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Florida Federation of Fairs 2017 Summer Workshop Helping Florida Fairs Be Prepared

The Florida Federation of Fairs Summer Workshop was held July 28th – 29th in Kissimmee, FL. The event was hosted by the Osceola County Fair and KVLS. This year's Federation President,



Miranda Muir, Manager of the Osceola County Fair and Dawn Rowe, Federation President welcome everyone to the Summer Workshop.

Dawn Rowe, is the past manager of the Osceola County Fair and the current President of the Florida Federation of Fairs.

From "Welcome Signs," goody bags at the hotel, to an awesome photo op at dinner, the Fair manager, Miranda Muir, staff and board really "wowed" our attendees!

The first day of the two day event was devoted to a special presentation by Marla Calico, CEO and President of IAFE who presented the ARK—Activist Response Kit to the group. Marla explained that the IAFE's "ARK" was just released by the IAFE as a means for preparing our Fairs for dealing with activists.

The ARK goes far beyond preparing for animal rights activists who may try to disable

your website, bombard you – and your sponsors – with emails and false statements, generate adverse media attention, try to disrupt your junior market auction, or organize a live protest. Activists of all types look for opportunities – large crowds and media exposure. A fair – or an activity at a fairgrounds – provides all that. It was an eye opener to our Fairs!

Marla's presentation was followed by two presentations by Debbie Evans with Debbie Evans Marketing Communications Consulting who presented Crisis Communication In The Digital World and an hour of On-Camera Training.

Debbie's presentation was the perfect follow-up to Marla's comments on dealing with activists!

The Florida Federation was able to bring in these special speakers through sponsorships from the Florida Cattlemen's Association, Florida Dairy Farmers, Florida Farm Bureau, and SoutheastMilk organizations. It was an awesome "step forward" to see all our organizations working together to be



A special thanks to EMC Tickets, LLC; Strates Shows, Inc., and the Osceola County Fair and KVLS for sponsoring the Friday night dinner. (Left to Right) Miranda Muir, Manager, Osceola County Fair; Steve and Miriam White, EMC Tickets, LLC and Dawn Rowe, Federation President.



Sargent Pierce and Detective Al Vazquez with the Osceola County Sheriff's Department presented a great workshop of Maintaining A Safe Environment At Your Fair.

prepared!

Saturday was a day devoted to workshops and round tables that covered topics such as Seeking, Securing, Satisfying, and Vetting Volunteers; Fair Best Practices for Gates and Ticketing; Drones and Public Safety; Economic Impact on Your Community; and Maintaining a Safe Environment. We were very fortunate to have representatives from the Osceola County Government, St. Cloud Police Department, and Osceola County Sheriff's Department to make some of these presentations.

Workshop continued on page 5



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President's Column



Happy Fall Ya'll!

I have had an exciting time so far as President. A group of us from Florida fairs attended the FFA State Convention opening session in June and all I can say is what an experience! I have never attended any FFA event before and I believe we all can learn so much from FFA. If you did not get a chance to attend this event, it is a "must" if we have the opportunity to attend again next year.

Next was the summer workshop in July with a lot of educational workshops. Thank you to Lisa and the Summer Workshop committee for putting this together.

In August a group of 27 people from across Florida attended the Erie County Fair in Hamburg, NY. The fair had their challenges this year with a tornado touching down two weeks before their opening day causing a lot of damage and then a fire broke out at a concession stand and they had to close that area for some time. You would not have known by looking at their grounds! The staff and Strates Shows treated us all like royalty.

Some of the northern Florida fairs have already come and gone and the rest are gearing up for the season, please remember to have a fun, safe fair season. I will be visiting a lot of fairs this season and hope to see you during my visits.

*Sincerely,
Dawn Rowe*

OFFICERS

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2017-2018 FAIR DATES

Nov 1-12	Gr Jacksonville Ag Fair	Jacksonville	Mar 1-6	Alachua County Youth Fair	Gainesville
Nov 2-5	Gr Pinellas Country Fair	Pinellas Park	Mar 1-18	Central Florida Fair	Orlando
Nov 2-12	North Florida Fair	Tallahassee	Mar 2-10	Sumter County Fair	Webster
Nov 2-12	Volusia County Fair	DeLand	Mar 6-11	Bradford County Fair	Starke
			Mar 9-18	Firefighters' Indian Rvr Fair	Vero Beach
Jan 11-21	Manatee County Fair	Palmetto	Mar 15-25	Collier County Fair	Naples
Jan 12-28	South Florida Fair	West Palm Bch	Mar 15-Apr 8*	Miami-Dade County Fair	Miami
Jan 19-21	FL Agri & Wildlife Expo	Brooksville	Mar 16-24	Putnam County Ag Fair	East Palatka
Jan 26-Feb 4	Charlotte County Fair	Port Charlotte	Mar 16-24	Suwannee County Fair	Live Oak
Feb 2-10	DeSoto County Fair	Arcadia	Mar 16-25	Sarasota County Fair	Sarasota
Feb 8-19	Florida State Fair	Tampa	Mar 26-Apr 1	Citrus County Fair	Inverness
Feb 9-17	Highlands County Fair	Sebring	Mar 29-Apr 7*	Santa Rosa County Fair	Milton
Feb 9-17	Martin County Fair	Stuart	Mar 30-Apr 7	Clay County Ag Fair	Green Cove Sp
Feb 9-18	Osceola County	Kissimmee	Apr 4-8	Flagler County Fair	Bunnell
Feb 13-18	Hendry County Fair	Clewiston	Apr 5-8	Levy County Fair	Williston
Feb 16-24	Southeastern Youth Fair	Ocala	Apr 5-14	Lake County Fair	Eustis
Feb 17-24	Hardee County Fair	Wauchula	Apr 13-21	Hernando County Fair	Brooksville
Feb 19-25	Pasco County Fair	Dade City	TBD	Brevard County Fair	Cocoa
Feb 22-Mar 4	Southwest FL/ Lee Cty Fair	N. Ft. Myers	TBD	Okeechobee County Fair	Okeechobee
Feb 23-Mar 4	St. Lucie County Fair	Ft. Pierce			
Mar 26-Mar 3	Glades Cty/Chalo Nitka	Moore Haven			
Mar 1-11	Florida Strawberry Festival Plant City				

*Check Fair website for dates closed during this period

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53 Belmont Magic	32 Florida Dairy Farmers	36 The One Man Band
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BOARD MEETING NOTICE

The Florida Federation of Fairs Board of Directors next meeting will be held on December 9th at 9:30 am

at the Buena Vista Palace / 1900 Buena Vista Drive, Lake Buena Vista, FL

From the Executive Director—Lisa Hinton

It has been truly amazing to see the efforts of all our Florida Fairs as you have served your local communities in the aftermath of Hurricane Irma! What an amazing statement you all have made to the state of Florida about the importance of Fairs to our communities. We are preparing a document summarizing all the roles that Fairs played and will be using this in our education efforts with our legislators.

Can you believe it - the Fall Fair season is here! Hope those Fairs that have already finished had a great run and GOOD LUCK to those of you that are in your final planning stages! We know what a busy time this is for you!

We had a fantastic Summer Workshop in Kissimmee hosted by KVLS and Osceola County Fair. A special thanks to EMC Tickets and Strates Shows for co-sponsoring the fabulous dinner in conjunction with the Osceola County Fair. If you haven't been to Summer Workshop you should think about it for next year. It is a chance to really get to meet and talk to people from other Fairs in a very relaxed, informal atmosphere.

We also had another great Fair trip – Fair Trip 2017! It was the largest group ever! Be sure to read the article on the Fair Trip in this issue! A special thanks to Dawn Rowe for putting the trip together this year!

This year's Annual Directory has been published and distributed. A special thanks to Doris Graska, Newsletter Chairman and a past Federation President— she spent a tremendous amount of

time editing the Directory to make sure it was right and we still omitted Rhonda. See pg. 11. (Losing parts of 3 fingers is no excuse!) Thanks also to Rita DeMier and Andrea Simeone with the South Florida Fair for doing the layout for the cover with this year's Photo Contest winners, to Bill Olson with the Greater Jacksonville Ag Fair for printing the membership cards, and Elaine Miller for all her work compiling the memberships and drafting the document. The Directory wouldn't have happened without help from all of them!

Be sure to mark your calendars for the 2017 Convention – May 17 – 19th in Orlando! We will be at the Buena Vista Palace again this year. The Golf Tournament will be AWESOME as well - you won't want to miss it – May 16th and the Mix and Mingle will again be Wednesday evening! The Convention Program Committee under the guidance of Chairman Paul Davis is planning some new and exciting changes for this year's Convention. If there is anything I can do for you – please don't hesitate to give me a call and thanks again for all your support!

Don't forget –YOU are the Federation and our organization is here to serve you!



Attorney's Corner

"Contracts and Donations by Municipalities, Counties and the State of Florida"

In light of the recent hurricane and the services our fair associations provided throughout the state, did you know that Chapter 616 provides that a municipality, county, or the State of Florida may enter into contracts with fair associations. The Chapter also allows for any of these governmental entities, or their subdivisions, to donate, money, property and services to the fair in order to assist the fair in carrying out its statutory purpose. Specifically, Section 616.11 of the Florida Statutes provides:

Any fair association may enter into any contract, lease, or agreement with any municipality or county in the state or with the state or agency or subdivision of the state for the donation to or the use and occupation by the association of any land owned, leased, or held by the county or municipality or the state or agency or subdivision of the state during a time and on the terms approved by the county or municipality or the state or agency or subdivision, with the right of the association to use the property for public exposition purposes. The state, the Department of Transportation and any other agency or subdivision of the state, the board of county commissioners of any county within which the fair or exhibition is held, and the mayor and city council of any municipality within the county may also make contributions of money, property, or services to fair associations to assist in carrying out the purposes of the associations under this chapter. The state or any agency or subdivision of the state, boards of county commissioners of the various counties of the state, and the mayor and city council of any municipality within the county may expend such sums of money as they deem necessary for the best interests of their counties and in aiding the development of the educational, agricultural, horticultural, livestock, charitable, historical, civic, cultural, scientific, and any other resources of their counties at and in connection with public fairs and expositions, including the offering and paying of premiums for the exhibitions of resources of the state, county, or municipality.



Lance Fuchs
Foster & Fuchs, P.A.

Important Dates

November 26-29, 2017

IAFE CONVENTION
Paris/Bally Hotel
Las Vegas, NV

December 9th at 9:30 am
Board Meeting
at the Buena Vista Palace
1900 Buena Vista Drive,
Lake Buena Vista, FL

May 17-19, 2018

Florida Federation of Fairs Convention
and IAFE Zone 2 Meeting
Buena Vista Palace
Orlando, FL

FAIRGROUNDS DESIGN



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Summer Workshop

Workshop continued from page 1

The grand finale for the event was a presentation by Cindy Moran, with Predictive Results, a Predictive Index Preferred Partner. Cindy presented two great workshops – one on “Great Leaders Play Chess – Not Checkers” and “Team Building and People Planning.”

As mentioned previously, the Friday evening dinner was hosted by the Osceola County Fair and co-sponsored by the **Osceola County Fair; EMC Tickets LLC, and Strates Shows, Inc.** It was a great evening with great food, a relaxing format, and time to network with all our Florida Fair friends. Everyone also got the opportunity to take photos with “I Love” signs representing their Fair, IAFE, and the Florida Federation of Fairs.



Cindy Moran with Predictive Results, A Predictive Index Preferred Partner, presented two excellent workshops.



Dinner was sponsored by EMC Tickets, LLC, Strates Show, Inc. and the Osceola County Fair & KVLS.



The Osceola County Fair and KVLS provided excellent facilities and a warm welcome for this year's Summer Workshop.



Ellany Johnson and Sandee Sytsma share some fun with the Osceola County Fair Mascot at this year's Summer Workshop.

The best part about Summer Workshop is networking and having fun!



Workshop continued on next page

Summer Workshop



Attendees at Summer Workshop



The staff and board of the Osceola County Fair and KVLS really "wowed" this year's Summer Workshop attendees with their gracious hospitality. (Left to Right) Jim Fisher, Pam Plylar, Stacey Wade, Ashley Avant, Miranda Muir, Dawn Rowe, Shawn Beck, Linda Tyner, Kara Howard, Dale Davis, Carolyn Davis, Kayla Tyner, and Sonya Howard.



Robb Larson, General Manager of the Osceola Heritage Park, gave a great tour of the facility.



Officer Tim Warren with the St. Cloud Police Department gave an excellent workshop on drones and their potential usage at events.



Teaming up in groups during Cindy Moran's Team Building and People Planning Workshop created some interesting discussions.



All workshops were well attended and provided valuable information for Fairs.



Marla Calico, CEO and President of IAFE, Debbie Evans with Debbie Evans Marketing Communications Consultant, do a mock interview with Joe Jones from the St. Lucie County Fair during the On-Camera Training workshop.

A Special Thank You To Our Sponsors for Our Summer Workshop *Osceola County Fair & KVLS for hosting the Summer Workshop*

EMC Tickets, LLC, Strates Shows, Inc., and the Osceola County Fair & KVLS
for sponsoring the Friday night dinner

Florida State Fair and Florida Strawberry Festival
for sponsoring the Refreshment Breaks

Hardee County Fair, Manatee County Fair, Miami-Dade County Fair and Expo and the St. Lucie County Fair
for sponsoring the Coffee Stations

Citrus County Fair for providing the programs

Collier County Fair, Martin County Fair, Northeast Florida Fair, St. Lucie County Fair, and The Southwest Florida & Lee County Fair
for sponsoring the door prizes

Southwest Florida & Lee County Fair
for their sponsorship as a Summer Workshop
Friend of the Federation

South Florida Fair for providing the Signage and the St. Lucie County Fair for providing IT support



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Erie County Fair Trip 2017



We love these trips. There is much more than walking around and seeing friends, our concessionaires, or our midway folks. On these trips, we learn and we bring fresh and innovative ideas to our own Fairs. We get to know folks from other Fairs in Florida who we wouldn't get to know otherwise, and the camaraderie is unequal.

The 265-acre Erie County Fair is located in Hamburg, just 20 minutes south of Buffalo, New York, and is a 12-day event. We heard that an EF-2 tornado had hit the Fairgrounds one month to the day before opening day and were marveled to see the grounds in perfect shape at its 178th edition.

We arrived at our hotel on Thursday, August 17 and went to the Anchor Bar, where the Buffalo Wing was invented back in



1964 thanks to Matt Daly (South Florida Fair) who made reservations for the whole group. It was a great way to start our trip and share the expectations with everyone else, before heading to the Fairgrounds for a cocktail reception at the Fair's Agriculture Discovery Center. When we arrived, we were guided to the inside of a silo built inside the building, where the second floor is



the VIP Lounge where Board Members and Staff welcomed us to the Fair. So creative and original!

On Friday, we headed to the Fair early for an IAP (Incident Action Plan) and Department Head meeting in the clubhouse. We loved the fact that they have



morning meetings with ALL departments and committee heads to go over the previous day and what's in store for the day. Shortly after, the Erie County Fair Staff and Committee chairs paired up with us to tour areas of the Fair operation we wanted to see more of.

The grounds are beautiful, with lots of green, grassy areas to rest in a park-like atmosphere. The roads and concourses are wide, as well as the midway (Strates Shows) layout. We were amazed to witness how quickly they turn the grounds around after the Tornado. We didn't see any damage, even though we knew the tornado ripped through the grounds and over the Gusto Grandstand, shattering dozens of car windows, blowing tree branches and even a park bench onto a building.

Continued on page 11



**LOOKING FORWARD TO ANOTHER EXCITING SEASON
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Erie County Fair Trip 2017



The Historical Building and the Creative Crafts Building were a must see. The Historical Building featured a looping video about the tornado, and a display dedicated to

the damage and recovery efforts. The Creative Crafts Building is the biggest building we've seen dedicated to community exhibits and displays.

The state-of-the-art Agriculture Discovery Center is packed with interactive exhibits, a milking parlor, a harvest theater, a maternity ward, a combine simulator, all among special features for exhibitors helpful in prepping their animals for show time.

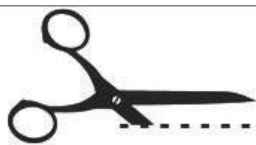
Strates Shows, their carnival midway, first appeared at the Erie County Fair in 1924. Over the decades States has implemented innovative centralized ticket systems, and most recently, the FunCard electronic ticketing system that utilizes bar codes on wristbands to control sales and access to carnival rides



on the midway. They kindly invited us to a barbecue dinner that evening, where we met Mr. Strates and his children who are involved in the company's operation. We shared a delicious BBQ in one of the many Hickory Tree Park

shelters. Strates Shows still arrives at the Fair each year via railroad! Over the decades, the logistics involved in moving Strates Shows' employees and equipment has developed into a precise science. The modern Strates Train consists of over 50 rail cars for rides and equipment and 34 trucks. A designated trainmaster and crew can load or unload the train in less than 18 hours with the precision of a military operation.

On Saturday, we visited the Niagara Falls (a must-do if you happen to visit Buffalo) and on Sunday we headed home after making new acquaintances, strengthened friendships and with great ideas to implement at our Fairs.



PLEASE REPLACE PAGE 5 IN YOUR 2017-18 DIRECTORY WITH THE PAGE BELOW

Officers and Directors 2017-18

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Fair News

Hello Everyone! The Manatee County Fair will take place January 11-21, 2018. It will be the 102nd fair and planning has been underway. Our theme for this year is "Good Food, Good Rides, Good Times". In August, we had 90 FFA & 4-H beef steers weigh-in and we are expecting another record year in our youth livestock program. In September, after Hurricane Irma, we became a staging area for Florida Power & Light and we had 500+ Alabama Power workers on the grounds for nearly five days. The City of Palmetto will be utilizing the south end of the fairgrounds for about a



month to pile and chip all of the vegetation that was brought down during the hurricane. Coming up on October 7th we will hold our annual Youth Livestock Super Check-in for students to register their livestock entries for the 2018 fair. On October 14th we will hold the Manatee County Fair Queens Pageant at Palmetto High School. I hope everyone has a wonderful fall season and we look forward to seeing you at a Florida Fair very soon!



Several of these units were on the grounds

CENTRAL FLORIDA FAIR

The 106th **Annual Central Florida Fair** returns better than ever this year. Due to the fair's jam-packed schedule, we have extended the fair to **3 full weekends**. Join us March 1st through March 18th for a variety of live music, delicious food, with an accompanying a variety of rides and attractions.

Every bit of this entertainment and fun is available at the cost of \$10.00 for adults, \$6.00 for children (6-11yrs), and **FREE** for children 5 and under! Unlimited ride wristbands will be on-sale for \$25 on the weeknights and \$30 on the weekends.

Like our Facebook pages (Central Florida Fair & Orlando Amphitheater) and follow our Instagram accounts (@CentralFloridaFairgrounds & @OrlandoAmphitheater) for upcoming concerts and schedule of events. **This is YOUR Fair, YOUR Community's Celebration** so come enjoy it with friends and family March 1st through March 18th at the Central Florida Fairgrounds, 4603 W. Colonial Drive in Orlando.

For more information about the Central Florida Fair, visit centralfloridafair.com. Our website to get plugged into special promotions, discount offers, contests, giveaways, celebrity meet-and-greets and so much more.



The 4th annual Greater Pinellas Country Fair

November 2nd-5th 2017

The Amazing Dreamland Amusements Midway Open Daily!

@ England Brothers Park 5010 81st Ave N, Pinellas Park, FL

Thursday Pay It Forward Day!

We come together as a community for our community & victims of Hurricanes Irma & Maria!

Bring a non-perishable food item to donate & get in FREE - 100% of donations go to local shelters and food banks towards Hurricane Relief.

Friday Night is Youth Night!

Our Youth World Record attempt!

Music by Josh Cruz and others!

Fun for the whole family!

Racing Pigs, Knocker Balls, Petting Zoo & more!

Saturday.... Pinellas Got Talent!

A Talent Show for Ages 5-18 in the PAC

Showcasing Pinellas County's Youth!

World Record Setting Sword Swallower Dan Meyer will be performing and sitting on our judges panel!

Also on our judges panel Mrs. Southeast International 2018!

Performances include Pinellas Park Police K9 Unit, Pig Races, The Royal Lippizzan Stallions & More!

Sunday is for Seniors!

Special Guest Representative Kathleen Peters & other Florida Dignitaries!

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Florida Fair News



Hello Everyone,

I hope everybody made it through the storm. We were very lucky with only minor damage and debris. We were put on standby by the Power companies, our local Sheriff's Department and the County to be used as emergency staging, and housing for the storm. We did not get called to service, but were ready. We had a few people use the showers, which they much appreciated.



It's an exciting time of year here at the fairgrounds. All the animals projects are starting with deadlines and education meetings. We are updating everything for the coming year.

We are hosted an event called "From Farm To Fork" for 5th graders on Oct. 20th. We are excited to be part of this Ag Education project with our local extension office.

The 22nd PRCA Citrus Stampede Rodeo will be on the grounds Nov. 17th, and 18th, 2017. We invite ya'll to come and enjoy.

The 19th Annual Citrus County Fair Truck & Tractor Pull will be **Jan. 26th, and 27th, 2018**. We have three sleds pulling in our covered arena. This event funds scholarships for our local youth. We have folks from all over the country participate in this event - Come join the Noise!

The Citrus County Fair will be **March 26th - April 1st in 2018**. We are celebrating our 70th year anniversary. Our theme this year will be "70 Years of Timeless Tradition". Plans are underway for the 70th edition of the Fair. We invite everyone to come help us celebrate.

Hal Porter, Manager

The 70th annual Northeast Florida Fair was held October 12-22, 2017 in Callahan. This year's theme s "Rides, Ribbons & Rodeos"! There is excitement in the air from our board, staff, and vendors.

Hildebrand Rides had a variety of rides and games planned for the whole family. Ride specials were available each day of the fair.

This year's entertainment included shows by Nick's Kid Show, and local entertainers Steven and Melissa and rock band Big Engine.



The local school bands and Sunshine Monkey Shines was a highlight of the fair. There is so much to do and see at the Northeast Florida Fair.

The Home Arts Building had exhibits provided by Nassau County Schools. This year we added a new pallet decorating contest for 4-H and FFA groups to enter. The exhibits always highlight the fair's theme. Other competitions in arts, crafts, canned and baked goods, and horticulture exhibits were prepared by all ages. As always, the fair is a time to showcase youth in the community. Youth from 4-H and FFA had animals on display and were able to participate in judging contests and other events.

The milkable cow and other interactive agricultural activities were enjoyed by the children.

The annual talent show was a time for participants of all ages to showcase their individual talents.

The Mud Swag Truck Show was held the first weekend of the fair. Fairgoers voted for their favorite truck. Geiger Rodeo provided a first class rodeo the second weekend. Contestants participated in rough stock and timed events and a calf scramble for the kids.

The Northeast Florida Fair is an annual event that focuses on the promotion of youth, history, agriculture, and education. For more information and updates visit our website, www.neffair.org, e-mail info@neffair.org or like us on Facebook: Northeast Florida Fair-Fair-Callahan, FL.

Florida Fair News



South Florida Fair honored with 10 statewide awards and director's award

ORLANDO, Fla. — The South Florida Fair was among the big winners at the Florida Festivals & Events Association's (FFEA) annual SUNsational Awards during its 23rd annual convention and tradeshow. The program recognizes members' innovation, individuality and creative collaboration.

The fair won three first place awards for its website, sponsor program and advance fair tickets; four second place awards for an event photo, the fair's Facebook page and radio ad, and Yesterday Village's education program; and three third place awards for the fair's Instagram, Spookyville's Facebook page and the fair's Event Guide (daily schedule).

In addition, FFEA CEO Suzanne Neve presented Rita De Mier, the fair's director of marketing & creative services, with the first director's award for consistently going above and beyond with her FFEA volunteer support. (see story on page 30)

"The branding and design that you see throughout the conference and leading up to the event would not be possible without her," said Neve. "Her marketing and design expertise has helped FFEA reach new heights in membership, conference registration and overall branding. She has been a leader in her organization and her industry as well as a leader for FFEA and several other nonprofit organizations."

FFEA accepted nominations in nine categories: Printed Materials, Outdoor Advertisement, PR/Media Campaign, Photo, Promotional Item, T-shirt, Broadcast Media, Multimedia Marketing and Programming. Each category included three budget levels. A total of 130 events submitted their materials for consideration.

Nominations were judged by a blue ribbon panel representing media outlets, printing companies, website designers, photographers, promotional marketing professionals and social media experts. For a complete list of winners, visit www.ffea.com/sunsational-awards.

"The SUNsational Awards have recognized and celebrated the talents of our members for more than two decades," said FFEA Executive Director Suzanne Neve. "We're proud of our members and their events – and excited to recognize them in this way each year."

OUR FAIR CARES

By: Tasha Hyder, Manager,
Clay County Fair



The Clay County Agricultural Fair announces their "Our Fair Cares" program aimed at making a difference in the Clay County community. The program will include the Blue to Pink Campaign (turning our blue ribbon to pink for breast cancer awareness), supply donations, pet adoption event, canned food drive, scholarships, charity ticket donations, community sponsors, Adopt a School (we chose Charles E Bennett this year), volunteer recognition and more!

"The purpose of this program is to shine light on our commitment to our community and to show appreciation to those that have given so much to us." –Sheryl Hartzog, Marketing Director.

"As cheesy as it may sound, our heart beats green for agriculture, but we hope that beat is felt throughout our community after the fair has come and gone. We want to be a good neighbor and give back to our community!"



Florida Agriculture & Wildlife Expo By: Deanna Naugler

The Florida Agriculture & Wildlife Expo is excited for its upcoming 3rd annual expo to be held **January 19-21, 2018** at the Brooksville-Tampa Bay Regional Airport. The Expo will offer a PCA Rodeo this year on Saturday Night and Sunday afternoon. The expo will also offer open youth beef, horse, and goat shows this year as well. Come out for a great time and to learn what all Florida's agriculture has to offer.

To learn more information please visit our website at www.fawexpo.org. Hope to see you all at the Expo!



- To take pictures to submit for the Year End in Review
- To take pictures for "What A Great Idea"
- To take pictures for the Directory Cover Photo Contest
- To nominate a member for Hall of Fame—by March 1st
- To nominate a person for Associate of the Year—by March 1st
- To submit news for the Faircracker by February 1st
- To submit names for "Remembering Those" as they occur

Florida Fair News



Building for the Future

By: Paul Davis

If you've driven by the Florida Strawberry Festival grounds lately, you may have noticed an enormous pile of concrete rubble, trucks carrying tons of steel or pylons

stretching as high as the eye can see. On March 20 we began work on our largest construction project to date – new seating for our headline entertainment soundstage.

The Florida Strawberry Festival began its tradition of headline entertainment back in 1972 with the "Queen of the West" Dale Evans. Mrs. Evans' husband, Roy Rogers, was actually the one invited to be the inaugural headliner. But with his unavailability, Mrs. Evans volunteered to travel to Plant City instead. Since that time, the headline entertainment portion of the event has grown from one headliner to now 24, and we've made some adjustments: built a permanent stage, added bleachers, etc. But we've really just "made do" hosting some of the country's most popular entertainers in what used to be our high school football stadium.

We're currently in our seventh month of the project, and it has been a little taxing. But, in the midst of it all, we remind ourselves of our initial goals with this venture: 1) create more comfortable seating with backs 2) give patrons a much closer, more comfortable view of the stage 3) create a more intimate audience environment for entertainers 4) create more sellable seats. We always desire to give our patrons the absolute best

experience, and this decision was really based around them.

Another consideration that led us to tackle such a project was the immense entertainment competition we have in our area. New music festivals are popping up every month it seems, and the competition for patrons is ever-increasing. With this in mind, we want our entertainment experience (and every other part of our festival, really) to be current and desirable for our patrons when choosing which events they visit.

While entertainment is certainly a draw for guests, it does not solely comprise the identity of the Florida Strawberry Festival, and this project would allow us to improve one of our other esteemed areas – our vendors. In addition to the seating, we are constructing an enclosed building adjacent to the soundstage with approximately 55-65 spaces. These brand new spots will be more comfortable for both vendors and guests.

We are truly excited about the level of improvement this construction project will bring to our 83rd event and every festival hereafter. We are not naïve to think that transitioning to new seating and buildings will be easy changes for every one of our guests. But it is the responsibility of those of us in the fair industry to anticipate and prepare for the future, and we believe in our hearts that we are creating a better experience for current visitors and those to come later.

If you have any questions about this project, please feel free to contact me. As with any construction project, we have learned quite a bit along the way, and we would be happy to offer any advice we have for construction projects in your fair's future. PS – We feel pretty confident in the strength of our building materials. We got an early, unsolicited quality test named Irma, and not even she could put a scratch or a dent in it!



JacksonvilleFair.com, we've officially unveiled our 2017 [#JaxFair](https://twitter.com/JaxFair) concert lineup!

A broad range of top performers such as: Tyler Farr, Russell Dickerson, Little Texas, WAR THE BAND, LOCASH, Spin Doctors, The Lovin' Spoonful and many more will take the stage during the 12-day event, treating audiences to everything from classic rock, to pop, country, blues, and golden oldies.

All entertainment will be held on the outdoor stage and will be FREE with admission to the 2017 Greater Jacksonville Agricultural Fair!

Also:

Robinson's Racing Pigs

Firefighter Show

Kachunga & Alligator Show.....**AND MORE**

We hope to see you at our 53rd annual Saint Lucie County Fair in 2018. Mark your calendars to be there Friday, February 23rd thru Sunday, March 4th, 2018. Advanced tickets will go on sale Friday, December 1, 2017.



Best Wishes to
BARBARA KANE
Retiring Manager of the
SUMTER COUNTY FAIR



Florida Fair News



Trending ticket technology: Going paperless

Miami-Dade County Youth Fair & Exposition stepped into the age of wearable technology this year with the launch of a digital wristband to

replace paper tickets.

The pre-paid radio frequency identification (RFID) wristbands worn by Youth Fair guests allowed them to rapidly access rides and games with a quick scan. Gone is the need for cash to exchange hands to pay for tickets.



"We saw

a distinct reduction in the lines. The Magic Money wristbands worked so well that next year they will be an option for the purchase of food, beverages and admission in addition to rides and games, allowing us to completely shift out of paper tickets for transactions.



Many other fairs are moving into the digital cloud-based world," said Patty Dee, director of concessions at The Youth Fair.

The reusable wristbands, which contain a small chip that holds pre-paid digital tickets, were sold at the Fairgrounds during the annual four-week event.

Starting in 2018, the wristbands will be on sale in advance at Sedano's supermarket chain, a longtime partner of The Youth Fair. The largest Hispanic-owned grocery store will have the capacity for Youth Fair guests to buy pre-loaded wristband packages before coming to the Fair.

"The ability to pre-pay works well for Fair guests, because it also helps

them to stay within their household budget. While we would love for them to spend-spend-

spend all day long at The Youth Fair, we understand that many families will be happy to know they didn't go overboard," Dee said.



Magaly Chavez joins Miami-Dade County Youth Fair & Exposition as accounting and finance supervisor

MIAMI – Aug. 3, 2017 – Miami-Dade County Youth Fair & Exposition is pleased to announce the appointment of Magaly Chavez as supervisor of accounting and finance.

"Magaly Chavez worked for The Youth Fair on a seasonal basis for the past eight years in our Concessions Cashiers office as a cashier during the afternoon and night hours. Maggie has a great love for The Youth Fair, and we are lucky to have her here year-round," said Robert Hohenstein, president and CEO.

Chavez, who has a background in banking, finance and accounting, is responsible in her new position for accounts receivable, payroll, budgeting and supervising accounts payable. She is fluent in English, Spanish and Portuguese.

Previously, Chavez was vice president of relationships at US Bank for the past five years. Before then, she worked at SunTrust Bank for 26 years, serving in multiple capacities, including vice president and Escrow Services Compliance officer, assistant vice president and Corporate Trust officer, and Trust Operations officer, and Consumer Lending Compliance analyst.



After 23 years of excellent work at The Miami-Dade County Fair & Exposition, Jay Baum recently retired. Jay is a graduate of the University of Miami where he earned a Bachelor of Business Administration degree in 1966. He went on to become a Certified Public Accountant and opened his own CPA firm along with a partner in 1970. One of their clients was The Miami-Dade County Youth Fair where he first met and worked with E. Darwin Fuchs.

In 1994, Darwin offered Jay a part-time position at The Youth Fair as Risk Manager. Jay's part-time status did not last very long as Darwin asked Jay to assume the position of Risk Manager as well as Director of Safety.

During his 23-year career at The Youth Fair, Jay also served as Director of Finance and Administration, Chief Financial Officer, Senior Vice President and most recently, Senior Consultant for Risk Management.

Continuing to serve the community during his years at The Youth Fair, Jay volunteered for the local 4H Youth Foundation and served on the Board of Directors of the State of Florida 4H Foundation.

Jay and his beautiful wife Cindy will celebrate their 53rd Anniversary this August. Their son Eric serves as a Captain for Miami-Dade County Fire Rescue. Jay's dream as a child was to run away with the circus. Working for The Youth Fair these past 23 years was as close to fulfilling that dream, but staying in town.

"We tried for years to get Jay to runaway with the carnival but no such luck," laughs Jeff Blomsness, chairman of North American Midway Entertainment. "We are honored to have worked with Jay all these years; his expertise is second to none. We wish him a wonderful retirement and our offer to travel with our carnival is still open!"

Story courtesy of Modern Midways Entertainment Newsletter

Fair Partners Shootout

FAIR PARTNER'S SHOOTOUT & Florida Fair Appreciation Reception at State Fair DON'T MISS IT! You Can Do Both in One Trip!

The Florida Federation of Fairs in conjunction with NICA and OABA will be holding our 3rd Annual Fair Partner's Shootout this upcoming February 8th. Then on Friday, February 9th the Florida State Fair is hosting the Fair Appreciation Reception at 10 am at the Bob Thomas Equestrian Center at the State Fairgrounds. The event will be light refreshments, networking with folks from NICA, OABA, Federation, and IAFE members that are in town.

We know that a LOT of Fair people come to Florida during the winter, and we were hoping that if you want to network and meet some great Fair, NICA, and OABA folks – these would be great events for you to participate in!

The Shootout and Reception will be the week of all the NICA, OABA, and Showmen's League events so there are lots of people in town. Last year we had over 20 attendees from the Pennsylvania Association that participated in the Fair Partner's Shootout.

The Shootout event is a sporting clays event. It's simple, you can participate as an individual (and we will add you to a team) or you can bring a whole team (of 4 people). OR you can come as an observer and watch the fun, enjoy refreshments, and dinner! But MOSTLY, the event is a networking opportunity between Fairs, NICA members, and OABA members. It is at a beautiful facility near Tampa and a great time to see old friends and meet new ones.

The Fair Appreciation Reception is very informal, light breakfast fare, comments from Cheryl Flood the Executive Director of the Florida State Fair and then a day to see the Fair! It's a GREAT day!

If you are interested in the event, please contact Lisa Hinton at lisahinton@floridafairs.org or 813-763-0161.

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\$125 Per Person—\$400 4 Person Team—50 Clays Per Shooter—Ammunition (12 or 20 gauge)

	SHOOTERS (Protective Eyewear Required)	Phone Number	Email
1			
2			
3			
4			

Non shooters welcome! Come out & enjoy watching the shoot, networking, and dinner. \$25 each (List names below):

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☐ Ammunition: \$500 ☐ Station: \$100

Gun Rental is available \$30

Please make checks payable to:

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12802 Balm Boyette Road
Riverview, FL

Questions?

Please contact Lisa Hinton
Email: lisahinton@floridafairs.org
Phone: 813-763-0161

PAYMENT

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Signature _____



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Fairly Important Matters

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Martin County Fair



Miami-Dade County Youth Fair



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Florida Fair News



113th Florida State Fair coming February 8 – 19th

*Second Fair for Executive
Director Cheryl Flood*

With one Fair under her belt, Florida State Fair Executive Director Cheryl Flood is more excited than ever about the 113th year of the event. "Although I have been involved with the Fair for many years as Fair liaison for the Commissioner of Agriculture's Office, you really don't understand all that is required for the job until you get a full year under your belt," said Flood.

2017 was Flood's first Fair, but having started mid-year, her duties largely consisted of carrying out a plan already in place and making changes where she could, given the time crunch. With a full year behind her, Flood has taken the reins and refocused the Fair on what she believes is most important; families.

"I came to the Fair and exhibited animals as a child and now that I have a 4-year old daughter myself, I want to be able to give her the opportunities to have that special connection with the Fair that I have carried my whole life," said Flood. Focusing on family attractions, last year we booked meet and greets with Shopkins characters and Peppa Pig, a big hit with the younger set.

In 2018, she is doubling down on that commitment, adding teen stars from Nickelodeon and Disney for appearances in Expo Hall, bringing characters from popular Disney and Nickelodeon shows such as Paw Patrol and Umi Zoomi for guest appearances.

In addition to the attractions for the young Fair guests, Flood said she also learned from watching all areas of the event what was popular and capitalized on those observations. "Last year I noticed the shows in our covered arena, such as lawn mower racing and tractor pulls were very popular. This year, we are increasing the number of programs in that area, adding Mini Monster Trucks, daily BMX and FMX shows and even bringing back a demolition derby after an absence of a decade or more," she added.

With the minor changes Flood was able to make in 2017, along with only one day of rain on the second Saturday, attendance increased by over 40,000 people, one of the largest increases in the last decade. Advance sales were up over 20% from the previous year and midway revenue and gate admissions set records. "I think our efforts started to pay off. We have been reaching out to the community to renew some bonds that may have been lost over the years and we refocused our marketing on women, ages 25 – 54, especially those with children," said Flood. In addition, the Fair began an aggressive social media campaign with lots of contesting and multiple posts about all aspects of the Fair. The Fair also added email blasts before and during the Fair to a list of over 60,000 subscribers for the first time. These efforts helped increase engagement on social

media, inform the public quickly about special events and ultimately, helped boost attendance.

"I talked with people last year at the event that hadn't been in many years, they were excited about the changes being made and I want to continue to give them reasons to keep coming back," said Flood. "I think our guests and the community at large are noticing the positive changes with the Fair, which has created a buzz that hasn't been felt for a while," she added. In 2018, we will continue to build upon the advances made in 2017 and building new partnerships for 2018.

"I think one of the things we learned last year is that while the Fair is about tradition, it is also about change. It's kind of funny when you say it out loud, but it's very true. We need to respect the traditions, while also being always on the lookout for what is new, fresh and exciting otherwise the event can get stale and not serve the public well," said Flood. Flood said after the 2017 Fair, she challenged her team to think outside the box and come up with activities and programs that really engaged the public. "We are the State Fair, so I think our guests should expect entertainment choices that they can't find almost anywhere else and we need to deliver that experience to them. I want our guests to be excited about coming, excited about the animals, excited about the midway, and most of all excited about the time they will spend together here as family. It excites me to think I can help play a role in passing along the Florida State Fair to hundreds of thousands of people. "The Fair experience changed my life as a kid and I take the responsibility of bringing the experience to coming generations, to kids like my daughter, very seriously" said Flood.

The Florida State Fair runs February 8 – 19 in Tampa.



**Florida Federation of Fairs Executive
Director Lisa Hinton and IAFE Chair
Becky Brashear share a moment at the
2017 Virginia State Fair**

Florida Fair News

January 12 - 28, 2018

South Florida Fair announces 2018 theme



As the old adage goes, "Everybody loves a parade!" That's exactly what South Florida Fair organizers learned after receiving so much positive feedback regarding this year's Mardi Gras-

themed parades as part of its New Orleans theme. The response was so favorable that the fair has decided to make its entire 2018 theme all about parades.

Each day during the 17-day run of the fair, a famous parade from around the world will be featured. After this year's fair, patrons took to Facebook to suggest some of their most loved parades, which helped the fair determine what parades it plans to include. The specific parades will be revealed closer to fair time, which will run from Jan. 12-28, 2018.

The floats will include upbeat music, colorful costumes and authentically decorated Mardi Gras floats, which also will be on display in the "Magical Parades" exhibition. The fair also will showcase displays from other notable parades.

The parades also will include the fair's two signature "Bike Nite" parades, which typically attract more than 250 bikers riding an assort-

ment of two and three-wheeled motorcycles. Guests lined the fair's streets during last year's Mardi Gras parades, not only to see the floats and experience the festivities but they also hoped to catch one of the string of beads being thrown out by float riders.

The fair will continue its tradition of hosting an award-winning agriculture and livestock program featuring more than 1,000 exhibitors from over 30 Florida counties, world-class ice skating performances daily, four stages of music and entertainment, a historic Yesteryear Village, and over 200 rides, games and attractions. The best in fried foods and other tasty, exotic treats also will continue to be a main draw for many fairgoers.



This year marks the 16th anniversary of Fright Nights at the South Florida Fairgrounds. The event, which opened Fri., Oct. 6, and continued every Thursday, Friday and Saturday through Oct. 28. Fright Nights started in a tent on the fairgrounds in 2002, was joined by "The Manor" haunters from Clematis in 2003, and eventually grew into the 40,000 square foot Agriplex and two acres of land on the fairgrounds, where it resides today. Over the years, Fright Nights has evolved into a carnival of terror that offers four new haunted houses each year. In addition, the event includes scare zones, food, entertainment and midway carnival rides, which makes Fright Nights the largest "Scream Park" in West Palm Beach!

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North Florida Fair



The 76th annual North Florida Fair is scheduled to kick off in grand style on November 2, 2017.

The North Florida Fair celebrated its 75th year last year with an opening night special of 75 cents admission. It was a huge success with a crowd size about 4 times any previous opening night so the fair will open with the same promotion. Other promotions will take place on other weekday evenings. A new promotion starting this year will be a BOGO night. Admission will be "buy one/get one free" and unlimited ride wristbands will be available on a BOGO basis also.

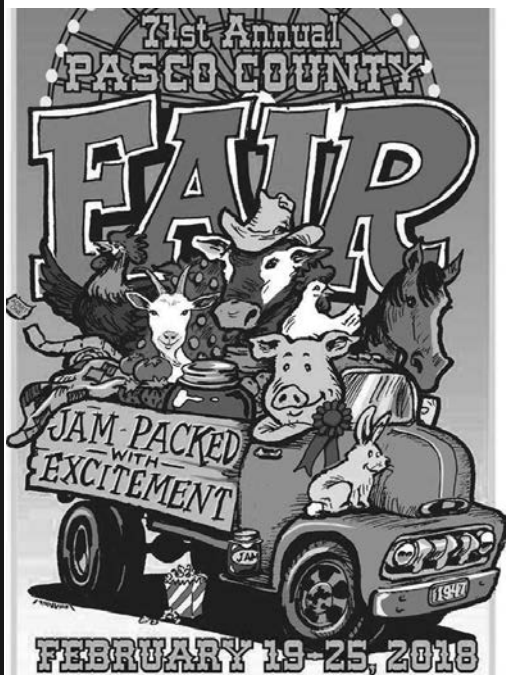
The Anastasini Family Circus will be headlining the entertainment at the North Florida Fair. Other entertainment included free with gate admission will be the Pittman Magic Show, the Tricky Dog Show, Show-Me Safari Swine Racers, and the Show-Me Safari Petting Zoo.

Something new for some of the patrons this year include a Kiddie Corral. Some guests are too young for the mechanical rides so an area was created for the really small guests and their caretakers to spend time while their older siblings enjoy the rides. In this area there is a small carousel to ride, a funhouse mirror, and two play tables with lots of wooden blocks to play with. The parents will have a nice seating area to watch the young visitors. To protect the little tykes' feet, we have covered the ground with synthetic turf. It's a really nice play area.

The North Florida Fair has acquired some new pieces of equipment to incorporate into the displays to freshen their appearance to the public. Just one example is a 1949 Farmall tractor that will be used in a display with local vegetables. The purpose is to keep the building fresh and draw new visitors into the building.

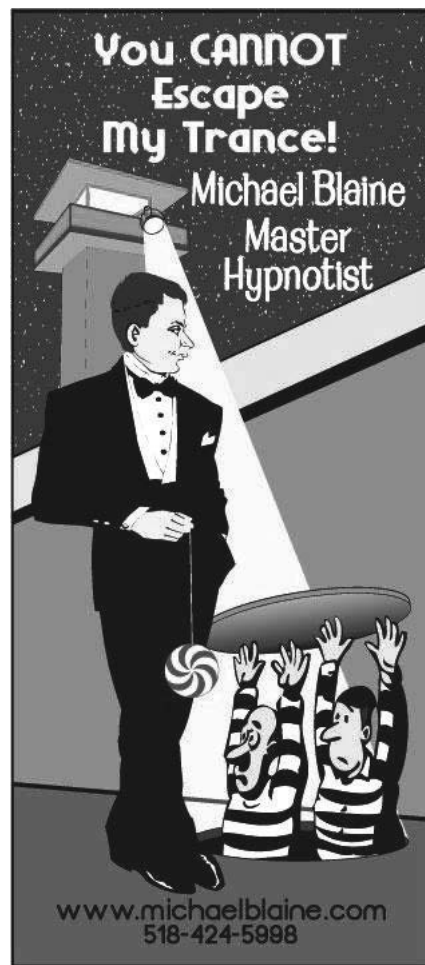
After 6 consecutive attendance records in the books, we are excited about our future and look forward to the upcoming North Florida Fair.

PASCO COUNTY FAIR ANNOUNCES 2018 ENTERTAINMENT LINE-UP



Sylvia Fletcher
The Little Roy & Lizzie Show
Dan-Dan The Farmer Man
Robinson's Racing Pigs
Danny Grants Cowboy Circus
Walking Tree of Life
Fearless Flores Thrill Show
Extreme Illusions & Escapes

Check for updates at:
www.pascocountyfair.com and Facebook



Summary of Involvement by Florida Fairs:

Our Florida Fairs:

- Served as staging grounds for their local power companies, tree removal companies, out of state power and tree removal companies, the National Guard, County EMS Services, Red Cross volunteers and services, MacDill Air Force Base, Tampa Port Authority, local sheriff offices, Florida Fish and Wildlife Conservation Commission, FEMA, local bus companies, and other local county services. Many Fairs also served as standby facilities for the companies above but were not used depending on their location.
- Served as shelters for evacuees from the Miami Area and Key West, homeless and those with special needs, workers for companies involved in the relief efforts.
- Served as shelters for horses and other animals,
- Opened their RV parks, shower facilities, and offices to distribute supplies, provided a place with air conditioning and usage of power for charging phones, provided meals for those in need (both supplies and cooked meals)

Data provided by individual fairs:

- **Lake County Fair:** Duke Energy is using the Lake County Fairgrounds, staging equipment, fuel distributions, supplies and feeding workers on the grounds.
- **Manatee County Fairgrounds** Manatee County Fairgrounds is being used as a staging area for dozens of Alabama Power crews helping FPL restore electricity to our area. FPL estimates that 95 percent of Manatee County homes will have power restored by Tuesday and ALL Manatee County customers will be back online by Wednesday.
- **Hillsborough County Fairgrounds** – The Show Must Go On!



Hillsborough County



Manatee County

- **Suwannee County Fair:** Our fairgrounds are owned by the county, our office building is under our control. The various buildings were used as shelters, EOC used it for a staging area for supplies delivered and our office having a large commercial kitchen with a walk in cooler was used by the Red Cross to cook meals. If you need anything else let me know.
- **Highlands County Fair:** the main building (Convention Center) on the fairgrounds was used as a Hurricane Shelter for Irma. The shelter opened on 9/9 ahead of the storm and did not close down until 9/18, I believe we had approximately 500 people who used the building as a shelter. FEMA representatives also used the building as a staging area for registration/filing until they could open up more long term locations. The Red Cross and local county offices also utilized our buildings. The National Guard utilized our grounds as a staging area for deployment to different regions that needed assistance and the local newspaper set up shop in one room of the convention center as their distribution center sustained damage and they were unable to use their building. I think that covers everything in a nutshell...our grounds sustained some damage but nothing major or structural with the exception of missing shingles on some of the outbuildings. Considering we were right in the worst part of the storm we were incredibly lucky.
- **Putnam County Fair:** We currently have our Expo Hall being used as a FEMA Disaster Recovery Center (DRC) where residents come to register for assistance for damages and food loss from IRMA. They have been open for about 10 days so far and will be here through Monday. Also, part of our parking area is being used as a debris staging site. The clean-up contractors that have been hired and brought in to work as



Putnam County

Florida Fairs helping in preparation and aftermath of Hurricane Harvey



Truck Brigade: Utility trucks from around the country are parked at the Florida Power & Light staging area at the Miami-Dade County Youth Fair & Exposition Fairgrounds.

- **Sumter County Fair:** Yes it was a shelter for residents and their pets.
- **Miami Dade County**

In the days before the largest hurricane in history roared through Florida, Miami-Dade County Fair & Exposition jumped into action to make its vast infrastructure services available to emergency response teams.

"As a longtime partner in the community, the Miami-Dade County Youth Fair & Exposition exists to help those in need. Our Fairgrounds meet all criteria as a hurricane evacuation center for residents fleeing a storm, and our infrastructure allows emergency teams to quickly set up their base of operations. As a matter of fact, after Hurricane Andrew we housed 3,000 National Guard troops after giving shelter to evacuees at our pet-friendly shelter," said Robert Hohenstein, president and CEO.

The Youth Fair provided potable water, a sewage system, electricity from buried lines, parking areas, grounds, building floor space, logistical know-how, housekeeping, maintenance, and repairs over what stretched into a three-week period before and after the storm.

"We were the support system. When anything came up, we were the ones they went to. 'Can you provide a

fork lift?' We were on call 24 hours, getting calls from Florida Power & Light, the American Red Cross and the Miami-Dade County Office of Emergency Management. We worked together to make it happen," said Julie Blanco, administration and compliance manager.

In advance of the storm, FPL converted much of the 84-acre Fairgrounds into one of more than 20 staging areas around the state to house equipment and to feed and nurse temporary restoration crews.

The Fairgrounds became the make-shift home to more than 3,000 contracted workers arriving in more than 1,200 utility trucks from across the country to restore power to millions of Miami-Dade County homes. In addition, FPL brought its own security company to protect its equipment and supplies and a fuel truck for a quick service turnaround of the utility trucks.

The FPL emergency response team hauled in commercial generators and erected air-cooled dining tents where breakfast and dinner was served. Workers had access to a laundry center and medical area staffed with nurses. At night, workers were housed in nearby hotels and mobile sleeping units parked at the Fairgrounds.

The American Red Cross of Greater Miami & The Keys (ARC) transformed the 49,000-squar-foot E. Darwin Fuchs Pavilion into a FEMA approved pet-friendly shelter. The Red Cross brought in stacks of pallets crammed with supplies, including cots, blankets and food such as Meals Ready to Eat. It also set up equipment to provide warm meals, nursing care and other forms of emergency relief. The shelter opened Sept. 8 and reached capacity by nightfall.

"It was a big production. We had a city within our fairgrounds," Blanco said.

The Youth Fair turned the Blue Ribbon and Carousel Rooms, usually reserved for banquets and private receptions, into living quarters for the Red Cross staff.

After Hurricane Irma rumbled through on Sept. 10, the shelter remained opened 12 more days. Some people stayed one night and re-

well as local citizens can bring their yard debris (no construction debris or bagged trash) to the fairgrounds and dump it here at no charge. The county sanitation department will then likely bring in a machine to chop it into mulch, which will be hauled away, like they did after Hurricane Matthew. Thank you for checking in. I know that so many of our Fairgrounds are being used to help folks recover and get back to "normal".

- **Hendry County Fair:** Our grounds were not used. We were in a mandatory evacuation zone for the hurricane and afterwards most of the distribution was delivered to our outlying rural areas.



Miami-Dade County

On the Ground: Operations Department employees, from left, Jorge Luis Torres, Luis Menendez, Martin Matos and Roland Alonso, keep the Fairgrounds in ship shape while Miami-Dade County Fairgrounds serves as a staging area and shelter during Hurricane Irma.



On the Midway: American Red Cross trucks park next to the pet-friendly shelter inside Fuchs Pavilion at the Miami-Dade County Youth Fair & Exposition.

Florida Fairs helping in preparation and aftermath of Hurricane Irma

turned to their homes. Others, including residents of the Florida Keys who lost their homes, left once FEMA located temporary housing for them. When shelters at public schools were closed, homeless individuals were bused to the Fairgrounds as well as special-needs individuals. The shelter's last day was Sept. 22, two weeks after it opened.

The Youth Fair faced massive vegetation cleanup from storm damage along with repairs and painting necessary to restore the grounds to its original pristine condition.

"We cancelled a couple of shows while the buildings were used as shelters. Now we are ready to get back on schedule with our Expo events," Blanco said.

Truck Brigade: Utility trucks from around the country are parked at the Florida Power & Light staging area at the Miami-Dade County Youth Fair & Exposition Fairgrounds.

- **Florida State Fair:**

The Florida State Fair has been deployed as a staging area for several local state and federal agencies including the National Guard, TECO, Hartline Bus System, Red Cross, McDill, the Tampa Port Authority, Hillsborough County Sheriff's office, FWCC and many others that are yet to arrive for post Irma relief.

Additionally we opened the Bob Thomas Equestrian Center to those in need for sheltering their horses to safety. I'm very proud of our team who worked diligently to support these agencies and prepare for our equestrian visitors.

Given Tampa was certainly considered a Target of Irma the fairgrounds did very well. We had some damage, but nothing that can't be rebuilt. We are blessed! Most importantly we are all safe! Some of our team did have Irma damages to their homes and are still without power but no catastrophic losses.

Thanks for checking and please let me know if you or any county fairs needs assurance from the Florida State Fair or our team.

- **St. Lucie County Fair:**

Minor damage to structures front gate fencing and a few sheds... we are very blessed. Also a holding area for out of state power trucks for a few surrounding counties.

- **Pasco County Fair:**

Pasco County Fair suffered minimal damage, despite being on top of a hill. Lost one roof and sustained damage to the barn, but it is all fixable and no one was hurt.

It could have been much worse. Power was restored on Tuesday morning. The office is open and we will be using the grounds for certification/dispatch of clean-up trucks/trailers for FEMA and Pasco County as we did after the last storms.

- **Florida Strawberry Festival:**

Here is some info for you on what the Florida Strawberry Festival has done to help with hurricane relief:



We partnered with TECO in using our Grimes Agricultural Building and our Expo Hall as their Incident Command Center. This was the "home base" for hundreds of trucks and thousands of workers who came from other states and as far away as Canada to help restore electricity in our area. We helped secure over 1,000 cots and basic necessities so that our

Expo Hall could house these hard-working individuals.

Lastly, we spoke to the director of the United Food Bank of Plant City, and she expressed to us a dire need for non-perishable foods. Cancelled deliveries and preparations for the storm caused their shelves to be wiped clean. With that in mind, we shared the information about this great need on our social media platforms. We can't quantify the result, but the Facebook post alone was shared over 400 times.

Sarasota County Fair



On Call: Julie Blanco, administration and compliance manager at Miami-Dade County Youth Fair & Exposition, balances daily duties with requests from emergency



This was the "home base" for hundreds of trucks and thousands of workers who came from other states and as far away as Canada



Florida Fairs helping in preparation and aftermath of Hurricane Irma



- **Sarasota County Fair:**

We supported restoration in three counties from here with meals up to 2700 on site. Feel free to use any pictures from our Facebook page to show storm staging. I have been putting up posts daily with pictures. We should add some drone shots by tomorrow with all the trucks.

- **Clay County Fair:**

Our grounds are ok. Two of our animal shelters flooded and our grounds became a safe haven for hundreds of dogs and cats until other rescues were available. We also housed some goats and pigs in our Early Florida Village, we even had hurricane baby piglets



born!

We will be opening our RV Park to people who need a place to stay while rebuilding. We will also be opening up our office building for anyone needing some AC, a kitchen, or a shower.

We had a lot of fair volunteers lose their homes from flooding, we'll be assisting them as much as we can.

I have attached pictures for you to utilize. Our grounds came through the hurricane untouched, we were without power for 2 days. Once we reopened our doors we realized that our neighbors were not so lucky, we had catastrophic flooding, tree damage and people without power for over a week. Many of which were our fair volunteers. We couldn't just sit around and do nothing, so we opened our fair home up to our community. We opened our RV park bath houses up for anyone needing to use them, free of charge. We allowed campers to stay for 48hrs free of charge. We also opened our office for people to come in and use AC, electric outlets, our kitchen facilities and we cooked them lunch and dinner for free. Our community donated supplies and answered our pleas through Facebook. Deggeller sent a very generous donation to help restock our supplies as well.

- **Collier County Fair** is still here!! Yay!!



From what we've been told by the deputies that manned the substation on our grounds it's a miracle because all they could see was flying objects. The IFAS center on our grounds also suffered severe damage and have had to move out of the building at this point. Our office trailer started to separate in the back, windows were sucked out, water damage, roof will need to be repaired and siding, but we are still standing. We did lose our hospitality trailer that our livestock exhibitors use for changing, restroom and housing all our ribbons and trophies. It was lifted off the



frame and thrown down in a pile. Almost all of our fencing is down on the grounds and behind the office. We lost our first aid building and some of our new electrical panels that were put in right before the fair. All of our trees suffered damage and we lost many of the few that we have. Our barn survived and not only that from the looks of it everything we placed inside did also. Our new façade for our competitive exhibits and STEAM suffered some damage, but really held up well considering. It is really hard for us to see what all is gone and get good pictures because we are covered up in FPL and their subsidiaries and they are more important to the livelihood of our community at this point. We will work on us after the community has been restored to some type of normalcy. We will be flying a drone over the property soon to get a good picture of how our grounds are being used as a major staging area and will send that to you. At this point there is not a spot they aren't using. In the day it goes down as all the trucks go out into the community, but at night it is like its own city. Everyone has been great and we are all working together and know that we will come back stronger than before! Internet and phone service are still spotty and cell phone service can be nonexistent at times

- **Citrus County Fair:**

Citrus County Fair was on standby for the Power Companies, the Sheriff's Office, and County for Emergency staging and large animal housing. The grounds were not used, but we were ready to assist. We did open our showers for those who needed them.

- **North Florida Fair:** Hurricane Irma comes to the North Florida Fair

As Hurricane Irma was churning in the Caribbean, many thought her path would take her up the east coast of Florida. Many people evacuated and the North Florida Fair was inundated with phone calls from RVers who were looking for a safe place to hold up and ride the storm out. As landfall became evident, representatives of FEMA also contacted the fairgrounds looking for resources that they could use to assist those affected in South Florida or other damaged areas. The RVers arrived first and about 90 bedded down to await the storm. FEMA representatives arrived next. They originally asked for acreage to park 100-200 ambulances for later distribution. The area I had planned for them to use was unsuitable to them for unknown reasons. Other FEMA representatives talked of using 2 climate controlled buildings manpower to rest. Cots were brought in and set up but most were never used. FEMA representatives were also displeased about the RVers on the property using the shower facilities. There were a few confrontations between campers and FEMA repre-



Florida Fairs helping in preparation and aftermath of Hurricane Irma

sentatives. When Hurricane Irma changed tracks, the RVers were the first to leave for points west and north. FEMA also left over the weekend. All in all, I found the FEMA people rather hard to work with in that they expected the exclusive use of the entire fairgrounds. Their presence hampered my ability to assist more people like large animal rescue or a larger number of RVers.

The North Florida Fair sustained very little damage from the storm. A portion of a large tree fell across a fence and that was about the extent of the damage. All parties left town just about as quick as they arrived.

- **Martin County Fair:** We are all good here at the Martin County Fair except for some roof damage on 2 buildings nothing that can be fixed. Red Cross was here for a short time. Dept of Children & Families will be here all next week providing free Food Stamps for folks who lost food during storm.

- **Jacksonville Ag Fair:**

Everything is ok in Jacksonville, we have some limbs down and some damage to our fence and light poles but nothing major.

- **South Florida Fair:**

We had some minor damage and no one on staff had any truly serious issues so we have to be thankful for that. FPL is here with a big operation and they anticipate that they should be wrapped up by the end of the week. Our Special Needs Unit is also winding down with the population only at 140 this morning. The thinking is that they should be able to shut it down tomorrow evening. All in all, not a bad result from Irma's visit.

Like everyone else we have a lot of landscape debris to clean up but our guys will get it. All the best to each of you as you get back to normal.

- **Volusia County Fair:**

Shelter was activated and housed the following:

238 people

180 animals – 92 dogs, 74 cats, 7 birds and 7 other animals

108 homeless people

We utilized three of our buildings

The Sunday after the hurricane, Duke Energy contacted me and we became a centrally located base for the following: 800 Power Trucks
1400 Workers.

Starting today (Oct 2), we have Department of Children and Family Services, FOOD FOR FLORIDA, SNAP, setting up for a food program that will be starting this Wednesday, October 4 and running through Sunday, October 8, 2017. FOOD FOR FLORIDA, SNAP, is expecting between 16,000 – 32,000 people to come to our fair to get help with food assistance from Hurricane Irma.

- **Southwest Florida and Lee County Fair:**

700 National Guardsmen staged in our Civic Center for almost two weeks, left, and then another group National Guardsmen came in and staged in the Whaley Hall for 3 days as they transitioned to Marathon, Florida.

2,500 FPL service workers staged on our back-grounds for 2 week, along with 2,000 trucks. They are in the process of moving out now.

Additionally, LCEC (Lee County Electrical Co-Op), various contractors, and tree service companies staged 120 trucks on our grounds.

We've entered into an agreement with Lee County to stage the debris removal/chipping element of the equation for the next 4 months.

- **Northeast Florida Fair:**

The grounds were used for the county to pass out water to those in need.

- **Bradford County Fair:**

Bradford County Fair used as a Red Cross in one of the buildings and Florida Family and Children had their D-SNAP they were there all last week putting over 7,000 people through there.

Starting this week several churches are stockpiling relief supplies in one of our building to sort and reload to go to South Florida. They will be there through October 22nd at least.



South Florida



South Florida



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Florida's Dairy Farmers Are Proud of Their FARMS AND WAY OF LIFE

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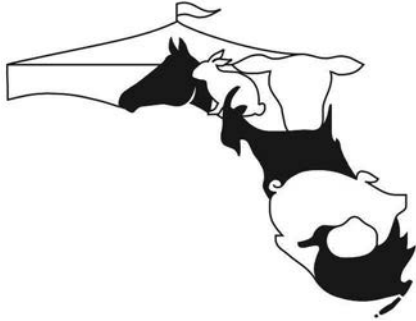
Dairy is a key component of the state's agricultural industry, and is second only to tourism in Florida's economy. That's a lot to moo about.

Almost all of the farms are family owned and operated by second-and third-generations of dairy producers. In many cases, the men and women who today run the farm grew up there, learning the business from their moms and dads.

In turn, they are teaching their sons and daughters what it takes to be a dairy farmer. Love of the land. Love of the cows. Love of the life.



Florida Fair News



The Alachua County Youth Fair and Livestock Show Association

is pleased to announce the upcoming Alachua County Youth Fair & Livestock Show, **March 1-6, 2018** at the Alachua County Fairgrounds.

The Alachua County Youth Fair & Livestock Show Association is a non-profit organization that conducts and operates public fairs and expositions pertaining to agricultural matters and more particularly to the exhibitions of livestock, poultry, crafts, youth projects and farm products. The fair is an educational platform for the youth in Alachua County who are interested in agriculture. Youth will exhibit both livestock and non-livestock 4-H & FFA projects.

"The youth fair benefits agriculture and the local community by providing an educational opportunity for youth to learn about production agriculture," said Dr. Cindy Sanders, UF/IFAS Extension Alachua County Director. "Working with livestock and other agriculture events through the youth fair prepares future citizens of Alachua County to be knowledgeable about agriculture production and land use," Sanders said. "This benefits Alachua County by providing citizens the opportunity to see our 4-H & FFA youth projects".

A complete schedule of events can be found at the UF/IFAS Extension Alachua County website <http://alachua.ifas.ufl.edu>. The event is FREE.

Alachua County 4-H and FFA youth ranging in age from 8 to 18 can participate in the Alachua County Youth Fair and Livestock Show. Come out and support our 4-H & FFA youth.

For more information, please contact the UF/IFAS Extension Alachua County Office at (352)955-2402.



Martin County Fair Association is preparing for the 59th annual Fair (**Feb 9-17, 2018**). Some new things for this year will be a Hot Sauce tasting competition, School sculpture competition, and a new "Open Mic Stage" for folks who just want to come out and play...

We will continue our Speed Cubing Championships, Local Battle Bot competition, School Science Fair @ the Fair, Our Mad Scientist Lab with hands on experiences for the kids, our nostalgic "Dime Pitch" game for glassware, and our Eagle Scout & Gold Award Project displays, where the public votes on their favorite project, and we present them a \$250 scholarship.

I am hoping to pick up a few new ideas at the IAFE Convention in Las Vegas. I hope to run into some of you. It will be my first time.

We are still working on finalizing with our county to MOVE! From 9 acres to 107 acres further West. Moving at the speed of government so far. It's gonna be a looooooong road.

Jay Spicer, Fair Manager



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Florida Fair News



DELAND - The Volusia County Fair Association happily presents the 73rd Volusia County Fair & Youth Show, "Country Pride, County Wide." The fair is happening Nov. 2-12, 2017. And we're pleased to announce the entertainment lineup for this, the largest family-friendly event in Volusia County.

Pat Boone, whose musical and acting career is the stuff of legends takes the spotlight inside the Tommy Lawrence Arena for two shows on Senior Day, Tuesday Nov. 7 at 3 and 7 p.m. Seating is limited. The shows are free with paid gate admission.

Next, experience the musical talents of High Valley on Saturday, Nov. 11 at 8 p.m. inside the Tommy Lawrence Arena. Brothers Brad and Curtis Rempel, from La Crete, Alberta, have scored six Top 10s, three Gold certifications, played to 15,000 seat arenas opening for Shania Twain and earned multiple awards show wins. These guys put on a positive, family-friendly show. "Families are a tough thing in today's world. They fall apart all the time, and if we could leave our mark by doing our little part and trying to bring families together, I think that's great," said Curtis.

On opening night, Thursday, Nov. 2, gate admission is FREE, sponsored by Duke Energy. Take part in the opening night ceremonies and support your favorite contestants in the Mr. and Miss Volusia County Fair contests inside the Tommy Lawrence Arena at 7:30 p.m. The fair opens at 4 p.m. Monday-Friday, except Tuesday, Nov. 7 when it opens at 11 a.m. for Senior Day. On Saturday and Sunday the Fair opens at 11 a.m. The Fair will close at 9 p.m. on Sunday, Nov. 12, the last day of the 2017 Fair.

There's more to do at the Volusia County Fair & Youth Show. Come see the Amateur Talent show at 2 p.m. on Sunday, Nov. 5 in the Tommy Lawrence Arena. Then visit the Great American Petting Zoo. AgVenture, located across from the Florida Dairy Farmer's Townsend Livestock Pavilion, has plenty of entertaining games to give little farmers a fun taste of rural life. Florida Dairy Farmer's Association and Volusia County Farm Bureau sponsor AgVenture.

See the new the Agri-Puppets show and be amazed by illusionist Josh Knotts of the award-winning Extreme Illusions and Escapes show. Watch the high wire antics of Hansen's Spectacular Acrobatic Sensations or catch the Fair-favorite musical comedian Dennis Lee along with singer Sally Ann on the center stage. Disconnected K9s is back again. And, of course, Monkey Man Moore and his monkeys

along with all-new Max Power Robot and his monster truck Nitro will be entertaining.

If you like history, then come explore the Old Plantation display featuring historic Volusia memorabilia and a working model railroad. The Old Gas Station building features antique motors, tractors, gas pumps and more from yesteryear. The Hester and Daugharty buildings house the community arts and technical exhibits. See how talented your neighbors are with canning, baking, quilts, photography, crafts, fine arts and all the displays there.

While you're there, visit the livestock arena and admire the animals and all the hard work youngsters in the livestock competitions have done this year.

"The Volusia County Fair Association Board of Directors and staff are proud of our community. Volusia families are resilient and to honor our families here the fair is the place to kick back, relax and enjoy the fun," said Fair General Manager Ronnie Hull.

Parking and all shows are free with gate admission. Gate admission specials can be found at volusiacountyfair.com.

We look forward to seeing you at the 2017 Volusia County Fair & Youth Show, Nov. 2 -12. For more information contact the fair office at 386-734-9515.

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Florida Festivals & Events Association Convention



FLORIDA FESTIVALS & EVENTS ASSOCIATION RECOGNIZES STATE'S BEST EVENTS WITH 2017 SUNSATIONAL AWARDS

The Florida Festivals & Events Association (FFEA) recently announced the winners of its annual SunSational Awards during their 23rd annual convention and tradeshow. The Program recognizes members' innovation, individuality and creative collaboration.



Nominations were accepted in nine categories, including Printed Materials; Outdoor Advertisement; PR / Media Campaign; Photo; Promotional Item; T-shirt; Broadcast Media; Multimedia Marketing and Programming. Each category included three budget levels. A total of 130 events submitted their materials for

consideration.

For a complete list of winners, visit www.ffea.com/sunsational-awards.

Nominations were judged by a blue ribbon panel representing media outlets, printing companies, website designers, photographers, promotional marketing professionals and social media experts.

"The SunSational Awards have recognized and celebrated the talents of our members for more than two decades," said Suzanne Neve, Executive Director of the FFEA. "We're proud of our members and their events – and excited to recognize them in this way each year."

FLORIDA FAIRS WIN BIG AT FFEA CONVENTION

CLAY COUNTY FAIR

- 1st place -- Fair Television Ad
- 1st place - Outdoor Ad
- 1st place - Multi Agency Collaborative Program
- 2nd place - Outdoor Ad - Signage
- 3rd place - Promotional Mailer
- 3rd place - Radio Ad
- 3rd place - PR / Media Campaign

FLORIDA STATE FAIR AUTHORITY

- 1st Place - Photo
- 1st Place - Promotional Mailer
- 2nd Place - Outdoor Ad - Billboard

SOUTH FLORIDA FAIR

- 1st Place - Website
- 1st Place - Sponsor Program (American Hero's Day)
- 1st Place - Tickets & Invitations (Party Invitation)
- 2nd Place - Event Photo
- 2nd Place - Facebook (Fair)
- 2nd Place - Radio Ad (Fair)
- 2nd Place - Education Program (Yesteryear Village, A Living History Park)
- 2nd Place – Photo
- 2nd Place – T-Shirt
- 3rd Place - Instagram (Fair)
- 3rd Place - Facebook (Spookyville Page)
- 3rd Place - Event Guide (Daily Schedule Fair)



Tasha Hyder,
Clay County Fair



Florida State Fair



South Florida Fair

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Florida Festivals & Events Association Convention



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Rita DeMier-Lincoln Receives First Ever Director's Award

At this year's FFEA Convention, Rita DeMier-Lincoln was honored by receiving the FFEA Director's Award. It is the first time this award has ever been presented and it is presented to an

individual who consistently goes above and beyond in their volunteer support for FFEA. Rita has been creating the graphics and helping to market the FFEA since 2005.

When Suzanne Neve, Executive Director of FFEA, presented the award, this is what she had to say: "Finally we have one new award that I am personally honored to present. The Director's award is presented to an individual who consistently goes above and beyond in their volunteer support for FFEA. As I'm sure you can imagine based on the extensive list of incredible volunteers that we recognized earlier, there is no shortage of individuals who are deserving of this award.

One individual in particular has impacted our organization, and me personally in such a way that any recognition or award just doesn't seem like enough. This individual is one of the most talented people I have ever met. She is a cheerleader for the organizations that she supports and consistently dedicates her time and talent to enrich their programs.

She has been a leader in her organization and her industry as well as a leader for FFEA and several other non-profit organizations.

Anyone who knows her will tell you about her fiery spirit, fierce love for her family and friends and passion for all things Marketing and Design.

In the past 5 years that I have been working with her, when I ask for something she has never told me no – and trust me I ask for a lot!

The branding and design that you see throughout the conference and leading up to the event would not be possible without her. Her marketing and design expertise has helped FFEA to reach new heights in membership, conference registration and overall branding.

She dedicates countless hours every year producing the graphics and materials for the conference – and helping the visions of myself and the marketing committee to become a reality.

I can't thank you enough for being who you are for me and for FFEA – please join me in welcoming our first Director's Award Winner – from the South Florida Fair – Mrs. Rita Lincoln."

Rita was absolutely speechless as well as honored and responded with "I love this organization, and award or not, I'll do everything I can to help as long as it exists".



Well deserved Rita!

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FFA State Convention



Florida Federation is "WOWED" at State FFA Convention

Fairs are such a vital part of the leadership development of FFA and 4-H students, yet we realized that many of our Fair Managers, board, and staff had never seen the "end product" of the role they play in the development of these young people. So, with a special invitation from the Florida FFA Association, the Florida Federation of Fairs sent 31 representatives from all over the state to attend the Opening Session of this year's 89th Florida FFA Convention.

The group met for dinner prepared by the Tama County Pork Producers who have a strong relationship with the Florida FFA Association

and several of our Florida Fairs. During dinner, Ronnie Simmons, the Executive Secretary for Florida FFA, welcomed the group and gave them some facts about the convention. The group was then escorted through the back hallways to a special seating area where they were recognized during the session.

To say our Fair representatives were "Wowed" would be an understatement. The FFA Convention was an experience that left our Fair representatives excited and enthused about the part that Fairs play in the lives of thousands of young people.

Here is what some of our Fair representatives had to say: "I was so impressed, not only with the event, but with the kids! Their values, their patriotism, their leadership skills...amazing!" Rita DeMier-Lincoln, South Florida Fair.

"This was the first convention that I have had the opportunity to attend since 1964 when I was there as an FFA delegate. It has changed a great deal over the years but a lot of memories came back to me. This was a wonderful opportunity to see how the young American FFA members and officers are taking care of our future in agriculture and other endeavors that face them. It was awesome experience to be there!" Lee Stokes, Citrus County Fair.

"Even though I was raised in Indiana and grew up on a farm, I was never involved in FFA. However, I was very impressed with the organization and what it stands for." Pat Cookson, Collier County Fair.

A special thank you goes to the Florida State Fair and the Florida Strawberry for sponsoring the dinner for this event.



Ronnie Simmons, Executive Director of the Florida FFA Association, speaks with the Federation group during dinner.



Most of our Fairs knew FFA members that were at the convention. Miranda Muir, Stacey Wade, and Shawn Beck with the Osceola County Fair visit with some of their local FFA members.



The Florida Federation representatives at the State FFA Convention in June.



Some of the outstanding FFA students that the Federation group got to visit with!

YPI Update—Nicole Jones, Chair



YOUNG PROFESSIONALS INITIATIVE

FLORIDA FEDERATION OF FAIRS

**Mix n' Mingle will return!
OPEN TO ALL AGES!**

The event will take place on May 16, 2018 from 7:30-9:30 at Splitsville in

Disney Springs. Last year's event was definitely a big hit and also a success in new friendships. I know that a lot of people are excited for it and can't stop talking about it. This year we are trying something new, and looking for any fairs or fair members open to sponsoring the event. See form at right for anyone who is interested in sponsoring. This year Suzanne Holcomb is driving the planning for this event, so she will be your point of contact for information. But as always I am here as a resource and available for any extra assistance.



Find us on
facebook

Also for those members who may not be aware, the YPI for Florida Fairs now has a Facebook page. Be sure you stop in and like

our page for even more information. And if anyone has any pictures they would like to share, please get with me and I will post what I can.

Mix n' Mingle



Our 2nd Mix & Mingle hosted by the YPI Committee will be held Wed. May 16, 2018 from 7:30 pm – 9:30 pm at the Splitsville Disney Springs Location!

We had a great turn out last year and everyone that attended had a great time bowling and socializing before the convention.

In effort to raise funds for the YPI Charity event, we are looking for sponsors for this year's event.

If your fair would like to help sponsor this event, please contact Suzanne Holcomb suzanne@hillaboroughcountyfair.com

Fair Name: _____

Contact Name: _____

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Contact email: _____

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2018 Legislative Visit



This year's Legislative trip to Tallahassee is set for January 29th and 30th. We would like to encourage as many fairs to send as many representatives as possible – we are on a mission to educate our legislators

about the importance of Fairs in Florida!

We have 15 rooms reserved at the Hampton Inn Tallahassee Central for our group for the nights of January 29th and January 30th. The events begin early on the morning of January 30th and conclude late that evening.

If you know you are going, please go ahead and reserve your rooms – that way if we need to reserve additional rooms we can do so. Here is the information:

Your group block for **Florida Federation of Fairs** is active and ready for reservations! Please share your group code with your attendees for easy booking.

Guests can either make reservations online or over the phone.


Use Group Code: FFF

Hampton Inn Central: (850) 309-1300

<http://hamptoninn3.hilton.com/en/hotels/florida/hampton-inn-tallahassee-central-TLHHHX/index.html>

ALSO, please let Lisa know if you have people interested in going and how many.

The cutoff date to make reservations is **January 8, 2018.**



2018 JANUARY						
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Legislative Update

Greetings from Tallahassee

Believe it or not the start of the 2018 Legislative Session is right around the corner, January 9, 2018 to be exact. Legislative committee meetings should have already begun, although Hurricane Irma caused the first scheduled week to be canceled. Regardless the session will be here before you know it. Traditionally election year sessions are relatively uneventful—for the political junkies, the 2018 ballot will include: US Senate race, all Congressional representatives, Governor, Attorney General, Chief Financial Officer, Commissioner of Agriculture, half of the Florida Senate, all State House of Representative seats and proposed constitutional amendments, including recommendations from the Constitutional Revision Commission (CRC). Given the current political climate in Tallahassee, as well as the significant impacts from the unwelcomed visit by Hurricane Irma, 2018 might just be full of excitement.

Without question the budget will be the most challenging aspect to the upcoming session. While every year there is copious debate on appropriate spending for the State's budget, Irma's impacts have evaporated the small surplus within the State's budget and interrupted normal revenue collections. The storm's impact has highlighted philosophical differences between the two chambers regarding use of general revenue dollars for traditional local projects versus only projects and programs which address post-hurricane rebuilding, response, and preparedness. The bottom line is early predictions suggest no tangible budget surplus and even traditional funding projects will be difficult to secure.

From a policy perspective, defense will be the name of the game. Certainly, a large focus of our work in Tallahassee revolves protecting the various laws and exemptions which allow our members to effectively and efficiently conduct business. Additionally, given the focus on impacts and lessons learned from Hurricane Irma, we expect the legislature to spend a significant amount of time examining the Florida Building Code, disaster

preparation and response, as well as, other perceived deficiencies from private and public entities in the recovery from Irma. Given some of the issues and headlines following Irma, the renewed focus in Tallahassee is timely however; part of our challenge will be watching proposed solutions to make sure well intended or misguided ideas do not survive the process.

On a more exciting note, and building upon a renewed interest in Tallahassee, we look forward to having Federation members back in town during Florida Farm Bureau's annual Tallahassee visit. 2017 was a beginning voyage for many members to walk the halls of the Capitol and educate elected officials on the positive impacts our events have around the State. We appreciate the commitment it takes to travel to Tallahassee and we recognize your time is valuable. To this end, our challenge is to make sure the trip is worth your time and, from our experience, we can assure you it absolutely matters to elected officials you take the time to visit.

As the calendar moves closer to the start of session, please watch your emails for details regarding the Tallahassee trip and updates from fall committee meetings. We look forward to having the group back in town and spending time with those of you who are able to attend.

Thank you again for the privilege of representing you in Tallahassee. If we can be of assistance please do not hesitate to contact any member of the CAS team.

Respectfully,
Jim, Dale and Connie



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OABA Update-by Bob Johnson, OABA President & CEO



After just being walloped by Hurricane IRMA in the Orlando area, I sincerely hope all Florida Fairs and employees fared well, considering the magnitude and size of this killer storm. My neighborhood was without power for three days, so I consider ourselves among the lucky ones! Fortunately, our small office staff are all OK and we were back to work on Wednesday, after the hurricane.

I was not able to reach many friends as phones and internet service was down in many places, but I must say, listening to the radio each morning was refreshing and informative, with their storm coverage and help by first responders, the Governor and FEMA. I'm sure several fairs were utilized as staging areas for first responders, the military and shelters to help many families in need...but after all, that's what Fairs do for their communities and for families. Hats off to all of you!

Due to this hurricane, our Florida Amusement Device and Attraction Advisory Committee meeting in Orlando, was cancelled, and they are looking to reschedule. I am always thrilled to see fair management attending, besides those who serve on this Committee, Martha Leverock, Greater Jacksonville State Fair and Cheryl Flood, with the Florida State Fair. I Chair this Committee and I always welcome comments on any of our discussions to improve ride safety in our great State. And, by the way, we are all appointed by Commissioner Adam Putnam to serve two-year

terms and both fixed site parks and attractions, fairs and carnival owners are represented on this Committee.

One of the topics for this meeting and for the upcoming ASTM F-24 Amusement Rides and Devices Committee meeting will deal with metal fatigue and corrosion of critical ride components, as we learned was the cause of the tragic KMG Fireball ride accident at the Ohio State Fair. Amusement ride regulators with States that have many fairs and carnival ride midways, on the East Coast, the Midwest, the Southeast and the West Coast, are looking to the ASTM experts to help provide better guidance and testing protocols for regulators.

You should also know that the mobile amusement industry relies on what the ride manufacturer tells us when it comes to maintenance, inspection, testing and operation of our rides. Such observation and tests include "NDT," or non-destructive testing, which our State, Florida requires. These tests and inspections can take the form of Ultrasonic, Magnetic particle, Liquid penetrant or even Radiographic tests of critical steel components of a ride. Many other industries have similar testing protocols.

There will be more to follow on this subject in future editions of this publication, as no one wants such a tragedy to happen, especially in our great State of Florida.



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NICA Update

Michelle Card, Executive Director

SanDee O'Brien Retires after 25 Years!

Next to every successful man is an amazing, strong, talented, determined, smart and steadfast woman. That woman for NICA is SanDee O'Brien. 25 years ago, Gene O'Brien had the vision of an organization that would bond nationwide concessionaires to provide a united voice in the industry. Hence the birth of NICA, "Together We Can!"

With unwavering commitment, Gene's wife, SanDee, stood by her husband and his vision of a brighter future for all independent concessionaires. Through all of the years, SanDee was instrumental with By-laws, Policies & Procedures, *NICA News*, the NICA Directory, the development of standard operating procedures, mass mailings, writing news articles, driving membership, organizing and awarding CCE's, organizing NICA Scholarships, creating and mailing membership packets, creating and mailing election ballots, maintaining organization in the office, assisting the office staff, assisting the Executive Director and the Board of Directors, being a consistent memory bank of NICA knowledge, and perfecting her role as the NICA Godmother.

NICA has made incredible advances and partnerships throughout the years. None of which would have been possible without SanDee. Every NICA Member has received the fruit of her labor and love of NICA.

It is with a heavy heart that we wish her well in her much-earned retirement.

With gratitude and appreciation, I thank you for your 25 years of service and commitment to NICA.



Save the Dates!

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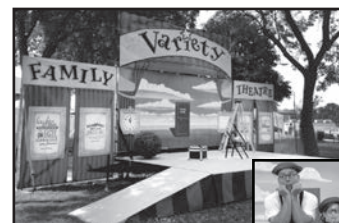
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B		Non Detected <.045**	>99.9999%
C		Non Detected <.045**	>99.9999%
D		Non Detected <.045**	>99.9999%
E		Non Detected <.045**	>99.9999%

IAFE News



NEWS FROM ZONE TWO and YOUR ZONE TWO DIRECTOR NANCY SMITH, CFE

Greetings Zone 2 Friends,

I trust everyone is well. I know it has been a trying time for many in this season of hurricanes...and more. That is just one reason why we can be so thankful for our industry, as we seek to bring a few days of fun, education, excitement, happiness and more to all.

First, we need to congratulate our Zone 2 YPI Scholarship Recipients, **Anna Michelle Estrada** with the **Wayne Regional Agricultural Fair in Dudley, NC** and **Nicole Jones** with the **Saint Lucie County Fair in Fort Pierce, FL**. Each of these recipients will represent Zone 2 at the IAFE Convention in Las Vegas this year. We will have the honor of hearing from each of them during our Zone 2 meeting. Congratulations folks. Keep up the good fair work!

We have all been following our fellow fair-man and dear friend, Andy Cashman with the Maryland State Fair, through his journey with serious health issues. Andy our dear friend, please know you are loved and prayed for much. Thank you for the updates and you can know your "fair family" is cheering you on – BIG TIME!!!

"Striking It Rich" is around the corner. If you've not made plans to attend this years' IAFE Convention – the LAST one in Las Vegas – you need to go to fairsandexpos.com and get registered! Make sure you report your scholarship monies to the IAFE to help us show what a difference fairs are making. Your Zone 2 meeting will be held Monday, November 27th at 8AM. Check the convention schedule for location.

While you're checking out everything offered at "Striking It Rich", don't forget "Raisin for a Reason – Gold Rush", November 26th at Bally's. Funds raised from this event support the IAFE Education Foundation. There will be wine and a "chow-line" involved. For more information, contact Lori Hart at lhart@fairsandexpos.com. Come have some fun and support the IAFE Education Foundation!

Many of us are in the midst of our "fair seasons." At the South Carolina State Fair, we just enjoyed our annual employee breakfast, (the kick-off to the 2017 SC State Fair) which reminded me – once again – of how very fortunate I am to be involved in such an incredible industry. My recent reminder was both a rewarding and reflective one.

During our employee breakfast, we recognized newcomers and even one that had been with us for 50 years! What an incredible journey. We were reminded, once again, that although we see each other only a few days out of each year, we build bonds that last a lifetime. That fact was never more evident than this year at the South Carolina State Fair.

After 33 years as Secretary, General Manager of the SC State Fair, Gary Goodman, will retire. In our industry, that fact is now "old news". What will never be "old news" is the impact that Gary Goodman has made on the South Carolina State Fair and our industry, not only in Zone 2 but throughout the IAFE and more. Gary has dedicated a lifetime to "Making the Best Better."

At our recent breakfast, Gary shared one of his favorite memories and it struck me just how important his favorite memory should be to all of us. Upon filling up at one of his regular gas station stops, a gentleman approached Gary and said..." I know you". He paused for a few moments and then – the light dawned – now I know..." You are the HEAD BUBBA at the South Carolina State Fair! In Gary's words..." It does not get any better than that." As Gary would agree, knowing you have made a positive difference gives a sense of satisfaction like no other.

Thank you, Gary Goodman, for making a difference in Zone 2 and more! We wish you all the best!

My musings this month may seem more "SC State Fair" oriented than Zone 2 oriented; however, I believe the difference one person makes in our industry is as powerful as many. That fact should cause us to stop and think the next time we are weary, or down-trodden or just flat out defeated by all the obstacles that come our way. When those times come – pick yourself up – remember who we are and what we represent and be determined – more than ever to – "MAKE THE BEST BETTER." It's a gift we've been given and we need to make sure we can – as Gary Goodman has done in Zone 2 and more – pass that "GIFT" on to others!

With a thankful heart,

*Your "Fair Friend" and Zone 2 Director
Nancy Smith*

Special IAFE News

Convention Registration

The IAFE Annual Convention, for the final time in Las Vegas, will be held Nov. 26-29. register now at www.iafeconvention.com!

Get a Professional Headshot

You want to always look your best in front of clients and fairgoers. If you want to put a great headshot of yourself on your fair's website or printed material, then schedule a headshot session with the IAFE's professional photographer while at the IAFE Annual Convention. Sponsored by Ron and Beverly Burbach's Funtastic Traveling Shows, you can schedule a professional headshot for only \$25. Only a limited number of sessions are available, so schedule your session today at www.iafeconvention.com/add-on-specials.

Recruit Members, Win Big

The IAFE Membership Contest sponsored by The Coca-Cola Company is going strong in 2017. In addition to a cash prize for the top individual recruiter, State and Provincial Association Directors have a chance to win as well. The State/Provincial Director that recruits the most new IAFE members through Nov. 1, 2017, will receive \$500. Also, each new member recruited is one entry into the grand prize of \$3,000 Gift of Travel. Make the IAFE stronger with new members and win! For more information, go to <http://bit.ly/IAFEMembership>.

Topgolf at the IAFE Convention

Work on your slice at the IAFE/YPI social event at Topgolf Las Vegas on Tuesday, Nov. 28. The networking opportunity is open to all and only \$35. This was a popular outing in 2016 and will be even better in 2017! Go to www.iafeconvention.com/add-on-specials for more details and to register.



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2017 IAFE Convention

In honor of our own **Rick Vymlatil**, CFE who will be installed as the 2018 IAFE Chair.

The Florida Federation has volunteered to fulfill all the volunteer duties for the IAFE Convention in Las Vegas on Wednesday, November 29th.



We need your help to make this possible! Here is the link to sign up to volunteer: <https://www.volunteersignup.org/XKFLD>. This is a preliminary schedule and they will be adding additional time slots as we get closer to convention.

Also we will gather at the close of the Opening Session for our traditional group photograph. Check your program or check the app on your phone.

Also on the app is a provision to register to let others know that you are there and how to get in touch with you.

As soon as you have registered let Lisa know by sending her an email at lisahinton@floridafairs.org. Don't be left out, give her your email and a number where you can be reached by text message.

Several of our Associate members will be in the trade show. Be sure to visit them, and consider them for your Fair.

Lisa will be fulfilling her duties as State & Provincial Representative to the IAFE Board of Directors.

Miranda Muir, manager of the Osceola County Fair is currently Vice Chair of the YPI Steering Committee.

Vicki Chouris is currently membership chairman for Zone 2.

If you would like to serve on a committee there will be several opportunities to do so.

Look for the first timers and help show them the ropes. We have more than one from Florida.

This is the last convention in Las Vegas.....there is still time to register.

The 2018 & 2019 Conventions will be in San Antonio.

ERROL McKOY SCHOLARSHIP

Errol McKoy, CFE, retired manager of the State Fair of Texas has donated \$10,000 per year, for the last nine years, to fund up to twenty scholarships of \$500 each. 2017 will be the final year for the McKoy Scholarship. Over ten years Mr. McKoy will have donated \$100,000 to IAFE Institute of Fair Management Scholarship program. The scholarship winners will be recognized at the General Session on Wednesday morning, November 29th.

One of the 2017 winners is:

Suzanne Holcomb
Hillsborough County Fair

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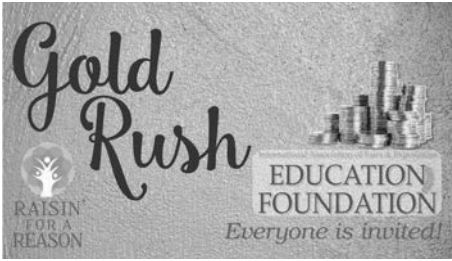
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2017 IAFE Convention



Hello Florida Fair Friends

I have the distinct pleasure to Chair this year's "Raisin for a Reason" -The Gold Rush Benefit Auction (formerly the Wine & Dine) during the IAFE Annual Convention in Las Vegas. The GOLD RUSH will be held Sunday, November 26 beginning at 6:00 PM in Bally's Skyview Room. So saddle up, scoot a boot and head out to the Gold Rush. You never know, you could Strike it Rich!

The evening will feature a variety of spirits, hors d'oeuvres, entertainment and of course awesome auction items and travel packages. Most Auction items will be available for preview and pre-bidding, on-line, beginning October 15. Purchase auction tickets when you register for the IAFE Annual Convention AND STRIKE IT RICH. ***Those purchasing tickets in advance will receive a Gold Coin, to use for the IAFE Strike it Rich drawing, held on Wednesday, November 29!***

Silent Auction items will be available, to bid on, in the IAFE Trade Show, Monday and Tuesday. Bidding will close daily at the end of the trade show. New items will be displayed the following day.

Funds raised at the benefit auction support funding educational speakers and workshop presenters for the IAFE Institute of Fair Management.

We are still in need of auction items, gift cards and wine. If you can help in any of these areas please visit the IAFE website where you can easily donate and purchase your tickets to this worthwhile event <http://www.iafeconvention.com/raisinforareason>.

If you have any questions please feel free to contact me at stacey@osceolacountyfair.com

I look forward to seeing you all in Vegas!

Stacey Wade, Chair,
2017 Raisin for a Reason-The Gold Rush



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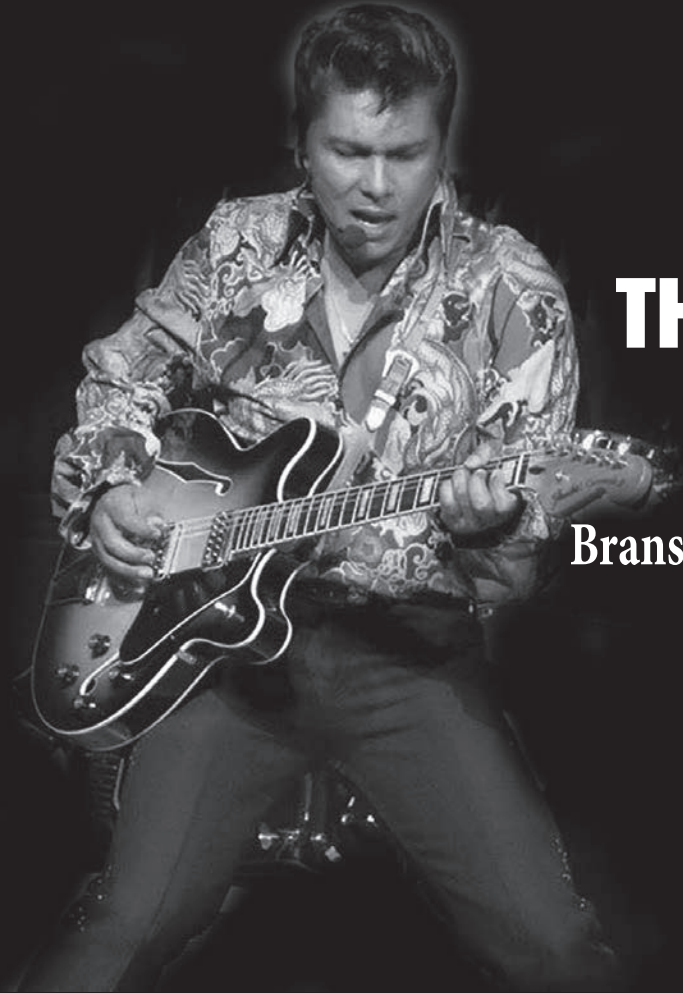
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2018-2019 IAFE Conventions to be held in San Antonio, Texas



The Convention will be one year from this month (November). It is never too early to plan ahead.

The Grand Hyatt is the choice for convenience to convention center. Marriott Riverwalk directly across the street with balconies overlooking small boats in the canal. River Center Marriott a few short steps away. The Menger Hotel has an old feel, nostalgic with lobby pictures of an era gone by, with friendly staff but a nice walk to convention center and next to The Alamo. Residence Inn a good walk but some may like a kitchen in their room. LaQuinta a short walk as well. The Hilton Palacio Del Rio is a real walk to convention center but has balconies on every floor with nice views but you would need your walking shoes.

Riverwalk has many small restaurants, such as: Hard Rock, Howl at the Moon, Dicks Last Resort, Pat O'Briens, Fuddruckers, Joe's Crab Shack, etc. Improv, as well as Macy's, movies, shops.

Parking at the hotels is expensive but there are public garages at \$10 a day and free if you have a handicap placard. Ubers and taxis are readily available, car rentals approx. \$135 week on many sites. Shuttle service available for about \$21.00 to and from airport to hotels.

Some helpful websites:

<http://www.thealamo.org/>

https://en.m.wikipedia.org/wiki/San_Antonio_River_Walk

<https://www.thesanantonioriverwalk.com/>

<https://saairportshuttle.com>

When it time is near check out the coupons at:

<http://www.sanantonioattractions.com/pages/coupons.html>

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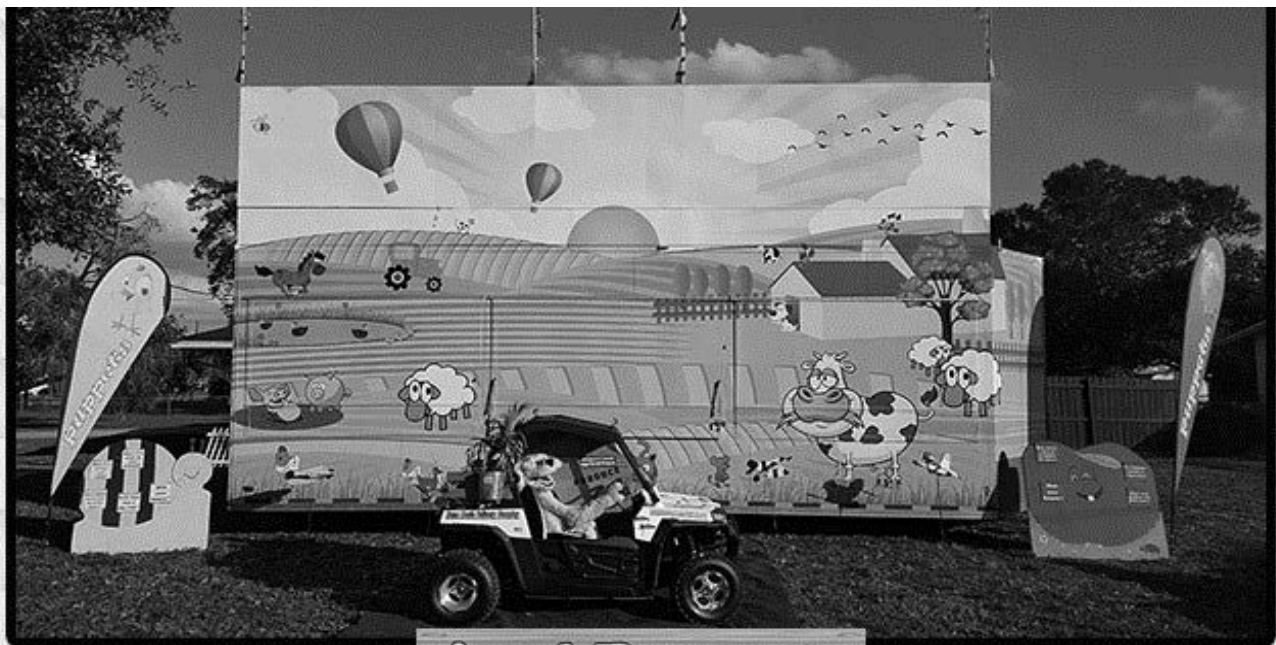
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Spotlight on Associates

BELMONT MAGIC RECEIVES INTERNATIONAL AWARD

Congratulations to Belmont Magic for their 2017 Melbourne Christopher Master of Magic Award Winner for Notable Contributions to the Art of Magic."

**Al Belmont Named 2017 Milbourne Christopher
"Master of Magic" Award Winner for
"Notable Contributions to the Art of Magic."**



The Milbourne Christopher Foundation awarded Al Belmont the **2017 Milbourne Christopher "Master of Magic" Award for "Notable Contributions to the Art of Magic"** at a gala presentation attended by many of America's top magicians at Garde Arts Center in Connecticut. The Award recognizes performing magicians for "excellence in the magical arts." Previous winners include David Copperfield, Penn & Teller, Siegfried and Roy, Harry Blackstone Jr, and Lance Burton. Belmont has been featured in a wide variety of magic publications and in a cover story in the largest circulation magic magazine in the world The Linking Ring, Journal of the Inter-

national Brotherhood of Magicians.

Assisted by partner and wife, Suzanne, Al Belmont has dazzled audiences on TV, at Fairs & Festivals, Theaters, Universities, Theme Parks, on Cruise Ships, and with award-winning



Fire Safety Education Programs. Belmont presents baffling magic, with lots of audience participation, in a light-hearted, fun style. Known for his captivating voice, Belmont's mysteries, proven showmanship, and unique proprietary magical illusions add up great Entertainment. Based on his success in such diverse venues, the Milbourne Christopher Foundation awarded Belmont, their prestigious "Masters Award" – one of the top three honors awarded to magicians worldwide.

Al is grateful for this wonderful recognition. Established in 1989, the Milbourne Christopher Awards were created to perpetuate the memory of Milbourne Christopher, one of America's foremost illusionists, Broadway and television producer, author of more than twenty books, National President of the Society of American Magicians, and his lifelong interest in encouraging excellence, originality, and leadership in the Art of Magic. The "Master of Magic" Award reflects Christopher's own diversified career.

A large black and white promotional graphic. On the left is a portrait of Kimberly Betts, a woman with blonde, wavy hair, wearing a light-colored ruffled shirt. To her right, the text "Sugarland Tribute" is written in a large, stylized, outlined font. Below this, in a smaller, solid font, it says "featuring Kimberly Betts". At the bottom, a black banner contains the text "Celebrating the music of Country Superstar Jennifer Nettles" in white. Below the banner, contact information is listed: "(941) 224-1376 KimBettsMusic@aol.com www.KimBetts.com". To the right of the contact info are icons for Twitter, Facebook, and Instagram.

Associate Member Update



Associate Director Kathy Vanco Ross

My term as an associate Director for the Florida Federation of Fairs is at the half way point and will end in May when I am replaced with a new fresh face. My time on the board has beenoh there are soo many words that I can put in this space, educational, hysterical, informative, rewarding or a gift. Yes, I think that my time on the board was a gift. I would like to thank those who chose me to

serve. You thought enough of me to choose me to represent all of the associates that make up our membership.

I was able to travel to fairs that I had never been to including Volusia Co. Fair, Greater Jacksonville Fair and the North FL Fair in Tallahassee. The 2016 Fall Fair tour taught me so many things, things many of you already knew, always wear your seatbelt if Paul is driving, bring a notebook if Lisa is sitting next to you and if you have forgotten something, Pat or Rhonda will have what you need. We were tasked with taking pictures of 2 innovative ideas we saw at each fair. Just ??? We saw the amazing sink set up at Deland, that allowed all sizes of people to access hand washing and their layout with the roundabout in the center with entertainment and seating. Jacksonville's Ag Education area had a great layout and included Tom Umiker! It was great to see so many of our associates there. By the time we reached Tallahassee on our whirlwind tour we couldn't get far from the rocking chairs, but when we did their children's education building was the spot to be. Hands on projects to take home, things to touch and play with all while learning about Florida Agriculture. It was a great trip, I learned a lot from my van mates and saw a lot of the FL Fed. Of Fairs Associate members.

I had many opportunities to gather with members of the Federation, our next trip was to Tallahassee. As we made our way to the Tallahassee Legislative Trip with Lisa at the wheel and my notebook in hand, we almost solved world peace. Our goal while in Tallahassee was to share the amazing value of the local fair is to the State of Florida. When we got an opportunity to sit with an elected official we shared that we weren't here to ask for money or a bill to be signed, we were just here to educate them on the role of a fair in the State. As we did that you could see them relax and actually listen to us. Please plan to join the group this year on Jan. 29 & Jan. 30, you will be glad you did.

As chair of the Fair Partner's Shootout, I get to see a different side of our members. Everyone seems so relaxed and is just there to have a good time....oh and shoot stuff! Our event continues to grow and we love it when people come that have never shot a gun before. My husband Jeff is a great instructor and is so proud when his students actually hit a clay. The diverse group of shooters allows for great conversation and networking. You can join us even if you don't want to shoot. Get your teams together today so you have a chance to practice. The Shootout will be Feb. 8th at 2pm. Registration starts at 1pm, guns can be rented at the club, dinner is included in your fee and plan on a good time.

I enjoyed helping Lisa with the Fair Industry Appreciation gathering at the State Fair of Florida. Cheryl Flood hosted a great event inviting all Florida Fairs, also in attendance were Marla Calico and Becky Brashear from the IAFE. As I greeted attendees at the door, I asked how long it had been since they had attended the state fair, most said more than 8 years. As this event continues to grow, I hope to see more new faces each year. The Florida Fair Appreciation gathering will be Feb. 9th 2018.

Continued on page 58



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Carol Porter, CPCU:
carol.porter@hwins.com

Ryan Wilkerson:
ryan.wilkerson@hwins.com

Spotlight on Associates

Associate Member Update—Continued from page 57

I have to say the best part of my summer was our visit to the Erie Co. Fair in Hamburg NY. Our FL fair group was treated like royalty. The chance to sit and visit with each other and the Erie Co. fair directors was great. When given the chance to meet with any department head we chose, to pick their brains as to how they get things done was so valuable. In the fair industry we have our own language, one that not all folks understand, but when you can talk to someone that speaks your language, so much sharing can be done. My job was to instruct our group where to eat. I do believe the deep fried taco was a hit with the group. We visited with many friends and enjoyed the chance to explore the grounds.

Again I would like to thank everyone for this opportunity to sit on the FL Federation of Fairs Board of Directors as the associate representative. I believe I have made the most of my time here and will have many fond memories. If you have any concerns you would like addressed, let me know or if you want me to include something in my next column coming out in March.



ATTENTION ASSOCIATE MEMBERS AND MEMBER FAIRS

Since August 1st we have been posting news about our Associate Members—where you are playing, something new about your act or services, as well as welcoming new members.

We have done almost 40 posts, which is only a drop in the bucket when you consider we have nearly 200 members.

If you have appeared in a newspaper article, send us the link so we can share it with everyone. If you want to make an announcement or have news of any kind, please send it to us.

Fairs: Send us your press releases, give us any news about your Fair, upcoming entertainment, etc.

Send to:

federationfacebooknews@gmail.com

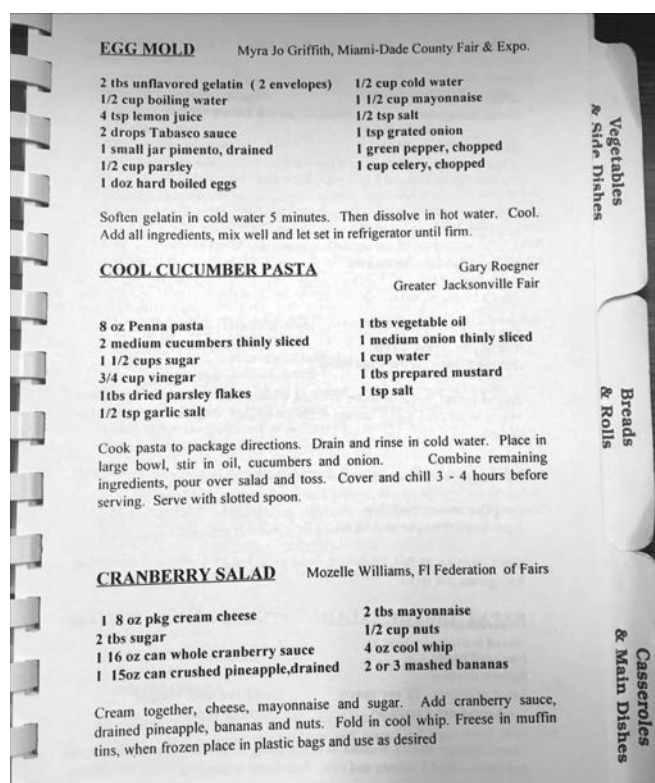
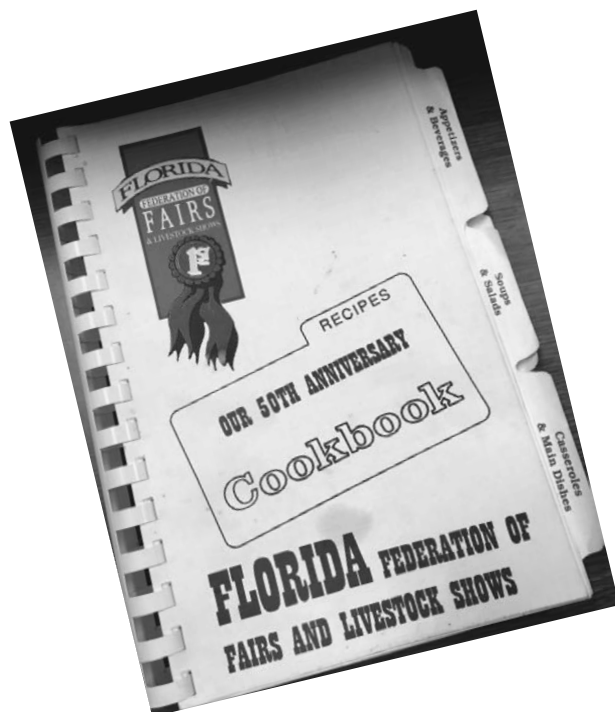
Please send photographs as an attachment

If you would like to submit a news article that is longer to be published in “The Faircracker,” submit it to:

floridafairs@gmail or

lisahinton@floridafairs.org

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Spotlight on Associates



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Through the years, UMS Banking has represented the fairs because we are strongly committed to the values they stand for. The importance of family, community services and contributions, the real entertainment and education are all things we believe in.

To this end, we feel you ought to be able to reply on your payment processor for integrity, quality, and Customer Service. Our focus is and has always been superior service and high touch to our customers, and nowhere is this more important to us than in the fair industry. So providing the best in class payment processing services is what we strive for at UMS every day. We openly communicate our prices and give you honest, reliable information.

As the fair industry changes and evolves, we evolve with you to bring you products and services you need to expand your business in today's demanding digital world. This year we have updated our credit card terminal options, but we have also introduced a point of sale system, and a ticketing system to help your fair or business expand.

Our pledge is to provide not only up-to-date products but also up-to-date training and information on all aspects of payment processing whenever and wherever it is in need.

Here is what some of our customers have to say:

"We have been with UMS for a number of years and I am very pleased with the competitive rates and superb customer service that they provide. UMS understands fairs and have a customer service or technical support person available at all times."

-Jacksonville Fair

"During the run of our fair we used 6 UMS credit card machines... renting them has worked out perfectly for us. The machines we receive every year are new, up-to-date machines, ready to us and use with complete confidence. If we have any problems we can call and someone is there to help."

Suzanne Haas is a 20 year veteran of the UMS Banking Management Team. She is responsible for designing customized Payment processing programs for the Association members. She often travels to regional meetings and conventions to meet the members to discuss our Fair Payment Processing programs.

What's next for Fair Payment Processing? Hopefully serving you! We look forward to helping you reach new heights in your endeavors, and achieve success in places you never thought possible with our reliable products, and exceptional service.

To learn more about Fair Payment Processing and the products and services we offer, please give Suzanne a call at 818-207-0316, or e-mail her at Suzanne@umsbanking.com.



Suzanne Haas

**Are you looking to increase your
fair's profit and revenue?**

How you take payments can be a key part of that strategy.

If you step back for a minute and think of money as an energy flow, it becomes apparent that no matter what we do in terms of the fair theme or how we organize things, in order to have more energy flow in, we have to create more points for it to flow in on. And if we think about that creatively, we can establish lots of opportunities for that energy to flow in on.

The first point to consider in your payments strategy is taking as many forms of payment as possible. Customers who have their preferred payment method accepted right away are happy. They tend to spend more.

The second point that you want to consider in your payments strategy is to take payments in as many places as you can. Most fairs realize that taking credit cards at the gate and at concessions is important, but here are some additional places where it can help:

Online ticket sales are the most key piece you can implement today. With a good ticketing package, you have the flexibility to create promotions ("two for one" day or "family rate") that can produce significant growth in revenue. You can get creative on VIP experiences (special rates to get in front of the lines for rides), carnival/admission combos, and buy-ahead discounts.

As part of ticketing or separately, you can also offer merchandise sales, and this allows you to get creative – for example by offering prizes at the fair for people spotted wearing a particular t-shirt they buy on your web site (think your fair logo, which will also promote the fair whenever it is worn) and offer that t-shirt as part of a package. Promote the winners each day on the website. Online sales also give you the ability to capture the email address of buyers. Your most likely purchaser is a past purchaser. Many online ticketing vendors will let you control this data so that you can capture who your customers are.

Take credit cards for parking. You keep the customer's cash in his pocket before he gets into the fair, and he will tend to spend more there.

Take credit cards for livestock auctions. Give livestock auction prizes in the form of prepaid cards rather than a check after the fact. A good portion of that money will instantly come back to you.

RV rentals, facility rentals, in fair events can all benefit from having different forms of payment available.

Fair Payment Processing by UMS Banking can help you achieve your goals. Call Suzanne at 818-207-0316, and talk to her about a strategy for your fair to use payments to help achieve your 2018 revenue goals.

HOSPITALITY COMMITTEE

The Hospitality Committee would like to thank all the fairs that assisted with donations towards the hospitality suite. Whether the donations were made with food, beverages or cash, all donations are appreciated!

A special thank you to Dennis Lee for sponsoring the Hospitality Suite.

Looking forward to another great year!

Lee Bakst, Hospitality Chair



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Spotlight On Associates

Welcome Back Kristen & Kevin!

On January 12, Kristen Johnson & Kevin Ridgeway had their lives turned upside down. Johnson, who is known as escape artist Lady Houdini, and her husband, Ridgeway, were severely injured in a car crash in West Palm Beach.

As they were driving through an intersection, a Range Rover traveling at 50 mph ran a red light and crashed into the couple's vehicle. The 17 year old motorist at the helm of the Range Rover was texting and driving when the collision occurred.

Even though Johnson and Ridgeway suffered extensive injuries in the crash, the duo went back on tour in early August.

Ridgeway took the brunt of the impact, since the collision occurred on the driver's side and he was at the wheel. The Ranger was 20 inches inside of their car resting beside his chest. His injuries included a broken leg, five fractures in his pelvis, eight shattered ribs, a collapsed lung and two brain hemorrhages. He also lost a kidney, which required 24 hour dialysis for five weeks. His injuries were so severe that doctors placed him in a paralytic state for an extended period to allow him to heal.

Kristen suffered multiple broken ribs, a punctured lung and a third degree separated shoulder. She also sustained a concussion and is still suffering from double vision.

Since their near fatal crash, Johnson and Ridgeway have devoted a segment of their show to speak about the dangers of dis-



Kristen & Kevin are shown here with the car seat that Kevin was sitting in when the crash occurred.

tracted driving and to share their story and their recovery. They know they can't change what happened, hopefully they can use it to make a difference. They display the heavily damaged, torn-up seat and is meant to show the destruction caused by drivers who don't pay attention to the road.

Sharing their story about the crash and recovery has been appreciated by their audiences. They have received many words of encouragement.

Kristen & Kevin are very thankful for the support and the prayers that have been poured onto them.



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Rick Leonard
14640 NE 10TH PL
SILVER SPRINGS, FL 34488
Phone: 818-219-8890
E-mail Address: bucktroutshow@gmail.com
Website: <http://bucktroutshow.com>
Category: Attractions/Entertainment
Business: Since 1995, this truck driving puppet has been strolling fairs.

Jake Castro Band

Jake Castro
6710-36TH AVE. E., LOT #114
PALMETTO, FL 34221
Phone: 940-417-2207
Phone cell or alt: 727-455-2635
E-mail Address: jakecastroband@hotmail.com
Website: www.jakecastro.com
Category: Attractions/Entertainment
Business: Teen recording artist and nationally touring band

Long Road Records & Entertainment

Greg White, Jr.
9016 N. RIVER ROAD
TAMPA, FL 33635
Phone: 609-610-3408
E-mail: greg@gregwhitejr.com
Website: www.gregwhitejr.com
Category: Attractions/Entertainment
Business: Original county music recording artist Greg White, Jr.!

Randy McNeeley Band

Nicole Randazzo
502 S. FREMONT AVE., #1443
TAMPA, FL 33606
Phone: 732-674-1636
Phone cell or alt: 615-746-7070
E-mail Address: manager@randymcneeleyband.com
Website: <http://www.randymcneeleyband.com>
Category: Attractions/Entertainment
Business: Singer, Songwriter and Performing Country Musicians

Mr. Puppet

Bob Abdou
P. O. BOX 14893
COLUMBUS, OH 43212
Phone: 614-329-5399
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Website: www.mrpuppet.com
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E-mail Address: michael@millennium Michael Yorkell
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ORLANDO, FL 32824
Phone: 508-736-1756
Phone cell or alt: 508-736-1765
entertainmentgroup.com
Website: www.millenniumentertainmentgroup.com
Category: Booking Agencies/Show Production/Management
Business: Millennium Entertainment Group is a full-service event production company

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PORT SAINT LUCIE, FL 34983
Phone: 772-877-2798 **Fax:** 772-877-2829
Phone cell or alt: 914-224-2001
E-mail Address: pat.andysices@gmail.com
Website: <http://www.andysitalianicesnyc.com>
Category: Concessions/Food/Beverages
Business: Gourmet Italian & Crème Ices / Pepsi Soda Fountain

EQUIPMENT & TENTS

Bleachers on Demand, LLC

Curtis Knoch
1489 SOUTH ARNE RD
MARBLEHEAD, OH 43440
Phone: 419-656-1657
Phone cell or alt: 330-495-8621
E-mail Address: bleachersondemand@yahoo.com
Website: <http://www.bleachersondemand.com>
Category: Equipment & Tents
Business: Portable/mobile bleachers, grandstands, temporary seating

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Bobbi Nagle
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MIDDLEBURG, FL 32050
Phone: 904-891-4538 **Fax:** 904-891-4538
Phone cell or alt: 904-504-2568
E-mail: marketing@mobilechargekiosk.com
Website: <http://mobilechargekiosk.com>
Category: Supplies/Services
Business: Charging stations for cell phones and mobile devices

*In loving memory
of those who cared to make a difference . .*

EARNEST R. DUNN
7-16-1933—6-21-2017

Earnest was born in St. Lucie Village, he was a lifelong citrus grower and cattle rancher. He served in the Army during the Korean War. He was a Life Member of the Board of Directors of the St. Lucie County Fair Association, past president, and fair manager. He is survived by his wife if 60 years, Cleopatra (Pat), daughter Laura, son Michael, five grandchildren and four great grandchildren.



**MARY JOHN
HAMPTON PANACEK**
7-31-1925—8-29-2017

Born in Huntington, Tennessee. Together with her husband Charles she owned and operated Belle City Amusements, which will celebrate 70 years in business next year. After her husband's death in 1991, Mary John remained active in the family business until recently. It is now run by her son Charles and grandchildren Zachary and Charlotte. She attended all industry conventions and had close relationships with fair board members who will miss her dearly. In 2010 the Panaceks were named Associates of the Year for the Florida Federation of Fairs.



LAMAR BOOZER
2-19-1940—7-16-2017

Emory Lamar Boozer, born in Alachua County. He was a member of the Columbia County Fair Board for 30+ years as well as a Volunteer Fireman for over 20 years for the Lake City Fire Department. He ran his own heating & air conditioning

company where he was known as a work-alcoholic and loved to tell a good joke. He is survived by wife Pat of 59 years, sons David and Dwight, his daughter Wanda Theare, six grandchildren and seven great grandchildren.



NANCY ARNOLD
9-9-1918—8-14-2017

Born in Chattanooga, Tennessee she attended the New York School of Interior Design. In 1948 she became assistant manager of the fabric department for W & J Sloane Department Store. In 1951 she married Walter B. Arnold* and moved to Miami where she devoted many hours to the Miami-Dade County Fair & Exposition. She is survived by daughter Nancy, son Rev. W.B. and several grandchildren and great grandchildren. Services were held on her 99th birthday.

*Walter was President of the Florida Federation of Fairs 1972-73 and was inducted into the Hall of Fame in 1989.



John Owens III
Ann Owens Pike

For the loss of their mother

SALLY OWENS

3-11-1947—6-21-2017

Widow of John Owens Jr. 10-24-2016

James & Mary Hiers

Citrus County Fair Directors
For the loss of James' father

JAMES RAYMOND HIERS, JR.

11-26-1948—9-25-2017

Please help us honor and recognize our friends in the Fair industry who pass away during the year by sending their names and Fair affiliation to the Federation for inclusion in the Resolutions passed at each year's Convention and also be included in the next issue of the newsletter. Send to Cheryl Flood at cheryl.flood@floridastatefair.com and lisahinton@floridafairs.org

Complete obituaries for those listed here can be found at www.findagrave.com



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Association www.ffea.com



National Independent Concessionaires
Association (NICA)
www.nicainc.org



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