

# 2019 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' 2019 Conference and Annual Meeting was held December 13 through December 15 at the Holiday Inn Airport in Des Moines. Aided by pleasant weather and good travel conditions the Conference proved to be very successful and well attended.

Representatives from the 106 fairs in Iowa and of the 144 associate members converged onto the Conference Center for a weekend of learning, sharing and fun. Final attendance tally for the Conference showed 1,225 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 "Great Food on a Stick Starts with Healthy Animals" presented by Dr. Danelle Bickett-Weddle DVM, Associate Director for the Center for Food Security and Public Health and "Conference Newcomer", presented by Joe Yedlik, AIF District Director. Two interactive workshops, "Fair Vendors - Enhance Your Fair & Attract More Fairgoers" & "Beer Concession Basics", were held that focus on open discussion by those attending.

AIF District Meetings 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.

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). 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 2019. In addition, the 2019 Hall of Fame inductees and recipients of the AIF's scholarship were also recognized at the Awards Banquet.

The ever-popular live entertainment showcase had two sessions ... Friday evening after the Awards Banquet and Saturday mid-day.

Saturday opened with a keynote address "Me, Wee & Glee", featuring nationally known comedian, speaker and author Nick Arnette of Los Angeles CA. Nick's presentation was very entertaining, filled with humorous observations and plenty of audience involvement, while delivering a good message on dealing with our world as we know it today. Nick's session was a 'big hit' with the standing room only crowd.

Three interactive workshops were held Saturday that focus on open discussion by those attending. Workshop topics were 'Livestock Buildings', 'Creating a VIP Experience' and 'Off Season Revenue Opportunities'.

Saturday also featured several educational workshops. These included 'Livestock Updates' hosted by Dr. Jeff Kaisand (State Veterinarian), Jodi Sterle (ISU Extension) and Jenn Cannon (Iowa State Fair); 'Board Governance', presented by Jeremy Parsons (Clay County Fair and Joe Yedlik (AIF District Director); 'Bacon Buddies', presented by Jenn Cannon (Iowa State Fair), Joyce Hoppes, (Iowa Pork Producers), Claire Masker-King (National Pork Board), Chelsey Van Genderen (US Pork Center) and John Kliegl (Special Olympic Iowa); 'Fair Secretary/Manager Workshop', hosted by Tricia Rosendahl, AIF District Director; 'RFID Tags – Electronic Identification for Livestock Shows', presented by Brianna Christensen (Hampton Dumont FFA) and Joel Stave (CEO of Prairie Systems, Spencer IA); 'Beyond Rain Insurance' presented by Robert Holmes (Spectrum Weather Insurance, Liberty MO).



Other popular sessions held Saturday were 'Marketing Your Way to Success - Rise Above Your Competition', featured Sara Broers, CEO of Travel with Sara, Co-Owner of the Midwest Travel Network, Co-Owner of Home-Grown Social Media & CEO of Social Connections. Jo Reynolds CFE (IAFE Zone 5 Director), Joe Yedlik CVFM (IAFE Educator) and Jeremy Parsons CFE (Clay County Fair) lead the "What IAFE Can Do for Your Fair" workshop, discussing the focus and mission of IAFE, how IAFE can help your Fair and what benefits there are in membership with IAFE, to name a few.

Saturday evening featured the very popular "Social A'Fair and Auction". This event included a large social and supper attended by over 600 Association

members. The auction saw 166 items donated by 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 \$27,535.00. Following the Social A'Fair and Auction the "President's Reception" was held, hosted by 2019 AIF Board President Mark Drost and members of the Marion 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, Trent Loos presented his 'Loos Tales'. Trent travels the country motivating and educating his audiences on issues related to animal agriculture and food production. His audiences vary in age, background, mission and profession, but they all come away enthused about bridging the gap between food producers and consumers. When addressing youth groups, Trent emphasizes the importance and pride associated with being involved in U.S. food production in the future.

Business meetings held during the Conference included the Association's Annual Meeting, the Iowa State Agricultural Society Annual Meeting, Carnival Owners' meeting, Iowa Horse Racing Association meeting, Iowa Foundation for Agriculture Advancement meeting and AIF Associate members' meeting.

## Great Food on a Stick Starts with Healthy Animals

Danelle Bickett-Weddle, DVM, MPH, PhD, DACVPM  
Associate Director, CFSPH  
ISU Extension and Outreach



**ASSOCIATE MEMBER RECOGNITION**



**Leo Overland Memorial Showman of the Year**  
**Bob Weikert** (left)  
RW Sound, Iowa Falls Iowa

**2019 FAIR PERSON OF THE YEAR**



**Kathy Bozwell**  
Adams County Fair, Corning  
(left) was named the AIF's 'Fair Person of the Year'.



**2019 HALL OF FAME INDUCTEES**  
**Jerry & Bev Sloan**  
Wapello County Regional Fair, Eldon



**2019 HALL OF FAME INDUCTEES**  
**Harlan & Bertha Lammers**  
Sioux County Youth Fair, Sioux Center

# IT'S AUCTION TIME!!!



The annual auction on Saturday evening featured 166 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 \$27,535.00.

*Thanks to all who supported the auction!*

## ASSOCIATION BOARD ELECTIONS

### *Kerry Scheidegger Elected AIF Board President*

2020 Officers of the Association Board of Directors were elected at the Board's organizational meeting held on Sunday afternoon following the AIF Conference.

Kerry Scheidegger of Jolley was elected as the 2020 President of the Board. Randy Beckman of Sperry will serve as the Board's 1<sup>st</sup> Vice President and Steve Voss of Sibley will be the Board's 2<sup>nd</sup> Vice President. Past President of the AIF Board is Mark Drost of Tracy.

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.

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), Mark Troester of Elkader in Clayton 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 11 - 13, 2020

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

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

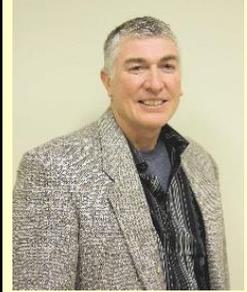
## 2020 AIF District Directors



Steve Voss – NW



Kerry Scheidegger – NW



Jon Baltes - NC



Tricia Rosendahl – NC



Mark Troester - 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), Tenny 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).

Dave Hoffman was elected as President of the Iowa State Fair Board for 2020. Tenny 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, April 15, 2020 – 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 ...

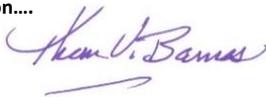
I hope you all enjoyed your 2019 Conference. Please share your experiences from Conference and the district meetings with your own fair boards. Take some of the things learned at the Conference and implement them at your fair. Fairs need to try new events, new attractions and new ways of doing things.

I challenge all to use your imagination and look outside of your comfort zone. Imagination can be more important than knowledge. And don't be afraid to fail. Use failure as an opportunity to learn.

I am honored for the opportunity to serve as the AIF's Executive Director. Both Sue and I are proud to be a part of this industry. In our Fair travels it is evident Iowa is a very diverse state. People are hardworking, dedicated and welcoming. The positive words and general support shown to Sue and I are much appreciated.

It is hard to believe our 2020 spring district meetings are coming up rather quickly. And our 'Fair Tour 2020' will begin before we know it. Sue and I really enjoy representing the AIF at the various meetings/events and we especially enjoy visiting our Fairs. 'Thanks' to all for a great 2019 and best wishes for a better 2020.

See you all soon....



Your AIF Executive Director



## Loos Tales by Trent Loos



Radio personality & production agriculture advocate Trent Loos shared his thoughts on bridging the gap between food producers and consumers in today's world. His presentation was given to a very engaged and enthusiastic group on Sunday morning.

Trent's 'Loos Tales' is dedicated to exploring the interesting people and places of Rural America. It is the creation of Trent Loos, a sixth generation United States farmer with a passion for the rural lifestyle.

*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**

**G.L. Berg & Associates**

**Iowa Communities Assurance Pool (ICAP)**

**Iowa Monster Arm Wrestling - Luehrs' Ideal Rides**

**Prairie Event Supply - The Best Around Concessions**

**Scott Amusements - Variety Attractions**

**Westmoreland Concessions**

**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.

## SCHOLARSHIP WINNERS



Ashley Kahler (center) of Cambridge and Brett Schiele of West Liberty (right) were each awarded a \$1,000 college scholarship, courtesy of Staats Custom Awards of Mt. Pleasant and the Association of Iowa Fairs. AIF Executive Director Tom Barnes (left) 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 Ashley & Brett!!*



**2019**  
**Blue Ribbon Award**  
 -----  
*North West District*  
 -----  
**POCAHONTAS**  
**COUNTY FAIR**  
 Pocahontas

**2019**  
**Blue Ribbon**  
**Award**  
 -----  
*North Central*  
*District*  
 -----  
**HANCOCK**  
**COUNTY FAIR**  
 Britt



**2019**  
**Blue Ribbon Award**  
 -----  
*North East District*  
 -----  
**BIG FOUR FAIR**  
 Postville

**2019  
Blue Ribbon Award**

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*South West District*  
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**CASS COUNTY  
FAIR**

**Atlantic**



**2019  
Blue Ribbon  
Award**

-----  
*South East District*  
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**CLINTON  
COUNTY FAIR**

**DeWitt**



**2019  
Blue Ribbon Award**

-----  
*South Central District*  
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**WAYNE COUNTY  
FAIR**

**Corydon**



# Conference Scenes ...



# Conference Scenes ...

