



NYSAAF

NEWSLETTER

New York State Association of Agricultural Fairs, Inc.



From The President

The leaves have fallen, the clocks have been turned back and Fair Buildings have been filled with winter storage. Our focus has shifted to holiday festivities, colder temperatures and the thoughts of the dreaded snow storms. With winter also comes Convention season. I was proud to see the large delegation from New York Fairs that made the trip to San Antonio for the IAFE convention to learn, network and shop the tradeshow floor. It is now time to shift our focus one more time as we approach

our 132nd Annual Convention, your Executive Board has been hard at work to put together another fantastic convention for all to enjoy. I encourage you all to make the trip to Rochester I assure you that this year's convention will not disappoint from the entertainment to the educational sessions there will be something for everyone. As I write my final article as your President, I have been reflecting on the wonderful journey I embarked on four years ago when I was elected to the executive board and I feel it has been a very rewarding experience. I have enjoyed getting to know many of you better and visiting your fairs, but rest assured I have a feeling that this is not the last you will be hearing from me (insert smiley face here).

See you at the Fair

Nick Pelham CVFM – President NYSAAF

2020 Ag Awareness

The Ag Awareness program is an important part of what our Association offers to its member Fairs. This year thirteen (13) Fairs will have the opportunity to participate and receive funding to spear-head their endeavor. The Association provides these funds for improvement to the agricultural related exhibits, equipment purchases or to develop a new ag related exhibit.

The Fairs eligible in 2020 are; Affton Fair, Altamont Fair, Broome County, Essex County, Franklin County, Grahamsville "Little Worlds" Fair, Greene County Fair, Hemlock Fair, Otsego County, Schaghticoke Fair, Seneca

County, Trumansburg Fair and Wyoming County Fair.

Our Board of Directors is committed to funding this program through 2020 to give each Fair the opportunity to benefit from the program.

As a reminder to the participating Fairs, your application is due to be submitted by December 27, 2019 for review by the committee.

See you all at the Convention in Rochester!

Russ Marquart, CFE
Ag Awareness Project Coordinator

Champion of Change-

Jessica Underberg, CFE

My term as Chair of the IAFE is coming to an end. What an experience it has been! The opportunity has taken me around the country visiting with Fair folks to talk about how Fairs change lives every day. In all corners of the world Fairs impact the lives of the board members, staff, volunteers, and guests in a positive way. Fairs are CHAMPIONS OF CHANGE. What we do matters, and what we do is important.

I would be remiss if I didn't encourage you all to get involved in the IAFE. If you are not a member, join! If you are a member, make sure you are getting the most out of your membership by checking out the on-line library and all that it has to offer. Log onto the Igniter; an online discussion forum that allows you pose questions to fair folks from around the country and get quick answers and suggestions. Sign up for a Cyber Seminar, for just \$59 per log in (as many people can sit in as you want) these webinars cover topics from Entertainment to Governance. Join a committee and get involved.

I am sorry I won't see you all at the NYSAAF Convention this year. I will be missing the convention because I have been asked to speak at the Agricultural Shows of Australia in Australia! The topics I will be speaking about are; (1) "Are You a Champion of Change?" and (2) talking with the Next Generation crew about the challenges and opportunities faced by young people in the Australian and New Zealand agricultural shows. I will be thinking about my NYSAAF friends though and wishing you all a great convention.



The NY Delegation to the IAFE Convention - San Antonio, Texas.



Left to right: David Andrews - Fryeburg Fair, Gary Newkirk, Tracie Newkirk, and Jessica Underberg

2020 Convention Alert!

The 132nd Annual Meeting of the New York State Association of Agricultural Fairs, Inc. will be held January 17-20, 2020 at the Riverside Convention Center, Rochester, NY.

Attached are the forms for Hotel Information, Convention Registration, Menu selections, Memoriam, Hall of Fame Award information, Grant Funding Project Showcase and entry form for the Little Red Wagon Parade.

Hotel Reservations: Make room reservations directly with the Rochester Riverside Hotel, (see the enclosed Reservation Form) at 585-546-6400 or mark.entress@rochester-riversidehotel.com, or contact the Hyatt Regency Hotel at: 585-546-1234, <https://www.hyatt.com/en-US/group-booking/ROCHE/G-AAFN> Be sure to advise that you are with "NYSAAF Ag Fairs". Register by name and by Fair to eliminate repetition. Cutoff date is December 27 for both hotels. If your Fair is tax exempt, you must present the necessary form at the time of registration. If you choose to make your room reservation outside the Association group block, we need to advise you that the Association can suffer financial penalties. The Association can be held financially responsible for the difference between what was guaranteed in the room block and what was actually utilized.

Registration: The registration desk will be located in the Joseph A. Floreano Riverside Convention Center, Galleria at street level. It will be open 2:00 PM–5:00 PM on Friday; 8:30 AM– 4:00 PM on Saturday and 9:00 AM–4:00 PM on Sunday. Enclosed you will find a Registration Form. Please complete and return to: NYSAAF, PO Box G, Elma, NY 14059 by December 15. Registration, banquet and breakfast tickets will increase on December 16. See the enclosed menu options sheet.

Door Prize: Please bring one door prize per Fair for the meetings and leave it at the Registration Desk. Be sure your name is on the item.

**Register before December 15,
prices go up December 16**

Memorial: Enclosed is a memoriam form. Complete and mail to Dr. Marilyn Trainor, 436 Harris Dr., Watertown, NY 13601 by January 1, 2020. We will have a memorial display, so include a picture of the deceased or bring it with you to the convention. All pictures will be returned at the conclusion of the convention.

Past Presidents: The Past President's will gather for Breakfast on Saturday, January 18th at 7:30am at the Rochester Riverside Hotel, adjacent to the Grand Ballroom. Please purchase your breakfast ticket with your Registration. If you do not plan on eating breakfast, you are still welcome to come and meet with our fellow Past Presidents for a short meeting.

FRIDAY: The NYSAAF Board of Director's Meeting at the Joseph A. Floreano Riverside Convention Center, will be held at 3:00 PM

and the President's Reception at the Radisson Hotel, Riverside Ballroom will begin at 9:00 PM.

SATURDAY: A ticketed breakfast will be held at the Rochester Riverside Hotel, Grand Ballroom for \$17.00 per person and will be served from 7:00 AM to 9:00 AM.

RETURNING FOR 2020 – Showcase your Funding Project: Each Fair is being asked to bring a display board showcasing the projects you are using the Grant monies for on the Fairgrounds. Fairs should place their board on the display tables in the meeting room area and remove them at the end of the Convention. The Boards should be free-standing and not exceed 30 inches wide. Display boards can be purchased at Walmart.com (Elmer display boards 18 X 24, \$5.47), Office Depot or Staples for minimal amounts.

Opening Ceremony will be held at 8:30 AM with Keynote Speakers, The Peterson Farm Brothers. The Trade Show opens at 11:00 AM in the Lilac/Highland Ballrooms, with a buffet lunch (on your own) available. Breakout sessions begin after the speaker.

Dinner Option: Saturday Evening Buffet dinner is available for \$26.00. This buffet is being offered as an alternative to the hotel restaurants limited menus. Buffet tickets must be purchase prior to December 15, 2019. (see the enclosed Menu sheet for the menu choices)

The Past Presidents' Reception and Auction will begin at 7:30 PM in the Empire Hall South at the Convention Center.

Auction: The Auction will benefit the scholarship fund and general fund. You are asked to bring an item of minimum value of \$25.00. Crafts and wooden items are popular. They can be left at the registration desk. Include the name of your Fair on the item donated.

SUNDAY: A ticketed breakfast will be held at the Rochester Riverside Hotel, Grand Ballroom for \$17.00 per person and will be served from 7:00 AM to 9:00 AM. (see the enclosed Menu sheet for more details)

The General Session begins at 9:00 AM followed by Keynote speaker, Sheila Marshman. Breakout sessions will follow. The Trade Show opens in the Lilac/Highland Ballrooms at 11:00 AM. A buffet lunch (on your own) will be available in the Trade Show.

Parade: Our Little Red Wagon Parade with a "Holiday Celebrations" theme will begin at 2:45 PM. Enclosed is an entry form and instructions. Mail completed form to: Nelson Eddy, 31571 Peck Road, Black River, NY 13612 by January 1, 2020.

At 3:30 PM special drawings will take place in the Trade Show area.

At 6:30 PM the annual Banquet will be held followed by the Entertainment Showcase.

Banquet: Ticket Required, \$40.00 Sirloin Steak, Chicken French or Pork Loin Chop before December 15th. \$45.00 after December 15th .

Hall of Fame Award: The Hall of Fame Award will be presented during the Banquet. Enclosed is a Hall of Fame nomination form... Mail completed form to: Hall of Fame Awards Committee, NYSAAF, PO Box G, Elma, NY 14059 by December 1, 2019.

Please note:

Breakfast: Saturday and Sunday Breakfast tickets will be \$17.00 per person, if purchased by December 15th. The price will increase to \$19.00 after December 15th.

Lunch: Check your registration packet for a Luncheon Discount Coupon being offered by the NYS Association of Agricultural Fairs and The Joseph A. Floreano Rochester Riverside Convention Center redeemable for a savings of \$1.50 off any concession purchase of \$5.00 or greater at the Trade Show.

Banquet: The 2020 Banquet ticket will be \$40.00 for either choice of Chicken French, Grilled Sirloin Steak OR Pork Loin Chop, if purchased by December 15th. On December 16th the cost of the Banquet tickets will increase to \$45.00. Please indicate if there are other options that are required.

Continued on Page 3



Keynote Speakers: The Peterson Farm brothers

Convention Alert.....Continued from Page 2

Saturday Evening Buffet: Dinner option, meal alternative to restaurant menu. Tickets must be purchased in advance by December 15th, \$26.00.

We hope that you will join us for the 132nd Annual Banquet and Entertainment Showcase on Sunday, January 19 in the Empire Hall South of the Joseph A. Floreano Rochester Riverside Convention Center.

Monday: From 8:00 AM to 9:30 AM, a Complimentary Continental Breakfast sponsored by the Steuben County Fair will be held in the Rochester Riverside Hotel, Grand Ballroom.

The final business meeting will be con-

ducted at 9:30 AM in the Empire Hall South of the Convention Center.

The Officer's and Director's Orientation will be held at approximately 10:30/11:00 AM in the Cascades Room at the Convention Center.

As always, every effort is being made to make this convention not only fun and entertaining but, informational, productive and educational.

A final convention program will be included with the December newsletter and on our web site at www.nyfairs.org. If you have questions, concerns, or requests, please contact me at 716-655-1958 or 716-652-1348 or e-mail at nysaaf@gmail.com.

Best Wishes for the Holidays!

Executive Secretary Report

Since our last newsletter much has been happening. Things are well underway for the Convention. By now everyone should have received the Convention information via email which was sent in early November. Don't forget the deadline is rapidly approaching.

Communication is very important to our success. Member Fairs will find in their registration packet at the Convention an "INFORMATION SHEET" for you to update your contact information. It is very important that you complete this form and return it so we have correct information.

Lastly, our annual Fair passes will go on-sale on March 15th. Please share the information with people in your area. These funds allow our Association to provide you will funding for Ag Awareness and our Public Policy efforts among other things.

Best Wishes for a Happy, Healthy Holiday Season!

Russell Marquart, CFE

Bits & Pieces

Trade Show Excitement!!

The Otsego County Fair has taken on the task of coordinating our Trade show drawings this year. Be sure to check in your Registration packet for information on how you can be a winner!!

Thank you Otsego County Fair!

"Ag Trivia" with Martha Bush, Cortland Jr. Fair

Martha will host Ag Trivia Game Show, each Fair is requested to put together a team to participate. Stop by Registration for details and to sign up. It's going to be fun!

NYSAAF Fair Dues Reminder

Association Treasurer, Jane Luskin, reminds all Fair Treasurers and Managers that the dues notices went out in October and are payable by December 5 so that all are accounted for by convention time.

Note that your dues are determined by your 2018 attendance. Mail your dues payable to NYSAAF C/O: Jane Luskin, Treasurer
349 Johnsonville Road, Valley Falls, NY 12185.

Thank you!

Mini Trade Show Showcase

This year we will offer Associate Members & Trade Show Exhibitors the opportunity to show off your talents during the Trade Show. Several 15 minute time slots are available on a small stage set up on the Trade Show Floor to further show off your talents to the Fairs.

Deadline is January 1, 2019.

Email: nysaaf@gmail.com for more information, include your Name of the Act, Presenter, Type of Act, Contact Phone number.



Saturday Evening Buffet Dinner

The Association is making available an alternative dining option during the Convention. A Buffet Dinner will be available on Saturday, January 18 from 5:00 – 7:00pm at the Rochester Riverside Hotel. Advance Ticket purchase is required, \$26.00 each and must be ordered with Registration. In the past, it has been a concern of the Fair's that there was not enough dining options to fit into the schedule. We hope you enjoy the experience, please take advantage of this dining option.

Mark your Calendar , IAFE Zone #1 Meeting, May 7-9, 2020

Hosted by the York Fair in Pennsylvania.

Mark St Jacques, IAFE Zone Director has announced the dates for the Zone 1 Meeting. The event will take place at The Wyndham Garden York, 2000 Loucks Road, York, PA 17408.

Save the dates, additional information will be forthcoming.

Our new Zone Director for the next two years will be Kathryn Hunter from the Maine Association of Fairs.



IAFE Institute of Fair Management

Enroll now for a great learning experience!

The mission of The Institute of Fair Management is to enhance the professional development of the employees and volunteers of our member fairs and expositions by providing education and training in areas of core competency necessary for the operations of today's fairs, large or small.

The core competency areas in which the courses of the Institute will be focused include management, risk management, marketing, programming, operations and facility usage. For more information visit the www.fairsandexpos.com.

Dates to Remember

December 1-4 129th Annual Convention & Trade Show – San Antonio, Texas
 December 15 NYSAAF Convention Registration CLOSES
 January 17 – 20, 2020 NYSAAF Convention –
 Joseph A. Floreano Rochester
 Riverside Convention Center,
 Rochester, New York
 February 3-5 NICA Business Expo & Fare Trade Food Show, Tampa, Florida
 February 5-9 IISA Gibtown Extravaganza – Gibsonton, Florida
 February 7 OABA Annual Meeting – Tampa, Florida
 March 4-7 IAFE Specialty Seminar –
 Impact & Impressions for Advertising,
 PR & Sponsorship – Columbus, Ohio
 March 15 New York State Fair Annual Passes go on Sale
 April 14-17 IAFE Management Conference - St. Louis, Missouri
 May 3-5 IAFE Institute of Fair Management Summit – Columbia, South Carolina
 May 7-9 IAFE Zone #1 Meeting –
 hosted by the York Fair, York, Pennsylvania

Associate Members



John Andersen & Roberta Sofo, Playland Amusements



President Nick Pelham & Craig Williams

Premium Reimbursement Rpt.

In order for your Fair to be eligible for premium reimbursement for 2018, you must complete the Annual Report sent to you and return to us before December 15, 2018.

The Annual Report, Premium Book and Harness Race Summary (if applicable) are due by December 15, 2018. It is important that you meet this deadline since our calculations cannot be completed until all of the Annual Reports have been received. If your report is received after this deadline, your Fair will be deemed ineligible for reimbursement. Please submit the following:

1. Agricultural Society Annual Report (AF-8)
2. Harness Race Summary Sheet (AF-1) (if applicable)
3. Premium Book

BEFORE DECEMBER 15 SEND TO:

Eileen Horton, Fiscal Management
 NYS Department of Agriculture & Markets
 10B Airline Drive, Albany, NY 12235

If you have any questions, would like an electronic version of the form e-mailed to you, or believe that you may not be able to make the filing deadlines, please call us at (518) 457-9564.

Newsletter

The NYSAAF Newsletter is published 3 times a year in April, September and December. Our Convention Newsletter deadline is November 1st. Send information for the newsletter to Russell Marquart at nysaaf@gmail.com. Thank you to all who contributed to this newsletter. Visit us on our website at: www.nyfairs.org.

“Together we can grow our Association”

Our NYSAAF organization is always looking for new Associate Members that will enhance our membership and their business opportunities. The Association is open to people who are valuable partners in the Fair’s throughout New York. If you are already an Associate Member or a Member Fair who knows someone or an organization that already exhibits, I would encourage you to reach out to them to seek out membership. Please encourage them to visit our website at www.nyfairs.org and complete the 2018 Associate Membership Application. Membership is \$65.00 per year. “Together we can grow our Association!”

New Associate Members

Two By Two Zoo

Heather Iannucci
 Pleasant Valley, NY 12569
 845-677-3507

Email: info4twobytwo@optonline.net
 Traveling Zoo
 Attractions & Acts

Areli Equine Entertainment

Laurie Lee Long
 Bloomsburg, PA
 570-784-3592

Email: trickridinggirl@yahoo.com
 Horse Entertainment
 Attraction & Acts

Total Chaos Rodeo Drill Team

Mary Stone
 Parish, NY 13131
 315-263-1119

Email: stonem55@yahoo.com
 Equestrian Drill Team
 Attraction & Acts

Yugar Productions

David Yugar
 Clinton, PA 15026
 412-956-0392

Email: david@yugarproductions.com
 Entertainment
 Booking Agency

2019 Fair Reports

Hemlock “Little World’s” Fair

Dates: July 16-20, 2019

Attendance: 22,147

Gate Admission: Adult \$14.00, Child \$11.00, Senior \$5.00

Parking: Free

Weather: Perfect weather, then Hot & Humid
 Carnival: Gillette Shows

Entertainment/Fee/Attendance: Demo/

Free/3592; Monster Trucks/Free/1342;

Truck & Tractor Pull/Free/4490; Truck &

Tractor Pull/Free/5297; Demo/Free/7436

2020 Fair Dates: July 21-25, 2020

Reported by: Shelia FitzSimmons, 2nd Vice President

Herkimer County Fair

Dates: August 13-18, 2019

Attendance: 62,048

Gate Admission: Adult \$10.00, Child \$3.00, Senior \$10.00

Parking: Free

Weather: Beautiful weather

Carnival: Gillette Shows

Entertainment/Fee/Attendance: Shania Twain/

Free/Full House; Rylee Lum/Free/Good

Crowd; Chris Woodward/Free/Good

Crowd; Grit N Whiskey/Free/Good Crowd;

Down DJ & The Rolling South Band/Free/

Good Crowd;

2020 Fair Dates: August 18-23, 2020

Reported by: Gerry Elthorp, Manager

Presidents' Fair Showcase Steuben County Fair, Bath NY



@Lewis Imagery

Return to:

**NEW YORK STATE ASSOCIATION
OF AGRICULTURAL FAIRS, INC.**

Russell L. Marquart, CFE, Executive Secretary
PO Box G • Elma, NY 14059
www.nyfairs.org



**Visit us on our website
at: www.nyfairs.org**

**Thank you to all who contributed to
this newsletter.**



JOIN US January 17 - 20, 2020 132nd NYSAAF Annual Convention

**Joseph A. Floreano Rochester
Riverside Convention Center • Rochester, NY
Convention Program – www.nyfairs.org**

**Call for room reservations:
Radisson Riverside Hotel – 585-546-6400
Hyatt Regency – 585-546-1234**

Convention Presenting Sponsors:

***Allied Specialty Insurance, Inc.,
Amusements of America,
Dreamland Amusements,
Powers Great American Midways***

TRADE SHOW

Lilac/Highland Ballrooms
Saturday, January 18, 2020
11:00 am - 5:00 pm
&
Sunday, January 19, 2020
11:00 am - 4:00 pm

Gold Plus Sponsors

Allied Specialty Insurance, Inc. • Amusements of America
Dreamland Amusements, • Powers Great American Midways

Bronze Sponsor

Dutchess County Fair • Erie County Fair • Fonda Fair • Lewis County Fair
Variety Attractions, Inc. • Visit Rochester

Contributing Sponsors

Afton Driving Park & Ag Association • Automated Cash Technologies
Boxall's Concessions • B. Wilson Enterprises • Herkimer County Fair
Oswego County Fair • Polar Bear Ice Cream • Seneca County Fair
The Corner Grill BBQ • Zutter Designs

Acknowledgements

Steuben County Fair • The Joseph A. Floreano Riverside Convention Center
Rochester Riverside Hotel • Hyatt Regency Rochester
Fair Publishing House • National Ticket Company • Upstate Milk
Agents and Promoters Furnishing Showcase Acts
Associate Members who support the Convention