



## 106th ANNUAL CONVENTION

PA State Association of County Fairs and  
PA State Showmen's Association

The Hershey Lodge & Convention Center, Hershey PA  
Wednesday - Saturday, Jan. 17 - 20, 2018



### HOTEL RESERVATIONS

2018 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 26, 2017. For lodging:

- phone 1-800-HERSHEY (717-437-7439) or online at <https://resweb.passkey.com/go/PACOUNTYFAIRS2018>

All Queen Candidates must use the Fair Queen Contestant Hotel Reservation Form, and the Credit Card Authorization form. Rooms will be available by 4:00pm and check out at 11:00am daily for all.

### CONVENTION REGISTRATION

ADVANCE REGISTRATION is essential to the smooth operation of the convention. Registration is:

- \$30 (received on or before December 15, 2017)
- \$50 (received after December 15, 2017)

### MEALS

Meal(s) that are purchased are not refundable; there will be a bulletin board near the registration area for you to place a "for sale" notice if you wish to resell them. A limited number will be available for purchase at convention.

### TENTATIVE CONVENTION SCHEDULE

#### Wednesday, January 17, 2018

##### MEALS ON YOUR OWN-ALL

9:00am-1:00PM "Serv Safe" (see newsletter article for details – PA Showmen or fairs who are members of PA Showmen [1 person per fair] may register; others to be considered after deadline if space available)

11:00am-5:00pm	Registration Desk Open
12:30pm	Judging School Orientation Session
1:20pm – 2:30pm	First Session of Judging School
2:35pm – 3:55pm	Second Session of Judging School
2:00pm-4:00pm	Seminar – "Trucking Regulations Update"
2:00pm-3:30pm	Seminar – "Embracing Sponsorships – Let's grab some extra Dough!"
3:15pm-4:15pm	Table Topics 10,13
4:00pm-8:00pm	Enter Communication Exhibits Trade Show Set-up
4:45pm	PSSA Board Meeting
4:45pm	PSACF Board Meeting
6:30pm-10:00pm	ENTERTAINMENT SHOWCASE

#### Thursday, January 18, 2018

##### MEALS ON YOUR OWN-BREAKFAST & LUNCH

8:00am-5:00pm	Registration Desk Open
8:00am-9:00am	Enter Communication Exhibits
8:00am-10:30am	Trade Show Set-up
8:30am-9:00am	First-Timers Session
9:00am-9:30am	Opening Entertainment
9:30am-10:45am	Opening Celebration Keynote Speaker – Aaron Alejandro
10:30am-4:00pm	Trade Show Open Communication Exhibits Open (Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
1:00pm-2:30pm	Seminar – "Live Your Brand"
1:00pm-3:15pm	Spouse Program - "Bag & Basket" Bingo
1:15pm-2:15pm	Table Topics 2,4,14

1:30pm-3:00pm	Meeting – Sire & USTA
2:45 -4:30pm	Seminar – "Terror on the Fairgrounds; What to do with Livestock and People"
3:15pm-4:15pm	Table Topics 7, 15, 18
4:00pm	Associates Gathering
5:30pm	PSACF & PSSA Board Group Photos
5:45pm	Hospitality Time & Cash Bar
6:15pm	PSACF ANNUAL BANQUET
6:45pm	Dinner (reserved seating-ticket required-\$34)

#### Friday, January 19, 2018

##### MEAL ON YOUR OWN-LUNCH

7:30am-5:00pm	Registration Desk Open
7:30am	COMMUNICATIONS BREAKFAST meal (served) 7:30am; awards 8:15am-9:00am (ticket required-\$19)
9:15am-11:00am	Memorial Service / PSACF Annual Meeting
10:30am-4:00pm	Trade Show Open Communication Exhibits Open (Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
1:00pm -2:15pm	Seminar- "The Irrefutable Laws of Leadership"
12:30pm-1:45pm	Round Table –Pa Fair Fund Update
2:00pm-3:30pm	Seminar – "Special Baking Contests"
2:00pm-3:30pm	Spouse Program - "Have a Heart"
2:30pm-3:45pm	Seminar - "Volunteers, the Heart of the Fair"
2:15pm-3:15pm	Table Topics 1,8,11
3:30pm-4:30pm	Table Topics 3,9,12
6:15pm	Hospitality Time & Cash Bar
6:45pm	PA SHOWMEN ANNUAL BANQUET (Reserved seating-ticket required-\$36)

#### Saturday, January 20, 2018

##### MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm	Registration Desk Open
9:00 -10:15am	Seminar – "If money were no object what would the future Ag Pavilion look like?"
9:00am-10:15am	Seminar – Food Safety Updates
9:00am-10:00am	Table Topics 5, 16
9:00am-Noon	Trade Show Open Communication Exhibits Open (Badge Required)
9:30am-11:00am	Seminar – "Marketing to Millennials"
9:30am-10:45am	Spouse Program – "TBA"
10:30am-11:30am	Table Topics 6, 17
11:30am-12:30pm	PSSA Annual Meeting
Noon-12:30pm	Communication Exhibits Released
Noon	BOX LUNCHEON [followed by drawings (ticket required-\$18) at 12:30pm]
2:45pm-4:15pm	Auction Drawings - Winner must be present Family Feud
4:30pm	Mass
6:00pm	QUEEN CORONATION BANQUET (Reserved seating-ticket required-\$39)

#### Sunday, January 21, 2018

8:00am	PSACF Exec. / Conv. Breakfast
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## TABLE TOPICS

1. Passes regulated for livestock exhibitors and concessions
2. What's your problem?
3. The benefit of having junior fair boards
4. Animal Health Rules for 4-H and Commercial Animal Exhibits
5. Budgets and Fiscal Planning
6. Campers and Golf Carts/ Four Wheelers at the Fair
7. Electric for Fairgrounds
8. Organization of Fair Office and Updating Systems
9. Loss of Livestock Fair Entries
10. Alcohol on the Fairgrounds
11. How to Advertise Your Fair on a Shoe String Budget
12. Sponsorships for All Volunteer Fairs
13. Grants: Applying and Writing Process
14. Benefit Auctions and Other Fundraisers
15. What to Expect from an Entertainment Booking Agent
16. Handicap Accessibility
17. Co-oping With Concessionaires for a Successful Promotion
18. Sound and Public Address Systems

## SEMINARS

### Judging School

Session choices for this year are as follows:

- Canning & Preserving
- Baked Goods
- Youth & 4-H (Still Exhibits)
- Fruits, Nuts
- Flowers
- Homemade Wine & Beer

### Serv-Safe

The Food Safety updates will be presented by Paster Training, Inc. Paster Training Inc.'s trainers are the best and most passionate in the business. We are thrilled about the opportunity to provide your association members with a 4 hour food safety review session and proctoring of the ServSafe examination

### Trucking Regulations Update

A representative from the Pa. Motor Truck Association, located in Camp Hill, Pa. will give the latest updates for the industry.

### Keystone Speaker, Aaron Alejandro

Aaron is currently the Executive Director of the Texas FFA Foundation. An inspirational speaker, his unique style of delivery transcends all age groups and cultures, offering a clear message of personal dynamics for success. Aaron will also be giving a seminar "Live Your Brand" on Friday.

### Embracing Sponsorships – Let's grab some extra dough!

Presented by Jen Puente Wisconsin State Fair Marketing Director. Who doesn't need a little extra money in the bank? This program will cover not only the basic "How To's" of sponsorships, but will also take a look at fun, new and innovative ways to incorporate sponsors into our Fairs. Sponsors these days aren't as focused on signage as they once were. They are now concentrating on engaging customers through promotions and onsite activations. This session will also cover current trends in sponsorships, and most importantly, how these trends can translate into additional dollars for Fairs, and how we can make these seemingly complicated programs a bit easier. It's time to think outside the box and have a little fun!

### Special Baking Contests

Karen Dobson and Kevin Bieber will be updating everyone who runs any of the Special Contests at your fairs. This is also the perfect time to come and ask questions regarding any of those contests.

### Family Feud

Sign your fair up now, the deadline is December 1<sup>st</sup>. How do you sign up? It is easy, please call my cell at 484-256-8009 and I will put you on the list. Make sure you have 5 willing players from your fair who will participate.

### Terror on the Fairgrounds; What to do with Livestock and people

Dr. Steve Goldsmith Southcentral Task Force will be primary speaker, with others also involved. Dr. Goldsmith has been a Veterinarian from 1979 to 1991 when he was with the Florida Dept. of Ag – State Vet Office; he had served his country since 1993 and retired from the Military in 2016.

### The Irrefutable Laws of Leadership

Ron Diamond, CHT, spent 10 years as a performer and trainer with the Walt Disney Company. Ron has been performing his Magic and Illusions, Comedy Hypnosis Shows and Stage Production at fairs around the country for 26 years and has presented over 18,000 programs in his 36 year career. Ron also leads seminars and speaks extensively on Clinical Hypnosis at Universities and Medical related gatherings. Ron is also certified as a speaker, trainer and coach with one of the most prestigious organizations in the world on leadership development, The John Maxwell Team. You may check out this area of expertise at <http://www.johnmaxwellgroup.com/rondiamond/>. Ron received

his Degrees in Sociology and Educational Psychology from Texas Christian University in Fort Worth, Texas. Ron's other passions include being very involved in graphic design and media production, as well as a private instrument rated pilot, and teacher.

This is an introduction to the basic laws of leadership and why it is so important to help everyone in your fair's organization from the top down find and develop their leadership potential so that continued growth and maximum efficiency can be achieved. Most people, including those in management, are not aware of these leadership laws and how critical they are to moving an organization to the next levels of success and continued importance.

### PA Fair Fund Update

Fair Reimbursements and Program Update

### Volunteers, the Heart of the fair -Recruiting, Motivating, utilizing and appreciating our Volunteers

Maria Lucero is a cheesehead at heart. Maria Moved to New York to take on a new role at the Erie County Fair in 2016. Prior to working with the Erie County Fair, Maria worked at the Wisconsin Valley Fair for 5 years as Fair Manager. Her passion for the fair began at a young age with her involvement in 4H. Maria has a passion for community. Whether it's where she lives or another part of the world, she feels relationships are what lead us to succeed. She is a 2017 Institute of Fair Management graduate, and is a part of the Young Professionals Initiative Steering Committee. Maria herself has volunteered with many organizations, and has been able to travel and serve in many different capacities. She loves Jesus, her family, her yellow lab, Stella and traveling. One odd thing about Maria, she does not like Cheese!

### Marketing to Millennials

Jodi Buresh, joined the Saffire team in early 2016 as a Director of Partnerships and is committed to helping venues, destinations and events share their story with beautiful websites and ticketing by assisting in marketing to a vast and diverse audience. Jodi is a creative and successful strategic marketer. Her prior positions have given her a wide range of experience in the event and destination markets. She has held positions as the University Scheduling Coordinator and Campus Conference Coordinator for North Dakota State University; the Center Director of the North Dakota State University Alumni Center; Special Events Coordinator for the Fargo Moorhead Chamber of Commerce; Assistant General Manager for the Red River Valley Fair Association and the Big Iron Farm Show; and is President of the Red River Area Attractions Association. Millennials...does the very word make you cringe? Marketers everywhere are scrambling to understand what drives and inspires this younger generation's habits. In fact, you've probably been to a session or two about how to reach millennials or work with millennials - but have you ever heard a millennial's side of the story? Join us as we present an interesting twist on how to market to this extremely lucrative audience. Leave with the millennial mystery finally solved!

### Food Safety Updates

The Food Safety updates will be presented by PA Department of Agriculture, Bureau of Food Safety & Laboratory Services.

### If money were no object what would the future Ag Pavilion look like?

Let's dream big and create ideas that can be applied to any size fair. This is an interactive workshop. Jessica Underberg has been with the Erie County Fair for 22 years and is currently serving as the Assistant Fair Manager and the Agriculture Manager. She is actively involved in the International Association of Fairs and Expositions. She has served on the Young Professionals Initiative, chaired the Competitive Exhibits Committee, the Agriculture Committee and the Advertising, Promotions and PR Committee, and is the current 2<sup>nd</sup> Vice Chair. She earned Certified Fair Executive status in 2007 and graduated from the Institute of Fair Management in 2010. She is also a past president of the New York State Association of Agricultural Fairs. In her spare time she enjoys reading and showing livestock with the kids. Jessica loves being involved in the fair business and is passionate about making our Fairs the very best they can be.