

# 2015 CONFERENCE & ANNUAL MEETING

## "A FAIR FAMILY REUNION"



Serving Iowa Fairs Since 1907

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

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The Association of Iowa Fairs enjoyed another near record turnout for its 2015 Conference and Annual Meeting held on December 11, 12 and 13, at the Holiday Inn Airport in Des Moines. Representatives from the 106 fairs in Iowa and of the 155 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,447 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".

Workshops that were featured Friday included: "Active Shooter Awareness" presented by David Johnston, Homeland Security; "Alcohol at the Fair – What You Need To Know" presented by Karen Freund, Deputy of Regulatory Affairs and Erin Bothwell, Education & Outreach Coordinator, both with the Iowa Alcoholic Beverages Division; "Ins & Outs of Weather Insurance" presented by Robert Holmes, Spectrum Weather Insurance Company, Liberty MO; "Conflict of Interest Policy for Fair Boards", presented by Geri Huser, Skinner Law Office in Altoona and Don Timmins of Timmins, Kroll & Jacobsen LLP in Des Moines.

Aaron Putze, Director of Communications & External Relations, Iowa Soybean Association and the first of three Conference speakers, took to the podium on Friday afternoon to enlighten Conference attendees. His presentation, "The Small Things in Life", focused on the importance to embrace what life has to offer to everyone.

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.

Saturday opened with the keynote address of the Conference presented by national known speaker and humorist Juli Burney. Her presentation, "Staying Alive or Those Who Laugh, Last", examined why humor is an essential part of life and having good humor means having a positive attitude towards situations. Her presentation was filled with her life experiences and lots of laughter.

After the keynote address, 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: "Capital Improvements on Fairgrounds", moderated by Tom Barnes, AIF Executive Director; "The Great Marketing Debate", presented by Ag Goldstien, Trilix Group, Des Moines; "All Things Livestock" presented by Dr. David Schmitt, State Veterinarian; Mike Anderson, ISU Extension Livestock Specialist; "Successful Promotions on a Small Budget", presented by Arlette Hollister, Iowa State Fair Food Superintendent; "artAbility & Your Fair", presented by Kim Poag Logan, Executive Director, & Steph Jessen, both with the Metro Arts Alliance of Greater Des Moines and "State Fair Queen Contest", presented by Jessie Peters & Tonya Cook, Iowa State Fair. Two other popular sessions were held on Saturday. One session focused on parliamentary procedures at board meetings. At this workshop, the Indianola Community School FFA Chapter held a mock meeting showcasing both the good and bad of meeting procedures. The other session featured a refresher session of IAFE's Consumer Protection Workshop, presented by Joe Yedlik, AIF District Director.

Two other popular sessions were held on Saturday. One session focused on parliamentary procedures at board meetings. At this workshop, the Indianola Community School FFA Chapter held a mock meeting showcasing both the good and bad of meeting procedures. The other session featured a refresher session of IAFE's Consumer Protection Workshop, presented by Joe Yedlik, AIF District Director.



Saturday afternoon featured another guest speaker as Jodi Buresh, Red River Valley Fair, West Fargo ND, presented her workshop "Crayons! Lipstick! Beer! Everything Your Fair Should Have!" Jodi's presentation was sponsored by IAFE (International Association of Fairs and Expositions). Also on Saturday afternoon a special spouse workshop was held where Dean Brand, Polk County Master Gardener, shared his expertise on developing a 'Discovery Garden'.

Saturday evening featured the very popular "Social A'Fair and Auction".

This included a large social and supper attended by over 650 Association members. The theme for this event was 'Throw-Back' where attendees wore attire of years gone by. 162 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 2015 AIF Board President Rick Palmer and members of the Delaware 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, 'Mini-Sessions' were held. Topics included 'Capital Campaigns' presented by Wright County Fair, 'Human Games' presented by Calhoun & Dubuque County Fairs, 'Fair History Museum' presented by Jasper County Fair, 'Ag Learning Centers' presented by Hancock County Fair and 'Kids' Zones' presented by Southern Iowa Fair.



## **2015 HALL OF FAME INDUCTEES**



**Ron & Mary Esther Pullin**  
Waterloo

Black Hawk County 4-H/FFA Fair & National Cattle Congress

## **FAIRMAN OF THE YEAR**



**Richard Workman, Van Buren County Fair**

Keosauqua, (center) was named the AIF's 'Fairman of the Year'. AIF SW District Directors Randy Beckman (left) and Jim Sloan (right) assisted in presenting the honor.

## **ASSOCIATION BOARD ELECTIONS**

### ***Jerry Hopperstad Elected AIF Board President***

2016 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Jerry Hopperstad of Northwood was elected as the 2016 President of the Association Board. Jim Sloan of Eldon will serve as the Board's 1<sup>st</sup> Vice President and Tricia Rosendahl of Eagle Grove will be the Board's 2<sup>nd</sup> Vice President. Past President is Rick Palmer of Manchester.

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 2016.

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 Walk in Jones County (NE District), Paul Quam of Jefferson in Greene County (SW District), Mark Drost of Tracy in Marion County (SC District) and Jim Sloan of Eldon in Wapello County (SE District).



Incoming AIF Board President Jerry Hopperstad (right) presents Rick Palmer (center) with a plaque in appreciation for his serving as 2015 AIF Board President. Rick's wife Pat is pictured on left.



Marla Calico, IAFE Chief Executive Officer (left), and Kent Hojem, IAFE Chairman of the Board, (center) are welcomed at the Conference by Iowa State Fair Manager Gary Slater (right).

## **LEO OVERLAND MEMORIAL SHOWMAN OF THE YEAR**



***Hendricks Sound Service  
Fairfield Iowa  
was honored with the  
'Leo Overland Showman of the Year' award.***

### **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 9 - 11, 2016      December 8 - 10, 2017

December 7 - 9, 2018

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

*... Keynote Address by ...*

## **Juli Burney**

***"Staying Alive or Those Who Laugh, Last"***



Saturday opened with a memorable keynote address presented by Juli Burney, a multiple award winning college professor, communication specialist, humorist and author. Juli has been honored by her state as Artist of the Year because of her ability to help improve people's lives through humor and effective use of communication tools.

Juli's keen wit and wonderful sense of humor blended together to entertain the attendees while delivering a great message.



## **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 Bob Schlutz of Columbus Junction (SE District).

Alan Brown was elected as President of the Iowa State Fair Board for 2016. John Harms will serve as Vice President and Dave Hoffman will be Board Treasurer. Gary Slater is the Secretary/Manager of the Iowa State Fair.

## LEGISLATIVE BREAKFAST SOCIAL

Wednesday, April 13, 2016 – 7:00 a.m. to 9:00 a.m.

Iowa State Capitol, East Rotunda, 1<sup>st</sup> 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 ...

It was another good year for our Fairs. A few challenges which is typical, 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. Remember your Fair is important to your community and it is truly a great family educational and entertainment venue. Congratulations to all on your efforts, 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 just completed 2015 Conference proved again how popular it is. The sessions were very well attended and the 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. Total registered attendees for the 2015 Conference was at 1,447 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 are already putting together the 2016 Conference.

As in past years usual our 2016 calendar is full of traveling, including the spring and fall district meetings, the IAFE Zone 5 meeting in Kansas City and an IAFE sponsored State and Provincial Meeting in Springfield Missouri. But 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.

Thanks to all for your continued support of the AIF. 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 - Evans United Shows

GL Berg & Associates - Gold & Silver Security - Hypnosis & More Stage Shows

Iowa Communities Assurance Pool (ICAP)

Outlaw Truck & Tractor Pulling Assn - Prairie Event Supply - Rixstine Recognition

Smith's Amusements & Concessions - Spectrum Weather & Specialty Insurance

Talent Service, Inc. – 'The Best Around' Concessions - Variety Attractions

## SCHOLARSHIP WINNERS



L to R: Andy Zinkle, Staats Custom Awards; Parker Cray; Heather Schnitker; Tom Barnes, AIF Executive Director

Two 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 scholarships were awarded and Heather Schnitker from Alden in Hardin County and Parker Kray of Monticello in Jones 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.

*Congratulations to Heather & Parker!!*

## IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 162 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 \$30,230. *Thanks to all who supported the auction!!*

**— 2015 BLUE RIBBON FAIRS —**



**Jackson County Fair, Maquoketa – NE District**



**Kossuth County Fair, Algona – NC District**



**Clay County Fair, Spencer – NW District**



**Shelby County Fair, Harlan – SW District**



**Polk County 4-H/FFA Fair, Des Moines – SC District**



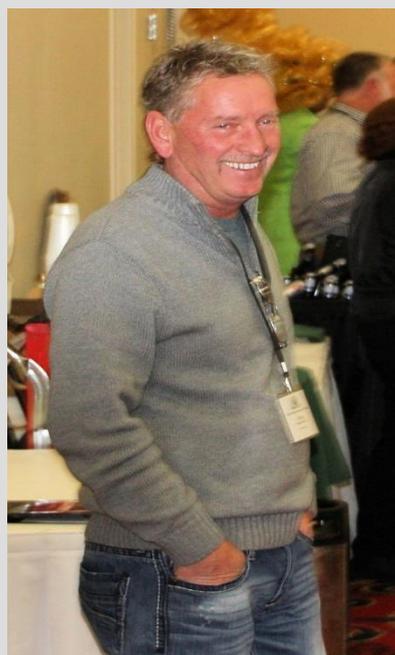
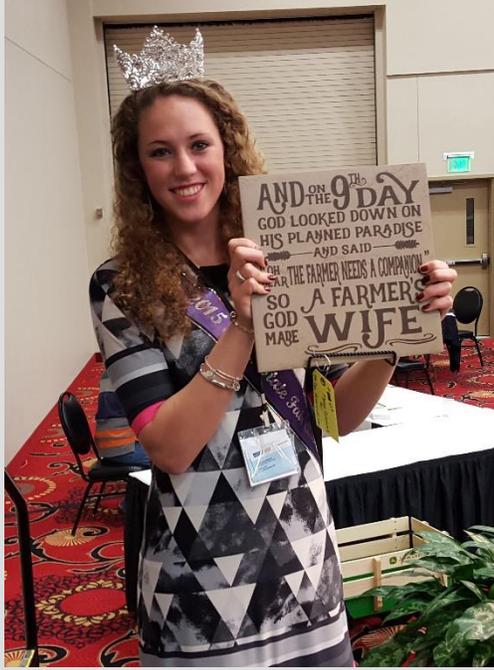
**Cedar County Fair, Tipton – SE District**



*Conference Scenes ...*



*More Conference Scenes ...*



*More Conference Scenes ....*

