

VOLUNTEER RECRUITMENT

Westerner Park is currently recruiting committee and event volunteers for the upcoming Westerner Days Fair & Exposition taking place from July 21st to 25th at Westerner Park.

If you are interested in becoming a Westerner Park volunteer, please contact:

Peggy Jackson Executive Assistant
T 403.309.0225 E pjackson@westerner.ab.ca

WESTERNER PARK NEED'S YOUR HELP!

Westerner Park's Little Red Barn Committee is collecting pictures from previous years to display in the Little Red Barn at this year's 2010 Westerner Days Fair & Exposition.

The photos collected will be showcased as a memory wall that will help capture the essence and spirit of the Little Red Barn.

Anyone who has pictures is encouraged to forward them to:

Alex Smith Agricultural Events Coordinator
T 403.309.0209 E asmith@westerner.ab.ca

THE NORTHERN STAR TALENT SEARCH IS FAST APPROACHING!

Bring in spring with some enticing amateur local talent! The 2010 Northern Star Talent Search, presented by Westerner Park, will take place at Bower Place Shopping Centre on Saturday, May 1st.

The Northern Star Talent Search program supports the discovery and development of youth talent by providing an opportunity for these artists to showcase their talent in a public atmosphere.

This family friendly competition features vocal, instrument, dance and variety-type performers between the ages of 5 to 21. Winners advance to the next round of competition and will have an opportunity to perform during Northlands Capital Ex in Edmonton this summer with a chance to move on to compete at the 2010 CAFÉ National Youth Talent Finals in Charlottetown, PEI. Winners will also be invited to perform during Westerner Days Fair & Exposition taking place July 21st to 25th at Westerner Park.

In 2009, over 40 talented competitors took part in the Northern Star Talent Search. Former participants of the National Youth Talent Finals who have been making waves in the entertainment industry include Micheal Buble, and Paul Brandt.

The 2010 sponsors include Bower Place Shopping Centre, Red Deer Express, Northlands and Capital Ex.

Come out and support your local community talent!

For more information, please contact:
Alana Morgotch Marketing Events & Sponsorship Coordinator
T 403.309.0241 E amorgotch@westerner.ab.ca

FEEDBACK

To help us to continue to improve our communications please take a few moments and send us your feedback:

Marketing Department - Westerner Park
4847A 19 Street, Red Deer, AB T4R 2N7
Tel 403.309.0207 Fax 403.341.4699
askus@westerner.ab.ca

westernerpark.ca



WESTERNER NEWS

FAIR PLANNING WELL UNDERWAY!

Planning for the 2010 Westerner Days Fair & Exposition is well underway! Central Alberta's largest summer celebration will take place July 21st to July 25th at Westerner Park.

Fair planners have gone to great lengths to make this year's event something to be reckoned with! The popular midway rides are back along with unsurpassed entertainment, the highly anticipated nightly Pony Chuckwagon Races, educational agricultural exhibits, as well as the debut of the newly revamped Artistic Expressions, formerly Creative Arts.

Westerner Days Fair & Exposition's first major concert announcement, top-selling Canadian recording artist Johnny Reid, is one of many popular acts included in this year's entertainment line-up. Reid will take to the main stage on Saturday, July 24th where he will bring down the house with his catchy tunes and upbeat flavor.

More exciting news will be released during Westerner Days Fair & Exposition's official press conference scheduled for Wednesday, June 2nd.

You can get the inside scoop on the rest of the thrilling entertainment and attractions planned for this year's event by signing up as a friend of our group "Westerner Days Fair & Exposition" on Facebook as well as following this group on Twitter. Just for joining, you will be eligible to win ride tickets, concert tickets and backstage passes.

Make sure to check out Westerner Days Fair & Exposition official website at westernerdays.ca and for those looking to partake in this year's parade, application forms are now available online at westernerdays.ca/offsite.

With so much to see and do – this year's Westerner Days Fair & Exposition is not to be missed!

VOLUNTEER APPRECIATION WEEK

The 2010 National Volunteer Week (NVW) takes place April 18th to 24th. Proclaimed in 1943, this exclusive week pays tribute to those who have helped their communities by generously donating their time and energy.

Canadian National Volunteer Week campaigns have been developed to help organizations across Canada celebrate and honor deserving volunteers who have made fundamental contributions to their communities through hard work and dedication.

For Westerner Park, volunteers have been vital to the overall success of the organization. These dedicated individuals take great pride and devotion in their work enabling Westerner Park to have a prominent footprint in Red Deer and surrounding communities.

Volunteer efforts have helped Westerner Park through the development stage of the Strategic Development Plan. Through these continued efforts, Westerner Park will be able to deliver exciting new opportunities and experiences for central Albertans. Volunteers have helped to sustain and uphold Westerner Park's vision of being a gathering place for the community to celebrate trade and events.

Westerner Park would like to extend a big thank you to all those who have helped make Westerner Park the outstanding organization it is today! All of your efforts and contributions are sincerely appreciated!



DIRECTION FOR THE FUTURE



At Westerner Park, we believe strongly that in order to honour the past, we need to have a clear direction for the future. That's why we've embarked on a bold and innovative long-term redevelopment project referred to as the Strategic Development Plan. The Plan is the blueprint for Westerner Park's physical growth over the next 40 years.

We are pleased to have completed phase 1 and 2 of the Plan already. Completion of these phases has greatly enhanced our ability to move more vehicles on and off the site and made it easier for visitors to move around once here. This will serve us well as the activity level at Westerner Park continues to increase.

Phase 3 of the Plan includes the relocation of the Chalet, reshaping of the Amphitheatre, realignment of Pioneer Park and the construction of the Pedestrian Promenade.

As no direct revenue would be generated from updates made in Phase 3, the Board of Directors has decided to shift focus to future projects that would have a direct positive impact to revenue. Preliminary concept work is being completed on a potential trade and exhibit facility with meeting and convention space. We look forward to sharing the plans with you once complete.

Work on future Strategic Development Plan projects will depend largely on the availability of capital resources. Although we have identified ways internally to generate new sources of revenue, like the introduction of paid parking, we will continue to pursue Federal and Provincial grants and funding to support future projects.

It will also be important that we continue to work closely with The City of Red Deer, Red Deer County, and corporate and individual donors and sponsors to identify ways in which we can collaborate on projects and capital funding.

To position ourselves positively in the marketplace and to complement the Plan, in September 2009, the Board of Directors developed a new vision, mission and Vision 2015 Strategic Plan. The Vision 2015 Strategic Plan identifies priorities and responsibilities in a number of core areas entitled Core Strategies. We are pleased to share them with you!

A Vision Statement is an idealistic view or image of what we want our future to look like at a certain point in time. It is an energizing and inspiring statement of where and what we want to be in the future.

Our Vision Statement – Western Canada's Event Centre... Your Home for Celebration!

A mission Statement outlines the purpose towards which we commit our workforce. It is more pragmatic than the Vision Statement. It is more realistic and focused. It describes our unique purpose and outlines the business we are in.

Our Mission Statement – To provide premier facilities and services for trade, agriculture, sports and entertainment, conferences and meetings, generating economic benefits for central Alberta.

To position ourselves positively in the marketplace and to complement the Plan, in September 2009, the Board of Directors developed a new vision, mission and Vision 2015 Strategic Plan.

OUR VISION 2015 CORE STRATEGIES

1 Premier Facilities, Services and Event Promotion

We will provide the best facilities and services in our marketplace. We will provide innovative event services. We believe in flexible facilities to meet a variety of events and clients. We will honour and promote agriculture as our historical foundation.

2 Governance and Stewardship

We will engage in high-level, modern governance practices to ensure long-term sustainability. We will be environmentally aware and a leader in environmental stewardship.

3 Customer Service

We will understand and meet the current and evolving needs of our clients. We will provide client focused facilities and services.

4 Financial Stability and Economic Benefits

We will be a net-contributor to our community and an economic driver in central Alberta. We believe that profitability will ensure our long term sustainability.

5 Staff and Volunteer Development

We believe staff are key to our success. We commit to providing a safe and fun environment for our staff to learn and grow. We will maintain and enhance the opportunities for volunteers to support the success of Westerner Park.

6 Brand Engagement

We believe it is important for all stakeholders to have a common understanding of Westerner Park. We believe it is important to have both an internal and external focus for our brand. We must be consistent in all actions to ensure we deliver on the Westerner Park brand promise.

The Celebration Continues

We are proud of our rural roots and we know that to our honour past, we need to have a plan for the future. That's why your Board of Directors has developed a Strategic Development Plan and new vision, mission and Vision 2015 Strategic Plan.

With strategy comes goals. Let's work together to achieve those goals and ensure Westerner Park remains central Alberta's 'destination for celebration' for many years to come!

To learn more about how you can play a role in our Direction for the Future – please join us on Thursday, April 15, 2010 in the Chalet, Westerner Park at 7:00 pm for light refreshments and 7:30 pm presentation.

DIRECTION FOR THE FUTURE OPEN HOUSE

To learn how you can play a role in our 'Direction for the Future', join Westerner Park Board of Directors and staff as we highlight our plans for the future.

Thursday, April 15, 2010
Chalet, Westerner Park
7:00 pm – Light refreshments
7:30 pm – Presentation

PONY CHUCKWAGON Tarp Auction Recap

The 12th Annual Pony Chuckwagon Tarp Auction was held on Wednesday, March 17 at 6 pm in the Harvest Centre's Marquis Room. St. Patrick's Day celebrations did not affect attendance rates as the event had a significant turnout. Beef on a bun kicked off the festivities followed by the live auction at 7:30 pm.

Companies bid for the right to display their company name and logo on a tarp canvas for one of the 56 Pony Chuckwagon drivers competing in the Pony Chuckwagon Races during this year's Westerner Days Fair & Exposition.

All 56 chuckwagons were sold with an average bid of \$2,451. Westerner Park's Board of Directors purchased their first tarp to compete in the summer races while the top selling tarp went to Unique Elevations who placed the highest bid of \$6,100. Overall, the event had a total sale of \$142,300.00!



Special thanks to the Pony Chuckwagon Committee along with the Westerner Park staff who helped make this event possible. Come out and cheer on the chucks during Westerner Days Fair & Exposition!