

2013 CONFERENCE & ANNUAL MEETING

"A FAIR FAMILY REUNION"



242 8th Avenue West, Cresco, Iowa 52136 – Phone 866-547-FAIR – Fax: 563-547-4355 – E-mail: tsb@iowafairs.com

The Association of Iowa Fairs enjoyed a near record turnout for its 2013 Conference and Annual Meeting held on December 13, 14 and 15, at the Holiday Inn Airport in Des Moines. Representatives from the 106 fairs in Iowa and of the 128 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,482 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 featured Friday afternoon included; **"Food Safety at Fairs"**, presented by James Romer, Compliance Officer, Iowa Department of Inspections and Appeals; and **"ADA Guidelines"**, presented by Mike Williams, Community Advocacy Services, Office of Persons with Disabilities, State Of Iowa.

Saturday opened with the keynote address presented by Jane Jenkins Herlong, Certified Speaking Professional (CSP), professional singer, and published author. Jane, through her presentation **"Find the Funny in Dysfunction"**, energized the attendees with her Southern charm, world-class humor and award-winning singing. As a Southern Humorist, Jane combined humor, original Southern stories, and her award-winning singing with life lessons into a light-hearted session that helped the attendees learn how to handle difficulties at home, the workplace and their Fairs.

After the keynote address, the Saturday schedule was packed 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 **"2014 Fair Ideas"** hosted by Arlette Hollister; **"501c3 Charitable Status for Fair Associations"**, presented by Geri Huser; Skinner Law Offices, Altoona and Don Timmins of Timmins, Kroll & Jacobson LLP, Des Moines; **"Response to Fair Emergencies"** moderated by Chuck Cross, Indianola Fire Fighter/Paramedic and Sargent Rob Hawkins, Trainer Officer, Indianola Police Department; and **"Rookie Status"**, which featured a discussion on IAFE's 'Young Professionals Initiative' moderated by Jenn Dunn, Linn County Fair.

Several 'open discussion workshops' were held during the Conference. 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. These workshops included:

- **"All Things Entertainment"**, which was an open discussion on all types of entertainment. Panelists included Jeannie Domeyer, Delaware County Fair, Lanny Simpson, Jackson County Fair and Jeremy Parsons, Clay County Fair.
- **"Fair Board Basics"** was an interactive discussion on the use of the AIF's website, Fair Board committee structure and purpose of a county fair board. This workshop was moderated by Tom Barnes, AIF Executive Director.
- **"Livestock Exhibitions"**, 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 Doug Dodd, FFA instructor at the Iowa Falls Community Schools, Mike Anderson, I.S.U. Extension 4-H Program Livestock Specialist, Dr. Ann Garvey, DVM, MPH, MA; Iowa Department of Public Health and Dr. Dave Schmitt, State Veterinarian of Iowa.
- **"Youth Involvement & Youth Fair Boards"**, led by members of the Dubuque County Fair Board. The focus of this session was a discussion on youth involvement on county fair boards.
- **"Dream Big on a Small Budget"**, hosted by Jenn Dunn & Heidi Steffen of the Linn County Fair. The session focused on ways for Fairs to get the most 'bang for their buck' on entertainment, and look at ways to increase fair involvement with inexpensive contests.

Saturday evening featured the very popular "Social A'Fair and Auction". This included a large social and supper attended by over 600 Association members. The 142 auction items were 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 a new record amount of \$28,796. Following the Social and Auction was the "President's Reception", hosted by 2013 AIF Board President Joe Yedlik and members of the Jones County Fair Board.

Sunday morning started out with a church service dedicated to deceased fair board members and fair volunteers in Iowa followed by the popular "Fairman's Breakfast". Following the breakfast Lisa Lynn of Lisa Lynn Consulting presented her workshop **"Using True Colors for Enhanced Effectiveness"**. Lisa's 'True Colors' workshop uses a metaphor of colors to identify four distinct perspectives or personality preferences that enable the understanding human behavior and motivation of others. This workshop was sponsored by the International Association of Fairs and Expositions.



2013 HALL OF FAME INDUCTEES

Don Beckman, Danville
Des Moines County Fair



Dave Huinker, Ames (formerly Decorah)
Winneshiek County Fair



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 Bill Neubrand of Le Mars, Alan Brown of Hampton, John Harms of Monticello, CW Thomas of Guthrie Center, Randy Brown of Osceola, and Bob Schlutz of Columbus Junction.

Alan Brown was elected as President of the Iowa State Fair Board for 2014. James Romer will serve as Vice President and John Harms will be Board Treasurer. Gary Slater is the Secretary/Manager of the Iowa State Fair.

ASSOCIATION BOARD ELECTIONS

Jo Reynolds elected AIF Board President

2014 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Jo Reynolds, manager of the Warren County Fair in Indianola, was elected as the 2014 President of the Association Board. Rick Palmer of Manchester will serve as the Board's 1st Vice President and Jerry Hopperstad will be the Board's 2nd Vice President. Past President is Joe Yedlik of Walker.

In addition to Board Officer elections, Tom & Sue Barnes of Cresco were retained by the Board as the AIF's Executive Director and Executive Secretary/Treasurer, respectively.

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.

Business 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 AIF Associate Member Breakfast & Business Meeting.



Fairman of the Year

Leo Overland Showman of the Year



Larry McConnell, Warren County Fair Indianola, (left) was named the Association's 'Fairman of the Year'

Eric Campbell, Campbell Concessions Des Moines (right) was honored with the 'Leo Overland Showman of the Year' award.

Presenting the award is **Joe Yedlik (center)** the Association's 2013 President

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.

2014 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 1, 2014
Hosts: Dickinson County Fair Board
Dickinson County Fairgrounds, Spirit Lake
Social starts at 5:00 p.m. -- Meal at 6:00 p.m.

NORTH CENTRAL DISTRICT

Sunday afternoon -- March 2, 2014
Hosts: Grundy County Fair Board
Titan Machinery Meeting Room, Grundy Center
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

NORTHEAST DISTRICT

Sunday afternoon -- March 23, 2014
Hosts: Big 4 - Chickasaw County Fair Board
Nashua Fire Station, Nashua
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

SOUTHWEST DISTRICT

Saturday evening -- March 22, 2014
Hosts: Carroll County Fair Board
American Legion Club, Coon Rapids
Social starts at 5:30 p.m. -- Meal at 6:00 p.m.

SOUTH CENTRAL DISTRICT

Sunday afternoon -- March 16, 2014
Hosts: Marian County Fair Board
Marion County Fairgrounds, Knoxville
Social starts at 1:00 p.m. -- Meal at 1:30 p.m.

SOUTHEAST DISTRICT

Saturday evening --- March 29, 2014
Hosts: Keokuk County Expo Board
Keokuk Expo Fairgrounds, Sigourney
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 12 - 14, 2014 December 11 - 13, 2015

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

... FROM THE OFFICE ...

2013 offered up a good year for our Fairs. Some challenges but for the most part the weather was cooperative and the Fairs had another positive year, with very good attendance and an overall very good year. 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 2013 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 to accommodate the renovation and addition that is in progress at the Holiday Inn. I am always amazed, and very much pleased, with the participation and the great attendance. Registrations were at a near record of 1482 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 we especially are looking for to the 2014 Conference, with the new convention complex that we will be able to use. Watch for a 'new and expanded' Conference schedule. More on the Conference at the fall district meetings.

IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 142 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 that help grow and benefit the fair industry in Iowa. This year the auction raised a near record \$28,796.

"THE AMAZING FAIR RACE"



(L to R) - Tricia Rosendahl, AIF NC District Director;
Lisa Grashoff, Cherokee County Fair;
Andy Hick, Dallas County Fair;
Tony Humiston, Louisa County Fair;
Jo Reynolds, AIF SC 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. \$200 cash awards were given to the top 3 Fairs with the winners announced at the Social A' Fair.

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 Tuesday April 8, 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 2014 calendar is full of traveling, including the spring and fall district meetings and the IAFE Zone 5 meeting in Grand Island, Nebraska. Our biggest highlight of the summer is our tour of all the Fairs. Lots of miles, but very much worth the time and effort. We really enjoy seeing our Fairs in action, and how diverse our great State is. So it won't be long before Sue & I will be hitting the highways and back roads of Iowa. It looks to be another busy year (I say this every year). We hope to see you soon.

Tom Barnes AIF Executive Director

--- 2013 BLUE RIBBON FAIRS ---



Great Jones County Fair, Monticello – NE District



Story County Fair, Nevada – NC District



Ida County Fair, Ida Grove – NW District



Adams County Fair, Corning – SW District



Clarke County Fair, Osceola – SC District



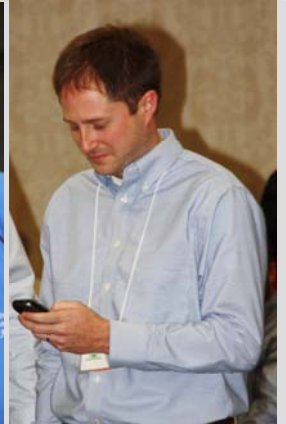
Van Buren County Fair, Keosauqua – SE District



Conference Scenes ...



More Conference Scenes ...



More Conference Scenes

