

# 2018 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 large record turnout for its 2018 Conference and Annual Meeting held on December 7 through December 9 at the Holiday Inn Airport in Des Moines.

Representatives from the 106 fairs in Iowa and of the 138 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,312 people registered for the event.

The Conference got underway on Friday morning with the opening business meeting of the Association, followed by the very popular session *"What's On Your Mind"*.

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 *"Food Service Guidelines for Fairs"* presented by Julie Kraling, Food & Safety Bureau, IA Department of Inspections & Appeals; *"Active Shooter & Incident Awareness"* presented by David Johnson, Iowa Homeland Security & Emergency Management; *"Alcohol Licensing & Sales"* presented by Heather Schaffer, Jake Holmes & Jason Hohn of the Iowa Alcoholic Beverages Division and *"Conference Newcomer"*, presented by Joe Yedlik, AIF District 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 two sessions; Friday evening after the Awards Banquet and Saturday mid-day.

Jenn Dunn, Linn County Fair and IAFE's Iowa YPI Director, and Kurt Palmer with the Delaware County Fair hosted a social and networking event focused on IAFE's Young Professionals Initiative (YPI) Social & Networking. The late Friday afternoon social proved to be popular as a good number of younger fair board members and spouses were in attendance. All enjoyed refreshments and snacks, while networking with others.

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 2018. In addition, the 2018 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 a keynote address "It Takes 4 To Tango", featuring international speaker, author, and former NFL Cheerleader Candy Whirley. Candy is well known for leading and cheering audiences around the world to live and work better together and to stop driving each other crazy. Candy also presented a second workshop on Saturday with "Emotional Intelligence", where she teaches folks how to get their emotions under control. Both of Candy's sessions were to a standing room only crowd.

Saturday workshops and seminars included *'Low Cost Entertainment & Activities for Fairs'*, moderated Becky Dunn, Mighty Howard County Fair, Mary Stevenson, Clinton County Fair, Kurt Dallmeyer, Washington County Fair; *'Livestock Updates'* hosted by Dr. David Schmitt, State Veterinarian; Mike Anderson, ISU Extension Livestock Specialist; *'You Are on a Fair Board – Now What?'*, presented by Kristin Clayton CPA Senior Manager, McGowen Hurst Clark & Smith P.C.; *'What is a Real Service Animal'*, presented by Becky Beach, CEO, Puppy Jake Foundation; *'Fair Secretary/Manager Workshop'*, hosted by Tom Barnes, AIF Executive Director; *'Bookkeeping Basics for Fair, the Duties of the Board Treasurer'*, presented by Don Timmins CPA and Tara Thomas CPA, with Timmins, Jacobsen & Strawhacker and *'Open Class Livestock Shows'* featured open discussion by attendees on the various types of open class livestock shows held during county fairs and at county fairgrounds throughout the year. These would include jackpot shows, 'showdowns' and 'no-fit' shows.



A very thought-provoking work session held on Saturday afternoon focused on what Fairs will be like in 20 or 30 years. The session panelists guided the discussion on topics such as 'What will our youth programs be in the future?', 'How will livestock shows change at our Fairs?', and 'What will fairgoers want in a fair in the future?'. Panelists for 'The Future of Fairs' work session included Jo Reynolds CFE, Warren County Fair, Gary Slater, Iowa State Fair & Mark Sparks, Triangle Talent, Louisville KY.

Another well attended workshop held on Saturday afternoon focused on what IAFE (International Association of Fairs & Expos) and what it offers to its member fairs. Workshop moderators Jo Reynolds CFE (IAFE Zone 5 Director), Joe Yedlik CVFM (IAFE Educator) and Jeremy Parsons CFE (Clay County Fair) lead the workshop, discussing the focus and mission of IAFE, how IAFE can help your Fair and what benefits there are in membership with IAFE.

The traditional *"Social A'Fair and Auction"* was again held Saturday evening, attended by just over 600 Association members. The theme for this event was 'Red, White & Blue', where attendees dressed to the spirit of the theme.

Following the Social A'Fair and Auction the *"President's Reception"* was held, hosted by 2018 AIF Board President Tricia Rosendahl and members of the Wright 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, 'Iowa Nice Guy' Scott Siepker presented his own version of "Made in Iowa" during which he shared his thoughts and experiences of life in Iowa. Though Scott is best known for his work as the Iowa Nice Guy, he is a versatile, veteran actor of stage and screen, drama and comedy. Iowans know Scott as being a co-host of IPTV's 'Iowa Outdoors' program, and sharing the sights, sounds and experiences in IPTV's coverage of the Iowa State Fair.



## 2018 HALL OF FAME INDUCTEES



**Steve & Vickie Smith**

Smith's Amusements, Stratford  
Accepted by Mike Smith

## 2018 FAIRMAN OF THE YEAR



**Jim Mohr**

Carroll County Fair, Coon Rapids  
(center) was named the AIF's 'Fairman of the Year'.



**Paul Vaassen**

Dubuque County Fair & Iowa State Fair

## ASSOCIATE MEMBER RECOGNITION



**Leo Overland Memorial Showman of the Year**

Jim Fischer (left) of  
All American Lumberjack Shows, Stillwater, MN

# IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 157 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 \$26,470.00. *Thanks to all who supported the auction!*

## ASSOCIATION BOARD ELECTIONS

### *Mark Drost Elected AIF Board President*

2019 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Mark Drost of Tracy was elected as the 2019 President of the Association Board. Kerry Scheidegger of Jolley will serve as the Board's 1<sup>st</sup> Vice President and Randy Beckman of Sperry will be the Board's 2<sup>nd</sup> Vice President. Past President of the AIF Board is Tricia Rosendahl of Eagle Grove.

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 2019 & 2020.

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 Steve Voss of Sibley in Osceola County (NW District), Jon Baltes of Hampton in Franklin County (NC District), Rick Palmer of Manchester in Delaware County (NE District), Danny Olson of Red Oak in Montgomery County (SW District), Jo Reynolds of Indianola in Warren County (SC District) and Randy Beckman of Sperry in Des Moines County (SE District).

### AIF Conference & Annual Meeting Dates

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

December 10 - 12, 2021; December 9 - 11, 2022

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

## 2019 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 Dave Hoffman of Le Mars (NW District), Alan Brown of Hampton (NC District), Deb Zumbach of Coggon (NE District), Gary Van Aernam of Exira (SW District), Jerry Parkin of Earlham (SC District), and Gary McConnell of Bloomfield (SE District).

Dave Hoffman was elected as President of the Iowa State Fair Board for 2019. Tennie Carlson will serve as Vice President and Darwin Gaudian will be Board Treasurer. Gary Slater will continue his tenure as the Secretary/Manager of the Iowa State Fair.

## LEGISLATIVE BREAKFAST SOCIAL

Wednesday, March 27, 2019 – 7:00 a.m. to 9:00 a.m.  
Iowa State Capitol, East Rotunda, 1<sup>st</sup> 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 ...

In our 2018 travels we found much to be proud of with our Fairs. So much hard work and tireless efforts are put forth by the hundreds of volunteers that help make the fair industry as strong as it is. Your continued dedication to your Fair greatly appreciated.

I hope you all enjoyed the 2018 Conference and were able to take some great ideas back to your Fair. The Conference is a major focus of our efforts for the Association each year. Sue & I really look forward to it every year. Seeing all our extended 'fair family' is something we really enjoy and look forward to each year. Our main goal is to provide the support and materials that our AIF Fairs need to continue to grow and prosper.

And typically, 2019 will again be filled with traveling for us. Legislative Day at the State Capitol, the spring and fall district meetings and IAFE Zone 5 meeting in Lincoln Nebraska will all be on our calendar this year. Add our 'Fair Tour 2019' to the calendar and 2019 will result in a lot windshield time. But it is very much worth the effort. Sue & I 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.



Your AIF Executive Director

## SCOTT SIEPKER - 'IOWA NICE GUY'

TV personality & actor Scott Siepker shared his entertaining presentation 'Made in Iowa' to an engaged and enthusiastic group on Sunday morning.



*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  
Evans United Shows  
GL Berg & Associates  
Iowa Communities Assurance Pool (ICAP)  
Prairie Event Supply  
Variety Attractions

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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



Samuel Lane (center) of Mediapolis 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 (left) and 2019 AIF Board President Tricia Rosendahl (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 Sam!!*



**2018**  
**Blue Ribbon Award**  
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*North West District*  
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**EMMET COUNTY**  
**FAIR**  
**Estherville**

**2018**  
**Blue Ribbon Award**  
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*North Central District*  
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**NORTH IOWA**  
**FAIR**  
**Mason City**



**2018**  
**Blue Ribbon Award**  
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*North East District*  
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**WYOMING FAIR**  
**Wyoming**

**2018  
Blue Ribbon Award**

*South West District*

**POTTAWATTAMIE  
COUNTY FAIR**

**Avoca**



**2018  
Blue Ribbon Award**

*South East District*

**MUSCATINE  
COUNTY FAIR**

**West Liberty**



**2018  
Blue Ribbon Award**

*South Central District*

**POWESHIEK  
COUNTY FAIR**

**Grinnell**



# Conference Scenes ...



# Conference Scenes ...

