of hose from one area to another, shooting water out of a fire hose and much more. Participants receive a Badge of Bravery upon completion.



Gate Greeters

Acting as a gate greeter is one of Northlands' most popular volunteer assignments. Gate greeters welcome people to the grounds at each of the four public entrances to the Northlands site. Gate greeters provide people with daily event information, and ensure that parents and kids know about the Edmonton Safe Parent House.

Gate Supervisors

If you are willing to act as a shift supervisor, please let us know if you would be interested in this area.

Hosts for Hall D

The volunteer hosts' responsibilities include seating guests, answering show-related questions, clearing the aisles, general crowd management, and helping to ready the venue for the next performance in cooperation with the Guest Services team.

Northwest Originals Art Guides

The volunteer art guides will be able to answer visitors' questions about the artwork that is being presented in the

gallery. Volunteers should be capable of speaking about art and be knowledgeable in regards to the art gallery world.

Kiyanaw—Celebrating the Aboriginal heritage of art and culture

A variety of volunteer opportunities is available in Kiyanaw – show office helpers, booth relief and stage assistants.

Phoning/Scheduling crew

Do you have a pleasant manner, enjoy talking to people on the telephone, and can communicate the same information many times over exactly the same way? Then you may be suited for the phoning and scheduling crew for Capital EX. Become part of a fun, small team who play a critical role. Contact 780-471-7339 or volunteer@northlands.com

Volunteer Orientation

If you have not yet participated in our volunteer orientations for new Northlands volunteers, please contact Virginia at 780-471-7156 or e-mail vpegg@northlands.com to register. Our next session is at Chairman's Suite – 4th Floor, Northlands Spectrum on Tuesday, June 22 5:30–8:30 p.m.

Wanted!!!! - Northern Star Talent Search

Do you have a passion for the arts and enjoy mentoring youth. If you answered yes then Northern Star Talent Search may be for you. We are looking for an outgoing volunteer with exceptional leadership skills to shadow the current Committee Chairpersons as a means to transition the current knowledge base. Northern Star Talent Search supports the discovery, development and encouragement of young amateur talent throughout Northern and Central Alberta by providing showcase opportunities including one of Canada's most reputable Exhibitions, Capital EX. Northern Star Talent Search is a volunteer driven program incorporating elements of community building and youth mentorship. The end product is an ambassador for the program and Northlands.

To learn more about Northern Star Talent Search and the possibility of shadowing the chairperson or contribution to the standing committee please contact, Volunteer Services at 780-471-7339.

Capital EX Kickoff and Orientations

Wednesday, July 14

Some committee chairs will hold orientations for their Capital EX specific areas from 6 p.m. to 6:45 p.m. prior to the kickoff. Your chair will contact you with the information.

We want you to be successful in your various volunteer roles, so be sure to attend the orientation and training for your tasks. You will receive your information package and schedules at these orientations.

Immediately following the various orientations, the Capital EX Volunteer Kick-off will begin in the Alberta Ballroom at 7:00 pm. The 2010 photo ID badges will be distributed at the kick-off and in the days leading up to Capital EX.

You will need to wear your photo ID badge while you are on duty. Remember—no one will be able to get onto the grounds without the photo ID badge, unless they pay gate admission!



Spark Your Summer

Volunteer with the 2010 Honda Indy Edmonton



The excitement returns July 23, 24, and 25 as the 2010 Honda Indy Edmonton roars back for its 6th year at Edmonton City Centre Airport.

Since the inauguration of motorsport racing at the Edmonton City Centre Airport in 2005, volunteers have played a key role in the delivery of the event to dedicated race fans and guests.

We look forward to having you as part of our 2010 Honda Indy Edmonton Volunteer Team! Please complete the Online Volunteer Application form or download, print and fax it back to us. website: www.edmontonindy.com

Contact us at 780-471-7156, fax: 780-471-8176.

Volunteer Positions at Honda Indy Edmonton

Here are a selection of volunteer positions available at the Honda Indy Edmonton.

Gates

As frontline ambassadors for the event, this team of volunteers directly interacts with race fans and guests. Tasks include greeting people at the gates and validating tickets.

Grandstands

Volunteers help direct guests to their seating areas.

RV Park

A new area this year, hosting guests and gate duties.

Credentials (including Pre-event)

Volunteers work in the Credential Centre to assist with the production of picture identification and the general operation of the credential program.

Hospitality

This team of volunteers lends support to the management of the hospitality areas. Tasks include providing assistance to hospitality guests and monitoring access into hospitality locations.

Site Services (including Pre-event)

Volunteers assist in preparing and maintaining the event site for the race. Tasks include screening maintenance, site preparation, placement of directional signage, painting and various light duty maintenance.

Volunteer Centre (including Pre-event)

Volunteers are needed to assist in the operation of the Volunteer Centre.

A variety of tasks are undertaken by this volunteer team including managing the reception desk, assembling orientation kits, and distributing uniforms.

Upcoming Events

- Honda Indy Edmonton Orientation
Friday, July 9 - 6 p.m.
– Meeting Room 106 or
Saturday July 10 - 10 a.m.
– Meeting Room 106 in the
Edmonton EXPO Centre
- Capital EX Area Orientation
Wednesday, July 14 - 6 p.m. – 7 p.m.
in the meeting rooms
- Capital EX Kickoff - 7 p.m.
Wednesday, July 14
in the Alberta Ballroom
- Capital EX Parade – July 22
- Honda Indy Edmonton – July 23-25
- Edmonton's Capital EX –
July 23 – August 1
- WPCA Dodge World Chuckwagon
Championship – September 1-5

Visit our volunteer website at www.northlands.com

New Parking location for volunteers

Your volunteer photo ID pass gives you the opportunity to park on Northlands ground free of charge for events you volunteer for. There are some exceptions that we ask the volunteers to follow. During Capital EX your Volunteer ID allows you to park in any available lot.

The rest of the year volunteers are to park on the west side of the parking lot in the same location as staff which is located by the large slide. If you have any questions, please do not hesitate to contact Volunteer Services.

Volunteer Clothing and Volunteer ID pass

Your appearance while volunteering is very important as first impressions count! Always use good judgment in your appearance. Clean, respectable, and tidy are the three appearance guidelines to follow.

All volunteers at Capital EX must wear their citron green volunteer shirt during their shift. The shirt allows our guests an easy way to identify our volunteers who can help them with questions or directions. You will also be given the option of wearing a visor or cap to wear while working outdoors.

When volunteering at our office, please wear your green volunteer shirt and ID badge. All volunteers are required to wear a photo identification badge at all times when working on Northlands site and when representing Northlands offsite (such as at the Capital EX parade). You will use this badge to access the grounds and facilities when reporting for a volunteer assignment.