



107th ANNUAL CONVENTION

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

The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 23 - 26, 2019



HOTEL RESERVATIONS

2019 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 23, 2018. For lodging:

- phone 1-800-HERSHEY (717-437-7439) or online at <https://book.passkey.com/go/PSACF2019>. 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, 2018)
- \$50 (received after December 15, 2018)

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 23, 2019

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 – "Imagination, Innovation & Ingenuity"
3:15pm-4:15pm	Table Topics 9, 10
4:00pm-8:00pm	Enter Communication Exhibits Trade Show Set-up
4:45pm	PSSA Board Meeting
4:45pm	PSACF Board Meeting/Reorganization to follow
6:30pm-10:00pm	ENTERTAINMENT SHOWCASE

Thursday, January 24, 2019

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 Ceremony Keynote Speaker – Sam Glenn
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 – "We Do What We Love"
1:00pm-3:15pm	Spouse Program - "Bag & Basket" Bingo
1:15pm-2:15pm	Table Topics 4,14,15

1:30pm-3:00pm	Meeting – Sire & USTA
2:45 -4:30pm	Seminar – "What Could Shut Down Your Fair? Activists' Tactics and How to Prepare"
3:15pm-4:15pm	Table Topics 3,6,7
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 25, 2019

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
11:00am	Fair Advisory Committee Meeting
10:30am-4:00pm	Trade Show Open Communication Exhibits Open (Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
12:30pm-2:00pm	Table Topics 18
1:00pm -2:15pm	Seminar- "Animal Rights Activists"
2:00pm-3:30pm	Seminar – "Special Baking Contests"
2:00pm-3:30pm	Spouse Program – "Frilly Wreath Making"
2:15pm-3:15pm	Table Topics 8,11
2:30pm-3:45pm	Seminar - "FFA Youth Panel Discussion"
3:15pm-4:15pm	Table Topics 2,12,13
6:15pm	Hospitality Time & Cash Bar
6:45pm	PA SHOWMEN ANNUAL BANQUET (Reserved seating-ticket required-\$39.50)

Saturday, January 26, 2019

MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm	Registration Desk Open
9:00am -10:30am	Seminar – Fair Funding Overview
9:00am-10:30am	Seminar – Food Safety Updates
9:00am-10:00am	Table Topics 1,5
9:00am-Noon	Trade Show Open Communication Exhibits Open (Badge Required)
9:30am-11:00am	Seminar – "Adoption and Growing Fair Technology with Point-of-Sale"
9:30am-10:45am	Spouse Program – "Gifts, Gifts, Gifts"
10:30am-11:30am	Table Topics 16,17
11:30am-12:30pm	PSSA Annual Meeting
Noon-12:30pm	Communication Exhibits Released
Noon	BOX LUNCHEON (ticket required-\$18)
[followed by drawings at 12:30pm]	Auction Drawings - Winner must be present
4:30pm	Mass
6:00pm	QUEEN CORONATION BANQUET (Reserved seating-ticket required-\$39)

Sunday, January 27, 2019

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

1. Organizing Your Scrapbook -- *Linda Wolfe & Laura James*
2. What's New at Your Fair, and How do We Keep Our Current Fairgoers while Attracting the Young Crowd? -- *Greg Hallstrom*
3. Natural Disaster, Now What? -- *Cathy Jenkins*
4. Animal Health Rules -- *Drs. Elizabeth Santini & Tony LaBarbera*
5. Budgets and Fiscal Planning -- *Dale Bliss & Steve Carr*
6. Technology and Connectivity at Your Fair -- *Matt Naylor*
7. Electric for Fairgrounds -- *Chris Nehrig*
8. Organization of Fair Office and Updating Systems -- *Sharyl Vaughn*
9. Passes and Wristbands -- *Jim Reed*
10. Aging Boards & Planning for Transition to New Members -- *Darwin Kitner & Paul Britcher*
11. How to Advertise Your Fair on a Shoe String Budget -- *Dana Lape, et al.*
12. Sponsorships for All Volunteer Fairs -- *Steve Carr & Dale Bliss*
13. Treasurer Reports and Book Keeping in the Technology Age -- *Cody Stevenson*
14. Exhibits Declining...How can We Increase Our Numbers? -- *Kevin Bieber*
15. Are You OSHA Audit Ready? -- *Donna Kramer*
16. What Affects the Bottom Line for Concessionaires and Fairs -- *Kathy Ross*
17. Sound and Public Address Systems -- *Craig Studenroth*
18. PA Fair Fund -- *Laura England & Tracy Barone*

SEMINARS

Judging School

Session choices for this year are as follows:

- Baked Goods
- Photography
- Handcrafts
- Grain, Hay and Eggs
- Needlework & Needle art
- Queen Contests

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.

Keynote Speaker, Sam Glenn

Sam Glenn has been named one of the top 100 best speakers today. He is known for his energizing approach to re-charge you and your team. He is rooted in his belief that keeping a positive outlook in any situation is essential to finding success and fulfillment in life. The self-proclaimed "Attitude Guy" studied marketing at Saint Xavier University until 1995. After losing everything in a fire, Sam decided to take his story of overcoming adversity on the road and traveled to different cities to take part in speaking engagements.

Special Baking Contests

Presented by Kevin Bieber (Oley Valley Community Fair) and Karen Dobson (Kimberton Community Fair)

This is the annual seminar to update everyone who runs any of the Special Baking Contests at your fairs. This is also the perfect time to come and ask questions regarding any of the contests.

Fair Funding Overview

Presented by: Tracy Barone, PA Department of Agriculture, Fair Fund Administrator

In this session we will discuss the fair funding scenario for the current year, review program requirements, and talk about the newly developed E-Grants system that we will use next year to collect the Fair Reimbursement and Capital Improvement Grant applications.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture.

Imagination, Innovation & Ingenuity

Presented by Maria Lucero, Erie County Agricultural Society, Erie County Fair, New York

S.T.E.A.M. at the Fair- Fairs have always been the leaders in showcasing new technologies and inventions. Being a fair in the 21st century is an even bigger reason to be at the forefront of showcasing what's "new", and connecting the community with the labor gap and the tools to reach for jobs in Science, Technology, Engineering, Arts and Mathematics. The Erie County Fair created the IHub and brought together some of the best interactive displays to ignite imagination, foster ingenuity, and showcase the commitment to Innovation.

Maria is part of the team at the Erie County Fair, Hamburg, NY where she plays an intricate part in helping put together the IHub exhibit. Maria began her journey in the Fair industry in 2011 at her home fair, the Wisconsin Valley Fair, in Central Wisconsin. She believes fairs will always be a place where community comes together, celebrates together, and learn together. Maria enjoys coaching basketball, cheering for her favorite sports teams, and is an avid bow hunter.

We Do What We Love

Presented by: Jennifer Giesike, CFE; Washington Town & Country Fair, Missouri

Have you ever had someone ask you why you do what you do? Perhaps someone is outside the fair industry who can't understand why you put in countless, sleepless hours for a once a year event. It's fun, right? We do what we love and let's face itthere is a lot to love about our fairs and expositions. This keynote focuses on reenergizing our love and passion for our events.....making it easy to respond, "I do what I love!"

Jennifer Giesike, CFE is President / CEO of the Washington Area Chamber of Commerce and Manager of the Washington Town & Country Fair. She has been with the Chamber for 17 years. Jennifer oversees the day to day operations of the Chamber and the Fair, which include entertainment contracts, sponsorships, scheduling, finances, volunteers, and working closely with a 24-member Fair Board and a 16-member Chamber Board. She has chaired many of the committees for the IAFE and served as Zone 5 Director (2009-2011). Jennifer was awarded the first IAFE YP Rising Star Award in December 2009. In her spare time, she enjoys spending time with her husband, Chad and daughter, Hallie, working on the family farm, playing competitive volleyball, and coaching a select volleyball team.

What Could Shut Down Your Fair? Activists' Tactics and How to Prepare

Panel Discussion by the SouthCentral Task Force Ag Subcommittee, Pennsylvania

Panelists:

- John Sancenito, president and co-owner of Information Network Associates, Inc., an international investigative and corporate consulting firm
- Duane Haglegans, Assistant Professor at Millersville University in Emergency Management
- Linda Spahr, PSU Extension 4-H Science Educator in York County
- Dr. Gregory Martin, PSU Extension

Description: There are many emergencies or crises to prepare for related to animal welfare and human safety at a fair. This breakout session will address the topics of what could shut down your fair related to animal diseases, quarantine considerations, and intentional disruptions as a form of protest. We will discuss current tactics of animal activists, what you have to allow, how you can prepare, and how to potentially identify activists ahead of time. We will also provide an updated Emergency Planning Template to attendees.

Dr. Duane Hagelgans has been involved in the emergency services for over 30 years. He has been working and volunteering in the field of emergency management for over 14 years. He retired in 2011 from the City of Lancaster, Bureau of Fire. He holds an A.S. in Fire Science Technology from Harrisburg Area Community College, a B.S. degree in Occupational Safety from Millersville University and Juris Doctorate from Widener University School of Law. Duane currently serves on the South Central Pennsylvania Counter Terrorism Task Force (SCTF) and the Lancaster County Emergency Management Agency. He is an assistant professor at Millersville University and has taught numerous emergency management courses for the Department of Homeland Security. He specializes in the area of public information and emergency response. He is currently researching better methods to teach emergency preparedness to school age children.

Dr. Gregory Martin serves as the Extension Educator in Poultry in Pennsylvania. His expertise includes poultry health, poultry diseases, poultry production best management practices and is well versed in emergency response and preparedness. Dr. Martin has his undergraduate degree in Poultry Industry from Cal Poly, San Luis Obispo, CA; his masters in Business Administration from Cal Poly, and he received his Doctor of Philosophy in Poultry Science from Texas A&M University in 1999. He not only serves Pennsylvania, but also has many responsibilities at the national level related to poultry science education. Gregory is the Coordinator for the Lancaster County Animal Response Team.

John Sancenito: President and co-owner of Information Network Associates, Inc. (INA); an international investigative and corporate consulting firm headquartered in Harrisburg, Pennsylvania. INA offers a variety of services for the corporate and government sectors including intelligence risk mitigation and intelligence analysis, internal investigations, computer forensic analysis, forensic accounting, physical security consulting, and executive protection. Mr. Sancenito is a nationally recognized speaker who has lectured on topics including domestic terrorism, animal rights extremism, insider threats prevention, workplace violence, event security management, fraud investigation, interview and interrogation techniques, and digital forensics. He has considerable expertise on domestic terrorism groups and tactics and is considered one of the country's foremost experts on animal rights and environmental extremism. He has conducted training for Federal, State and local law enforcement agencies around the country on the ideology, tactics, and methods of domestic terrorism networks.

Linda Spahr has been a Penn State Extension Educator for 23 years and was involved in the swine industry for 15 years after graduation from college. She grew up on a farm and has a strong desire to keep farms in Pennsylvania prosperous and safe. She is a member of the south Central Task Force and for years was the person kicking tires asking "where is agriculture in this scenario." She likes to learn about new threats and new ways to mitigate those threats. Linda works with 4-H members the Penn States Livestock/Dairy youth team to provide educational programs for youth. Linda is married and has two grown children.

Animal Rights Activists

Presented by: David Feimster – F & F Production LLC

If you have not had "Animal Rights Activists" at your fair, it's only a matter of time. Activists come in all shapes and sizes, and will come at you in many different ways. This program is designed to help you know your rights, the law and be prepared.

David Feimster is the owner of F& F Production LLC, providing animal shows to the fair industry for the past 35 years. He was also a teacher of Technology and Robotics for 32 years in Jackson Township Public Schools, Jackson, NJ (Retired). In 2006 David was name Jackson Township Teacher of the Year and 2007 State of New Jersey Technology Teacher runner-up. He is currently an active member of the Ocean Fair County (NJ) and a Director for the Maryland Association of Agricultural Fairs and Shows.

FFA Youth Panel Discussion

FFA students from the Butler Farm Show and the Manheim Community Farm Show will discuss their participation in their local fairs. Getting our youth involved in our fairs is critical for the long-term health of fairs throughout the state. Both communities have involved youth through the creation of junior fair boards and encouraging participation through FFA and 4-H involvement. The panel of young men and women will share some ways they become involved including social media, joining standing committees, running a children's farm show, and injecting new ideas into their organizations. Join them for discussion and a Q & A session about engaging our youth for tomorrow's fairs and farm shows.

Adoption and Growing Fair Technology with Point-of-Sale

Presented by Matt Naylor, Systems Administrator, Penn State University

As a new generation of technology adopters makes their way to your fair with credit cards and mobile payment devices, are you prepared to accept them? Research suggests fairgoers who expect to be able to use a credit card is increasing year-over-year. Accepting credit card payments can be a training and logistical nightmare without the right framework before, during and after implementation. In this seminar, we will discuss all the technical and non-technical considerations for adopting a point-of-sale system that will benefit and grow your fair.

Matt Naylor has been a volunteer with the Huntingdon County Fair for the past ten years, while also volunteering with the Centre County Grange Fair for the

past three years. Matt is a technology professional from the State College, Pennsylvania area. He works at Penn State University full-time as a Systems Administrator and performing general IT consulting on the side. Matt grew up in rural Adams County, Pennsylvania and is a 2009 graduate of Juniata College in Huntingdon, Pennsylvania. In his spare time, Matt is an avid Penn State football fan, traveler and bowler. He is very passionate about the benefits that technology can bring to the Fair business, and is excited to share that passion and experience with you.