

# Modernizing Your Ambassador Program



Matt Garwood

2015-2016 CNE Ambassador of the Fairs

# Who am I?

**Matt Garwood**

2014-2015 Elmvale Fall Fair  
Ambassador

&

2015-2016 Canadian National  
Exhibition Ambassador of the  
Fairs

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OAAS District 5 Ambassador  
Competition Co-Coordinator

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Flos Agricultural Society Fair  
Board Director



# What to Expect from this Presentation

- Expanding
- The Process
- Taking it to the Next Level



# Notes

- **Excellent Tips**  
Throughout the Presentation



- **Question and Answer Period**  
At the End of the Presentation



# EXPANDING:



# EXPANDING:

## Overview

- Change is a word that generates an uneasiness in most of us
- But most would agree that we can think of a time we had a good change in our lives
- A marriage, the birth of a baby, moving into a new home or a new job are all examples of positive changes in our lives

# EXPANDING:

## Support for Change

- It is integral that the Agricultural Society Executive shows support for changes and demonstrates that support when communicating new ideas to fair volunteers or other members
- The Executive supporting these changes is crucial in trying to develop a comfortable network

# EXPANDING:

## Case for Change

- A case for change can come from different sources. It is important to listen to the younger demographic as they carry new ideas. It can be a business goals or the influx of a younger demographic
- Meeting and discussing with your society is the best way to identify areas that are in need of improvement and change



# EXPANDING:

## Employee Involvement

- Organizational change, whether large or small, needs to be communicated, specifically changes that affect how process gets completed
- Whether it is changing a process, the way a specific area of the fair is run, or changes to the executive board; it is important for the fair board members to understand the motives behind the change and participate in creating new processes

# EXPANDING:

## Communicating the Change

- Communicating change should be structured and systematic
- When there is poor communication, the rumor mill starts and can create resistance to the change
- Being proactive in communications can minimize resistance and make Executive, Directors and Members feel like they are a part of the process

# EXPANDING:

## Follow-up

- Whenever a change is made it is always good to follow-up after implementation and assess how the change is working, also if the change delivered the results that were intended
- Sometimes changes exceed target expectations but there are occasions that these changes just don't work as planned
- When this is the case we should acknowledge that it didn't work and make adjustments until the desired result is achieved

# EXPANDING:

## Removing Barriers

- Sometimes an Agricultural Society can encounter barriers when implementing changes
- Unfortunately, sometimes some fair board members need to move on in order to successfully implement a needed change

# EXPANDING:

## Celebrate!

- It is important to celebrate successes along the way as changes are made
- Celebrating the small changes and building momentum for bigger changes are what makes everyone want to participate in the process
- When others understand why a change is made and are a part of the process for planning and implementing the change, it allows for a better chance for successful implementation

# THE PROCESS:

## The Acceptance of New Members

- Youth are the future of all of our Agricultural Societies
- Whether it is getting involved with the Tractor Pull, the Cattle Show, Home craft, or the Ambassador Program; the younger demographic needs to have a voice
- It is important to allow new members to enter the Agricultural Society old or young as new ideas and fresh perspectives are always beneficial



# THE PROCESS:

## The Acceptance of New Members

- As change becomes relevant it can be difficult for the individuals who have volunteered for countless years to step back and allow someone new to take the reigns
- Part of embracing change involves taking guidance from the individuals who excel in the area
- Just because its working now doesn't mean there is not room for improvement, new ideas from new members can spark greater innovations

# THE PROCESS:

## Keeping Traditions

- Tradition, this word is extremely important to every Agricultural Society and fair across Ontario.
- Each one of us have many traditions when it comes to our local fair, as they are a viable part of our Ontario Agricultural Societies
- Welcoming new traditions can generate excitement within the community while honoring previous traditions

# THE PROCESS:

## Keeping Traditions

- Traditions can be extremely helpful for new individuals participating within an Agricultural Society
- They act as a stepping stone for new members to understand current methods as they are what the fair/society begin with
- For example: My fairs Ambassador Program

# THE PROCESS:

## Encouraging Youth Participation

- Younger members have felt as if they were being pushed out, ignored, and not taken seriously in the past
- It is important to utilize the younger demographic as we can easily connect with the audience that our fairs are trying to appeal to

# THE PROCESS:

## Encouraging Youth Participation

- With everchanging technology such as social media, websites, online marketing, etc.
- It is extremely important to have individuals who are familiar with this type of approach involved within the discussion

# THE PROCESS:

## Encouraging Youth Participation

- At the end of the day, all of our fairs share two common goals:
- (1) To bring communities together while celebrating local agriculture
- (2) While doing so, hopefully making a profit
- Many fairs and Agricultural Societies have gone to great lengths to implement and utilize their younger members throughout this process



# TAKING IT TO THE NEXT LEVEL:

## Plan of Action

- Embrace the voice of the younger generation
- Respect the hardworking volunteers who have dedicated countless hours towards their local agricultural society
- Promote positions within the fair board to a younger audience
- Understand this change affects one individual personally but could open doors for incredible new traditions within the fair
- Get Involved & Embrace Change!

# TAKING IT TO THE NEXT LEVEL:

## Tips & Suggestions

- Start a Junior Fair Board
- Promote to local high schools and other post secondary facilities that there is a need for youth involvement
- Include your Ambassador in fair board meetings and discussions, they can be an incredible guide for many years to come
- Encourage gender equality in every aspect of your fair and agricultural society – the world is becoming more progressive and inclusive therefore our fairs need to reflect this shift

# **TAKING IT TO THE NEXT LEVEL:**

## **In Conclusion**

The youth are the future of the fair and will one day help to lead the fair by giving back to the individuals who came before them by improving the fair that they created

# QUESTION PERIOD

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# Matt

I will always be grateful to the Flos  
Agricultural Society and look forward to  
see it prosper and grow in the future

I look forward to continuing this work  
for many years to come

2015 – 2016 Canadian National  
Exhibition Ambassador of the Fairs

- Matt Garwood





# Thank You

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