



April 8-10, 2010  
farmandranchshow.com

**Northlands Farm and Ranch Show is pleased to invite 4-H members, leaders and families to the Northlands Farm and Ranch Show April 8 – 10, 2010 at the Edmonton EXPO Centre at Northlands.**

April 10 is 4-H Day at the 2010 Northlands Farm and Ranch Show! This year we are focusing on tools to aid in marketing. Marketing is a component of everything we do, either as marketers of products and services or as consumers and purchasers of products.

We have an exciting line-up of presenters and activities that will be of interest to a wide variety of 4-H members!



- For the **beef project**, we have live cattle handling demos, featuring presentations from all of the top manufacturers of livestock handling equipment. There also will be a beef cattle fitting and grooming demonstration with two up and coming young fitters.

Grant Rolston will be presenting on the how to capture that winning photo whether it be of a show ring champion or your next feature herdsire!

The U of A Judging Competition will be returning for the second year and will be running first thing in the morning! This event requires separate registration through the U of A judging club. Those with interest can contact Brenda Campbell at [b.campbell@northlands.com](mailto:b.campbell@northlands.com).

- For **equine enthusiasts** there is a western pleasure clinic, presented by the Quarter Horse Association of Alberta (QHAA) with Tina Kaven, world champion competitor and trainer. The Northlands Performance Horse Sale, and sessions on round pen training and back country packing are also available.

There also are seminars on capturing that perfect photo of your equine project. We all know how hard it is to get the 'perfect' picture for your record book, here you will find out how the pros do it! Cheryl Smythe will expertly provide tips on capturing the perfect image of your horse.

- For the **mechanics** in the crowd this show will be a great feature! With all the farm and livestock related equipment as well as everything from the tools of the trade to an antique showcase there is something that will be of interest to many aspiring young mechanics. We





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have a great line up of restored equipment, and the exhibitors in that area will be pleased to talk in depth about the process of restoring an antique.

- New to the show this year is **Ag Innovations**, an Inventors showcase, a great place to see what is new and exciting in the world of agricultural manufacturing! Our volunteer committee will be there to provide a guided tour of the area, introduce the members to the inventors and find out what motivated the development of the invention!
- Another new feature this year is the **Education and Careers presentations**. With all of the major colleges and universities from across western Canada and many of the employers in attendance, we thought it would be a perfect time to bring together all three components by adding students to the mix. Students will be able to complete their career module of the Career and Lifestyles Management Program at this one stop shopping centre.
- Northlands staff will provide a **presentation on marketing**. Three of our senior marketing staff will discuss such things as brand identity, careers in Agricultural Marketing, developing a print ad etc. The presenters will include a brand specialist, graphic designer, and a professional photographer.
- And don't forget the show is a place to have fun! The day will end with the final performance of the Canadian National College Finals Rodeo. Special group rates are available to 4-H members with the purchase of advance on-line tickets only. Visit [www.ticketmaster.ca/4hclub](http://www.ticketmaster.ca/4hclub) to receive the discounted CNCFR tickets. The special offer code is 4HCLUB.

4-H members will receive complimentary admission to the show by showing their membership card.

**(Sorry Parents and Leaders will still have to pay admission)**

Make sure to check for updates to the schedule and for pre-registration at [www.farmandranchshow.com](http://www.farmandranchshow.com).

See you in April!

Yours Truly,

A handwritten signature in black ink, appearing to read "Kim Simkin".

Kim Simkin  
Entertainment Manager

