

2010 CONFERENCE & ANNUAL MEETING

"A FAIR - FAMILY REUNION"



Serving Iowa Fairs Since 1907
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The Association of Iowa Fairs enjoyed another great turnout for its 2010 Conference and Annual Meeting held on December 10 - 12, at the Holiday Inn Airport in Des Moines.

Representatives from the 106 fairs in Iowa, plus representatives of the 130 plus associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,484 people registered for the event.

The opening business meeting of the Association was held on Friday morning, followed by the very popular session "Tossed Salad". The ever-popular entertainment showcase was featured Friday afternoon.

Workshops that were featured Friday afternoon included; "Non-Profit Organizations", presented by Geri Huser, Skinner Law Office, Altoona; "Loss Control & Your Fairgrounds", presented by Norma Halling, Loss Control Representative, Iowa Communities Assurance Pool; and "New Faces in New Places", moderated by A.I.F. Directors.

Spouse's activity on Friday afternoon included a stop at Salon Professional Academy in nearby Ames Iowa. Four attendees enjoyed being pampered by the students of the Academy, receiving a pedicure, a manicure and shampoo. A stop at the famous Hickory Park Restaurant in Ames completed the afternoon fun.

Closing out the scheduled activities on Friday was the "Partlow Reception", followed by the Awards Banquet.

Special guests were in attendance at the Awards Banquet. They included Iowa Governor Terry Branstad, Secretary of Agriculture Bill Northey, I.A.F.E. Board President Jim Sinclair and I.A.F.E. guest speaker Denny Baker and his wife Corinne.



Workshops were well attended.

The Saturday schedule was packed with seminars, workshops, a breakfast meeting for A.I.F. associate members and a non-stage showcase highlighting associate members that specialize in grounds attractions. Saturday opened with Dr. Larry Helm's keynote address, "There's No Right Way to do the Wrong Thing; Morals and Ethics in an Immoral World". Helm's presentation proved to be one of the highlights of Conference, as evidenced by the enthusiastic response from a full room of attendees. Dr Helms presented another session Saturday afternoon entitled "The Hard Truth About Soft Skills".

Saturday workshops included "2011 Fair Ideas" hosted by Arlette Hollister; an open discussion on "Youth Programs & Extension/FFA, Keeping the Focus"; "Failing to Plan is Planning to Fail", presented by Jim Lester, Wright County Emergency Management Coordinator and Tricia Rosendahl, Manager, Wright County Fair; "Smoke Free Fairgrounds" presented by Maggie O'Rourke, Iowa Department of Public Health; and "Board Meetings & Parliamentary Procedures" presented by Joe Yedlik, Jones County Fair.

Two Saturday workshops featured topics sponsored by I.A.F.E. They included "Your Role as a Board Member", I.A.F.E. workshop presented by Denny Baker; "Young & Eager to Learn", a discussion on I.A.F.E.'s 'Young Professionals Initiative' moderated by Jenn Dunn, Linn County Fair;

Saturday evening featured the very popular "Social A'Fair and Auction". This included a social and supper attended by over 600 Association members. The auction had 124 items donated from member fairs and associates. The proceeds from the auction are used for expenses that are incurred by the Association in its efforts to secure legislation that benefits the fair industry in Iowa. This year the auction raised just over \$18,300. Following the Social and Auction was the "President's Reception", hosted by 2010 A.I.F. Board President John Straight and his wife Debbie, and members of the Harrison County Fair Board.

Sunday morning started out with a church service dedicated to deceased fair board members in Iowa followed by the popular "Fairman's Breakfast". Following the breakfast a new concept on workshops was held. "Short Takes" featured open discussion on 3 topics, Better Board Meetings; Social Media; and Queen Contest. Discussion was limited to 20 minutes on each topic and audience participation was encouraged.

Another spouses' activity was held Sunday morning. Dr Larry Helms concluded his weekend at the Conference with his very popular "Dream Interpretation" workshop.

Conference Meetings Held

Business meetings held during the Conference included the Association's Annual Meeting, the Iowa State Agricultural Society Annual Meeting, Carnival members' meeting, Iowa Horse Racing Association meeting, Iowa Foundation for Agriculture Advancement meeting and A.I.F. Associate Member Breakfast & Business Meeting.

ASSOCIATION BOARD ELECTIONS

Darwin Gaudian elected Board President

Association directors elected to the Board include Darwin Gaudian of Primghar in O'Brien County, Jerry Hopperstad of Northwood in Worth County, Rick Palmer of Manchester in Delaware County, Jim Mohr of Coon Rapids in Carroll County, Jo Reynolds of Indianola in Warren County, and Don Cain of Delmar in Clinton County.

The 2011 officers of the Association Board will find Darwin Gaudian of Primghar serving as President, Jim Mohr of Coon Rapids serving as 1st Vice President, Joe Yedlik of Walker serving as 2nd Vice President, and John Straight of Logan will serve as Past President. Tom & Sue Barnes of Cresco serve as the Association's Executive Director and Executive Secretary/Treasurer, respectively.



Honored at the Friday evening Awards Banquet were the Joie Chitwood Thrill Show and Jimmy Kolsto, aka 'Jimmy Canton' famed stunt driver. Both Jimmy and the Thrill Show were inducted into the Association's Hall of Fame. Jimmy's hometown is Indianola Iowa where he still resides with his family. Presenting the Hall of Fame Award to Jimmy (center) are, John Straight, 2010 A.I.F. President (left), and Bill Northey, Iowa Secretary of Agriculture (right).



Iowa Governor Terry Branstad shares his thoughts during the Awards Banquet.

SPOUSES' ACTIVITIES

The ever popular Spouse's Tour on Friday afternoon included a trip to Salon Professional Academy in nearby Ames Iowa. Tour attendees enjoyed being pampered by the students of the Academy, receiving a pedicure, a manicure and shampoo. A stop at the famous Hickory Park Restaurant in Ames completed the afternoon fun.

Two spouses' activities were held Saturday. "Grandma's Glass", a make-it and take-it workshop where attendees made stained glass ornaments. The workshop was hosted by Charlotte Burbridge from Logan, Iowa. Another activity "Quilts, Quilts, Quilts", where Harrison County Fair Board members hosted a demonstration on the care of quilts.



Scholarships Presented At Awards Banquet



Rebecca Ahlers of Le Mars and Jessica Hammerand of Epworth were each presented with a \$1000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant Iowa, and the Association of Iowa Fairs.

Pictured are (left) John Straight, 2010 A.I.F. President and Bill Northey, Iowa Secretary of Agriculture, Ms. Ahlers, Ms. Hammerand and (right) Andy Zinkle, General Manager of Staats.

"Blue Ribbon Fair" Awards were presented to:

- Marcus Community Fair, Marcus (NW District)
- Hardin County Fair, Eldora (NC District)
- Clayton County Fair, National (NE District)
- Greene County Fair, Jefferson (SW District)
- Southern Iowa Fair, Oskaloosa (SC District)
- Wapello County Fair, Eldon (SE District)

The "Blue Ribbon Fair" award is present to one fair in each of the six fair districts in Iowa each year. The fair must have shown progress in providing service to the 4-H and FFA programs in their community, plus show distinguished service to the community.

Visit www.iowafairs.com

The A.I.F.'s website is updated as often as needed to keep everyone up to date on changes with the A.I.F.'s membership. Membership listings for both Fairs and Associates can be downloaded from the website. One more reason why the website is important to all members.

The "Members Only" site is full of information for member fairs. A user ID and password is needed to access this area of the website. Contact the A.I.F. office for instructions on getting an ID and password.



GL Berg & Associates, Menomonie Wisconsin, was honored with the "Leo Overland Showman of the Year" award. Accepting the award is Tim Stevens with GL Berg (center). Presenting the award is John Straight (left), 2010 A.I.F. President, and Bill Northey, Iowa Secretary of Agriculture (right).

"FAIRMAN OF THE YEAR"



"Fairman of the Year" was presented to Lawrence Peterson, of the Adams County Fair in Corning. Accepting the award for Lawrence is Kathy Bozwell, Secretary of the Adams County Fair (center). Presenting the award is John Straight (left), 2010 A.I.F. President, and Bill Northey, Iowa Secretary of Agriculture (right).

Iowa State Fair Board Elections

Iowa State Fair Board directors were also elected during the State Agricultural Society meeting, held during the Conference. Those elected as Directors to the Board include Dave Hoffman of Le Mars, James Romer of Ames, Paul Vaassen of Dubuque, Gary Van Aernam of Exira, Jerry Parkin of Winterset, and Bob Schlutz of Columbus Junction.

Officers of the Iowa State Fair Board for 2011 will be Randy Brown serving as President and Gary McConnell serving as Vice President. Gary Slater is the Secretary/Manager of the Iowa State Fair.

2011 A.I.F. Spring District Meetings

District meetings dates and locations could change. District business meeting will follow the meal. Meeting details are sent out to fairs in each district by the District Secretary.

NORTHWEST DISTRICT

Saturday evening, March 19, 2011
Hosts: Osceola County Fair Board
"The Court", 945 3rd Avenue, Sibley
Social starts at 5:00 p.m. -- Meal at 6:00 p.m.

NORTH CENTRAL DISTRICT

Sunday afternoon – March 27, 2011
Hosts: Wright County Fair Board
Memorial Hall, 200 S. Park Avenue, Eagle Grove
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

NORTHEAST DISTRICT

Sunday afternoon – March 6, 2011
Hosts: Wyoming Community Fair Board
Calkins Barn, 104 E. Main St., Wyoming
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

SOUTHWEST DISTRICT

Saturday evening – March 26, 2011
Hosts: Shelby County Fair Board
Elm Crest Retirement Community, 2104 12th Street, Harlan
Social starts at 5:30 p.m. -- Meal at 6:00 p.m.

SOUTH CENTRAL DISTRICT

Sunday afternoon – March 13, 2011
Hosts: Warren County Fair Board
Sports Page Grill & Bar, Indianola
Social starts at 1:30 p.m. -- Meal at 1:45 p.m.

SOUTHEAST DISTRICT

Saturday evening --- March 12, 2011
Hosts: Jefferson County Fair Board
Jefferson County Fairgrounds, Fairfield
Social starts at 6:00 p.m. -- Meal at 6:30 p.m.

Future A.I.F. Conference & Annual Meeting Dates:

December 9 - 11, 2011 December 7 - 9, 2012 December 13 - 15, 2013

December 12 - 14, 2014 December 11 - 13, 2015

Conference for these years will be held at the Airport Holiday Inn, Des Moines

... FROM THE OFFICE ...

2010 was another busy and challenging year for our Fairs. While the economic downturn had somewhat 'stabilized', its effects were still a concern. But, despite some weather issues in July, our Fairs reported a positive year, with very good attendance and an overall positive year. Marketing, or getting the word out, is vital and our fairs did a very good job. Your Fair is important to your community and it is truly a great family educational and entertainment venue. Congratulations to all members for their effort, especially to the hundreds of volunteers that help make the fair industry as strong as it is.

I would like to extend our appreciation to all our Associate members for their part in making the fair industry in Iowa as successful as it is. They are an important part of our Fairs and we certainly could not be without our Associate members.

Again this year the Conference was a big success. The Board did change the schedule, moving some events around, and by all reports, everyone was pleased with it. I am always amazed, and very much pleased, with the participation and the ever strong attendance in spite of the weather Mother Nature blesses us with. Registrations were just over 1480 people, which was great.

The cooperation the A.I.F. receives from all of its members, both fairs and associate members, which unite for this great event is truly humbling. While our sessions and workshops were great and very well attended, the one-on-one networking between fair folks is a very important aspect of the Conference. The A.I.F. Board was very pleased with all facets of the Conference.

I hope everyone got some great ideas for your own fair or festival. Sue & I certainly look forward to the Conference every year. It is indeed a lot of work, but seeing all of our extended "fair family" is something we look forward to and certainly deem as one of the year's highlights.

Legislative Update

Once again fairs are asked to contact their legislators concerning several items of importance to the fair industry in Iowa. First and foremost, the 2011 state funding is again being sought for all fairs that qualify for state funding as outlined in the Iowa Code.

Again this year the Association Board of Directors will be hosting a breakfast for all legislators and their staff on Wednesday, March 16, 2011. This will be held from 7:00 a.m. to 9:00 a.m. in the East Rotunda (main floor) of the State Capitol. This event is a great way to showcase the Fairs and promote what they do for their communities to our legislators. All Fairs are invited to attend this event. Contact the A.I.F. office for more information.

Your help is needed, and you are asked to contact your legislators and ask their support on all of the legislation the Association sponsors. Take the time now to respond.

It's Auction Time !!!



The fun auction on Saturday evening featured 124 items donated from member fairs and associates. The proceeds from the auction are used for expenses that are incurred by the Association in its efforts to secure legislation that benefits the fair industry in Iowa. This year the auction raised just over \$18,300.

And speaking of the Conference, we all were honored to host several guests. We all appreciated their efforts to take some time from their very busy schedules to spend time with us. Guests included Governor Terry Branstad, Secretary of Agriculture Bill Northey, I.A.F.E. President Jim Sinclair, Vice Provost of I.S.U. Extension Jerry Miller and I.A.F.E. guest presenter Denny Baker and his wife Corinne. Thanks to you all!!

Again this year your A.I.F. Board will be hosting a breakfast social for all the legislators and staff at the State Capitol. This will take place on March 16. The Board will be meeting with legislators concerning the state funding, and other legislation that is beneficial to the fair industry in Iowa. All fairs are invited to attend this special event.

As usual our late winter/early spring calendar is full of traveling, including the spring district meetings and the I.A.F.E. Zone 5 meeting in St Louis. And not too far down the calendar the 2011 fair season will be upon us. A highlight of our summer is the tour of Fairs, so it won't be long before Sue & I will be hitting the highways and back roads of Iowa traveling to fairs and festivals. 2011 looks to be another hectic year. We hope to see you soon.

Tom Barnes, Executive Director

--- 2010 BLUE RIBBON FAIRS ---



Clayton County Fair, National – NE District



Hardin County Fair, Eldora – NC District



Marcus Community Fair, Marcus – NW District



Greene County Fair, Jefferson – SW District



Southern Iowa Fair, Oskaloosa – SC District



Wapello County Regional Fair, Eldon – SE District



Conference Scenes ...



More Conference Scenes ...



More Conference Scenes ...

