



Fair Exchange

July
2019

Message from Mark Campbell, RMAF President



Fair Season has arrived,

Many fairs in the Rocky Mountain region are underway or just about to be. From your entire RMAF family, carry with you our wishes for a very successful and safe 2019 event. To all of the RMAF service members who are busy traveling to and from their many events, we hope the miles are easy and time spent with your fair family is memorable.

As we enter our busiest time of the year, I wanted to share a Fair Convention training session that quickly became not just my “get through summer” mantra but a set of daily guides to live by. In 2006, the Washington Fair Association brought the Fish! Philosophy training to their members. It was a fast paced 90 minute session that relates to our industry very well. The four primary principles are:

Choose your attitude. Each day, we get to choose how we approach customers, co-workers, challenges, and the thousand details facing us during this busy time. A positive outlook has a contagious affect internally and externally while providing excellent customer service.

Play. It’s ok to laugh, be a bit silly, enjoy the moment you’re in. If we take every moment of our days entirely focused, we’ve missed opportunities to get to know our customers and co-workers better. The best bonds between people are made when our defenses set on the side-lines. Aren’t we in the fun business anyway?

Make someone’s day. At least once a day, provide exceptional service to a customer, do something special for a co-worker, or build a new relationship. The act of giving is its own reward. The recipient will be a better friend, co-worker, or more loyal customer. You’ll find that you enjoy this and soon once a day just isn’t enough, making you a better person.

Be there. Do more than show up. Engage. Provide your complete attention despite the surrounding chaos.

In summary, these simple principles create positivity in the work place, a great customer service foundation, and a better you. More study of the Fish! Philosophy can be found on line. If you can take even one or two of the items into your work and daily life, it makes the days ahead easier.

Watch for 2019 Convention registration information coming soon and make your plans early to join your fair family in Layton, UT, November 13-16th. The convention committee is hard at work finalizing a great slate of programs to help us all learn and grow.

Please reach out as a resource and friend during the coming months. We are much stronger and better together.



Up-Coming Conventions

November 13—16, 2019—94th Annual RMAF Convention, Davis Conference Center, Layton, Utah

November 11—14, 2020, 95th Annual RMAF Convention, Hotel Elegante, Colorado Springs, Colorado

November 10—12, 2021, 96th Annual RMAF Convention, The Billings Hotel, Billings, Montana

November 9—11, 2022, 97th Annual RMAF Convention, Davis Conference Center, Layton, Utah

November 8—10, 2023, 98th Annual RMAF Convention, Coeur d'Alene Resort, Coeur d'Alene, Idaho

2019 RMAF Board of Directors

President:	Mark Campbell, NW MT Fair, NW District
1st Vice-President:	Michael Mezmer, Service Member
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Past President:	Bill Dutcher, Metra Park

Attention...we have a new Email Address!

There is a new email address for the RMAF Office.

rmafairs@gmail.com

The original rmaf@filertel.com address will be monitored for a few more months but by the end of 2019, it will be closed.



Mark Your Calendar

» UPCOMING EVENTS

August 1, 2019

The registration for the 2019 Convention in Layton, Utah will open.

September 13, 2019

Entries for the Renner/ISA Innovation Award are due into the RMAF Office.

October 11, 2019

Early registration for the 2019 Convention will end and the registration cost will increase from \$250 to \$275.

October 18, 2019

Entries for the Summit Award program are due into the Davis County Fair Office, Farmington, Utah.

FAIR EXCHANGE

Rocky Mountain Association of Fairs Newsletter
PO Box 77, Filer, ID 83328-0077
208-326-2288

Nancy Pitz, Editor

The FAIR EXCHANGE is published four (4) times yearly and is the official newsletter of the Rocky Mountain Association of Fairs

We would love to hear from you!

If you have items of interest/news that you would like to get out to RMAF membership in the newsletter, you can drop a line to the RMAF office via email—rmafairs@gmail.com

All newsletter submission need to be into the RMAF office by 25th of the month proceeding the publication dates (January, April, July & October)

Welcome New Member!

Paul Maurer Shows

Don Maurer
302 Washington St., #1219
San Diego, CA 92103
Phone: 619.823.5204
Email: drmpms2010@yahoo.com
Website: www.paulmaurershows.com
Carnival

Brave Enough

Shane Anderson
135 Ridgeview Trace
Hendersonville, TN 37075
Phone: 727.505.3653
Email: shane@braveenough.com
Website: www.braveenough.com
Booking Agency
Musical Acts

Instant Payments

Nancy Sjostrom
PO Box 455
Paradise, UT 84323
Phone: 800.764.0844
Email: nancy@instantpayments.com
Website: www.instantpayments.com
Ticketing

From the RMAF Office

The Rocky Mountain fair season is in full swing! It is great to see all the social media posts from our member fairs...so much creative marketing happening. We would like you to share your creativity by entering items from your fair in the Summit Awards and the Renner/ISA Innovation Award Programs. You can find details about these programs on page 4-7 of this newsletter.

It is hard to think about convention when you are deep into your events but we are at less than 135 days & counting. Registration & hotel reservations for this year's convention in Layton, Utah will open up August 1. We will have five (5) hotels with room blocks. The host hotel, the Hilton Garden Inn, which is attached to the Davis Conference Center will be the location for the Service Members and no accept no reservations for the RMAF block...the reservations must all be made thru the RMAF Office. The four (4) remaining hotels are all an easy walk to the Davis Conference Center. The rates at these hotels range from \$94 to \$114 plus tax, per night. All the details will be available on the website August 1.

Service Members, it is never too early to start thinking about marketing yourself at the convention. There are sponsor and advertising options available for you to consider from the details below. If you have questions, I would be happy to help you.

ROCKY MOUNTAIN ASSOCIATION OF FAIRS 2019 CONVENTION MARKETING OPPORTUNITIES

NO posters/promo materials maybe attached to any walls or doors.

SPONSOR LEVELS

PLATINIUM LEVEL

Custom with details TBD
Contact the RMAF Office

GOLD LEVEL

\$1,200 SPONSOR

- 1 Full Convention Registration
- 1 full page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included Item in the delegate bags

SILVER LEVEL

\$600 SPONSOR

- ½ page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

BRONZE LEVEL

\$400 SPONSOR

- Mention in the Convention Program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

\$200 DELEGATE BAG DROP

- Option to included item in the delegate bags

\$75 EMAIL AD

- One (1) email blast featuring two (2) photos/logos and brief description & link to website.



Each Service Member organization is allowed 1 poster (maximum size of 8" x 11") to hang on the grid wall display located near the entrance to the Conference Center via the Hilton Garden Inn were the service member rooms are located.

POP-UP DISPLAY SPACE RESERVATION

- Service Members attending the convention can reserve one (1) Pop-up Banner Display space along the wall in the Eclipse Expo ballroom, the location for all showcasing & meals.
- Pop-up Banner can be no wider then 36" and must stand flush with the wall when open.
- One (1) pop-up per organization.** Agencies representing multiple acts cannot reserve multi spaces.
- Space locations will be not pre-assigned & are first-come-first-serve.
- Cost of the Pop-Up Display reservation is \$25.00



RMAF CONVENTION PROGRAM AD PRICES

****all ad space is subject to availability**

Ad copy is to be in a Print Quality PDF and emailed to rmafairs@gmail.com by **October 18, 2019**

AD SIZE	COST	LOCATIONS
Full page, Color, 4.25" w x 11" h <i>allow for full bleed</i>	\$400	**Back Outside Cover
Full page, Color, 3.75" w x 10" h <i>allow for full bleed</i>	\$300	**Front or Back Inside Covers
Full page, B&W, 3.75" w x 10" h	\$200	Inside pages
½ page, B&W, 3.75" w x 5" h	\$100	Inside pages
¼ page, B&W, 3.75" w x 2.5" h	\$50	Inside pages
Mini ad, B&W, 3.75" w x 1.5" h	\$25	Inside pages



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At Your Service...

Well, the summer season has started. A lot of you have already been traveling but some are just getting ready to go. How lucky we are to get to see the country and get paid for it. Right!! Tammie and I thought you might enjoy a little story or two.

Well, never having been known for good routing, the band and I had to close in Bend, Oregon at 2AM Sunday and open Tuesday evening in Grand Prairie, Alberta, which is northwest of Edmonton. Terry, the drummer, had just purchased a very nice, new, Ford van. He was pulling the trailer and carrying Loretta, the fiddle player, and Randy, the guitar/fiddle player. We had a bass player but I can't remember who it was or where he or she was riding. Anyway, Kate and I were in the car with two babies, a nanny, stage clothes and other stuff, one or two dogs, forgot which ones they were and mountains of baby toys.

We crossed the border at Vancouver and headed up the Frazier River canyon. It was raining like hell. Terry and Randy were sleeping in the back of the van. Loretta was driving. She came around a corner, hit a big rock in the road and blew out the tire so they pulled to the side of the road. The river was on one side of the road and a mountain on the side where they parked. Terry was changing the tire, Loretta was crying

and Randy still sleeping. Still raining cats and dogs. Then they heard a terrible roar. Terry looked up and the mountain was coming down up on them. He and Loretta ran. Randy still sleeping (he was 15 at the time). The dirt and rocks hit the van and crashed a big dent in the top and hit the trailer and tore off a fender. Randy still sleeping. Terry is cussing and Loretta is really crying now. Long story short, they get the tire changed, ripped off the fender, put it in the trailer, and were able to drive on. Randy still sleeping. We all made it to the gig about 4pm on Tuesday, set up got a shower and went to work. I was dog-tired because I drove all the way. It was one of our best shows because we were all too tired to think about playing, just went on "muscle memory".

Another time we were leaving Las Cruces, New Mexico, to open the Frontier hotel on the Las Vegas strip. I furnished the band a van to haul the costumes and equipment. Young Marty Spriggle (another fiddle player) was driving on his permit. Terry was riding beside him. The van was loaded to the brim. They were driving through Wickenburg, Arizona. A bee flew in the window and into Marty's lap. He went ballistic. Lost control of the van and rolled it three times out through the desert. Blew all the windows out. Neither Marty nor Terry was hurt but what a mess with costumes, drums, guitars and fiddles and amps and sound system strewn out

across the desert. We had several days before we opened the Frontier so we had time to rent another van and go get them. Had to take all the costumes to the cleaners. All the equipment still worked. The only casualty was my 5-string banjo. Everyone but me was happy about that.

The moral of the story; I no longer use vans to travel in. Ha. No really, stupid stuff happens out there even when you are paying attention. So, watch what you are doing, keep an eye on the other guy and be prepared for anything. What can go wrong will. Remember, your life is more important than any gig. Be safe and we look forward to seeing you on the road. Not literally.

Marty Davis
Service Member Director

RM Young Professionals

The Boss's Two Cents...

The County Fair is a celebration of the rural quality of life in our county. It is a chance for multiple generations of citizens to showcase their special projects and talents for family, friends and the greater community. Our fair is a free admission, four day event that draws visitors from both the county and surrounding communities. Our Board of County Commissioners (BOCC) looks to our full time Fair and Event Center Director whose responsibilities include the successful operation of the fair, communication with the Fair Board and the county commissioners, and maintaining and use of the facilities during the remaining 360 days that the fair is not in operation.

The BOCC expects the director, in conjunction with the fair board, to run a fun and profitable event every fall. This includes lining up sponsors, judges, vendors and entertainment. Entries need to be logged, and space made available for exhibits. Our fair director is expected to advertise the event long in advance, to anticipate needs, and to have contingency plans. The director presents the budget for the up-

coming fair a full year in advance of the event, and is expected to not only stay within this budget, but to hopefully pull a small profit from the event itself.

The fair director must communicate and serve as liaison between many common and disparate groups. He/she must work with all age groups, levels of education, differing expectations. The director must use a variety of communication methods to include email and snail mail, phone and face to face, electronic forms and hand written notes. He/she negotiates contracts with vendors, construction, and maintenance. The director is the face of the county fair to the general public and represents the county to all that attend the fair.

We expect our fair director to maintain and utilize the grounds and buildings throughout the rest of the year as both an asset to the community and as a way to bring in revenue to justify his/her position and support staff. With aging infrastructure and buildings, this is a constant challenge. Creative forward thinking and an ability to vision potential are a must.

In our county, we are very fortunate to have a current Director that both meets and exceeds our expectations. Fair managers, please show this article to whomever you report to, and see if they have similar or different expectations. By knowing and reviewing the expectations of our supervisors, you can foster better results and relationships. You can also use this same exercise with the staff you supervise.

Kathie LaFortune
County Commissioner, District 1
Latah County, Idaho.

Summit Awards Program.....

PURPOSE

The goal of the Summit Awards Program is to recognize the outstanding achievements of our fair members. It is intended to encourage innovation, resourcefulness, collaboration and celebration of the impact of the work we do in our communities.

ELIGIBILITY

- **Restrictions** – One entry per fair, per category
- **Membership** – Fair must be in good standing with the Association at the time of application
- **Deadline** – All entries must be received at the Davis County Fair Office by **October 18, 2019**

DIVISIONS

The awards program is divided into two divisions, based on your 2018 fair attendance. They include:

Division A – Fairs with up to 50,000 attendees

Division B – Fairs with more than 50,000 attendees

EVALUATION

A review committee will be appointed by the 1st vice president of RMAF to include industry professionals with extensive knowledge of the entry categories and fairs/festivals.

APPLICATION CONTENT

All applications must include the following to be considered a complete application:

Entry Form – Gathers information about your attendance, contact for entries, etc.

Entry – Actual item being entered (photo, poster; etc.). Each entry should have a label, on the back of the entry, with the name of Fair, Division & Category.

AWARDS

The top 3 winners will be selected in each division (both A & B) and then category. In addition to being recognized at the annual RMAF Convention, they will receive:

- 1st Place** – \$100 and a recognition plaque
- 2nd Place** – \$50 and a recognition certificate
- 3rd Place** – Recognition certificate

CATEGORIES

- **Promotional Poster** – used to market your Fair
- **Fair Event Guide** – handed out at the gate or in advance (could include schedules, sponsor list, etc.)
- **Fair Logo** – printed on card stock sized at 8 1/2" X 11"
- **Fair Photograph (People or Animals)** – matted (no frame) 8" x 10"
- **Fair Photograph (Other)** – matted (no frame) 8" X 10"
- **Premium Book/Competitive Exhibits Guide**

ABOUT RMAF

The Rocky Mountain Association of Fairs' purpose is to promote fairs and similar events throughout our membership area; and to provide a platform to unite fairs and events with exceptional and unique entertainment for public enjoyment. The Rocky Mountain region includes, Colorado, Idaho, Montana, Nebraska, Nevada, North Dakota, South Dakota, Utah, Washington, Wyoming and Canadian provinces of Alberta and Saskatchewan.

SUMMIT AWARDS PROGRAM ENTRY FORM

Contact Name: _____

Fair: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

Website: _____

Check which division your fair falls under: *(based on your 2018 fair attendance)*

- Division A – Fairs with up to 50,000 attendees
- Division B – Fairs with more than 50,000 attendees

Check which categories you are entering: *(see bottom of previous page for details)*

- Promotional Poster Fair Event Guide Fair Logo
- Fair Photograph (People or Animals) Fair Photograph (Other)
- Premium Book/Competitive Exhibit Guide

Entries should be submitted by October 18, 2019

If sending via US Mail:
Davis County Fair
Attn: RMAF Awards Program
PO Box 618
Farmington, UT 84025

Via all other shipping methods:
Davis County Fair
Attn: RMAF Awards Program
151 S 1100 W
Farmington, UT 84025

Contact RMAF: *(Do NOT mail entries here)*

P. O. Box 77
Filer, ID 83328
Phone: 208-326-2288
rmafairs@gmail.com





**ROCKY MOUNTAIN ASSOCIATION OF
FAIRS**
Barbara Renner Award for Innovation



**Nomination Information
Overview:**

The purpose of this award is to recognize members in our association who have implemented a successful new project, program or effort that demonstrates excellence in innovation and creativity. This award is being given in tribute to Barbara Renner, who is a trailblazer in the fair industry having served as president of RMAF and the first female president IAFE, among countless other distinctions.

Nominations for the Renner Award for Innovation are accepted from individuals, fairs and/or community members. We encourage Fair's to submit their project (s) themselves. Recipient will be selected by the RMAF Awards Committee. Winner will be announced at the RMAF Convention in Layton, Utah on Saturday, November 16 and presented a \$500 check and trophy. The top 3 finalists are invited to present a short overview of their project, program or effort in front of the convention on Saturday, November 16.

Conditions of eligibility:

1. Candidate must be a member of RMAF.
2. Candidate must have shown innovation and vision in creative management (a new product, service, technology or method). It could be innovation in engineering, beautification, competitiveness, etc.
3. This can be a new project/program or an upgrade to an existing project/program.

Please include the following information in your nomination packet:

1. Name and contact information of the fair and/or individual being nominated.
2. Name and contact information of the fair and/or individual submitting the nomination.
3. Title of project, program or effort.
4. Year(s) the initiative started and completed.
5. Overview and description of the project, program or effort. Include information about concept development, implementation, evaluation, recognition and impact. *Please no more than two pages.*
6. Five pages of supplemental information (*optional but recommended*). This may include photos, newspaper articles, power point presentation, collateral samples, letters of support, etc.

Deadline for submission is Friday, September 13, 2019:

By mail: Rocky Mountain Association of Fairs, PO Box 77, Filer ID 83328

By email (preferred): rmafairs@gmail.com

Questions: Nancy Pitz, RMAF Executive Secretary – (208)326-2288

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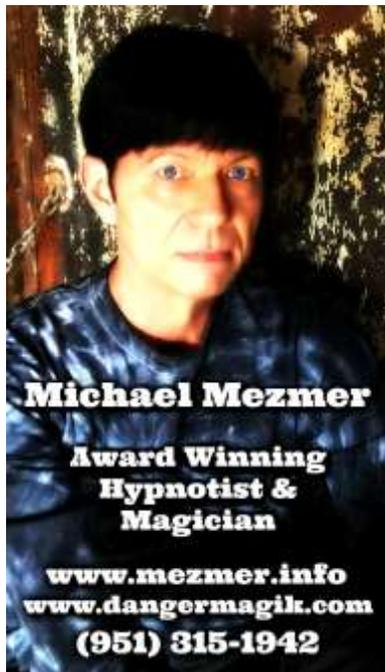
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94TH ANNUAL CONVENTION

*November 13-16
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Plan to attend - Details available
August 1



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