



NYSAAF

NEWSLETTER

New York State Association of Agricultural Fairs, Inc.



Jason Lawrence,
NYSAAF President

Presidents Message

As I think about the upcoming Fair season, know that we are in this together. The Board of Directors will continue to communicate plans and work with each Fair as the weeks unfold.

The Coronavirus has impacted each of us personally, professionally and as an organization. Our Fairs, the New York Showpeople and the Associate members are working diligently to continue to prepare for the summer. We do not know what the future holds, but it is important to remember that the health and safety of our communities, remains our collective priority.

The Association is moving forward with planning of Fairs as well as contingencies should Fairs be unable to operate. We will continue to connect with our members to work through questions or concerns that arise throughout the pandemic.

We have held several Zoom meetings to work through the questions and challenges our Fairs have been facing throughout the spring. Communication and connectedness have been and will continue to be critically important as we navigate the upcoming weeks.

Looking toward our Convention, we are looking at exciting opportunities for attendees and potential changes to the program. Updates will be provided at a later date.

As always, it is important that we remain focused on providing high quality agriculture educational opportunities for our communities. I look forward to being able to experience activities in action. Our Associate Members are very important for the entertainment and services they provide to our guests as they enjoy our Fairs.

While we are unsure of what is to come, I am confident in our amazing team at all levels. I am proud of how we have come together as a team. We continue to grow and learn from each unexpected challenge we have faced. Thank you for all that you do for our Fair communities.

2020 Ag Awareness

Russell L. Marquart, CFE

2020 will be an interesting year for Ag Awareness. Covid 19 has everything on hold at the moment, but I remain hopeful that our Fairs will be operating and flourishing this summer. This year nine (9) Fairs will participate in the Ag Awareness Program.

The Fairs participating will be Afton, Altamont, Broome, Essex, Hemlock, Otsego, Schaghticoke, Seneca and Trumansburg.

Mid May will be a critical deadline as our Fairs continue their planning and preparation, I will be contacting each Fair with regard to any questions they might have and planning to visit as many as possible of our outstanding Fairs. Let's put the past behind us and look forward to the future of agriculture in New York. Together we will stand tall!

Lobby Day 2020

I'm writing this report just 32 days after our lobby day and yet it seems like we're in another world with all that's happening.

We had 24 people from 8 different fairs and we visited 31 legislators and Pat Hooker. The day was very successful in our attempt to maintain a presence with our legislators and it appeared that we were successful in maintaining our premium dollars at \$500,000.

However, with everything that has happened in the state caused by the covid19 the state budget has been changed drastically. I have purposely waited for the final budget to have as accurate as possible what is included for local fairs. It appears that premium dollars have been dropped back to \$420,000.

Capital dollars have very little chance of being included anywhere. Our biggest concern right now is; are we having a fair?

Everything has been rather quiet lately about the additional days for state fair. It will be interesting to see where that goes. My understanding is that it is included in the budget.

My best to everyone and I stay optimistic that we will all have our fairs.

One thing is certain, this virus will have a lasting affect on us and how we operate.

Respectfully,

R Harry Booth, Director of Public Policy



NYS Association of Ag Fairs, 2020 Convention Wrap up

The 132nd annual New York State Association of Agricultural Fairs Convention at the Joseph A. Floreano Riverside Convention Center in Rochester, NY was held January 17-20, 2020. Forty one (41) Fairs attended as well as many Associate Members of the Association. Over 600 individuals were in attendance. President Nick Pelham, CVFM, Steuben County Fair, Bath, NY welcomed everyone to the Convention.

Keynote speakers included Greg and Nathan Peterson of the Peterson Farm Brothers "Take the Initiative" and Sheila Marshman, presenting "Connecting Communities". The Peterson Brothers provided an engaging, interactive educational experience for all attendees. Connecting with youth through the use of a variety of social media platforms and marketing strategies were shared, focusing on the importance of agriculture education. Continuing this theme, Sheila Marshman, shared information and strategies for engaging volunteers in the fairs. Mrs. Marshman provided multiple resources for participants to implement in their own work with their fairs.

A variety of educational sessions continued throughout the four-day event. Topics included: "Science, Technology, Engineering and Mathematics presented by the Erie County Fair; "I want to play too" presented by Sara Stafford, focusing on how sensory issues impact fairgoers and options to support them; YPI (Young Professionals Initiative), networking, capacity building and recruiting.

The Annual Scholarship Auction continues to grow each year. The Auction proceeds will fund scholarships for students pursuing continuing education programs. Funds raised were in excess of \$11,000.00.

The Trade Show was held on January 18 & 19 and included 81 vendors and attractions. The new format and flow of the exhibits led to increased opportunities for connections to be made for the upcoming season. Within the same space, mini-showcases were held. The number of attractions participating increased, offering additional opportunities to showcase their skills.

The "Little Red Wagon Parade" with its theme "Holiday Celebrations" was again a tremendous success during the conference. We look forward to another great parade next year.

The Association's "Hall of Fame" Award was presented to NYSAAF Past President Glenn Gillespie from the Clinton County Fair, Morrisville, New York.

The New York State Showpeople's Association awards were presented to:

Russell Marquart, Executive Secretary for

the Association as "Fair Person of the Year"; "Show Person of the Year" was awarded to Tim Dean, Dean's Concessions,

"Workhorse of the Year" went to Gerry Elthorp of the Herkimer County Fair.

Showcase acts included Emily Ann Roberts, presented by Klein's Entertainment, LLC, The Hobb Sisters, presented by Variety Attractions, Marcus Monroe, presented by The Fusion Tal-

ent Group and Presley & Taylor, presented by Yugar Productions.

2021 Convention dates are January 15-18, at the Joseph A. Floreano Rochester Riverside Convention Center, Rochester, NY. For more information on NYSAAF Fairs & Convention contact Russell Marquart, CFE, Executive Secretary at nysaaf@gmail.com or visit our website at www.nyfairs.org.

The Officers for 2020 are as follows;

Jason Lawrence, of the Chenango County Fair, Norwich, NY will serve as President of the NYSAAF for 2020.

First Vice President – Edward Rossley Delaware County Fair, Walton, NY

Second Vice President – John Craft Columbia County Fair, Chatham, NY

Third Vice President – Julia Reynolds..... Washington County Fair, Greenwich, NY

Treasurer – Jane Lusk Schaghticoke Fair, Schaghticoke, NY

Executive Secretary – Russell Marquart, CFE Elma, NY

District Directors are:

District 1 – Andy Imperati..... Dutchess County Fair, Rhinebeck, NY

District 2 – Martin Kelly Fonda Fair, Fonda, NY

District 3 – Scott Christian..... Essex County Fair, Westport, NY

District 4 – Pam Shelmidine Jefferson County Fair, Watertown, NY

District 5 – Joseph Kolka Otsego County Fair, Morris, NY

District 6 – Mike Reese Chemung County Fair, Horseheads, NY

District 7 Sheila FitzSimmons – Hemlock Fair, Hemlock, NY

District 8..... Martin Biniasz, Erie County Fair, Hamburg, NY

NY State Fair – Troy Waffner, Director..... Syracuse, NY

Associate Directors – Jeff Lloyd Utica, NY

Joseph Sofo, Jr. Auburn, NY



Hall of Fame Award - Glenn Gillespie, Clinton County Fair



Workhorse of the Year - Gerry Elthorp



Tim Dean - NYSSA Show Person of the Year

**2020 District Directors**

3rd Vice President

**Julia Reynolds,
Washington Co. Fair**

Hi, I am Julia Reynolds from Washington County Fair. I am currently the Secretary to the board of directors at my fair. I just finished my 2-year term as District 2 Director. I work at UPS in Glens Falls as an Operations Management Specialist.

I started my love of fair as a vegetable exhibitor with my family. Then I joined 4-H and started to show sheep. I became Sheep superintendent for several years. If you do not see me working in the treasurer's office during fair, you may see me on a local tennis court or on one somewhere in the country.

**Executive Committee**

Ed & Gretchen IAFE "First Timers"

In December 2019 we had the opportunity to attend our first IAFE Convention and Trade Show in San Antonio, Texas. We enjoyed the workshops, keynote speakers, networking and site seeing. The Ed Shed was informative with many marketing ideas. We enjoyed the Champion Circles and Power Talks which were brief sessions highlighting thought provoking solutions. Although there were many countries represented there was a common bond. We encourage everyone to attend this well organized educational event.

Ed & Gretchen Rossley

District Directors

District 2 - Martin Kelly, Fonda Fair

I'm Martin Kelly and I've had the honor to serve as a director for the Fonda Fair since 2012. In 2016 I was elected to the role of Treasure, with big shoes to fill. I'm also a former County Farm Bureau President and current President of the local Cornell Cooperative Extension. I am passionate about agriculture and teaching youth and consumers about the importance agriculture in our daily lives. To help further this passion I ran for County Legislator in 2013 and had the humbling experience of having been selected to be the Chairman of the Legislature. I look forward to getting out to as many fairs this coming season and representing not only District 2, but the Agricultural Fair Industry as a whole. District Director 6 - Mike Reese, Chemung County Fair

District 6 - Mike Reese, Chemung County Fair

Mike is the President of the Chemung County Agricultural Society and has been a member of the board in various roles for 18 years. Mike has been a part of the Chemung County Fair his entire life, showing dairy cows in 4H as a child until well into adulthood. Mike's Mother Edith has been a long-time member of the fair board, working in numerous roles. Most notably, she is instrumental in the creation of the quilt donated for the Scholarship Auction at the convention each year. Mike's Father David has served on the Tioga County, PA board for more than 40 years and was recently named Pennsylvania's Fair Person of the Year in 2019.

Mike has been affiliated with NYSAAF for 8 years and IAFE for the last 5 years. He has also been a member of the NY Holstein Association since 1981, New York Farm Bureau, and his local Fire Department. In his spare time, he enjoys spending time at home operating his beef farm.

IAFE "First Timer" to Convention

Rachel Lisk - Lewis County Fair Manager

For 198 years, the Lewis County Fair operated without a fair manager. In April 2019 I began my role as the first ever Lewis County Fair Manager and I am continuously blown away by all of the thought and hard work that goes into making our fair wonderful. Previously, all of the tasks that I help manage, were solely done by the board; which consists of 24 board of directors and 19 associate directors, and our dedicated volunteers. Each person who has served, or are currently serving on the board for the Lewis County Agricultural Society are our unsung heroes.

In November, I was able to attend the International Associations of Fair and Expositions (IAFE) Conference in San Antonio, TX. IAFE®, the Network! began in 1885 with a half dozen fairs and today they represent more than 1,100 fairs around the world. Over the years, the IAFE has remained true to its purpose of promoting and encouraging the development and improvement of agricultural fairs, shows, and expositions. During the third general session at the convention, the keynote speaker, Dave Davlin, said something that brought tears to my eyes and is a sentiment I will never forget "You are not in the fair business. You are in the memory making business."

Not only was this my first IAFE Convention, but this is also my first year in the fair industry, and those words certainly rang true for me. That is what this is all about. That is why we have board members who have served for 40+ years and why our awesome volunteers

show up time and time again. Lewis County Fair is a homecoming event. An event that, for 200 years this summer, has been a place for families, friends, and neighbors, farmers and business owners, the young and old.

I am so very grateful that the board voted in favor of sending myself and two board members, Sue Berrus and Patrick Kelly, to the 2019 IAFE convention. We learned so much amazing information from other fairs. We came home with new ways to promote agriculture, collected new ideas for competitive exhibits, and saw great ideas for souvenirs, but most importantly we made new friends and connected dots.

The IAFE Convention, themed Champions of Change, continues to hold true for the Lewis County Fair. Hiring a fair manager was an incredible change, and in my opinion, a great one! The fair will continue to grow and change, but will always remain the strong and steadfast place that we all know and love. At the convention we talked with countless people who have the same vision as the Lewis County Fair. We shared ideas and stories both good and bad. We exchanged cards and phone numbers. We all want to make our fairs the best they can be and help to keep making those memories for the people who walk through our fair gates.

The IAFE Convention was truly fantastic and I would highly recommend it to anyone in the fair, or memory making, industry. I hope to have the opportunity to go back and connect more dots.

Would you like to serve on the Executive Committee?

The nominating committee is looking for people interested in serving on the Executive Committee. To do so, please submit a letter of intent, stating your interests, back ground and involvement with your Fair and our Association. Also, submit a letter from your respective Fair Board supporting you for the consideration. These 2 letters should be sent to the Executive Secretary, Russ Marquart NO later than November 1, 2020.

Convention 2021

Keynote Speaker - Bill Stainton

We have booked two key note speakers for the 2021 NYSAAF Convention. Bill Stainton was a speaker that we heard at the IAFE annual convention in SanAntonio, TX. Jeremy Parsons is included in the IAFE speaker list and has come highly recommended. These speakers are also willing to facilitate round table discussions.

The committee has been reviewing round table topics and speakers. We may implement some brief power segments which are instrumental in sharing creative ideas and brainstorming. These fast pace segments as experienced at the IAFE convention offer more information to be presented quickly.

We have asked our Carnival partners to assist us in timely round table sessions as well.

If you are willing to facilitate a round table session or have any suggestions please contact Ed Rossley, 1st VP, (607)643-1639.

2021 IAFE Speaker – Jeremy Parsons

We all wear many different hats and hold many different titles at our fairs (often it's multiple hats and titles on the same day – more often, it's multiple hats and titles on the same day at the same time). For some, we are the CEO's or managers of our organizations; others are volunteer superintendents. Some of us literally unlock the gates every morning and shut the lights off at night. Others might order ribbons or sell tickets. Some might clean the restrooms or the barns. But despite the varied titles, hats, duties, and responsibilities, we all have the same job at our respective fairs – we are caretakers. Parsons provides the tools to "Take Care" of your fair, specifically how to do simple strategic planning, track your economic impact, promote your local relevance, and turn your Board into positive advocates.

Scholarship Update

With the state wide interruption of the school year we have modified our scholarship process. Our scholarship committee meet and decided to extend the scholarship deadline to allow the students time to assemble their application packets. One component of the scholarship scoring is academics. With schools closed and limited access to the academic transcriptions we have elected to eliminate the academic portion of the scoring for this year. The academic portion is equal to ten percent of the overall score.

We have a spread sheet that defines each step of the process. see the attached spread sheet. If you have any questions please contact me.

Thank you,

John Craft, Scholarship
Committee Coordinator

50/50 Raffle

Congratulations to Bill Pfeifer, winner of this years' 50/50 Raffle. The raffle generates funds to help with the operations of the Association. Thank you to everyone that purchased ticket for the drawing.

Fair Managers Meeting

Mark Your Calendar

Fair Manager Meeting – President Harold Smith has announced the meeting is still moving forward with regard to the Fall Meeting to be held at the Tailwater Lodge, Altmar, NY. The dates are September 11 -13, 2020

New Associate Members

ABC, Inc. -

Thomas Burton
113 York Avenue
New York, NY 10065
917-560-3694

www.amusementbusinessconsulting.com
Email: nysafetynet@aol.com

Andy Rotz Entertainment

Andy Rotz
9745 Garis Shop Road
Hagerstown, MD 21740
www.andyrotz.com
Email: andy@andyrotz.com

Angelas Pizza

Tonio Viscusi
125 Homestead Court
Schenectady, NY 12306
518- 859-4022
www.angelasconcessions.com
Email: Tonio@angelasconcessions.com

Circus Shane

Shane Hansen
7312 Java Drive
Sarasota, FL 34241
941-928-8446
www.circusshane.com
Email: circusshane@aol.com

Jump-N-Fun

Frank Carhart
6 Roethal Drive
Hopewell Junction, NY 12533
845-559-4300
www.franksjimpnfun.com
Email: Frank@Franksjimpnfun.com

Hudson Magic Midway

Charles Zicari
334 West Park Street
Albion, NY 14411
585-283-4115
Email: animatedattractions@gmail.com

National Independent Concessionaires Association

Rey O'Day
1043 East Brandon Boulevard
Brandon, FL 33511
813-438-8926
www.nicainc.org
nica@nicainc.org

Milord Entertainment

Yves Milord
880 Mon Loisir
McMasterville QC J36 4W7
514-918-7684
www.milordentertainment.com
Email: yves@milordentertainment.com

Queens County Fair Museum

Jennifer Walden
73-50 Little Neck Parkway
Floral Park, NY 11004
718-347-3276
www.queensfarm.org
Email: jwalden@queensfair.org

Tortorice Concessions

Tony Tortorice
47 Spring Bloom Circle
Henrietta, NY 14467
585-472-6400
Email: anthonytorforce67@yahoo.com

TSE Entertainment

Bob Brecht
16238 RR 620 N, Ste F 121
Auston, TX 78717
http://tseentertainment.com
Email: bobbrecht@tseentertainment.com

Spring
is Here!





The Peterson Farm Brothers

Dates to Remember

- May 7-9..... IAFE Zone #1 Meeting – hosted by the York Fair, York, Pennsylvania – CANCELLED due to Covid 19
- May 27 IAFE Convention Registration Opens San Antonio, TX
- May 27..... IAFE CyberSeminar – Business Planning
- June 10 IAFE CyberSeminar – Animal Health Planning – A Systematic Approach to Preparing for, Responding to And Recovering From Animal Health Situations at Fairs.
- July 7..... Fair Season opens in New York
- August 31 IAFE "First Time" Convention Scholarship Deadline
- August 31 IAFE "YPI" Zone Scholarship Application Deadline
- September 16..... IAFE CyberSeminar – Are you Prepared for the Unthinkable
- October 21 IAFE CyberSeminar – Public & Media Relations
- November 5- Approx NYSAAF Convention Registration Emailed to all Member Fairs & Associate Members
- November 11..... IAFE CyberSeminar – Sponsorship 1
- November 15..... NYSAAF Convention Center Registration Opens
- Nov 29 – Dec 2..... IAFE Convention & Trade Show San Antonio, TX
- December 15 NYSAAF Convention Center Registration Closes
- January 15 – 18 NYSAAF Annual Convention, Joesph A. Floreano Riverside Convention Center, Rochester, NY

This & That

Hall of Fame Nominations

The Board of Directors has approved a change to the criteria for the Hall of Fame Award. Information will be sent out in the near future with regard to this change. For updated application form please see the Association website for up to date information.

NYS Showpeople to launch a "Virtual Fair"

Our friends with the New York State Showpeoples Association is launching a "Virtual Fair" to bring more interested to the work of our Fairs and Associate Member. Be watching Social Media for the Virtual Fair and feel free to join in.

132nd Annual NYSAAF Convention Sponsors

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 Variety Attractions, Inc. - VisitRochester

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 Polar Bear Ice Cream - Seneca County Fair - Oswego County Fair -
 Afton Driving Park & Ag Association

Thank You Sponsors



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

Newsletter

The NYSAAF Newsletter is published 3 times a year in April, September and December. 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.



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Convention Scrapbook



Convention Scrapbook

