

2017 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 large turnout for its 2017 Conference and Annual Meeting held on December 7 through December 10 at the Holiday Inn Airport in Des Moines.

Representatives from the 106 fairs in Iowa and of the 154 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,337 people registered for the event.



The Conference got underway on Thursday afternoon by hosting IAFE's Consumer Protection Workshop, presented by Dr. Stephen Neel of Technical Solutions International and Joe Yedlik.

Friday morning started with the opening business meeting of the Association, followed by the very popular session "Open Forum". Open discussion is encouraged at all the sessions and workshops during the Conference. 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.

Workshops that were featured on Friday afternoon included: "Online Resources to Improve Marketing" presented by Jodi Buresh, Saffire; "Emergency Preparedness" presented by David Johnson, Iowa Homeland Security & Emergency Management; "Online Ticket Sales" presented by Kathryn Dickel, MIDWESTIX; "Fair Board Newcomer", presented by Tom Barnes, AIF Executive Director.

AIF District workshops were held Friday afternoon, hosted by AIF District Directors. Iowa has six fair districts with 16 to 19 fairs in each district. Delegates from each Fair attended their own district meeting where they discussed district business and made plans for future district meetings.

The ever-popular entertainment showcase had three sessions ... Friday noon, Friday evening after the Awards Banquet and Saturday noon.

The annual Awards Banquet was held Friday evening for members of the Association. Honors presented at the Banquet included the "Fairman of the Year", the "Leo Overland Memorial Showman of the Year" and recognizing the Fairs that received the AIF's "Blue Ribbon Fair" award for 2017. In addition, the 2017 inductees into the Association of Iowa Fairs' Hall of Fame and the recipient of a \$1,000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant and the Association of Iowa Fairs, were also recognized at the Awards Banquet.



Saturday opened with the keynote address featuring Mark Mayfield. Known as the "The Corporate Comedian", Mark's presentation "Momma Told ME There Would Be Days Like This" was held in front of an overflowing and engaged group of Conference attendees. The program focused on stress management, featuring five behaviors that will help balance life and learning techniques to deal with life's biggest stressor ... PEOPLE! Mark also held another workshop Saturday entitled 'MORPH' which focused on accepting, embracing and managing change. After the keynote address, the Saturday schedule was full of seminars, workshops, and a breakfast meeting for AIF associate members.

Saturday workshops and seminars included: 'Thinking Outside of the Box', moderated by Paul Quam, AIF District Director; 'All Things Livestock' hosted by Dr. David Schmitt, State Veterinarian and Mike Anderson, ISU Extension Livestock Specialist; 'State Fair Queen Contest', presented by Jessie Peters & Tonya Cook, Iowa State Fair; 'Controlling Risk on Your Fairgrounds', presented by Todd Christiansen, Loss Control Specialist, Iowa Communities Assurance Pool; 'Grant Writing 101', presented by Jane Nolan Goeken, ISU Extension Community & Economic Development Specialist; "The Art of Partnership Promotions Using Social Media" presented by Jodi Buresh, with Saffire and 'Fair Secretary/Manager Workshop', hosted by Tom Barnes, AIF Executive Director. Also, Jenn Dunn, Linn County Fair and IAFE YPI Director, hosted a workshop and get-to-know for interested Fair folks on Saturday afternoon.

Another session held on Saturday afternoon reviewed the work of the 'AIF-ISU-FFA Collaboration Committee'. This committee is made up of representatives from the Association of Iowa Fairs, Iowa State University Extension and Outreach, and Iowa FFA. The Committee is working on policies and procedures used in the partnership between the Fairs in Iowa, ISU Extension/4H and FFA programs.

The traditional "Social A'Fair and Auction" was again held Saturday evening, attended by over 600 Association members. The theme for this event was 'TEAM SPIRIT', where attendees dressed in their favorite sporting team's attire.



Following the Social A'Fair and Auction the "President's Reception" was held, hosted by 2017 AIF Board President Jim Sloan and members of the Wapello 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 "Fairman's Breakfast". After the breakfast, 'Mini-Sessions' were held. These sessions featured an open discussion on the sessions' topic among the attendees. Session topics included 'Vendor Fees', 'Commercial Exhibits', 'Handling Difficult Board Members', 'Concert Promotions' and 'Recruiting & Training Volunteers'.

ASSOCIATE MEMBER RECOGNITION



Leo Overland Memorial Showman of the Year
awarded to Ray Thompson (second from left) of
Hypnosis & More Stage Shows, West Des Moines Iowa

Distinguished Service Award
presented to Bobby Baker (second from right)
of Bobby Baker Enterprises, Des Moines Iowa,
for his 45 years of service to the AIF Conference.

Honored Conference Guest



Iowa Lt. Governor Adam Gregg and his family
attended the Social A'Fair Saturday evening.

2017 FAIRMAN OF THE YEAR



Burton Prunty

Wayne County Fair, Corydon
(center) was named the AIF's 'Fairman of the Year'.

2017 HALL OF FAME INDUCTEES



Glen & Arlette Hollister

Des Moines
Polk County 4-H & FFA Fair (Glen)
Iowa State Fair (Arlette)

IAFE Consumer Protection Workshop



Dr. Stephan Neel (left) and Joe Yedlik (right)

The Conference got underway on Thursday afternoon by hosting IAFE's Consumer Protection Workshop. Instructors were Dr. Stephen Neel of Technical Solutions International and Joe Yedlik, IAFE instructor. A total of 92 persons, representing 61 Fairs and the AIF Board, were enrolled in the workshop.

ASSOCIATION BOARD ELECTIONS

Tricia Rosendahl Elected AIF Board President

2018 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Tricia Rosendahl of Eagle Grove was elected as the 2018 President of the Association Board. Mark Drost of Tracy will serve as the Board's 1st Vice President and Kerry Scheidegger of Jolley will be the Board's 2nd Vice President. Past President of the AIF Board is Jim Sloan of Eldon.

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 for 2018.

AIF District Director elections were held at the fall district meetings and ratified at the AIF's Annual Meeting held during Conference. Elected to the AIF Board for a 2-year term include Kerry Scheidegger of Jolley in Calhoun County (NW District), Tricia Rosendahl of Eagle Grove in Wright County (NC District), Joe Yedlik of Walker in Jones County (NE District), Mary Bolton of Emerson in Mills County (SW District), Mark Drost of Tracy in Marion County (SC District) and Jim Sloan of Eldon in Wapello County (SE District).

AIF Conference & Annual Meeting Dates

December 7 - 9, 2018

December 13 - 15, 2019; December 11 - 13, 2020

December 11 - 12, 2021; December 9 - 11, 2022

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

2018 AIF District Directors



Steve Voss – NW



Kerry Scheidegger – NW



Jon Baltes - NC



Tricia Rosendahl – NC



Joe Yedlik - NE



Rick Palmer - NE



Mary Bolton – SW



Danny Olson – SW



Jo Reynolds - SC



Mark Drost – SC



Jim Sloan - SE



Randy Beckman - SE

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 Darwin Gaudian of Primghar (NW District), Tennie Carlson of Stratford (NC District), John Harms of Monticello (NE District), CW Thomas of Guthrie Center (SW District), Randy Brown of Osceola (SC District), and Curt Claeys of Delmar (SE District).

John Harms was elected as President of the Iowa State Fair Board for 2018. Dave Hoffman will serve as Vice President and Tennie Carlson will be Board Treasurer. Gary Slater is the Secretary/Manager of the Iowa State Fair.

LEGISLATIVE BREAKFAST SOCIAL

Wednesday, April 11, 2018 – 7:00 a.m. to 9:00 a.m.
Iowa State Capitol, East Rotunda, 1st Floor

This Social is a time to meet with our State Legislators to discuss state funding of our Fairs 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 the legislation the Association sponsors.

FROM THE OFFICE ...

Well, 2018 is now upon us. Seems like 2017 was just a blur. In our travels last year, we found much energy and dedication in your Fairs. Kudos to the hundreds of volunteers that help make the fair industry as strong as it is. Your tireless energy and dedication is greatly appreciated.

The 2017 Conference is now but a memory. Again, the Conference was an educational and enjoyable weekend. All the workshops and guest speakers were well presented and well attended. And the interaction between fair folks is a vital part of the Conference. I hope you all enjoyed the Conference and were able to take some great ideas back to your Fair.

The Conference is the focus of our efforts for the Association and each year, and it continues to provide the educational materials our Fairs need to have. Even though the Conference is a lot of work for us, Sue & I really look forward to it every year. Seeing all our extended 'fair family' is something we really enjoy, as is providing the support and materials all our AIF Fairs need to continue to grow and prosper.

Finally, 2018 will be filled with traveling for us. Legislative Day at the State Capitol, the spring and fall district meetings, IAFE Zone 5 meeting in Manhattan Kansas and our bi-annual IAFE State & Federation Executive Summit in Springfield Missouri will all be on our calendar this year. Add our 'Fair Tour 2018' to the calendar and we certainly will be busy this year with our AIF duties. Lots of windshield time and very much worth the effort. We really enjoy representing the AIF at the various meetings/events and especially enjoy visiting our Fairs.

Thanks to all for your continued support of the AIF. Hope to see you on our travels this year.



AIF Executive Director

IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 153 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 \$28,656.00. *Thanks to all who supported the auction!*

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
Evans United Shows - GL Berg & Associates
Iowa Communities Assurance Pool (ICAP)
Prairie Event Supply - Rixstine Recognition
Spectrum Weather & Specialty Insurance
'The Best Around' Concessions - Variety Attractions

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.

SCHOLARSHIP WINNER



Macy Evans (second from left) of Creston was awarded a \$1,000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant and the Association of Iowa Fairs. Jeanna Barcus, Sales/Marketing Manager of Staats (second from right), made the presentation at the Awards Banquet.

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.

Congratulations to Macy!!

2017 Blue Ribbon Fairs



Sac County Fair, Sac City – NW District



Worth County Fair, Northwood – NC District



National Cattle Congress, Waterloo – NE District

2017 Blue Ribbon Fairs



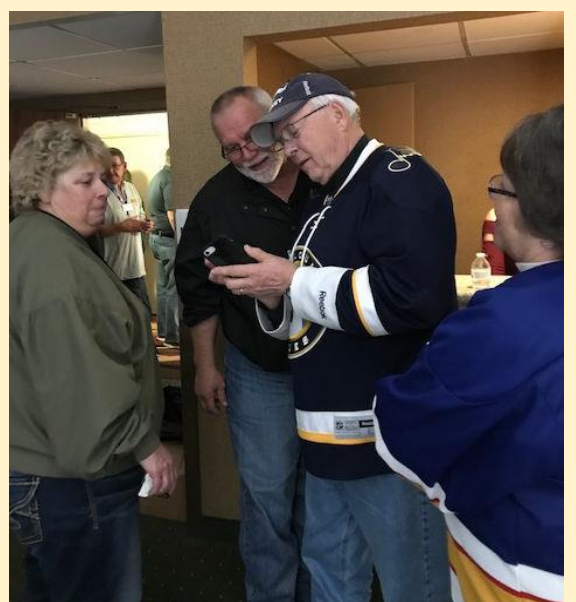
Lee County Fair, Donnellson – SE District



Madison County Fair, Winterset – SC District



Adair County Fair, Greenfield – SW District



Conference Scenes ...



Conference Scenes ...

