

# NORTHLANDS LIVE

## Message from our President & CEO

# Thank you to our valuable volunteers!

For the first time, Northlands and the City of Edmonton partnered to launch the ten-day agricultural and rodeo festival, River City Round Up. It was a privilege being involved in this city-wide celebration which included two of Northlands largest signature events – the Canadian Finals Rodeo (CFR) and Farmfair.

From all of us at Northlands, we would like to take a moment to recognize how essential your roles as volunteers were to the success of these events. Thousands of visitors took in both the CFR and Farmfair which included equine events, cattle sales, the Heritage Ranch Rodeo, and RAM Country Marketplace. This wouldn't have been possible without the help of each and every one of you who donated nearly 6,500 hours of your time to assist at these signature events.

Rodeo Magic was another success this year with 150 special needs children being given the opportunity to experience what it takes to be a rodeo star. The

children were matched up with a CFR contestant and were provided with a passport, hat, and t-shirt as they ran through various events.

Over the past year your contributions have allowed Northlands to bring some of the biggest and best events to Edmonton. All events held at Northlands have been a success, due in large part to the dedication and commitment displayed by you – our volunteers.

You have all made 2011 a special year by donating thousands of hours of your valuable time to help Northlands successfully host our signature events. Thank you for enriching our community

and being ambassadors for Northlands. I look forward to seeing all of you in 2012, and wish you the very best in the New Year.

Richard L. Andersen, CFE  
President & CEO



# Volunteer Appreciation Night

Friday, January 20 will be the annual celebration of our volunteers. Those who have given a minimum of ten hours in the past 12 months will be receiving an invitation. If you are one of these volunteers please check your calendar to ensure you have set aside the evening.

## River City Round Up/Farmfair/Canadian Finals Rodeo



Thank you to our volunteers who dedicated their time making memories at the 2011 River City Round Up, Farmfair and Canadian Finals Rodeo. Below are some of the public and volunteer comments we received over the event days.

### On River City Round Up

"All of the events and the activities were great and because they were free it was an event that was totally affordable on our tight budget. We were there most of the day and there was never a dull moment. From the crafts tent to the square dancers it was all great fun. The volunteers were warm, welcoming and helpful. Thanks for a great event!"

Maria

### On Farmfair

"Marion and I really enjoyed working at Farmfair. The first shift we worked as floaters. That gave us an opportunity to get the lay of the land, as this was our first time working at Farmfair. The second day we were placed to fill in for the Chicken Producers, and that was a really good job. We enjoyed that! The third shift we both ended up being tour guides in Ag Education which was another rewarding experience. We certainly would do it again."

Gord and Marion

### On CFR

"I just wanted to thank you for the amazing opportunity to volunteer with Northlands. I had by far the best week of my year during this rodeo. You have so many fantastic volunteers and I had a ton of fun getting to know them. Even as the newest rookie, I felt like a part of the volunteer family the whole time. I am already looking forward to the next event and to work with you and your team again."

Through this week many things that I have dreamed of came true, such as being down in the dirt during the rodeo, meeting contestants, and working with cattle and chutes. Every time I got off the LRT for another shift, I couldn't help but laugh just out of joy to be there. I am so excited for next year."

Amanda

"A quick note thanking Volunteer Services for making me (us) feel needed and appreciated while I volunteered at River City Round Up, Farmfair and CFR - THANK YOU."

I worked with staff liaisons, Katie and Katelyn and both of them were fantastic. I look forward to volunteering for them again in the future. Had a great time and hope to do the same next year."

Till the next event,  
Wes

### New Opportunities

New and successful volunteer areas at this year's Farmfair were Home Grown Alberta food samplers and the tour guides for schools in the Ag Education program. Food sampler volunteers worked alongside Save-on-Foods staff in Hall G getting to know the products which ranged from honey to popcorn, donuts and pizza. They also helped guests try samples and purchase various items. The tour guides met local schools as they exited their school buses, helped them find their tables and when they left Hall G, guided them around the EXPO Centre to visit different areas including the barnyard.

## Volunteer Corporate Orientation

At Volunteer Corporate Orientation you will learn about the Northlands organization and your role as a volunteer. You will receive a volunteer manual and have ample opportunity to ask questions. Your time at this event will be counted towards your volunteer hours.

If you are a new volunteer and have not yet attended a Volunteer Corporate Orientation please contact Volunteer Services to register at 780.471.7339 or email [volunteer@northlands.com](mailto:volunteer@northlands.com).

Choose from:

February 8, 2012

March 6, 2012

March 22, 2012

Sessions will start at 5:30 pm and a light supper will be served.

## Computer Training

On October 12, eight volunteers took part in a basic computer training session. Participants successfully learned computer basics including how to log on, searching websites, saving to favourites and how to use VicNet for selecting shifts.



Back Row (L – R) Eileen Purshke, Peggy Louis, Bernice Pagee, Jeanette Brownlee, Joanne Swensrude (Facilitator) Front Row (L – R) Irene Plunkie, Darlene Collins, Mary Geeves

## 2011 Concert Ticket Winners

Over the last few months, more than twenty concert tickets were made available to volunteer services by senior management. Names were randomly drawn from all active volunteers. Below are just a few of the most recent lucky winners.

Greg Yacyshyn – Josh Groban

Bryn Jones – Santana

Jim Whitnack – Michael Jackson, THE IMMORTAL World Tour

Irene Plunkie – Andre Rieu

Mahlon Weir – Avril Lavigne

Francis Ventura – Selina Gomez

Deb Mears – Prince

# SPECIAL EVENTS

## Upcoming Dates

### **Volunteer Appreciation**

January 20, 2012

### **Corporate Orientations**

- February 8, 2012
- March 6, 2012
- March 22, 2012

### **Annual General Meeting**

Monday, April 30, 2012 at 5 p.m.

### **Northlands Farm and Ranch Show**

March 29 – 31, 2012

### **Canadian National College Finals Rodeo**

March 29 – 31, 2012

### **Edmonton's Capital EX**

July 20 – 29, 2012

## Volunteer Message Board

### Get ready for the New Year

For those who have access to the internet we ask you to check out the Northlands online system called VicNet which allows you to manage your schedule, service and more. You can update your personal details including things like telephone numbers and emergency contacts. Many of you have already been using this system. Your skills and interstes can be identified or updated which will have you ready for next year's events. For those without internet access please call volunteer services to update your personal information.

### No email address?...read on.

We encourage those without email access to find a volunteer buddy to let you know when email messages are sent out so you can get the information quickly. Many times the emails are time sensitive so there is no quick way to convey this information by regular mail. Identify to us who your friend is and we will make a note of it on your file.

### Volunteer services contacts

Please visit our volunteer website at  
<http://www.northlands.com/volunteers>

Email us at [volunteer@northlands.com](mailto:volunteer@northlands.com)

Hotline: 780.491.3400