



108th ANNUAL CONVENTION

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

The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 22 – 26, 2020



HOTEL RESERVATIONS

2020 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 23, 2019. For lodging:

- phone 1-800-HERSHEY (717-437-7439) or online at <https://book.passkey.com/go/PSACF2020>. 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, 2019)
- \$50 (received after December 15, 2019)

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 22, 2020

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 – "Incorporating Technology at Your Fairs"
3:00pm-4:00pm	Table Topics 7, 12
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 23, 2020

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 – Kenny Aronoff
10:30am-4:00pm	Trade Show Open Communication Exhibits Open (Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
1:00pm-2:00pm	Table Topics 5, 11
1:00pm-2:30pm	Seminar – Animal Health

1:00pm-3:15pm	Spouse Program - "Bag & Basket" Bingo
1:30pm-3:00pm	Meeting – Sire & USTA
2:15pm-3:15pm	Table Topics 1, 13
2:30pm-3:00pm	Swine Health Monitor Training Overview
3:00pm-4:30pm	Seminar – "Bombing Prevention Preparedness for Outdoor Events"
3:30pm-4:30pm	Table Topics 6, 15
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-\$35)

Friday, January 24, 2020

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.
1:00pm-2:00pm	Table Topics 8, 10,16
1:00pm -2:15pm	Seminar- "Sparking Joy! - Rediscovering your passion and reenergizing your team!"
2:00pm-3:30pm	Seminar – "Special Baking Contests"
2:00pm-3:30pm	Spouse Program – Finger Crochet
2:15pm-3:15pm	Table Topics 3, 17
2:30pm-3:45pm	Seminar - FFA "Blue Jackets, Blue Ribbons"
3:30pm-4:30pm	Table Topics 2, 9
6:15pm	Hospitality Time & Cash Bar
6:45pm	PA SHOWMEN ANNUAL BANQUET (Reserved seating-ticket required-\$40)

Saturday, January 25, 2020

MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm	Registration Desk Open
9:00am -10:30am	Seminar – Incorporating Technology at your Fair
9:00am-10:30am	Seminar – Food Safety Updates
9:00am-10:00am	Table Topics 7, 16
9:00am-Noon	Trade Show Open Communication Exhibits Open (Badge Required)
9:30am-11:00am	Seminar – "Show me the Money \$\$\$"
9:30am-10:45am	Spouse Program – Cake Decorating Demonstration
10:30am-11:30am	Table Topic 4, 14
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
2:45pm – 4:15pm	Family Feud
4:30pm	Mass
6:00pm	QUEEN CORONATION BANQUET (Reserved seating-ticket required-\$40)

Sunday, January 26, 2020

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?
Rachel Nichols
3. How Do We Attract New Fairgoers?
Greg Hallstrom
4. Public Involvement: Connecting Participants & Fairgoers
FFA Officer Team
5. Volunteering
Randy Aites
6. Efficient Lighting
George Witherite
7. Passes and Wristbands
Jim Reed
8. Youth Participation: Junior Boards and Youth Contests
FFA Officer Team
9. Landscaping & Beautification of Fairgrounds
Ben Haagen
10. Promoting Fairs on Social Media
Ashley Morgan
11. Board Issues – The Changing of the Guard
Glenn Stoltzfus
12. An Active Shooter/Crisis at Your Fair; What do you do?
Shelly Dehoff
13. Controlling Unruly Crowds at Events
Paul Kennedy
14. Making Fairs Affordable Again
Kathy Ross
15. Service Animals
Greg Hallstrom
16. PA Fair Fund
Laura England, Tracy Barone
17. Organization of Fair Office & Updating Systems
Christie Burns

SEMINARS

Judging School

Session choices for this year are as follows:

- Baked Goods
- Apiary
- Christmas Trees
- Wine & Spirits
- Vegetables
- Youth & 4-H

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, Kenny Aronoff

Kenny has been named by Rolling Stone's Magazine as one of the "100 Greatest Drummers of All Time" and the readers of Modern Drummer Magazine named him the #1 Pop / Rock Drummer and #1 Studio Drummer. Kenny says he is no stranger to the fair industry as he may already have been to your fair banging on his drums with one of the many artists he has played for.

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.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture.

Incorporating Technology At Your Fair

Presented by Matt Naylor, Systems Administrator, Penn State University

Technology is an ever growing and sometimes overwhelming topic for Fairs around the state. Having the ability to utilize the technology that is available, both in a conscious and productive manner, are keys to success for any organization. Half of the challenge of using technology constructively is understanding the tools that are at your organization's disposal to make an informed decision about how to incorporate it.

This session will start by discussing technology centered around efficiencies in general fairground operations and the back office. We will then discuss incorporating technologies in other areas of the organization such as at ticket

gates, livestock and fair entries/sales, as well as camping and storage management. The session will conclude with a Q&A session focused on any questions you may have about incorporating technology into 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.

Animal Health Rules

Presented by: Dr. Elizabeth Santini & Dr. Tony LaBarbera

This presentation will cover the PA Department of Agriculture Animal Health Requirements and Recommendations, biosecurity considerations, and the Animal Exhibition and Sanitation Law. Information on the new exhibition swine and poultry quarantine orders will also be presented. There will be an opportunity for questions and discussion for fair managers challenged with incorporating these requirements into their programs.

Bombing Prevention Preparedness for Outdoor Events

Presented by: CISA (Cyber+Infrastructure) Office for Bombing Prevention
The Office for Bombing Prevention (OBP) will lead a presentation on OBP products offered to benefit these stakeholders, such as the Security and Resiliency Guide, including applicable subsector Counter-Improvised Explosive Device (C-IED) annexes like the Outdoor Events Annex, Bombing Prevention Lanyard cards, and OBP's Virtual and In-person training offerings.

"Sparking Joy! – Rediscovering your passion and reenergizing your team!"

Presented by: Jennifer Giesike, CFE, President/CEO of the Washington Area Chamber of Commerce and Manager of the Washington Town & Country Fair
We all have some days that are more challenging than others. How we handle those days has a major impact on your team and your fairgoers. When your team is energized and focused almost anything is possible. But when your team's enthusiasm fades, how can you help set the tone to regain the level of energy and passion that our fairs deserve? Let's talk through some strategies to keep you energized and focused on why you work or volunteer for your fair.

Show Me The Money \$\$\$

Presented by: Bill Koegler

Bill Koegler, a Nationally recognized speaker, Foundation and Sponsorship expert and University and Seminar Instructor on Special Event development and operation for Parks, Recreation and Tourism will outline the opportunities available for Fairs and Festivals to "Find" and "Secure" new financial support. He will detail Presentation sponsorships, Legacy Gifts and Foundation Grants that are available to all Fairs and Festivals. Koegler will outline the components of an Alternative Fund Development Business Plan that can be adopted and implemented by non-profits to assure long term survival and growth.

FFA Seminar Blue Jackets, Blue Ribbons

You may have known what FFA was many years ago, or maybe you are even a proud alumni of the organization yourself... but do you know what the National FFA Organization is today? This seminar conducted by the Pennsylvania FFA State Officers will examine the history of our organization and take a look at the many opportunities available to members today. Sharing of monumental events in our organization's history and our own personal experiences will help tell our collective story. In sharing this narrative, we hope to foster conversations on increased youth leadership in fairs across the state. We hope you will join us as we showcase the future of youth in agriculture!

Swine Health Monitor Training Overview

Swine health monitors (SHM) are persons appointed by the fair board or livestock show committee who have some familiarity with pigs and can recognize when something is off. The SHM training will take place during the fair convention and will last approximately 30 minutes. This training will explain the role the SHM assumes in safeguarding swine health by working in conjunction with the fair board or livestock show committee and the veterinarian of record. This training will be in lecture format using a series of power point slides to train participants on recognizing the clinical signs associated with the three major diseases that have potential to devastate the swine industry (Foot and Mouth Disease, Classical Swine Fever and African Swine Fever). At the conclusion of the training SHMs will be able to recognize possible signs of these diseases and will know who to report it to. SHM will be the first line of defense by assuming critical roles such as inspecting pigs on arrival at show and at least once daily during the show duration.