



*Serving Iowa Fairs Since 1907*

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

# **2022 CONFERENCE & ANNUAL MEETING**

## **DECEMBER 9 - 11, 2022**

**AIRPORT HOLIDAY INN CONFERENCE CENTER  
6111 FLEUR DRIVE, DES MOINES, IOWA**

**Conference Registration – Iowa Foyer**

**FRIDAY: 9:00 a.m. to 6:00 p.m.**

**SATURDAY: 8:00 a.m. to 5:00 p.m.**

**SUNDAY: 8:00 a.m. to 11:00 a.m.**

***Thank You    Thank You    Thank You***

***--- To the following Conference Sponsors ---***

***Conference Badge Lanyards Provided by Etix***

***Action Theater/Impact Pro Wrestling – Artists & Attractions***

***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 - Scott Amusements***

***Spectrum Weather & Specialty Insurance - Variety Attractions – Vortex Insurance Agency***

*Updated November 4, 2022*

## **FRIDAY - DECEMBER 9**

**10:15 a.m. - Iowa A**

### ***Association's Opening Business Meeting***

Association President Steve Voss will preside. Introductions, appointment of committees, and related business.

**10:30 a.m. - Iowa A**

### ***What's On Your Mind?***

AIF Host: Ann Schuster

This is a very popular workshop where topics come from those attending, involving discussion on the many aspects of the fair industry.

**11:00 a.m. to 6:00 p.m.**

***Associate Member Rooms/Courtyard Tables are open for business.***

*Note: Associate members may be available for business outside of the hours posted.*

**12:30 p.m. – Westview Room**

### ***Conference Newcomer***

AIF Host: Tom Barnes

First time attending the AIF Conference? This session will guide you through the 'ins and outs' of the Conference.

**1:30 p.m. Workshops**

**Iowa D/E**

### ***Food Service Guidelines For Fairs***

AIF Host: Danny Olson

*Presenter: Julie Kraling*

Food and Consumer Safety Bureau,  
Iowa Department of Inspections & Appeals  
A review of current food service procedures, licensing  
and food safety guidelines.

**Iowa A**

### ***Alcohol Licensing & Sales***

AIF Host: Mary Bolton

*Presenters ... Sarah Cain & Nate Beyer*

Education & Outreach, Iowa Alcoholic Beverages Division  
Licensing, beverage service practices and current laws  
pertaining to alcohol service will be covered.

**Iowa B/C**

### ***Digital Ticketing***

***It's Not Just For Big Fairs Anymore!***

AIF Host: Kerry Scheidegger

*Presenters ... Denis Scanlon Vice President of Sales, Etix*

***Maddie Snider Marketing Service Manager, Rockhouse Partners***

In this session, we will discuss how integrating affordable and easy-to-use ticketing technologies can enhance every aspect of your fair — from ticket sales to parking, cash drawer management to rides and games, even your websites and mobile phone apps. You'll learn how these tools can simplify processes, help with data collection, lead to more accurate and reliable accounting, and in turn, improve your bottom line.

**Westview Room**

### ***USDA & Your Fair***

AIF Host: Roger Iverson

*Presenters ... Paige Johnson, MRP-APHIS*

***Shannon Sebera, MRP-APHIS***

***Animal Care Inspectors, USDA***

- ✓ An overview of who USDA licenses
- ✓ What Fairs are responsible for booking animal acts
- ✓ General idea of the inspection process and what USDA looks for
- ✓ What the county fair can expect if USDA shows up
- ✓ Will they know USDA is on the premises
- ✓ When Fairs may be made aware of USDA being on the premises
- ✓ Where to find inspection reports on exhibitors

**2:30 p.m. - Meeting Room 396**

### ***Iowa Foundation for Agriculture Advancement Annual Meeting***

Friday continued ...

### 3:00 p.m. - AIF District Meetings

Workshops to consist of AIF & District procedures, and general items as presented to the session.

NW District, **Iowa B**; NC District, **Iowa C**; NE District, **Westview North**  
SW District, **Iowa D**; SC District, **Iowa E**; SE District, **Westview Central**

### 4:00 p.m. - Registration

#### **AIF Committee Meetings**

Audit, Credentials, Elections, Resolutions and State Funding Committees meet

### 4:00 p.m. – Room 397

#### **IAFE's Young Professionals Initiative (YPI) Social & Networking**

*(Open to persons under 40 years of age that are actively involved with their fair)*

AIF Host: Ashley Fitzgerald

YPI Hosts: Jenn Dunn, Linn County Fair & Kurt Palmer, Delaware County Fair

*Stop in and enjoy networking with your fellow colleagues...*

*The IAFE's Young Professional's Initiative (YPI) is comprised of dozens of under 40-year-old fair industry leaders who are passionate about the progression and growth of fairs for the future. In addition to providing professional development, networking and educational opportunities for its members, YPI serves as a channel for idea sharing and furthering relationships among fair leaders across the U.S. and Canada.*



### **Awards Banquet - Iowa Hall**

Honoring "Fairman of the Year", "Showman of the Year", "Blue Ribbon Fairs",

Hall of Fame Inductees and Scholarship Winners.

**5:45 p.m., Doors Open; 6:00 p.m., Meal Served; 7:00 p.m., Member Recognition & Awards Program**

*Ticket is required to for the meal – must be purchased prior to Conference*

*Meal ticket not required to attend the Member Recognition and Awards Program*

### **2022 "BLUE RIBBON FAIR" AWARDS**

Blue Ribbon Fair displays located in Iowa Foyer

Northwest District	Woodbury County Fair	Moville
North Central District	Webster County Fair	Fort Dodge
Northeast District	Winneshiek County Fair	Decorah
Southwest District	Guthrie County Fair	Guthrie Center
South Central District	Dallas County Fair	Adel
Southeast District	Keokuk County Fair	What Cheer

### 7:45 p.m. to 10:30 p.m. - Ballroom

**Entertainment Showcasing** - Showcasing Details on Page 9

### 8:00 p.m. – Room 397

#### **Reception for Gary Slater, Iowa State Fair Manager**

Join us to honor Gary on his retirement from the Iowa State Fair

Hosts: Iowa State Fair Board

## SATURDAY - DECEMBER 10

7:00 a.m. – Room 397

*Joint Board Meeting - Association Board and Iowa State Fair Board*

8:00 a.m. - Ballroom South

### **Associate Members Breakfast & Business Meeting**

(Ticket required to eat breakfast – must be purchased prior to Conference)

8:30 a.m. - Iowa A -- Keynote Address

## **"Building A Productive Volunteer Team!!"**



*Award Winning Speaker*



Fair Boards have to deal with a wide variety of challenges. These range from finding enough dedicated persons (mostly volunteers), developing good communication skills, working through difficult situations, effective board management and providing a safe and positive experience for fairgoers, exhibitors and vendors.

With Fair Boards being made up with a mix of community volunteers, there are times where 'life on a fair board' can be challenging. Kit's presentation will touch on the many challenges all Fairs face. Some include....



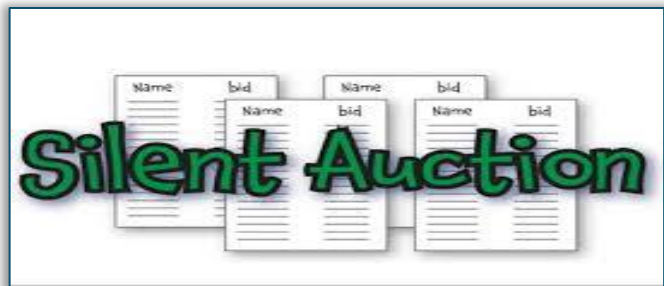
- ✓ *Sharpen your generational communication skills*
- ✓ *Productive meetings produce positive end results*
- ✓ *Identifying and nourishing leadership within your Fair Board*
- ✓ *Handling challenging situations and difficult people*
- ✓ *Keeping the focus on the Fair's mission*
- ✓ *Negotiation in times of conflict*
- ✓ *Blending a mix of multi-generational volunteers into a 'well-oiled' team*
- ✓ *Managing your Fair as a business entity*



9:00 a.m. to 4:00 p.m.

*Items on silent auction will be displayed  
in Iowa Foyer Area.*

Silent Auction results announced at 6:30 p.m.,  
just prior to the live auction.



Saturday continued ...

**10:00 a.m. - Meeting Room 292**

**Carnival Owners Meeting**

**10:00 a.m. - Meeting Room 396**

**Iowa Harness Horse Association Meeting**

**10:00 a.m. to 6:00 p.m.**

**Associate Member Rooms/Courtyard Tables are open for business.**

*Note: Associate members may be available for business outside of the hours posted.*

**10:00 a.m. Workshops**

**Iowa A**

**Livestock Updates**

Youth Shows, Check-in/Weigh-in Procedures,  
& State of Iowa Livestock Show Regulations

AIF Host: Randy Beckman

*Presenters: Dr. Jeff Kaisand, State Veterinarian*

**Mike Anderson, ISU Extension Youth Livestock Specialist**

Among discussion points will be State of Iowa regulations, public health issues and concerns, proper animal presentations, responsibilities of a county fair and ethical practices by exhibitors and families. Input from attendees is welcomed and encouraged.

**Westview Room**

**What is a Service Animal**

AIF Host: Roger Iverson

*Presenter: Maggie Donovan*

Puppy Jake Foundation, Urbandale IA



Ever wonder what a service animal is, and what your Fair can do, and not do, for persons with a service animal? Maggie will detail what a true service animal is and what a Fair must do to accommodate persons with service animals.

**Iowa B/C**

**Funding Opportunities for Fairs**

**Frequently Asked Questions**

AIF Host: Sherry James

*Presenters: Ellie Burns, Director of Nonprofit Relations*

**Rebecca Murphy, Director of Affiliate Relations**

Community Foundation of Greater Des Moines

Ellie & Rebecca will take a close look at the methods Fairs can utilize to apply for grants and find other outside funding opportunities.

They will also touch on how fairs can take advantage of the resources and funds that community foundations have to offer.



**Iowa D/E**

**Exploring Cybersecurity**

AIF Host: Dave Shinker

*Presenter: Melissa Muschick*

Vice President, Saltech Systems, Ames IA



Cybersecurity is the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. It's also known as information technology security or electronic information security. The term applies in a variety of contexts, from business to mobile computing, and can be divided into a few common categories.

Anyone can accidentally introduce a virus to an otherwise secure system by failing to follow good security practices. Teaching users to delete suspicious email attachments, not plug in unidentified USB drives, and various other important lessons is vital for the security of any organization.

Melissa will review ways and best practices to help Fairs protect their on-line systems, some of which would be on-line ticket sales, credit card transactions, computer networks and security systems.

**11:15 a.m. to 12:30 p.m. - Iowa A**

**Box Lunch Served**

Ticket required. Lunch may be taken to other areas of the Conference Center.

**11:30 a.m. to 1:00 p.m. - Ballroom**

**Associate Member Introductions & Non-Music Act Showcase**



## Saturday Afternoon Workshops – Times As Noted

1:30 p.m. - Iowa B/C

### **Sponsor Programs Thinking Outside of the Box**

AIF Host: Danny Olson

**Presenters:** *Doug Hawn*, Greene County Fair, Jefferson  
*Dean Lickteig, Michael Ollendick & Janice Ollendick*  
Mighty Howard County Fair, Cresco

A sponsorship program not only brings in extra money that Fairs need, but also results in a positive impact of increased community involvement, and community ownership, in the county fair. However, there is no 'set-in-place' program that works for all. Sponsorship programs vary from Fair to Fair.

Several fairs attended a sponsorship focused workshop at the 2021 AIF Conference. Two fairs took ideas from that workshop and combined some other ideas into a very successful programs for their fairs, one of which realized increased sponsor revenue of over 300% for the Fair. This program also generated a lot of attention for future involvement by area businesses.

12:30 p.m. - Iowa A

*Allow 2 hours for this session*

### **Promoting your Fair on Social Media in 2023**

AIF Host: Sherry James

**Presenter:** *Chris Snider*

Drake University Professor & CEO of Chris Snider Designs, Des Moines

The world of social media is constantly changing. And 2022 was one of the biggest years of change in recent memory. This two-hour workshop will help you understand how to build a social media strategy for your fair. We will discuss who you are trying to reach, what content they will want, and what social networks to reach them on. We will also discuss the change to a content algorithm, and how that affects how you use social media.

Chris Snider is an associate professor in the School of Journalism and Mass Communication at Drake University. He teaches classes in digital strategy, web design, visual communication, multimedia and more to both undergrad and online graduate students.

1:30 p.m. - Iowa D/E



### **IAFE Member Benefits**

AIF Host: Mark Troester

**Presenter:** *Anna Wilson*

IAFE Membership Development Coordinator

Anna will explore many of the IAFE member benefits, including networking opportunities, annual convention & trade show, exhibits & educational materials, 'Fairs & Expos' magazine, annual Member Directory, many contests & member recognition opportunities and discounts/Insurance.

1:30 p.m. - Ballroom

### **Legal Responsibilities of a Fair Board**

AIF Host: Jon Baltes

**Presenter:** *Brittany Lumley*, Attorney, LS2 Group

Brittany Lumley will lead this workshop with a discussion on the various legal responsibilities and related risks that a fair must work through. Questions from the audience will help guide the discussions during the session. Many have asked for this workshop, which was held at the 2021 Conference, be brought back to the Conference this year.

3:00 p.m. - Iowa D/E

### **Three-N-One**

AIF Host: Kerry Scheidegger

This workshop will feature an interactive discussion on three topics that are pertinent to Fairs. Each topic will have 20 minutes of discussion time. The host will start the discussion on each topic and then monitor the open discussion from workshop attendees.

#### **Topics for this session are:**

- Fairs Sharing Equipment, Pens and other Resources
- Parking Solutions and Procedures
- Non-Typical and Unique Awards

3:00 p.m. - Ballroom

### **Secretary/Managers' Workshop**

AIF Host: Ashley Fitzgerald

This workshop will focus on the responsibilities of those persons serving as the secretary and/or manager of their county fair. Both volunteer and paid secretary/managers are welcome.

Topics of discussion include board and committee meeting minutes, board correspondence, assisting board treasurer, meeting agendas, agent of the board and other areas of responsibility. Audience participation is encouraged.

3:00 p.m. - Iowa B/C

### **Digital Ticketing**

*It's Not Just For Big Fairs Anymore!*

AIF Host: Kerry Scheidegger

**Presenters ...** *Denis Scanlon* Vice President of Sales, Etix

*Maddie Snider* Marketing Service Manager, Rockhouse Partners

In this session, we will discuss how integrating affordable and easy-to-use ticketing technologies can enhance every aspect of your fair — from ticket sales to parking, cash drawer management to rides and games, even your websites and mobile phone apps. You'll learn how these tools can simplify processes, help with data collection, lead to more accurate and reliable accounting, and in turn, improve your bottom line.

3:00 p.m. - Westview Room

### **Beyond Basic Rain Insurance ...**

**What You Should Know**

AIF Host: Mary Bolton

**Presenter:** *Robert Holmes*

Spectrum Weather Insurance, Liberty MO

There is more to 'rain insurance' for special events than what the name implies. Bob will review the options and opportunities of special event insurance.

# Silent Auction

**Silent Auction Closes at 4:00 p.m.**

Items on silent auction will be displayed in

**Iowa Foyer Area ... 9:00 a.m. to 4:00 p.m.**

Silent Auction results announced at 6:30 p.m.,  
just prior to Live Auction.



**6:00 p.m. - Iowa Hall**

## ***Social A' Fair & Auction***

Meal served from 6:00 p.m. to 7:00 p.m.

Live Auction starts at 6:45 p.m.

Ticket required to eat at Social.

*All AIF members encouraged to  
participate in the Auction.*



**Dress to the Theme**

***"Wear What was Popular the Year  
You Graduated from High School"***

**8:30 p.m. – Room 397**

## ***AIF President's Reception***

Hosts: AIF Board President Steve & Joyce Voss and the Osceola County Fair Board

### **Meeting Rooms Available to Fair Boards**

*Rooms 298 and 398 are available for Fair Boards to use as a meeting location to discuss proposed entertainment, workshop ideas or any other business. Not required to reserve a time to use a room. Be courteous of others using the rooms.*

***Posting Conference photos or comments to Social Media?***

***Tag #iowafairs in your posts.***

## **SUNDAY - DECEMBER 11**

**7:30 a.m. - Iowa B/C**

### ***All-Faiths Worship Service***

Open to persons of all faiths. Service in memory of deceased Fair Board members.

Leroy Perkins, Wayne County, Minister

**8:15 a.m. - Iowa A**

### ***Fairman's Breakfast***

Ticket required - AIF Host: Danny Olson

**9:00 a.m. - Iowa A**

## ***Now What?***

### ***How to Smoothly Sail our Fairs Through Uncharted Waters***

***Jeremy Parsons, Manager Clay County Fair & 2022 IAFE Board Chair***



COVID-19? Inflation? Declining population? Aging volunteers? Apathetic Board? Youth violence? Expensive entertainment? Find a committed crew and set sail with Jeremy as we navigate all of the challenges facing our fairs today. By knowing who you are, remembering who you are, and telling others who you are, your fair can smoothly sail into the future.

**10:30 a.m. - Iowa A**

### **Association of Iowa Fairs Annual Meeting & State Agricultural Society Annual Meeting**

Steve Voss, AIF President, presiding

Tennie Carlson, Iowa State Fair President, presiding

***Attendance is required at both annual meetings.***

***— End of 2022 AIF Conference & Annual Meeting —***

### **Next AIF Conference & Annual Meeting**

***December 8 to 10, 2023 at the Airport Holiday Inn, Des Moines***

### **All Persons attending Conference must register.**

***2022 Conference badges required for admission to all functions.***

***Cell phones are to be set to 'silence mode' or turned off during sessions and events.***

### **'Resource Tables' located in Iowa Foyer**

***Fairs are asked to share premium books, posters, advertising et al.***

***Space also available for buy-sell-trade notices.***



**Friday, 7:45 p.m. to 10:45 p.m. - Ballroom**

**2022 Entertainment Showcasing**

<b>2022 AIF Conference Entertainment Showcasing</b> <b>Friday Evening – 7:45 p.m. to 10:45 p.m. - Ballroom</b> <i>(schedule is subject to change)</i>						
<b>7:50 p.m. -- Opening Remarks and Introductions</b>						
TIME	ACT	REPRESENTED BY	MUSIC GENRE	AGENCY WEBSITE	ARTIST SOCIAL MEDIA or YOUTUBE VIDEO	
8:00 p.m.	<i>Edwin McCain</i>	<b>Buzz Entertainment</b> Room 105	Pop & Rock	<a href="http://www.buzzentertainmentgroup.com">www.buzzentertainmentgroup.com</a>	<a href="https://edwin.com">https://edwin.com</a>	
8:20 p.m.	<i>Ashley Barron</i>	<b>Artists &amp; Attractions</b> Room 178	Country	<a href="http://www.artistsandattractions.com">www.artistsandattractions.com</a>	<a href="https://www.ashleybarronofficial.com/">https://www.ashleybarronofficial.com/</a>	
8:40 p.m.	<i>The String Showdown</i>	<b>GL Berg &amp; Associates</b> Room 124	Interactive Dueling Music Shows with Variety of Music Styles	<a href="https://www.glberg.com/">https://www.glberg.com/</a>	<a href="https://www.glberg.com/roster/The-String-Showdown">https://www.glberg.com/roster/The-String-Showdown</a>	
9:00 p.m.	<i>Casey Muessigmann</i>	<b>Muessigmann Entertainment</b> Room 112	Country & Southern Rock	<a href="http://www.caseymuessigmann.com/">http://www.caseymuessigmann.com/</a>	<a href="http://www.caseymuessigmann.com/">http://www.caseymuessigmann.com/</a>	
9:20 p.m.	<i>Jonathon Erlandson Magic</i>	<b>Liz Gregory Productions</b> Room 102	Premier Touring Illusion Show	<a href="http://www.gregorytalentandproductions.com">www.gregorytalentandproductions.com</a>	<a href="https://www.jonathanerlandson.com/">https://www.jonathanerlandson.com/</a>	
9:40 p.m.	<i>Eastern Heights</i>	<b>Stage West Productions</b> Courtyard Table	Country & Country Rock		<a href="https://www.easternheightsmusic.com/">https://www.easternheightsmusic.com/</a>	
10:00 p.m.	<i>Platinum Rock Legends</i>	<b>Variety Attractions</b> Room 358	80's-90's Rock Authentic Impersonations of more than 20 Rock Icons	<a href="http://www.varietattractions.com">www.varietattractions.com</a>	<a href="https://platinumrocklegends.com/">https://platinumrocklegends.com/</a>	
10:20 p.m.	<i>Luke Mills</i>	<b>Bobby Baker Entertainment</b> Room 182	Country & Country Rock	<a href="http://www.bobbybakerentertainment.com/">http://www.bobbybakerentertainment.com/</a>	<a href="https://www.lukemillsmusic.com/">https://www.lukemillsmusic.com/</a>	

