

OFFICERS

- PresidentEdward Rossley, Walton
- 1st Vice President..... John Craft, Chatham
- 2nd Vice President..... Julia Reynolds, Greenwich
- 3rd Vice President Lauren Delaney, Saratoga
- Treasurer..... Jane Luskin, Schaghticoke
- Executive Secretary..... Mark St Jacques CFE, Argyle
- Past President Jason Lawrence, Norwich

DIRECTORS

Your members of the Board of Directors and Fairs in each District are:

- District 1 Gary Newkirk CFE, New Paltz- Chatham, Goshen, Grahamsville, Long Island, Middletown, New Paltz, Otisville, Rhinebeck
- District 2 Amy Anderson, Altamont – Fonda, Ballston Spa, Cairo, Greenwich, Schaghticoke
- District 3 Scott Christian, Westport – Gouverneur, Malone, Plattsburgh, Westport
- District 4 Harold Smith, Sandy Creek – Watertown, Booneville, Frankfort, Lowville, Sandy Creek
- District 5 Rhonda Barriger, Afton – Afton, Brookfield, Cortland, Morris, Norwich, Owego, Walton, Whitney Point
- District 6 Mike Reese, Horseheads, – Bath, Horseheads, Penn Yan, Trumansburg, Waterloo, Weedsport
- District 7 Sarah Jean Hamilton, Palmyra – Albion, Avon, Caledonia, Canandaigua, Hemlock, Palmyra, Rush
- District 8 Jessica Underberg CFE , Hamburg -Angelica, Batavia, Dunkirk, Hamburg, Little Valley, Lockport, Pike

New York State Fair Director
Sean Hennessey

Associate Directors:
Joseph Sofo Jr., Auburn
Jeff Lloyd, Utica

PRESIDENTS

NEW YORK STATE ASSOCIATION OF COUNTY FAIRS 1888-1943

- | | |
|----------------------------------|--------------------------------|
| Col. A.B. Lawrence, Warsaw | Ray Colby, Oswego |
| A.C. Brundage, Plattsburgh | Elmer Motsford, Plattsburgh |
| J.H. Durkee, Hudson Falls | William Pearson, Ithaca |
| W.D. Burliegh, Plattsburgh | Robert Seaman, Jericho |
| John A. Kloepfer, Hamburg | Irving Wiswall, Ballston Spa |
| Dr. Anderson Crowforth, Lockport | Albert E. Brown, Batavia |
| Edward Thompson, Northport | Oscar W. Ehrhorn, Blauvelt |
| W.J. Greenman, Cortland | Lewis K. Rockerfeller, Chatham |
| John D. White, Altamont | David Miller, Penn Yan |

NEW YORK STATE ASSOCIATION OF TOWN AGRICULTURAL FAIRS 1915 - 1943

- | | |
|-----------------------------|----------------------------|
| George I. Wilber, Oneonta | Harry G. Horton, Afton |
| Garry A. Willard, Boonville | Bligh A. Dodds, Gouverneur |

COMBINED SOCIETIES IN 1944 - NEW YORK STATE ASSOCIATION OF AGRICULTURAL FAIRS, INC.

- | | |
|-----------------------------------|-----------------------------------|
| *Bligh A. Dodds, Gouverneur | *James A. Slocum, Hemlock |
| *Alfred Valentine, Mineola | Jacob Sammons, CFE, Fonda |
| *W. Ray Converse, Palmyra | *Reid Northrup, Altamont |
| *J. Victor Faucett, Bath | Douglas Cater, Cobleskill |
| *Edward Hardeman, Elmira | *Peggy Lipinski, Schaghticoke |
| *George Sipprell, Hamburg | Dale M. All, Morris |
| *Langley Collier, Cobleskill | Larry Zelfiff, Angelica |
| *Phillip B. Caird, Schaghticoke | *Larry Wollert, Dunkirk |
| *Maurice Finnegan, Malone | *Jerry Thomas, Oswego |
| *J. Vincent Hartigan, Chatham | Dr. Marilyn H. Trainor, Boonville |
| *Len Tyler, Norwich | *John K. Anderson, Penn Yan |
| *Robert Turner, Elmira | Frances I. Tepper, CFE, Henrietta |
| *George Barker, Henrietta | *Gary Tweedie, Walton |
| *Alex Duffy, Watertown | *Dr. Robert McGuire, Cobleskill |
| *H. Joseph Pendergast, Cobleskill | *Dr. Harry O'Connor, Lowville |
| *S. Richard Lloyd, Rhinebeck | Dick Rowland, CFE, Ballston Spa |
| *Robert Hay, Gouverneur | Dennis Lang, CFE, Hamburg |
| *Ben DeYoung, Jr., Hamburg | *Russell Marquart, CFE, Hamburg |
| *Frederick Perras, Plattsburgh | Mark St. Jacques, CFE, Greenwich |
| *Stuart T. Rombaugh, Altamont | Glenn Gillespie, Plattsburgh |
| *Newell Wagoner, Boonville | Gerry Elthorp, Herkimer |
| *Philip Mickle, Chatham | Jessica Underberg, CFE, Hamburg |
| *Kenneth Joslin, Whitney Point | *John W. Burr, Lowville |
| *Samuel Hamilton, Schaghticoke | Robert C. Grems, Boonville |
| Henry Leworthy, Dunkirk | Steven G. Berninger, Chatham |
| *Dr. Garth Murray, Bath | R. Harry Booth, Greenwich |
| *Gordon Wright, Greenwich | Robert Simpson, Watertown |
| *Harold Woolshlager, Lowville | Andy Imperati, Rhinebeck |
| *Paul Laing, CFE, Hamburg | Gary Newkirk, CFE, New Paltz |
| *Thomas Odak, CFE Rhinebeck | Scott Christian, Westport |
| *Howard Maneely, Malone | Nick Pelham, CVFM, Bath |
| | Jason Lawrence |

*Deceased

TRADE SHOW
Lilac/Highland Ballrooms
Saturday, January 14, 2023
11:00 am - 4:00 pm
&
Sunday, January 15, 2023
11:00 am - 4:00 pm

- Gold Plus Sponsors**
- Amusements of America
 - Dreamland Amusements
 - Dutchess County Fair
 - Erie County Fair
 - Powers Great American Midway
 - Strates Shows, Inc.

- Bronze Sponsors**
- Washington County Fair
 - Visit Rochester
 - Variety Attractions

- Contributing Sponsors**
- Automated Cash Technologies
 - Lewis County Fair
 - Herkimer County Fair
 - The Corner Grill BBQ
 - Rudy’s Pizza & Slush
 - Afton Fair
 - Broome County Fair
 - Gillette Shows
 - Boxall’s Concessions

- Acknowledgements**
- Delaware County Fair
 - The Joseph A. Floreano
 - Riverside Convention Center
 - Hyatt Regency Rochester
 - Dutchess County Fair
 - Fair Publishing
 - Agents and Promoters
 - furnishing Showcase Acts

All Associates who support the convention

The Fairs of New York

134th Annual

CONVENTION

of

New York State Association of Agricultural Fairs, Inc.



2023 Association President



Edward & Gretchen Rossley
Delaware County Fair
Walton, NY

JOSEPH A. FLOREANO ROCHESTER RIVERSIDE CONVENTION CENTER

Rochester, New York
January 13,14,15,16, 2023

Friday, January 13, 2023

2pm-5pm

Registration Open Convention Center, Galleria
Sponsored by Boxall Concessions
& Rudy's Pizza & Slush

3pm

Board of Directors Meeting Convention Center, Cascade Room

3pm-6pm

President's Suite Open Hyatt Hotel, Rochester Suite

Dinner on Your Own

9pm

President's Reception – Hosted by Hyatt Hotel Grand Ballroom
Ed Rossley & The Delaware County Fair

Saturday, January 14, 2023

7am-11am

Trade Show Setup Convention Center, Lilac/Highland Ballrooms

7am-8:30am

Breakfast - Ticket Required Hyatt Hotel, Grand Ballroom

7:00am

Past President's Breakfast – Ticket Required Hyatt Hotel,
Sponsored By Variety Attractions Inc. Grand Ballroom

8:30am-4pm

Registration Open Convention Center, Galleria
Sponsored by Boxall Concessions - Rudy's Pizza & Slush

9am-10am

Opening Ceremonies Convention Center, Empire Hall
Introductions
Presentation of Colors
Pledge of Allegiance
Roll Call
Memorial Resolution
Committee Reports
Public Policy
Parade
NYS Department of Agriculture & Markets

10am-11am

Keynote IAFE Speaker – Convention Center, Empire Hall
Jessie McLaughlin, CFE
“Training Methods, Team Development, and Leadership Styles –
Disney Movies and Wood Badge Taught Me Everything I Needed To
Know To Succeed”

11am-4pm

Trade Show Open Convention Center, Lilac/Highland Ballrooms

11:15am

Coffee Break Convention Center, Empire Hall
Sponsored By the Afton Fair

Lunch - On Your Own - available in the Trade Show

1:30pm-2:30pm

Breakout sessions - Sponsored by the Broome County Fair

- Fair Security – Eric Barnes, Columbia County Cascade A
Fair Director & Senior BCI Investigator
and John Howe, Columbia County
Emergency Manager
- Leadership in Challenging Times - Cascade B
Five Things Every Effective Leader Knows
Robin Benziger, Retired NYS Police
Assistant Deputy Superintendent
- For the Love of Lemonade! Cascade C
The importance of vendor relations
Amy Anderson, Altamont County Fair
- Smoking policies and marijuana on your fairgrounds Cascade D
Nick Pelham CVFM, Steuben County Fair
- You Have a Problem, We Have a Solution Aqueduct A/B
Gerry Elthorp, Herkimer County Fair

2:30pm-2:45pm

Refreshment Break Convention Center, West Corridor
Sponsored by Gillette Shows & The Corner Grill BBQ

2:45pm-3:45pm

Breakout Sessions - Sponsored by Washington County Fair

- Fair Security – Eric Barnes, Columbia County Cascade A
Fair Director & Senior BCI Investigator
and John Howe, Columbia County
Emergency Manager
- Leadership in Challenging Times - Five Things Cascade B
Every Effective Leader Knows
Robin Benziger, Retired NYS Police
Assistant Deputy Superintendent
- Competitive Exhibits – the Unsung Stars of Your Fair Cascade C
Jessie McLaughlin CFE, Spokane County Fair
& Expo Center, WA
- Polls and Surveys Post Fair; Cascade D
What Our Patrons are Telling Us
Betsy Braley, Columbia County Fair Director
- Increasing Your Revenue on Fairgrounds Rentals Aqueduct A/B
Gary Newkirk CFE, Ulster County Fair

4:30pm

Trade Show Drawings Convention Center, Lilac/
Hosted by the Otsego County Fair Highland Ballrooms

5pm-6pm

Young Professionals Initiative Hyatt Hotel, Rochester Suite
(YPI) (40 & Younger)

5pm-7pm

Buffet Dinner – Ticket Required Hyatt Hotel, Grand Ballroom

7:30pm

Past Presidents Reception Convention Center, Empire Hall
Sponsored by Joseph A. Floreano
Riverside Convention Center & Visit Rochester

8pm

Scholarship Auction Convention Center, Empire Hall
Sponsored by Lewis County Fair

9pm-midnight

President's Suite Hyatt Hotel Grand Ball Room
Hosted By Ed Rossley and The Delaware County Fair
Entertainment by Buffalo Barfield

Sunday, January 15, 2023

7am-8:30am

Breakfast – Ticket Required Hyatt Hotel, Grand Ballroom
Sponsored by Variety Attractions

9am-4pm

Registration Open Convention Center, Galler
Sponsored by Boxall Concessions -
Rudy's Pizza & Slush

9am-9:45am

General Session Convention Center, Empire Hall
Roll Call
Reports
IAFE
OABA
NICA
UCA
Committee Reports
Ag Awareness
Scholarship

10am-11am

Keynote Speaker – Marla Calico, President & CEO of the IAFE
R U Ready for the Future?
Sponsored by Erie County Fair

11am-11:15am

Coffee Break Convention Center, Empire Hall
Sponsored By the Washington County Fair

11am-4pm

Trade Show Open Convention Center,
Lilac/Highland Ballrooms

Lunch - On Your Own - available in the Trade Show Noon

NYS Showpeople's Association Annual Meeting Hyatt Hotel,
Grand Ballroom

1:30pm-2pm

Breakout Sessions - Sponsored by Automated Cash Technologies

- Incorporating Simple Events into the Fair Day Cascade A
Becca Lickfeld, Erie County Fair
- Recruiting for fall rentals and festivals Cascade B
Harold Smith, Oswego County Fair
- Carnivals & Fairs; Working Hand in Hand Cascade C
Jeff Lloyd, Lloyd's Concessions
- Time to Take a Break – a space for children Cascade D
who are easily overwhelmed to Reset – Regroup -Reenter
Sara Stafford, Speech & Language Therapist & School Admin
- Fair Infrastructure & Pandemic Grant Aqueduct A/B
Joe Ganley, NYS Dept. of Ag. & Mkts

2:15pm-3pm

Refreshment Break Convention Center, West Corridor
Sponsored by Herkimer County Fair

2:45pm

Little Red Wagon Parade Convention Center, Lilac/Highland Ballrooms

3:15pm-3:45pm

Breakout Sessions

- Fostering Teamwork at your Fair Cascade A
Jenny Lang, Ulster County Fair
- Fairs & 4-H Financials – Who pays for that? Cascade B
Jen Flinton, Saratoga County Fair
- Fairs Change Lives - The importance of how Cascade C
agricultural fairs today are addressing the needs
of their communities
Marla Calico, President & CEO of the IAFE
- Emergency Planning for Fairs Cascade D
Rob Thurston, Emergency
Preparedness Director NYS Fair
- Agriculture Grant Filing - General Q & A Aqueduct A/B
Joe Ganley, NYS Dept. of Ag & Mkts

4:00pm

Trade Show Drawings Convention Center,
Hosted by the Otsego County Fair Lilac/Highland Ballrooms

5:45pm

Attitude Adjustment Convention Center, Empire Hall

6:30pm

Banquet & Entertainment Showcases- Convention Center,
Ticket required Empire Hall

9pm-midnight

NYS Showpeople's Party Hyatt Hotel, Grand Ballroom

Monday, January 16, 2023

7:30am-9am

Continental Breakfast Hyatt Hotel, Grand Ballroom
Sponsored by – Ed Rossley & Delaware County Fair

9am

Final Business Meeting Convention Center, Empire Hall
Roll Call
Executive Secretary Report
Treasurers Report
Committee Reports:
Audit Committee
Time & Place
Old Business
New Business
Nominating Committee
Election of Officers & Introductions
Presentation to Past President
50/50 Raffle Drawing
Door Prizes
Adjournment
Farewell & Thank You!

Immediately following the Meeting
New Director & Officers Orientation & Photographs
Convention Center, Cascade Room