

2014 CONFERENCE & ANNUAL MEETING

"A FAIR FAMILY REUNION"



Serving Iowa Fairs Since 1907

www.iowafairs.com

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 another near record turnout for its 2014 Conference and Annual Meeting held on December 12, 13 and 14, at the Holiday Inn Airport in Des Moines.

Representatives from the 106 fairs in Iowa and of the 145 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,397 people registered for the event.

Open discussion was encouraged at all the sessions/workshops during the Conference. These sessions/workshops are led by 1 to 3 'presenters' with expertise in the topic. The workshop presenter(s) give a brief overview of their opinions on the topic with the bulk of the session being an open discussion by those in attendance.

The opening business meeting of the Association was held on Friday morning, followed by the very popular session "Open Forum". Other workshops that were featured Friday included; "ADA Guidelines", presented by Page Eastin, Community Advocacy Services, Office of Persons with Disabilities, State Of Iowa; "Marketing & Funding Basics", presented by Shellee Bailey, Corporate Relations Manager & Tonya Dusold, Communications Manager, Iowa Public Television; "Insurance Do's & Don'ts" presented by Norma Hallings, PERSI Loss Control Specialist, Iowa Communities Assurance Pool; and "Conflict of Interest Policy for Fair Boards", presented by Don Timmins and Tara Thomas of Timmins, Kroll & Jacobsen LLP, Des Moines.

The ever-popular entertainment showcase was featured both Friday evening after the Awards Banquet and Saturday evening after the Social A'Fair & Auction. Both showcases were held to standing room only audiences.

After the Saturday morning keynote address, the Conference 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: "Marketing & Funding Basics", presented by Randy Beckman, AIF District Director; "Targeting Generation 'Y'", presented by Jeremy Parsons, Clay County Fair; "Livestock - This & That", presented by Dr. David Schmitt, State Veterinarian and Mike Anderson, ISU Extension Livestock Specialist (morning and afternoon sessions were held); "Successful Promotions on a Small Budget", presented by Arlette Hollister, Iowa State Fair Food Superintendent; "Insurance Do's & Don'ts", presented by Norma Hallings, Loss Control Specialist, Iowa Communities Assurance Pool; "Getting the Most Out Of Free Grounds Entertainment", presented by Tim Stevens, GL Berg & Associates, and Roger Olson, Dean Short Talent.



Saturday afternoon Jessica McLaughlin CFE, Fair Coordinator of the Spokane Interstate Fair in Spokane Washington, presented her workshop "Junior Youth Boards". Jessica shared her experiences with her own fair's youth board. Areas of discussion during Jessica's workshop included recruiting members, duties, meetings and sharing of responsibilities. Jessica's workshop was made possible by

International Association of Fairs & Expositions (IAFE).

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 theme for this event was 'Me & My Hat' where attendees wore their favorite, funny, silly or ugly hat. 151 items were donated to the benefit auction from member fairs and associates, with proceeds from the auction being used for expenses that are incurred by the Association in its promotional efforts of its members and to secure legislation that benefits the fair industry in Iowa. This year the auction raised a near record amount of \$28,957. Following the Social and Auction was the "President's Reception", hosted by 2014 AIF Board President Jo Reynolds and members of the Warren 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". After the breakfast, Round Table sessions were held. Topics included 'Admission Prices, Fees & Your Exhibitors' (Jim Mohr, Carroll County); Milestone Fairs (Dan Hutchins, Davis County); VIP Program at Grandstand Shows (Deb Zumbach, Linn County); Fairgrounds Beautification Ideas (Jerry Hopperstad & Dennis Johnson, Worth County); Fair Queen Contests (Tonya Cook, Iowa State Fair); Little Miss & Mister Contests (Linn County); Livestock Auctions, Live or Ribbon (Mike Plagman, Cass County).

2014 HALL OF FAME INDUCTEES



Kenny (posthumously) & Elaine Hinsch
George, Lyon County Fair



Edna Schrandt
Decorah, Winneshiek County Fair



George Moffett
Zanesville OH, Variety Attractions

ASSOCIATION BOARD ELECTIONS

Rick Palmer Elected AIF Board President

2015 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Rick Palmer of Manchester was elected as the 2015 President of the Association Board. Jerry Hopperstad of Northwood will serve as the Board's 1st Vice President and Jim Sloan of Eldon will be the Board's 2nd Vice President. Past President is Jo Reynolds of Indianola.

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 AIF Conference included:

- Association of Iowa Fairs Annual Meeting
- Iowa State Agricultural Society Annual Meeting
- Carnival Owners' Meeting
- Iowa Horse Racing Association Meeting
- Iowa Foundation for Agriculture Advancement Meeting
- AIF Associate Member Breakfast & Business Meeting

Spouses Enjoy 'Wine & Canvas'



A special spouse event was held on Saturday afternoon. The popular "Wine & Canvas" was offered, where attendees are guided by an instructor to paint a picture while enjoying wine and snacks. The event proved to be well accepted as 73 spouses joined in on the fun event.

LEO OVERLAND MEMORIAL SHOWMAN OF THE YEAR



Dave & Bonnie Tripses
D & B Shows, Lone Tree IA
were honored with the
'Leo Overland Showman of the Year' award.

FAIRMAN OF THE YEAR



Bob Schlutz, Louisa County Fair
Columbus Junction, (center) was named the
Association's 'Fairman of the Year'

[Visit www.iowafairs.com](http://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.

Future AIF Conference & Annual Meeting Dates

December 11 - 13, 2015 December 9 - 11, 2016

December 8 - 10, 2017 December 7 - 9, 2018

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

David Okerlund

"Managing the Margins of Greatness"



Saturday opened with a memorable keynote address presented by International Hall of Fame Speaker David Okerlund. Over the years David has been able to observe the leadership styles and habits of many Fortune 500 companies as well as smaller, more intimate organizations. He has taken those observations and matched them up against three unquestionable persons of greatness in modern America, Warren Buffet, Thunderbirds' Commander Ron Mumm, and baseball's great Ozzie Smith. And from their input, David has digested their vaulted secrets of success into 4 core values that are the linchpins of personal and organizational success. His address, "Managing the Margins of Greatness" (The difference between good and great) is a study of these 4 core values.

David has over 2,500 presentations to over 1,000,000 people to his credit. He is consistently the top rated speaker at conferences and has shared the platform with the likes of Bob Hope, Ozzie Smith, Zig Ziglar, Dennis Waitley, and others. David, also well known as a speech coach, has been voted by fellow professionals as "The Speakers' Speaker".



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 Donnellson.

Alan Brown was elected as President of the Iowa State Fair Board for 2015. 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.

LEGISLATIVE BREAKFAST SOCIAL

Tuesday, April 14, 2015 – 7:00 a.m. to 9:00 a.m.
Iowa State Capitol, East Rotunda, 1st Floor

The purpose of this social is to meet with our State 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.

FROM THE OFFICE ...

2014 offered up another good year for our Fairs. Some challenges but for the most part the weather was very 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.

Every year the Conference is the 'crown jewel' event on the AIF schedule and the 2014 Conference proved again how popular it is. The sessions were very well attended and the 'sharing workshops' were very popular. The new convention facilities at the Holiday Inn certainly added to our Conference, and offered more flexibility with the Conference schedule. I am always amazed, and very much pleased, with the participation and the great attendance. Registrations were nearly 1400 people, proof that our Fairs have committed and dedicated people. 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 2015 Conference. More on the Conference at the fall district meetings.

As usual our 2015 calendar is full of traveling, including the spring and fall district meetings and the IAFE Zone 5 meeting in Altoona, IA. 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. We hope to see you soon.

Tom Barnes AIF Executive Director

Thank-You Thank-You Thank-You

To the following for sponsoring snacks, refreshments & coffee breaks.

Action Theater/Impact Pro Wrestling - All American Lumberjack Shows
Campbell's Concessions - Dawghouse Concessions
Dean Short Talent Agency - Evans United Shows - Rixstine Recognition
Farm Credit Services of America - GL Berg & Associates
Hendricks Sound - Hypnosis & More Stage Shows
Iowa Communities Assurance Pool (ICAP)
Smith's Amusements & Concessions - 'The Best Around' Concessions
Spectrum Weather & Specialty Insurance - Variety Attractions

SCHOLARSHIP WINNERS



L to R: Andy Zinkle, Staats Custom Awards; Carly Main; Jarod Haler; Kaitlyn Canedo; Jo Reynolds CFE, 2014 AIF President

Three Iowa youth were each awarded a \$1,000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant and the Association of Iowa Fairs.

The three scholarships were awarded to Carly Main from Buffalo Center in Winnebago County, Kaitlyn Canedo from Mason City in Cerro Gordo County and Jared Haler of Wesley in Kossuth County.

Scholarship applicants must have an immediate family member on their local county fair board, be a member in good standing of either a county 4-H club or FFA chapter and show involvement in other areas of their community. The applicant's field of higher education must be tied to agriculture, with preference given to applicants attending Iowa schools.

IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 151 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 another near record \$28,957. *Thanks to all who supported the auction!!*

— 2014 BLUE RIBBON FAIRS —



Delaware County Fair, Manchester – NE District



Grundy County Fair, Grundy Center – NC District



Sioux County Youth Fair, Sioux Center – NW District



Monona County Fair, Onawa – SW District



Appanoose County Fair, Centerville – SC District



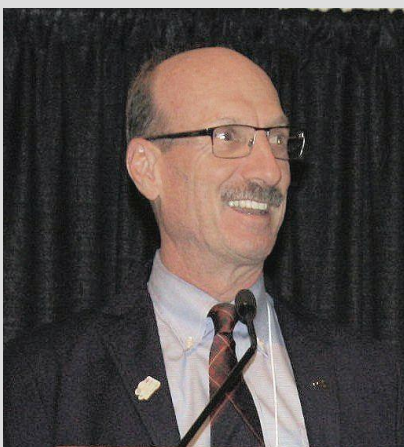
Johnson County Fair, Iowa City – SE District



Conference Scenes ...



More Conference Scenes ...



More Conference Scenes

