

2012 CONFERENCE & ANNUAL MEETING

"A FAIR - FAMILY REUNION"



Serving Iowa Fairs Since 1907
www.iowafairs.com

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The Association of Iowa Fairs enjoyed another great turnout for its 2012 Conference and Annual Meeting held on December 7 - 9, at the Holiday Inn Airport in Des Moines. Members from the 106 fairs in Iowa, plus representatives of the 135 plus associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed just over 1,365 people registered for the event.

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

Workshops that were held Friday afternoon included; *"USDA Funding Opportunities"*, presented by Karla Peiffer, Community Programs Director, USDA Rural Development; *"Fees, Fees, Fees"*, and *"Who We Are, What We Do"*, moderated by AIF Directors. The annual Awards Banquet was held Friday evening.

Several *'sharing workshops'* were held on Saturday & Sunday. These sessions featured a panel of persons with expertise in the topic subject. These panelists gave a brief overview of their opinions on the topic with the bulk of the session being an open discussion by those in attendance.

"Motorsports Events", which was an open discussion on motorsports events, including promoting, marketing and working with promoters.

"Fair Board Basics" was an interactive discussion on the operation and purpose of a county fair board. Discussion points were methods of operation, committee structure, board member responsibilities and ethics. This workshop was moderated by Geri Huser, Legal Counsel to the AIF Board, and Tom Barnes, AIF Executive Director.

"Livestock Shows – This & That", were discussion items included State of Iowa regulations proper animal presentations and showing, new trends in livestock production, responsibilities of a county fair and ethical practices by exhibitors and families. Panelists for this workshop were Mike Anderson, I.S.U. Extension 4-H Program Livestock Specialist, Dennis Johnson, Worth County Extension Education Specialist and Barney Cosner, Fremont County Fair & Rodeo, Riverton WY.

"Fair Royalty Pageants", featuring an interactive discussion on hosting your Fair royalty pageant, including royalty selections such as Queen, King and Junior Fair Royalty.

"Short Takes" which was an open discussion on unique events or activities Fairs have that increase attendance.

Saturday opened with Barney Cosner's keynote address, *"Fair Boards – Making a Difference"*. Barney's session, which was sponsored by the International Association of Fairs and Expositions, received great reviews from the near capacity crowd of attendees. The rest of the Saturday schedule was full with seminars, workshops, a breakfast meeting for AIF associate members and a non-stage showcase highlighting associate members that specialize in grounds attractions.

Saturday workshops and seminars included *"2013 Fair Ideas"* hosted by Arlette Hollister; *"Swine Exhibitions"*, presented by Dr. David Schmitt, State Veterinarian; *"Social Media and Your Fair"*, presented by Jeremy Parsons, Manager, Clay County Fair; *"Beer Concession Basics"* presented by Chris Dix, Bremer County and Mark Lettow, Franklin County; and *"Rookie Status"*, which featured a discussion on IAFE's 'Young Professionals Initiative' moderated by Jenn Dunn, Linn County Fair.

On Saturday afternoon, Mindy Kuennen, PC Support Supervisor at Farmers Mutual Hail Insurance in Des Moines, hosted 3 workshops where attendees brought their own laptop computers and set up their own Fair's Face Book page, with help from Ms. Kuennen. Workshop attendees also learned how to use Face Book to promote their Fairs.

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 136 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 \$27,000. Following the Social and Auction was the "President's Reception", hosted by 2012 AIF Board President Jim Mohr and his wife Cherrie, and members of the Carroll 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".



2012 HALL OF FAME INDUCTEES

Curtis Sebolt, Cincinnati
Appanoose County Fair



Leroy Perkins, Corydon
Wayne County Fair



Presenting the Hall of Fame Award is Jim Mohr, 2012 AIF President (left), to (top to bottom) Curtis Sebolt, Cincinnati and Leroy Perkins, Corydon.

Also inducted into the AIF Hall of Fame was Dean Short, Dean Short Talent, Omaha.
Dean was not available for photo.

Scholarship Presented At Awards Banquet



Brandon Reynolds (center) of Indianola was presented with a \$1000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant Iowa, and the Association of Iowa Fairs. Pictured with Brandon are Jim Mohr, 2012 AIF President (left), and Andy Zinkle, General Manager of Staats (right).

SPOUSES' ACTIVITIES

On Saturday afternoon Kris Arrasmith, Guthrie County, hosted a Zumba & Pilates workout where attendees learned the basics of these two exercise programs.



Another activity on Saturday Ellen Plath, Harrison County, hosted a 'Jewelry Cleaning & Social' where attendees brought jewelry items for cleaning and enjoyed social time together.



ASSOCIATION BOARD ELECTIONS

Joe Yedlik 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 Randy Beckman of Sperry in Des Moines County.

The 2013 officers of the Association Board will find Joe Yedlik of Walker serving as President, Jo Reynolds of Indianola serving as 1st Vice President and Rick Palmer of Manchester serving as 2nd Vice President. Past President is Jim Mohr of Coon Rapids. Tom & Sue Barnes of Cresco serve as the AIF's Executive Director and Executive Secretary/Treasurer, respectively.

Visit www.iowafairs.com

The AIF's website is updated as often as needed to keep everyone up to date on changes with the AIF's membership. Membership listings for both Fairs and Associates can be downloaded from the website. This is 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 AIF office for instructions on getting an ID & password.

Leo Overland Showman of the Year



Superior Equipment (Carnival)
was honored with the
"Leo Overland Showman of the Year" award.
Accepting the award is Stephanie Westphal (left)
and Shawn Exum (center).
Presenting the award is Jim Mohr (right),
2012 AIF President.

"FAIRMAN OF THE YEAR"



"Fairman of the Year" was presented to
Doug Hawn, of the Greene County Fair
in Jefferson. Presenting the award is Jim Mohr
(right), 2012 AIF President.

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 Earlham, and Gary McConnell of Bloomfield.

President of the Iowa State Fair Board for 2013 will be Gary McConnell of Bloomfield. Alan Brown of Hampton will serve as Vice President and James Romer of Ames will be Board Treasurer. Gary Slater is the Secretary/Manager of the Iowa State Fair.

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.

2013 AIF Spring District Meetings

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 16, 2013
Hosts: Sac County Fair Board
Sac County Fairgrounds, Sac City
Social starts at 5:00 p.m. -- Meal at 6:00 p.m.

NORTH CENTRAL DISTRICT

Sunday afternoon – March 3, 2013
Hosts: Franklin County Fair Board
Franklin County Fairgrounds, Hampton
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

NORTHEAST DISTRICT

Sunday afternoon – March 10, 2013
Hosts: Benton County Fair Board
Vinton Fire Department, Vinton
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

SOUTHWEST DISTRICT

Saturday evening – March 23, 2013
Hosts: Adams County Fair Board
Adams Community Center, Corning
Social starts at 5:30 p.m. -- Meal at 6:00 p.m.

SOUTH CENTRAL DISTRICT

Sunday afternoon – March 17, 2013
Hosts: Monroe County Fair Board
Family Life Center, Albia
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

SOUTHEAST DISTRICT

Saturday evening --- March 9, 2013
Hosts: Washington County Fair Board
Washington County Fairgrounds, Washington
Social starts at 5:00 p.m. -- Meal at 6:00 p.m.

District meetings dates and locations could change.

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

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 ...

2012 offered up several challenges for our Fairs. The summer heat was back along with an extended dry spell. However, despite these weather issues our Fairs reported a positive year, with very good attendance and an overall very good year. Marketing, or getting the word out, is vital and our fairs again 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.

It is with great pride that I can say the 2012 Conference was a big success. The sessions were very well attended and the 'sharing workshops' were very popular. Some adjustments were made here and there with the schedule which was well received. I am always amazed, and very much pleased, with the participation and the great attendance. Registrations were again just at 1365 people, which proves our Fairs have committed and dedicated people.

The cooperation the AIF receives from all of its members, both fairs and associate members which unite for this great event is truly humbling. The one-on-one networking between fair folks is a very important aspect 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 is one of highlights of our year.

It's Auction Time!!!



The fun auction on Saturday evening featured 136 items donated from member fairs and associates. The proceeds from the auction are used for expenses that are incurred by the Association in its legislation efforts that benefit the fair industry in Iowa.

This year the auction raised just over \$27,000.

"AMAZING FAIR RACE"



(L to R)- Tricia Rosendahl, AIF District Director; Charlie Isaacs, Johnson County Fair; Doris Grashoff, Cherokee County Fair; Doris Jepsen, Crawford County Fair; Jo Reynolds, AIF District Director.

"The Amazing Fair Race", is a team-building activity for fair boards while they searched through the Conference Center trying to find and learn more about Associate Members. Each fair board was given one playing sheet that contained interesting facts about the AIF's Associate Members. Fairs were challenged to work together to get as many answers to the questions on the playing sheet and signatures/room numbers as possible by 4:30 PM on Saturday. Monetary awards were given to the top 3 Fairs with the winners announced at the Social A' Fair.

- 1st place and \$300 went to the Johnson County Fair, Iowa City
- 2nd place and \$200 went to the Cherokee County Fair, Cherokee
- 3rd place and \$100 went to the Crawford County Fair, Denison

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 your AIF Board will be hosting a breakfast social for all the legislators and staff at the State Capitol. This will take place on Thursday March 7, 7:00 a.m. to 9:00 a.m. The Board will be meeting with legislators concerning the state funding and other legislation that is beneficial to the fair industry in Iowa. All fair folks are invited to attend this special event. Your help is needed as you are asked to contact your legislators and ask their support on all of the legislation the Association sponsors.

As usual our 2013 calendar is full of traveling, including the spring district meetings and the IAFE Zone 5 meeting in Overland Park, Kansas. 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. As with every year, 2013 looks to be another busy year. We hope to see you soon.

Tom Barnes

AIF Executive Director

--- 2012 BLUE RIBBON FAIRS ---



Black Hawk County 4-H/FFA Fair, W'loo – NE District



Floyd County Fair, Charles City – NC District



Osceola County Fair, Sibley – NW District



Crawford County Fair, Denison – SW District



Jasper County Fair, Colfax – SC District



Henry County Fair, Mt Pleasant – SE District



Conference Scenes ...



More Conference Scenes ...



More Conference Scenes ...

